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- ◆ **2014 SMA Conference:**
New Orleans, LA
November 5th to 8th
- ◆ **2015 SMA Conference:**
San Antonio, TX
November 4rd to 7th
- ◆ marketingadvances.org

Message from John Branch, SMA President

One of the great joys of being a professor is the 4 month summer break. Indeed, I often joke that I became an academic because I did not want to work for a living. But alas, Autumn is upon us once again, and back to work we go. But you know, despite the grumblings, I must admit that I rather enjoy Autumn, because with it comes a number of really wonderful things: the scads of students returning to school whom, all joking aside, I love; the beginning of football season (or hockey season if you are Canadian like me); and the glorious colours of the falling leaves.



More importantly, however, Autumn also symbolises the annual Society for Marketing Advances Conference. Since attending my first Conference more than 10 years ago, I have always looked forward to the pilgrimage South for great food, great fellowship, and great scholarly work. So, I am certain to block it on my calendar as far in advance as possible, and I also try to schedule a family vacation to coincide with it.

And what could be a better location for this year's Conference than New Orleans? NOLA. The Crescent City. Nawlins. The Big Easy. Now in its 52nd year, the annual Society for Marketing Advances conference will be held 6-8 November in New Orleans, Louisiana, at the historic Hotel Monteleone. It will be chaired by President Elect J. Charlene Davis of Trinity University. Pre-conference activities, including the SMA Doctoral Consortium and SMA workshops, will begin Wednesday 5 November. The Conference theme *Transformational Marketing* seems particularly timely, as companies struggle to reinvent themselves following the economic woes of the last decade.

It has been a pleasure serving as your President this year. I look forward to seeing you in New Orleans... I'll be the guy with the beignet powdered sugar on my face.

With best wishes,

John Branch, Ph.D.
University of Michigan

Message from J. Charlene Davis, Conference Chair

The **52nd Annual SMA Conference** is certain to be another great event, combining the best of what makes SMA special and unique among marketing associations, with the added spice of new tracks, events, and activities.



The 2014 conference theme, **Transformational Marketing**, embodies the intersection of consumer and organizational changes unfolding in the marketplace and the number, variety, and caliber of submissions received for this year's conference indicates this is a phenomenon of great interest to SMA scholars. Looking forward to seeing you in New Orleans!



J. Charlene Davis
Trinity University

2014 SMA Distinguished Scholar

J. Craig Thompson



J. Craig Thompson is the Gilbert and Helen Churchill Professor in the Marketing Department of the Wisconsin School of Business. His research focuses on issues related to the use of qualitative methodologies in marketing, gender differences among consumers, media effects on consumer perceptions and body images, consumer satisfaction, and the symbolic aspects of consumer behavior.

Craig has published articles in the *Journal of Consumer Research*, *Journal of Public Policy & Marketing*, *International Journal of Research in Marketing*, and *Advances in Consumer Research*. He serves on the editorial review boards of the *Journal of Consumer Research* and the *Journal of Public Policy & Marketing*.

His teaching interests are in the area of consumer research, research methodology, marketing theory, and retail management.

Thompson received his Ph.D. in marketing from the University of Tennessee.

SMA to Host 26th Anniversary Doctoral Consortium at New Orleans

By Chris Hopkins and Chuck Ingene

As co-chairs of the 26th annual Society for Marketing Advances (SMA) Doctoral Consortium, we are pleased to announce that the consortium faculty comprises 20 top marketing scholars who are generously committing their time and effort to providing a solid, value-adding groundwork for success for our attendees – all of whom are young scholars from solid Ph.D. programs.

The Doctoral Consortium will be held in New Orleans on November 5 – 6 at the Hotel Monteleone in conjunction with the annual SMA Conference. SMA has capped attendance at 30 (there are still a few spots left but they are going fast) so that the attending doctoral students can experience unique learning and networking opportunities that are optimized in a small group setting.

Attendees will work with the consortium faculty on multiple aspects of enhancing their careers, including transitioning from student to professor, doing research, building theory, crafting a manuscript, navigating the review process, enriching your teaching, and planning your career path (teacher-scholar / administrator-scholar / etc.). There will also be a session devoted to meeting the editors at six major journals.

