 ***Newsletter for the Members of the AMA Global Marketing Special Interest Group***

**Welcome to the February 2013 AMA Global Marketing SIG's monthly E-News.**

**In this AMA Global Marketing SIG newsletter, you will find:**

**New Editor of International Journal of Marketing**

**New AMA Global Marketing SIG Website**

**Upcoming Conferences**

**Call for Papers for Journal Special Issues**

**Call for Book Contribution**

**Research & Teaching Support**

**Latest Marketing Awards**

**Board Members**

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**Webmaster, Research Issues**

* ***The Global Marketing SIG welcomes all current and former DocSIG members and looks forward to their scholarly and service contributions as they embark on their careers.***
* ***Please, GET MORE INVOLVED:* All AMA Global Marketing SIG members are strongly encouraged to become more actively involved in SIG activities. Opportunities for participation abound. To become more active, please contact any of the members of the Global Marketing SIG leadership team (**[**http://www.marketingpower.com/Community/ARC/Pages/Connections/SIGs/GlobalMarketing/Leadership.aspx**](http://www.marketingpower.com/Community/ARC/Pages/Connections/SIGs/GlobalMarketing/Leadership.aspx)**). Members are also strongly encouraged to share articles of interest, valuable teaching material and upcoming conference announcements for the E-news. Should you have any questions or comments about the AMA Global Marketing Special Interest Group or SIG activities, please do not hesitate to contact us.**

**Coordinator**

David Griffith

Lehigh University

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**VC Membership, Awards and**

**Recognitions**

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New JIM Editor – A Warm Welcome to Constantine S. Katsikeas and a Grateful Farewell to David Griffith

The transition to the new editorship of the *Journal of International Marketing* (please, see <http://www.marketingpower.com/aboutama/pages/ama%20publications/ama%20journals/journal%20of%20international%20marketing/journalofinternationalmarketing.aspx>) connected with a deep and appreciation for the David Griffith’s excellent contribution could not be better expressed than by the new editor, Constantine Katsikeas ( [Constantine Katsikeas](http://business.leeds.ac.uk/research/divisions/marketing/members/profile/constantine-katsikeas/)) himself:

“I feel honored for this recognition, and it will be my great pleasure to serve the academic and practitioner international marketing community as editor of JIM. David Griffith has done an excellent job in elevating the substantive standing of JIM. I feel that my duty is to maintain JIM's standing and augment its positive trajectory. It has been my pleasure to be part of the Global Marketing SIG board and I would like to discuss with other members at the AMA Winter how our SIG and JIM can develop a mutually beneficial relationship”.

***NEW AMA GLOBAL MARKETING SIG WEBSITE***

**Thanks to David Griffith** **the new Global Marketing SIG website** is

live at: <http://www.lehigh.edu/~inamasig/>.



Upcoming Conferences

**Second Biennial Sheth Emerging Scholars Faculty Consortium**

**World Marketing Congress**

**July 16, 2013**

**Monash Law Chambers, Melbourne, Australia**

**Highlights:**

**Up to US$1,000 grant for each applicant selected to attend the Consortium**

**Application deadline: March 1, 2013**

This Second Biennial Sheth Emerging Scholars Faculty Consortium will be held in the Monash University Law Offices, Melbourne, Australia in conjunction with the World Marketing Congress (WMC) and the 3nd Biennial AMS Doctoral Consortium. The Consortium is a day-long program focused on research, teaching, and topics related to the overall success of amarketing scholar in the global arena. The scholarly sharing and social interactions continue the day after the consortium with the official beginning of WMC.

