



Newsletter

Volume 2, 1st Quarter 2009

Contents

✓ Letter from the President	1
✓ Events and Call for Papers	2
✓ Publications and Call for Papers	6
✓ News from and for Members	14

EMAC Newsletter is published quarterly by the European Marketing Academy.

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Dear colleagues



In the past six months, we have made a systematic effort to provide a more appealing layout for the EMAC Newsletter. Judging from the positive reactions we have received from many of you, we gain confidence that we are moving toward the right direction.

In this issue of EMAC's Newsletter, you will be informed about conferences organized around the globe, special issues in journals and worth-noting news for and from our members. In the following pages, you will find all the relevant information about seven conferences to be organised until the end of the year, ten special issues in journals from various areas of the marketing discipline, as well as, news relating to new books, special workshops and seminars.

Meanwhile, an exciting EMAC Conference in Nantes is approaching fast, with more than 400 paper presentations, 5 Special Sessions, 3 Special Interest Groups (SIGs) sessions, a Special Session about the EMAC/McKinsey Marketing Dissertation Award and a Meet the Editor Session.

Sincere thanks are due to all members of the Organizing Committee for their enormous effort and dedication in handling such a huge event, the authors who submitted their papers, the Track Chairs and Co-Chairs for their involvement and invaluable assistance in the reviewing process and the reviewers who did their best to provide insightful reviews within the time limits.

I do look forward to see you all in Nantes this May.

George J. Avlonitis

EMAC President

Events and Call for Papers

EMAC 38th Conference

“Marketing & the Core Disciplines: Rediscovering references?”

26-29 May 2009

Nantes, France

Marketing 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.

Early bird online registration: 27th April 2009

Latest online registration: 12th May 2009

For more information: <http://www.emac2009.org>

The Australian and New Zealand Marketing Academy (ANZMAC) 2009 Conference

“Sustainable Management and Marketing”

30 November 2009

Melbourne, Australia

The ANZMAC 2009 Conference Committee invites submission of competitive papers and posters for the 2009 Conference. The conference theme addresses a critical issue facing educators and the wider community: ‘Sustainable Management and Marketing’.

The conference will be held at the Crown Promenade Hotel in the vibrant Melbourne Southbank precinct commencing on Monday 30 November 2009. The conference will be preceded by a doctoral colloquium (evening of Friday 27 - Sunday 29 November 2009).

An added benefit this year is that delegates travelling to Melbourne can attend 2 conferences back-to-back. This year’s ANZMAC conference will be followed by the ANZAM (Australian and New Zealand Academy of Management) conference. The collaboration of these primary professional bodies for marketing and management educators, researchers, students and practitioners in Australia and New Zealand will see two similarly themed conferences run with 1 common overlapping day. Separate papers may be submitted to either conference (not the same paper to both), and a fee structure has been established to accommodate those wishing to attend some or all of both conferences.

Joint Keynote speaker will be Professor Tim Flannery, internationally acclaimed writer, scientist, explorer

and 2007 Australian of the Year. A joint reception will be held at the National Gallery of Victoria (NGV) International.

ANZMAC 2009 offers well established tracks as well as a number of new tracks (see website) for paper submission. Competitive papers must be submitted for review in one (1) track only.

All competitive papers will be subjected to a double-blind peer review process and all papers and poster abstracts accepted for presentation will be published in the Conference Proceedings. These proceedings will be provided to all conference delegates, and will have an ISBN.

A regular feature of ANZMAC Conferences is the doctoral colloquium - this year is no different. Your hosts Professor Harmen Oppewal and Dr Yelena Tsarenko have arranged a program to suit students at the very beginning of their studies and for those near completion.

Conference Co-Chairs: Prof, Mike Ewing & Prof. Felix Mavondo

Deadline for paper submissions: 26th June 2009

For information regarding paper submission:
reviewchair@anzmac2009.org.

For more information: www.anzmac2009.org.

Marketing Dynamics Conference 2009

27-29 August 2009

New York University, U.S.A.

Co-sponsored by: INFORMS Society for Marketing Science (ISMS), Marketing Science Institute (MSI), Stern Center for Measurable Marketing, NYU

Organizing committee: Vishal Singh, Russ Winer

Program committee: M. Dekimpe, H. van Heerde, N. Mizik, P. Naik, K. Pauwels, S. Srinivasan

We invite all interested researchers to participate in this year's sixth annual **Marketing Dynamics Conference**, jointly sponsored by ISMS, MSI, and the Stern Center for Measurable Marketing at the Stern School of Business, New York University. The conference will be held at the Stern School of Business from August 27-29, 2009. The purpose of this meeting is to provide a setting for academic researchers interested in marketing dynamics to meet and discuss research in this area for an extended period, exchange ideas, and engage in collaborative work. The conference begins Thursday afternoon, August 27, with a tutorial on models of industrial organization held by Professor K. Sudhir of Yale University. The main conference begins Thursday morning with a keynote address by Professor Tülin Erdem of New York University and is then followed by research presentations by faculty and doctoral students.

You can participate either as an attendee or presenter. If you are interested in presenting your research,

please email a three-page abstract (one title page and two text pages) to Prof. Prasad Naik (panaik@ucdavis.edu). Decisions will be made by June 30. Your presentation (approximately 30 minutes) will be followed by discussions (about 15 minutes) with the other participants. The topics will focus on marketing phenomena involving dynamic outcomes, actions, or processes (e.g., Bayesian learning, dynamic structural models, Hidden Markov models, time-series approaches, dynamic competitive games, dynamics in consumer learning, brand and corporate equity, customer management, or market response). Proposals and presentations by doctoral students are strongly encouraged.

Details on the registration fee, lodging, and other conference details will be forthcoming. The registration fee will be waived for PhD students attending the conference. In addition, a limited number of financial grants are available for qualifying doctoral students who will present their research.

Deadline for abstract submissions: 15th May 2009

For more information contact: Prof. P. Naik,
panaik@ucdavis.edu

XIX Spanish Scientific Association of Economy and Business Administration Conference

(XIX Congreso Nacional de ACEDE)

“Responsible firms in the Knowledge Society”

9-11 September 2009

Toledo, Spain

The increasing globalisation of the economy is intensifying the problems that some firms have to confront to be competitive. New models based on the knowledge management, corporate governance and social responsibility may contribute to rebuild the level of firm competitiveness.