We are grateful to the following scholars who are serving as consortium faculty:

Julie Baker, A. Parasuraman, Sharon Beatty, Charlene Davis, Mike Dorsch, Brian Engelland, O. C. Ferrell, Karen Hood, Mark Houston, Charles Ingene, Greg Marshall, Bill Moncrief, Ryan Mullins, Mary Anne Raymond, Michael Solomon, Marla Stafford, Dave Stewart, Craig Thompson, Anastasia Thyroff, Brian Vander Schee, and Bill Wilkie.

2014-2015 Academic Placement

Academic Placement Services is open for business! If you are a job applicant or a school with a position vacancy, please join us in New Orleans this fall. In addition to an intellectually stimulating, but friendly conference, this year's venue at New Orleans offers a fun atmosphere in which to conduct business. SMA's academic placement service offers a forum for job seekers and schools to meet in a congenial and cordial atmosphere.

Academic placement will be located in French Market and will operate during the following days and times at the conference:

- Wednesday, November 5th from 4:00 p.m. – 6:00 p.m.
- Thursday, November 6th from 8:30 a.m. - 5:30 p.m.
- Friday, November 7th from 8:30 a.m. - 12:00 p.m.

Please mark **October 10th** on your calendar as placement registration forms must be submitted by that time to receive the discounted registration rates. Forms may be submitted electronically or via postal service.

Best wishes to all and I hope to see you in New Orleans!

For additional information about SMA's Academic Placement Services, please visit the SMA website or contact Diane R. Edmondson at diane.edmondson@mtsu.edu or (615) 898-5368.



CONFERENCE REGISTRATION

EVERYTHING YOU NEED TO KNOW

SOONER IS BETTER

Enjoy a \$50 savings by registering on or before **Friday, October 10, 2014**. Registering early also helps us better serve you by having your registration packet ready when you arrive. **THANK YOU.**

GREAT OPPORTUNITIES NOW AVAILABLE

SMA sponsors two outstanding pre-conference workshops. Participation requires registration to the conference, pre-registration to the workshop, and an additional fee.

Wednesday, November 5, 2014, 9:00 am – 5:30 pm

8th Annual SMA Structural Equation Modeling Workshop

Facilitators: Barry Babin, Louisiana Tech University
and Joseph F. Hair, Jr., Kennesaw State University

Registration Fee = \$200

Wednesday, November 5, 2014, 8:30 am – 5:30 pm

Quantitative and Qualitative Case Study Research Workshop

Facilitator: Arch G. Woodside, Boston College

Registration Fee = \$150 on or before 10/10/14;
\$200 after 10/10/14 (Student Fee = \$75)

A CHANCE OF A PHD LIFETIME

A lifetime opportunity awaits PhD students. Learn all about the SMA Doctoral Consortium by visiting our website. Participation in the consortium **requires nomination and acceptance** and pre-registration. Doctoral Consortium students are entitled to complimentary registration to the conference.

26th Annual SMA Doctoral Consortium

Wednesday 11/5/14 and Thursday 11/6/14 • 8:30 am – 5:30 pm

Facilitators: Christopher D. Hopkins, Clemson University and Charles Ingene, University of
Oklahoma

Registration Fee = \$200

DO IT YOUR WAY

You may register online through the SMA website, register at the conference, or send a registration form (available at SMA website) with check or credit card information to:

Cynthia Rodriguez Cano, Treasurer
Society for Marketing Advances
836 SW Munjack Circle
Port Saint Lucie, FL 34986-3459
SMATreasurer@comcast.net

Online registration is available through
Friday, October 31, 2014. You may
register at the conference after
October 31st.

CONFERENCE REGISTRATION (CON'T)

WE'RE READY WHEN YOU ARE

The registration desk is located in the Royal Salon B in the lobby level of the Hotel Monteleone and will be open during the following times.

| | |
|-----------------------------|--|
| Wednesday, November 5, 2014 | 4:00 pm – 6:00 pm |
| Thursday, November 6, 2014 | 8:30 am – 5:30 pm |
| Friday, November 7, 2014 | 8:30 am – 12:00 pm & 3:00 pm – 5:00 pm |

WHERE'S MY RECEIPT?

