



June 2007
Edition

www.massig.org

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imartin@csulb.edu

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Message from MAS SIG Chairman...

Ingrid Martin



More than ever, this year has brought many exciting changes to our organization as we continue to grow in accomplishments and ideas. The biggest change has been the re-structuring of the Marketing & Society SIG Board from a structure based primarily on substantive areas that underlie topics in marketing and society to more functional positions. This re-organization has allowed more directors to be involved in leadership and strategic planning while also focusing on specific tasks important to the functioning of the SIG. (You can find out details about the newly structured Board at www.massig.org.) As part of the new activities of the Board, Judith Folse has designed and is editing what you are currently reading -- our bi-yearly newsletter -- to keep all of our members involved and updated on all the exciting things happening with our SIG.

Another important initiative that is underway is to build up our membership. The Marketing & Society SIG is funded through your AMA registration and selection of MAS as your SIG of choice. What we have discovered is that we have more colleagues signed up at our website and receiving our news, coming to MPPC, and our workshops than are registered members of our SIG. As we continue to grow, our funds have become stretched making us unable to cover our many activities such as the Dissertation Award, the Best Student Paper Award, the Risk Workshop, and other SIG activities.

We hope to encourage interested colleagues who are active in our SIG to also make us their "SIG of choice" through their annual registration with AMA.

The other important initiative is the Risk Workshop, started three years ago at the University of Utah by Debbie Scammon and Josh Wiener. We are developing a plan to make the Workshop a regular part of the SIG's sponsored activities through raising awareness and funds to support it. This Workshop is targeted towards doctoral students and faculty who are interested in pursuing public policy topics in the field of Marketing. You can find more information about the past Workshops at www.massig.org. Next year, Villanova will be hosting the third Workshop; so stay tuned for all the exciting opportunities from Ron Hill and John Kozup.

Finally, I would like to thank everyone that has helped make us a stronger and more vital organization. There are so many colleagues who have contributed including Pam Ellen with her tireless spirit and institutional memory, Paula Bone for taking the lead in helping us get our new Board elected, Bill Diamond for wading through all the confusion to great ideas, move our conference programming tasks into the forefront, Judith Folse for her wonderful enthusiasm and Dave Sprott for working so closely with all of us to take this organization to the next level of excitement! There are so many more people who have been so helpful and encouraging in this new phase and I wish to thank you all. Don't forget to come to our Board meeting and reception at the Summer AMA in Washington, DC to meet your new Board. See you there!

2007 Marketing and Public Policy Conference...

"Meeting Social, Ethical and Regulatory Challenges in the 21st Century" – June 1-3, 2007



"Manoj Hastak, Sonya A. Grier,
William Novelli, and John L. Swasy"

The 2007 Marketing and Public Policy Conference was held in Washington, DC at the Hilton. The conference co-chairs were Manoj Hastak, John L. Swasy and Sonya A. Grier. The conference was attended by about 200 researchers from academia, federal agencies such as the FTC and the FDA, and industry. William Novelli (CEO of AARP) gave the keynote address. Sessions dealt with issues of continuing and current concern in the area of public policy and marketing, and contained a diversity of theoretical perspectives and methodological approaches.

Conference Award Winners...

Joint Winners: Best Paper Award

"Private Profits and Public Health: Does Advertising of Smoking Cessation Products Encourage Smokers to Quit?"

Alan Mathios, Cornell University
Rosemary Avery, Cornell University
Donald Kenkel, Cornell University
Dean Lillard, Cornell University

"Conflicts-of-Interest in Marketing Research: Research Journals' Disclosure Requirements"

Lawrence Soley, Marquette University
Aaron Lee Smith, Marquette University

Winner: Best Student Paper Award

"The Moderating Influence of Consumers' Temporal Orientation on the Framing of Societal Threats and Corporate Responses in Cause-Related Marketing Campaigns"

Andrea H. Tangari, University of Arkansas,
Fayetteville
Scot Burton, University of Arkansas,
Fayetteville
Judith Anne Garretson Folse, Louisiana State
University

Winner -- MASSIG Doctoral Dissertation Proposal Competition

"Underlying Contextual Effects Leading to Increased Consumption:

Extremeness Aversion and Bundling."
Kathryn Sharpe, Duke University

Thomas C. Kinnear/Journal of Public Policy & Marketing Award

"The Impact of the *Daubert* Decision on Survey Research Used in Litigation"

Gary T. Ford
Journal of Public Policy & Marketing,
Fall 2005 (Vol. 24, No. 2)

JPP&M Best Reviewer Award

Elizabeth S. Moore

Conference Chair Plaques

William Novelli, CEO, AARP
Keynote Speaker

Opening Reception



...Marketing & Public Policy Conference

Pre Conference Workshop...

