



Photograph Credit: © 1996 Gary D. Avey

Join us
at our
first
CBSIG
event of
the year
at Winter
AMA in
San
Diego!

Upcoming CBSIG Events

- Winter AMA San Diego:
Saturday, Feb 17th,
5:00 p.m. – 7:00 p.m.
CBSIG Reception
- Sunday, February 18th,
7:30 a.m. – 8:30 a.m.
CBSIG Breakfast
- Sponsoring reception at SCP,
Las Vegas
- Sponsoring coffee break at
EACR, Milan

All academics and
doctoral students welcome!

Goals for 2007 from the CBSIG President

A warm welcome to consumer behavior colleagues and friends! As new years bring new traditions, this is the first CBSIG e-newsletter—just one example of a new CBSIG tradition. I would like to introduce other exciting changes, as well as the team that is committed to make CBSIG an active SIG that you can benefit from (and enjoy!). My name is Angeline Close, and I am looking forward to serving you as the president of CBSIG. I have served as an officer for DocSIG, where I gained SIG leadership experience and had a chance to help introduce some creative programs (I have also crashed many other SIG receptions, thus ensuring the upcoming CBSIG reception will be fabulous.). Thank you for your trust, as I will work with the other officers (Linda Tuncay, Mirella Kleijnen, Colleen Bee, and George Zinkhan) to make your SIG a great one.

Because consumer behavior is such a large part of our field, it should be no surprise that CBSIG is the largest of the content-oriented SIGS. As of now, we are 309 members strong (only DocSIG—the default SIG for doctoral students in all areas of marketing has a larger membership). With such a large SIG comes a potential to offer programs and events that benefit you personally and professionally.

Specifically, here is an overview of our goals for the upcoming years: (1) Develop

the existing network, resources, and community for consumer behavior scholarship; (2) Encourage networks with practitioners and related organizations devoted to consumer research (e.g., Other SIGS, Association for Consumer Research; Society for Consumer Psychology, American Academy of Advertising; Academy of Marketing Science); (3) Spark interest from doctoral students and DocSIG graduates that are in search of joining their first content-related SIG; (4) Have an online presence and online community to supplement the relationships developed at the educators' conferences; (5) Establish sustained leadership for CBSIG.

With these goals in mind, what is CBSIG going to deliver you in the upcoming months? We will provide value to you in 3 areas:

1. Meet and Mingle: Conference Community

We are hosting several events for members and prospective members. Meet some new faces and mingle with friends.

2. Get to Know Us: CBSIG Quarterly and CBSIG Website

We are providing ways for you to get to know CBSIG and your fellow members through the *CBSIG Quarterly*. We are also developing a CBSIG website.

3. Collaboration with SCP and EACR

Many of you are members of other consumer behavior academic



organizations such as SCP and ACR, so we are sponsoring receptions at SCP in Las Vegas and at EACR in Milan.

Ideas for the upcoming years include joint research sessions with other SIGS and a consumer behavior dissertation proposal award. Please don't hesitate to let me, or any of your other officers know of anything you would like to see CBSIG do for you. Here is to a great new turn for CBSIG! See you in San Diego...

Angeline

Angeline Close, Ph.D.

<http://faculty.unlv.edu/angeline>



*Please send your suggestions
and CB news to:*

Linda Tuncay, Ph.D.

Loyola University Chicago

*School of Business
Administration*

1 East Pearson #442

Chicago, IL 60611

Phone:

(312) 915-6134

Fax:

(312) 915-6988

E-Mail:

Ltuncay@luc.edu

Web Site:

[Stay tuned for new CBSIG
website](#)

*What would you like to
see in future CBSIG
newsletters?*

*Please give us your
feedback by
contacting us at the
information provided
above.*

A special message...

We welcome news from our CBSIG members regarding publications, books, awards and honors, teaching tips and materials, call for papers, or other general topics of interest to consumer behavior scholars.

The faces behind the CBSIG

The CB SIG has five executive members who are all excited to make the organization one the premier SIGs in the AMA.

Angeline Close serves as the President of the CBSIG. She embraces consumer research in the areas of the Internet and event marketing. Specifically, she studies how Internet and event-based communication/promotion impact affect and behavior. This research encompasses contexts including e-services, e-tail, health care, and holiday/leisure sectors. Prior to joining faculty of UNLV, she studied advertising and marketing at the University of Georgia's Grady College of Journalism & Mass Communication (ABJ 1997; MMC 2000), and the Terry College of Business (Ph.D. 2006). Angeline served as VP of Research for DocSIG (04-06). Currently, she serves on the Board of Directors to current doctoral students in DocSIG.

Linda Tuncay is the Vice President of Communications. She is an Assistant Professor of Marketing at Loyola University Chicago. Her research interests in the area of consumer behavior include gender issues as it relates to persuasion, shopping behavior, and identity construction. Her dissertation was on how male consumers construct and negotiate their identities in the marketplace. She teaches Consumer Behavior to both undergraduate and graduate students as well as Customer Relationship Management in the graduate program. Prior to joining LUC, Linda got her Ph.D. from the University of Illinois at Urbana-Champaign in 2005, her M.B.A. from the University of Notre Dame in 1999 and her undergraduate degree from Indiana University in 1997.

Colleen Bee serves as the Vice President of Finance. Colleen is an Assistant Professor of Marketing at the University of San Diego. She joined the faculty at USD in 2005 after completing her Ph.D. in Marketing at the University of Oregon. She also earned an M.A. and an Honors B.A. from the University of Waterloo (Waterloo, Canada). Colleen's research focuses on consumer emotional responses and decision making in a variety of contexts, including experiential consumption, corporate social responsibility, and advertising. Additional research projects include relationship marketing and loyalty in sports fans. Colleen has taught fundamentals of marketing, consumer behavior, and sports marketing at USD and is involved in the teaching abroad program.

Mirella Kleijnen is Vice President of Internet Operations. She obtained her Masters Degree in Economics at the Faculty of Economics and Business Administration of Maastricht University in the Netherlands in 1998. In 2000 she started as a Ph. D. candidate and since August 2004 she has been working as an Assistant Professor at the marketing department of the faculty of economics and business administration, Vrije Universiteit Amsterdam in the Netherlands. Her main research areas are innovation and adoption, and interactive media with a special interest in consumer behavior, services marketing and relationship marketing. These research areas are also present in her teaching program, where she is responsible for teaching master students in the area of consumer innovation and adoption. Additionally, she teaches marketing courses in both the business administration and international business bachelor program.

The CBSIG is led by **George Zinkhan** who is the Vice President for Awards. He is the Coca-Cola Company Chair of Marketing at the University of Georgia, Terry College of Business. He received his Ph.D. in marketing from the University of Michigan. His research interests include consumer behavior, communication, e-commerce and knowledge development. He has published over 100 research papers in various marketing and advertising journals and has co-authored a Consumer Behavior textbook.