



# Newsletter

Volume 3, 2<sup>nd</sup> Quarter 2010

## Letter from the President

Dear colleagues



After living out of suitcases and in bed and breakfasts (B&Bs) for almost 2 months, we now have moved into our new house in Ditchling, UK. I now sit in my home-office surrounded by 40 crates of books! I simply do not know where to start unpacking. I smile for I find something much better to do. Indeed, it is a double pleasure to 'get away from the aforementioned chore' to pen this 'Note' for the Newsletter as the new

president of the European Marketing Academy.

I am very honored to have the opportunity to serve EMAC in its 40<sup>th</sup> year from being founded in Paris by an international community of academics. Since then, European marketing has progressed immensely. According to our latest analysis European authors' contribution to marketing's leading 'A' journals was a lamentable 3% in 1970, while that proportion now stands close to 25%!

EMAC has played an enormous role in putting European marketing on the global map. We are a community of scholars, as diverse as the multi-nationality and multi-disciplinarity of the research our members represent. However, we are also similar in sharing a passion for doing great, exciting, and relevant research, and the desire to share and exchange our knowledge in the collegial and friendly atmosphere of the annual EMAC conferences, that have become so much a 'symbol' of our Academy.

Newton said, "If I contributed anything it is because I stood on the shoulder of giants." Well, if I am to help the further advancement of EMAC, it is because I too stand on the shoulder of the giants who precede me. Thanks to them who have made EMAC great. Among the giants is George Avlonitis, who I would particularly like to thank for the excellent job he has done and the many initiatives he has led and overseen over the past two years.

As I alluded to in my speech at the gala conference dinner in Copenhagen, the next few years, for both Europe and EMAC, will be about the sixth sense: MONEY. As economies, markets, and businesses battle their way out of the current recession, EMAC, too, has to brace new challenges, to adapt and evolve, and to embrace new ideas in order to cost-effectively deliver better value-for-money and to satisfy the needs of members. I will do my level best to live up to your expectations. With your support, and a dose of the SEVENTH - and most rare of all - COMMON-SENSE, I believe, we CAN DO IT!

Thank you colleagues and friends for this chance to work for the continued success of EMAC.

Veronica Wong  
EMAC President

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#### Editor:

Dr. Paulina Papastathopoulou,  
[paulinapapas@aub.gr](mailto:paulinapapas@aub.gr)

#### Editorial Board:

Prof. Veronica Wong, EMAC President  
[v.wong@sussex.ac.uk](mailto:v.wong@sussex.ac.uk)

Nina Payen, EMAC Executive Secretary  
[payen@eiasm.be](mailto:payen@eiasm.be)

# Events and Call for Papers

## ISM-Open Conference

**“Social Marketing and Socially Responsible Management: Changing Times, New Challenges”**

**3 November 2010**

**The Open University, Milton Keynes - U.K.**

**T**his one day conference, hosted by ISM-Open, is timely given the current atmosphere of global economic and social turbulence. What role can social marketing and socially responsible management play in moving towards a more sustainable and socially equitable economy? The conference aims to bring together academic, practitioner and public policy researchers from these key areas of management research to present and discuss current research relevant to these issues.

**Fee:** £40, refreshments provided

**Organisers:** Professor Sally Dibb and Dr Marylyn Carrigan (ISM-Open), Dr MariaLaura Di Domenico and Dr Anja Schaefer (Public Leadership and Social Enterprise Unit)

**Keynote speakers:** Prof. Michael Polonsky (Deakin University, Australia), Prof. Jeff French (Brunel University and CEO Strategic Social Marketing), Prof.

Roger Sugden (Director, Stirling Institute for Socio-Management, University of Stirling), and Prof. Guido Palazzo (University of Lausanne).

Delegates are asked to submit an extended abstract (**750 words, not including references; no appendices**) suitable for one of the following tracks:

Track One: **Social Marketing;**

Track Two: **Socially Responsible Management**

**Sessions:** Presentation sessions will be themed around the research interests of those attending.

**Deadline for paper submissions:** 15<sup>th</sup> July 2010  
**Notification to the authors:** 17<sup>th</sup> September 2010  
**Online registration opens:** 30<sup>th</sup> June 2010  
**Latest online registration:** 1<sup>st</sup> October 2010  
**For more information:**  
[http://www.open.ac.uk/oubs/ism/p6\\_1.shtml](http://www.open.ac.uk/oubs/ism/p6_1.shtml)

## 2011 World Marketing Congress

**“The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World”**

**19-23 July 2011**

**Reims, Champagne - France**

**T**he customer orientation paradigm of the traditional marketing concept has pointed to the importance of for-profit and not-for-profit organizations becoming “customer-centric.” The natural result for such organizations would be better value creation and increased firm “profit” performance. Is this always the best approach in smooth and turbulent economic times? Are there times when being less-customer centric can produce better outcomes for the firm and for the consumer? The economic challenges we currently face in much of the world have led some scholars and practitioners to question the validity of a number of accepted business practices and theory including the traditional parts of the marketing concept. We invite scholars across all of the disciplines within marketing to submit their theoretical constructs and/ or research results or ideas for special sessions that have direct or tangential connection to the conference theme. Furthermore the congress provides a forum for discussing pertinent,

emerging concerns in marketing not directly related to the theme. Other theory, research results and special sessions across the broad spectrum of our discipline as indicated by the many tracks included in this congress are also of interest and we encourage your submissions.

We look forward to seeing you and engaging in the lively intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science and the World Marketing Congress.

