

GENERALIZATIONS IN MARKETING

Systematic
Reviews and Meta-Analyses

BI-JAMS THOUGHT LEADERS'
CONFERENCE 2018

Journal of the
Academy of
Marketing
Science



NORWEGIAN
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OSLO
JUNE 3 - 5
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WELCOME TO OSLO

WELCOME TO BI-JAMS THOUGHT LEADERS' CONFERENCE 2018

The Marketing Department at BI Norwegian Business School is privileged to host the Thought Leaders' Conference, organized in conjunction with the Journal of the Academy of Marketing Science's special issue on Generalizations in Marketing: Systematic Reviews and Meta-Analyses, edited by Mark B. Houston and John Hulland. The aim of the conference is to bring together leading scholars to discuss emerging review papers and meta-analyses in a highly productive environment. You will have the opportunity to present your research, participate in an academic panel, or just listen and network.

The conference is hosted at BI Norwegian Business School's state-of-the-art campus, located in the vibrant capital of Norway. Oslo is also a perfect gateway to Norway's stunning nature and landscape if you plan to visit the country before or after the event.

We are happy to welcome you in Oslo and we hope you will enjoy the conference!

Matilda Dorotic, Robert Palmatier, Francesca Sotgiu and Stefan Worm
Conference Co-Chairs

This conference is co-funded with a grant from the Research Council of Norway



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of Norway

CONTENTS

Meet the organizers

page 5

Call for papers

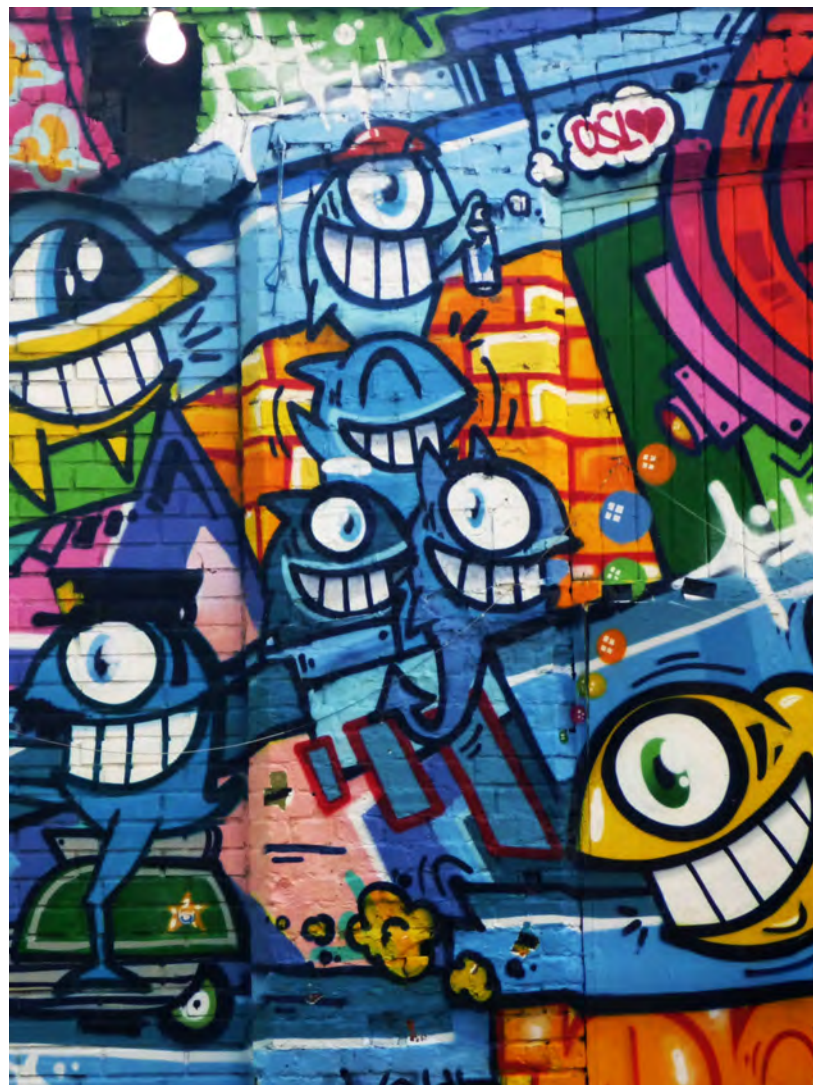
page 7

Conference program

page 10

Keynote speakers

page 15



Abstracts

page 18

Conference participants

page 31

Travel information

page 65

About the host institution

page 67



MEET THE ORGANIZERS

CONFERENCE CO-CHAIRS



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Foster School of Business
University of Washington



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Associate Professor
Vrije Universiteit Amsterdam



Stefan Worm
Associate Professor
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GUEST EDITORS SPECIAL ISSUE



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Incoming Editor-in-Chief JAMS



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Professor of Marketing
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PhD candidate
Vrije Universiteit Amsterdam
Booklet design

CALL FOR PAPERS

Journal of the Academy of Marketing Science Call for Papers for a Special Issue

Generalizations in Marketing: Systematic Reviews and Meta-Analyses
Edited by Mark B. Houston and John Hulland

Science advances when studies are designed in a way that builds logically from the base of extant knowledge. New studies then reconcile conflicting findings, identify boundary conditions, and both reveal important gaps in and suggest exciting new directions for a given field of research. Inefficiency emerges when studies are ad hoc, one-off treatments that do not link systematically to the underlying body of knowledge. Thus, it is important in the design of new research for the researcher to have a state-of-the-art understanding of research findings (e.g., empirical generalizations) from the topical domain.

High quality, systematic review papers and meta-analyses can provide this state-of-the-art understanding to scholars and thus play an important role in a discipline's progress (cf. Palmatier, Houston and Hulland 2017; Hanssens 2017).

In doing so, they address three key challenges:

First, the marketing literature is spread across a broad set of domains, covering or bordering areas as diverse as econometric modeling, finance, strategic management, applied psychology, and sociology. In parallel, the literature evolves at a high velocity, in keeping with the ongoing rapid development of new data, theories, methods, and skills in marketing practice (e.g., digital marketing, social media, big data). Against this backdrop, review papers and meta-analyses help academics and interested managers to keep track of research findings that are outside their main area of specialization.

Second, increasing requirements of methodological rigor have inflated the technical sophistication of many marketing studies, which are often focused on small, isolated problems. By synthesizing these piecemeal findings, reconciling conflicting evidence, and drawing a "big picture," meta-analyses and review papers play an indispensable role in providing a more comprehensive understanding of a phenomenon to the academic and practitioner communities.

Third, researchers are often forced to pursue opportunistic data collection strategies given that availability of data represents a key challenge in marketing. By exploring the boundaries of existing research findings via moderation analysis, meta-analyses can help the research community establish generalizability of findings and understand when certain findings do not apply. Additionally, meta-analyses can provide a better estimate of true effect sizes.

The editors of this special issue are interested in receiving papers that document generalizations in marketing via high-quality systematic review papers and meta-analyses. Specifically, we encourage papers that provide an overview or synthesis of original research findings on a specific question or in a specific domain regarding any topic of interest to marketing scholars and managers; papers could also identify new patterns in existing studies' data. Papers should emphasize managerially relevant findings in addition to research contributions.

We leave broad the domain of marketing to be reviewed. Areas of investigation might include (but are not limited to):

- Consumer behavior and consumer-based strategy
- Customer relationship marketing
- Branding
- Marketing channels and retailing
- Innovation
- Marketing analytics
- Marketing organization
- Online and digital marketing
- Technology or entertainment marketing
- Services marketing
- B2B marketing
- Marketing policies for global markets
- Marketing strategies for entrepreneurial and start-up firms
- Marketing mix decisions

We invite research using any applicable methodologies, ranging from qualitative synthesis of research findings to quantitative meta-analysis.

Papers targeting the special issue should be submitted through the JAMS submission system (www.edmgr.com/jams), and will undergo a similar review process as regularly submitted papers. Submissions for the special issue begin April 17, 2018, with the final deadline for submissions being August 17, 2018. Questions pertaining to the special issue should be submitted to the JAMS Editorial Office or directed to one of the special issue editors.



PROGRAM

SUNDAY, JUNE 3

18:30	Bus transfer to reception	BI Norwegian Business School, main entrance, Nydalsveien 37, 0484 Oslo
19:00 - 22:00	Welcome reception and heavy hors d'oeuvres	Restaurant Ling Ling, Stranden 30, 0250 Oslo
22:00	Bus transfer to the conference hotel (approximate time)	

MONDAY, JUNE 4

7:30 - 8:30	Registration and coffee	BI Norwegian Business School, Auditorium A2-080
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SESSION 1 Session chair: Stefan Worm

8:30 - 8:40	Welcome	BI President Inge Jan Henjesand and conference co-chairs
8:40 - 9:10	Meta-Analysis of TMT and Firm Value	Ya You, Amit Joshi, Koen Pauwels , and Shuba Srinivasan
9:10 - 9:40	Strategic Marketing Response: A Meta-Analysis of Incumbent Responses to New Market Entrants	Sina Aghaie, Carlos Lourenco, and Charles Noble
9:40 - 10:10	Referral Reward Programs: A Systematic Review	Christian Barrot , Jan U. Becker, and Leonie Gayer
10:10 - 10:30	Coffee break	



SESSION 2 Session chair: Robert Palmatier

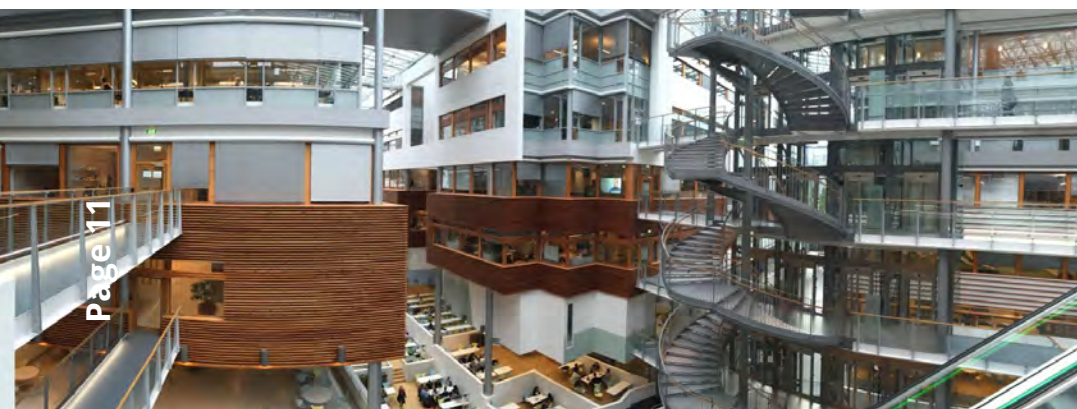
10:30 - 11:00	Behavioral Aspects of B2B Buying Behavior: A Literature Review and A Research Agenda	Thorsten Bornemann, Martin Klarmann , and Martin Mossbrugger
11:00 - 11:30	Complex B2B Solutions: Systematic Review and Research Agenda	Edward Bond , Wolfgang Ulaga, and Mark Houston
11:30 - 12:00	Network Governance	Stefan Wuyts and Kenneth Wathne
12:00 - 13:30	Lunch	BI Norwegian Business School, Restaurant on 7th floor

SESSION 3 Keynote Speech

13:30 - 14:15	Empirical Generalizations of Marketing Impact in the Digital Age	Dominique Hanssens
14:15 - 14:30	Coffee break	

SESSION 4a Session chair: Matilda Dorotic

14:30 - 15:00	New Services Innovation: Empirical Generalizations of Antecedents and Consequences	Leslie Vincent and Sundar Bharadwaj
15:00 - 15:30	Cause and Effect: A Systematic Review of Four Decades of Experimental Research in Services	Shashi M. Matta, Jens Høgreve , and Kathrin Hörner
15:30 - 16:00	Technology Readiness: Testing the Antecedents, Consequences, and Moderators	Markus Blut



