



Newsletter

Volume 1, 2nd Quarter 2008

Dear colleagues

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It is with great pleasure that I communicate with you as President of EMAC through the new EMAC Newsletter. I am extremely honored to serve as the new president of the European Marketing Academy.

It is a challenging task and I will do my best to live up to your expectations, building on the excellent job done by József Berács and the other past Presidents of EMAC.

As you may already know, we have recently conducted a survey which has provided us with evidence of what to do to further improve the services provided by EMAC. The survey indicated that one of the services that clearly needs improvement is the Newpage. Consequently, we decided to move from the Newpage to EMAC's Newsletter, having an Editor and an Editorial Board. Dr Paulina Papastathopoulou, EMAC National Coordinator for Greece was appointed as Editor of the EMAC Newsletter, while EMAC's current president, past president and executive secretary comprise the Editorial Board. Working all together, we have designed a layout with much shorter and up-to-date news on recent and upcoming events.

I would like to thank Paulina, József and Nina for their contribution in this task.

I hope you'll enjoy reading the EMAC Newsletter and any comments are welcome.

George J. Avlonitis
EMAC President

EMAC Newsletter is published quarterly by the European Marketing Academy.

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Results of the 2008 EMAC Elections

Vice- President

External Relations	Gary Lilien
Membership	Udo Wagner
Publications	Hubert Gatignon

National Coordinators

Austria	Adamantios Diamantopoulos
Belgium	Luk Warlop
Brazil	Claudia Acevedo
Canada	Susan Reid
Croatia	Durdana Ozretic Dosen (New country)
Finland	Kristian Möller
France	Wolfgang Ulaga
Germany	Manfred Krafft
Japan	Hiroataka Aoki
New Zealand	Rob Lawson
U.S.A.	Roland Rust

Events and Call for Papers

Journal of Marketing Science 2008 Annual Conference

"Marketing innovation in China: reform and development"

18-19 October 2008

School of Management of Xi'an Jiao tong University, China

The council of Journal of Marketing Science (JMS) is starting to organize its annual conference for the purpose of academic communication and development of marketing science in China. The conference, to be held on October 18-19, 2008, will be jointly undertaken by School of Management of Xi'an Jiao tong University. The conference will invite some famous scholars of marketing science and other related disciplines in China and abroad to exchange latest research results and discuss hot social issues in China. This conference aims to serve as a platform for exchange of academic thoughts, for presentation of research results and for enhancement of research levels.

Under the theme of "Marketing innovation in China: reform and development", the conference is awaiting the participation of all related departments in other fellow universities. Papers that are reviewed and approved by experts in the same field of research will not only be presented at the conference, but also be recommended for publication on the JMS. In addition, a Doctoral Consortium will also be organized on October 17 in order to stimulate academic interest among young scholars of marketing and to facilitate communication between doctoral students in different universities.

Subjects of the Conference and the submission address

1. Marketing Strategic Innovation; Jms1@mail.xjtu.edu.cn
2. Consumers and their Behavior In Marketing; Jms2@mail.xjtu.edu.cn
3. Services Marketing; Jms3@mail.xjtu.edu.cn
4. channel of marketing; Jms4@mail.xjtu.edu.cn
5. Internet Marketing; Jms5@mail.xjtu.edu.cn
6. Marketing Innovation and New Production Development; Jms6@mail.xjtu.edu.cn
7. Marketing model; Jms7@mail.xjtu.edu.cn
8. Brand management; Jms8@mail.xjtu.edu.cn

Contact Persons

Prof. Liu Yi, Prof. Zhuang Guijun
Department of Marketing, School of Management of Xi'an Jiao tong University, 28 Xianning Road, city of Xi'an, Shanxi, P R China
Telephone: 86(29)-82667833
Fax: 029-82668733
Email: jms@mail.xjtu.edu.cn

Deadline for paper submissions: 15th July 2008

Review deadline: 31st August 2008

For more information (in Chinese):

<http://som.xjtu.edu.cn/2008jms/index.htm>

2009 MMA Spring Conference

"Managing Complexity and Change in a Networked World"

18-20 March 2009

The Drake Hotel, Chicago IL, USA

It's time to submit your articles and ideas and plan to register for the *Marketing Management Association's* 2009 Spring Conference to be held at the beautiful and historic Drake Hotel (www.thedrakehotel.com) on the Gold Coast along Chicago's Michigan Avenue, March 18-20, 2009. This year's theme is ***Managing Complexity and Change in a Networked World***. Building on our many successes in the past, this three-day venue continues to attract innovative marketing educators and scholars worldwide—a well-proven organization that affords the opportunity to share one's insights and ingenuity in

the form of scholarly papers, panel sessions, discussions, and more. You are encouraged to submit in any of these formats.

Track chairs are some of the most talented and capable people in the Marketing Management Association: Carrie Trimble, Catharine Curran, John Fraedrich, Lou Pelton, Peter Gordon, Karen James, Connie Bateman, Suzanne Nasco, Tulay Girard, Dawn Deeter-Schmelz, Karen Kennedy, Pam Kennett-Hensel, Michael Messina, and Timothy R. Graeff.

Spring Conference Program Chair and President-elect of MMA:

John Cherry
Associate Professor, Department of Management & Marketing,
Harrison College of Business, Mail Stop 5875
Southeast Missouri State University,
One University Plaza

Cape Girardeau, MO 63701
e-mail: jcherry@semo.edu
Office: (573) 651-2923, fax: (573) 651-2909

Deadline for paper submissions: 20th October 2008
For more information: <http://www.mmaglobal.org>

EMAC 38th Conference

“Marketing and 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.

Deadline for paper submissions: 7th December 2008
Notification to the authors: Late February 2009
Early bird online registration: 27th April 2009
Latest online registration: 12th May 2009
For more information: <http://www.emac2009.org/>

2009 La Londe Conference

Marketing Communications and Consumer Behavior

2-5 June 2009

La Londe les Maures (French Riviera)

The Aix-en-Provence Graduate School of Management is happy to announce the 36th edition of the La Londe Conference.

