



# Newsletter

Volume 2, 2<sup>nd</sup> Quarter 2009

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EMAC Newsletter is published quarterly by  
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## Letter from the Editor

Dear colleagues,



It is with pleasure that I communicate with you as  
the Editor of the European Marketing Academy's  
Newsletter.

In the past year, we have done 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.

A decisive role in this effort has been played by Prof. József Berács,  
EMAC's Past President. As József is stepping down from the EMAC  
Newsletter's Editorial Board I need to express my sincere thanks to him  
for his dedication and continuous support during our co-operation. I  
would also like to welcome to the Editorial Board Prof. Veronica Wong  
EMAC's President-Elect. I'm sure that Veronica's passion for excellence  
will be reflected to all EMAC events and activities.

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. More specifically in the  
following pages you will find all the relevant information for four  
conferences to be organised until the end of the year, one doctoral  
dissertation competition, five special issues in marketing related journals  
as well as news relating to new books and award winners among others.

I hope you will enjoy your reading!

Have a relaxing summer.

**Dr. Paulina Papastathopoulou**  
Editor

# Events and Call for Papers

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

18-20 April 2010

Lugano, Switzerland

**A**fter 5 highly successful, thought provoking conferences, the 6<sup>th</sup> Thought Leaders International Conference on Brand Management will be setting even higher conference standards when it takes place from Sunday 18 to Tuesday April 20, 2010 in Lugano, Switzerland.

Established as the forum for shaping thought leadership about brand management, the international orientation will continue with the hosting of the conference at one of the most stunning settings in Europe, Lugano.

With Prof. Leslie de Chernatony as Chairman and Dr Leif Hem as Vice Chairman an international steering committee has been constituted to ensure a continuation of the tradition that academics and practitioners from all continents present refereed papers of a consistently high quality. In addition their remit is to ensure that the friendly and supportive environment of previous conferences is maintained. Historically attendees have come from countries in the northern and southern hemispheres, ranging from some of the most senior researchers in brand management with several decades experience to doctoral students, as well as practitioners with valuable insights.

This international conference seeks to engender the advancement of knowledge about brand management

amongst scholars by disseminating new research and by encouraging the evolution of new research themes. It wishes to reflect current work and as such no stipulations are made about the aspect of brand management being researched. An eclectic perspective is being sought. This international conference also aims to narrow the gap between academia and commerce by having presentations from internationally renowned practitioners whose significant senior experience is regarded as being at the cutting edge of application.

Following the tradition of our earlier conferences, there will be thought provoking Keynote Presentations by international brand practitioners. Parallel tracks of double blind refereed papers will enable authors to gain constructive comments about their papers and extend their knowledge horizon from other researchers.

Papers presented at the conference may be considered for a Special Edition of the *Journal of Business Research*.

An award of CHF 250 will be given at the end of the conference for the most thought provoking paper.

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

**Notification to the authors:** January 2010

**For more information:** <http://www.brand-management.usi.ch/>

## 2010 AMS Cultural Perspectives in Marketing Conference, IESEG

“Cultural Perspectives in a Global Marketplace”

21-24 July 2010

Lille, France

**T**he globalization of the marketplace is affecting consumers and businesses around the world. This conference aims at exploring how marketing crossing the boundaries across national cultures and economies accelerates the emergence of a more homogeneous global consumer culture. The theme emphasizes also the need for educators and business leaders to recognize, appreciate, and understand how the “globalized” marketplace is changing the cultural characteristics of consumers on the one hand and managerial practices on the other. We encourage scholars from every corner of the world to share their insights, research findings and experiences.

The conference will be held at IESEG School of Management in Lille, France. Created in 1964, IESEG School of Management, a member of the Catholic

University of Lille is a very distinctive and original “Grande Ecole”.