Managers' capability and ability to exploit the organizational knowledge or to satisfy the demands of the different groups of interest may be important ingredients in the generation of dynamic capabilities. These capabilities will allow firms to recover and/ or sustain their competitive advantage.

Paper submission: Papers and works in progress are accepted in Spanish and in English. They will be sent electronically and they will be accepted after a double-

blind reviewing process. All accepted papers will be published in the proceedings of the Conference.

Tracks: All the papers and works in progress should be submitted in a specific track. There are 20 different tracks in order to depict the diversity of research themes.

- Corporate and competitive strategies
- Internationalization
- Strategic alliances
- Mergers and acquisitions
- Quality management
- Behavioral and organizational change
- Organizational design
- Human resources
- Corporate governance and social responsibility
- Markets and financial assets

- Corporate finance
- Strategic marketing
- Operational marketing
- Business setting up
- Innovation management
- Logistic and supply channels

- Production
- Information systems and new technologies
- Others

Deadline for paper submission: 1st May 2009
For more information: <http://www.congresoacede.org>

XXI Spanish Marketing Association Conference (EMARK 2009)

(XXI Encuentro de Profesores Universitarios de Marketing)

16-18 September 2009

Bilbao, Spain

As every year the Spanish Marketing Association (AEMARK) organises its conference. This conference is used as a forum and discussion about the main issues and topics of research in marketing.

Paper submission:

Papers and works in progress should be written in Spanish. They will be sent electronically by the web of the conference and they will be accepted after a double-blind reviewing process. All submissions must be assigned to a specific track. All accepted papers will be published in the proceedings of the Conference.

Doctoral Dissertation Award:

All doctoral students that have defended their doctoral dissertation between 16th May 2008 and 15th May 2009 may apply to the Doctoral Dissertation Award.

Conference tracks:

The conference programme is divided into fourteen tracks, which cover all the widely accepted research fields within the marketing discipline. Those interested in submitting a paper are invited to send it to one of following tracks:

- Consumer behaviour
- Commercial distribution

- Marketing strategy
- Innovation, value creation and new product development
- Brand management
- Pricing decisions
- Marketing communications
- Training and teaching in Marketing
- New technologies & E-marketing
- Services marketing
- International marketing
- Market research and research methodology
- Tourism marketing
- Industrial marketing and other sectorial applications
- Social responsibility, ethics and marketing of non-profit organisations
- Relationship marketing
- Sales management

Deadline for paper submissions: 11th May 2009
Deadline for doctoral dissertations: 25th May 2009
Notification to the authors: 16 -30 June 2009
Early bird online registration: 3rd July 2009
Latest online registration: 4-16 September 2009
For more information:
<http://www.aemark.es/congreso2009/>

ICRM 2009 - International Colloquium Relationship Marketing

“Building bridges connects people”

16 - 19 September 2009

Maastricht, The Netherlands

This colloquium’s history has been built in Argentina, Australia, Canada, Germany, Finland, New Zealand, Scotland, Sweden, and the UK. In 2009 Maastricht University will be proudly hosting the 17th ICRM in the Netherlands. The goal of ICRM ’09 is to advance research on relationship marketing by stimulating true dialogue during three days of cutting-edge thinking and debate about the theory and

practice of relationship marketing. The three best papers will be considered for publication in a special section of Journal of Retailing. Two keynote speakers during the colloquium will be Rajiv R. Dant and James R. Brown (editors JoR). The colloquium invites participants from all cultures and parts of the world. The colloquium will be hosted by Maastricht University, a European university with a strong

international outlook. Cherishing and stimulating talented people and creating opportunities for innovative education and research relevant to today's society are the university's core values.

Its location in Maastricht, one of the oldest and most beautiful cities in the Netherlands, puts Maastricht University at the crossroads of different cultures and in the heart of Europe. Surrounded by a beautiful hillside, Maastricht is a compact city where almost everything can be reached on foot or by bike. There is always something going on; in the cosy bars or

excellent restaurants, in the inner-city with its many fashion boutiques or in one of the city's museums, theatres or cinemas. We hope to make the colloquium and visiting Maastricht an experience you will never forget.

Deadline for paper submission: 1st May 2009
Notification to the authors: 1st July 2009
Early bird online registration: 1st March 2009
Latest online registration: 15th September 2009
For more information: <http://www.marketingsite.nl>

2nd Biennial International Conference on Services

“Orchestrating the Service Experience: Music to the Ears of our Customers”

4-6 November 2009

Thessaloniki, Greece

After the success of the 1st Biennial International Conference on Services, we are proud to host and invite you to the 2nd Biennial International Conference on Services (BIC II), in Thessaloniki, Greece. The BIC II Biennial International Conference in Services Marketing will be dedicated to the presentation and discussion of papers that state the most recent advances in Services Marketing, i.e. concepts, methodological tools and empirical results. BIC II also seeks to cultivate a dialogue between academics and business professionals hosting a special event that emphasizes Services Marketing application in competitive market environments.

Understanding marketing based on customer relationships becomes a necessity for understanding how to orchestrate a firm in service competition. Service marketing can learn from the many different theatrical movements that have been developed to create distinct audience responses. The notion of role playing can be used in this context to examine the interpersonal relationship between service customers and employees. Both sets of participants can be seen to be working to a script that is determined by their respective role expectations.