A receipt for registration fees and page fees will be included in your registration packet. If you require a receipt before the conference or require a receipt in a specific format, please contact the person in charge!

WHO'S IN CHARGE?

Still have questions about registration? Please contact Cynthia Rodriguez Cano - at SMATreasurer@comcast.net.

Website News

At the beginning of the year, Yourmembership.com became our website agent. It has been a bumpy road, but most (definitely not all) problems have been resolved. The website address has not changed - www.marketingadvances.org - and neither have members' logins and passwords.

To Register Online for Conference...

Login

System will display "Your current membership has expired." **DO NOT** be concerned if you get this message and you are a current member (a glitch in the system). If the system shows you as a active member, please contact the webmaster.

Select "Securely renew your membership now"

Update your personal information and "Save"

Select type of conference attendee and complete payment information

IMPORTANT: Conference registration includes membership.



To Register for SEM Workshop... Under Next Conference Select "Online Store"

Select "Event" > SEM Workshop

For Guest Attendee Registration..Under Next Conference Select "Online Store"

Select "Event" > Guest Attendee

To Purchase Hard Copies of Our Journals...Under Next Conference Select "Online Store"

Select "Misc" > Hard Copies....

For additional information or questions, contact Kevin Shanahan at kshanahan@cobilan.msstate.edu.

SMA Board of Governors Update

By Greg W. Marshall, Incoming Chair

I want to kick off this column by giving a big SMA thank-you to outgoing chair of the Board of Governors (BoG) Tom Baker. Not surprisingly, Tom did an outstanding job of leading the group and he oversaw the formulation and voting for a number of changes to the Constitution/Bylaws as well as soliciting nominations/volunteers for the three new at-large members and overseeing that election, then overseeing nominations/volunteers for Secretary and overseeing that election as well as that for program chair/president-elect. Another item that changed based on BoG action last year was that the designation of SMA Fellow will now be SMA Distinguished Fellow. This new title relates to prior and future recipients. This change was voted into effect by the BoG in order to make SMA's title for this honor more consistent with a number of other academic societies.

Beyond these issues, Tom's message has consistently been about the importance of developing forward-thinking strategy to assure the long-term sustainability of the society. As I move into my term as BoG chair, I'm very appreciative of the foundation that Tom has left and look forward to working with the full BoG and EC on continual strategic renewal.

The composition of the BoG (shown with expiration of each member's term) as of the business meeting at the upcoming annual conference is as follows:

| | |
|--|---|
| <p>DISTINGUISHED FELLOWS Joe Hair (2017) Stan Madden (2018) Greg Marshall (2019) - Chair</p> | <p>PAST PRESIDENTS John Branch (2017) Chris Hopkins (2016) Bob Erffmeyer (2015)</p> |
| <p>AT LARGE Rusty Brooks (2016) Charles Ingene (2016) Jeff Tanner (2016)</p> | <p>PRESIDENT Charlene Davis (2015)</p> |
| <p>PRESIDENT ELECT Tracy Meyer (2015)</p> | <p>EXECUTIVE DIRECTOR Maria Kalamas (2015)</p> |
| <p>EXOFFICIO AT INVITATION OF THE CHAIR Cynthia Cano, SMA Treasurer</p> | |

It seems appropriate to take this opportunity to remind everyone of the role of the BoG. To this end, below is a cut/paste from the SMA Constitution related to this group. My colleagues on the BoG and I look forward to engaging with the EC as well as with the overall membership of SMA to fulfill their expectations for the BoG and for the society. I look forward to seeing you in New Orleans!

SMA Constitution Article VII: Board of Governors

Section 1. The Board of Governors (BoG) shall be charged with advising the Association's Executive Committee on various matters such as (but not limited to): (1) strategic initiatives regarding the Association's programming, membership, alliances with other organizations (both academic and non-academic); (2) fundraising possibilities; and (3) any other roles that impact the strategic functioning, presence, reach,

SMA Board of Governors Update (con't)

reputation, and influence of the Association. The BoG will accept ad hoc responsibilities as may be requested by the Executive Committee. The BoG shall approve all changes to the Association's Constitution and By-Laws prior to the submission of these changes for approval to Association members in good standing. From time to time, the BoG shall appoint ad hoc committees as deemed necessary. The BoG shall further have responsibility for conducting the annual Association Officer nomination process.

