



# Newsletter

Volume 1, 3<sup>rd</sup> Quarter 2008

Dear colleagues

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EMAC Newsletter is published quarterly  
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In the coming months many interesting events are under way by the marketing community around the globe. In the following pages you will find all the relevant information for seven conferences and one doctoral colloquium.

In this Newsletter you will also read about eight special issues in various areas of the marketing discipline and the most up-to-date news from and for the EMAC members.

EMAC is moving forward to a new era since many new initiatives are top in the agenda, some of which are in the stage of exploration and which will certainly keep us very busy over the next 2 to 3 years. Please read the forthcoming EMAC Chronicle where you will find more detailed information about the new EMAC initiatives.

Meanwhile, do not forget to put in your diary the dates May 26-29, 2009, the dates of the 38<sup>th</sup> EMAC Conference in Nantes, France. The deadline for paper submission, December 7, is approaching fast. Jean Louis Nicolas and Jean-Pierre Helfer, Conference chairs, and their colleagues, are looking forward to receiving your work.

Let me wish you all a very healthy and productive new academic year 2008-2009.

**George J. Avlonitis**

**EMAC President**

# Events and Call for Papers

## 2009 Marketing Dynamics Conference

Sponsored by the Marketing Science Institute and the Informs Society for Marketing Science

4-6 January 2009

University of Waikato, Hamilton, New Zealand

**W**e would like to invite you to attend the 2009 Marketing Dynamics Conference in Hamilton, New Zealand, January 4-6<sup>th</sup> 2009. The conference has attracted many outstanding marketing scholars presenting a wide variety of interesting papers on dynamic marketing aspects. The conference includes a workshop on Dynamic Structural Models taught by Professor Jean-Pierre Dubé (University of Chicago). The keynote speaker is Professor Russ Winer (NYU & Executive Director of the Marketing Science Institute). We offer reduced registration fees and NZ\$500 travel grants for PhD students.

Harald van Heerde (University of Waikato; conference chair)  
Marnik Dekimpe (Tilburg University and Catholic University of Leuven; advisory committee)  
Prasad Naik (University of California at Davis; advisory committee)

**For more information:** <http://www.mngt.waikato.ac.nz/>

## 5<sup>th</sup> Thought Leaders International Conference on Brand Management

6-7 April 2009

Athens, Greece

**A**fter 4 years of successfully running the respected Thought Leaders International Conference on Brand Management at the Centre for Research in Brand Marketing in Birmingham (UK), the same team of academics is planning to host the next conference from Monday 6 to Tuesday 7 April 2009 in Athens (Greece). The international organising committee is working to ensure a continuation of the tradition that leading thinkers from both the northern and southern hemispheres present refereed papers of a consistently high quality. This international conference seeks to engender the advancement of knowledge about brand management amongst scholars by disseminating new research and by encouraging the evolution of new research themes. It also aims to narrow the gap between academia and commerce by having presentations from internationally renowned practitioners whose significant senior experience is regarded as being at the cutting edge of application. Parallel tracks of double blind refereed papers will enable authors to gain constructive comments about their papers and extend their knowledge horizon from other researchers. A number of additional activities will also be included, for the participants that might be interested to further develop their research network with academics

working in the same research area. These include 2 dinners in traditional Greek restaurants that are offered to all participants, and optional excursions, that are additional to the conference itself, one on the main land of Attica and one in the islands nearby. Papers presented at the conference may be considered for inclusion in an edited book that will be produced. Authors will have the benefit of revising their papers after their presentation, building on the feedback they receive and they might like to then submit their paper for the book devoted to the best papers from this conference. A copy of this edited book will be posted to all participants upon publication.

Questions regarding the conference should be addressed to the Conference Chair, Dr. Cleopatra Veloutsou (please send email to: [branding2009@atiner.gr](mailto:branding2009@atiner.gr)).

**This event is held in association with the University of Glasgow Business School & the Athens Institute of Education and Research (ATINER)**

**Deadline for paper submissions:** 1<sup>st</sup> December 2008

**Notification to authors:** January 2009

**For more information:**

<http://www.atiner.gr/branding.htm>

## Ankara University International Conference on Market, Marketing & Entrepreneurship

### “Creating & Capturing Value in the 21<sup>st</sup> Century”

6-9 April 2009

Antalya, Turkey

The growing interest and research output on marketing, entrepreneurship and entrepreneurial marketing, value co-creation, and value capturing in the 21<sup>st</sup> century economy reflects a clear point of convergence for the topics. The continuing impact of entrepreneurship on economic growth in developed, emerging and developing economies is an important aspect at this convergence. At the nexus of the interface between entrepreneurship and marketing is value creation and value appropriation within the market. It is the market that provides signals both to the entrepreneur and marketer regarding what value is needed, when it is needed, and how it should be delivered. In addition, rapid technological development and consumer-producer value co-creation provide further impetus for the conference theme. The interdisciplinary approach taken by the conference reflects the fundamental challenges that none of the topics, individually, is able to address. The fundamental import of their collective roles in market economies and the challenges they pose for in different types of economies is another point of importance. Addressing these challenges is particularly important because of the need to manage the growth and sustainability of micro, small and medium sized enterprises. The aim of this conference, therefore, is to invigorate and stimulate interdisciplinary research interests in this exciting field. The conference committee invites paper submissions in the areas relating to the theme. Scholarly, conceptual and empirical papers are encouraged. The issues to consider could include (but are not necessarily limited to) the following:

- Business model, market and SME performance
- International entrepreneurship
- Women and minority issues in entrepreneurship
- Competitive strategies and business development for SMEs

- Creativity, innovation and SME Marketing
- Marketing and customer value propositions for entrepreneurial and start-up firms
- Value co-creation, delivery and value propositions
- Entrepreneurial Branding
- Branding and Reputation for SMEs
- Brand equity
- Branding, design and country of origin effect
- Entrepreneurship, consumers' perspectives and brand value propositions
- Developing and nurturing marketing orientation in SMEs
- Relevance of marketing and the early stages of SME development
- Developing and supporting entrepreneurial marketing when organizational structures are not yet existent or in great flux
- Entrepreneurial risk, consumer behaviour and new product development
- Cross cultural issues in entrepreneurial marketing
- Social entrepreneurship
- Corporate entrepreneurship
- New technologies and influence on marketing implications
- Growth, sustainability and performance
- Opportunity recognition
- Entrepreneurial marketing

**For more information:** <http://www.aumec2009.info/>  
or contact: [kocak@politics.ankara.edu.tr](mailto:kocak@politics.ankara.edu.tr)

## 25<sup>th</sup> International Conference of the Association Francaise Du Marketing

(French Marketing Association)

14-15 May 2009

London Campus of ESCP - EAP, UK

The 25<sup>th</sup> International Conference of the French Marketing Association (Association Française du Marketing-AFM) will be held on May 14<sup>th</sup> and 15<sup>th</sup> 2009 on the London campus of ESCP-EAP.

The conference will be dedicated to the presentation and discussion of works which state the most recent advances in marketing research i.e. concepts (new fields, new concepts), methodology (tools, methods)

and empirical results (new areas and applications). We especially encourage proposals for contributions on emerging themes, drawing on innovative theoretical perspectives or using original methodological approaches

As it will take place in London, the conference will also give the opportunity to exchange with marketing researchers from Europe and everywhere.

Accordingly, we especially wish to encourage:

- Papers with a European dimension and especially works having a comparative aim and proposing applications in different European countries and especially in Great-Britain
- Papers on the edge between marketing and finance, drawing on financial communication and, more largely, papers drawing on the relationship

between consumer value creation and shareholder value creation

The best contribution in both fields will be presented an award.

When sending their paper, the authors who wish to compete for this award are invited to indicate "Submission in the category "European Works" or "Submission in the category "Marketing-Finance" on the first cover page of their article.

**Deadline for paper submissions:** 1<sup>st</sup> December 2008

**Notification to the authors:** Early February 2009

**For more information:**

<http://www.escp-eap.eu/afm2009>

**or contact D. Kebe at:** [afm2009@escp-eap.net](mailto:afm2009@escp-eap.net)

## 22<sup>nd</sup> EMAC DOCTORAL COLLOQUIUM

24-26 May 2009

Nantes, France

The European Institute for Advanced Studies in Management (EIASM) and the European Marketing Academy (EMAC) in collaboration with Audencia School of Management, are organising the 22<sup>nd</sup> Colloquium for doctoral students in marketing. The colloquium will be held in Nantes, France from Sunday, May 24 until Tuesday, May 26, 2009, immediately prior to the EMAC Conference 2009.

The colloquium provides outstanding doctoral students in marketing who want to pursue a career in academics with an opportunity to discuss their dissertation research with other doctoral students and leading academics in the field of marketing. All topics and methodological approaches within the broad field of marketing will be considered.

Doctoral students in different stages of their dissertation process can apply for participation in the doctoral colloquium. There will be:

- **Three tracks for students in an intermediate or advanced stage of their dissertation process.** Students in these tracks should have a good knowledge of the literature in their domain of study and clear research questions. They should be in the process of starting the data collection or have already finished this. The 3 tracks are the following:
  - Marketing Theory and Management
  - Consumer Behaviour

- Marketing Models and Methods

- **Two tracks for students in an early stage of their dissertation process.** Students in this track should have a (tentative) proposal for the topic they want to study, the method they want to use, and the potential contribution. Presentations designed to help students plan and manage their dissertation process.

The 2 tracks are the following:

- Marketing Theory, Management and Methods
- Consumer Behaviour

Candidates should submit an **abstract** of the (planned) doctoral research, outlining the research problem against the existing literature, discussing the methodology and showing some initial empirical results (if applicable).

Abstracts should be no longer than 3 pages (plus figures, tables, and references).

Please note that the name of the candidate and of the thesis advisor(s) (if already known) and contact details **should** appear on the abstract.

**Deadline for paper submissions:** 26<sup>th</sup> January 2009

**For more information:**

[http://www.eiasm.org/frontoffice/event\\_announcement.asp?event\\_id=640](http://www.eiasm.org/frontoffice/event_announcement.asp?event_id=640) or <http://www.emac2009.org/r/home>

## 38<sup>th</sup> EMAC Conference

### “Marketing and the Core Disciplines: rediscovering references?”

26-29 May 2009

Nantes, France

**M**arketing has always been nourished by the conceptual and methodological contribution of the “hard sciences” such as mathematics, as well as the social sciences such as psychology, economics, and sociology. How, in what form, and under which conditions should marketing research continue its dialogue with other disciplines? What assessment can we draw on the influence marketing research has in turn exerted and on the impact it has had on the evolution of knowledge and practices? These questions constitute the extension of the debate which was opened at the Brighton conference on the dangers linked to the hyper-specialisation seen within certain research areas in marketing, and on the increasing gap between

economic and social considerations and the preoccupations of researchers

Can 'applied' disciplines in the framework of a widened dialogue be the answer to the debate on the reform of marketing? Can this notion help to re-establish the place marketing deserves within society and the corporate world? This is the main issue to be addressed at the 2009 conference.