SESSION 4b Session chair: Costas Katsikeas

Auditorium A2-059

14:30 - 15:00 The Framework of Market-based Assets - A Meta-Analytical Study

Aleksandra Chabanova, Stefan Worm, and Francesca Sotgiu

15:00 - 15:30 Which Marketing Event Has the Largest Firm Value Impact? A Meta-Analysis

Alexander Edeling and Anna Menge

15:30 - 16:00 The Impact of Sport Sponsorship on Shareholder Value: A Meta-Analysis of Event Studies

Tammo Bijmolt, Ruud Koning, Maarten Gijzenberg, and Merel Walraven

16:00 - 16:20 Coffee break

SESSION 5 Session chair: Robert Palmatier

16:20 - 16:50 Systematic Review Papers: Process and Structure (plus panel)

Rob Palmatier and **Irina Kozlenkova**

16:50 - 17:20 Panel discussion

Mike Hanssens, Roland Rust, Wayne Hoyer, Manfred Krafft, Neil Morgan, Mark Houston, and John Hulland

Logistics

Matilda Dorotic and Stefan Worm

EVENING PROGRAM

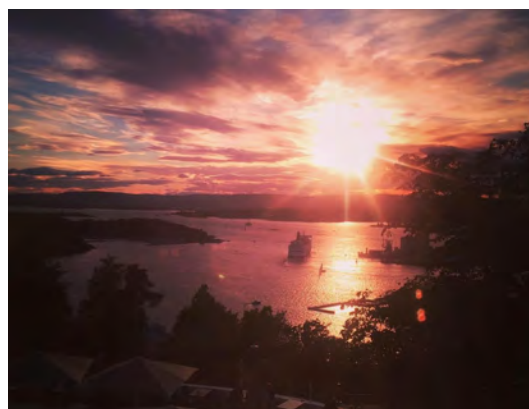
18:15 - 19:00 Bus transfer to the conference dinner venue

BI Norwegian Business School, main entrance

19:00 - 22:00 Conference Dinner

Ekeberg Restaurant, Kongsveien 15, 0193 Oslo

22:00 Bus transfer to the conference hotel
(approximate time)



TUESDAY, JUNE 5

8:15 - 8:30 Coffee BI Norwegian Business School, Auditorium A2-080

SESSION 6 Keynote speech

8:30 - 9:15 Review Papers and Meta-Analyses **Roland Rust**

9:15 - 9:30 Coffee break

SESSION 7a Session chair: Neil Morgan

9:30 - 10:00 The Managerial Relevance of Marketing Research **Werner Reinartz**, Monika Imschloß, and Nico Wiegand

10:00 - 10:30 Organizational and Individual Ambidexterity: From Conceptualization to Empirical Tests **Son Lam** and Youngtak Kim

10:30 - 11:00 Product Co-Creation: A Relational Synthesis & Systematic Review **Keith Smith**, Matthew O'Hern, Mason Jenkins, and Paul Fombelle

11:00 - 11:15 Coffee break

SESSION 7b Session chair: Mark Houston

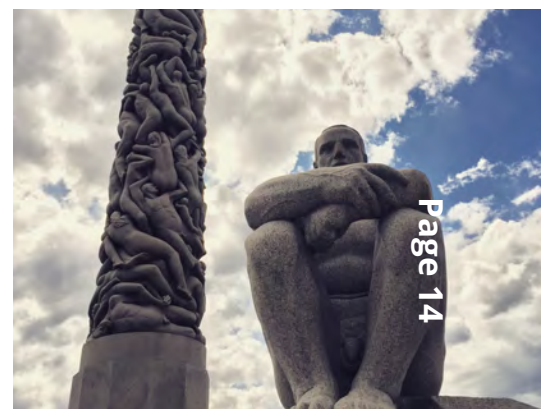
Auditorium A2-059

9:30 - 10:00 What food labels can and cannot achieve: A meta-analyses of the impact of front of pack labels Iina Ikonen, **Aylin Aydinli**, Francesca Sotgiu, and Peeter Verleghe

10:00 - 10:30 Visual Perceptual Research in Marketing **Kevin Sample**, Adam Brasel, and Henrik Hagtvedt



10:30 - 11:00	Measuring Customers' Willingness to pay accurately: Generalizations from a meta-analysis	Jonas Schmidt and Tammo Bijmolt
11:00 - 11:30	Coffee break	
SESSION 8 Session chair: John Hulland		
11:30 - 12:00	From eWOM to aWOM: A Thematic Exploration of the Research Evolution and Future Directions	Ana Babic Rosario , Francesca Sotgiu, and Kristine de Valck
12:00 - 12:30	Trust in the (Sharing) Economy: A Review of Trends and Directions for Future Research	Ana Babic Rosario and Rosanna Garcia
12:30 - 13:00	The role of professional critics on product success – a meta-analysis	Alexa Burmester, Michel Clement , Julian Hofmann, and Petra Schulz
13:00 - 14:00	Lunch and Farewell	BI Norwegian Business School, Restaurant on 7th floor



KEYNOTE SPEAKERS

Empirical Generalizations of Marketing Impact in the Digital Age

Dominique Hanssens

Professor of Marketing

UCLA Anderson Graduate School of Management

Dominique Hanssens is Distinguished Research Professor of Marketing at the UCLA Anderson Graduate School of Management. He has served as the school's faculty chair, associate dean, and marketing area chair. He served as Executive Director of the Marketing Science Institute (2005-2007) and as President of the INFORMS Society for Marketing Science (2015-2017).

Professor Hanssens serves or has served as an area editor for Marketing Science and an associate editor for Management Science and the Journal of Marketing Research. His papers have appeared in the leading academic and professional journals in marketing, economics and statistics. Five of these articles have won Best Paper awards, in Marketing Science (1995, 2001, 2002), Journal of Marketing Research (1999, 2007) and Journal of Marketing (2010), and ten were award finalists.





Review Papers and Meta-Analyses

Roland Rust

Professor of Marketing
University of Maryland

Roland T. Rust is Distinguished University Professor and David Bruce Smith Chair in Marketing at the Robert H. Smith School of Business at the University of Maryland, where he is founder and Executive Director of two research centers: the Center for Excellence in Service and the Center for Complexity in Business. He is also Visiting Chair in Marketing Research at Erasmus University (Netherlands) and International Research Fellow of Oxford University's Center for Corporate Reputation (UK).

He served as Editor of the Journal of Marketing, founded the annual Frontiers in Service Conference, and was founding Editor of the Journal of Service Research. He is currently Editor of the International Journal of Research in Marketing (IJRM).



ABSTRACTS

Session 1

Meta-Analysis of TMT and Firm Value

Ya You, Amit Joshi, **Koen Pauwels***, and Shuba Srinivasan

**Northeastern University, and BI Norwegian Business School*

The authors conduct a meta-analysis on the effect of CEO compensation on firm value examining extant studies involving elasticities and primary data collected on CEO characteristics. Specifically, they examine the impact of the short-term and long-term CEO compensation on firm value. Importantly, the authors expect that firm value elasticities will vary by CEO experience, CEO demographics, and CEO psychographics and vary by firm and industry characteristics. Drawing on the results, they discuss several implications for managers and researchers and explain why CEO characteristics are important in driving firm performance. Finally, they propose numerous directions for future research in the area on the basis of their findings.

Strategic Marketing Response: A Meta-Analysis of Incumbent Responses to New Market Entrants

Sina Aghaie, Carlos Lourenco, and **Charles Noble***

**University of Tennessee*

The entry of a new firm into an existing market provokes incumbents' defensive marketing actions to protect their markets. Although a large body of literature in marketing, strategy, and economics has been accumulated reporting incumbents' reactions to entry, the main findings of these studies remain fragmented. Accordingly, researchers and practitioner still need a comprehensive framework that investigates the type, intensity, and direction of the incumbent's response to the rival's entry. To get a holistic view, the present study applies a meta-analysis technique to re-analyze existing research findings on the incumbents' reactions to the new entry. Specifically, the authors draw a distinction between price and non-price strategies (including quality, advertising, and promotion) and compare price vs. non-price responses to the rival's entry. The authors first provide a summary of the various findings regarding the incumbents' responses to the entry. Then, they aggregate prior research findings to explore the type, intensity, and direction of these reactions. The findings of this study will help managers to better understand and predict competitors' reaction to the entry and will offer several directions for future research.

Referral Reward Programs: A Systematic Review

Christian Barrot*, Jan U. Becker, and Leonie Gayer

**Kühne Logistics University*

The popularity of referral reward programs has been constantly growing in recent years, and companies from a variety of industries, such as telecommunications, media, banking, and insurance, increasingly value referral programs as efficient tools for customer acquisition (Garnefeld et al. 2013; Schmitt, Skiera, and Van den Bulte 2011). As a consequence of their practical relevance, numerous research studies have investigated various aspects of referral programs. For example, studies have analyzed the value of referred customers (Armellini, Barrot, and Becker 2015; Schmitt, Skiera, and Van den Bulte 2011) and the profitability of referring customers (Garnefeld et al. 2013). Other research has examined optimal reward designs (Biyalogorsky, Gerstner, and Libai 2001; Kornish and Li 2010), drivers of participation in referral programs (Claus et al. 2012; Ryu and Feick 2007; Verlegh et al. 2013), optimal customers to target (Hinz et al. 2011; Kumar, Petersen, and Leone 2010), and the effectiveness of marketing instruments to stimulate rewarded referrals (Barrot, Becker, and Meyners 2013; Ryu and Feick 2007). Also, potential limitations to the effectiveness of referral programs, such as reward scrounging, have found attention (Libai, Muller, and Peres 2013; Meyners et al. 2017). The aim of this paper is to provide a systematic review of the current academic research on referral reward programs, to derive managerially relevant generalizations, and to outline suggestions for future research.

Session 2

Behavioral Aspects of B2B Buying Behavior: A Literature Review and A Research Agenda

Thorsten Bornemann, **Martin Klarmann***, and Martin Mossbrugger

**Karlsruhe Institute of Technology*

Apparent biases in consumer decision-making have become a dominant research topic. By comparison, we seem to know much less about behavioral aspects of decision-making in B2B markets. This is surprising, given the abundance of anecdotes about seemingly irrational purchases from organizations. We seek to synthesize the literature that does exist with regard to behavioral aspects of B2B buying. Following closely the guidelines from Palmatier, Houston, and Hulland (2018), we conduct a literature review that uses a replicable keyword-based search strategy. It seeks to identify all papers on the topic published after 1980 in AMJ, IJRM, IMM, JCR, JAMS, JM, JMR, and JPSSM. We consider as behavioral B2B research studies that empirically examine how organizations buy and that (explicitly or implicitly) account for the bounded rationality of the involved individuals and groups. More than 120 papers fit this definition. Some common themes emerge, such as the importance of social phenomena like trust and commitment. That said, most research focuses on individuals or firms as unit of analysis. This is a potentially important research gap, because social psychology has identified a number of decision-making biases of groups, such as buying centers. Our review concludes with conceptual and methodological considerations how to close this research gap.

Complex B2B Solutions: Systematic Review and Research Agenda

Edward Bond*, Wolfgang Ulaga, and Mark Houston

**Bradley University*

We present a systematic review of B2B solutions research with future directions for researchers. Based on a comprehensive review of nineteen marketing journals and seventeen management journals, exploration of source material from relevant articles, and recommendations of additional materials by an expert panel, we defined the articles to be included in the review. Based on that material, we summarize principal findings, areas of inconsistency, and gaps in knowledge regarding both the conceptualization of B2B solutions and the factors associated with their commercial success. We present an organizing framework based on value creation potential and complexity of governance that frames a research agenda to guide exploration of factors that influence B2B solution success.