Lille and its metropolitan area with a population of more than 1.3 million people (fourth in size in France after Paris, Marseille and Lyon) is renowned for its youthful vitality, thanks to more than 150,000 students. Indeed, it is one of the largest French cities in terms of students, universities, institutes, schools and “Grandes Ecoles” (the elite higher-education centres in France). Endowed with an ideal geographical position, the Lille Metropolitan area has naturally become a hub of international trade and a magnet for foreign direct investment. We look forward to seeing you and to engaging in the lively intellectual discussion and warm fellowship that are

## 2010 Global Marketing Conference, Tokyo, Japan

9-12 September 2010

Ryutsu Keizai University, Chiba, Japan, Hosted by: Korean Academy of Marketing Science,

Ryutsu Keizai University, Society for Marketing Advances

**D**ynamic multiculturalism continues to be a vital aspect of global marketing that affects consumers and businesses around the world. The theme of this year's conference is, "Marketing in the Turbulent Environment" This theme emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of marketing in the dynamic global world including different cultures and cross-cultural business practices, as they affect both domestic and multinational marketing strategies. The 2010 Global Marketing Conference at Tokyo offers outstanding opportunities for business leaders and academics to share their insights and learn from the research finding and experiences of others.

The conference co-chairs are:

**Dr. A. Woodside**, Professor, Dept. of Marketing, Carroll School of Management, Boston College

**Dr. C. R. Taylor**, John A. Murphy Professor, Dept. of Marketing, Villanova University

**Dr. G. Hooley**, Senior Deputy-Vice-Chancellor and Professor of Marketing, Aston University

The program chairs welcome participation from all cultures and parts of the world. We look forward to a

stimulating and interactive conference. Proceedings of this conference will have an ISSN number.

### Submission Guidelines:

The 2010 Global Marketing Conference is pleased to have electronic submission for submitting manuscripts. Electronic submission should be sent to the appropriate track chair in the preferred track. A word document containing the manuscript should be sent as an attachment to an e-mail communication. Please be sure to include complete contact information for the contact person. An e-mail response will be sent to the contact author once the manuscript has been received in a readable format by the track chair. All communications will then occur electronically. For those who do not have access to e-mail, you may send four hard copies of the manuscript to one of the appropriate track chairs. Manuscripts must follow the style guideline of the Journal of Global Academy of Marketing Science ([www.kams.org](http://www.kams.org)).

The conference will accept papers and allow authors to decide whether to publish the complete paper in the Proceedings or to publish an abstract only.

**Deadline for paper submissions:** 15<sup>th</sup> March 2010  
**For more information:** [www.kamsconference.org](http://www.kamsconference.org) or [www.kams.org](http://www.kams.org)

## 3<sup>rd</sup> Thought Leadership Conference on Customer Management

"Managing the Interface between Firms and Customers"

10-12 September 2009

Montabaur Castle, Germany

**T**he Department of Retailing and Customer Management (University of Cologne), the Center for Customer Insights (University of Groningen) and the TNS Infratest Center for Customer Management (University of Münster) are hosting the third thought leadership conference on customer management in 2009, Sept 10-12 in Montabaur, Germany. The co-chairs of this conference are Werner Reinartz (Cologne), Peter Verhoef (Groningen) and Manfred Krafft (Münster). Prior thought leadership conferences have been organized in 2001 at Boston College, and in 2005 at the University of Connecticut. This is a "**by invitation only**" conference - more than

40 leading scholars from many different countries have confirmed their attendance.

With this conference, the co-chairs aim to expand the field of customer management with special themes, such as customer participation in value-creation, customer engagement in relationship development, customer engagement in customer-to-customer interactions and the influence of new media. Like with prior conferences the conference will result in a special issue of the Journal of Service Research, co-edited by Kay Lemon and the conference co-chairs.

**For more information:**  
<http://www.marketing-centrum.de/ifm/customermanagement/>

# Publications and Call for Papers

## Asia Pacific Journal of Marketing and Logistics

### Special issue on

#### “Small business marketing and relationship marketing In the Asia Pacific”

Guest Editor: Prof. Nelson Oly Ndubisi, Nottingham University Business School,

The University of Nottingham Malaysia Campus

This special issue focuses on small business marketing and the relationship marketing paradigm in the Asia Pacific Region (APR). Marketing and market relationships in the region are important issues to explore, not only because of the growing importance of these markets, but also because of the close knit nature of social and business networks in these markets which could have important implications. Also small businesses play significant roles in these economies, so understanding how these firms conduct their marketing activities in these markets is crucial. *APJML* in this special issue seeks to publish cutting edge information on marketing relationships and small business marketing in the Asia Pacific.