The theme of the 2009 La Londe conference is Marketing Communications and Consumer Behavior. Topics of interest are all theoretical or empirical research providing insight for improving the understanding of consumer behavior or management of marketing communications.

Chairpersons

Chris A. Janiszewski, University of Florida, USA
Stijn M. J. van Osselaer, RSM Erasmus University, Rotterdam, The Netherlands

Keynote Speaker

Tanya L. Chartrand, Fuqua School of Business, Duke University, USA

Conference Coordinators

Dwight Merunka and Virginie De Barnier, Aix Graduate School of Management, Paul Cézanne University in Aix-en-Provence, France

The Character of the conference

The conference is held at the Agelonde resort located at *La Londe les Maures*, a village on the French Riviera (department of Var), 48 miles from Nice. The resort is located in beautiful surroundings, about 600 yards from the beach.

The conference is of a reasonable size (around 100 participants) and truly international. It is characterized by a friendly and informal atmosphere of exchange between researchers from all over the world. It promotes fruitful interaction and idea exchanges.

An important outcome of the conference is a special issue of the *Journal of Business Research*.

If you have any questions, please contact the administrative officer Rosemary Calazel or the coordinators Dwight Merunka and Virginie De Barrier at lalonde@iae-aix.com.

Deadline for paper submissions: 9th January 2009
Notification to the authors: 28th February 2009
Early bird online registration: 1st March, 2009
Latest online registration: 1st May 2009
For more information: <http://www.lalondeconference.org>

Marketing - Finance Conference

“The Whole is Greater than the Sum of its Parts”.

Maastricht University, Faculty of Economics & Business Administration and

Research School METEOR,

10 October 2008

Maastricht, The Netherlands

In today's business environment the factors that contribute to the financial performance of the firm and shareholder's value demand a deep understanding of the marketing-finance relationship. Not only the relationship between marketing activities and financial performance encompasses the marketing-finance interface, also financial product design and development requires an interdisciplinary approach in order to be successful. Consequently, professionals are needed to analyze, evaluate, and consult organizations on the role of marketing policies and plans that enhance financial performance. We are pleased to invite you to the first Marketing-Finance Conference, hosted by the Faculty of Economics & Business Administration of Maastricht University and Research School METEOR. This conference brings together researchers from the marketing and finance disciplines that have been at the forefront of integrating both disciplines in their research. In addition, captains of industry will share with the conference participants their experiences with adopting the marketing-finance interface.

Registration

The conference is free. However, registration for the conference is required since seats are limited (registration deadline is August 15, 2008). For registration or more information about the conference please contact Prof. Dr. Ir. Joost M.E. Pennings at joost.pennings@finance.unimaas.nl or jme.pennings@mw.unimaas.nl or Dr. Arvid O. I. Hoffmann at a.hoffmann@finance.unimaas.nl

Beyond the conference

The conference provides you with the ideal opportunity to explore the Burgundian city of Maastricht. Maastricht was founded by the Romans and is one of the oldest cities of the Netherlands. Enjoy the medieval city center, which is on both sides the river the Meuse, and explore one of the many restaurants. Maastricht is famous for its large variety of cuisines and is often called the culinary capital of the Netherlands.
Map of Conference Location Witte Zaal, La Bonbonnière

Venue

La Bonbonnière Theatre

Achter de Comedie 1, 6211 GZ Maastricht

For more information:
<http://www.fdewb.unimaas.nl/mw/?page=news&view=detail&id=158>

Academy of Marketing
Research Career Personal Development Event
15 October 2008
London Metropolitan Business School
London, UK

The Academy of Marketing is pleased to announce a Personal Career Development Event for Research Active Academics that will be held on the 15th October 2008. The event will provide academic marketing researchers with the opportunity to obtain advice, guidance and constructive assistance and feedback from a team of experienced scholars.

Who should attend?

The event is intended for people who have completed their PhDs, who have published some of their work (in journals, conference proceedings, book chapters, etc.), and who perhaps are now at a crossroad in their careers in that they are increasingly called upon to undertake administration and to carry heavy teaching loads at the expense of developing their research activities and skills.

Cost of attendance

The fee for the event will be £35 for Academy of Marketing members, £45 for others. Intending attendees will need to register early due to a limited number of spaces available.

The event is being organised by the Academy of Marketing's Special Interest Group on Arts, Heritage, Nonprofit and Social Marketing. However, academic marketers from any other area are welcome to attend.

Programme:http://www.heacademy.ac.uk/assets/bmaf/documents/events/Events_2008/151008_Early_Career_Researcher_event.doc

The speakers

Michael Baker, Emeritus Professor of Marketing at the University of Strathclyde

Tim Ambler, Senior Fellow of London Business

Christine Ennew, Pro Vice-Chancellor at the University of Nottingham

Ewart Wooldridge, Chief Executive of the Leadership Foundation for Higher Education.

Christian Heath and Paul Luff, who manage the work Interaction and Technology Research Centre at King's College London.

Enrolment guidelines

Intending participants should contact (preferably by email) Professor Roger Bennett at London Metropolitan University at the following address: London Metropolitan University Business School, 84 Moorgate, London EC2M 6SQ, email: r.bennett@londonmet.ac.uk. Early registration is requested because numbers will be limited and places will be allocated on a first-come first-served basis.

Location

The event will be held in London Metropolitan University's Graduate Centre (a building designed by the internationally renowned architect Daniel Liebeskind), London North Campus, 166-220 Holloway Road, London N7 8DB. For further information on the Liebeskind building please visit: www.londonmet.ac.uk/news/buildings/graduate-centre.cfm.