The conference academic committee invites paper submissions in the area of services marketing relating to the theme of the conference. Scholarly, conceptual, empirical and methodological papers are encouraged. The issues to consider could include (but not necessarily be limited to) the following:

- Sports/ Event Marketing
- (Eco)Tourism Marketing
- Marketing of Health Services
- Banking/ Finance
- Marketing of Health Services
- Marketing of Fine Arts (Cinema, Music, Art)
- E-services
- Marketing of Professional Services
- Marketing of Non-Profit Services

- Innovation and Services
- Marketing in Higher Education
- Retailing
- Communications/ Telecommunications
- CRM in the Services Sector
- Service blueprinting and operations management
- Pricing of Services

The Conference is organized by:

The University of Macedonia, Greece, Aristotle University, Greece,
University of Glasgow, UK,
The Greek Academy of Marketing

Conference Organizing Committee: G. Avlonitis, Professor, Athens University of Economic and Business, Athens, Greece, G. Zotos, Professor, Aristotle University, Thessaloniki, Greece, Y. Hajidimitriou, Associate Professor, University of Macedonia, Thessaloniki, Greece, C. Vassiliadis, Assistant Professor, University of Macedonia, Thessaloniki, Greece, E. Plakoyiannaki, Lecturer, Aristotle University, Thessaloniki, Greece, A. Andronikidis, Lecturer, University of Macedonia, Thessaloniki, Greece

Deadline for paper submission: 25th May 2009
Notification to the authors: 30th August 2009
Early bird online registration: 30th September 2009
Latest online registration: 20th October 2009
For more information: <http://www.uom.gr/2BIC>

Publications and Call for Papers

Marketing Intelligence & Planning

Special Issue on

“Marketing Tourism Services: Responding to Current Challenges”

Guest Editors: R. Tsiotsou University of Macedonia, Greece and V. Ratten Duquesne University, Pittsburgh, USA

Scope: Tourism represents over 4% of global gross domestic product (GDP) and over 3% of employment worldwide. Tourism services all over the world are currently facing rapid changes due to market globalization, intensified competition and the dynamic evolution of new technologies. International events such as terrorist attacks, wars and severe diseases (i.e. SARS) have resulted in diminishing tourist demand and consequently decreased their business. Moreover, it is expected that tourism will be one of the industries that will mostly be affected by the current economic crisis. The long-term existence of tourism services in such a fierce competitive environment depends not only on their ability to satisfy customers' needs and desires but to effectively respond to current global challenges.

The special issue provides an opportunity for discussion and exchanging of ideas among academics, marketing managers, administrators and individuals involved in the tourism industry both in the private and public sector. The objective of the special issue is to present the current state of tourism marketing internationally, discuss challenges and opportunities, and draw conclusions for future developments.

Topics of Interest:

Research papers, critical reviews and case studies discussing and researching topics related to tourism marketing are invited to be submitted. Interdisciplinary approaches are particularly welcome. Papers can fall under the one or more of the following indicative areas:

- Market orientation
- Consumer behavior
- Marketing partnerships and networks
- Developing marketing channels
- E-marketing in tourism

- Destination marketing
- Advertising and promotion of tourism services
- Brand management
- Co-creation and experience marketing
- Research models and methodologies
- Strategic marketing
- Experiential marketing
- Forecasting models

Submission Guidelines:

Submission will be taken to imply that the article constitutes original work that has not previously been published, accepted for publication, or presently under consideration elsewhere. Prior to submission it is expected that the Marketing Intelligence & Planning author guidelines have been followed in full (<http://www.emeraldinsight.com/mip.htm>). Initial submissions will be reviewed by the guest editors and if judged suitable then placed for double-blind review. Articles should be no more than 5,000 words in length. Papers should be submitted via Manuscript Central (<http://mc.manuscriptcentral.com/mip>).

Any questions about the special issue can be directed to either of the guest editors.

Special Issue Guest Editors: R. Tsiotsou, Assistant Professor of Marketing, Department of Marketing & Operations Management, University of Macedonia, Greece, Email: rtsiotsou@gmail.com

V. Ratten, Assistant Professor, A. J. Palumbo School of Business Administration, Duquesne University, Pittsburgh, United States, Email: vanessaratten@gmail.com

Deadline for paper submissions: 30th June 2009

The Journal of Marketing Communications

Special issue on

“New Advertising Formats”

Guest Editors: Prof. P. De Pelsmacker, University of Antwerp, Belgium and

Prof. P. C. Neijens, University of Amsterdam The Netherlands

Traditional mass media advertising is increasingly ignored or avoided by the consumer, and (technological) evolutions such as digital television and the personal video recorder, Web 2.0 applications and user-generated content, and media and audience fragmentation make it increasingly difficult to reach and convince consumers with traditional campaigns. Therefore, commercial communications is increasingly using advertising formats that can break through the perceptual barrier and can be potentially more convincing than traditional advertising media. Examples of these new formats are hybrid advertising techniques such as brand placement, branded entertainment, advertainment or branded content, plugs, sponsored magazines and advergames. Other examples of 'hidden but paid for' advertising or 'advertising in camouflage' formats are guerilla marketing, buzz marketing and other forms of public relations-like activities with commercial intent. Also new technologies offer opportunities to convey a commercial message in fundamentally different ways than traditional advertising, such as interactive digital television, and company-controlled viral marketing, such as the set-up or active interference in blogs and forums and other forms of interference in user-generated content. Theories such as the mere exposure effect, priming and assimilation, source credibility, affect infusion, meaning transfer and the theory of flow offer conceptual frameworks to gain insights into how these new formats work, but may have to be adapted to fully capture the underlying mechanisms of how they persuade consumers.

Topics may include - but are not limited to - theories and studies of:

- Effectiveness studies on different types of new formats, such as: branded content, brand placement, viral marketing, buzz marketing, interactive digital television, advergames, blogging...
- Adaptations or integration of existing theoretical frameworks or processes to better explain how these new formats work,
- Product, brand, and market factors and individual differences that influence the responses to these new formats,
- Measurement issues: how to measure the effects and processes of the new formats.

All questions regarding the suitability of manuscripts should be sent to the guest editors.

Guest Editors

Prof. dr. Patrick De Pelsmacker

University of Antwerp

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Prof. Dr. Peter C. Neijens

University of Amsterdam

The Amsterdam School of Communications Research
ASCoR

Kloveniersburgwal 48, 1012 CX Amsterdam, The Netherlands

Tel.: 31 (0) 20 525 3998, fax: 31 20 525 3681

Email: p.c.neijens@uva.nl

Deadline for paper submissions: 1st July 2010

The Journal of Marketing Communications

Special issue on

“Cross-Media and Cross-Tool Effects”

Guest Editors: Prof. P. C. Neijens, University of Amsterdam The Netherlands and

Prof. P. De Pelsmacker, University of Antwerp, Belgium

Almost all communication campaigns make use of more than one medium and/ or tools. Advertising campaigns make use of different (mass) media, and communication campaigns make use of different tools, such as advertising, brand activation, sponsorship, direct marketing, Internet

marketing etc. In these *cross-media* or *multimedia* campaigns, marketers seek to maximize the effectiveness of their budgets by exploiting the unique strengths of each medium and tool and by maximizing cross-media consistency and synergies. As Erwin Ephron stated: “Old media planning was about picking

individual media. New media planning is about picking combinations of media (and permutations of media, where sequence of exposure is important).” Scientists and the advertising industry are increasingly interested in the effectiveness of cross-media and cross-tool communications. Crucial questions are how different media and tools contribute to different types of cross-media effects, under what conditions, and which psychological processes account for these effects. To advance our knowledge on these issues, we invite authors to submit their manuscripts for a special issue of the Journal of Marketing Communications.