Delegates will receive up to US$1000 to attend the faculty consortium and the World Marketing Congress (reimbursement via receipts for expenses submitted after the conclusion of the consortium). The consortium delegates are responsible for making their own travel arrangements and for obtaining any necessary travel documents into Australia. The consortium program will be presented in English. A certificate of c To apply for participation in the consortium as a delegate, please forward the following materials (in English) to Consortium Co-Chairs K. Sivakumar ([k.sivakumar@lehigh.edu](mailto:k.sivakumar@lehigh.edu)) and Göran Svensson ([goran.svensson@hh.se](mailto:goran.svensson@hh.se)): a letter of intent to attend the consortium if invited, a letter of support from your dean or institutional colleague, a 500-750 word document briefly outlining your research and teaching interests and how participation in the consortium will help in your professional development as well as how you will leverage your experience to help other emerging scholars in your institution and in your country, and a copy of your curriculum vitae. Selection as a consortium delegate will depend upon a variety of factors, including research accomplishments, teaching diversity, support and encouragement from the nominee’s institution, and geographic representation. The deadline for consideration as a consortium delegate is March 1, 2013. Decisions will be made and notification sent to all applicants around April 15, 2013.

A Certificate of completion will be awarded to Emerging Scholars delegates at the end of the program.

*For information about the Academy of Marketing Science, please see* [*www.ams-web.org*](http://www.ams-web.org)*. For additional information about the 2013 World Marketing Congress, please click on the link on the AMS home page. Contact Consortium Co-Chairs K. Sivakumar (*[*k.sivakumar@lehigh.edu*](mailto:k.sivakumar@lehigh.edu)*) and Göran Svensson (*[*goran.svensson@hh.se*](mailto:goran.svensson@hh.se)*) with questions related to the Second Biennial Sheth Emerging Scholars Faculty Consortium.*

***6th Annual EuroMed Conference in Estoril/ Portugal***

**Submission Deadline: April 5th, 2013**

**Conference Goals**

The EuroMed Academy of Business annual conference has established itself as one of the major Business Management conferences of its kind in the EuroMed region (European and Mediterranean), in terms of size, quality of content, and standing reputation of attendees. Many of the papers presented contribute significantly to the business knowledge base. Its Book of Proceedings is highly recognized and accepted to be under citation. Many papers were published in Special Issues in leading journals, and were driving international research and teaching programs.

The conference attracts hundreds of leading scholars from leading universities and principal executives and politicians from all over the world with the participation or intervention of Presidents, Prime Ministers, Ministers, Company CEOs, Presidents of Chambers, and other leading figures.

The is to create a friendly and approachable academy and environment, a strong network, whereby its members (including senior worldwide scholars, faculty members, doctorate students, researchers and business people) are guided and mentoring each other. We differentiate as we assist participants to network and publish their valuable work (see below- a. Publication Opportunities, b. Authors’ Network and Collaboration Workshop and c. Meet the Editors Session). Our participants also form specialised teams applying and getting involved in EU project funding. EMRBI network has submitted over 11 new projects last year. You can visit our Research Project Workshop (see below) that will take place during the conference.

 All accepted papers and abstracts will be published in the Book of Proceedings (with an ISBN number) which is approved for inclusion in the [*Conference Proceedings Citation Index*](http://thomsonreuters.com/products_services/science/science_products/a-z/conf_proceedings_citation_index/) — an integrated index within [*Web of Science*](http://thomsonreuters.com/products_services/science/science_products/a-z/web_of_science/). This distinction is given only to the most significant papers, in terms of academic excellence, conferences-conventions worldwide.

A selection of the best conference papers (presented in alphabetic order) will also be considered for publication in the following journals, most of which are internationally ranked or/and ISI approved:

Read more: [http://6theuromed2013.webnode.pt/call-for-papers/](http://6theuromed2013.webnode.pt/call-for-papers/?utm_source=copy&utm_medium=paste&utm_campaign=copypaste&utm_content=http%3A%2F%2F6theuromed2013.webnode.pt%2Fcall-for-papers%2F)

**12th International Colloquium on Nonprofit, Arts, Heritage, and Social Marketing**

**Submission Deadline**: 18th June 2013

**“*Engagement in arts, heritage and social marketing*”**

**Conference dates and place to be held**: Friday 6th September 2013, Durham Business School, Queen’s Campus, Stockton, University Boulevard, Thornaby, Stockton-on-Tees, TS17 6BH, UK

Sponsored by Emerald Publishing Ltd

**About the Colloquium**

Department of marketing in Durham Business School and the Academy of Marketing invite submissions to the 12th International Colloquium on Arts, Heritage, Non-Profit and Social Marketing. Previously hosted by London Metropolitan Business School, Leeds Metropolitan University, Bradford Business School, King’s College London, the University of the Arts and the University of Reading, this Academy of Marketing event is designed to provide an interface between academics and reflective practitioners wanting to draw on the very latest theoretical and empirical non-profit, social and arts marketing research.