Publications and Call for Papers

International Journal of Electronic Marketing & Retailing (IJEMR)

Special issue on

“Evolving the e-marketing mindset towards the Social Web Model”

Guest editors: Prof. Dr. Francisco J. Martínez-López, (University of Granada, Spain),

Prof. Dr. Inma Rodríguez-Ardura, (Open University of Catalonia, Spain)

From the very beginnings of the Web, voices from many different backgrounds warned about the potential of this revolutionary public communication infrastructure for fostering individualistic behaviour in people. Somehow, this reasoning looked on the Internet, and the Web in particular, as a “place” where each individual could get into a process that isolated him/her from their physical context of reference. This fact was even said to lead, when considered from a worldwide perspective, to autistic societies.

Just one decade later, the net social benefits of the Web are unquestionable, as is its social dimension. The continuous advances in new Internet tools and applications have metamorphosed the Web communication model tremendously in the past years. Basically, the Internet has evolved from being a space for organizations to publish information, with little opportunity for users to take their own communicational initiatives, towards a collaborative platform where every user becomes a potential publisher. Such a platform is articulated in diverse new concepts and a growing number of services like the e-communities, social networks, blogs, wikis, podcasting, videocasting, and so on. With this new scenario, there is an obvious transference of power and informational control from the online organizations, those mainly responsible for editing contents in the past Web model, to the massive population of Internet users. Doubtless, the Web is nowadays more democratic than ever.

Taking a commercial perspective, this implies talking about an evolution from the classic transactional Web-based model to what has recently been called *the social Web model*. This kind of Web is obviously much more difficult for companies to control. Nowadays, the companies’ sites are just one of the thousands of web sites where current or potential customers can find information about their offers. So, there are more and more sources of information about the companies’ offers, which they cannot control. This strategic issue needs to be managed, if one takes into account that people are increasingly more involved, in general, with

a Web-based model of social interaction. Consequently, visiting these places becomes more and more common for customers when developing their consumption processes, as they rely more on information about the brands’ evaluations posted there by other users. Therefore, just as being online was not enough a couple of years ago for a company to be successful on the Internet, the present Web model requires more than just creating an online brand community. In fact, this marketing decision could probably be, except in certain cases, of little interest to the firm’s customers of today. Indeed, considerable thought on how current e-marketing mindsets, applications and tools should evolve in order to suitably manage this new Web model is more than necessary.

With this special issue, IJEMR hopes to encourage the submission of high-quality theoretical and empirical papers which analyze this research topic.

Topics of interest include, but are not limited to:

- Conversational marketing
- Viral marketing
- Crowdsourcing marketing
- Social network marketing
- E-communities
- Podcasting and videocasting marketing strategies
- Blog marketing
- Search engine marketing

Deadline for paper submissions: No later than 1st October 2008

Notification to authors: No later than 31st January 2009

Final version of paper: due 1st April 2009

For more information:

<http://www.inderscience.com/callPapers.php>

<http://www.inderscience.com/ijemr>

“Global Sports Marketing: Current Trends and Future Developments”

Guest Editors: Ian Phau, Vanessa Ratten and Rodoula Tsiotsou

The marketing of sports has become a global industry. Different types of sport organizations (private and public, amateur and professional) are now focusing on their worldwide appeal. Private sport organizations such as the LA Dodgers have recently been showcasing their talent at baseball games throughout Asia and particularly in China. Public sport organizations such as the International Olympic Committee now try to market a variety of different sports such as surfing in order to increase their market audience. Amateur sporting clubs throughout the world try to focus on the ‘globalisation’ of sports, which occurs when a global sport is differentiated to the local country market. For example, football in Australia having different meanings depending on the state in which it is played. The marketing of professional sports worldwide also differs according to the country setting. For example, the failure of the Australian Baseball League to generate ticket sales despite the worldwide success of American Baseball.

In this special issue we welcome papers that focus on the global aspect of sports marketing and in particular papers that highlight or stress the relevance of the Asian market. Some of the fastest growing sports marketing areas are in Asia and particularly with the strong economic growth rates of countries such as India and Vietnam it is important for sports marketing academics, practitioners and public policy practitioners to focus on these markets.

The following is a list of possible topics that are welcome in this special issue:

- The internationalization of college and professional sports
- Global approaches to sports marketing
- Global marketing innovations in sports
- Global marketing challenges and opportunities in sports-related industries
- Regulatory issues in global sport marketing
- The role of global corporate philanthropy and social responsibility in sports-related industries
- The influence of social and human capital to successful global sporting teams
- Global marketing success stories in sports
- Global sponsorship and targeting initiatives in sports
- Marketing of international sport events and sport teams TV rights
- Segmenting and targeting the global sport consumer
- Building global sport brands
- E-marketing practices of global sport brands (e.g. teams, events, athletes)
- Consumption communities and their impact on the globalization of sports
- The impact of global sports on other industries (e.g. tourism)

Deadline for paper submissions: 30th October 2008

For more information:

<http://info.emeraldinsight.com/products/journals/journals.htm?PHPSESSID=fkdt5b2g48mlcooe3p3nm6vb6&id=apjml>

Marketing Intelligence & Planning

Special issue on

“Current issues in Arts Marketing”

Guest editors: Dr. Noel Dennis, Dr Michael Macaulay, Dr Gretchen Larsen

It is becoming increasingly evident through conference tracks and publications in general marketing and management journals that the area of arts marketing is growing, both in terms of academic members and wider importance in the marketing field (see for example Fillis, 2004; Holbrook, 2005; O’Reilly, 2005; Schroeder, 2005; Bradshaw and Holbrook, 2007).