Topics may include - but are not limited to - theories and studies of:

- Different types of effects, such as target group extension, complementary effects, synergy effects, and repetition effects,
- Effects of different combinations of media and tools,
- Effects of different media and tools sequences,
- Product, brand, and market factors that influence cross-media and - tools effects,
- Processes that underlie cross-media and cross-tools effects, such as forward and backward

priming, competitive interference and meltdown effects, clutter, encoding variability, and credibility principle,

- Measurement issues: how to measure cross-media and - tools effects and processes, and how to collect cross-media and - tools data for media and communications planning.

All questions regarding the suitability of manuscripts should be sent to the guest editors.

Guest Editors, Prof. Dr. P. C. Neijens, University of Amsterdam, The Amsterdam School of Communications Research ASCoR, Kloveniersburgwal 48, 1012 CX Amsterdam, The Netherlands, Tel.: 31 (0) 20 525 3998, fax: 31 20 525 3681, Email: p.c.neijens@uva.nl

Prof. Dr. P. De Pelsmacker, University of Antwerp Department of Marketing, Prinsstraat 13, BE-2000 Antwerpen, Belgium, Tel.: 32 (3) 275 50 46, fax: 32 (3) 275 50 81, Email: patrick.depelsmacker@ua.ac.be

Deadline for paper submissions: 1st July 2009

Journal of Business Research

Special Issue on

“Resource Interaction in Inter-Organizational Networks”

Guest Editors: E. Baraldi, Uppsala University, Sweden and

D. Harrison, BI Norwegian School of Management, Norway

This JBR Special Issue is to provide a forum for the further development and application of a resource interaction approach to the study of inter-organizational relationships and networks. While this approach has emerged from within the Industrial Marketing and Purchasing (IMP) Group, the resource interaction approach has an interdisciplinary discourse involving innovation and new product development, strategic management, and Science and Technology Studies (STS).

Instead of focusing on the allocation of internal resources, the resource interaction approach emphasizes the interactions and combinations of resources at the inter-organizational level. Resources can be technical, organizational and knowledge based. The key point is that the value of resources depends on their combinations with other resources, located both inside and outside firm boundaries. The Special Issue should provide answers to the following questions. How does the value of a certain product emerge from its interactions with other resources? What possibilities and barriers to developing a focal resource (e.g., a facility or a business unit) derive from the resource interfaces that embed it? How do actors influence resource combinations and what

management controls do they apply to affect resources in the network? The Editors of this JBR Special Issue welcome submissions building from the following potential (but not restricted) themes:

- The possibilities and challenges in managing networks of resources
- New insights on logistics and supply networks that analyzing resource interactions can provide
- The role of users in the creation, development and combination of resources
- The process of gaining and using knowledge in resource combining and its relation to value creation
- The management control and accounting of resource combinations at the inter-organizational level
- Internationalization processes and MNC headquarter - subsidiaries relations from a resource interaction perspective
- The role of resource interactions in the development and practice of routines and strategic capabilities across firm boundaries
- The process of new product development and technology innovation from a resource interaction perspective.

All manuscripts should follow the general guidelines for authors of Journal of Business Research. Manuscripts should not have been published or be under consideration at other journals. Please submit your paper electronically to each of the JBR Special Issue Editors: E. Baraldi, Uppsala University, Sweden (Enrico.Baraldi@fek.uu.se); E. Gressetvold, Trondheim

Business School, Norway(Espen.Gressetvold@hist.no); D. Harrison, BI Norwegian School of Management, Norway (Debbie.Harrison@bi.no)

Deadline for paper submissions: 15th July 2009

International Marketing Review

Special Issue on

“International Market Selection and Segmentation”

Guest Editors: N. Papadopoulos, Carleton University, Canada and

O. M. Martin, Public University of Navarre, Spain

As noted by scholars including Franklin Root, Jan-Benedict Steenkamp, Tamer Cavusgil, and many others, the process leading to the identification of promising foreign market targets, commonly referred to as international market selection and/ or segmentation (IMS), is a critical success factor in international market expansion - both in itself and because of its close relationship with the firm’s internationalization process, mode of entry (MOE) choices, and performance internationally and overall. The field has a long research tradition but is also characterized, among others, by (a) a relative dearth of empirical primary research; (b) a lack of integration between its two main streams, which tend to focus separately on “selecting” *country* markets versus “segmenting” potential targets *cross-nationally*; and (c) further fragmentation across several substreams that are often seen as distinct -such as, for example, market screening, international opportunity identification, market potential measurement, and market risk assessment. This has left the core issue - evaluating foreign market targets for international marketing decisions - relatively under-researched and not as well understood as it needs to be considering its importance.

Potential topics that would be suitable for this special issue include, but are not limited to:

- Differentiating between the go/ no-go, IMS, and MOE decisions
- Selecting international markets for export vs. other MOEs (e.g., foreign direct investment)
- Approaches to IMS at different stages of internationalization
- Perceived vs. objective assessment of international market attractiveness
- Geographic, cultural, psychological, and other factors influencing IMS decision making
- Empirical studies on IMS and empirical or conceptual IMS models

- The relationship between IMS and performance (export/ international-only and/ or overall)
- Approaches to international opportunity identification, market potential measurement, risk assessment, and market screening
- Conceptual or case studies on building effective and integrated IMS strategies
- Cross national/ cultural segmentation and effects of sub national/ cultural differences
- Methods for assessing markets based on secondary data, primary research, or a combination
- Measurement issues in assessing market attractiveness or risk
- Relevance of IMS in the context of mergers and acquisitions (assessing alternative “M&A target companies” vs. “country markets” for expansion)
- Effects of IMS decisions on global branding (global, national, and sub- or cross-national segments)
- IMS in small vs. large firms, B2C vs. B2B markets, and/ or products vs. services
- The role of government-sponsored internationalization programs in IMS decisions
- Perspectives on the theory, concepts, and practice of IMS and related decisions
- Integrating the various facets of international market selection and segmentation