**Deadline for paper submissions:** 7<sup>th</sup> December 2008

**Notification to authors:** Late February 2008

**For more information:**

<http://www.emac2009.org/r/home>

## 6<sup>th</sup> Bi-Annual Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure

### “Psychological, Marketing, Socio-Economic, and Sociological Drivers of Cultural Experiences in Leisure and Tourism”

1-3 June 2009

Vienna, Austria

**T**he organizers request research papers promoting theory and applying innovative methods of behavioral sciences and economics to the study of cultural experience. The aim is improving explanation, prediction, and policy makers' intervention by evidence. Therefore, authors are not expected to merely describe the strategies pursued by the providers of cultural services. Rather, organizers encourage researchers to question current practices and to explore topics to ultimately raise service level quality and customer satisfaction. The organizers also seek papers on research focusing on the efficacy of consumer learning and pedagogy relating to tourism and leisure.

Sample research questions include issues like the following:

- Is contemporary tourism research fully aware of the intersection of tourism and culture: from world-heritage tourism and historical events to fancy designer hotels or religious gatherings?
- What drives consumers to embark, in exchange for watching a multitude of TV channels, on

whatever means of transport to get to strange and distant places to see, sense, experience, learn, remember?

- Are cities exposed to different mechanisms of reconciliation between rivalling policy aims compared to rural regions?
- How do interactive web technologies (Web 2.0 applications) impact on the perceived authenticity of a cultural offer and how do they affect the consumer's experience?
- Do user-generated content and virtual environments (e.g. Second Life) appeal to tourists and enrich their online experience?
- Do these virtual forms of tourism, leisure experiences, or edutainment replace or complement traditional offerings?

**Deadline for paper submissions:** 31<sup>st</sup> December 2008

**Notification to the authors:** 28<sup>th</sup> February 2009

**For more information:**

<http://cpthl2009.modul.ac.at/index.php/2008/index>

## 2009 Global Marketing Conference

### “Marketing on The Global Move”

Hosted by the Korean Academy of Marketing Science Management Development Institute

19-22 November 2009

Gurgaon, India

#### Conference Objectives

**D**ynamic multiculturalism continues to be a vital aspect of global marketing that affects consumers and businesses around the world. The theme of this year’s conference emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of marketing in the dynamic global world including different cultures and cross-cultural business practices, as they affect both domestic and multinational marketing strategies. The 2009 Global Marketing Conference in New Delhi offers outstanding opportunities for business leaders and academics to share their insights and learn from the research finding and experiences of others.

The program chairs welcome participation from all cultures and parts of the world. We look forward to a stimulating and interactive conference. Proceedings of this conference will have an **ISSN** number.

#### Conference Co-Chairs

**Dr. Naresh Malhotra**, Regents’ Professor, College of Management, Georgia Tech, Room 4212 (430), 800 West Peachtree, NW, Atlanta, GA 30308-0520, USA,

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**Deadline for paper submissions:** 15<sup>th</sup> June 2009

**For more information: General Secretary Prof. Kyung Hoon Kim**, Executive Secretary, Korean Academy of Marketing Science, and Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, [stride@sarim.changwon.ac.kr](mailto:stride@sarim.changwon.ac.kr)  
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# Publications and Call for Papers

## Journal of Business & Industrial Marketing

### Special Issue on

### “International Sports Marketing”

Guest Editors: V. Ratten and H. Ratten

**S**port is an international business orientated industry. Sporting organizations offer a number of marketing campaigns to businesses and organizations in order to compete globally. An important part of the sport industry is retaining and attracting businesses and organizations (Farrelly and Quester, 2005). Sports clubs do this by offering a variety of different marketing ideas designed to attract different business demographics. It is vital for academics and practitioners in the sports industry to understand which business and industrial orientated factors are the most successful in encouraging business and organizational loyalty. The aim of this special journal issue is to understand in more detail the way business and industrial marketing works in the sports industry.

Papers from academics and practitioners in the sports field are sought. The special issue will examine how a company or organization in the sports industry or involved with sports markets its goods/services/ideas to another company or organization. Papers that take an interdisciplinary perspective in understanding business-to-business and industrial marketing in the sports industry are encouraged. Contributions to this special issue should present new theories or research about business and industrial marketing in the sports context. All types of research paradigms including case studies, qualitative and quantitative analysis, conceptual and empirical research are welcome. Examples of possible topics that will be examined in the special industry include:

- What the quality of business-to-business marketing is in the sports industry?
- How to plan business-to-business marketing in sports?
- What are international comparative examples of sports business-to-business marketing?
- How to market successfully in sports?
- What are the latest and most innovative business-to-business marketing practices in sports?
- What important insights into sports-based business-to-business marketing behavior are there?
- How does non-profit business-to-business marketing differ to profit business-to-business marketing in sports?
- What competition in sports does there exist between business-to-business marketing firms?
- What distribution channels are involved in selling sports related products and services to other businesses?
- What is the role of media distribution in sports?
- What does new product development between sporting organizations and other businesses contain?
- How to organize sports marketing for international growth?
- What types of relationship marketing exists in sports?
- How can you manage a successful salesforce in sports?
- What is the buying culture of sports related products?