The purpose of this Special Issue is to provide a showcase for cutting edge contemporary research in the field of arts marketing. Papers are particularly

encouraged that contribute to the academic debate and also demonstrate practical application for arts marketing practitioners and artists. Specific topics might include the following, but papers of good quality on any appropriate arts marketing related issue would be welcome:

- The nature of marketing and its fit with the arts
- Marketing orientation and the arts
- Strategic arts marketing issues

- Marketing and consumption of all art forms regardless of their conventional categorisation (e.g. 'for' and 'not for profit'; high art and popular culture)
- Arts branding
- Researching arts audiences
- Defining and delivering customer value in the arts
- Creativity and innovation in the arts organisation
- Marketing strategy: the artist and artistic organisation
- International issues in the arts
- Moving beyond the art vs. commerce debate
- Co-creation of the arts
- Performing identity: artist and audiences
- Digital media and arts provision
- Synergising academic and practitioner research in arts marketing
- Moving beyond metaphorical application of the arts in marketing

Submission guidelines

Submissions are made using Scholar One's Manuscript Central online submission system. This is accessible at <http://mc.manuscriptcentral.com/mip>

Submissions should follow the format prescribed in the journal Author guidelines which are available in the inside back cover of any hard copy of the journal or on the journal website www.emeraldinsight.com/mip.htm

All submissions will be acknowledged as they are received.

The guest editors of this special issue would be happy to discuss ideas for papers and can be contacted by email; Noel Dennis, N.k.dennis@tees.ac.uk, Michael Macaulay, M.macaulay@tees.ac.uk, Gretchen Larsen, G.L.Larsen@bradford.ac.uk

Deadline for paper submissions: 1st November 2008

References

- Bradshaw, A and Holbrook, M (2007) Remembering Chet: Theorising the Mythology of the Self-Destructive Bohemian Artist as Self-Producer and Self-Consumer in the Market for Romanticism. *Marketing Theory*, 7(2) pp.115-136.
- Fillis, I (2004) The Entrepreneurial Artist as Marketer - Lessons from the Smaller Firm Literature. *International Journal of Arts Management*, 7(1) 9-21.
- Holbrook, M (2005) Art vs Commerce As a Macromarketing Theme in Three Films from the Young-Man-With-A-Horn Genre. *Journal of Macromarketing*, 25(6) 21-31.
- O'Reilly, D (2005) Cultural Brands/Branding Cultures. *Journal of Marketing Management*, 21 (5-6), 573-588.
- Schroeder, J (2005) The Artist and the Brand. *European Journal of Marketing*, 39(11-12) 1291-1305.

International Journal of Public Sector Performance Management (IJSPM)

Special issue on

"Marketing strategies for Public performance"

Guest editor: Professor Tony Proctor, (Chester Business School, University of Chester)

Marketing in the public sector faces challenges both a regional and national level. In particular, there is emphasis on performance management and the adoption of an approach to business that parallels that in the profit making private sector. As public organisations aim to produce impacts on their external environment, their performance needs to be measured, not only at the internal level but also at the external level. This is the reason why marketing approaches and their specific tools have a key role to play in the management and measurement of public performance.

The creation of initiatives between public and private sectors, involving partnerships and joint ventures companies, and, the emphasis on changing attitudes and behaviour in Society, have focussed attention on making strategic decisions in increasingly market-oriented ways. A successful adoption of a market orientation allows the public sector to become better

positioned to exploit emerging opportunities. Recognition of opportunities that exist, the marketing orientation required to exploit these opportunities and the enabling strategies demanded are key to the future development of public sector organisations in the 21st century.

Theoretical and empirically-based papers are being sought for a special issue of IJSPM which will explore to what extent marketing can, should and indeed must improve the customer orientation within the public sector and the ways in which this goal can best be achieved. The exploration of key marketing challenges and the identification of best practice in differing marketing contexts are highly topical and important. Papers adopting a theoretical approach are welcome provided they deal with new marketing tools and approaches. However, priority will be given to papers which concentrate on empirical researches (cases

studies). The general theme of the special issue will be around how public sector executives plan strategic marketing activities to increase performance within their organisations.

This special edition aims to inform readers on the processes and the consequences of adopting marketing approaches within public sector. It will focus on “marketisation” (increase performance in service delivery) and social marketing in order to link these integrated marketing approaches to performance that relies not only on promotion and communication, but also on the will to identify the needs of their public. Areas that may provide an appropriate focus include (but are not necessarily limited to):

- Diversity of the demand the public manager has to face with (consumers, users, voter, tax payers). Which marketing tools are more adapted to cope with this specific demand?
- Market segmentation, targeting and positioning approaches - traditional or new approaches more adapted to public services.
- How new public services are adapted to meet the needs of a specific demand
- Analysis of users’ satisfaction within public sector organisations.
- Targeting specific publics to reach social goals.
- How marketing tools are used and adapted in order to reach performance in changing social behaviours?
- Value based marketing

- Innovation and improved service delivery through public-private partnerships and networks or co-operation with other public sector providers
- Measuring short and long term future demand for services
- Effective delivery of customer service to reflect and reinforce the desired corporate brand image
- Methods of improving customer service
- Issues regarding pricing of services in the public sector
- Marketing communication approaches
- Social marketing in practice
- E-marketing and the public sector customer.

All manuscripts must be submitted in line with the guidelines for the *International Journal of Public Sector Performance Management*.