Section 2. The BoG shall consists of 12 members, including: (1) the three immediate past Association Presidents (2) three Association Fellows, to serve five-year staggered terms; (3) three Association members, serving two-year terms (4) the Executive Director; (5) President; and (6) President-Elect. BoG members representing Association Fellows and members at large will be elected. The Executive Director, President, and President-Elect will serve on the BoG based on their election to their respective positions, with their term ending when their term in their respective position ends. The three immediate past presidents also serve based on their respective positions. Terms begin and end at the close of the business meeting at the annual conference.

Section 3. The Chairperson of the BoG shall be elected from among members of the BoG for a two-year term. The appointment is renewable for a single two-year term. The terms begin and end at the close of the business meeting at the annual conference.

Section 4. The BoG shall meet as a formal body at least once a year during the SMA Annual Conference time frame. Additional meetings may be held as needed, in person or through other means.

Treasurer's Report

SMA remains a stable and financial viable organization. For the fiscal year ending March 31, 2014, SMA enjoyed a profit of \$585, even though conference attendance (Hilton Head, SC) was substantially down from the previous year (Orlando, FL). Total revenues of \$84,596 were down 18% from 2013. Assets total \$30,703. Conference facility cost continued to be the major expenditure at \$39,629, followed by M. E. Sharpe, Inc. at \$12,240, both represent a decrease of 28% from 2013. Another noteworthy expense relates to the website maintenance of \$5,948, which represents services for two years (2013 and 2014). This is a non-recurring event. All other operating expenses were routine and consistent with expectations based on historical data.

For the current fiscal year, one capital expenditure is expected for two additional projectors. With a record-breaking session count, two additional projectors are needed to accommodate this year's conference. With the decline of sponsors, securing other revenues (excluding registration and membership) continues to be a of high importance. One new sponsor is Indian River State College, Port Saint Lucie, FL. A cost savings was also obtained due to the IRSC Graphic Design division which agreed to develop this year's conference program for **FREE**. We hope to keep these sponsorships for years to come.

The biggest challenge for the Executive Committee is to manage expenses while maintaining and enhancing the quality of our conference. Items of consideration include conference facilities that offer the *best bang for the buck*, seeking a permanent Doctoral Consortium sponsor, and ways to minimize long-term obligations.

For questions or additional information, contact Cynthia Rodriguez Cano, SMA Treasurer, at SMATreasurer@comcast.net.

Membership Report

Membership in the Aggregate

The current membership totals 276 consisting of 255 conference attendees and 21 members only. Historically, membership tends to fluctuates similar to the business cycle with increases in 2007, 2008, 2011 and 2012 and decreases in 2009, 2010, and 2013. The following show the composition of members by year, 2008 - 2013.

| | Membership Only Students | Membership Only Regular | Conference Attendees Students | Conference Attendees DC | Conference Attendees Regular | Conference Attendees Fellows | Honorary Attendees | Total |
|--------|--------------------------|-------------------------|-------------------------------|-------------------------|------------------------------|------------------------------|--------------------|-------|
| ■ 2008 | 8 | 13 | 45 | 31 | 217 | 24 | | 338 |
| ■ 2009 | 1 | 13 | 23 | 27 | 244 | 21 | | 329 |
| ■ 2010 | 2 | 12 | 40 | 29 | 185 | 19 | | 287 |
| ■ 2011 | 13 | 43 | 73 | 21 | 174 | 11 | 5 | 340 |
| ■ 2012 | 12 | 67 | 40 | 23 | 221 | 14 | 6 | 383 |
| ■ 2013 | 9 | 12 | 35 | 29 | 178 | 8 | 5 | 276 |

Membership by Location

Members from Texas (39) topped the membership by State followed by Georgia (27), Alabama (17), South Carolina (17), Florida (16), and Mississippi (15). The majority of members reside in the USA in the South (190) followed by the Midwest (38), Northeast (21), and West (14). International members come from Australia (5), Canada (3), South America (3), and Europe (2).