**Deadline for paper submissions:** 30<sup>th</sup> May 2009

**For more informaton:** [http://info.emeraldinsight.com/products/journals/call\\_for\\_papers.htm?id=660](http://info.emeraldinsight.com/products/journals/call_for_papers.htm?id=660)

## Journal of Business & Industrial Marketing

### Special Issue on

### “Managing the Customer Experience Direct Marketing: An International Journal”

Guest Editor: Prof. A. Palmer

**T**he concept of “customer experience” has recently attracted a lot of interest. Companies are increasingly taking a holistic view of the benefits that customers gain from consuming their goods and services, and this “value in use” extends to

the quality of pre-sales and after sales interaction with customers. Companies which once focused on customer relationship management are now appointing “customer experience managers” in an attempt to oversee this holistic integration of value.

For academics, the challenge is on to develop meaningful conceptualisations of the construct of customer experience, and approaches to its measurement which are managerially useful.

This special issue seeks to present papers at the cutting edge of debate about the nature of customer experience and how companies can turn rhetoric into reality with procedures for its measurement and management. Papers are particularly welcome on topics related to the following:

- Approaches to measuring customer experience
- Mapping the customer experience in a direct marketing environment
- Researching consumers' perceptions of value in use
- Links between customer relationship management and customer experience management

- Relative advantages and disadvantages of direct vs. indirect marketing channels for enhancing the customer experience
- Effects of employee motivation on the customer experience

The Special Issue will be published in Vol. 3, No. 3, 2009.

Prospective contributors with questions concerning the potential suitability of topics, or additional requirements about this special issue are invited to contact directly by email:

Professor Adrian Palmer,  
Swansea University School of Business and Economics,  
121 Haldane Building, Singleton Park,  
Swansea,  
SA2 8PP.

[a.j.palmer@swan.ac.uk](mailto:a.j.palmer@swan.ac.uk)

Tel.: +44- (0)1792-295294

Fax: +44- (0)1792- 295626

**Deadline for paper submission:** 19<sup>th</sup> December 2008

**For more informaton:** [http://info.emeraldinsight.com/products/journals/call\\_for\\_papers.htm?id=648](http://info.emeraldinsight.com/products/journals/call_for_papers.htm?id=648)

## Industrial Marketing Management

### Special issue on

### “Scholarship & Practice in Sales & Sales Management: Reconciling the Two Worlds”

**Co-Editors: Prof. G. J. Avlonitis and Dr. N. Panagopoulos**

The world of selling is rapidly changing due to relentless forces such as globalization of accounts, emergence of new markets, economic recession, and information & communication technology advancements. Organizations are responding to these changes by rethinking their conventional approaches to the selling function. Recently, however, several distinguished scholars have expressed the sentiment that academic research in sales & sales management should more accurately reflect the problems that sales practitioners face and should provide actionable guidelines on how to effectively compete in such hyper-turbulent markets. To stimulate the level of discourse on the aforementioned issues, the Industrial Marketing Management (IMM) is pleased to announce a Special Issue on “*Scholarship & Practice in Sales & Sales Management: Reconciling the Two Worlds*”, which was the theme of the 2<sup>nd</sup> Global Sales Science Institute (GSSI) Conference, held in Athens from June 25-27, 2008. Submitted articles can relate to any topic within the realms of personal selling and sales management and can be either conceptual or empirical. However, we would especially like to encourage submissions related to the following topics:

International or cross-cultural issues in sales & sales management

Facilitating collaboration between sales practitioners & academics

How the sales force is creating and delivering value to customers

- CRM strategies and the selling function
- Metrics and key performance indicators for the selling function
- ROI of sales programs and strategies
- Development of a customer-centric sales culture
- Managing selling teams
- Sales & sales management education in a globalized world
- Knowledge, skills, abilities and competencies needed for effective selling in B2B markets
- Psychological and behavioral theories of selling
- Providing effective sales leadership
- Leveraging sales technology
- Integration of sales with other functional units

Manuscripts should be submitted electronically as an MSWord file attachment to an e-mail, following the standard IMM guidelines for authors, to **both** the following Special Issue Co-Editors: Professor George J. Avlonitis ([avlonitis@aueb.gr](mailto:avlonitis@aueb.gr)) and Dr. Nick Panagopoulos ([npanag@aueb.gr](mailto:npanag@aueb.gr)) as well as the IMM

editor Peter LaPlaca ([plaplaca@journalimm.com](mailto:plaplaca@journalimm.com)). Any questions related to the submission of articles in the IMM Special Issue should be directed to any of the Special Issue Co-Editors.