Network Governance

Stefan Wuyts and **Kenneth Wathne***

**University of Stavanger*

There is growing recognition in marketing that value is created in interorganizational networks. New technologies have added to the increased connectivity between firms via “digitally-enabled forms of organizing” (Obstfeld, Borgatti, and Davis 2014). Unfortunately, the overly dyadic focus in the extant governance literature offers little guidance for managers to transition from managing dyadic relationships to managing sets of interdependent relationships in networks. We provide a theoretical framework that helps describe the fundamental differences between alternative network governance mechanisms, their structural manifestations, boundary conditions, and social behaviors that determine their effectiveness. Based on Heide (1994) and Jones et al. (1997), we define network governance mechanisms as “a set of social mechanism that explains how three or more actors (i.e., firms) and their properties, activities, and relations impact new and existing interfirm relationships and behaviors.” We focus our analysis on five key network governance mechanisms. In line with recent advances in sociology, we make a distinction between network structure and social behaviors that are impacted by network structure. Our approach contrasts with the traditional structuralist perspective on social networks which conflates network structure and social behaviors. We also distinguish between micro- and macro-structural properties of networks, thereby contributing to recent research in the social network literature that examines how local properties result in global structures. Finally, we consider key boundary conditions for each of the network governance mechanisms.

Session 4a

New Services Innovation: Empirical Generalizations of Antecedents and Consequences

Leslie Vincent* and Sundar Bharadwaj

**Gaston College of Business & Economics*

This study synthesizes empirical studies and extends the understanding of relationships among the correlates (antecedents and/or outcomes) of new service offerings in organizations. This study draws upon a meta-analytic database of 126 independent samples from 90 different studies conducted over nearly five decades (1968-2016). We examine 25 determinants and 6 outcomes of new services innovation. The meta-analysis finds that service innovation is positively associated with objective and subjective firm and operational performance. Interestingly service innovation is unrelated to customer satisfaction. Marketing capabilities such as marketing orientation, marketing intelligence generation and customer orientation are critical antecedents. Organizational factors such as openness to change, strategic orientation, innovation champions and structural factors such as specialization and complexity also serve as significant antecedents. A multivariate-based generalized least squares (GLS) moderator analysis indicates that measurement factors and research design considerations significantly bias observed effect sizes. A causal model testing using SEM is in progress.

Cause and Effect: A Systematic Review of Four Decades of Experimental Research in Services

Shashi M. Matta, **Jens Hogleve***, and Kathrin Hörner

**Catholic University of Eichstaett-Ingolstadt*

The use of experiments to uncover causal relationships has a rich history in service research over the last four decades. Experiments afford researchers the opportunity to study the effects of an independent variable on a dependent variable – by manipulating the independent variable and observe what effect, if any, this has on the dependent variable. The central premise is that changes in the value of the dependent variable are at least in part caused by changes in the independent variable. Though experiments are a commonly applied method in service research, our research is the first to offer a comprehensive review and synthesis of published, experimental service research. In this review, we provide a systematic discussion of the state of experimental research in service marketing over the last four decades (1977-2016). Our review includes over 331 published

articles and 676 experimental studies starting with the first published experimental service research article in 1977. To provide a framework for the review and analysis of experimental service research, we introduce an End-to-End Service Experience Model. Using this model, we examine the evolution of experimental research in the service literature and provide insights on – a) major contributions of experimental service research to theory and practice, b) service contexts employed, and service industries and regions studied, by experimental researchers, c) trends in experimental design and methodological rigor, d) gaps in experimental service research, and, e) guidelines for design and execution of future experimental service research. This review presents a rich set of theoretical, methodological, and managerial implications for academics and practitioners. First, it provides researchers with a comprehensive summary of findings and the state of practice. We believe that this helps not only current scholars but also young and aspiring scholars in service research. Second, it highlights several areas that merit further investigation through the use of experiments, thereby submitting an agenda for a potentially rich stream of research in our field. Furthermore, the multiple analyses, comparisons, and conclusions we present in this review will aid managers with a deeper knowledge of causal relationships among key service variables in a broad range of industries.

Technology Readiness: Testing the Antecedents, Consequences, and Moderators

Markut Blut*

**Aston Business School*

The technology readiness index (TRI) was developed to better understand people's propensity to use cutting-edge technologies. The construct consists of four dimensions—innovativeness, optimism, insecurity, discomfort—which collectively explain technology perception and use. The present meta-analysis contributes to a better of this construct by (1) examining the construct's antecedents, (2) testing its consequences, (3) assessing differential effects across the four dimensions, and (4) examining the generalizability of the construct across different contexts. Using data from 193 independent samples extracted from 163 articles reported by 69,263 individuals, we observe differential effects for the dimensions innovativeness and optimism compared to discomfort and insecurity with regard to their consequences. We also identify socio-demographic variables to be antecedent of TRI and that the TRI effects depend on the service recipient, service type, and the country context. Managers receive guidance regarding TRI effects and when to consider that customers differ regarding their technology readiness.

Session 4b

The Framework of Market-based Assets - A Meta-Analytical Study

Aleksandra Chabanova*, **Stefan Worm***, and **Francesca Sotgiu****

**BI Norwegian Business School*

***Vrije Universiteit Amsterdam*

Following the seminal work of Srivastava, Shervani, and Fahey's (1998, 1999) on the marketing-finance interface, a sizable body of empirical research has highlighted and quantified marketing's contribution to financial performance. Although the framework of Srivastava et al. (1998, 1999) emphasizes the interconnection between 'what firms do' (market orientation, advertising, R&D, innovation), 'what customers think' (brand, customer satisfaction), and 'what firms get' (sales, profit, risk, firm value), research tends to examine only small subsets of this framework at a time. This may lead to an incomplete picture of the complex interplay of marketing variables and their true contribution to financial performance.

In this study, we testing a comprehensive theoretical framework connecting 'what firms do', 'what customers think', and 'what firms get' using a three-stage meta-analytical approach (Hedges & Olkin Meta-Analysis (HOMA), Meta-Analytic Structural Equation Modeling (MASEM), Hierarchical Linear Meta-Analysis (HILMA)). We do so on a sample of 1872 correlations retrieved from 197 studies published between 1985 to 2017. The HOMA results identify important areas for future research. For example, across non-financial performance more attention is needed to investigate marketing variables interrelation. The MASEM results more accurately estimate the relative effects on financial outcomes. Such as, customer satisfaction is the strongest driver of firm value, profit appears to be most strongly driven by market orientation, brand exerts the strongest impact on sales, and R&D strongly increase risk, when customer satisfaction decreases risk the most. HILMA results indicate significant confound by different methodological choices: number of industries, data type, and journal of publication.

The study makes three key contributions to the literature. First, we provide the first meta-analysis to test a more comprehensive model of the marketing-finance interface. Second, we model the mediation effects of market-based assets (brand and customer satisfaction). Third, by simultaneously modelling the direct and indirect effects of various marketing on financial performance, we are able to more accurately estimate each variable's absolute and relative effect on financial outcomes.

Which Marketing Event Has the Largest Firm Value Impact? A Meta-Analysis

Alexander Edeling* and Anna Menge

**University of Cologne*

Marketing departments are under increasing pressure to justify their expenses by proving that their activities are linked to enhanced financial firm performance. This value-relevance burden has led to various studies within the so-called marketing-finance interface, culminating in a recent meta-analysis by Edeling and Fischer (2016) on the firm-value effect of continuous marketing drivers. The present study extends their work by quantitatively integrating the existing knowledge on the impact of discrete marketing “events” on stock prices of firms. The abnormal return induced by a marketing-related announcement is used as effect size. Marketing events are categorized into marketing actions (communication, product, price, distribution), assets (e.g., brand value, customer satisfaction) and capabilities (e.g., marketing alliances). The database of the study covers nearly 2,000 observations of abnormal returns drawn from over 100 event studies that were published between 1985 and 2017. Our analysis investigates which marketing phenomenon has the strongest impact on firm value by comparing direction and magnitude of abnormal returns to different types of events. Furthermore, we examine various types of moderators that possibly affect this impact, such as industry, region, time, firm characteristics (e.g., market capitalization), as well as study design characteristics (e.g., model used for estimating abnormal returns).

The Impact of Sport Sponsorship on Shareholder Value: A Meta-Analysis of Event Studies

Tammo Bijmolt*, Ruud Koning, Maarten Gijsenberg, and Merel Walraven

**University of Groningen*

With the increasing global interest in sports and sports events, sports sponsorships have become strategic marketing investments and the expenses have grown enormously. In an attempt to quantify the returns of sports sponsorships, several scholars have conducted event studies to investigate the reaction of the stock market on the announcement of a sponsorship deal. However, these studies provide contrasting results, apply different methodologies, and are conducted in different contexts. As result, the insights in the accountability of the investments of sports sponsorships remain fragmented. The aim of this study is to provide empirical generalizations on whether and when sports sponsorships lead to positive (or negative) changes in stock market value. We collected data from published and unpublished sources, resulting in a database of over 30 studies and over 500 effect sizes. Initial findings indicate a small, but significant, positive effect of sports sponsorship on stock prices. Further results will be presented at the conference.

Session 5

Systemic Review Papers: Process and Structure

Robert Palmatier* and **Irina Kozlenkova****

*University of Washington

**Michigan State University

This presentation addresses three topics relevant to researchers conducting systematic review papers. First, the importance of review paper to the scientific process is discussed. Second, the key types of review papers are outlined. Third, a process and structure for systematic review papers are described in detail using some recent papers as exemplars for each type of paper.

Session 7a

The Managerial Relevance of Marketing Research

Werner Reinartz*, **Monika Imschloß**, and **Nico Wiegand**

*University of Cologne

As an applied social science discipline, academic marketing research focuses both on consumption behaviors (in their broadest sense) as well as firm-side marketing level policies in order to optimize resource allocation and utilization. Part of the latter mandate is to generate findings that are useful for decision makers in the tactical and strategic decision-making. A reflection of this mandate is for example the call from business schools, associations (e.g. MSI), as well as sponsoring bodies (firms, industry associations) for managerially relevant academic marketing research. Against this backdrop, the objective of our project is twofold. First, we would like to understand (via synthesis and review) the factors that make up managerially relevant research. In other words, can we identify 'properties' of published work that practitioners consider to be particularly useful for them? Secondly, we would like to develop – both from existing studies as well as via a grounded theory approach – how highly relevant academic marketing research comes about. In other words, can we identify certain aspects in the genesis of a study that make it particularly amenable to become practically relevant? These could be for example characteristics of the researcher, his/her formation, the subject, the empirical approach, etc. Hence, this study reviews what we know about these two questions and thus charts a course for action for researchers who want to have an impact on practice.

Organizational and Individual Ambidexterity: From Conceptualization to Empirical Tests

Son Lam* and Youngtak Kim

**University of Houston*

While organizational ambidexterity is an entrenched research area, individual ambidexterity has only recently emerged as an important research theme in both marketing and management. The authors provide a systematic review of how ambidexterity has been conceptualized and empirically tested at the organizational and individual levels. A simulation was conducted to demonstrate how these various empirical specifications can lead to significantly different conclusions about the impact of ambidexterity. Recommendations for future research in this domain are then discussed.

Product Co-Creation: A Relational Synthesis & Systematic Review

Keith Smith*, Matthew O'Hern, Mason Jenkins, & Paul Fombelle

**Northeastern University*

Research examining customer participation in new product development (NPD) activities has long been undertaken with varied approaches in fields such as Marketing, Management, and Information Science. While these investigations have generated unique and interesting perspectives, they have created a disjointed landscape with differing perspectives and terminology on value creation and relatively limited actionable insights for managers.

This work identifies the different types of value flows generated when customers work with firms to co-create products and establishes the different roles that consumers and firms play in the co-creation process (e.g., as both creators and recipients of value). More specifically, in this systematic review, we adopt a relational perspective that pays special attention to the connections between different participants. This view facilitates an examination of the various roles customers play within the co-creation process, their connections to each other, and the nature of the NPD contributions they make.

The framework seeks to synthesize the existing literature by creating a common language across research streams, identifying gaps between streams, and investigating unexplored interactions between streams. In this way, the current study identifies critical value flows and consumer/firm roles in the literature and highlights fertile grounds for future research that flow from these insights.