**Keynote Speaker:** Prof. Christina Goulding, Keele University, UK

For more information please follow the link below:

http://www.academyofmarketing.org/arts-heritage-nonprofit-social-marketing-sig/events.html

**International Conference on MARKETING STUDIES**

**Conference dates and place to be held**: September 7 - 8, 2013, Hong Kong

**Submission Deadline**: May 15, 2013

Organized by: Academy of Taiwan Information Systems Research

Sponsored by: International Business Academics Consortium (IBAC)

The 2013 International Conference on Marketing Studies (ICMS2013) will be held on September 7-8, 2013, in Hong Kong. This conference provides a forum for researchers and practitioners to exchange research results and share development experiences on marketing research.

**Call for papers**: Ι. Full Papers

II. Extended Abstracts

For more information please follow the link below:

http://www.marketing-studies.org/home

**21st ICRM Colloquium, “Looking back–moving forward”**

**Submission Deadline**: 5 April 2013

**Conference dates and place to be held**: 16-18 September 2013, ESC Rennes School of Business, Brittany, France. 

In 2013 the International Colloquium in Relationship Marketing (ICRM) will celebrate its 21st year with the colloquium theme “Looking back–moving forward”

The colloquium provides space for in depth discussion of contemporary topics and attracts academics from senior professors to new doctoral students.  This year’s colloquium will be held at Rennes, Brittany, France.

Potential topics are in the following areas, but not limited to:

* the role of emotions in relationships: emotional intelligence
* developing effective engagement platforms
* customer communities (on line and off line)
* misbehaviour in relationships
* cross cultural differences in relationship development
* measuring the value of the interpersonal dimensions of relationships on business performance
* Relationship Marketing and Service-Dominant Logic
* network perspectives on relationships
* technology and its impact on relationships
* impact of web 2.0 /3.0 / Twitter and emerging media on relationship marketing
* appropriate methodologies for relationship marketing
* CSR in relationship marketing Social Capital and Relationships
* buyer / seller relationships.

For more information please follow the link below:

http://www.icrm2013.com/

Call for Papers for Journal Special Issues

Special Issue of *Journal of International Management*

**From Resources and Value Chains to Consumer Benefits and Innovation Ecosystems: Demand-Side Perspectives in International Business**

*Guest editors:*

*Ana Cristina O. Siqueira, Duquesne University*

*Ronaldo C. Parente, Florida International University*

*Richard Priem, Texas Christian University & LUISS Guido Carli University*

**Deadline: November 20, 2013**

**1. Purpose of Special Issue**

Globalization, companies’ increasing emphasis on innovation, and the fast-paced introduction of new technologies have encouraged companies to search for technologies anywhere in the world (Doz, Santos, & Williamson, 2001), develop technologies in emerging economies (Immelt, Govindarajan, & Trimble, 2009), and manage innovation ecosystems internationally (Adner, 2012). Venturing beyond the sequential notion of value chains (Porter, 1985), some companies have developed collaborative arrangements involving economic transactions and institutional arrangements between suppliers, complementors, and users (Normann & Ramirez, 1993; Stabell & Fjeldstad, 1998). Such “innovation ecosystems” can be understood as networks of interconnected organizations that incorporate both production- and use-side participants who create value through innovation (Autio & Thomas, forthcoming). In an increasingly interconnected world, some firms are able to create more value than any single firm could alone by coordinating innovation ecosystems that cross industry boundaries and national borders.