**Deadline for paper submissions:** 1<sup>st</sup> January 2009

## Journal of Business & Industrial Marketing

### Special issue on

### “Networks as Learning Organisations”

**Guest editors: Dr L. D. Peters and Dr A. D. Pressey**

**T**he Journal of Business and Industrial Marketing announces a Call for Papers for a Special Issue on Networks as Learning Organisations. It has been stated that in the new economic logic of value creation only two assets are thought to matter: knowledge and relationships (Ford and Hakansson, 2006). These concepts are clearly not mutually exclusive. Companies engage in value creation activities not only through making their offerings more intelligent but by making their customers and suppliers more intelligent as well (Thirkell, 1997). Put differently, the most effective networks will also be the most intelligent in creating value through their underlying systems and activities (Möller and Rajala, 2007). New initiatives, such as CRM 2.0, seek to understand the influence of such “intelligent” customers and suppliers on organisational learning. The useful knowledge created in such networks might be via formal processes or through informal situations and fortunate circumstance. In whatever form and manner knowledge is created, if it is transient in nature then this represents a lost learning opportunity. This, then, raises a rather obvious but relatively under-examined question: how do networks create, learn from, and retain ‘useful’ knowledge? (Johnston et al. 2006).

Activities in business networks related to the development of inter-firm relationships and the coordination of activities among network members raises questions regarding network partner choice, learning capabilities, and realizable and desirable performance outcomes. This is reflected in the concerns of Hunt and Lambe (2000: 14), who ask “...under what circumstances will firms developing relationships with such entities as suppliers, competitors, employees and customers be likely to lead to enhanced [financial] performance?” We propose that the answers to such questions may be found, at least in part, in: (1) the nature and purpose of the interactions which take place between network partners and (2) the collective learning capabilities which may result from such interactions. These views raise questions about networks and the manner in which they learn:

- How do networks learn and how do they learn to learn?
- What aspects of collaborative activity enhance learning in networks?
- What activities stimulate incremental knowledge and learning?
- How might different levels of network analysis (individual, group, firm, and industry) aid our understanding of the learning process?
- What are the social processes of knowledge production?
- How and when does learning in networks lead to innovation?
- To what extent would the level of knowledge codification in a network and the ability to access and share knowledge between network partners affect the learning capabilities and outcomes in networks?
- How do firms learn from the capabilities of network partners?
- How might new initiatives, such as CRM 2.0, redefine organisational learning in business to consumer markets?

The special issue would welcome all papers that address all aspects of research into networks as learning organisations and network dynamics applied to business and industrial markets. As the Journal of Business and Industrial Marketing is widely read by an academic and business audience, all submissions should include implications for practitioners.

Please address questions to the special issue editors:

Dr Linda D. Peters [l.peters@uea.ac.uk](mailto:l.peters@uea.ac.uk) +44 (0)1603-593331

Dr Andrew D. Pressey [a.pressey@uea.ac.uk](mailto:a.pressey@uea.ac.uk) +44 (0)1603-591181

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**Deadline for paper submissions:** 30<sup>th</sup> January 2009

**A**cademic marketing research has focused disproportionately on studying how organizations *should* conduct marketing but has largely neglected studies of how marketing *is* conducted. The emphasis has been on prescribing marketing to practice rather than studying marketing *as* practice. The result is a paucity of knowledge about the role of marketing in and around organizations. Hence, this *Scandinavian Journal of Management* special issue seeks to open up a space devoted to studies of marketing-as-practice.

Drawing on the ‘practice turn’ in contemporary social theory, management studies and strategic management studies, we invite contributions that study marketing praxis, practices and practitioners in organizations. Studying the praxis or actions of marketing practitioners need not focus only on those with a ‘marketing’ job designation, but focuses on all who enact and/or carry out marketing praxis in any capacity as, for example, ‘part time’ marketers, service personnel, strategic planners and even consumers. It is also important to explicate the practices (symbolic, linguistic and material resources) which marketing practitioners draw upon when they enact or perform marketing work and interpret the actions of other marketers. We thus encourage submissions studying the marketing practices ordering both strategic and everyday marketing work in all types of organizations. We invite contributions that focus on, but need not be limited to, the following questions:

- Who is the marketing practitioner? What is the subjectivity of the marketing practitioner and where do private and public professional marketing identities meet?

- What do marketers do? What forms does marketing praxis take? What is marketing as interactional social practice?
- How do marketers do marketing? What are the discursive and social practices of marketing which marketers in different domains draw on to enact and perform their professional role?
- What is the role of marketing in the strategy process, and the role of strategy in the marketing process? How are the political tensions between strategy and marketing played out in interactional organizational settings?
- How does marketing-as-discourse, including academic discourse, order organizational action and roles? What are the purposes of these ordering activities, in other words, who gains and who loses?
- How can existing strategy-as-practice research inform marketing-as-practice? Is the distinction meaningful?
- How can local intra-organizational marketing practice be understood against common and shared marketing practices on the field level?
- How do marketing practices evolve and transform? Whom or what do they transform and how does this transformation impact on human subjectivity?

**Deadline for paper submissions:** 30<sup>th</sup> September 2009  
**For more information:** contact P. Skålen at [per.skalen@kau.se](mailto:per.skalen@kau.se)

Journal of Business Research

Special issue on

“Muddling Through Processes and Outcomes since Lindblom”