Proposed publication date: Vol. 27, No 4 (September 2010)

Deadline for paper submissions: 31st August 2009

For Further questions contact: N. Papadopoulos:

npapadop@carleton.ca or

O. M. Martin: oscar.martin@si.unavarra.es

Industrial Marketing Management

Special Issue on

“Industrial Marketing in a Guanxi Context”

Guest Editors: Dr. C. L. Wang, University of New Haven, Dr. Z. Yang, City University of Hong Kong, China

Guanxi is a unique networking relationship rooted in the Chinese culture and has influenced Chinese business practices for centuries. Understanding the dynamics of Guanxi is a key to open the door to the largest emerging market in greater China. This special issue of Industrial Marketing Management encourages innovative research with strong theoretical ground and empirical rigor to explore following (not limited) topics:

- Antecedents and consequences of Guanxi and related variables (trust, xinyong, ganqing, renqing, commitment, face, favor and reciprocity, etc.);
- Guanxi dynamics and the nature of exchange;
- The role of Guanxi in supply chain management;
- Guanxi in decision making and marketing strategic implications;
- The impact of B2B e-Commerce on Guanxi;
- Guanxi as social capital in relational exchange and transaction costs analysis;
- Guanxi, business performance and long-term satisfaction;
- Guanxi as an institutional phenomenon and governance strategy in marketing channels;
- Guanxi and legalism;
- Guanxi marketing and ethics: the dark side of Guanxi practice in business;
- Competitive advantages, contingencies, limitations and caveats of guanxi;

While current academic research on Guanxi is mainly focusing on greater China, the special issue also encourages studies of cross-nation comparisons.

- Comparisons of Guanxi and Western concept and practices of relationship marketing
- International strategic alliance in a guanxi context: cooperation, conflict and performance of joint ventures in China
- When West meets East: Guanxi in cross-cultural marketing
- Comparisons of Guanxi marketing practices across Asian countries/ regions (e.g., Singapore, Japan, Korea, Taiwan, Hong Kong, etc.)
- Guanxi and overseas Chinese business and marketing

Manuscript submission and any inquires should be sent electronically to special issue coeditors, professor Cheng Lu Wang, at cwang@newhaven.edu, or Professor Zhilin Yang, at mkzyang@cityu.edu.hk, with a copy to the IMM editor at plaplaca@journalimm.com.

Deadline for paper submissions: 1st December 2009

For more information:

<http://www.elsevier.com/wps/find/journaldescription.cws/home/505720/authorinstructions>

International Journal of Bank Marketing (IJBM)

Special Issue on

“Mobile Banking, Buying and Payments”

Guest Editor: H. Karjaluoto, University of Jyväskylä, Finland

The special issue will focus on mobile banking including topics related to mobile transactions, transferring money with a mobile device, making SMS payments and using other online banking services on a mobile device. Recent research shows that despite the rapid diffusion of new mobile devices, mobile banking services have not been widely adopted by bank customers. In addition, conceptual discussion of which banking transactions fall under the term “mobile banking” is scarce. In this special issue, mobile banking is defined as using the mobile network on a mobile handheld device to carry out banking affairs such as a checking account balance, transferring

money, and buying and selling goods/ services such as stocks or tickets. Although the same online banking services that are typically used via personal computers can be accessed on mobile browsers as well, the most successful mobile banking and payment applications have been simple and easy to use SMS services. For example in Finland, over half of all tram ticket purchases are via SMS but mobile internet banking services are not widely used due to high costs and perceived difficulty of use. Consumers have also reported that there is no real need for mobile internet-based banking services. Therefore, SMS is still the dominant and most widely used technology,

especially in Europe, for purchasing various goods and services and interestingly, in applying for SMS loans (especially among younger consumers).

Target topics that are relevant to this special issue of IJBM include but are not limited to:

- Key drivers of mobile banking diffusion
- Mobile phone vs. pc/ laptop use in managing banking affairs
- Utilization of location and context in mobile banking
- Context-aware mobile banking services
- Mobile banking terminology
- Financial institutions' perceptions of mobile banking services
- Consumer attitudes towards mobile banking
- Perceived value of mobile banking services
- Diffusion of mobile banking and mobile payments
- The effect of mobile banking services on customer satisfaction and loyalty
- Trust, security and privacy in mobile banking
- SMS mobile banking vs. browser-based (Internet) mobile banking
- Comparison of active users of mobile banking and non-users

- International comparisons of mobile banking services and usage

Publication Guidelines

All papers will undergo a blind refereeing process conducted by at least two referees.

All submissions must be original works which have not appeared elsewhere and which are not being considered for publication with another journal. As the reviewing process will be conducted anonymously, please do not include your name(s) on the submission. You are encouraged to send papers by email to:

Professor H. Karjaluoto,

Email: heikki.karjaluoto@econ.jyu.fi

Department of Marketing, School of Business and Economics, University of Jyväskylä, 40014 University of Jyväskylä, Finland

Deadline for paper submissions: 30th November 2009

Reviews returned: 15th January 2010

Resubmission of papers: March 15th 2010

Final decision: April 15th 2010

Publication: July 2010 (Vol. 28 No. 5)

For more information:

<http://info.emeraldinsight.com/products/journals/journals.htm?id=ijbm>

Industrial Marketing Management

Special Issue on

“Managing the Global Business-to-Business Sales Force”

Guest Editor: Professor E. Honeycutt, Elon University, USA

The importance of global business-to-business sales activities are becoming increasingly important with the globalization of the economy, real-time communication, and desire by firms to provide high-quality service at reasonable costs. This special issue seeks high-quality manuscripts on any area of selling or sales management that is related to the global industrial or business-to-business sales force. Some potential topical areas include:

- Strategies for entering a new sales area
- Selecting sales partners
- Cross-cultural negotiation
- Selecting salespersons from other cultures
- Training the global sales force
- Motivating the global sales force
- Integrating the global sales force with eCommerce strategies
- Controlling the global sales force
- Evaluating the global sales force
- Global account management
- Parallel sales strategies
- CRM strategies
- Selling strategies for buyers across cultures
- Expatriate managers and the local sales force

- Global sales teams

All submitted papers must NOT be under review at another journal. Manuscripts are generally between 25 and 40 double-spaced pages (including text, references, appendices, tables and figures; place tables and figures at the end and indicate their approximate location in the text with place holders). Please submit the manuscript as a single MSWord file (2003 or 2007). The editor will NOT integrate separate files into your document.