#### Submission information:

Submitted manuscripts should follow the format as indicated in the author guidelines on the journal web site: [www.emeraldinsight.com/apjml.htm](http://www.emeraldinsight.com/apjml.htm). All papers will go through a double blind peer review process. Please submit all manuscripts as double-spaced MS Word files with all tables and figures included as part of the manuscript.

Manuscripts and questions pertaining to the special issue should be submitted to the special issue Guest Editor at: [Nelson.Oly@nottingham.edu.my](mailto:Nelson.Oly@nottingham.edu.my)

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

## Journal of Business & Industrial Marketing

### Special issue on

#### “Business-to-business (B2B) marketing practices in India”

Guest Editors: D.V.R. Seshadri, Indian Institute of Management Bangalore, India &

R. Singh, Indian Institute of Management Ahmedabad, India

Increasing importance of India in the global economy India, considered to be an emerging market, is also a prominent BRIC country (Brazil, Russia, India and China), and fast becoming an important hub of the global economy. Matloff (2004) cites a Gartner study, according to which 25 percent of all US IT jobs will be offshored by 2010, up from 5 percent today. It is likely that most of these offshored jobs will land up in India. Some industry pundits predict that, like the Japanese *ziabatsu* and the South Korean *chaebols*, India too may have its share of successful giants that accelerate her economic growth. Sheth and Sisodia (2006), in their path-breaking book *Tectonic Shift: The Geoeconomic Realignment of Globalizing Markets*, see the future fragmentation of the world into three main regional trading blocs: European/ African; Asian with China and Japan as its centre; and US/ North American with USA and India as allies.

Learning from innovative Indian business-to-business market management practices in such a business environment, new and innovative business marketing practices are required. The promise of the India-

focused special issue of *JBIM* New B2B marketing practices should engender new B2B marketing theories, which, while originating from Indian practice and context, are expected to have wider applicability and relevance. Most B2B Marketing literature presents theories and models that are grounded in B2B marketing practices in developed countries, which are characterized by mature markets. Very little research has been carried out on the issues and challenges facing B2B marketers in different sectors in India. Many of these sectors are growing rapidly, taking up important positions in the global context as well.

This India-focused special issue of *JBIM* seeks to highlight intriguing practices and resulting theory relating to B2B Marketing and Sales in some of the key industries in India.

#### Process for the submission of papers:

Papers submitted must not have been published, accepted for publication, or presently be under consideration for publication with any other journal. Submissions should be approximately 6,000-8,000 words in length. Submissions to the Journal of

Business & Industrial Marketing must be made using the ScholarOne Manuscript Central system.

A separate title page must be uploaded containing the title, author/s, and contact information for the author(s). Suitable articles will be subjected to a double-blind review. Hence authors should not identify themselves in the body of the paper.

#### **Details for communication:**

Please address all communication to the special issue Guest Editors: D.V.R. Seshadri, Visiting Faculty - Marketing Area, Indian Institute of Management

Bangalore, Bannerghatta Road, Bangalore 560076, India, E-mail: [dvrs@iimb.ernet.in](mailto:dvrs@iimb.ernet.in) or, R. Singh, Doctoral Candidate (Marketing), Indian Institute of Management Ahmedabad, IIM Ahmedabad, Vastrapur, Ahmedabad 380015, India E-mail: [ramendras@iimahd.ernet.in](mailto:ramendras@iimahd.ernet.in)

**Deadline for submission of first draft:** 31<sup>st</sup> December 2009  
**For more information:** [www.emeraldinsight.com/jbim.htm](http://www.emeraldinsight.com/jbim.htm)