Guest editors: T. Wilson, W. Johnston and B. Low

**D**uring his research career, Charles E. Lindblom discovered a rationalization that has far reaching implications for marketing, international business and policy decisions of a political nature. That is, there was a need for trial and analysis of interim results in order to successfully complete processes - Lindblom’s definition of scientific muddling or, as commonly referred to, just plain muddling. Incrementalism or disjointed incrementalism were added to the descriptions of the

process in a reprise to his original article on its 20<sup>th</sup> anniversary (Lindblom, 1979). The year 2009 will be the 50<sup>th</sup> anniversary of the seminal paper written by Lindblom. In that paper, he recognized an obvious fact that in formulating public policy, tendencies were not to use “rational-comprehensive” approaches but rather a “successive-limited comparison” practice. That is, as a practical matter it is quite impossible in complex problems to have clear objectives, explicit evaluations,

comprehensive overviews and quantified values for mathematical analyses. Instead, value goals and empirical analyses are intertwined. This observation was a major advancement at that time. Fast forward to the 21<sup>st</sup> century where economies, industries, and markets are undergoing profound institutional, structural and policy transformation. The mix of environmental, business and political paradoxes and ambiguities makes it increasingly difficult for policy and business decision makers to develop clearly established goals formulate a set of alternatives and select the superior alternatives. Approaches, instead, tend to be remedial, serial and exploratory. The focus is on a firm knowledge of what they are moving toward (Braybrooke and Lindblom, 1963, 71 and 102). The “problem” is in fact a cluster of interlocking problems with interdependent solutions (Braybrooke and Lindblom, 1963, 54-55). In various portions of Lindblom’s seminal paper (1959), he has called this approach limited comparisons, the branch method, incremental method, and finally “muddling through” on the last page of the paper.

As practitioners, the “best” decisions are the ones that satisfies the stakeholders, shaped by the politics of propriety and awareness, in situations that are circuitous, complex, subtle and idiosyncratic (Braybrooke and Lindblom, 1963, 81). Skilful incrementalism trumps attempts at formal completeness, which always lapse. A productive

course of muddling tends to improve strategic approaches. As educators who use simulations in their upper level courses, we will need to recognize that although we tend to teach the rational-comprehensive approach to treating decision making cases, simulations with their sequential need for decisions will require a scientific muddling approach. The papers for the special issue will deal to a large extent where scientific muddling has been applied in business, marketing (B2B, B2C, C2C), strategy and policy situations. We welcome manuscripts that are theoretically well - grounded with empirical insights that demonstrate the applicability of Lindblom’s treatise.

#### References

Braybrooke, D. and Lindblom, C. E. (1963). *A Strategy of Decision: Policy Evaluation as a Social Process*. New York: The Free Press.

Lindblom, C. E. (1959). The science of “muddling through.” *Public Administration Review*. 9(2), 79-88.

Lindblom, C. E. (1979). Still muddling, not yet through. *Public Administration Review*. 39(6), 517-526.

Manuscripts should be submitted electronically to Tim Wilson ([tim.wilson@usbe.umu.se](mailto:tim.wilson@usbe.umu.se)).

**Deadline for paper submissions:** 15<sup>th</sup> September 2009

## International Journal of E-Services and Mobile Applications

### Special issue on

### “Mobile services”

**Guest editor: Prof. J. Salo**

**T**he amount of companies operating in the mobile communications business has increased. Consumers and companies have started to use different types of mobile services. Both managers and academics have realized emerging mobile service phenomenon. Inspired by the shire number and quality of mobile services this special issue collects rigorous and relevant original papers devoted to this topic. Especially welcomed are papers focusing on either consumer focused mobile services or business-to-business specific mobile services. Practical and theoretical papers with empirical data or not addressing the mobile service phenomenon are equally valid and can be submitted to the special issue. Empirical data can be based e.g. on case study, surveys, focus groups and ethnographies. Possible topics include, but are not limited to the following:

- Consumer attitudes or perceptions of usage of different mobile services
- Cultural differences in consumers attitudes or perceptions towards mobile service usage

- Consumers acceptance of mobile services
- Cultural differences in consumers acceptance of mobile services
- Consumers usage of mobile services
- Cultural differences in usage of mobile services
- Mobile service typologies - types
- Value creation logic or business logic of mobile services
- Value chain and networks formed for mobile service creation and commercialization
- Roles that companies have in value chain
- Mobile ticketing
- Mobile banking
- Mobile virtual social worlds and communities
- Mobile healthcare
- Mobile reminder services
- Evaluation of current and future state of mobile services
- Mobile virtual/social communities

- Context or location based (whether, time, user profile, phone information, humidity etc.) mobile services

Guest editor: Jari Salo, University of Oulu, Faculty of Economics and Business Administration, Department of Marketing, Jari.Salo@oulu.fi

Publication: No .1, Vol. 4, October - December, 2009

**Deadline for paper submissions:** 15<sup>th</sup> November 2009

**Notification to authors:** 31<sup>st</sup> December 2009

**For more information:**

<http://www.igi-global.com/journals/details.asp?id=7830>

## Asia Pacific Journal of Marketing and Logistics

Special issue on

**“Global Sports Marketing: Current Trends and Future Developments”**

**Guest Editors: I. Phau, V. Ratten and R. Tsotsou**

**Extension of deadline for paper submissions:** 30<sup>th</sup> December 2008

**For more information:**

<http://info.emeraldinsight.com/products/journals/journals.htm?PHPSESSID=fkdt5b2g48mlcoooe3p3nm6vb6&id=apjml>

## International Journal of E-Services and Mobile Applications

**Editors-in-Chief: A. Scupola,**

**Roskilde University**

**Denmark**

**T**he objective of the International Journal of E-Services and Mobile Applications is to be a truly interdisciplinary journal providing comprehensive coverage and understanding of all aspects of e-services, self-services and mobile communication from different fields including marketing, management, and MIS. The journal invites contributions that are both empirical and conceptual, and is open to all types of research methodologies both from academia and industry.