Authors should send their manuscripts electronically to the Guest Editor:

Professor Earl Honeycutt

Professor of Marketing and Director

Chandler Family Professional Sales Center

Love School of Business

Elon University

Elon, NC 27244-2075

ehoneycutt@elon.edu

With a copy to the IMM editorial office: plaplaca@journalimm.com

If you are interested in serving as a reviewer for this special issue or have an idea for a manuscript that you would like preliminary feedback on, please contact the guest editor. It is expected that the special issue on

global business-to-business sales will reach press in early 2010.

Deadline for paper submissions: 1st July 2009

Direct Marketing: An International Journal
Special Issue on
“Direct Marketing and Computer Mediated Communication”

The rapid evolution of technology has given rise for individuals to express their views through interacting with web based discussion groups, known as computer mediated communication (CMC). These discussion sites allow interaction or direct communication between interested parties who share their views on products, brands and consumption experiences. Such exchanges are known as peer to peer communications (P2P).

P2P communications can have an effect on the opinion of customers and potential customers and marketers are beginning to view such sites as useful in collecting information about customer perceptions as well as identifying the themes of discussion. Some organisations host their own discussion sites in order to learn more about their customers and/ or prompt discussions relating to product usage or hints and tips from users to help others. Research in this area is especially important in order to clarify how, or if, customers want to interact with other customers and/ or the organisation/ brand they have in common. Submission of articles is invited to disseminate research relating to how technology is used for intra-

customer communication and what effect this is having on direct marketing practice.

This special issue wants to focus on articles concerning interactive marketing which facilitates interactivity between organisation and customer, interaction between internal customers and interaction between customer and customer. This broad topic may include:

- The use of computer mediated communication to facilitate new product development
- The use of computer mediated communication for customer satisfaction research
- The integration of customer forums into the direct marketing website
- The use of customer forums or social networks to develop relationships
- P2P sites that are hosted by direct marketing organisations

Deadline for paper submissions: 31st July 2009

Journal of Brand Management

Special issue on

“Branding across the Service Industries in the European and Mediterranean region”

Guest editors: Professor D. Vrontis, PhD, University of Nicosia, Cyprus and Dr C. V.Priporas, PhD,

University of Macedonia, Greece

This call is an initiative of the Marketing RIC (Research Interest Committee) of the EuroMed Research Business Institute (www.emrbi.com)

Manuscripts are solicited for a special issue of the Journal of Brand Management. The articles in this special issue will present current, state-of-art research and critical thinking, designed to equip scholars with the knowledge base necessary in this specific area of marketing.

Each article will cover the core theories, essential research tools, and emerging perspectives in specific topics in brand management and services. The importance of services has been realised in the last two decades. The service sector accounts more than 70 percent of the global GDP. As services are becoming highly more competitive, branding is becoming increasingly more important. This special

edition aims to explore areas that are critically important for both brand management and services in the Mediterranean region. More specifically this special issue aims to include, but should not be limited to:

- Service brands and buyer behaviour
- Brand strategy in service industries
- Brands and the service mix
- Brand equity in service industries
- Branding services in the Mediterranean region.
- Branding in Small/ Medium Sized Services Enterprises

Submissions should be original contributions and should not be under consideration for any other publication at the same time.

Professor D. Vrontis, PhD, Dean, School of Business,
University of Nicosia, Nicosia, Cyprus www.unic.ac.cy
President, EuroMed Research Business Institute
(EMBRI)- www.emrbi.com, Editor, EuroMed Journal of
Business (EMJB)-, www.emeraldinsight.com/emjb.htm
46 Makedonitissas Avenue, POBox 24005, 1700
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Tel: +357 22 841615, Fax: + 357 22 355116 / 353722
Email: vrontis.d@unic.ac.cy,
www.facultyintranet.unic.ac.cy/utilities/profile1.asp?ID=1033&Campus=Unic

Deadline for paper submissions: 8th May 2009

For more information: http://www.palgrave-journals.com/bm/author_instructions.html

Manuscripts should be submitted to: Prof. D. Vrontis
vrontis.d@unic.ac.cy or

Dr C. V. Priporas cpriporas@gmail.com

News from and for Members

Half Day Pre-EMAC Workshop: The Marketing Engineering Solution

Professors: A. De Bruyn, ESSEC and G. L. Lilien, Penn State

26 May 2009, 14.00-17.00 (Just before EMAC Nantes)

Auditorium 270 ECE, Audencia Nantes - Ecole de management

Marketing students and the Marketing curriculum require a healthy balance between conceptual marketing and marketing analytics, a difficult balance to achieve. And members of EMAC often seek ways to inject marketing analytics into existing marketing courses to make those courses more appropriate for today's marketing environment.

The Marketing Education Challenge

Marketing curricula are skewed toward conceptual marketing because:

1. Many/ most instructors are uncomfortable with marketing analytics
2. Many/ most students have some form of numerical/ analytic anxiety
3. Materials to ease instructor comfort and calm student anxiety have not been available.

The Marketing Engineering Solution

The solution must address the challenges above. During this workshop we will illustrate how a new text, *Principles of Marketing Engineering* (2007, Lilien, Rangaswamy and De Bruyn) and new software, *Marketing Engineering for Excel (ME^{XL})* should help meet this challenge.

During this limited seating workshop Profs. De Bruyn and Lilien will:

- Demonstrate the need for Marketing Engineering as a critical component in contemporary marketing education

- Discuss experiences the audience has had integrating Marketing Engineering ideas and tools into their curricula
- Outline the structure and the coverage of *Principles of Marketing Engineering*
- Demonstrate **ME^{XL}** and run through some simulated classes with the group, allowing participants to play with the software in the simulated class session.
- Outline where this material can make a real pedagogic difference in courses such as: Marketing Strategy, Marketing Communications, Product Policy, New Product Management, Marketing Research and others.