Barry J. Babin Adilson Borges

Program Co-Chair Program Co-Chair

Department of Marketing Department of Marketing  
Louisiana Tech University Reims Management School

e-mail: [bbabin@latech.edu](mailto:bbabin@latech.edu)

e-mail: [adilson.borges@reims-ms.fr](mailto:adilson.borges@reims-ms.fr)

**Deadline for paper submissions:** 1<sup>st</sup> October 2010  
**For more information:** [www.ams-web.org](http://www.ams-web.org)

## 7<sup>th</sup> International Conference

### “Thought Leaders in Brand Management“

10-12 March 2011

Lugano - Switzerland

**W**e are delighted to announce the 7<sup>th</sup> Thought Leaders International Conference in Brand Management.

Established as the premier forum for shaping thought leadership about brand management, the conference will continue to take place at the Università della Svizzera italiana in Lugano, Switzerland. At our 2010 conference, a notable international conclave of scholars and practitioners from 28 countries presented and debated leading edge research that will have a significant impact on the management and research into one of the most valuable intangible assets, brands.

Following the tradition of our earlier conferences where people such as Jean-Nöel Kapferer of HEC Paris, Bruno Motta of Shell Brands International, Wally Olins of Saffron Brand Consultants and Adam Morgan of eatbigfish, amongst many others, gave Keynote Presentations, there will be thought provoking Keynote Presentations by leading thinkers and practitioners in the field. 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.

The Thought Leaders International Conference in Brand Management 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.

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

**Deadline for paper submission:** 1<sup>st</sup> October 2010

**Notification to the authors:** 15<sup>th</sup> December 2010

**Submit revised paper:** 1<sup>st</sup> February 2011

**Confirmation of attendance and paper presentation:**

10<sup>th</sup> February 2010

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

## 2<sup>nd</sup> International Colloquium on Consumer-Brand Relationships

17-19 March 2011

Rollins College

Winter Park (Orlando), Florida - U.S.A.

**A**ccording to the AMA definition, the creation and management of customer relationships is fundamental to the practice of marketing. Marketers have long maintained a keen interest in relationships: what they are, why they are formed, what effects they have on consumers and the marketplace, how they can be measured, and when and how they evolve and decline. While marketing research has a long tradition in the study of business vibrant and fast-growing research area with roots that span across disciplines and theoretical traditions. Still, brand relationship theory is in its early stages, and there remains much to be learned.

The aim of this colloquium is to advance knowledge about consumer-brand relationships by disseminating new research and best company practices and by encouraging the evolution of new research ideas and themes. We invite both works-in-progress and full

relationships between manufacturers and suppliers and buyers and sellers, attention in the past decade has expanded to the relationships that form between consumers and their brands such as branded products, stores, celebrities, companies or countries. As the recently published *Handbook of Brand Relationships* (2009) and our upcoming book *Consumer Brand Relationships: Theories and Applications* (2011) both attest, consumer-brand relationships stands as a papers which have as a focal point consumers' relationships with brands. Empirical and theoretical contributions are encouraged.

**Deadline for paper submissions:** 15<sup>th</sup> November 2010

**Notification to the authors:** 10<sup>th</sup> January 2011

**Latest online registration:** 1<sup>st</sup> February 2011

**For more information:** <http://www.consumer-brand-relationship.com>

**The 2011 La Londe Conference**  
**“Marketing Communications and Consumer Behavior”**

**31 May - 3 June 2011**

**La Londe les Maures, French Riviera**

**T**he 38<sup>th</sup> International Research Conference in Marketing organized by the Aix Graduate School of Management – France.

**Topics of Interest:** Papers providing theoretical or empirical advances in understanding and/or predicting consumer behavior are encouraged, as are papers on the management of marketing communications. Meta-analyses, state of the art literature reviews, and papers on emerging issues are also welcome.

**Outcomes: A Special Issue of the *Journal of Business Research*** - After the seminar, a number of papers will be selected for publication in a special issue of the *Journal of Business Research*. **A Best Paper Award** to be announced during the conference.

**The Character of the Seminar:** The seminar is held at the Agelonde resort located at *La Londe les Maures*, a village on the French Riviera (department of Var), 26

miles from Saint-Tropez and 48 miles from Nice. The seminar is characterized by a friendly and informal atmosphere of exchange between top level CB researchers from all over the world.

Chairpersons: M. Tuan Pham, Columbia University, S.Dewitte, Katholieke Universiteit Leuven

Keynote Speaker: N. Schwarz, University of Michigan

Coordinators: V. De Barnier and D. Merunka, Aix Graduate School of Management, Paul Cézanne University in Aix-en-Provence

**Deadline for paper submissions:** 9<sup>th</sup> January 2011

**Notification to the authors:** March 2011

**Early bird online registration:** 15<sup>th</sup> March 2011

**Latest online registration:** May 2011

**For more information:** <http://www.lalondeconference.org>

**5<sup>th</sup> International Conference**

**“Business Market Management”**

**18-20 May 2011**

**Tampere - Finland**

**E**very second year, leading academics in the field of business-to-business markets meet at the International Conference in Business Market Management to present and discuss latest research results. We welcome researchers in the field of business-to-business markets to share their knowledge while enjoying a stimulating and diverse program complemented by the opportunity to network with colleagues and friends.

We are keen to receive both strong and innovative conceptual as well as empirical contributions with a profound theoretical basis. Papers, abstracts, and special session proposals should be submitted to [bmm2011@tut.fi](mailto:bmm2011@tut.fi). Submissions should be made in MS Word format. The maximum length of papers is 25

pages including references, tables, and figures. Abstracts are expected to have a length of about 5 pages. Please check jbm’s author guidelines for style/format instructions ([www.jbm-online.net](http://www.jbm-online.net)). The conference will take place one week before the EMAC conference at Ljubljana, Slovenia.