**Mission:** Prospective authors are invited to submit manuscripts for possible publication in the International Journal of E-Services and Mobile Applications (IJESMA). IJESMA seeks to promote and

publish state-of-the art research regarding different issues in the production, management, delivery and consumption of e-services, self services, and mobile communication including business-to-business, business-to-consumer, government-to-business, government-to-consumer, and consumer-to-consumer e-services relevant to the interest of professionals, academic educators, researchers, industry consultants in the field.

To learn more about IJESMA, visit: <http://www.igi-global.com/ijesma>

Free institution-wide electronic access when your library purchases a print subscription!

## Journal of Digital Marketing (JDM)

**A**s an editor of Journal of Digital Marketing (JDM) I would like to take this opportunity and cordially invite you to submit a manuscript to our journal.

To lay a common ground for our contributors we define digital marketing in our journal as *an interconnected organizational function performing explicitly defined processes for creating, demonstrating, documenting, communicating and delivering value to customers and for managing customer relationships in ways that enhance joint value creation of customers, organizations and stakeholders.*

Thus various aspects of digital marketing are welcomed. The following is list of possible topics:

- Development, adoption and use of mobile technology in either business or consumer markets to enhance value creation (mobile advertising, mobile games, mobile services, Wlan/ Wi-fi solutions, other technologies NFC, RFID, mobile CRM, SFA etc.)
- Development, adoption and use of internet technology in either business or consumer markets to enhance value creation (virtual/ digital communities e.g. Habbo Hotel, MySpace, Facebook, LinkedIn, Second life, MMORPGs, email, SEO, banner and pop up, under ads, I-EDI, Extranet, ERP2, etc.)
- Development, adoption and use of information technology in either business or consumer

markets to enhance value creation (SCM, ERP, EAI, SOAP, SAAP, intelligent agents, etc.)

- Development, adoption and use of electronic business technology in either business or consumer markets to enhance value creation (websites, e-shops, e-malls, e-auctions, e-marketplaces, spaces, ecosystems, eb2b, eb2c, eg2g, p2p, etc.)
- From the marketing perspective topics that can be addressed under digital marketing can be the following: advertising, branding, sales management, direct marketing, marketing communications, IMC, retailing, wholesaling and CB issues.
- And mixture of these and other conceivable digital marketing activities

We process manuscripts continuously but I would appreciate if you could send your manuscript before November 15 2008. You will be notified about the received manuscript, its review process and results of

the review as soon as we get information. If you would like to be considered as reviewer or ad-hoc reviewer for our journal please contact editor by e-mail.

All papers will be refereed through at least a double blind process by a mixture of academics and practitioners depending on the coverage area of manuscript. Criteria for acceptance of all papers include originality and clear contribution to digital marketing. You can submit your manuscript as email attachment to me. Manuscripts should follow APA format. Should you have any questions, please do not hesitate to contact me.

Sincerely,

Jari Salo (jari.salo@oulu.fi)

Professor of Information and Communication Business  
Department of Marketing

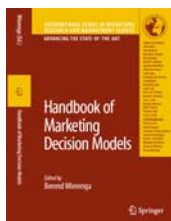
Faculty of Economics and Business Administration  
University of Oulu, Finland

<http://www.serialspublications.com/>

### Publication - Christian Homburg, Sabine Kuester, Harley Krohmer

The professors Christian Homburg (University of Mannheim), Sabine Kuester (University of Mannheim) and Harley Krohmer (University of Berne) will publish the book "Marketing Management: A Contemporary Perspective" this November, London, McGraw-Hill Education, 2009.

The authors provide a contemporary textbook that provides up-to-date and current insights into all relevant topics important for marketing management. The book is written for lecturers, students, and marketing practitioners who desire a textbook suitable for an undergraduate or graduate level course featuring concepts, cases, and examples.



**Berend Wierenga, (Ed.)**

**Handbook of Marketing Decision Models**

Rotterdam School of Management (RSM)

Erasmus University Rotterdam,

The Netherlands

This book presents the state of the art in marketing decision models, dealing with new modeling areas such as customer relationship management, customer value and online marketing, but also describes recent developments in other areas. In the category of marketing mix models, the latest models for advertising, sales promotions, sales management, and competition are dealt with. New developments are presented in consumer decision models, models for return on marketing, marketing

management support systems, and in special techniques such as time series and neural nets. Not only are the most recent models discussed, but the book also pays attention to the implementation of marketing models in companies and to applications in specific industries.

**Online version available:**

<http://www.springerlink.com/home/main.mpx>

# Pictures - Brighton Conference



Best Paper award based a doctoral dissertation Award to Sara Valentini

**Jozsef Beracs, Sara Valentini & Gabriele Troilo**



Best Paper for Consumer Behaviour - sponsored by Westburn Publishers

**Jozsef Beracs, Vladimir Melnyk & Gabriele Troilo**



Best Paper - Social Marketing sponsored by the national Social Marketing Group

**Mei-Na Liao & Matt Wood**



IJRM Best Paper Award

**Jorna Leenheer & Stefan Stremersch**



IJRM Best Paper Award

**Eitan Muller, Stefan Stremersch & Jacob Goldenberg**

# News from and for Members

Hans Kasper

Maastricht University

As from January 1<sup>st</sup> 2008 I have accepted a new chair at our school which is called "marketing, market research and consumer behaviour of the elderly", partly sponsored by APG the largest Dutch pension fund.