Demand-side approaches to value creation represent a new, bourgeoning area in the fields of technology innovation, entrepreneurship, and strategic management (Priem, Li, & Carr, 2012). For instance, an earlier symposium at the 2009 meeting of the Academy of Management addressed the topic of “Demand-Side Approaches to Strategy and Innovation: Moving beyond a Resource-Only Focus” and showcased the work in this area by scholars from different countries. More recently, a symposium at the 2012 meeting of the Academy of Management discussed the topic of “Strategy in Ecosystems,” bringing together presenters who have made major contributions to this growing area, such as Ron Adner, Carliss Baldwin, Marco Iansiti, Michael Jacobides, Kathleen Eisenhardt, and Yves Doz.

Demand-side studies have begun investigating key questions such as: how consumer demand may influence innovation decisions (Fontana & Guerzoni, 2008; Sawhney, Verona & Prandelli, 2005; Tripsas, 2008), and how consumer-focused strategies influence value creation and appropriation (Adner & Snow, 2010; Gruber, MacMillan, & Thompson, 2008; Ye, Priem, & Alshwer, 2012). Among these approaches, the perspective of “consumer benefits experienced” (Priem, 2007) examines demand-side strategies that firms can employ to create value. Consumers are arbiters of value by endorsing or rejecting the value of innovations (Priem, 2007).

International business researchers have started to examine: how multinational organizations access knowledge distributed across consumer groups and different countries in developing innovations (Wilson & Doz, 2011); how collaboration with upstream suppliers, complementors, and downstream consumers facilitates value creation through innovation in an interconnected world (Autio & Thomas, forthcoming); and the effect of innovation on internationalization (e.g., Zeng & Williamson, 2007). Nonetheless, demand-side approaches in international business remain in their infancy (Gulati, Puranam, & Tushman, 2012), and research from this new perspective is needed for a more complete understanding of how the interaction of organizations within innovation ecosystems influences internationalization. Such research can enrich the international business field.

**2. Examples of research themes and questions for the Special Issue**

Some illustrative (but not exclusive) demand-side research questions that would be appropriate for this special issue include:

* How do multinational organizations develop demand-side advantages with ordinary resources?
* What conditions facilitate the transfer of user-innovation knowledge in multinational organizations?
* How do multinational organizations drive cross-border innovation ecosystems?
* What conditions influence the internationalization of innovation ecosystems?
* How does the internationalization of innovation ecosystems influence the development of new technologies?
* How do global nonprofit organizations and social enterprises support innovation ecosystems with cross-border collaborations?
* To what extent does collaboration within an innovation ecosystem enhance the internationalization prospects of emerging market multinationals?
* How might demand-side approaches help extend the knowledge-based and resource-based views of multinational organizations?
* To what extent could institutional theory help explain the management of innovation ecosystems across borders?
* How might traditional international business theoretical frameworks such as the Uppsala internationalization model benefit from demand-based approaches?

**3. Submission Instructions**

<http://www.elsevier.com/journals/journal-of-international-management/1075-4253/guide-for-authors>.

Manuscripts should be electronically submitted to: <http://ees.elsevier.com/intman>. Please direct any questions regarding the Special Issue to Ana Siqueira ([siqueiraa@duq.edu](mailto:siqueiraa@duq.edu)) with a copy to Ronaldo Parente (rcparent@fiu.edu) and Richard Priem (r.priem@tcu.edu).

***European Journal of Innovation Management***

### Special Issue on: Knowledge Exchange and Innovation in University City-Regions

**Special Issue Editors:** Professor Carl Abbott and Professor James Powell, University of Salford, UK

Theme

The objective of this Special Issue is to provide theoretical and empirical evidence that illustrates new trends for the future of innovation and knowledge exchange in university city-regions in this time of change. Although the list is not exhaustive, the authors-topics for contributions within this framework include comment and criticism about:

• Innovative practices that illustrate the move from a knowledge transfer perspective to a co-creation and knowledge exchange perspective  
• Critiques of regional and national policies that focus on universities and their role in stimulating regional innovation and economic development  
• The role of intermediaries and third party organisations within the innovation ecosystem  
• Comparisons and analysis of  university city-regional contexts for innovation  
• New perspectives on geographical proximity and the territorial role in innovation processes  
• Changes in the governance and missions of universities that result from different funding  regimes and an increasing role in economic development  
• Methodologies to analyse the potential for transfer of knowledge exchange policies and practices between university city-regions and case studies that illustrate such transfers.