Method of Registration

A surprising observation is that almost half (49.3%) of members chose **not** to register online.

Looking Forward

It's a bright future for SMA. With the number of 2014 submissions and special sessions, it is reasonable to expect at least a 10% increase in membership for the current year.

Your Voice Is Heard

At the beginning of 2014, Christopher Hopkins developed and administered a survey to SMA members. The goal of the survey was to determine members' attitudes toward the Hilton Head venue and collected data to guide the Executive Committee in the selection of future sites. A few highlights of the survey are provided below; this information is not intended to represent the totality of the data.

Overall, members were **"very satisfied"** with Hilton Head, as well as sessions, activities, quality and overall feel (12 of 14 items mean $\geq 6.0+$ on 7-point scale). Members were **"satisfied"** (mean = 5.0 - 5.9) with the quality of presentations, quality of exhibits, and food served at the Awards Luncheon. As to what people liked most about the conference, hospitality, atmosphere, and congeniality of members were reoccurring themes. The top five preferred cities for the conference include:

Charleston, NC; Savannah, GA; Austin, TX; San Antonio, TX; New Orleans, LA

For questions or additional information, contact Christopher Hopkins at chopkins@clmson.edu.

SEM Workshop 2014

Structural Equation Modeling (SEM) Workshop

Wednesday, November 5, 2014

Learn from the authors of the leading text in the field – cited 22,000+ times.

SMA members can take advantage of an opportunity to update or refresh their structural equation modeling skills at the 2014 annual SMA conference. Joe Hair and Barry Babin, authors of *Multivariate Data Analysis*, Prentice-Hall, will present a one-day workshop on the fundamentals of confirmatory factor analysis (CFA) and structural equations modeling (SEM), using covariance-based structural modeling. This year, the seminar will emphasize the important role of SEM in testing measurement theories and in psychometric validation of theoretically sound measures. We would include cross-cultural validation as part of the day long workshop.

Workshop details are the following:

9:00 a.m. to 12:00 noon, CFA & 1:30 p.m. to 5:00 p.m., SEM

Approach: Handouts with major concepts will be provided. The HBAT dataset from the 7th edition of *Multivariate Data Analysis* will be used for demonstration purposes. At least one-half of the workshop time will be dedicated to “hands-on” analysis of the HBAT dataset to demonstrate the software output diagnostics and proper interpretation of the results. Potential obstacles and “rules-of-thumb” to ensure appropriate application of the techniques will be covered. Multi-group and 2nd order factor analysis examples included as well.

Who should attend: Individuals wishing to learn the fundamentals of CFA and SEM and how the techniques can be applied and who wish to brush up on psychometrics and scale development. Also, excellent as a refresher and update for individuals who have not used SEM techniques recently. Individuals who are not currently members of SMA can sign up for the workshop and join SMA if they wish to attend.

Participation limited to approximately 25 individuals, depending on room size.

Admission on a first-come, first served basis.

Cost: \$200 (+ conference attendee fee \$295)

Requirement: Participants must be a member of SMA and bring a laptop with the AMOS software installed on that laptop.

For more information contact:

Joe Hair – jhair3@kennesaw.edu or Barry Babin – bbabin@LaTech.edu

**Quantitative and Qualitative Case Study Research
A Society for Marketing Advances Workshop
Wednesday, November 5, 2014**

This one-day training program provides hands-on training in constructing theory, collecting data, data analysis, and writing scholarly papers that apply quantitative and qualitative case study research (CSR) methods. This training focuses on building participants' skills for using eight CSR methods: CSR theory construction: fuzzy-set qualitative comparative analysis (**fsQCA**); degrees of freedom analysis (**DFA**); ethnographic decision tree modeling (**EDTM**); the long interview method (**LIM**); storytelling theory and research including archetype matching; and forced metaphor elicitation technique (**FMET**), creating visual narrative art (**VNA**); and confirmatory personal introspection (**CPI**). The program focuses primarily on using fsQCA. **Helpful but not a necessity: Taking the time to read A.G. Woodside (2013), "Moving Beyond Multiple Regression Analysis to Algorithms: Call for a Paradigm Shift from Symmetrical to Asymmetrical Data Analysis and Crafting Theory, *Journal of Business Research*, 66, 463-472 before October 30 will increase the value of your participation in this one-day workshop.** Please ask Arch for a copy if your library does not receive the *JBR*; contact Arch at arch.woodside@bc.edu.