I have become visiting professor at the Tjianjin Normal University in China.

The Chinese edition of my book on Services Marketing Management has been published this year.

Yours sincerely,  
Hans Kasper

## News from Marketing Department, Faculty of Economics and Business, University of Groningen

**New Faculty:** The department has recently hired several new junior members. We welcome Marijke Leliveld (Ph.D., Leiden University, Social Psychology), Thorsten Wiesel (Ph.D., Frankfurt University), Sonja Gensler (Ph.D., Frankfurt University).

**Award:** Our honorary professor in marketing research Michel Wedel has been awarded with prestigious

Churchill Award. The Churchill Award for lifetime achievement in the academic study of Marketing Research is given each year by the AMA (American Marketing Association) Market Research Special Interest Group to an outstanding research scholar for lifetime contribution to the academic field of marketing research.

## JPIM Best Article of the Year Award

At the September 2008 annual conference of the PDMA (Product Development and Management Association) in Orlando, Florida, **Dr. Ulrike de Brentani** (JMSB, Concordia University, Montreal, Canada), **Dr. Elko J. Kleinschmidt** (McMaster University, Hamilton, Canada) and **Dr. Sören Salomo** (Danish Technical University, Copenhagen, Denmark)-all members of the European Marketing Academy-were awarded the **JPIM Best Article of the Year Award** for the following article: Kleinschmidt, Elko J., Ulrike de Brentani and

Sören Salomo (2007). Performance of Global New Product Development Programs: A Resource Based View. *Journal of Product Innovation Management - Special Issue: "Effective Global Product Innovation and Launch"* **24, 5** (September): 419-441. Lead Article.

A five-page initial version of the ideas in this article was presented in 2005 at the 34<sup>th</sup> EMAC conference in Milan, Italy.

## Roland Rust

Recently elected the USA national representative to EMAC, finished his three-year term as Editor of the Journal of Marketing, was appointed an Academic

Trustee of the Marketing Science Institute, and was named an Area Editor of both Marketing Science and the Journal of Marketing Research.

## Vacancy for EURAM's Membership Survey



**EURAM** is intending to conduct a membership survey in September 2008 and is looking for a Doctoral Student in Marketing with a good knowledge of market research who could help and assist it in performing the following tasks:

- The design of the survey
- The collection of Membership statistics
- The segmentation & sampling
- The compilation and presentation of the final report

It is an opportunity to boost your CV through a consultancy project for a major European management academy. A free registration and allowance to attend the Annual Conference of **EURAM** in 2009 held in Liverpool will be offered to the selected student. The project will have administrative support and an allocation for necessary expenses.

If you are interested in this project assignment or would like more information about it, please contact Luisa Jaffé ([luisa.jaffe@eiasm.be](mailto:luisa.jaffe@eiasm.be)), EURAM Administrative Coordinator.

For more information about **EURAM**, surf on [www.euram-online.org](http://www.euram-online.org)

For more information about the 2009 **EURAM** Conference to be held in Liverpool, surf on: <http://www.euram2009.org>

Feel free to pass this announcement on to your colleagues who maybe interested!

**About EURAM:**

The **European Academy of Management (EURAM)** is a professional society for scholars in the field of management. **EURAM** aims to be an open, international and multicultural European forum for networking and research in general management, organisational behaviour, organisational theory, corporate governance, strategy and decision-making.

## 2<sup>nd</sup> International Scientific Conference

### Marketing Theory Challenges in Transitional Societies

26 - 27 September 2008

Zagreb, Croatia

**T**he 2<sup>nd</sup> International Scientific Conference entitled Marketing Theory Challenges in Transitional Societies was held on 26<sup>th</sup> and 27<sup>th</sup> September 2008, at the Faculty of Economics and Business, University of Zagreb, Croatia.

This MTC conference, organized by the Marketing Department of the Faculty of Economics and Business, University of Zagreb, aimed at updating participants on a number of matters that relate to the marketing profession in a new and changing environment, affected by dramatic and often unprecedented changes with great implications for business and economics. The papers presented in this conference reflected the state of marketing science in the Central and Eastern European countries and the authors submitted the results of their current marketing research.

The MTC initiative establishes an alliance to design and deliver many joint future scientific and educational projects for marketing scholars in the region. Therefore, the main objectives of the conference were to restore and/ or to enhance the cooperation and to further motivate better networking among academic marketing researchers in Central and Eastern Europe, to motivate researchers for mutual projects and to provide a new membership base for EMAC.

The keynote speaker, Professor József Berács, from the Department of Marketing of the Corvinus University of Budapest, Hungary delivered a speech about "EMAC and the Integration of the South-East European Region".

During the two conference days we had 37 presentations in 7 sessions. Contributions were made by 90 authors from 13 countries and 51 authors actually participated in the conference.

The Conference provided participants with new inspiring thoughts, ideas and experiences. We are convinced that if the whole MTC initiative turns out as planned, the obvious gap between marketing theory and practice that still exists in Central and East European economies and business compared to the West will narrow down substantially in the future. The MTC project is neither a determining nor a deciding factor of that change, but it should definitely be a very necessary one.

The next, 2009 MTC conference will be organized by the Institute of Marketing at the Faculty of Economics and Business, University of Maribor, Slovenia and the 2010 MTC conference will be hosted by the Department of Marketing of the Corvinus University of Budapest, Hungary.

Prof Durdana Ozretic Dosen  
Program Committee Chair