Session 7b

What food labels can and cannot achieve: A meta-analysis of the impact of front of pack labels on consumers

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As the world-wide obesity epidemic continues to grow, more and more governmental and non-governmental organizations are putting their hopes on front-of-package (FOP) labels that provide consumers with information about health and nutritional aspects of foods. In conjunction with this, much academic attention has been given to the topic. The problem is, however, that this literature is scattered across a wide array of literatures, including marketing, consumer research, (public) health, food, and nutrition. Moreover, the 100+ studies in this area have looked at a many different labels, and examined effects on a range of dependent variables, ranging from product search to evaluation and purchase. Through a systematic interdisciplinary review, our study takes stock of the current academic knowledge about the effects of FOP labels throughout the different steps of the consumer decision-making process (i.e., need recognition, information search, product evaluation, choice, consumption and post-consumption). Using a meta-analytic approach, we quantitatively assess and compare the effectiveness of the various different label types, and assess various potential moderators, including label type, product category and valence. We use these results to provide recommendations to policy makers and marketers, but also to suggest areas of interest for future research, based on our review.

Visual Perceptual Research in Marketing

Kevin Sample, Adam Brasel, and Henrik Hagtvedt*

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Whereas prior research in marketing has focused on cognitive and behavioral outcomes of visual perception, raw visual processing has typically received a blind eye. Yet, substantial benefits can be reaped by understanding and applying findings from this area. In this manuscript, we provide a systematic review of visual perceptual research conducted within marketing, including such topics as visual attention, motion, color, illumination, location, and shape. Because research on these topics is quite limited, we integrate it with findings from visual perceptual psychology to expose numerous gaps that can be fruitfully explored in future research within this rich area. Our systematic review additionally provides coherent definitions and understandings of visual perception and the domains within, all the while indicating the managerial relevance of each.

Measuring Customers' Willingness to pay accurately: Generalizations from a meta-analysis

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Measuring customers' willingness to pay (WTP) accurately is crucial for companies to implement an optimal pricing strategy. However, companies often times struggle when measuring WTP. Especially, the decision whether to use direct (e.g. open-ended question format) or indirect approaches (e.g. conjoint analysis) remains uncertain, since contradictory evidence regarding their accuracy and recommendations for use exist. Academics mostly attribute indirect approaches a higher accuracy, as these methods are similar to real buying decisions. Practitioners however use direct approaches more often due to their practicability. Therefore, we synthesize research that validates hypothetical direct or indirect WTP measurements externally by collecting customers' real WTP. As the dependent variable, we choose the standardized hypothetical bias (HB), defined as hypothetical WTP minus real WTP. Additionally, we consider factors related to research design and research subject as moderators. Preliminary results show that direct approaches measure WTP more accurately than indirect approaches. Final results on the moderator analysis will be presented.

Session 8

From eWOM to aWOM: A Thematic Exploration of the Research Evolution and Future Directions

Ana Babić Rosario*, Francesca Sotgiu, and Kristine de Valck

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The electronic word of mouth (eWOM) phenomenon has sparked the interest of many scholars and practitioners over the last two decades (e.g., Babić Rosario et al. 2016). Despite this vast increase in eWOM research, however, insights and findings have been accumulated in different directions, providing fragmented evidence on the labeling, dimensions, and market implications of this phenomenon. In a recent commentary, Kozinets (2016) calls for a more holistic approach to understanding eWOM and acknowledging the insights gained through various scholarly approaches. The present study answers this call by offering a comprehensive, multidisciplinary review of over 900 studies published from 1996 to 2017. We examine several perspectives: (1) eWOM dimensions ('Who,' 'What,' 'Where,' 'When,' and 'How', cf. Yadav and Pavlou 2014), (2) multiplicity of conceptual labels, (3) theoretical approaches, and (4) scholarly communication, i.e. academic word of mouth (aWOM). We discuss ways in which each of these perspectives contributes to or hinders the advancement of knowledge on eWOM. A critical analysis reveals 385 eWOM conceptual aliases, 45 theories applied to the study of eWOM, and a complex network of over 6200 citations among studies on this topic. We propose ways to alleviate issues which may be impeding progressive knowledge building on this topic and identify directions for further research for each eWOM dimension.

Trust in the (Sharing) Economy: A Review of Trends and Directions for Future Research

Ana Babic Rosario and **Rosanna Garcia***

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Trust is conceptualized as the belief that one party “will perform actions that will result in positive outcomes for the [partner] as well as not take unexpected actions that result in negative outcomes” (Anderson and Narus 1990, p. 45), and this belief is thought to exist when one party “has confidence in an exchange partner’s reliability and integrity” (Morgan and Hunt 1994, p. 23). Trust is a critical factor in facilitating market exchange between partners (e.g., Moorman et al. 1992, 1993), and its role has become even more salient with the emergence of peer-to-peer electronic sharing platforms such as Airbnb (e.g., Watson et al. 2015), also known as the sharing economy (e.g., Bardhi et al. 2012; Belk 2010) and collaborative consumption marketplaces (e.g., Newlands et al. 2017). Because of this, trust is now often termed “the new currency” in economic value creation (e.g., Botsman 2012; Resnick and Zeckhauser 2002).

This study provides a comprehensive, multidisciplinary review of trust in transactional relationships as portrayed from 1990 to the present. In particular, we demonstrate how trust has evolved with the introduction of online transactions and then again with the introduction of the sharing economy. Our analysis offers a guide to the literature and in-depth understanding of the signaling mechanisms that underlie trust, which in turn facilitates these two-sided platform transactions. We conclude with promising directions for further research.

The role of professional critics on product success – a meta-analysis

Alexa Burmester, **Michel Clement***, Julian Hofmann, and Petra Schulz

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Professional critics as an independent, objective, and reliable source of information provide consumers with an important cue to reduce their quality uncertainties prior to a consumption decision. Such risk reducing signals are especially important for experiential goods like entertainment media products evidencing information asymmetries between, for instance, moviegoers and studios. To summarize the existing literature on the impact of professional critics or expert reviews on the success of products we conduct a meta-analytic review of 525 effect sizes drawn from 209 studies. This exhaustive database enables us to report mean elasticities as standardized measures for the relationship between sales for different types of products (e.g., movies, books, video games, wine) and critics’ (a) volume, (b) valence, and (c) variability. Moreover, we show that elasticities differ according to product-related determinants as well as critics-related characteristics. Overall, the results of our moderator regressions enable us to identify the most salient product and marketing-related characteristics affecting the mean elasticities. Product managers should consider them to increase critics-driven sales.



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Aylin Aydinli is Assistant Professor of Marketing at Vrije Universiteit Amsterdam since September 2014. Her research focuses on different aspects of consumer behavior, including affective and cognitive processes that shape consumers' response to the marketing activities of firms, consumer polarization and shopping behavior in digital environments. She has published in Journal of Marketing and International Journal of Research in Marketing. Aylin holds a PhD in Marketing (2014) from London Business School. In 2011, she was a visiting scholar at Columbia Business School and a member of its Research in Emotion and Decision Lab. She received her B.A. in Economics from Bogazici University, Turkey and M.A. in International Trade and Investment Policy from George Washington University, USA.



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Ana Babić Rosario is Assistant Professor of Marketing at the Daniels College of Business, University of Denver. Ana completed her PhD in 2016 at HEC Paris, France. In Fall 2014, she was a visiting scholar at the Schulich School of Business at York University in Toronto, Canada. Ana's research centers on electronic word of mouth, online social interaction, and nostalgic consumption, it has been published in the Journal of Marketing Research and presented at leading marketing conferences, including Association for Consumer Research (ACR), INFORMS Marketing Science, and European Marketing Academy Conference (EMAC). Ana has served as ad-hoc reviewer for renown marketing journals, such as the Journal of Marketing, Journal of Consumer Research, Journal of Academy of Marketing Science, Journal of Retailing, and Journal of Business Research. To date, Ana has taught various marketing courses at the undergraduate and graduate levels, including Marketing Research & Analytics, Social Media Marketing, Introduction to Marketing, and Marketing Management.



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Christian Barrot is Dean of Programs and Professor of Marketing and Innovation at Kühne Logistics University (KLU) in Hamburg, Germany. He studied Business Administration at CAU in Kiel and the Norwegian School of Management (BI) in Oslo and holds a Ph.D. from the Christian-Albrechts-University at Kiel. Before joining the KLU faculty, he gained industry experience as consultant and entrepreneur in the Internet and telecommunication sector.

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Dr. Markus Blut is a professor of marketing at Aston Business School, United Kingdom. Before joining Aston University, he worked at Newcastle University (UK) and TU Dortmund University (GER). Markus is director of the Aston Center for Retail Insights (ACRI). His primary areas of research interest are service management, retailing management, service technologies, and customer relationship management. He has published (several meta-analyses) on these issues in the Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Retailing, International Journal of Research in Marketing, International Marketing Review, Industrial Marketing Management, Psychology and Marketing, and Journal of Business Research. Markus regularly reviews articles for several of these Journals as well as for the Journal of Marketing Research, Journal of Product Innovation Management, and British Journal of Management. Markus received several best paper awards for his research such as the 2017 “Best Article Award” of the Journal of Service Research. He is also among the Top10 authors having published most articles in the Journal of Retailing between 2009-2015.



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Ed Bond (Ph.D. 1997, Arizona State University) is Chair of the Marketing Department at Bradley University. His research on effective cross-functional working relationships, drivers of innovation performance, and customer satisfaction in medicine has been published in the, Journal of Product Innovation Management, Journal of Strategic Marketing, Industrial Marketing Management, Journal of Business & Industrial Marketing, Journal of the American Medical Association, and other scholarly journals. Ed has served as a Visiting Professor at the Institute for Manufacturing, University of Cambridge (UK) and as the Flint Hills Resources Visiting Professor of Marketing at the University of Alaska, Fairbanks. He teaches marketing strategy and technology management in Bradley University's Executive MBA and MBA programs. Dr. Bond is a regular contributor to US and international executive development programs. He serves as an advisor to organizations in the manufacturing, services, and energy sectors and has assisted a Fortune 50 firm with development of its approach to providing complex business solutions.



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Aleksandra Chabanova is a PhD student at BI Norwegian Business School in Oslo, Norway. She studied Economics (Bachelor of Science, Master of Science) at Lomonosov Moscow State University (Moscow, Russia) and Strategic Marketing Management (Master of Science) at BI Norwegian Business School (Oslo, Norway). Before joining the BI faculty as PhD student, she gained few year of business experience as brand manager in petroleum industry in Russia (Rosneft, OJSC; TNK-BP Marketing, PLC). Aleksandra's research interest lies in the marketing-finance interface and the broader field of organizational marketing strategy and B2B marketing. In her dissertation, she plans to examine the antecedents and outcomes of marketing capabilities. Aleksandra together with co-authors Stefan Worm and Francesca Sotgiu have received an MSI "Research Accelerator" Award for their study "The Framework of Market-Based Assets - A Meta-Analytical Study", that she presented at the Marketing Strategy Meets Wall Street (MMWS V) conference August 3-4, 2017 in San Francisco.



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Michel Clement is Professor for Marketing and Media at the Institute for Marketing, Hamburg Business School, University of Hamburg, Germany. He is Dutch citizen. He is also director of the Research Center for Media and Communication at the University of Hamburg. Professor Clement holds a doctoral degree in marketing from the Christian-Albrechts-University at Kiel and worked three years in various management positions for Bertelsmann in the media industry. His research focus is on media management, new technologies, customer relationship management, and blood donation management. Together with the German Red Cross Blood Donation Service North East he works intensively on donor management issues.



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Kristine de Valck is Associate Dean and Director of the PhD Program at HEC Paris. Her research and teaching focus on how the Internet in general and social media in particular have changed consumer behavior, organizations, and marketing practice. Her work has been published in the British Journal of Management, Decision Support Systems, Journal of Interactive Marketing, Journal of Marketing, Journal of Marketing Research, Journal of Public Policy and Marketing and Psychology & Marketing, as well as in various edited books. Kristine has developed numerous courses about marketing through social media, including a freely available course on iTunesU (2010) and a MOOC on Coursera (2017). Kristine has a PhD in Marketing Management from RSM Erasmus University (2005). She has been a faculty member at HEC Paris since 2004 where she has held various positions including Marketing PhD Program Director (2010-2013) and Marketing Department Chair (2015-2017). Currently, she is the Luxury Chair holder that is sponsored by Kering, and board member of the International Schools in Business Management consortium.