Editors and Notes

You may send one copy in the form of an MS Word file attached to an e-mail (details in [Author Guidelines](#)) to the following:

Tony Proctor *E-mail:* tony_proctor@btinternet.com
with a copy to: IEL Editorial Office
e-mail: ijatm@inderscience.com
and: Marcel Guenoun
E-mail: marcel.guenoun@univ-cezanne.fr

<p>Deadline for paper submissions: 1st November 2008 Notification to the authors: February 2009 Deadline for revisions: 1st April 2009</p>

Journal of Marketing Management

Special issue on

“New Development in Online Marketing”

Guest editors: Dr Jim Hamill and Dr Stephen Tagg (University of Strathclyde,UK)

Prof. Tiziano Vescovi,(Ca’ Foscari University Venice) and Alan Stevenson, (Director, Agile Consulting)

Writing in this Journal ten years ago, one of the current Editors stated that the study and practice of marketing would be revolutionised by the rapid growth of the Internet and World Wide Web. It was argued that the Web represents a fundamentally different environment compared to offline marketing and that new marketing paradigms would need to be developed to take account of the emerging electronic age (Hamill and Gregory, 1997)

Ten years on, when use of the Internet has become second nature to most of us, what has really changed? Has the study and practice of marketing been revolutionised by the Net? Has there been a paradigm

shift? Where are we now? What will be the major trends and developments over the next ten years? Have we, as marketing academics, kept pace with developments in the research we do, in what we teach and the way we teach it? This Special Edition of the JMM will publish a selection of leading edge articles covering the impact of the Internet on the study and practice of marketing over the last decade, currently and into the future. A core premise of the ‘Special’ is that we have entered a new and even more revolutionary phase in the development of the Internet as a global marketing and communications channel; a phase characterised by information ‘pull’ rather than ‘push’, user generated content, openness, sharing, collaboration, interaction, communities, and

social networking. New generation Web based communities and hosted applications, such as social network and social content web sites, blogs, wikis, podcasts and vodcasts, virtual realities, mash ups, RSS feeds and mobile applications, are beginning to have a major impact on customer behaviour across a diverse range of industries, including both B2C and B2B. There is growing cynicism

and resistance to supplier led brand messages, with the collective knowledge and feedback of the network beginning to have a more important impact on purchasing decisions.

These new applications (variously called Web 2.0, the Wiki or Social Web) represent a fundamental change in the way people use the Internet, their online expectations and experiences. From a marketing perspective, the most distinctive feature is not the technology involved but rather than the growth of a new global culture - a 'net generation' culture based on decentralized authority rather than hierarchy and control, online socialising and collaboration, user generated and distributed content, open communications, peer-to-peer sharing and global participation. The new Web empowers people,

'tribes', communities and networks. Success in this new online environment, characterised by people and network empowerment, requires new 'mindsets' and innovative new approaches to marketing, customer and network relationships.

The Special welcomes theoretical, conceptual, empirical, case and sector based submissions. Joint papers, building on the active collaboration of researchers at different institutions, are particularly welcome.

There is a double issue of JMM allocated for this Special Issue in April 2010. Queries and submissions should be sent to: Dr Jim Hamill, Department of Marketing, Stenhouse Building, University of Strathclyde, Glasgow G4 0RQ - jim.hamill@strath.ac.uk

Deadline for paper submissions: 27th February 2009

For more information:

<http://www.westburnpublishers.com/journals/journal-of-marketing-management/calls-for-papers/online-marketing.aspx>

Journal of Services Marketing

Special issue on

"The Dark Side of Customer Service: New Perspectives, Theories and Insights"

Guest Editors: Lloyd C. Harris (Warwick University, United Kingdom), Rebekah Russell-Bennett, (Queensland University of Technology, Australia)

As with many marketing fields, services marketing has over-focussed on the positive aspects of service interactions to the detriment of the darker, less salubrious, and the deviant aspects of service dynamics. This special issue will focus on the dark side of customer service, from the perspective of both the customer and the service provider, drawing from a wide range of business fields of research. This multi-disciplinary approach is intended to yield new perspectives, theories, and insights into the dynamics of customer and service provider misbehaviour.

Manuscripts will be welcome which are capable of being generalized across services business markets and industries, and also have implications for nations and economies or international and global perspectives. Manuscripts which should be submitted may include, but are not limited to, original research, case studies, conceptual papers, literature reviews, industry reviews, commentaries, and other creative concepts and applications, such as visions of services businesses for the future. The paper should be presented clearly and logically, so that it can be widely understood by non-technical readers.

Papers may address, but are not limited to, the following areas:

- Customer service and consumer misbehaviour during service encounters
- Service outcomes including customer satisfaction, loyalty, word-of-mouth
- Customer-to-customer interactions
- Services marketing and ethically questionable behaviours
- Customer-service-provider interaction
- The context of customer misbehaviour: online, face-to-face, and remote
- Sabotage, retaliation and fraud in services
- Illegitimate complaining and other forms of deviance in complaint behaviour
- Anti-consumerism and services
- Consumer boycotts
- Customer grudgeholding,
- Online dysfunctional behaviour including hate and anti-firm websites
- Service-providers tactics, strategies, and approaches
- Compulsive consumption of services
- Intentional and unintentional service behaviours

- The dramaturgical perspective of services misbehaviour

Anyone interested in reviewing papers please contact Lloyd or Rebekah.

Potential contributors are welcome to contact us via email prior to submission.

Submissions via email to **both** Lloyd.Harris@wbs.ac.uk & rebekah.bennett@qut.edu.au

Deadline for paper submissions: 31st March 2009

For more information:

www.emeraldinsight.com/jsm.htm

Journal of Marketing Management

Special issue on

“Value Marketing in the Health Care Industry”

Guest editors: Adam Lindgreen (Hull University Business School), Michael Antioco (IESEG

School of Management) and Martin Hingley (Harper Adams University College)

Value has been identified as key in the marketing management literature, as well as the purchasing and supply management literature. Two more or less distinct research streams can be identified within this literature. The first of these streams deals with the value of products and services, while the second stream focuses on the value of buyer-seller relationships. Despite its identified importance, value is a complex issue. In fact, the literature remains scarce on studies examining how selling companies in reality analyse, create, and deliver value to buying companies. This special issue seeks to address this gap in the literature by examining various issues relating to the six different ‘facets’ of value that result from the crossing of the two research streams with the three themes of analysis, creation, and delivery.

The special issue will address value marketing within a particular setting, that of the health care industry. Competition in this industry was previously limited. Over the past years, however, the health care industry in many countries has changed dramatically, and market pressures have increased. At low cost, today’s health care providers must offer good value to customers who are prepared to exercise their choice. Also, with increasing development costs, changes in demographics and disease patterns with western populations living longer but suffering from higher levels of chronic diseases, and changes in government policy and health care provision, health sector businesses must identify new areas of opportunity and reorientate their new product and service development activities. Analysing, creating, and delivering value through the six different facets is therefore imperative.