**Deadline for paper submission:** 10<sup>th</sup> January 2011

**Notification to the authors:** 14<sup>th</sup> March 2011

**For more information:** O. Uusitalo, Conference Chair: [olavi.uusitalo@tut.fi](mailto:olavi.uusitalo@tut.fi) and T. Mahlamäki Conference Manager, [tommi.mahlamäki@tut.fi](mailto:tommi.mahlamäki@tut.fi), [www.tut.fi](http://www.tut.fi), <http://www.business-market-management.de>,

# Publications and Call for Papers

## Call for Chapters

### “Strategic Marketing in Tourism Services”

Edited by

**Dr. Rodoula h.Tsiotsou, University of Macedonia, Greece**

**Professor Ronald E.Goldsmith, Florida State University, U.S.A.**

**T**he book will focus on marketing strategies implemented in tourism services firms and will include a collection of papers related to specific marketing strategy.

#### Topics:

The contents listed below provide the structure of topics that will be presented through this publication:

PART I. Target marketing (segmentation criteria, targeting, positioning strategies)

PART II. Branding (developing brand equity, brand extension, co-branding, destination branding)

PART III. Relationship marketing (building loyalty, trust, commitment, attachment, CRM)

PART IV. Experiential marketing (Experiential elements, tactics, strategies)

PART V. E-marketing (TAM models, web 2.0, e-marketing, mobile marketing, social networks)

#### Submission of interest:

In the first instance, please forward an abstract up to five pages long, outlining the content of your contribution in any of the topics listed earlier.

Submissions of the abstract should be sent by email to both of the editors for review by **September 30<sup>th</sup>, 2010** or earlier.

#### Editors' contact information:

**Rodoula Tsiotsou (Ph.D.):**

Email: [rtsiotsou@uom.gr](mailto:rtsiotsou@uom.gr)

**Ronald E. Goldsmith (Ph.D.):**

Email: [rgoldsm@cob.fsu.edu](mailto:rgoldsm@cob.fsu.edu)

The abstracts should be submitted in Word document. Each chapter will be no more than 7,000 words in length including references, tables and figures. Introductory chapters will be no more than 3,000 words in length including references, tables and figures.

**Proposed Publisher:** Emerald

**Chapter proposal (abstract) due date:** 30<sup>th</sup> September 2010

**Full chapters due date:** 30<sup>th</sup> March 2011

**Expected book publication:** December 2011

## Sage Publishing

### Call for papers

#### “Leading Edge Marketing Research: 21<sup>st</sup> Century Tools and Practices”

Edited by **B.Kaden, G.Linda and M.Prince**

**S**age Publishing, the leading global producer of social science/ research books, has commissioned a new work, **LEADING EDGE MARKETING RESEARCH: 21<sup>st</sup> Century Tools and Practices.**, to be offered in 2011.

The editors, B. Kaden, G. Linda and M. Prince, are inviting articles by well-known, thought provoking experts, who will be expected to provide chapters of at least 6,500 and no more than 10,000 words (25-40 manuscript pages) in their areas of expertise. Featured contributors will include highly

experienced marketing researchers from leading client-side companies, experienced consumer insights managers, executives from blue chip research and consulting organizations and thought-leading marketing or marketing research academicians.

**Your Contribution:** Each contributor (co-authored chapters are certainly permissible) will have responsibility for presenting, a rich, innovative discussion in an emerging area of marketing research. The article must be broad enough to fully cover the topic and the methods employed such that a sophisticated reader should be able to fully understand the underlying theory and research

process and even replicate it, should they be willing to make the effort.

B. Kaden, President, The Kaden Company, [thekadecompany@sbcglobal.net](mailto:thekadecompany@sbcglobal.net)

G. Linda, President, Gerald Linda & Associates [glinda@gla-mktg.com](mailto:glinda@gla-mktg.com)

M. Prince, PhD, Professor of Marketing, Southern Connecticut State University  
[melvinprince@sbcglobal.net](mailto:melvinprince@sbcglobal.net)

**Deadline for paper submissions:** 31<sup>st</sup> October 2010

**Notification to authors:** 1<sup>st</sup> August 2010

**Deadline for revisions:** 1<sup>st</sup> December 2010

**Publication:** 12<sup>th</sup> December 2011

**For more information:**

<http://www.eadingedgemarketingresearch.com>

## Journal of Business Research

### Special issue on

### “Virtual Dialogue: New Relationship Realities and Consequences”

Guest editors: N. Kornum and H. Mühlbacher

In line with the tradition of conceptualizing marketing management as the attempt to manage a market according to the intentions of the company's top management most of the literature focuses on methods of one-directional manipulation from the manager's point of view.

The development of Web 2.0 provides innumerable opportunities for individuals and business organizations to communicate with each other in real time. While customers and other stakeholders spread news and heavily influence each other as well as business success, little is known about how virtual stakeholder dialogue changes marketing research, communication and relationship management practices.

Topics for the *JBR* special issue focus on, but are not limited to, the following:

- Marketing communication in virtual stakeholder dialogue
- Communicating with angry stakeholders in Web 2.0
- Multi-stakeholder co-creation of brand meaning
- Power relationships in virtual stakeholder dialogue
- Sophistication and complexity of multi-way

brand-related communication

- Relational co-creation with stakeholders in virtual media
- Impact of Web 2.0 on stakeholder theory
- Network theory and virtual stakeholder dialogue
- Ethical issues in virtual dialogues with and among stakeholders.