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Alexander Edeling received his doctoral degree in Marketing in 2016 from the University of Cologne and is currently an Assistant Professor at the Marketing Area in Cologne. His research interests are: Marketing-finance interface, marketing budget allocation, digital marketing, sponsorship, econometric modeling, and empirical generalizations. One of his dissertation projects was published in the Journal of Marketing Research (runner-up for the Paul E. Green Award 2017), another one has been accepted for publication at the Journal of Marketing. Furthermore, he received several awards for his dissertation, including the IMU Research for Practice Award 2017 by the University of Mannheim and the third place at the EMAC / Sheth Foundation Doctoral Dissertation Competition 2017. Before joining the University of Cologne, Alexander graduated from the University of Mannheim with a Diploma in Business Administration majoring in Marketing, Management Accounting, and Intercultural Studies. Outside the university, he has gained valuable practical experience in various fields such as automobile, telecommunication, chemicals, and logistics. He likes playing and watching sports such as Tennis, Soccer, Biking, and Skiing.



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Dr. Rosanna Garcia is associate professor of Marketing and Walter Koch Endowed Chair of Entrepreneurship at the University of Denver in Colorado. She held the position of Chancellor's Faculty of Excellence in Innovation + Design at North Carolina State University from 2014-2017. She was also an associate professor of Marketing in the Poole College of Management and was the college's faculty director of the Business Sustainability Collaborative. In 2015, she co-founded the NC State Advancement of Women Entrepreneurs (AWE) to support women in their journey as business owners. Her recent research and teaching focuses on sustainable innovations and the role of trust in sharing communities. Garcia holds a Ph.D. in marketing from Michigan State University and an MBA from the University of Rochester. She earned a bachelor of science in chemical engineering and a bachelor of arts in business economics from the University of California, Santa Barbara. She is an expert on agent-based modeling, a simulation technique that models consumer decision making in complex market situations. Garcia's teaching focuses on entrepreneurial marketing and new product launch. She is author of the textbook, Creating and Marketing New Products & Services.



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Dr. Sonja Gensler is a tenured researcher and lecturer at the Institute for Value-Based Marketing at the University of Münster (Germany). Prior to joining the University of Münster, she was an Assistant Professor at the Rijksuniversiteit Groningen (The Netherlands) and the VU Amsterdam (The Netherlands). Sonja's academic work focuses on the consequences of digitalization for businesses and consumers. In her recent projects, she has, for example, investigated the impact of online customer reviews on product returns, the drivers of showrooming and the effectiveness of multiple communication channels for customer acquisition. Her research has been published in journals such as the Journal of Marketing, International Journal of Research in Marketing, Journal of Retailing, Journal of Interactive Marketing, Journal of Product Innovation Management, and European Journal of Operational Research. She is member of the Editorial Board of the Journal of Interactive Marketing and serves as an ad-hoc reviewer for International Journal of Research in Marketing, Journal of Service Research, Journal of Interactive Marketing, and European Journal of Operational Research.



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Dominique Hanssens is Distinguished Research Professor of Marketing at the UCLA Anderson School of Management. From 2005 to 2007 he served as Executive Director of the Marketing Science Institute. A Purdue University Ph.D. graduate, Professor Hanssens's research focuses on strategic marketing problems, in particular marketing productivity, to which he applies his expertise in data-analytic methods such as econometrics and time-series analysis. He has served or is serving in various editorial capacities with Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing and International Journal of Research in Marketing. Five of his articles have won Best Paper awards, in Marketing Science (1995, 2001, 2002), Journal of Marketing Research (1999, 2007) and Journal of Marketing (2010), and ten were award finalists. The second edition of his book with Leonard Parsons and Randall Schultz, entitled Market Response Models was published in 2001 and translated in Chinese and Japanese. He is a Fellow and winner of the Buck Weaver award of the INFORMS Society for Marketing Science, and a recipient of the Churchill and Mahajan awards from the American Marketing Association. He is a founding partner of MarketShare, a global marketing analytics firm headquartered in Los Angeles.



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Prior to joining UGA in 2011, John taught at the University of Pittsburgh for ten years (2001 -2011), and before that at the University of Western Ontario in Canada. He received his PhD from MIT, his MBA from Queen's University (in Kingston, Ontario), and his undergraduate degree (in Chemistry) from the University of Guelph (also in Ontario).

John's personal interests include falling down ski hills in the winter and swearing at missed golf shots in the summer. He collects old video games and pinball machines, and is equally bad at both. John is married and has three adult children.



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Martin's research focuses on a marketing strategy, B2B sales, and market research automation. His research has been published in several leading journals of the field, including the Journal of Marketing, the Journal of Marketing Research, the Journal of the Academy of Marketing Science, and the International Journal of Research in Marketing.

Martin has taught classes on a variety of subjects related to marketing and sales in Germany, France, Switzerland, and Hungary. He is an active teacher at the undergraduate, graduate, executive, and Ph.D. level and has been recognized several times for teaching excellence. Before embarking on his academic career, Martin worked for two years at a major German publishing house. Moreover, he has consulted with numerous companies in the automotive, mechanical engineering, and media industries.



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Mirella Kleijnen obtained her PhD from the Faculty of Economics and Business Administration, Maastricht University, the Netherlands. Her PhD thesis focused on consumer evaluations of mobile service innovations. Her current research interests include adoption versus resistance toward innovation, interactive media, consumer-to-consumer versus consumer-to-company interactions, and services marketing. Her work has been published in several academic journals, among which Journal of Retailing, Journal of Services Research, Journal of Interactive Marketing, and Journal of Economic Psychology. From an education perspective, she's strongly embedded within different teaching programs, ranging from basic marketing courses for first year bachelor students to specialized (research - related) topical courses for the master level. She is also actively involved in several parttime programs for professionals, which, next to the parttime MSc in Marketing, also include the Postgraduate Study for Controllers in the Public and Non-profit Sector and the Master of Compliance and Integrity Management. Finally, as a member of the Alumni Committee of the MSc in Marketing, she is actively engaged in managing student-alumni-company interactions.



Klemens Knoeferle

BI Norwegian Business School

Dr. Klemens Knöferle is Associate Professor at the Department of Marketing, BI Norwegian Business School. He received his PhD from the University of St. Gallen, and has worked as a visiting researcher at Oxford University and the University of Michigan.

In his research, Klemens studies sensory aspects of marketing such as vision, hearing, taste, and interoception. Working at the intersection between Marketing, Consumer Behavior, and Cognitive Psychology, he is interested in how (multi-)sensory processes and sensory properties of products, foods, and retail environments influence consumers. The goal of his research is not only to contribute towards a better understanding of sensory principles in marketing, but also to help marketers to design better products, stores, and experiences, and to help consumers to make better choices.

Klemens' research has been published in academic journals such as Journal of Retailing, Scientific Reports, Journal of Experimental Psychology: Applied, and Psychonomic Bulletin & Review. He has served as a reviewer for leading academic journals such as Journal of Marketing Research, Proceedings of the Royal Society: B, Journal of Experimental Psychology: Applied, and PLOS ONE. His research has received awards such as the Best Paper award at the ACR Latin American Conference 2017.



Irina Kozlenkova

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Irina V. Kozlenkova is an Assistant Professor of Marketing at the Eli Broad College of Business at Michigan State University. She received her doctorate degree in Business Administration with a focus on Marketing from the University of Missouri. She has also earned a Master's of Science in Management and an MBA.

Dr. Kozlenkova's research interests lie at the intersection of marketing strategy and healthcare. Her research has been published in the Journal of Marketing, the Journal of Consumer Research, the Journal of the Academy of Marketing Science, the Journal of Retailing, and the Journal of International Marketing. Dr. Kozlenkova has been actively engaged with the practitioner community, particularly in the healthcare domain, as an Affiliated Researcher of the Center for Sales and Marketing Strategy at the University of Washington. She serves on the editorial board of the Journal of the Academy of Marketing Science and reviews for several other journals. She has taught classes in Marketing Strategy, Services Marketing, Marketing Management, and International Marketing at both undergraduate and graduate levels.



Manfred Krafft

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Manfred Krafft is director of the Institute of Marketing and full professor at University of Muenster, Germany. Prior to his current position, he was the Otto Beisheim Endowed Chair of Marketing at WHU. He earned his Ph.D. from the University of Kiel, Germany. Until end of 2016, he served as editor-in-chief of Journal of Personal Selling & Sales Management. He is also a member of the editorial review boards of several leading academic journals. Manfred is known for his academic contributions in CRM, channels and sales management. His papers have been published in, among others, Journal of Marketing, Journal of Marketing Research, Marketing Science, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Journal of Personal Selling & Sales Management, Journal of Retailing, and Journal of Service Research. Manfred was the winner of the inaugural Practice Prize of the INFORMS Society for Marketing Science. His books on International Direct Marketing, Sales Management, and Retailing in the 21st Century have appeared in French, English, German, and Korean.



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Dr. Ann-Kristin Kupfer (née Knapp) is Assistant Professor of Marketing at the University of Münster, Germany. She was a visiting scholar at the University of British Columbia in Vancouver and Texas Christian University. Her work is focused on digitalization, brand management, and entertainment media. It has been published in leading academic journals such as the *Journal of Marketing* and the *Journal of the Academy of Marketing Science*. She received the 2016 Winter AMA's Best Paper Award of the Brand Management and Integrated Communications Track, served as track chair for AMS and AMA conferences, and is part of the Editorial Review Board of the *Journal of Business Research*.



Son Lam

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Son K. Lam (Ph.D., University of Houston) is an Associate Professor of Marketing at the Terry College of Business, the University of Georgia. Dr. Lam's research interests span three broad substantive areas: sales management and personal selling, internal marketing, and customer-company/brand relationships. Dr. Lam has published in a variety of premiere academic journals in marketing and management, including the *Journal of Marketing Research*, the *Journal of Marketing*, *Strategic Management Journal*, the *Journal of the Academy of Marketing Science*, *AMS Review*, the *Journal of Retailing*, *Organizational Behavior and Human Decision Processes*, the *Journal of Service Research*, among others. Dr. Lam was an MSI Young Scholar in 2013 and received the 2015 Terry College of Business Outstanding Research Award.

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Dr. Mattison Thompson is an Assistant Professor in Marketing. Prior to joining Amsterdam Business School, she was an Assistant Professor in Marketing at King's College in London. Her current field of research is in online pre-roll video advertising. Her other research interests are in consumer behaviour, consumer culture and consumer loyalty. Her work has been published in the Journal of Advertising, the Journal of International Marketing, and the Journal of Business Research, among others.



Leigh McAlister

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Leigh McAlister is the Ed and Molly Smith Chair in Business Administration at the McCombs School of Business, University of Texas at Austin. She received her PhD from Stanford University and she served on the faculties of University of Washington and MIT before joining University of Texas at Austin. She has won many teaching awards and research awards including JMR's O'Dell Award, JR's Davidson Award. In 2014, she received the Mahajan Award for Lifetime Achievements in Strategy Research, was named the AMA/Irwin/McGraw-Hill Distinguished Marketing Educator and was a member of the Inaugural Class of Fellows of the American Marketing Association. Long associated with the Marketing Science Institute, she served there as Executive Director from 2003-2005. Currently her research focuses on determinants of firm value and implications of web communications. She serves as Area Editor at Journal of Marketing and Journal of Consumer Research.



Neil Morgan

Indiana University

Neil A. Morgan is a Professor and PetSmart Distinguished Chair of Marketing at Indiana University's Kelley School of Business. He has previously held faculty positions at UNC's Kenan-Flagler Business School, Cambridge University's Judge Business School, and Cardiff University's Cardiff Business School, and been a visiting professor at the University of Michigan's Ross School of Business. He received his Ph.D. in Business Administration from the University of Wales. His research interests span marketing and strategic management issues but mainly focus on marketing strategy implementation and linkages between marketing-related resources and capabilities and firm performance. His work has been published in journals including: Journal of Marketing, Marketing Science, Strategic Management Journal, Journal of Operations Management, Decision Sciences, International Journal of Research in Marketing, and Journal of the Academy of Marketing Science. His research has been widely recognized, including: AMA Global Marketing SIG "Excellence in Global Marketing Research Award" (2013); Emerald "Citation of Excellence" Award (2013); and Finalist Journal of Marketing Harold H. Maynard Award (2013, 2015 and 2016) and MSI/Root Award (2015). His current projects focus on marketing performance assessment, the role of the CMO and marketing department, marketing's role in enhancing efficiency, brand management and CRM capabilities.