## **Marketing Intelligence & Planning**

### **Special issue on**

### **“Educating tomorrow's marketers”**

**Guest Editor: Dr. Ross Brennan, Middlesex University, UK**

**M**arketing Intelligence & Planning has always striven to act as a medium through which marketing educators, marketing scholars and marketing practitioners can engage in a constructive dialogue in order to promote effective, efficient and ethical marketing. One of the most important interfaces between the activities of educators and scholars, and the activities of marketing practitioners, is the field of marketing education. By publishing this special issue of Marketing Intelligence & Planning the editors and publisher intend to address the key issues facing marketing educators in preparing students for marketing careers that will begin in the second decade of this century. Submissions are welcome which illuminate any aspect of this theme. Recognizing that there are specialist North American journals dedicated to marketing education (but none in Europe), preference for publication in this special issue will be given to papers that deal with issues from a UK or European perspective. The preference is for manuscripts that are based on original, empirical research (whether qualitative, quantitative or mixed-method), although excellent articles that do not contain original data will be considered.

#### **Submission Guidelines:**

Submissions will be handled through the journal's online manuscript submission system, Manuscript Central (<http://mc.manuscriptcentral.com/mip>). Please make sure that you adhere to the author guidelines available at the journal web site:

Details of how to set up your own account on Manuscript Central are provided at the journal web site. When submitting your manuscript you will be asked to specify whether the manuscript is for a normal issue of Marketing Intelligence & Planning or for this special issue; please make sure that you select the “Educating tomorrow's marketers” special issue option.

Enquiries about the special issue should be directed to the Guest Editor:

Dr R. Brennan, Reader in Marketing, Middlesex University, The Burroughs, Hendon NW4 4BT, UK

Tel: +44 (0)20 8411 5861

E-mail: [r.brennan@mdx.ac.uk](mailto:r.brennan@mdx.ac.uk)

**Deadline for paper submissions:** 26<sup>th</sup> March 2010  
**For more information:** [www.emeraldinsight.com/mip.htm](http://www.emeraldinsight.com/mip.htm)

## **International Journal of Bank Marketing**

### **Special issue on**

### **“Consumer confidence in financial services after the crunch, new theories and insights”**

**Guest Editor: S. McKechnie, Nottingham University Business School, U.K.**

**C**onsumer confidence has been plummeting as a result of the unprecedented turbulence and uncertainty in global economic and financial markets. While the financial services industry has already had to contend with issues such as the miss-selling of pensions and endowment mortgages, and more recently, declining levels of consumer trust in financial services, the impact of the current crisis on consumer saving and spending activities is confusing.

The goal of this special issue is to bring together research that is theoretically innovative and well grounded to provide deeper insights into the consumption process for retail financial services. It will provide an opportunity to assess changing patterns of consumer behaviour in the context of individual and household financial decision-making. In line with the nature of the journal, the articles will provide insight

for academics and practitioners alike so that understanding can be enriched.

The special issue is scheduled to be published in early 2011. Manuscripts of approximately 5,000 words, following the journal's manuscript guidelines ([www.emeraldinsight.com/ijbm.htm](http://www.emeraldinsight.com/ijbm.htm)), should be submitted using Scholar One's Manuscript Central online submission system. This is accessible at <http://mc.manuscriptcentral.com/ijbm>

Manuscripts must be original work (theoretical, empirical or case study) and not under consideration by any other journal or publication outlet.

The initial submission will be reviewed by the Guest Editor and, if deemed suitable, then placed for double-blind review with experts in the field.

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

S. McKechnie, Nottingham University Business School,  
University of Nottingham

Email: [Sally.Mckechnie@nottingham.ac.uk](mailto:Sally.Mckechnie@nottingham.ac.uk)

**Deadline for paper submissions:** 30<sup>th</sup> April 2010

## Journal of Historical Research in Marketing

### Special issue on

### “Honoring Donald F. Dixon”

**Co-Editors: Prof. I. Wilkinson U.N.S.W., Australia & Dr. E. H. Shaw, F.A.U., USA**

The Journal of Historical Research in Marketing invites submissions for a special issue celebrating the contributions to historical research in marketing by Dr D. F. Dixon. Dixon's work focused on the history of marketing thought and theory, as well as marketing systems. Dixon received an AB in Economics at Brown, his MBA in Marketing at Wharton, did his PhD course work at the University of Pennsylvania and his dissertation at the London School of Economics. He studied with R. Breyer, W. Alderson, and R. Cox at the University of Pennsylvania and with B.S. Yamey at London. Dixon served on the faculties of Villanova, Temple, and Pennsylvania State University, and was a visiting professor at the University of New South Wales and the Open University of The Netherlands.