Scholars seeking consideration of their papers for publication in this special *JBR* issue should communicate such intention to the *JBR* Guest Co-Editors: N. Kornum, Department of Marketing Copenhagen Business School, Solbjerg Plads 3, 2000 Frederiksberg C, Tel: +45 3815 2876, Fax:+45 3815 2101 ([nk.marktg@cbs.dk](mailto:nk.marktg@cbs.dk)) and H. Muehlbacher, Innsbruck University School of Management, Dept. of Strategic Management, Marketing and Tourism, Universitaetsstrasse 15, A-6020 Innsbruck, Austria ([hans.muehlbacher@uibk.ac.at](mailto:hans.muehlbacher@uibk.ac.at)), Tel: +43 512 507 7200, Fax: +43 512 507 2842.

**Deadline for paper submissions:** 15<sup>th</sup> December 2010

**Notification to authors:** 15<sup>th</sup> March 2011

**Deadline for revisions:** 15<sup>th</sup> June 2011

**Publication:** July 2011

**For more information:** [marketing@uibk.ac.at](mailto:marketing@uibk.ac.at)

## Advertising & Society Review

### Special Issue on

### “(Re) Creating Cultural Models of Motherhoods in Contemporary Advertising”

Guest Editors: P. Maclaran, L. Martens, S. O’Donohoe, L. Stevens and M. Hogg

**H**uge markets have grown up around the ideology of the nuclear family and the central role of the mother in maintaining this. Myths endure around ideal motherhood archetypes that imply certain behaviours, norms and, indeed, taboos. These social and cultural constructions about how to be a good mother proliferate in the marketplace through numerous intersecting discourses. Building on the essays and personal reflections concerning how advertising addresses and represents mothers in Volume 7 of this journal, this special issue takes a cross-cultural and interdisciplinary focus to explore advertising’s role in the circuit of culture and the (re)construction of motherhood roles, identities and relationships. Whereas Volume 7 focussed on aspects of early childhood and maternity, this issue particularly welcomes papers relating to later stages of motherhood, and with cross-cultural and interdisciplinary perspectives. We also encourage contributors to include plenty of advertisements throughout their text.

Potential topics for the special issue include, but are not restricted to:

- Maternal Archetypes in Advertising
- Motherhoods and Consumption Practices as Reflected in Advertising

- Representations of Alternative Motherhoods
- Challenging the Gendered Boundaries of Motherhood
- “Matricatures” (stereotypes) of Motherhood
- Motherhood and the Body
- Cross Cultural Issues in Advertising to Mothers
- Mothers in the Advertising Industry
- Relationships between Mothers, Fathers and Children in Advertising
- Interpretations of Motherhood Representations in Advertising
- Inter-generational Issues (e.g. being a mother to your mother)

**Deadline for paper submissions:** 15<sup>th</sup> January 2011

**Papers should be sent electronically to one of the editors:**

M. Hogg: [m.hogg@lancaster.ac.uk](mailto:m.hogg@lancaster.ac.uk),

P. Maclaran: [pauline.maclaran@rhul.ac.uk](mailto:pauline.maclaran@rhul.ac.uk),

L. Martens: [l.d.martens@appsoc.keele.ac.uk](mailto:l.d.martens@appsoc.keele.ac.uk),

S. O’Donohoe: [s.odonohoe@ed.ac.uk](mailto:s.odonohoe@ed.ac.uk),

L. Stevens: [lmr.stevens@ulster.ac.uk](mailto:lmr.stevens@ulster.ac.uk)

**For more information:**

[http://muse.jhu.edu/journals/advertising\\_and\\_society\\_review/info/guidelines.html](http://muse.jhu.edu/journals/advertising_and_society_review/info/guidelines.html)

## International Marketing Review (IMR)

### Special Issue on

### “International Marketing, Strategic Orientations and Business Success”

**O**ver the last two decades, we have witnessed a rapid growth in research into strategic orientations in the main-stream, the non-international, and the strategic marketing literatures. For example, researchers have published hundreds of papers on the topic of market orientation, and numerous studies have focused on constructs such as learning orientation, innovation orientation, entrepreneurial orientation, technological orientation, sales orientation, and various stakeholder orientations. The culmination of much of this research indicates that the possession of certain strategic orientations is often beneficial for businesses.

However, research into strategic orientations within the international marketing literature is less well developed. Questions abound regarding the benefits

for international marketers of adopting various strategic orientations, and the ways in which firms can go about managing their strategic focus in their international operations. Likewise, serious questions have been raised about the universal utility of various strategic orientations for marketers operating in different countries (e.g., Ellis 2007; Cadogan et al. 2009).

The purpose of this special issue is to shed new light on strategic orientations, and their consequences and antecedents, within the international marketing arena.

We invite researchers to submit papers on any issue that deals with international marketing and strategic orientations. We do not expect submitted papers to deal with all types of strategic orientation simultaneously: researchers could focus on just one

orientation (e.g., export market orientation, international innovation orientation), or could focus on specific components of a strategic orientation (e.g., export customer orientation). That said, there are also important research questions that require consideration of more than one orientation. We welcome conceptual and empirical pieces.

**Deadline for paper submissions:** 31<sup>st</sup> March 2011

**Publication:** Early 2012

**For more information contact:** J. Cadogan,  
[J.W.Cadogan@Lboro.ac.uk](mailto:J.W.Cadogan@Lboro.ac.uk)

**For paper submissions:**  
<http://mc.manuscriptcentral.com/imrev>

# Awards

## Winner of Best IJRM Article 2009

**T**he European Marketing Academy (EMAC) and the International Journal of Research in Marketing (IJRM) are pleased to announce the winners of the 2009 IJRM Best Paper Award: J. Eliashberg, Q. Hegie, J. Ho, D. Huisman, S. J. Miller, S. Swami, C. B. Weinberg, and B. Wierenga, "Demand-driven scheduling of movies in a multiplex", IJRM, Vol. 26 (2), pp 75-88.