Robert Morgan

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Rob holds the Sir Julian Hodge Chair and is a Professor of Marketing & Strategy at Cardiff Business School, Cardiff University, U.K. He is a Strategy Research Foundation Scholar and hold visiting professorships at: VU Universiteit Amsterdam, Baltic Management Institute, and Copenhagen Business School where he also chairs the International Advisory Board. His research focuses on firm capabilities, new product development, and technology management from a strategy perspective. He has published widely on these topics with articles appearing in the Journal of the Academy of Marketing Science, Strategic Management Journal, Journal of Management Studies, Journal of Service Research, Strategic Entrepreneurship Journal, Journal of International Marketing, and Journal of Product Innovation Management. Rob has supervised 17 doctoral students to completion, many of whom now hold faculty positions as Full Professors and Deans and in business with Director and Vice-President appointments. His consulting experience has examined performance audit and impact, change management, market responsiveness, and market and competitor analysis. He serves on the editorial boards of seven international journals. Within University administration, he has been appointed to a series of roles including Associate Dean, Department Chair, Departmental Advisory Board Chair, and University Senate.



Charles Noble

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Charles H. Noble (PhD, Arizona State University) is the Henry Professor of Business and Associate Dean for Research and Faculty in the Haslam College of Business at The University of Tennessee. He is also a Research Council Member at the Anderson Center for Entrepreneurship & Innovation (University of Tennessee), a Research Faculty member with the Center for Services Leadership (Arizona State University), and is the Vice Chair (and former Chair) of the Product Development & Management Association (PDMA). His research interests focus generally on front end design and development processes, as applied to both products and services. He has published in many leading journals including the Journal of Marketing, Strategic Management Journal, Journal of the Academy of Marketing Science, Journal of Product Innovation Management, IEEE Transactions on Engineering Management, Sloan Management Review and many others. He is on the editorial review boards of the Journal of the Academy of Marketing Science, the Journal of Product Innovation Management, and the Journal of Business Research. In his corporate life, Charles worked in strategic planning and corporate finance for leading retailers in the consumer electronics, home improvement, and warehouse club sectors.



Rob Palmatier

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Robert W. Palmatier is Professor of Marketing, and he holds the John C. Narver Chair of Business Administration at the University of Washington's Foster School of Business. He is also the founder and research director of UW's Center for Sales and Marketing Strategy. Professor Palmatier is the outgoing Editor-in Chief of Journal of Academy of Marketing Science and an incoming co-editor at the Journal of Marketing. His research focuses on marketing strategy, relationship marketing, and marketing channel theory and strategy with an emphasis on customer relationships and loyalty in the business-to-business, online, service, and retail markets. He has published numerous books including Marketing Strategy: Based on First Principles and Data Analytics, Marketing Channel Strategy, and Relationship Marketing. His publications have received multiple awards, including the Harold H. Maynard, Sheth Journal of Marketing, Robert D. Buzzell, Lou W. Stern, MSI Young Scholar, Varadarajan Award for Early Contribution to Marketing Strategy Research, and the American Marketing Association Best Services Article awards. His research has been highlighted in Nature, NYT Sunday Magazine, LA Times, NPR, and MSNBC.



Koen Pauwels

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Koen Pauwels is Professor of Marketing at Northeastern University, Boston and BI Norwegian Business School in Oslo, and Honorary Professor at Groningen University. He received his Ph.D. from UCLA, where he was chosen “Top 100 Inspirational Alumnus” out of 37,000 graduates. Earlier at Tuck School of Business at Dartmouth and Ozyegin University in Istanbul, Koen was visiting scholar at Harvard Business School.

Prof Pauwels published over 55 articles (H-index 31) in top marketing journals. Research awards include O’Dell (long-term impact in Journal of Marketing Research), Google/WPP, Varadarajan, MSI Best Paper and 3 Davidson (Journal of Retailing) Awards. He is Senior Editor for the International Journal of Research in Marketing, and serves on AMA’s Academic Council, GfK’s Digital Future Council and House of Marketing’s Board, and on the Editorial Boards of Journal of Retailing and Journal of Interactive Marketing. Koen started the Marketing Dynamics conference to bring together researchers fascinated by dynamic problems in marketing.

On marketing effectiveness, field experiments, and integrating online with offline metrics, Koen consulted large and small companies, including Amazon, Kayak, Marks & Spencer, Nissan, Sony, Tetrapak and Unilever. His books include ‘Modeling Markets’ for researchers and “It’s Not the Size of the Data – It’s How You Use It” for managers.



Lopo Rego

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Lopo Rego is Associate Professor of Marketing at the Indiana University Kelley School of Business. Professor Rego holds a Ph.D. from the University of Michigan and his research and consulting interests focus on understanding how marketing strategies, investments, and actions (e.g., advertising, customer relationship management, brand strategy, etc.) influence firm performance outcomes (ranging from product market performance to financial performance), and ultimately contribute to shareholder wealth creation.

The main goals of his research are to identify generalizable patterns regarding how marketing strategies and actions explain differences in firm performance, and to understand the boundary conditions for these observed patterns. His research has been published in such outlets as the Journal of Marketing, Journal of the Academy of Marketing Science, Marketing Science, Journal of Economic Behavior and Organization, European Journal of Marketing, Journal of Empirical Generalisations in Marketing, Harvard Business Review, Journal of Research in Marketing, and Marketing Science Institute. He serves as Associate Editor for the Journal of the Academy of Marketing Science, and is a member of the Journal of Marketing’s Editorial Review Board



Audun Reiby

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Audun Reiby is a doctoral student in marketing at BI Norwegian Business School in Oslo. His broad research interests include cognitive distance, mentalizing, social network analysis, and use of machine learning for text analysis. In his projects, integrating insights from psychology and economics, he takes the starting point that individuals often find that they need to cooperate with other individuals that are cognitively different from themselves. In arguing that cognitive distance makes cooperation, and thereby joint value creation, more difficult, he then argues that this negative effect of cognitive distance is moderated by efforts to cognitively understand how the other thinks – i.e. so-called mentalizing activity. He studies the impact of cognitive distance and mentalizing at both the individual and the interorganizational level. In another project, Audun incorporates machine learning techniques and natural language analysis (e.g. topic modeling) to summarize and analyze research on interorganizational relationships.



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Werner Reinartz is a Professor of Marketing, Director of the Center for Research in Retailing (IFH), Germany, and the speaker of the research initiative “Digital Transformation and Value Creation” at the University of Cologne. His research interest and expertise focuses on the subjects of marketing strategy, retailing, customer relationship management (CRM), and service strategies. His work in these domains has been recognized with major academic awards, such as the AMA Doctoral Dissertation Competition, the Don Lehmann Award for the Best Dissertation-Based Research Paper to be published in Journal of Marketing Research or Journal of Marketing, the MSI/Paul Root Award, and the Sheth Foundation/Journal of Marketing Award for long-term contribution to the marketing discipline. He has published extensively in journals such as Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Retailing, International Journal of Marketing, and Journal of Service Research. In addition, his research was presented in five different feature articles in Harvard Business Review. Furthermore, he is area editor at the Journal of Marketing as well as past or current longstanding member of the editorial boards of Marketing Science, International Journal of Research in Marketing, and Journal of Retailing.



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Kevin L. Sample is a Ph.D. candidate in marketing entering his final year of study in the Terry College of Business at the University of Georgia. He researches the influence of design (architectural, graphic, and product) and visual perception on consumer behavior. His interests in these areas stems from his prior educational and work experience as an architect. By drawing upon his designer experience, he hopes his research can lead consumers and marketers to more sustainable, well-designed solutions. Relatedly, his interests in helping others led to an exploration of how price perceptions of healthy food can negatively affect consumers. This research can be seen in the Journal of Consumer Research and has been highlighted in media outlets, including The Washington Post, CBS News, and Consumer Reports.



Bendik Samuelsen

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Bendik Meling Samuelsen is professor of marketing, and currently Department Chair for the department of marketing at BI Norwegian Business School. Professor Samuelsen received his PhD from the Norwegian School of Economics (NHH) in 2004, and has since been assistant, associate and full professor at BI. His main research interests are within brand strategy, marketing communication, and consumer behavior. He has published in *Journal of Consumer Research*, *Journal of Advertising*, *Psychology and Marketing*, *Marketing Letters*, and *European Journal of Marketing*. He has co-authored the only Norwegian textbook in brand management. Professor Samuelsen has consulting experience from CPG, retail, insurance, real-estate, and mall-operations. His current teaching duties are within branding-topics in the executive education market.



Jon Bingen Sande

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I received my MSc. (cand. agric.) in forestry from the Norwegian University of Life Sciences (NMBU) in 2000, and my PhD from the same university in 2008, studying buyer-supplier relationships in the Scandinavian wood industry. During my PhD-studies, I followed the PhD-program at NHH, Norwegian School of Economics as well as the PhD-program in forestry at my home university. Since 2008 I have worked as an associate professor at BI Norwegian Business School, teaching business-to-business marketing and international marketing.

My research interests include marketing strategy, business-to-business marketing, distribution, procurement, and inter-organizational relationships. In particular, I am interested in governance decisions in these settings. In addition, I am interested in quantitative research methods, in particular econometrics and psychometrics. I have published articles on the topics of formal and relational contracting, cross-functional integration, and survey research methods. Currently, I am working on projects related to the development of cross-understanding and relational contracts in buyer-supplier relationships, public procurement, price governance, and the role of branding in B2B-markets.



Kåre Sandvik

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Kåre Sandvik (PhD 1998, Norwegian School of Economics) is professor of marketing at School of Business at the University of Southeast Norway. His research includes market orientation, product innovations, interorganizational and relationships management, distribution and digital channels, marketing future, and marketing finance. Sandvik has published in numerous journals, including International Journal of Research in Marketing, Journal of Business Research, Journal of Service Research, Journal of Tourism Futures, Journal of Travel Research, Cornell Hospitality Quarterly, International Journal of Advertising, Journal of Supply and Purchasing Management, and more. He has won several international awards, including the 2003 Winter AMA and 1995 EMAC best overall paper awards. He was recently the director of a 24 MNOK grant research project, entitled “Developing Sources of Competitive Advantage in the Norwegian Travel Industry”, a unique business performance driver research program that included the largest companies that account for 90% of all international marketing in the industry. Sandvik has an extensive record of strategy and marketing consulting with leading Northern European companies, many of them within the travel sector. He is currently director of the PhD program in Marketing Management and director of the business school’s Innovation research Program. Sandvik also served 11 years as prorector.



Jonas Schmidt

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Jonas Schmidt is a doctoral candidate at the Marketing Center Muenster, University of Muenster, since November 2016. Before joining the Marketing Center Muenster, he earned a master’s degree in Industrial Engineering and Management at the Karlsruhe Institute of Technology (KIT). His research focuses on different methods for measuring consumers’ willingness to pay, contextual factors influencing those methods’ accuracy, as well as psychological phenomena underlying consumers’ assessment of their willingness to pay.



Fred Selnes

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Fred Selnes is professor in marketing at BI Norwegian Business School. His research interests are marketing strategy and customer relationship management. He is the author of several textbooks (in Norwegian) and his work has been published in Journal of Marketing, Journal of Service Research, Journal of Economic Psychology, Journal of Business Research, Journal of Business-to-Business Marketing, MIT Sloan Management Review, Scandinavian Journal of Management, and European Journal of Marketing. Fred Selnes has also founded MarkUp Consulting (now part of Implement Group) and CPM (Customer Portfolio Management). CPM is specialized in analyzing integrated data from different sources used to estimate marketing effectiveness and predicting customer potential.