We are also open to interesting and imaginative ideas that do not fit neatly within any of the above topics but that do fit within the spirit and intent of this call for papers.

A paper that provides insights to a contrasting area (such as rural one) may also be accommodated with the Call.

**Deadline for submission:** 30th May 2013

It is envisaged that the Special Issue will appear in Volume 17 of the Journal.

For more information please follow the link below:

http://www.emeraldinsight.com/authors/writing/calls.htm?id=4540#sthash.PkhAjFcv.dpuf

***Journal of Business & Industrial Marketing***

### Special issue on Digital Communications in Industrial Marketing

**Special Issue Editors:**

Professor Heikki Karjaluoto ([heikki.karjaluoto@jyvaskyla.fi](mailto:heikki.karjaluoto@jyvaskyla.fi)), Jyväskylä University School of Business and Economics

Professor Pauliina Ulkuniemi (pauliina.ulkuniemi@oulu.fi), Oulu Business School, University of Oulu

Topic of the special issue

The special issue will focus on recent advances in communications and information technology and their impact on industrial marketing. Digital marketing in industrial marketing here refers to the use of digital communications channels such as a company web site, web analytics, online advertising, search engine marketing, intranet and extranet channels, e-mail marketing, digital sales support material, and social and mobile media to manage the various relationships an industrial company maintains such as firm-client and firm-stakeholder relationships. The special issue will have a particular focus on the use of social media and mobile communications as elements of marketing communication in an industrial context. Target topics relevant to this special issue of Journal of Business & Industrial Marketing (JBIM) include, but are not limited to:

* The measurement of digital marketing communications among industrial firms .Industrial branding using digital channels
* The use of social media in industrial marketing
* The impact of social networks and social media on industrial marketing
* The use of mobile media in industrial marketing (both in firm-client relationships and in managing the sales force)
* Content/inbound marketing in industrial firms
* Barriers to and enablers of digital marketing adoption in industrial firms
* Marketing competencies required to manage new digital marketing communications in an industrial setting
* Single company case studies are also encouraged.

Submission deadline: 15 April 2013

**Please send papers by e-mail to the guest editors:**

Professor Heikki Karjaluoto (heikki.karjaluoto@jyu.fi)

Professor Pauliina Ulkuniemi (pauliina.ulkuniemi@oulu.fi)

For more information please follow the link below:

http://www.emeraldinsight.com/authors/writing/calls.htm?id=4496#sthash.tO6sRaSu.dpuf

***Journal of Customer Behaviour***

**Special Issue for Early Career Researchers for publication Winter 2013**

**Special Issue Editor:** Professor Stan Paliwoda, Associate Editor, Journal of Customer Behaviour

The intent of this Special Issue is to provide a platform for Early Career Researchers looking to publish their work in this field before the end of 2013. Depending upon the quantity of suitable submissions received and how they fare through the reviewing process, there will be at least a single issue and perhaps a double issue produced. Manuscripts may be sent in anytime between now and May 1 but the chances of a successful submission will be further enhanced if authors take note of the guidelines for authors described below. Failure to do so will lead to an automatic desk rejection. Only those manuscripts which have adhered to all the stated guidelines for authors will pass into the reviewing process. Given the tight publication schedule, it is extremely important that all intending authors take note and cooperate fully with us.