Brief Description of Methods: **CSR theory construction** includes algorithm modeling of outcomes as well as mapping the flow of events, decision processes, and outcomes in contexts and the use of multiple-data analysis methods for theory testing. **FsQCA** applies Boolean algebra for testing consistency and coverage of alternative causal recipes (configurations of moderately complex antecedent conditions) to explain an outcome (for a free manual on the method go to fsqca.com); the method includes collecting a limited number of case studies (5 to 20 cases). **DOFA** examines the number of hits and misses in matching the features of a case to the propositions of alternative theories. **EDTM** captures the paths that lead to adoption versus rejection and success versus failure; like fsQCA, EDTM theory recognizes that no one factor is necessary or sufficient to cause an outcome. The **LIM** involves triangulating three methods of data collection in situ: interviews, observation, and document analysis while visiting/living in the participants' life spaces. **Storytelling with archetypal analysis and the FMET** overcomes ego defenses and explicit-implicit cognitive blocking by respondents to enable uncovering unconscious-meanings in respondents' self-reports.

Participants' Take-Aways: During the workshop, to achieve hands-on skills, participants complete individual and group exercises in applying each of the seven methods. Participants receive the **CSR Methods and Theory Workbook** and an electronic copy of **Case Study Research: Theory · Methods · Practice** (455 pages, Emerald Publishing, 2010) which includes comprehensive chapters on using each of the seven methods plus comprehensive chapters on six additional case study methods. Each participant receives an invitation to send his or her CSR paper for review and comments from Arch sometime in December or early in 2014.

CSR Workshop Trainers: **Arch G. Woodside**, Professor of Marketing, Boston College, is the coach/trainer. Arch is the author of the workshop exercises-solutions and the CSR textbook of the workshop. His own articles using CSR methods appear in the *Journal of Marketing*, *Journal of Applied Psychology*, and 31 additional SSCI journals. He is the Editor-in-Chief of the *Journal of Business Research*. **Carol M. Megehee**, Coastal Carolina University, will present the training on creating visual narrative art for interpreting archetype-brand-consumer relationships. Carol's work on VNA appears in marketing and tourism journals.

Venue: 9 – 12 focus on (1) fsQCA; 1:30 to 5 PM focus on (2) DFA; (3) CPI; (4) storytelling research; (4) FMET; (5) VNA; (6) EDTM; (7) LIM. **Workshop participants are requested to bring their laptops with a copy of fsqca.com installed; fsQCA is a free software.** Contact Arch G. Woodside (arch.woodside@bc.edu) or Carol M. Megehee (cmegehee@coastal.edu) for additional information. Tuition registration for the workshop is \$200 if paid by October 10; tuition is \$250 if paid on October 11 or thereafter. (Tuition for this same program is \$500 per participant in December 16, 18, and 20 in each of three cities in Taipei, Taichung, and Kaohsiung, Taiwan, respectively). All tuition funds for the SMA program go to SMA's general fund.



MER Update



Fall is a time of transition as the weather changes and a new academic year begins. MER has experienced transition as well. Additional reviewers are now associated with the journal. I am pleased that with their help the review process has been timely with very insightful, constructive reviews. This has helped publish high quality articles and have the journal issues in print and distributed in March, June and September.

To increase the presence and reach of the journal MER has applied for inclusion in several additional journal databases. This will help broaden the readership of MER internationally. A major advancement is being listed in Google Scholar that many academics utilize as an academic search tool.