Submissions of papers within one or more of the above identified areas are invited. Specific topics in

relation to value marketing in the health care industry may include, but are not limited to:

- How do companies measure the value they realise from buying products / services?
- Is purchasing of business services essentially different from purchasing of products?
- How does a company’s value proposition of its products / services develop along their life cycle?
- How does demand for a certain value trigger new product / service offerings? For example, do value appraisals by the buyer and value propositions by the seller interact during the development of new product offerings?
- What are the critical buyer and seller capabilities in developing, delivering, and sustaining value?
- What characterises buyer-seller interaction in the development of value in business services?
- To what extent do different interaction processes between buyers and sellers exist for the development of
- Different product / service offerings?
- How is it possible to capture the value of buyer-seller relationships?
- What is the role of the buyer and supplier in the purchasing process? Are some parties more important in certain stages than in other stages? Should contacts between the different parties be promoted and arranged? What are the benefits and what are the risks?

Deadline for paper submissions: 1st May 2009

For more information:

<http://www.westburnpublishers.com/journals/journal-of-marketing-management/calls-for-papers/value-marketing-in-the-health-care-industry.aspx>

Journal of Retailing
Special Issue on
“Franchising and Retailing”

Co-Editors: Rajiv P. Dant, (University of Oklahoma), Marko Grünhagen, (Eastern Illinois University) and Josef Windsperger, (University of Vienna)

Franchising is the world’s fastest growing form of retailing. The *Journal of Retailing* is proud to announce a Special Issue focused on the broad-based theme of franchising in retail settings. In this issue, we hope to feature multidisciplinary franchising research so long as the authors can relate the manuscript to the context of retailing. Manuscripts that significantly advance the boundaries of our current knowledge of franchising, in both single-country and multi-cultural settings, are equally encouraged. The Special Issue is seeking submissions that provide new insights into franchising as a vehicle to deliver value to all retail aspects of a franchise system in the broader sense, such as retail customers, franchisees, or the broader franchisee-franchisor relationship. Topics for this Special Issue could include (but are not limited to):

- Examination of relationships critical to the retailer-franchisee beyond the common fast-food setting
- The role of franchising in shattering the glass ceilings for women and minorities
- Plural forms theory of franchising
- Cross cultural examination of the ownership redirection thesis
- Consumer research perspectives on franchise service delivery

- Incorporating personality variables into traditionally B2B oriented franchising research
- Reexamination of franchising research topics using longitudinal data
- Investigation of consolidation pressures and downsizing effects in franchise systems
- Integration and synthesis of traditional franchise theories in retail settings
- Cross cultural examination of theoretical frameworks commonly used in explaining the franchising phenomenon in the North American context (e.g., agency theory, resource dependence theory, signaling theory, transaction cost analysis, property rights theory, etc.)
- Cross country examination of the legal aspects of franchising and its impact on the evolution of franchising
- Research into the evolution and outcomes of franchise contracts and their impact on the governance of retail franchise systems

Manuscripts should be submitted to the co-editors via email. Do **not** use the electronic submission process of the Journal.

Deadline for paper submissions: 30th September 2009,
For more information: <http://ees.elsevier.com/retail/>

Journal of Global Academy of Marketing Science

The Journal of Global Academy of Marketing Science is a quarterly journal that publishes peer-reviewed conceptual and empirical papers of original works that make significant contributions to the understanding and advancement of marketing theory, research, and practice. JGAMS is interdisciplinary and international in nature.

Topics of interest include (but are not limited to):

- Consumer and Buyer Behavior
- Channel Management
- Fashion Marketing
- Strategic Marketing Planning
- Marketing Modeling
- B-to-B or Industrial Marketing
- Service Management
- Marketing Education

Manuscript submission guidelines for Journal of Global Academy of Marketing Science will be found at <http://www.kams.org>

For more information and submission, please contact:

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News from and for Members

2007 Tudor Rickards Award for the Best Paper published in Creativity and Innovation Management

On Wednesday 28 May, 2008, at the Opening Banquet of the 2nd Creativity and Innovation Management Community meeting in Buffalo, the 2007 Tudor Rickards Award for the best paper published in *Creativity and Innovation Management* throughout 2007 was handed out to Hans Georg Gemunden, Soeren Salomo and Katharina Holzle, for their article published in *CIMs* December 2007 issue (16.4, pages 408-421, titled *Role Models for Radical Innovations in Times of Open Innovation*).

In their prize winning paper, which can be freely downloaded from *CIMs* website, the authors report on their study of the influence of innovator roles in highly innovative ventures. In order to obtain a differentiated picture the degree of innovativeness is taken into account as a moderating variable. To test the hypotheses a sample of 146 highly innovative new product development projects was used. A rigorous sampling design was chosen and state-of-the-art measures for the degree of innovativeness were applied. Furthermore, multi-trait-multi-method methodology (MTMM) was applied to enhance the validity of the study. The results show that innovator roles have a strong influence on innovation success but these influences are positively and negatively moderated by innovativeness. The moderating influences depend on the type of innovativeness. Remarkably, with increasing technological innovativeness innovator roles which create inter-organizational links with the outside world appear to

be more important than intra-organizational linker roles, and support from high-ranked organizational members turns out to have a significant *negative* effect on project success with higher degrees of technological innovativeness. Possible explanations for these findings are discussed and consequences for innovation research and innovation management are shown.