Raj Sethuraman

Southern Methodist University

Raj Sethuraman is the Harold Simmons Distinguished Professor and chair of marketing at the Cox School of Business at Southern Methodist University. He received his Ph.D. from Kellogg School at Northwestern University. He is also the Executive Director of the Center for Marketing Management at SMU-Cox. Professor Sethuraman's research focuses on national brand-store brand competition, price-advertising strategies, and brand equity. He has published articles in leading journals and won many research awards, including the John Little award for the best paper in Marketing Science, the Jagdish Sheth award for the best paper in the Journal of the Academy of Marketing Science, the O'Dell award for the best paper in the Journal of Marketing Research (Runner-up), the William Davidson Award for the best paper in Journal of Retailing (2nd place), and the Paul Green award for the best paper in Journal of Marketing Research (Finalist). Dr. Sethuraman currently serves as co-editor of the Journal of Retailing and has served as an Area editor or as an editorial board member for other journals including Journal of Marketing Research, Marketing Science, Journal of Modeling in Management, and Review of Marketing Science. Dr. Sethuraman is active in consulting for commercial and nonprofit organizations.



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Keith Marion Smith is an Assistant Professor of Marketing at the D'Amore-McKim School of Business, Northeastern University. He conducts marketing research to understand the impact of digital products, social media, and online environments on key outcomes of importance to managers and marketers, including purchase, consumption, consumer helping, and product co-creation, among others. Keith leverages over ten years of industry experience in information technology and digital marketing to collect and analyze large-scale social media datasets that capture real customer behavior in online settings. Keith earned his PhD in Marketing from the University of Georgia, his MBA from Belmont University, and his MA in Psychology from Vanderbilt University, establishing a foundation of academic research experience that informs a social science theory driven approach to large-scale dataset research. His work has been published in leading journals including the Journal of Marketing Research, the Journal of the Academy of Marketing Science, and the Journal of Marketing Theory and Practice.



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Before joining VU in September 2015, Francesca was assistant professor at HEC Paris. She holds a doctoral degree in marketing (2010) from Rotterdam School of Management, Erasmus University. She was a visiting scholar of the marketing group at Tilburg University and has taught academic courses at the Executive, PhD, MBA, Master, and Bachelor level in France, Italy, and The Netherlands. Her work has been presented at numerous conferences and published in journals such as Journal of Marketing Research, Journal of Retailing, Journal of Product and Brand Management, International Review of Retail, Distribution & Consumer Research, Micro & Macro Marketing and Revue Française du Marketing. She is a member of the American Marketing Association and the European Marketing Academy. Francesca has supervised many business projects for companies such as Airbus, Carrefour, Danone, Franprix, HollandBike, L'Oreal, GlaxoSmithKline, P&G, Roland Berger, Unilever, and VivaSanté. She has organized events bringing together scholars and practitioners, as well as academic conferences in collaboration with INFORMS MSI, Journal of Retailing, Journal of the Academy of Marketing Science and ECODEC LabEx.



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Shuba Srinivasan is the Adele and Norman Barron Professor of Management and Professor of Marketing at Boston University's Questrom School of Business. Srinivasan's research focuses on strategic marketing problems, in particular linking marketing to financial performance, to which she applies her expertise in time-series analysis and econometrics. She was awarded the 2010 Broderick Prize for excellence in research scholarship at Boston University's Questrom School of Business. Her research has been published in the Journal of Marketing Research, Journal of Marketing, Marketing Science, Management Science, Journal of Academy of Marketing Science, Harvard Business Review, International Journal of Research in Marketing and Journal of Advertising Research, among others. Srinivasan serves on editorial boards for Marketing Science, Journal of Marketing Research, and International Journal of Research in Marketing. She has consulting experience with a wide-spectrum of companies.



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Lena Steinhoff is an assistant professor of marketing at the University of Paderborn in Germany and an affiliated faculty of the Center for Sales and Marketing Strategy at the University of Washington. Her research interest is relationship marketing, with a focus on managing customer relationships through loyalty programs, rewards, or engagement initiatives. Specifically, she explores the intended as well as the unintended effects these strategies might spur and looks at their impact on relationship performance. Current projects include examining expansion and retention reward strategies for contractual customers, investigating trade-offs in dynamically managing loyalty programs, and analyzing the specifics of online relationship marketing. Lena Steinhoff's work has appeared in *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Service Management*, and the Marketing Science Institute (MSI) Working Paper Series. She is the winner of the 2016 Robert D. Buzzell MSI Best Paper Award.



Andrew Stephen

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Professor Andrew Stephen is the Associate Dean of Research and L'Oréal Professor of Marketing at the Saïd Business School at the University of Oxford. Andrew is one of the world's leading academic marketing experts, with a particular emphasis on issues that lie at the intersection of marketing and technology, such as how, when, and why marketers should use new digital media channels. His research over the last decade has made significant contributions to our understandings of social media marketing and consumer behavior in digital markets. He was recently ranked as one of the top-25 marketing professors in the world by the American Marketing Association, and first in the UK. He was also named as one of the world's top 40 business school professors under 40 by Poets and Quants in 2015. At Oxford, in addition to overseeing the School's research activities as Associate Dean, he is the head of the marketing faculty, director of the Oxford Strategic Marketing Programme in the School's executive education portfolio, and the founding director of the Oxford Future of Marketing Initiative, which is a collaborative network of academic-industry partnerships aimed at shaping the future of the marketing discipline through rigorous research and practical thought leadership.



Olga Ungureanu

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Olga Ungureanu is a doctoral candidate in marketing at the BI Norwegian Business School in Oslo. Her broad research interests include customer lifetime valuation, choice modeling, and dynamic effects of marketing activities. One of her current projects aims to investigate the effect of firm crises and online communication surrounding firm crises on firm performance. As firm crises have been defined in different ways and studied in a variety of contexts, her aim is to improve understanding of their effects on firm performance by summarizing the extant literature and conducting new studies. Another project in collaboration with Wharton Customer Analytics Initiative proposes a model that jointly models consumer's usage of a product, add-on purchases, and product replacement purchases by using a mental accounting framework to determine whether add-on purchases cannibalize product replacement purchases or vice versa.



Rutger van Oest

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Rutger van Oest is Professor of Marketing at BI Norwegian Business School. Prior to joining BI, he obtained his PhD from the Erasmus University Rotterdam and was an assistant professor at Tilburg University. His research interests include customer base analysis, choice modeling, and development of methodology; substantive topics include complaint management and reference prices. His research has been published (or accepted for publication) in journals such as Marketing Science, Journal of Marketing, Psychological Methods, Journals of Econometrics, International Journal of Research in Marketing, Journal of Retailing, Journal of Service Research, and Quantitative Marketing and Economics. He currently serves on the Editorial Review Board of Journal of Business Research.

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Leslie Vincent is Lecturer of Marketing at the Gaston College of Business & Economics. Leslie received her PhD from Georgia Tech in Management in 2005 and has been on the faculty at both the University of Kentucky and Eastern Kentucky University. While at Eastern Kentucky University, she served as the MBA Director. Her research interests new product and service development, marketing strategy, and meta-analysis. Her research has been published in journals such as Management Science, Organizational Behavior and Human Decision Processes, and The Journal of Consumer Research.

**Kenneth Wathne**

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Kenneth H. Wathne earned his Ph.D. at the Copenhagen Business School. Prior to joining the faculty at University of Stavanger Business School, he worked as an Assistant Professor at University of Wisconsin-Madison and Professor at BI Norwegian Business School.

He has published several highly cited articles in the Journal of Marketing and the Journal of Marketing Research, contributed to book chapters on interorganizational relationships, and currently serves on the Editorial Review Board of the Journal of Marketing, Journal of Retailing, International Journal of Research in Marketing, Journal of Business-to-Business Marketing, Journal of Personal Selling & Sales Management, and AMS Review.

Wathne's teaching interests include marketing strategy, interorganizational relationships, marketing channels, business-to-business marketing, and marketing research. He is four-time recipient of the Mu Kappa Tau Marketing Professor of the Year award. Prior to entering academia, Wathne worked as a project consultant and project manager with the Norwegian Institute for Research in Marketing. Wathne earned his MS in marketing and strategy and a BS in marketing from BI Norwegian School of Management in Oslo, Norway.



Scott Weaven
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Scott K. Weaven is a Professor and Head of the Department of Marketing in the Griffith Business School, Griffith University and Deputy Director of the Asia-Pacific Centre for Franchising Excellence. His research centres on relationship marketing, and behavioural aspects of consumers and sellers in offline and online contexts and has appeared in such outlets as Journal of the Academy of Marketing Science, Journal of Retailing, Journal of International Marketing, European Journal of Marketing, Journal of Small Business Management and International Small Business Journal. Scott has had success in attracting more than \$2 million in external funding including three Australian Research Council grants (with a range of government partners including the Australian Competition and Consumer Commission, Department of Industry and Franchise Council of Australia), and consultancy projects investigating online education and due diligence, conflict and survival in small business (with Department of Industry, and CPA Australia). He has co-authored Franchising Australia national surveys from 2002-2017 (with the Commonwealth Bank and Austrade), and is regularly consulted by government on policy issues (e.g. Parliamentary Joint Committee on Corporations and Financial Services Inquiry into the Franchise Code of Conduct 2010). Scott serves on the editorial review board of JAMS and is an assessor for the Netherlands Organisation for Scientific Research (NOW) and the Australian Research Council.



Stefan Worm
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Stefan Worm is Associate Professor at the BI Marketing Department. He holds a doctoral degree in Marketing and a master's degree with majors in Business Administration and Mechanical Engineering from University of Kaiserslautern, Germany. Prior to joining BI, he was on the faculty of HEC Paris, France. Further, he teaches in the Executive MBA program at Hamburg School of Business Administration, Germany. He has previously been a visiting professor at Singapore Management University and Indian School of business, and a visiting scholar at Emory University, USA. Stefan's research interest centers on the impact of marketing strategies on firm value, with a focus on B2B markets. First, he looks into the performance outcomes of brand strategies in B2B markets. Second, Stefan investigates how traditional suppliers in B2B markets can profitably grow by becoming providers of services and customer solutions. Third, he examines the role of senior management teams' marketing mindset for firm performance. His research has been published in the International Journal of Research in Marketing, Journal of Retailing, and Journal of the Academy of Marketing Science. Stefan serves as a member of the editorial review board for the Journal of the Academy of Marketing Science. He is further an ad-hoc reviewer for International Journal of Research in Marketing, Journal of Marketing Research, and Journal of Marketing.



Tuba Yilmaz

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Tuba Yilmaz is an Assistant Professor at the Department of Marketing, BI Norwegian Business School. She received her Ph.D. in 2017 from Koc University in Turkey. Her research interests are interorganizational relationships and business-to-business marketing. First, she is interested in complex interorganizational relationships, with a focus on the risk element that is inherent in these partnerships. Second, she explores how business cycles affect firms' collaboration behavior. Third, she investigates the effectiveness of branding strategies in business-to-business markets.



TRAVEL INFORMATION

How to reach us from Oslo airport (Gardermoen)

By train

Our recommendation is to take the Airport Express Train to Oslo S (Oslo Central Station) and from there take the metro (T-bane) number 4 (direction Vestli) or number 5 (direction Ringen) to Nydalen (T-bane station). The conference hotel as well as the university building are in the close vicinity to this stop. The Flytoget Airport Express Train connects the airport with the city center every 10 minutes. The ride to the central station takes about 20 minutes.