**Deadline for submissions:** 1 May 2013

**Submission guidelines:**

<http://www.westburn-publishers.com/jcb-guidelines/>

For more information, please follow the link below:

http://www.academyofmarketing.org/calls-for-papers-publications/journal-of-customer-behaviour.html

***Arts Marketing: An International Journal***

**General Call for Papers**  
  
**Call for papers – Arts Marketing: An International Journal**   
  
The Editors are currently considering papers for inclusion in Arts Marketing: An International Journal (AM), launching in 2011. The double-blind peer reviewed journal is edited by Noel Dennis, Teesside University, UK; Dr Gretchen Larsen, King's College London, UK; and Professor Michael Macaulay, Teesside University.  It is dedicated to publishing high-quality contemporary research into arts marketing and encourages creativity in marketing theory and practice. AM embraces the growing number of talented academics working in the international field of arts marketing; challenging - and building upon - current orthodoxy in this area. This includes all sectors of the creative industries such as visual arts and crafts, museums, performing arts, music, film, cinema and literature.  
Coverage includes, but is not limited to:  
  
•    Marketing and consumption of all art forms regardless of their conventional categorization (e.g. ‘for’ and ‘not for profit’; high art and popular culture)  
•    All sectors of the cultural and creative industries such as visual arts and crafts, museums, performing arts, music, film, cinema, literature  
•    Interdisciplinary approaches to arts and marketing (e.g. sociology, psychology, anthropology, economics, commerce, technology, history, geography, philosophy)  
•    International issues in the arts (e.g. comparative research into support/management of the arts relationship between media technologies, society and the individual)  
•    Cutting edge and emerging research in arts marketing (e.g. the social construction of arts experiences; performing identity: artist and audiences; ethics and consumer empowerment in the arts).  
  
**Submission**:   
Submissions should be made using ScholarOne Manuscripts, the online submission and peer review system, at <http://mc.manuscriptcentral.com/am>  
  
Articles should be supplied in Word format. All authors' details must be printed on a separate sheet and authors should not be identified anywhere else in the article. Submissions will be "concise-paper" articles of around 2000 - 6000 words. A title of no more than eight words should be provided. Comprehensive author guidelines can be found at: [www.emeraldinsight.com/am.htm](http://www.emeraldinsight.com/am.htm) 

For more information, please follow the link below:

http://www.academyofmarketing.org/calls-for-papers-publications/arts-marketing-an-international-journal.html

Research & Teaching Support (Articles and Case Studies)

**The following articles might be useful to be used in your lecture:**

**Constraints to Building and Deploying Marketing Capabilities by Emerging Market Firms in Advanced Markets**

Lutz Kaufmann and Jan-Frederik Roesch. Journal International Marketing, Volume 20, Number 4, December 2012

Firms can achieve a competitive advantage across different institutional environments by building and deploying marketing capabilities (MCs; i.e., their ability to sense and meet customers’ demands). However, internationalizing emerging markets firms have tended to prefer different sources of competitive advantage thus far—namely, price leadership and their experience with operating in challenging institutional environments. In particular, Chinese companies have proven that having and sustaining a low-cost-oriented strategy can lead to superior results (e.g., Galanz). However, not all firms want to or can sustainably rely on this source of competitive advantage. Still, a shift to more marketing-driven competitive advantage is generally not a trivial issue, and in particular, multinational corporations from emerging markets have difficulties implementing such a transition.

 Drawing on marketing research and the resource-based view of the firm, this article investigates the antecedents for building and deploying MCs by Chinese firms in Europe. Using a qualitative approach, the authors find that deficiencies in motivation, opportunity, and ability (MOA) constrain these firms from shifting to more marketing-driven business models. Moreover, it sheds light on the various factors that influence the degree and level of MOA—and ultimately that influence the overall behavior of managers and their firms. The authors thus provide support for extant MOA studies and emphasize the importance of investigating their underlying reasons, such as causal ambiguity. Furthermore, the study offers deeper understanding of the dimensions necessary for emerging market firms to shift competitive strategies across institutional environments. The derived theoretical framework specifies the constraining effects that different levels of MOA have on the building and deployment of MCs in internationalizing firms from emerging markets as they evolve from one stage of international marketing to another. Finally, the study explores and refines the concept of MCs in the context of Chinese multinational corporations in Europe, thus contributing to the marketing and branding literature.