On Wednesday 28 March we did not just hand out the 2007 Tudor Rickards Award. *Creativity and Innovation Management* launched the award in 2006 to mark our founding editor Tudor Rickard's 65th birthday and the 15th volume of our *Journal*. In 2006, we had two prizewinners: Jan Kratzer, Roger Leenders and Jo van Engelen received their award for 'Team Polarity and Creative Performance in Innovation Teams' (15.1, pages 96-104) at the *CIM*-session during *PDMA's* Research Forum in September 2007, and the other prizewinners were Gerard Puccio, Roger Firestien, Christine Coyle and Cristina Masucci for 'A review of the effectiveness of CPS Training: a Focus on Workplace Issues' (15.1, p. 19-33). We took the opportunity to also festively hand out the 2006 award to the organisers of the Buffalo event during their own Opening Banquet!

The prizewinning papers are freely downloadable from the *CIM* website (www.blackwellpublishing.com/caim)

Petra de Weerd-Nederhof

Golden Pen Award for Sylvie Hertrich and Ulrike Mayrhofer

Sylvie Hertrich (Ecole de Management Strasbourg, Robert Schuman University) and Ulrike Mayrhofer (IAE Lyon, Jean Moulin University and ESC Rouen) have received the Golden Pen of the French Chamber of Commerce and Industry for their case-study: "Adidas: la femme est l'avenir du sport". This prestigious award is given to authors whose case studies are used by an important number of Business Schools and Universities. The case-studies have been published at the Centrale de Cas et de Médiations Pédagogiques, CCMP, (<http://www.ccip.fr/ccmp>). Sylvie Hertrich and Ulrike Mayrhofer have developed a rich

expertise in the field of marketing case-studies: they have written twenty case-studies, prepared in collaboration with companies like Adidas, Audi (Volkswagen), Club Méditerranée, Eurodisney (Disneyland Resort Paris), Hilton, Parc Astérix (Compagnie des Alpes). More than 38.000 students have been working on their case-studies. Following their success, the two authors are currently preparing a book on marketing case-studies (Editions Management & Société, 2008).

Masters Program in Social Marketing

Department of Health, Brighton Business School

The Department of Health's Head of Social Marketing and Health-Related Behaviour, Julie Alexander, has now started a two day per week secondment to the University of Brighton to support the development of social marketing capacity in England's academic sector. Matthew Wood, Principle Lecturer at Brighton Business School, University of Brighton, said: "We are delighted to welcome Julie to our team for this two-year period. We are keen to develop social marketing as a core part of our marketing teaching, as well as exploring opportunities for social marketing training, research and consultancy."

The team at Brighton Business School is currently looking at opportunities to develop a Masters in Social Marketing, building on its established MA Marketing

programme. Brighton Business School is at the forefront of teaching, research and consultancy in Business Management and Marketing and already offers a wide range of postgraduate and undergraduate degree courses. We are particularly interested in hearing from anyone interested in public health, or a related field, who would like to study social marketing at post-graduate level or gain a social marketing qualification through either full or part-time study.

If you would like to help with a short telephone interview and/or participate in a small focus group opportunity (all expenses reimbursed and a choice of incentives for participation provided) please email Julie Alexander at ja123@brighton.ac.uk.

2008 Global Marketing Conference

2008 Global Marketing Conference at Shanghai was a big success because of your help!

Facts about 2008 GMCS:

1. 550 paper submissions
2. 370 papers from over 44 countries were presented after reviews
3. Over 4,000 pages long proceedings
4. Over 500 people attended the Welcoming Dinner
5. Publishing 6 special issues of respected journals with selected papers
6. The conference website server was temporarily down because of heavy traffics

KAMS is planning to hold "2009 Global Marketing Conference at New Delhi" jointly with Management Development Institute (one of the best business schools in India) and International Textile and Apparel Association during Nov. 19-22, 2009.

We will be very happy if you can be one of our track chairs for this conference.

You are free to choose any subject for your track.

Briefs of 2009 Global Marketing Conference at New Delhi

Date: Nov. 19-22, 2009

Venue: Management Development Institute, New Delhi, India

Hosted by:

Korean Academy of Marketing Science
Management Development Institute
International Textile and Apparel Association

Conference Co-Chairs

Naresh Malhotra, Regents' Professor, Georgia Tech University

Charles R. Taylor, John A. Murphy Professor, Villanova University

Graham Hooley, Senior Pro-Vice-Chancellor and Professor, Aston University

Pratap Ashok Arora, Management Development Institute

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Marketing on the Map in London at Royal Holloway

The School of Management at Royal Holloway University of London established one of the most recent Marketing subject groups in the UK in 2004. Because of strong student demand and new Marketing courses it has now grown to ten permanent full time Marketing faculty, comparable in size to that of London Business School and a larger Marketing group than any other University of London college. Royal Holloway is the fourth largest multi-faculty college in the University of London. Its School of

Management was established in 1992. Uniquely among management schools it emerged from a history department and retains a strong interest in business history.

Chris Hackley was appointed as Royal Holloway's first Chair in Marketing in 2004. The teaching compliment consisted of Chris, Dr Isabella Chaney and Dr Derrick Chong. New appointments followed with Dr Yang-Im Lee, Dr Alex Reppel and Dr Sameer Hosany joining in 2005 and 2006, and Dr Andreas Chatzidakis in 2007. In

September they will be joined by Professor Pauline Maclaran, Dr Alan Bradshaw and Mr Andrew Whalley as Teaching Fellow.

Funded research activity has included Professor Hackley's involvement in a £200,000 ESRC study into young people, identity and alcohol which gained national media attention in the UK in December 2008 and Professor Maclaran's seminar series on Critical Marketing, also funded by the ESRC.

Inquiries for PhD supervision are welcome and candidates interested in submitting a research

proposal are invited to review the research interests of colleagues on the school staff pages. In 2007/8 PhD candidates supervised by Marketing group colleagues have obtained their doctorates in areas including Political Marketing; Product Placement and Cross-Cultural Consumer Research; and Cause-Related Marketing.