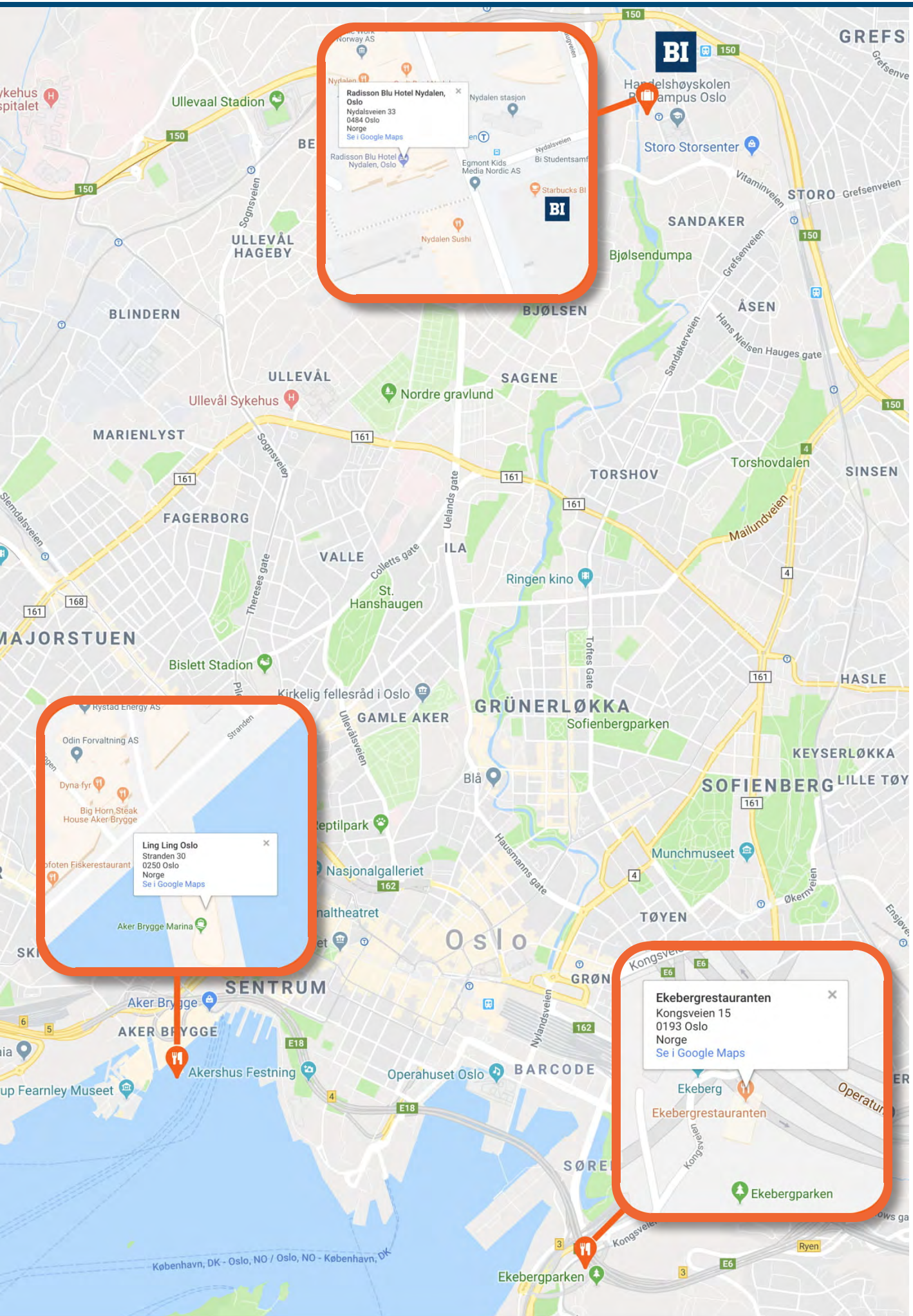
Get off the Airport express train at the 2nd stop, Central Station ("Oslo Sentralstasjon", "Oslo S")
In the main station, follow the signs to the Metro ("T-Bane"). The main metro station is called "Jernbanetorget" station. You will need to buy a ticket for the metro from the ticket machines (Zone 1, price for a single ticket is 35 NOK).

Note: It is not possible to buy tickets on trams and metro carriages and it is not possible to activate the ticket on board the metro. This must be done at the station. You can use the same tickets on all public transport in Oslo: bus, tram, metro, train and ferry (not the Bygdøy ferry). We recommend buying a pay-as-you-go travel card at kiosks (Narvesen, 7-Eleven, Deli De Luca) or at Ruter's customer service centres. If you plan to go sightseeing, having the travel card may come handy, since not all bus or metro stops have a ticket vending machine.

Alternatively, if you have a credit card from an EU country, you can also use the Ruter Ticket app to buy tickets (<https://ruter.no/en/buying-tickets/mobile-ticket-app>). If you want to try this convenient option, we recommend to install this app and validate your credit card before you travel to Oslo.

By bus

At Store Ringvei (ring 3) there is a bus stop for the airport shuttle called Flybussen. It takes approximately 40 minutes from the airport to the bus stop called Nydalen stasjon (line FB3). It takes about 5 minutes to walk from the bus stop to BI and the conference hotel.



ABOUT THE HOST



BI Norwegian Business School is one of Europe's largest and leading business schools with around 20,000 students every academic year, 340 permanent faculty members, and with more than 200,000 graduates since the past 30 years. Since its foundation in 1943, BI has focused on bridging between the academic rigor and applied relevance, a combination that has positioned BI among the top business schools in Europe. BI Norwegian Business School is the only business school in Norway that has received the Triple Crown, the three most prestigious international accreditations (AACSB, AMBA, & EQUIS), placing BI among the 1% very exclusive league of business schools worldwide which have achieved these accreditations. BI's continuous improvements in international higher education rankings affirms its determination to fulfill its vision to become one of Europe's leading business schools through academic leverage and relevance. In 2017, BI was ranked as #33 in the Financial Times ranking of the best European business schools.

THE DEPARTMENT OF MARKETING

The Department of Marketing is one of the largest academic communities within the field of Marketing in Europe. The department recruits internationally in order to ensure high quality research of relevance to the international research community. In doing so, we make efforts to be an attractive adviser and partner for Norwegian and international businesses.

The research and education covers a wide variety of challenges managers meet in the modern market, and the department's researchers publish in high-ranking scientific journals of marketing.

Several of the articles are published in journals that are part of the influential rankings of Financial Times and ABS (Chartered Association of Business Schools). The department's research has made significant impact within the discipline of marketing, and through the years, several of the published research articles have become classics within the field. In addition, our faculty publishes new and relevant research at a high rate.



THE DEPARTMENT'S VISION is to educate market-oriented leaders for the modern economy. Focusing quality, relevance and research driven teaching in all our programs our students will work for the best companies.

EDUCATION

We offer eminent education in marketing at all levels:

- Bachelor (Marketing management, International Marketing)
- Master (Master of Science in strategic marketing management)
- Executive (Marketing management)
- PhD with a specialization in Marketing

Students are encouraged to spend time abroad at one of our 50 excellent partner universities. We foresee that our students start their career in the Department of Marketing and later progress toward general management positions. This requires an in depth knowledge in marketing, an understanding of leadership and finance in order to deliver theory and data driven decisions.

RESEARCH

The research at the Department of Marketing focuses on relevance, theory development, and creating solutions for companies. This is done through cooperating closely with several leading Norwegian and international companies, as well as with a large international network of researchers.

Marketing Strategy – focus on marked oriented leadership, CRM, customer relations, sales, profitability, marketing channels, innovation and entrepreneurship, as well as international marketing.

Consumer Behavior – focus on purchasing behavior, psychology, and buyer motivation, as well as rational and irrational behavior concerning these actions.

Marketing Modeling – focus on empirical analyses, modelling, and econometric analyses of buying behavior and company profitability. Researchers in this field are experts in applying and systematizing existing company data and marked data into decision models.



Journal of the Academy of Marketing Science

FACT SHEET

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Aim and Scope

JAMS is a top publication for scholars seeking to publish their high quality, theoretically sound, and managerially relevant research in marketing. JAMS welcomes submissions in any marketing domain and using any method; articles must have some implications for managers.

JAMS by the Numbers¹

5.888

Impact
Factor

315,956

Yearly article
downloads

8+

Percent acceptance
rate (2010-2015)

Rankings

- Highest impact factor among marketing journals for 2016
- Less than 10% self-citation rate
- Included in Financial Times top 50 journals list
- Highest possible distinction in ABS Academic Journal Guide 2018, with a 4* ranking

Metrics

- 500+ submissions per year
- 175 editorial review board members
- 40% non-US authors
- 40 days or less turnaround for first-round reviews
- 6 issues per volume, 60 articles per year

¹For more information, please see our full benchmark report at www.springer.com/jams.

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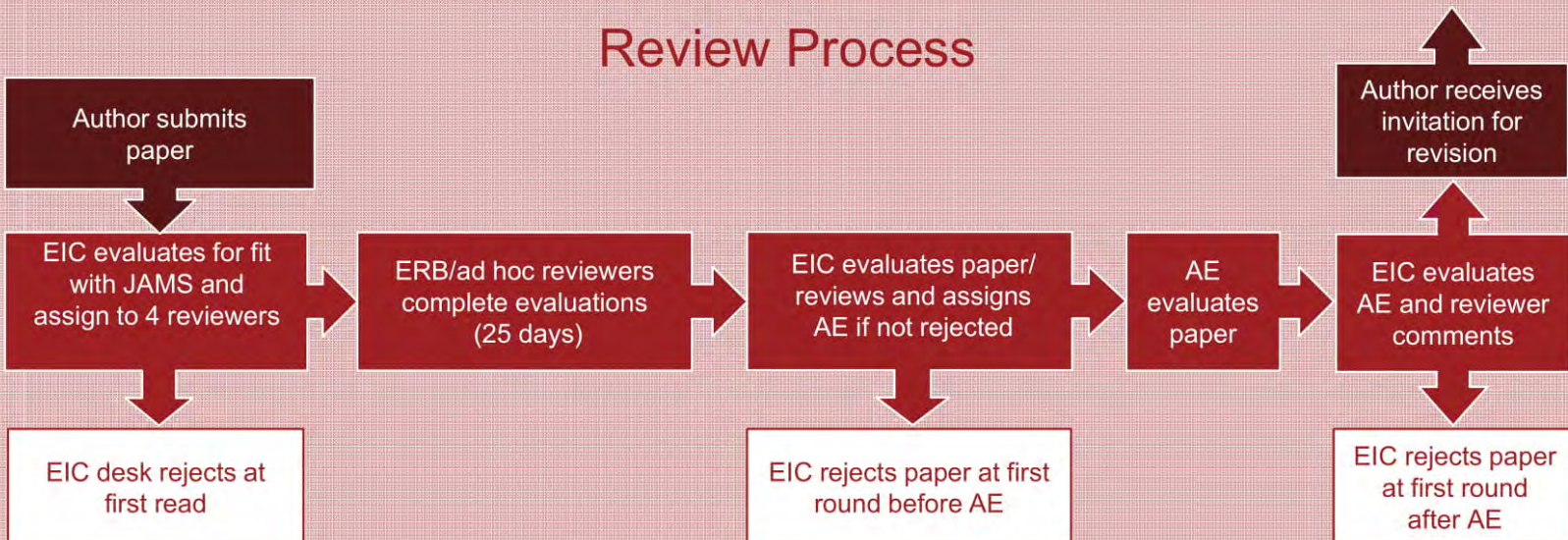
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Research Priorities

- Meta-analyses on managerial constructs and research domains
- Editorials on current topics relevant to managerial research in marketing
- Research in service marketing, sales management, B2B, and retail domains
- Consumer-based strategy research including field experiments, managerially-controllable moderators, and objective outcomes
- Managerial research investigating dynamic effects using longitudinal and/or secondary data
- Review papers on managerially relevant topics

Review Process



Common Reasons for Rejection

- Single survey with all main effects hypotheses
- Behavioral research with little link to managerial research and few moderators that are managerially relevant
- Not positioned well for JAMS
- Lack of linkage to extant managerial research in marketing (e.g., JM, JAMS)
- Low managerial impact or contribution
- Narrow methods paper or scale development papers

COLOFON

A conference by the **Journal of the Academy of Marketing Science**

Organized and hosted by **BI Norwegian Business School**

Co-funded by **BI Norwegian Business School** and **Research Council Norway**

Booklet design by **Anniek Eigenraam**



NORWEGIAN
BUSINESS SCHOOL



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ISBN 978-82-8247-286-9