Brian A. Vander Schee,
Editor

Thank you to Pam Kennett-Hensel and Julie Sneath for their work as co-editors of the Case Section of the journal that was published for the last time in the Fall 2014 issue. Finally, the journal welcomes new Senior Advisory Board members Vicky Crittenden, Darren Dahl (Canada), Jane Hemsley-Brown (United Kingdom) and Larry Neale (Australia).

For more information about MER please visit:
www.marketingeducationreview.com

JMTP Update



Greetings from the *Journal of Marketing Theory and Practice!*

I hope everybody had a great summer. We've been very busy at *JMTP*. The journal continues to be invited to participate in high profile Meet the Editor panels including winter and summer AMA, AMS, and of course right here at SMA. In addition, we're proud to have been part of the first-ever Meet the Editors panel at the annual Engaged Management Scholarship (EMS) conference at Oklahoma State in Tulsa this September. EMS is affiliated with the Executive DBA Council and attracts a large group

of executive doctoral students from around the world, as well as faculty and staff from quality universities that offer executive doctoral programs. These programs are growing rapidly in popularity and because by definition the students are seasoned business professionals, the research projects they engage in and ultimately submit for review at journals are very managerially relevant as well as academically rigorous. We hope that our appearance there stimulates interest on the part of these students and their advisors to consider *JMTP* for their best work in marketing.

JMTP Update, con't

The process of review by Thomson Reuters for possible inclusion in the Social Science Citation Index (SSCI) continues. It's a lengthy evaluation and we anticipate receiving notification of the outcome during the first quarter of 2015. Key evaluative criteria include citation activity, consistency of publication of timely and robust issues, globalization of authors and review board members, and recommendations of top scholars in the field.

Probably the biggest news at the moment is the recent sale of our publisher, M.E. Sharpe, to Taylor & Francis (T&F). *JMTP* and SMA owe a great deal of thanks to M.E. Sharpe and specifically to our executive editor there, Harry Briggs. Harry is a visionary in the publishing industry and prior to joining M.E. Sharpe was with SAGE. He's widely credited for his leadership on the publisher side of the desk at SAGE in taking the *Journal of the Academy of Marketing Science* from a "good" journal to one of the top journals in the world in marketing. I've worked with Harry for many years beginning with my editorship of the *Journal of Personal Selling & Sales Management*, and it's been a pleasure all the way. Harry plans to join us at the SMA meeting in New Orleans so when you see him, please shake his hand and say "thanks" for the great work for the journal and the society. I've had the opportunity to visit with our new managing editor at T&F, Meredith Ripa, and she understands and appreciates the quality and standing of *JMTP* and is committed to continuing to fully support and develop it as well as the SMA relationship. They take over publication as of the first issue in 2015.

A couple of special issue notes bear mentioning. First, the exciting upcoming issue on "Psychological Ownership: A Concept of Value to the Marketing Field," is nearing completion and will be published as Volume 23, Number 2 (Spring 2015). Guest Editors Iiro Jussila, Anssi Tarkiainen, Marko Sarstedt, and Joe Hair promise an amazing set of articles and this will be the first foray of any scale to bring this construct into the realm of marketing. Second, Karen Flaherty and Jule Gassenheimer are serving as guest editors for a special issue on "Connecting Theory and Practice in Sales Management." That Call for Papers can be found on the *JMTP* website (www.jmtp-online.org) -- due date for submissions is April 1, 2015.

As always, the *JMTP* editorial board meeting will be held at the SMA annual conference -- this year in New Orleans of course. We are in the Bonnet Carre Room at the Hotel Monteleone during our regular 8:30 a.m. - 10:00 a.m. timeslot on the morning of Friday November 7. All members of the editorial and senior advisory boards are encouraged to attend as are any folks that have served as ad hoc reviewers over the past year.

Please continue to spread the good word about *JMTP* at your schools and with your network of colleagues. See you in New Orleans -- ***laissez les bons temps rouler!***

Greg W. Marshall, Editor



SMA Information

www.marketingadvances.org

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Welcome to the Society of Marketing Advances

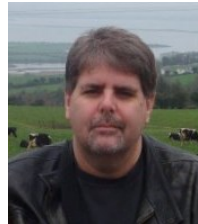
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