<http://www.rhul.ac.uk/Management/chris.hackley@rhul.ac.uk>

News from the Helsinki School of Economics (HSE), Finland

The HSE has developed Business Marketing, and especially Business Networks research as one of its four strategic areas of focus. Research in this area is led by Professor Kristian Möller.

The Business Networks Research Programme addresses the role of partnerships and networks in the

business markets, and the role of innovation networks in the construction of new business and service concepts and the emergence of new business fields. For more information see the websites: <http://www.hse.fi/bn> and <http://www.hse.fi/valuenet>.

Learning to write academic papers

As part of the Doctoral Colloquium at EMAC 2008, Eelko Huizingh organized a successful academic writing workshop. Two groups of PhD students, in total 18 researchers, participated in it. The workshop provided them with an overview of the essentials of academic writing. It taught the students how to identify publishable parts of their research and how to position their work in the academic literature.

In the interactive workshop the students learned how to write an academic article based on answering three basic questions: What will you do? What have you done? What have we learned? Eelko Huizingh explained the students that a paper is not the written representation of their research: "A paper is not a report of a study, but a successful attempt to advance understanding." This implies that the paper should be based on our current understanding and that it is essential to tell the reader what the author adds to this. The workshop used the analogy of an island and a peninsula to explain this. Good research does not resemble an island that suddenly appears in a vast ocean, not connected to any part of the world. Good research is more like a peninsula: the researcher explores unknown areas based on a thorough

understanding of what we already know (the mainland) and the limitations of this knowledge (the shore). By explicitly stating what, where and how a paper contributes to the existing body of knowledge, the author specifies the positioning of the paper.

As part of the workshop the students analyzed both a published paper from a major marketing journal and their own work based on a special purpose checklist. This method is quite instructive: instead of someone else telling the students what they do wrong, the students discover their own strengths and weaknesses. The very positive evaluation of the workshop underscored the relevancy of the discussed themes.

The half-day workshop in Brighton was a short version of the two-day workshops Eelko Huizingh offers to universities and management associations. The workshops are organized on location at a university and in connection with conferences. The workshops have an interactive format with a limited number of participants. For more information see www.HAcademic.com or send an email to info@HAcademic.com.

Eelko Huizingh

Oliver Götz- Appointment

Oliver Götz has joined the faculty of the

Münster School of Business Administration and Economics, Germany

Nicolas Papadopoulos (Carleton University, Canada) - Sabbatical Leave

Nicolas Papadopoulos, EMAC member since 1984, will be on sabbatical leave for 2008/09, following two years as Associate Dean (Research) at the Eric Sprott School of Business of Carleton University in Ottawa,

Canada. He has been named Carleton University Chancellor's Professor as of July 1, 2008, a distinction awarded "in recognition of scholarly activities of outstanding merit", and in April he received the

university's Davidson Dunton Research Award, which "enables distinguished Carleton University faculty scholars to share their research findings with the academic community and the general public".

Dr. Papadopoulos also received the Capital Educators Award last May, awarded by the Ottawa Centre for Research and Innovation, which recognizes "teachers who have demonstrated teaching excellence and have had a significant impact on the lives of their students by instilling confidence and nurturing leadership", as

well as being one of the "Top Ten Reviewers 2005-2007" for International Marketing Review, and receiving the Best Reviewer Award of the International Business division of the Administrative Sciences Association of Canada. His book, International Marketing, 2nd Canadian Edition, a Canadianization of the U.S. text by Philip Cateora and John Graham, was published in June by McGraw-Hill Ryerson. His research focuses on place images and place branding, international expansion, and free trade zones.

The Ombudsman: Verification of Citations: Fawly Towers of Knowledge?

Malcolm Wright (Ehrenberg-Bass Institute, University of South Australia) and Scott Armstrong (The Wharton School, University of Pennsylvania) have just published a paper that they think should be of some interest to readers, reviewers, and journal editors - and perhaps even authors. It seems that researchers often do not read or understand the papers they cite.

They propose a simple solution and, so far, two editors of journals (*Interfaces* and the *International Journal of Forecasting*) said that they plan to introduce this

procedure on verification. In effect, prior to final acceptance, authors are asked to sign that each paper cited has been read by at least one of the authors.

The paper Malcolm Wright, J. Scott Armstrong (2008), "The Ombudsman: Verification of Citations: Fawly Towers of Knowledge? (with commentary and reply)", *Interfaces*, 38, No. 2, 125-139, is in full text at http://marketing.wharton.upenn.edu/Marketing_Content_Management/Marketing_files/Publication_Files/Citations-Interfaces.pdf

Introducing the Journal of Service Management

Reflecting the changing scope of the service management field, the **International Journal of Service Industry Management (IJSIM)**, published by Emerald Group Publishing Limited, will be re-titled the **Journal of Service Management (JOSM)** effective from the beginning of the 2009 volume.

Publisher, Kate Snowden explains, "Following a consultation exercise with the journal's International Editorial Advisory Board and research undertaken by Emerald into the service management market, it was decided that re-launching the journal under a new title was necessary. This is a major step forward for the journal and one which myself and the editor feel will secure the journal's continuing growth in a competitive scholarly publications' market. Under its new name and revised editorial mission, the journal will move squarely into the broader field of service management and in so doing, will make itself open to new author communities and a wider range of research topics."

Journal Editor, Professor Bo Edvardsson adds, "As the economies across the world have become more service oriented, so has the importance of studying and understanding the challenges faced by managers and executives charged with running service organizations. Such challenges arise not only in the traditional service businesses of hospitality and retailing, but also in information, engineering, health care, consulting, governmental, not-for-profit, and services in manufacturing companies.

The mission of the Journal of Service Management is to add theoretically anchored, empirically validated research to the understanding of service and its effective management. The journal will publish articles that make important contributions and add value to the knowledge base of a science of service."

Any queries regarding the changes should be sent to Kate Snowden, Publisher at:

ksnowden@emeraldinsight.com