**Does Price Elasticity Vary with Economic Growth? A Cross-Category Analysis.**

Brett R. Gordon, Avi Goldfarb, Yang Li

(2013), Journal of Marketing Research: Vol. 50, No. 1, pp. 4-23.

**Abstract**

How does price sensitivity change with the macroeconomic environment? The authors explore this question by measuring price elasticity using household-level data across 19 grocery categories over 24 quarters. For each category, they estimate a separate random coefficients logit model with quarter-specific price response parameters and control functions to address endogeneity. This specification yields a novel set of 456 elasticities across categories and time that are generated using the same method and therefore can be directly compared. On average, price sensitivity is countercyclical: It rises when the macroeconomy weakens. However, substantial variation exists, and a handful of categories exhibit procyclical price sensitivity. The authors show that the relationship between price sensitivity and macroeconomic growth correlates strongly with the average level of price sensitivity in a category. They examine several explanations for this result and conclude that a category's share of wallet is the more likely driver versus alternative explanations based on product perishability, substitution across consumption channels, or market power.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jmr.11.0162>

**Why We Do What We Do: A Model of Activity Consumption.**

Lan Luo, Brian T. Ratchford, Botao Yang

(2013), Journal of Marketing Research: Vol. 50, No. 1, pp. 24-43.

**Abstract**

Consumers' time allocation decisions among various activities are fundamental to marketing research and consumer behavior. The authors construct a dynamic panel data model to examine how consumers allocate time to a portfolio of leisure activities over time. The data comprise a longitudinal panel in which the authors tracked 287 U.S. consumers' time use, consumption motives, and expertise measures on a weekly basis from January to June 2011. This is the first empirical research to examine the underlying mechanisms that guide the dynamics of an individual's activity consumption. The authors demonstrate that expertise contributes to the perceived benefits of an activity, which in turn leads to high value associated with it. Expertise also directly influences value obtained from an activity. This expertise, in turn, is acquired over time through past consumption. This finding implies a chain from expertise to value to time use and back to expertise, which may lead consumers to form a lifestyle in which they specialize in a subset of activities they know well. Consequently, expertise can be regarded as a key variable that explains lifestyle choices.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jmr.10.0416>

**Good and Guilt-Free: The Role of Self-Accountability in Influencing Preferences for Products with Ethical Attributes.**

John Peloza, Katherine White, Jingzhi Shang

(2013), Journal of Marketing: Vol. 77, No. 1, pp. 104-119.

**Abstract**

The market share of brands positioned using ethical attributes typically lags behind brands that promote attributes related to product performance. Across four studies, the authors show that situational factors that heighten consumers' self-accountability (i.e., activation of their desire to live up to their self-standards) lead to increased preferences for products promoted through their ethical attributes. They investigate their predictions regarding self-accountability in multiple ways, including examining the moderating roles of awareness of the discrepancy between a person's internal standards and actual behavior, self-accountability priming, and the presence of others in the decision context. Furthermore, they demonstrate that the subtle activation of self-accountability leads to more positive reactions to ethical appeals than explicit guilt appeals. Finally, they show that preference for a product promoted through ethical appeals is driven by the desire to avoid anticipated guilt, beyond the effects of impression management. Taken together, the results suggest that marketers positioning products through ethical attributes should subtly activate consumer self-accountability rather than using more explicit guilt appeals.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jm.11.0454>

**The Sales Lead Black Hole: On Sales Reps' Follow-Up of Marketing Leads.**

Gaurav Sabnis, Sharmila C. Chatterjee, Rajdeep Grewal, Gary L. Lilien

(2013), Journal of Marketing: Vol. 77, No. 1, pp. 52-67.