**Abstract:** This paper is about a marketing decision support system in the movie industry. The decision support system of interest is a model that generates weekly movie schedules in a multiplex movie theater. A movie schedule specifies, for each day of the week, on which screen(s) different movies will be played, and at which time(s). The model integrates elements from marketing (the generation of demand figures) with approaches from operations research (the optimization procedure). Therefore, it consists of two parts: (i) conditional forecasts of the number of visitors per show for any possible starting time, and (ii) a scheduling procedure that quickly finds a near optimal

schedule (which can be demonstrated to be close to the optimal schedule). To generate this schedule, we formulate the "movie scheduling problem" as a generalized set partitioning problem. The latter is solved with an algorithm based on column generation techniques. We tested the combined demand forecasting/ schedule optimization procedure in a multiplex in Amsterdam, generating movie schedules for fourteen weeks. The proposed model not only makes movie scheduling easier and less time consuming, but also generates schedules that attract more visitors than current "intuition-based" schedules. **Selection process:** The winning article was chosen from two rounds of voting open to the Members of the IJRM Editorial Board. In the first round, each voter could nominate up to three (3) papers that were published in IJRM in 2009. From this, a shortlist was made of the 3 papers that received the most nominations. In the second and final round, the Board Members voted for one paper from the shortlist.

## EMAC-McKinsey 2010 Marketing Dissertation Award

### Creating lasting consumer impressions: EMAC and McKinsey honor

#### Europe's best marketing dissertation

**W**inner is from RSM Erasmus University in Rotterdam, NL - research shows that simultaneous presentation of a brand and its endorser is more effective than sequential presentation - applications for 2011 award accepted starting in July.

Simultaneous presentation of a brand and its endorser creates lasting consumer impressions, while sequential presentation does not. This is the main insight of the winning dissertation of this year's "EMAC McKinsey Marketing Dissertation Award." The European Marketing Academy (EMAC) and the McKinsey & Company management consultancy have recognized Steven Sweldens for the dissertation he submitted to the RSM Erasmus University in Rotterdam, the Netherlands. Sweldens drew on his background in psychology to demonstrate the different kinds of emotional response triggered by evaluative conditioning - in other words, embedding a brand within a particular context for consumers. Since completing his doctorate, he was named assistant professor of marketing at INSEAD. The award includes a cash prize of EUR 7,000.

Taking second place was Eva Blömeke, a graduate of the University of Hamburg in Germany. Her work shows that businesses that discontinue loss-making customer relationships suffer few repercussions in terms of customer satisfaction or word of mouth. Third place went to Maarten Gijzenberg, who wrote his dissertation at the Catholic University Leuven in Belgium. He developed a mathematical model that can help companies better time their marketing investments both during fluctuating business cycles and over shorter time horizons. The second- and third-place finishers received prizes of EUR 3,000 and EUR 1,000 respectively. All three award recipients were recognized at a gala dinner during the EMAC Annual Conference in Copenhagen on Friday.

The EMAC McKinsey Marketing Dissertation Award honors the authors of outstanding dissertations on marketing topics submitted to universities in Europe, the Middle East, or Africa. This year, 60 young scholars from more than 20 countries took part in the program. The authors of the top three entries were invited to the final round at the EMAC conference in Copenhagen, where they presented their work to a jury of EMAC professors and McKinsey marketing

experts. In judging the presentations, the jury considered the novelty, relevance, and conceptual rigor of the participants' dissertations.

Applications for the 2011 EMAC McKinsey Marketing Dissertation Award will be accepted starting in July at [www.marketing-dissertation-award.eu](http://www.marketing-dissertation-award.eu).

The competition is open to anyone earning a doctorate in a marketing-related field from a university in

Europe, the Middle East, or Africa who completes his or her degree in 2010. The three top finishers will be invited to the 2011 EMAC conference in Ljubljana, Slovenia, in May. There they will present their work to the jury, who will announce the winner during the event.

## Geyskens et al (1996) Winner of 2010 EMAC-IJRM Jan-Benedict Steenkamp Award for Long-Term Impact

**I**. Geyskens, J. Benedict Steenkamp, L. K. Scheer and N. Kumar won this year's *Long-Term Impact Award* for their paper "The effects of trust and interdependence on relationship commitment: A trans-Atlantic study" (International Journal of Research in Marketing, 1996, 13 (4), pp 303-317).

The Steenkamp Award for Long-term Impact, established in 2008, is given annually by the European Marketing Academy (EMAC) and the International Journal of Research in Marketing (IJRM) to the most exceptional contribution in academic marketing research, published in IJRM 10 to 15 years ago, which have demonstrated long-term impact.

A 4-member Award Committee, formed by the IJRM editor and the EMAC VP of Publications, managed the nomination and selection procedure. For this year, the committee was composed of Peter C. Verhoef (chair), Zeynep Gurhan-Canli, Bruce G.S. Hardie, and Sandy D. Jap.

The following criteria were used to determine the winning paper: (1) the paper's ISI citations; (2) the votes it receives from the IJRM Editorial Board members during two rounds of voting, and (3) the paper's quality, as assessed by the award committee's in-depth reading of the paper.