For this special issue of *JHRM* on Dr D. F. Dixon we particularly welcome tributes to Dixon and manuscripts that address topics that are closely related to his contributions to historical research in marketing including but not limited to:

- History of marketing thought;
- Development of marketing theory;
- Analysis of marketing systems.

Authors should clearly connect their writing to Dixon's work in some way.

If you are unsure of the suitability of your topic, please contact the special issue co-editors:

I. Wilkinson: [i.wilkinson@unsw.edu.au](mailto:i.wilkinson@unsw.edu.au) or E. H. Shaw: [shaw@fau.edu](mailto:shaw@fau.edu)

Submissions for this special issue of *JHRM* should be sent electronically in either PDF format or MS Word as an e-mail attachment to the co-editors: I. Wilkinson:

[i.wilkinson@unsw.edu.au](mailto:i.wilkinson@unsw.edu.au) or E. H. Shaw: [shaw@fau.edu](mailto:shaw@fau.edu)

Please include the phrase “*JHRM* Submission” in your e-mail

Subject line. Title the submission file attached with the lead author's surname.

**Deadline for paper submissions:** 1<sup>st</sup> July 2010

**For more information:** [www.emeraldinsight.com/jhrm.htm](http://www.emeraldinsight.com/jhrm.htm)

# News from and for Members

## Introducing the Journal of Research in Interactive Marketing

Reflecting the changing scope of the direct, electronic and multi-channel marketing field, *Direct Marketing: An International Journal (DMIJ)* published by Emerald Group Publishing will be re-titled the *Journal of Research in Interactive Marketing (JRIM)* effective from the beginning of the 2010 volume.

Publisher, Dr. M. Lawrence explains: "DMIJ was launched to provide an outlet for research in direct and multi-channel marketing, and to act as a forum for communicating "best practices" to academics and practitioners. Yet in a few short years, the impact and business implications of - for example - social media and Web-based services and communities led us to the conclusion that a revised editorial mission was required. Changing the journal scope opens up new author communities whilst ensuring that the latest research is made available to our readers."

Journal Editor, Professor A. Broderick adds: "The importance of recognising and engaging in conversation with customers, facilitated through changes in technology, should place interactive thinking at the core of marketing strategy and

interactive channels as the foundation of marketing delivery. The re-branded journal recognises the increasing importance of interactivity across all marketing activities and aspires to be the first-choice information source for leading thinkers in direct and multi-channel marketing."

The mission of the *Journal of Research in Interactive Marketing* is to address substantive issues in interactive, relationship, electronic, direct and multi-channel marketing and marketing management. With its origins in the discipline and practice of direct marketing, the re-branded journal aims to publish progressive, innovative and rigorous scholarly research for marketing academics and practitioners.

Emerald Group publishing currently publishes 19 marketing journals each unique in coverage, titles include *European Journal of Marketing*, *International Marketing Review* and *Journal of Business and Industrial Marketing*.

Any queries regarding the changes should be sent to Dr M. Lawrence, Publisher at: [mlawrence@emeraldinsight.com](mailto:mlawrence@emeraldinsight.com)

## News from the University of Vienna's Chair of International Marketing

In an evaluation of research productivity (2000-present) of business administration departments in Germany, Austria, and Switzerland by the Handelsblatt newspaper, the University of Vienna was ranked #1 (<http://script.vhb.de/tabellen/html/bwl-top25.php>). Prof. A. Diamantopoulos, was ranked #3 in terms of current research productivity (2005-present) (<http://www.handelsblatt.com/bwl-aktuelleforschung/>) and #4 in terms of lifetime research performance (<http://www.handelsblatt.com/bwl-lebenswerk/>). Approx. 2100 academics were evaluated based on their publications in 761 quality-weighted academic journals.