The Marketing and Public Policy Conference was preceded by a very successful one-and-a-half day workshop on research in social marketing with over 40 attendees. It was sponsored by the Kogod School of Business at American University, the American Marketing Association, the Marketing and Society Special Interest Group (MASSIG), Marketing Communications Special Interest Group (MCSIG), and the Consumer Behavior Special Interest Group (CBSIG). Distinguished presenters and academics presented papers and discussed strategies for the use of scholarly research in marketing to promote socially beneficial behavior change.





Pre-Conference Presenters

Alan Andreasen, Professor

McDonough School of Business, Georgetown University

Janet Hoek, Professor of Marketing, Massey University

John Thøgersen, Professor of Economic Psychology,
Aarhus School of Business, University of Aarhus

Michael Rothschild, Emeritus Professor,
School of Business, University of Wisconsin

Marvin Goldberg, Irving & Irene Bard Professor of Marketing,
Penn State University

Natalie Adkins, Assistant Professor of Marketing,
Creighton University

Barbara Khan, Dorothy Silberberg Professor of Marketing,
University of Pennsylvania

Lauren Block, Professor of Marketing,
Zicklin School of Business, Baruch College

Laura Perachio, Professor of Marketing,
University of Wisconsin, Milwaukee

Brian Wansink, John S. Dyson Chair of Marketing
and Nutritional Science, Cornell University

Bill Smith, Academy for Educational Development (AED)

David Morse, Vice President for Communications, the Robert
Wood Johnson Foundation

Bob O'Connor, Program Director, National Science Foundation

Brad Wible, Fellow, Office of Behavioral and Social Sciences
Research, National Institute of Health

Sonya Grier, American University



Members...In the News



“Dr. Alan R. Andreasen is the 2007 winner of the **Richard W. Pollay Prize**, honoring Intellectual Excellence in Research on *Marketing in the Public.*”

Dr. Andreasen, Professor of Marketing at McDonough School of Business (Georgetown University), is a specialist in consumer behavior and a world leader in the application of marketing to nonprofit organizations, social marketing, and the market problems of disadvantaged consumers. He has published 17 books and over 120 articles and papers on a wide variety of marketing topics.

Additionally, he is Past President of the Association for Consumer Research, Honorary Editor of the *International Journal of Non Profit Marketing*, and a board member of Gifts in Kind International. Among the nonprofit organizations with whom he has worked are: American Red Cross, United Way of America, Boys and Girls Clubs of America, the AARP, the Academy for Educational Development, National Endowment for the Arts, Habitat for Humanity International, and the Public Broadcasting Service (PBS).

On April 13, 2007, the American Academy of Advertising honored UBC Sauder School of Business Professor **Rick Pollay** for his lifetime commitment and accomplishments advancing advertising

ethics and social responsibility. He was given their Kim Rotzoll Award which recognizes outstanding contributions to furthering the study and practice of ethical and socially responsible advertising. Open to both academics and practitioners, the Rotzoll Award is not given annually, but only when deserved by a demonstrated lifetime achievement.

Stan Madden was recently named the first Director of the Baylor University Center for Nonprofit Studies. The Center will be responsible for a Minor in Nonprofit Management, as well as a Concentration in the Baylor Marketing Major in Development and Nonprofit Organizational Leadership. The Center will also encourage a faculty research agenda, in addition to providing various services to the nonprofit community.

Barbara Stern received a Rutgers Diversity Grant to develop and teach a course on “Diverse Consumers: Ethnicity, Religion, Social Class, and Gender,” which was co-sponsored by the Honors College in the College of Arts and Sciences and the Rutgers Business School. The course was the first of its kind at

Rutgers as well as one of the only such courses in the U.S. One high spot was a series of assignments called “Diversity Walks,” in which the students used observational methodology to experience diversity directly by walking through neighborhoods in New York City and New Jersey that were predominately Hispanic, African-American, Asian-American, Muslim, and so forth. Another was the use of guest speakers such as the president of the Rutgers Muslim Student Association; the producer and director of “Home,” a film about poverty in Newark; and the president of Diversity, Inc.

The Marketing Department at California State University at Long Beach

is excited about the new faculty that will be joining them in Fall 2007. They include:

Sayantani Mukherjee
University of California, Irvine

Tianjiao Qiu
University of Illinois at Urbana-Champaign

Tao (Alex) Wu
University of Utah (currently on the faculty at the University of Northern Iowa)

Risto Moisis
University of Nebraska

Hieu Nguyen
University of Texas at Arlington

Teaching Resources...

Fair Fight in the Marketplace: Antitrust film and educational materials are now available. Visit <http://www.fairfightfilm.org/index.html> for more information.

Explorations of Marketing in Society: a new book on marketing and society. Visit <http://www.massig.org/Book.htm> for more information.

... Upcoming Programs & Events

Position Openings...

The Department of Marketing at California State University, Long Beach (CSULB)

anticipates tenure-track position at the Assistant or Associate level, to start Fall 2008.