Following this procedure, the Geyskens et al paper (1996) won from among the 158 eligible papers published in IJRM from 1995 to 2000. According to the jury: *The paper of Geyskens et al. (1996) has had strong impact on research within marketing channels and relationship marketing. It is one of the first papers to study simultaneously three very important theoretical constructs within relationship marketing: commitment, interdependence and trust. Moreover, it strongly pledges for the existence of two components of commitment: affective and calculative commitment. In prior highly cited research (e.g., Morgan & Hunt, 1994) this distinction has never been conceptualized and tested. Interestingly in line with the international*

*orientation of IJRM it investigates these constructs in two countries. We are confident that this paper has been used extensively in follow-up research to further understand customer- and channel relationships. Being on the forefront of the development of extensive research within relationship marketing this paper has heavily been cited. According to the Web of Science it received 143 cites, while Google Scholar registers 407 cites. This is by far the most cited of the nominated papers. We also believe that this paper will remain to have an enduring impact on the field given its important theoretical contributions.*

**Abstract of Geyskens et al (1996):** *In recent years, interorganizational relationship management has become of paramount interest in marketing channels research. Marketing managers and researchers have identified mutual commitment among exchange partners in a marketing channel as central to successful relationship marketing and as key to producing significant benefits for firms. We consider two types of commitment that may characterize interfirm relationship. Affective commitment expresses the extent to which channel members like to maintain their relationship with specific partners. Calculative commitment measures the degree to which channel members experience the need to maintain a relationship. After conceptualizing commitment, we offer a set of hypotheses concerning the joint impact of trust and interdependence on both affective and calculative commitment. Testing our hypotheses in a field study involving two countries, we find strong evidence that total interdependence enhances both affective and calculative commitment. Which type of commitment develops depends on trust. The unexpected positive effect of interdependence asymmetry on affective commitment seems to be in line with a stream of research that has emphasized the positive role of power differences in promoting the effective coordination of channel relationships.*

## ISMS-MSI Practice Prize Renamed as Lilien Prize

**O**n June 18, 2010 at the Awards Ceremony at the 32<sup>nd</sup> INFORMS Marketing Science Conference, hosted by the University of Cologne, the MSI/ ISMS Practice Prize was officially renamed in honor of Prof. Gary L. Lilien. Dr. Lilien, EMAC VP of External Relations, founded the Practice Prize Competition in 2003 and has championed its growth and development ever since. Beginning with the next Award (competition to be held during the next ISMS-MSI Marketing Science Practice Conference, on the Washington DC campus of the University of

Maryland December 9-10, 2011), it will be called the "Gary L. Lilien ISMS-MSI Practice Prize."

To view and/ or download videos of the finalists in the competition since its inception in 2003, go to <http://techtv.mit.edu/collections/isms>. (See next article in this newsletter on the availability of the videos).



## Marketing Science Practice Prize Videos Now Available Free On-line at MIT TechTV

**S**ince its inception in 2003, the Marketing Science (ISMS-MSI) Practice Prize has been awarded for outstanding implementation of marketing science concepts and methods. The methods used must be innovative, sound, and appropriate to the problem and organization, and the work must have had significant, verifiable, and preferably quantitative impact on the performance of the client organization. The competition, always hotly contested, has been the source of outstanding videos that, until now have been available only on DVDs.

Now, through an arrangement with MIT TechTV, the videos are available free to anyone with an internet connection. They are available both in streaming form, or (better and more reliable) downloadable in the three most common formats: flash (flv), wmv and mov. In addition a pdf with the associated powerpoint files is also available for download.

If you go to: <http://techtv.mit.edu/collections/isms> you will see the homepage for the collection; the videos are sorted by year as "subcollections." For example in the subcollection "2009-2010" you will find

the video for the 2009-2010 winner, Bayer, presented by EMAC Treasurer (emeritus) S. Albers and M. Fischer! EMAC members are well represented amongst the collection.

These videos illustrate the impact that excellent marketing science has in practice and can be used in the classroom, for executive training and in consulting engagements. I would urge you to pass the links on to your colleagues and students and post the link on your website so that these outstanding examples of what our profession has to offer can get the widest possible exposure EMAC has been a sponsor of the event since its inception and I hope you are as proud as I am of the organization's vision in providing that sponsorship. The website format is in "beta" version at the moment and will be finalized in about 3 months; in the meantime, please direct any questions or suggestions to me.

Gary L. Lilien

[Glilien@psu.edu](mailto:Glilien@psu.edu)

VP External Relations, EMAC

## Award by the German Academic Association for Business Research

### Frank-Martin Belz and Ken Peattie

**H**ereby I would like to inform you that my colleague and I won the prestigious Award by the German Academic Association for Business Research (Verband der Hochschullehrer für Betriebswirtschaft) for the Best Text Book 2010! The title of our book is "Sustainability Marketing: A Global Perspective".

You can find the official press release (in German) at: <http://vhbonline.org/preise-foerderung/preistraeger/preise2010/>

We wrote a post about it in our blog (in English): <http://www.sustainability-marketing.com/2010/06/vhb-award-for-best-text-book-2010-goes.html>

## “Top Case-Study Prize in Marketing” and “Top Author Prize” awarded by the Chamber of Commerce and Industry in Paris

The French Chamber of Commerce and Industry has awarded the “Top Case-Study Prize in Marketing” to **S. Hertrich** (EM Strasbourg Business School, University of Strasbourg) and **U. Mayrhofer** (IAE Lyon, University Lyon 3 and Rouen Business School) and the “Top Author Prize” to Ulrike Mayrhofer. These two prestigious awards are 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 Médias Pédagogiques, CCMP*, (see <http://www.ccmp.fr>).