The University of Vienna's Chair of International Marketing is also pleased to inform that the University of Loughborough awarded a higher doctorate (DLitt) to Professor Diamantopoulos for his cumulative thesis on "Formative Indicators: Theoretical Issues and Measurement Applications".

Forthcoming publications:

- Diamantopoulos, A. and Papadopoulos, N.: "Assessing the Cross-National Invariance of Formative Measures: Guidelines for International Business Researchers", *Journal of International Business Studies* (in press).
- Baldauf, A., K. C. Cravens, Diamantopoulos, A. and Zeugner-Roth, K. P.: "The Impact of Product-Country Image and Marketing Efforts on Retailer-Perceived Brand Equity: An Empirical Analysis", *Journal of Retailing* (in press).
- Fuchs, C. and Diamantopoulos, A.: "Evaluating the Effectiveness of Brand Positioning Strategies from a Consumer Perspective", *European Journal of Marketing* (in press).

## The Institute for Social Marketing Announces the Official Launch of "ISM-OUBS" & Research Showcase Event on 20<sup>th</sup> October 2009

The Institute for Social Marketing (ISM) is a world renowned academic research centre which brings 28 years' experience to the study and dissemination of social marketing theory and practice. Social marketing aims to utilise the principles and practices of commercial marketing to effect social change, such as changing health behaviours or

encouraging sustainability. The Institute continues to develop and grow with the recent launch of ISM-OUBS, a continuation of the collaboration between the Institute for Social Marketing at the University of Stirling and the Open University Business School. This partnership enables both institutions to exploit the increasingly international focus of their work and to

build on their joint expertise in social marketing. ISM is headed up by Professor G. Hastings, with Professor S. Dibb and R. Gordon leading the **ISM-OUBS** in M. Keynes.

ISM-OUBS has already conducted a variety of research projects including:

- A review of the effects, uses and interpretations of commercial messages and activities by children (Funded by: Department of Children, Schools and Families),
- The International Tobacco Control Policy Survey (funded by Roswell Park Cancer Institute, Canadian Institute for Health Research & Cancer Research UK).
- An ongoing project assessing the Cumulative Impact of Alcohol Marketing Communications on Youth Drinking (funded as part of the National Preventive Research Initiative)
- Implementation of specific strategies focusing on health determinants: reducing the damaging effects of alcohol. The project incorporates providing research and technical expertise to service the

European Alcohol and Health Forum (Funded by the European Commission).

Whilst building upon the strengths of ISM in public health issues, the ISM-OUBS team is currently developing a research agenda in several other areas such as the role of faith-based organisations in the delivery of health and wellbeing interventions. Other research streams to be developed include sustainability, ageing, health, wellbeing and problem gambling.

ISM-OUBS will be holding a social marketing research day on the 20<sup>th</sup> October 2009 in the Michael Young Building at the Open University in Milton Keynes. The event will be an opportunity to hear from respected social marketing experts and to network and exchange views and research ideas in the social marketing field.

**For more information:** R. Gordon: [r.gordon@open.ac.uk](mailto:r.gordon@open.ac.uk) or T. Farrell: [t.a.farrell@open.ac.uk](mailto:t.a.farrell@open.ac.uk), <http://www.ism.stir.ac.uk/> <http://www7.open.ac.uk/oubs/research/research-unit.asp?unit=9>

### 2009 Varadarajan Award

**O**ur honorary professor in marketing dynamics K. Pauwels has won the 2009 Varadarajan Award for Early Career Contributions to Marketing Strategy Research, awarded by the American Marketing Association (AMA).