**Abstract**

The sales lead black hole—the 70% of leads generated by marketing departments that sales representatives do not pursue—may result from competing demands on sales reps' time. Using the motivation–opportunity–ability framework, the authors consider factors that influence sales reps' pursuit (or lack thereof) of marketing and self-generated leads. The proportion of time that sales reps devote to marketing leads depends on organizational lead prequalification and managerial tracking processes (extrinsic motivation), as well as marketing lead volume (opportunity), and sales rep experience and performance (ability). Consistent with a person–situation framework, individual sales rep factors should also moderate the influence of organizational processes on lead follow-up. Data from 461 sales reps employed by four firms confirm that as sales reps' experience increases, their responses to managerial tracking of lead follow-up and marketing lead volume decrease; responses to the quality of the lead prequalification process increase. As sales reps' performance improves, their response to the volume of marketing leads increases, but their response to managerial tracking decreases. The interplay of individual sales reps' abilities and organizational marketing and sales processes explains differences in sales reps' follow-up of marketing leads.'

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jm.10.0047>

**More Than Words: The Influence of Affective Content and Linguistic Style Matches in Online Reviews on Conversion Rates.**

Stephan Ludwig, Ko de Ruyter, Mike Friedman, Elisabeth C. Brüggen, Martin Wetzels, Gerard Pfann

(2013), Journal of Marketing: Vol. 77, No. 1, pp. 87-103.

**Abstract**

Customers increasingly rely on other consumers' reviews to make purchase decisions online. New insights into the customer review phenomenon can be derived from studying the semantic content and style properties of verbatim customer reviews to examine their influence on online retail sites' conversion rates. The authors employ text mining to extract changes in affective content and linguistic style properties of customer book reviews on Amazon.com. A dynamic panel data model reveals that the influence of positive affective content on conversion rates is asymmetrical, such that greater increases in positive affective content in customer reviews have a smaller effect on subsequent increases in conversion rate. No such tapering-off effect occurs for changes in negative affective content in reviews. Furthermore, positive changes in affective cues and increasing congruence with the product interest group's typical linguistic style directly and conjointly increase conversion rates. These findings suggest that managers should identify and promote the most influential reviews in a given product category, provide instructions to stimulate reviewers to write powerful reviews, and adapt the style of their own editorial reviews to the relevant product category.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jm.11.0560>

Marketing Awards

#### 2013  AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award

The American Marketing Association (AMA) announces Robert F. Lusch as the recipient of the 2013 AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award. The award honors living marketing educators for distinguished service and outstanding contributions in marketing education. Lusch will be presented with his award at the upcoming AMA Winter Marketing Educators’ Conference on Saturday, February 16 in Las Vegas, NV.

Robert F. Lusch is Executive Director of the McGuire Center for Entrepreneurship and James and Pamela Muzzy Chair in Entrepreneurship & Innovation in the Eller College of Management at the University of Arizona. Previously he served as Dean of the M. J. Neeley School of Business at Texas Christian University and was on the faculty of the University of Oklahoma for 25 years where he also served as Dean. Professor Lusch has served as Chairperson of the American Marketing Association, and trustee of the American Marketing Association Foundation. He received his Ph.D. from the University of Wisconsin.

**2013 AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award Committee:**J. Jeffrey Inman, University of Pittsburgh (Chair)   
Mark Houston, Texas Christian University   
Venkatesh (Venky) Shankar, Texas A&M   
Barton A. Weitz, University of Florida   
Russell S. Winer, New York University

For more information, please follow the link below: http://www.prweb.com/releases/2012/12/prweb10242048.htm

#### 2012 Higher Education Marketer of the Year Awards Nomination

The AMA Higher Education Team and Individual Marketer of the Year Awards honors extraordinary leadership and achievement in the field of higher education marketing and is brought to you by the AMA and its founding sponsor Lipman Hearne.

The recipients for the 2012 awards were as follows:

**2012 Higher Education Marketer of the Year Award (Team)-  
Young Harris College, Communications and Marketing**

**2012 Higher Education Marketer of the Year Award (Individual)-**  
**Teri Lucie Thompson, Chief Marketing Officer, Vice President for Marketing and Media, Purdue University**

For more information, please follow the link below: <http://www.marketingpower.com/AboutAMA/Documents/Higher_Ed_Award_PR_2012.pdf>

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