The “**Top Case-Study Prize in Marketing**” was given for the case study «Peugeot: le lancement du modèle 308 CC» (also available in English: “Peugeot: The Launch of the 308 CC Model”, written by Sylvie Hertrich and Ulrike Mayrhofer).

The “**Top Author Prize**” was given for the case studies “Peugeot: le lancement du modèle 308 CC”, “AGF-Allianz: une nouvelle offre d’assurance automobile” (also available in English: “AGF-Allianz: A New Car Insurance Offer”, written by Ulrike Mayrhofer and Claire Roederer, EM Strasbourg Business School, University of Strasbourg) and “Hilton: The 4-Star Hotel

Market” (written by Sylvie Hertrich, Ulrike Mayrhofer and Rob Davidson, University of Westminster).

The distinguished case-studies have been developed in close collaboration with the concerned companies. Sylvie Hertrich and Ulrike Mayrhofer have recently published a book entitled “Cas en Marketing” (Editions Management & Société, 2008) which covers 12 case-studies written by experienced scholars and marketing specialists.



S. Hertrich and U. Mayrhofer

# News from and for members

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

April 2010

### Lugano - Switzerland

**D**espite the ash cloud coming from the volcanic eruption in Iceland, the 6<sup>th</sup> Thought Leaders International Conference in Brand Management took part in a new and refreshing annual meeting. During the two Conference days, delegates from all over the world enjoyed in one of the most stunning settings in Europe, Lugano. Over 180 people were registered, and only 60 were stranded at airports across the world, were unable to attend.

With more than 150 papers submissions, the 6<sup>th</sup> Thought Leaders International Conference in Brand Management became an exceptional venue for scholarly inquiry.

The conference, opened by Professor Leslie de Chernatony on Monday 19 April, saw a diverse range of topics, whose results will provide valuable insights for both scholar and managers. The issues covered in the conference were very diverse from B2B branding, place branding, corporate branding, brand identity, brands and communication, services branding, brand alliances

and brand equity, among others. The 6<sup>th</sup> Thought Leaders International Conference in Brand Management also presented the latest academic research and best practices in new topics such as the impact of Web and emerging media on branding, brand communities or the management of brands in global markets.

The Organising Committee would like to thank to all the delegates, speakers, partners and sponsors who made the 6<sup>th</sup> Thought Leaders International Conference in Brand Management such a success.

Please save the date for the next Thought Leaders International Conference in Brand Management, which will take place once more in Lugano on March 10-12, 2011!

Chairman

Prof Leslie de Chernatony

Professor of Brand Management, Università della Svizzera italiana and Aston Business School

## Annual Professor Johan Arndt Marketing Conference: Great Success

**T**he Annual Professor Johan Arndt Marketing Conference 7<sup>th</sup> to 8<sup>th</sup> June was a great success thanks to the organizing committee at Buskerud College headed by Professor **Kåre Sandvik**. The purpose of the annual conference was

- 1) To honor Professor Johan Arndt for his outstanding research in marketing,
- 2) Stimulate more and better marketing research by more often in Norway, and
- 3) Create a place for networking with new and established marketing researchers.

The conference had a pre-conference PhD consortium with attendees from the leading Norwegian research based business schools, plenary sessions, and two parallel tracks covering marketing research and marketing teaching/ pedagogy. The conference was well attended by close to 90 participants. For a small country and a

specialized conference, this is extremely good. While this is a Norwegian conference, external guest speakers are invited. This year's speakers were Professor Page Moreau (Leeds School of Business, University of Colorado) and Professor Debra Laverie (Rawls College of Business, Texas Tech University).

An important element of the conference is to honor outstanding work from PhD-students and established Norwegian marketing researchers. PhD-student **Ali Faraji Rad**, BI Norwegian School of management, won the best PhD-dissertation paper award in keen competition with competitors. The title of Ali's dissertation is: "The impact of online reviews: When does reviewer similarity make a difference?". He is supervised by Professors Bendik Samuelsen and Luk Warlop.

## Journal of Research in Interactive Marketing (JRIM)

### Applications for New Associate Editors' Positions

**T**he Journal of Research in Interactive Marketing (JRIM) addresses substantive issues in interactive, relationship, electronic, direct and multi-channel marketing and marketing management. We invite applications for several new Associate Editor positions, to take up responsibility from September 2010.

Associate Editors will have regional responsibilities, specifically North America, Latin America, Australasia, and Europe, although qualified candidates from other regions may also be considered. Successful candidates will have a strong publication record, and will be expected to act as journal advocates at conferences, workshops and other events in collaboration with the

rest of the Editorial team. Associate Editors will not be specifically responsible for managing the review process, but an awareness of the scholarly publication process, rankings and other quality measures will be an advantage.

Regards

Dr. Martyn Lawrence, Publisher, Journal of Research in Interactive Marketing

**For more information:**

[www.emeraldinsight.com/jrim.htm](http://www.emeraldinsight.com/jrim.htm).

Applications should be sent to the Editor, A. Broderick at [amanda.broderick@durham.ac.uk](mailto:amanda.broderick@durham.ac.uk) by **31<sup>st</sup> July 2010**.

## EMAC Regional Conference - Marketing Theory Challenges in Emerging Societies

24-25 September 2010

Corvinus University of Budapest, Budapest - Hungary

**D**ear Colleagues,  
We would like to remind you that the EMAC Regional Conference - Marketing Theory Challenges in Emerging Markets which will take place in Corvinus University of Budapest, in Hungary 24-25 September 2010.