Who Should Attend

- Instructors of MBA or undergraduate marketing courses not currently using Marketing Engineering but who are interested in exploring how Marketing Engineering can best be integrated into their teaching programs.
- Current users of ME Version 2.4 or ME>XL who would like to share their teaching experiences and learn how best to take advantage of the features of the new offering

No fee...but seating is limited and reservations essential.

To Reserve Please

Email: Lori Nicolini at LNicolini@psu.edu

Subject Line: Reserve ME>XL EMAC Nantes

Include your name, affiliation and contact details

Applying PLS Path Modeling:

Introduction, Methodological Extensions, and SmartPLS Software Application

12-13 June 2009

Berlin, Germany

PLS Path Modeling provides a powerful framework for estimating causal models with latent variables and their manifest indicators as well as systems of simultaneous equations with measurement error. Market researchers and academics widely apply PLS path modeling to predict endogenous latent variables and to estimate as well as to test linear relationships between latent variables in situations where it is difficult or impossible to meet

the hard assumptions of more conventional multivariate statistics.

This seminar is designed for practicing business professionals, full-time faculty, and students who are engaged in, or interested in, current techniques to perform structural equation modeling (SEM) using the PLS path modeling approach.

Early bird online registration: 13th April 2009

Latest online registration: 20th May 2009

For more information: <http://www.pls-school.com>

Journal of Marketing Communications - Deputy Editorship Change

This posting is to announce a change of the Deputy Editorship of the Journal of Marketing Communications (JMC). Patrick de Pelsmacker had previously served for eight years as Deputy Editor. Shintaro Okazaki has been appointed as Deputy Editor, and his contact details are provided below so authors can now submit papers electronically to him. Therefore, with immediate effect, please could authors submit papers for review electronically to Professor Shintaro Okazaki at: Professor Shintaro Okazaki, Deputy Editor, Department of Finance & Marketing Research, College of Economics & Business Administration, Autonomous University of Madrid,

Cantoblanco, 28049 Madrid, Spain. T: +34 91 497 2872; F: +34 91 497 8725; Email: Shintaro.Okazaki@coac.net

Patrick de Pelsmacker has been appointed to an Associate Editorship of the Journal.

In line with the move to electronic submission, the author guidelines have been amended. The new guidelines can be found at: <http://www.tandf.co.uk/journals/authors/rjmcauth.asp>

Philip J. Kitchen

Editor, Journal of Marketing Communications

Chindia Rising 2009

A one-day conference showing you how China and India will benefit your business

12 May 2009

Cass Business School, London, UK

This conference features a very rare opportunity to hear in the UK one of the world's leading business thought leaders, author of the best-selling book 'Chindia Rising', Dr Jagdish N Sheth. Together with an impressive line up of business leaders he will show how you can harness the potential and avoid the pitfalls associated with doing business in India and China.

- S. Bamford - inaugural Chief Executive of UK India Business Council
- Dr J. N Sheth - world leading marketing authority and best-selling author of Chindia Rising
- P. Budd - Head of Arup Global Aviation, Chairman of Arup Scotland, Vice-Chairman, China-Britain Business Council
- R. Gillingwater CBE, Dean of Cass Business School, City London University

- C. Wu - Associate Director of China-Britain Business Council and author of the report into Chinese regional cities
- Y. Sano - Leading analyst for the Asia market, Head of Asia Country Risk at Business Monitor International
- D. Haigh - Founder and Chief Executive of Brand Finance plc, the world's leading brand valuation consultancy
- L. Chaudhry - Founder of 1-Stop HR and leading cross cultural expert specialising in helping companies understand the Indian and Chinese markets

<http://www.gmnhome.com/pagebuilder.asp?id=417>

2008 ISBM Dissertation Award Winners Announced

The Institute for the Study of Business Markets (ISBM) is pleased to announce three winning entries in its 2008 Dissertation support award competition, selected from a total of twenty-seven entries:

- Neil Bendle, University of Minnesota, "Marketing Management in a World with Groups of Heterogeneous Individuals" PhD Advisor Mark Bergen.
- Michael Krush, University of Nebraska-Lincoln, "The Dispersion of Marketing Capabilities and Its Impact on Marketing Strategy Execution, Relational Quality and Business Unit Performance" PhD Advisor Ravipreet Sohi

- Guiyang Xiong, Emory University, "Transforming Social Capital Into Financial Value in IPOs: The Role of Absorptive Capacity in Young Technology Firms' B2B Relationships." PhD Advisor Sundar Bharadwaj.

Dissertation competition entries are judged on the rigor of the proposed work and the relevance of that work to B2B marketing practice. The winners will each receive grants of \$7500 to support their research.

The ISBM dissertation support award competition has supported outstanding B2B dissertation work since its inception in 1991. To see details on the 2009 competition and a list of past winners see

<http://isbm.smeal.psu.edu/researcher/award>

For more about the ISBM, visit www.isbm.org

113th EAAE International Seminar on Agribusiness & Food Marketing

Theme: A resilient European food industry and food chain in a challenging world

The seminar will focus on the features and structure of the EU's food markets and chains, developments in agribusiness industry, institutional transformation, food and trade policies, marketing communications, consumer risk behaviour, risk management, and strategic marketing issues in the food chain. The food chain is an important part of the European industry, economy and society, geographically connected to agricultural production and Europe's high quality consumer market. European food markets cannot exist without a well connected chain, that translates the demands from wealthy and health-oriented consumers to agriculture. Successful marketing strategies rely upon several well collaborating and performing actors: input suppliers, producers, traders, food processors, retailers, consumers, businessmen, and policy makers. However it is not so clear what this strategy is and how new it can be implemented. The seminar will attempt to

address the maintenance of the dynamic features of the food markets and chains and their capacity to confront the new challenges in the agribusiness and food markets. It will bring together marketers, economists, modelers, agricultural economists and policy analysts in order to discuss and assess new developments in the food markets at different levels. The seminar will be hosted by the Mediterranean Agronomic Institute of Chania (MAICH); a European institute with strong international outlook. MAICH is located next to the Chania city, one of the most beautiful and historic cities in Crete, Greece. The city's museums, old harbor, historic market, cozy bars and restaurants, will make your visit to the seminar and Chania, an experience that you will never forget.

