

Ideas that Matter: A Dialog on Enhancing Theory Development in Marketing

American Marketing Association Marketing Educators' 2010 Summer Conference

Pre-Conference Program

Pre-Conference Program Co-Chairs

Manjit S. Yadav, Texas A&M University

Deborah MacInnis, University of Southern California

Boston, MA

Friday, August 13, 2010

Motivation and Conference Objectives

As the marketing discipline matures, scholars have periodically examined the field's progress in substantive, conceptual, and methodological domains. One of the most comprehensive assessments on the state of the field was conducted about twenty years ago by the AMA Task Force on Knowledge Development. The eleven-member task force published a series of updates of its deliberations, culminating in a final report published in 1988 (Monroe et al. 1988). Although the task force examined a broad range of issues, the discipline's progress in theory development emerged as an important consideration—and a cause for concern. To address this and related issues pertaining to scholarship in the discipline, the task force proposed several recommendations touching on many individual, group, and institutional factors (e.g., doctoral programs, career development, journal positioning, etc.) that impact theory development in the field.

How has theory development in marketing fared in the twenty years since the 1984-1988 AMA Task Force published its recommendations? Although the discipline remains vibrant and progress continues to be made on multiple fronts, recent writings (see, e.g., MacInnis 2004; Reibstein, Day, and Wind 2009; Yadav 2010) present a troubling picture—especially with respect to the task force's key theory-related observations about the "importance of conceptual and review articles in knowledge development" (Monroe et al. 1988, p. 19). With these recent commentaries as a backdrop, the pre-conference program has the following objectives:

- Facilitate a retrospective and prospective discussion of the 1984-1988 AMA Task Force Report's recommendations to spur theory development
- Understand the impact of conceptual, theory-building articles in knowledge development and delineate effective strategies for crafting such contributions
- Critically examine institutional factors (e.g., journals, doctoral programs, incentive systems) that influence theory development efforts
- Develop an agenda for enhancing theory and strengthening knowledge development in the marketing discipline in the future

Date and Location

Friday, August 13, 2010 (1:00 p.m. to 5:15 p.m.)

Boston Marriott Copley Place, Boston, MA (hotel for the 2010 AMA Summer Educator's Conference)

Registration

Please visit AMA's Summer Educator's Conference website (link for pre-conference registration will be available by April 15):

www.marketingpower.com/summerEd

Registration fee: \$30 for faculty members; \$20 for doctoral students

Contact Information

For additional information, please contact the pre-conference co-chairs (Manjit Yadav (myadav@mays.tamu.edu) or 979-845-5884) and Debbie MacInnis (macinnis@marshall.usc.edu or 213-740-6465)

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Friday, August 13, 2010

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- 1:00 p.m. Welcome
- Kathleen Seiders, AMA Academic Council
- Conference Overview & Introductions
- Manjit Yadav & Deborah MacInnis, Pre-Conference Program Co-Chairs
- 1:15-1:45 p.m. Keynote Presentation: Lessons Learned from AMA Task Force on Knowledge Development in Marketing
- Kent Monroe, Chair of 1984-1988 AMA Task Force on Knowledge Development in Marketing
- 1:45-2:45 p.m. Panel Session 1: Working with Ideas: Understanding the Role, Impact, and Craft of Theory Development
- Gerald Zaltman, Harvard University
Shelby Hunt, Texas Tech University
Ajay Kohli, Georgia Tech
William Wilkie, University of Notre Dame
- 2:45-3:15 p.m. COFFEE BREAK
- 3:15-4:15 p.m. Panel Session 2: Institutional Factors and Theory Development: Journals, Doctoral Programs and Incentive Systems
- Leigh McAlister, University of Texas at Austin
Peter Dickson, Florida International University
Richard Lutz, University of Florida
John Lynch, University of Colorado at Boulder
- 4:15-5:15 p.m. Panel Session 3: Enhancing Theory and Strengthening Knowledge Development in the Marketing Discipline
- Rajan Varadarajan, Texas A&M University
Ravi Achrol, George Washington University
Ruth Bolton, Marketing Science Institute
David Stewart, University of California, Riverside
- 5:15 p.m. Conference Adjourns

References

- MacInnis, Deborah (2004), "Where Have All the Papers Gone? Reflections on the Decline of Conceptual Articles," Presidential Column: Association for Consumer Research Newsletter, Spring 2004, 1-3.
- Monroe, Kent B. et al. (1988), "Developing, Disseminating, and Utilizing Marketing Knowledge," *Journal of Marketing*, 52 (4), 1-25.
- Reibstein, David J., George Day, and Jerry Wind (2009), "Is Marketing Academia Losing Its Way?" *Journal of Marketing*, 73 (4), 1-3.
- Yadav, Manjit S. (2010), "The Decline of Conceptual Articles and Implications for Knowledge Development," *Journal of Marketing*, 74 (1), 1-19.