During the last two years a regional initiative has been started by different schools to create an academic forum that attracts researchers dealing with market development issues. This has led to the establishment of the "Marketing Theory Challenges in Transition Societies" conferences. Slovenia (Maribor) has served as a pioneer, followed by Croatia (Zagreb) in 2008 and Maribor again. In 2009 the European Marketing Academy decided to establish regional conferences and agreed that the first conference is organized to embrace the study of theoretical issues in changing markets. This

endeavor receives the support of EMAC and its national representatives.

The conference is aimed to attract researchers interested in marketing issues in changing and growing markets, and issues regarding a regional perspective. Further it wants to serve the marketing communities of transition societies and interested researchers, as natural event of communication and meeting point.

We look forward to meeting you in Budapest.

Best regards,

A. Bauer - Chair of Program Committee

I. Agardi - Chair of Organizing Committee

N. Payen - EMAC

**Early bird online registration:** 15<sup>th</sup> August 2010

**For more information:** <http://www.uni-corvinus.hu/emacregional>

**Or contact:** [emacregional@uni-corvinus.hu](mailto:emacregional@uni-corvinus.hu)

## Marketing Science Institute Conference-Service Innovation

22-23 September 2010

London Business School, London - U.K.

**S**ervice innovation creates value for all stakeholders-customers, employees, business owners, network partners, and communities. As more firms seek to create value by innovating in service offerings, processes, and business models, they face new questions and challenges: How can firms identify markets and opportunities for service innovation and

growth? What are effective ways for customers to participate in service innovation processes? What platforms and capabilities are required for service innovation in a changing business landscape? How can firms profitably price service solutions? This conference will address these topics in both consumer and business-to-business contexts, including smart services, mobile-

to-mobile services, retailing services, and manufactured goods.

The conference will be hosted and co-sponsored by the London Business School; additional academic partners and co-organizers for the conference are: the Center for Services Leadership, Arizona State University (USA), CTF (Centrum för tjänsteforskning) Service Research Center, Karlstad University and Sweden Institute for Innovation

and Entrepreneurship, and Center for Competition, Johannes Gutenberg-University of Mainz (Germany).

**Early bird online registration:** Registration available now at MSI website ([www.msi.org](http://www.msi.org)). Provide academic affiliation to receive academic discount.

**Latest online registration:** 15<sup>th</sup> September 2010

**For more information:** <http://www.msi.org/conferences>

## Grand Challenge Summit Meeting

### Part of the Grand Challenge in Service Week at the University of Cambridge

22 September 2010

Cambridge - U.K.

**Y**ou are invited to join us for the upcoming Grand Challenge Summit Meeting on Wednesday 22 September at the Moller Centre, Cambridge, UK.

Practitioners, policymakers and researchers will explore the challenges facing firms as they seek to design, deliver and deploy complex service systems. The Summit will also incorporate the launch of 'Complex engineering service systems, concepts and research', a transdisciplinary book for advanced practitioners - and output of a major research project involving 10 universities and BAE Systems, focused on service support solutions.

#### Who should attend?

Industrialists, policy makers and researchers interested in service issues.

#### Programme

- 12.30 - Lunch
- 13.30 - Welcome

- 13.45 - Global Trends in the Servitization of Manufacturing: Professor Andy Neely
- 14.30 - Our Services Journey: BAE Systems
- 15.15 - Refreshments
- 15.45 - Complex Service Systems: IBM
- 16.30 - Official launch of the Cambridge Service Alliance (CSA) Vice Chancellor to be present
- 17.30 - Close
- 19.30 - Gala dinner, Christ's College, Cambridge

For further details: Nick Mann Tel: +44 (0)1223 748263, Email: [nm402@cam.ac.uk](mailto:nm402@cam.ac.uk).

**Latest online registration:** 17<sup>th</sup> September 2010

**For more information:**

[www.ifm.eng.cam.ac.uk/service/events/serviceweek/challenge.html](http://www.ifm.eng.cam.ac.uk/service/events/serviceweek/challenge.html)

## Roundtable and Townhall Meeting on Service Research

### Part of the Grand Challenge in Service Week at the University of Cambridge

23 September 2010

Cambridge - U.K.

**W**e would like to invite you and your colleagues to the upcoming Roundtable and Townhall meeting on the future of service research on Thursday 23 September at the Moller Centre, Cambridge, UK.

This one-day event will bring together academics, consultants and industry practitioners to ensure that service research continues to grow and impact upon practice and future research. It will be a valuable

opportunity to discuss the key issues from a broad scientific perspective.

During the event, service scholars globally will be present key issues in knowledge production and knowledge transfer in service from their disciplinary perspectives. There will then be an interactive discussion with all participants after each presentation and in the afternoon during the Townhall meeting.

At this event, we also hope to initiate the first ever global alliance between service researchers, bringing

individuals and centres around the world into a federated alliance to increase the dissemination and impact of our work, as well as develop an agenda for global collaborations. We believe that coming together, we can achieve a global impact and hope you will join us in the first meeting to make this vision a reality.

Featured speakers include:

- Professor Ralph Badinelli, Virginia Tech
- Professor Robert Lusch, University of Arizona
- Professor Linda Macaulay, University of Manchester
- Professor Scott Sampson, Brigham Young University
- Professor Stephen Vargo, University of Hawaii
- Dr Paul Maglio, IBM Research

The event will be moderated and chaired by Professor Irene Ng.

**Latest online registration:** 17<sup>th</sup> September 2010

**For more information:**

[www.ifm.eng.cam.ac.uk/service/events/serviceweek/roundtable.html](http://www.ifm.eng.cam.ac.uk/service/events/serviceweek/roundtable.html)