For more information: <http://eaae113.maich.gr>

Marketing-Finance Interface: A Unique Master Program Maastricht University, The Netherlands

In today's business environment, the factors that contribute to an organization's financial performance and shareholder's value demand a deep understanding of the marketing-finance interface. Recent work in the academic literature has started to connect marketing and finance theories and methods and investigates the effect of marketing strategy and actions on a firm's financial performance and shareholder value.

However, to date there has been no educational program that prepares students for managerial action in the field of marketing, financial services and risk management and in specific the marketing-finance interface. Yet, companies need people who act as a linking-pin between their marketing and finance departments. Professionals that can analyze, evaluate,

and consult organizations on the role of marketing strategies that enhance financial performance, are indispensable.

At Maastricht University, we are proud to announce the first Marketing-Finance Master Program which started in September 2008. The program is hosted by both the dept. of Marketing and the dept. of Finance at Maastricht University in the Netherlands and is chaired by Prof. Joost, M.E. Pennings, an authority in the field of decision making under risk, marketing and decision sciences. Prof. Pennings's research group conducts cutting edge research in marketing and behavioural finance, both in the USA and in EU.

For more information: www.unimaas.nl/marketingfinance

Advanced Grants of the European Research Council (ERC)

We are writing to alert you to the second round of Advanced Grants of the European Research Council (ERC). The deadline for applications is coming up soon: it is April 15 2009 (at 5:00 pm, Brussels time)

The ERC represents a significant new initiative within the EU's Framework Programme (FP). Its budget is going to be around 7.5 Billion Euros over the period 2007-2013 (the yearly budget will increase linearly from around 300 million Euros in 2007 to around 1.7 billion Euros in 2013). This represents 15% of the total FP budget (other FP initiatives, notably on mobility and thematic research, continue).

The ERC differs from other FP initiatives in that it focuses on investigator-driven research solely evaluated on scientific merits. This means there is no requirement for multiple partners or cross-border mobility of researchers. ERC grants support "individual teams", where teams can be as small as one individual. Of course, co-authors can be "team members"; but the evaluation will focus on the scientific quality of the "principal investigator" (PI) (namely, his or her publications and general 'track record'), and the proposed research project.

We are alerting you to the second 'Advanced Grant' call, i.e. for researchers with a substantial track record

in the last 10 years (note that there is no age limit for applying). The grants are meant for top researchers planning to undertake ambitious, 'frontier research' projects in any field of science, including Social Sciences and Humanities. The grant will be usable flexibly, to pay for example for the PI's wage if needed, for a sabbatical, for teaching buyouts, for possible wage supplements, for equipment or travel expenses, and also for research co-authors, assistants or doctoral or post-doctoral grants. Note finally that, while the bulk of the budget will go to individual grants as described above, it is possible, in the case of interdisciplinary research, to apply for a 'co-investigator grant'. This means having a 'co-principal

investigator' from another discipline (i.e. not from 'economics, finance and management', to refer to the panel most relevant to you), whose profile will also be evaluated, together with the project. Remember also that one can have "team mates" within a 'regular individual project', but their profile will not be evaluated since they are not Principal Investigators. Given these specificities, we strongly encourage you to apply.

More information (on the ERC, the Grant Schemes, the disciplinary Panel structure, the application forms, ...) can be obtained on the ERC website at <http://erc.europa.eu>.

Publication - Christian Homburg, Sabine Kuester and Harley Krohmer



Christian Homburg (University of Mannheim), Sabine Kuester (University of Mannheim) and Harley Krohmer (University of Berne) are delighted to announce the release of their new book "Marketing Management: A Contemporary Perspective".

This comprehensive and international textbook serves as an essential companion for marketing students at the

undergraduate and graduate level. While concentrating on conceptual foundations and practical applications, marketing management does so without glossing over some of the important theoretical frameworks that have been established in the marketing discipline.

Please visit www.marketing-textbook.com where you can download the table of contents or a sample chapter to obtain further insights into the book

Publication - Sylvie Hertrich and Ulrike Mayrhofer



Sylvie Hertrich and Ulrike Mayrhofer (eds.) (2008), "Cas en Marketing", Editions Management & Société, Collection Etudes de cas, Cormelles-le-Royal (ISBN: 978-2-84769-093-4) This book presents 12 case-studies covering major aspects in the field of marketing: marketing analysis and strategy,

market-study, consumer behaviour, brand management, product, pricing, distribution and communication policies, experiential marketing, international marketing, sports marketing, tourism marketing. All cases are based on real situations in companies (Carrefour, Compagnie des Alpes, Futuroscope, Lenovo, Levi Strauss, Procter & Gamble, etc.).

The two editors of the book, S. Hertrich (Ecole de Management Strasbourg, Université de Strasbourg) and U. Mayrhofer (IAE de Lyon, Université Lyon 3 and Groupe ESC Rouen) have developed a rich expertise concerning the creation of case-studies: they have written more than twenty cases in collaboration with companies and have received eight times the prestigious Golden Pen Award, given by the Centrale de Cas et de Médias Pédagogiques, Chambre de Commerce et d'Industrie de Paris.

The authors are recognised specialists in their field, having gained a rich experience in teaching, research and/ or marketing practices: A. Amine, O. Badot, G. Brambach, D. Darpy, M. Delcourt-Itonaga, S. Faulk, I. Frochot, J.-L. Giannelloni, B. Godey, S. Hertrich, P. Hetzel, B. Ivens, M. Kaestner, C. Lai, U. Mayrhofer, F. Ohl, S. Pontier, N. Prime, É. Robinot, C. Roederer, G. Tribou, B. Walliser.

JM Best Paper Award

Joseph Johnson and Gerard J. Tellis won the MSI/ Paul Root award for best paper published in the *Journal of Marketing* that advances the practice of

marketing for their article "Drivers of Success for Market Entry into China and India"

Roland T. Rust Distinguished University Professor

Roland Rust, the USA National Representative to EMAC, was recently named a Distinguished University Professor by the University of Maryland. He is one of about 50 to ever receive this honor at the university, and the first business school professor ever to be so honored.

Roland

[Roland T. Rust](#)

Distinguished University Professor and David Bruce Smith Chair in Marketing Executive Director, Center

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