- P. Leeflang, the F. M. Bass professor of Marketing, won the prestigious Jan-Benedict E.M. Steenkamp Award for long term impact in IJRM for his paper "Competitive reaction versus consumer response: Do managers overreact?" co-authored with D. Wittink. The jury praised the paper as a "groundbreaking study fully deserving of this award."
- P. Leeflang was also one of the four finalists for the IJRM Best Paper Award 2008 with his paper "Does Competitive Entry Structurally Change Key Marketing Metrics", co-authored with M. Kornelis (PhD Groningen, 2002) and M. Dekimpe (University of Tilburg/ University of Leuven).

**New faculty:** Starting August 1, 2009, J. Lui (Ph.D., Tilburg University) will join our department.

**PhD Defense:** J. Bouma (managing director Customer Insights Center, [www.rug.nl/feb/cic](http://www.rug.nl/feb/cic)) has successfully defended his PhD thesis entitled "Why participation works. The role of employee involvement in the implementation of the customer relationship management type of organizational change" on Monday, June 22, 2009. Supervisor: prof. P. Verhoef.

Dr. J. E. Wieringa  
Associate Professor of Marketing  
Department of Marketing  
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PO Box 800  
9700 AV Groningen  
The Netherlands

### 2009 Robert D. Buzzell MSI Best Paper Award Announced

**M**SI is delighted to announce the winner of the 2009 Robert D. Buzzell MSI Best Paper Award. It is "As Time Goes By: Warm Intentions and Cold Feet for Really New versus Incrementally New Products" by David Alexander, John Lynch, and Qing Wang ([MSI Report No. 07-112](#)).

The award was instituted in 1993 to honor the authors of the MSI working papers that have made the most significant contribution to marketing practice and thought. It also signals the kind of writing and research that is of lasting value to corporate marketing executives.

### MSI Publication

**T**he Marketing Science Institute has recently released:

"Empirical Generalizations about Marketing Impact", edited by Dominique Hanssens.

## Welcome reception in Nantes

YouTube motion:  
<http://www.youtube.com/watch?v=DZfj0FQyE2c>  
<http://www.youtube.com/watch?v=smpLOANAW8w>  
<http://www.youtube.com/watch?v=0BK30dEZUdE>

More photos of the EMAC 2009 Conference can be found on:  
<http://picasaweb.google.fr/webmaster.audencia/EMAC2009?feat=directlink#>

## MSI's 2009 Doctoral Dissertation Proposal Competition

The Marketing Science Institute (MSI) is pleased to announce our annual Alden G. Clayton dissertation proposal competition, designed to identify the best doctoral dissertation proposals on important marketing subjects. MSI will grant up to five awards, and each winner will receive an unrestricted cash prize of \$5,000. Honorable mention awards may also be granted.

- The competition is open to doctoral students worldwide. Candidates for the doctorate in marketing and related fields (e.g., psychology, economics, management, strategy, etc.) are eligible. Participation in other grant or award programs does not preclude consideration for this award.
- The dissertation must be less than 50% completed at the time of submission. Your thesis advisor/chair must submit a letter approving your submission and certifying that your dissertation was no more than 50% completed at the time of submission.
- Maximum submission length is 25 double-spaced pages, inclusive of all tables/exhibits and references. The first page should be a brief, self-contained summary of the proposal.
- For blind reviewing purposes, remove any identifying information (name, school, etc.) from the proposal. Include a separate Word or PDF

document containing detailed contact information for you and your thesis advisor/chair.

- In your proposal, include a brief statement of the problem area to be researched, relevant theory and hypotheses, the methodology and analyses to be employed, and a brief indicative bibliography. Comment also on the managerial relevance of the expected results.
- Winner(s) will be announced in November.

Prominent marketing academics will judge submissions on their potential contribution to business and academia, quality of the conceptual development, feasibility and appropriateness of methodology, and creativity. Research design aspects will play a particularly important role in the evaluation process.

**Deadline for dissertation proposals:** 6<sup>th</sup> August 2009

**Email submissions to:**

Ross Rizley, Research Director  
Marketing Science Institute  
1000 Massachusetts Avenue  
Cambridge, MA 02138 USA  
Phone: 001 (617) 491-2060  
[ross@msi.org](mailto:ross@msi.org)

**For more information:**

<http://www.msi.org/awards/index.cfm?id=63>