Candidates should have a Ph.D. in Marketing or a related field, or expect to complete the degree by August 2008. The candidate for this position should have a strong interest and potentially strong

research record in international marketing, international business, and related areas such as cross-cultural consumer research and international logistics. Contact: Richard Celsi, Chair, Department of Marketing, College of Business Administration, California State University, Long Beach, 1250 Bellflower Blvd., Long Beach, CA 90840-8503.

2007 ACR North

American Conference:

October 25-28, 2007 in Memphis, TN. For more information, please visit:

<http://www.acrweb.org/acr/public/index.aspx>

Resources & News For Doctoral Students...

The winner of the 2006 Marketing & Society Dissertation Proposal Award Competition was **Kathryn Sharpe**, Duke University (Advisor: Richard Staelin). Title: "[Understanding Contextual Effects Leading to Over Consumption](#)". Ms. Sharpe received a grant of

\$2,000. She was recognized and given the opportunity to present her work at the Spring 2007 Marketing and Public Policy Conference in Washington D.C.

Scholarship... Calls For Papers

Special Issue of *Journal of Business Ethics* on Business Confucian/Chopstick Marketing

The goal of this special issue is to explore the potential and current use of Confucian values in marketing. Although submitted manuscripts may focus on theory development, empirical testing, or case analysis, they should further understanding of why and how Confucian values could and do influence marketing theory and practice. Please refer to massig.org for more topics of interest.

No later than **January 31, 2008**, should manuscripts be submitted as an e-mail attachment to one of the three editors listed below. The reviewing process will be similar to that used for previous special issues, including the use of guest editors and a specialist review panel.

Guest Editors:

Kim-shyan Fam
University of Otago
kimfam@business.otago.ac.nz

Zhilin Yang
City University of Hong Kong
mkzyang@cityu.edu.hk

Michael R. Hyman
New Mexico State University
mhyman@nmsu.edu

Marketing Theory: Special Issue on Political Marketing

Political marketing has established itself in recent years as a distinctive field of marketing activity, with dedicated texts and journals, professional practitioners, courses and a committed research community. While its paradigm and agreed focus of study continue to develop,

it involves the application of marketing principles and procedures in political campaigns and political life by individuals and organizations. Political marketing is increasingly recognized as an important emerging field, with close links to business strategy, public administration, mass communication, journalism, political science and sociology.

There can be few issues of greater import than the way in which citizens govern themselves, and so understanding and developments in this field have important welfare effects. Thus, political marketing may be regarded as having a particularly broad range of stakeholders. The diversity of political cultures, systems and practices presents us with profound challenges in the search for models robust enough to address global phenomena.

For this Special Issue of *Marketing Theory*, the editors invite conceptual and empirical papers that contribute to the establishment and development of political marketing theory. While they would not wish to restrict the range of topics, among the issues that are relevant are history and evolution of political marketing; campaigns and campaigning; political lobbying; political strategy; political parties; media and communications.

Papers will be subjected to a blind, peer reviewing process following customary practice in *Marketing Theory*. Papers should be sent electronically to Phil Harris
pharris@business.otago.ac.nz
by **30th November 2007**.

American Academy of Advertising: First Call for Conference Papers and Proposals for Special Topics Sessions (2008 Conference, March 27-30, 2008 in San Mateo, California)

Competitive Papers

You are invited to submit competitive papers relevant to any aspect of advertising in consideration for presentation at the 2008 American Academy of Advertising (AAA) Conference and for publication in the AAA Conference Proceedings. Only completed papers (no proposals) may be submitted. Papers must conform to the style and guidelines of the *Journal of Advertising*. Authors of accepted papers must publish either the entire paper or an abstract of the paper in the Proceedings. The Proceedings are copyrighted, and submissions may not be under consideration at other journals or conferences.

Special Topics Sessions

You are invited to submit proposals for special topics sessions that cover an entire meeting period (usually 90 minutes among sections and participants). These sessions are designed to offer information and dialogue on topics of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) that would not fit comfortably into the competitive paper format.

A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to the conference attendees (including why such a contribution is not likely to be available elsewhere), (3) names and specific roles of all participants (please note that blind review is not possible with these proposals because the value depends in part on the selection of appropriate participants), and (4) details of how the session will be conducted under a unifying theme, including progression among sections and participants. Preference will be given to proposals providing the requested information in the greatest detail. Special topics chairs are responsible for writing a descriptive summary (after the session) for inclusion in the Proceedings as a non-refereed publication.

For questions and more detailed information, Contact:

Competitive Papers-
Professor Shelly Rodgers
rogerss@missouri.edu
Special Topics Sessions-
Professor Dean Krugman
dkrugman@uga.edu

PLEASE NOTE THAT ALL SUBMISSIONS ARE TO BE SUBMITTED VIA THE AAA WEBSITE (www.americanacademyofadvertising.org)
Electronic submissions will be accepted beginning September 1, 2007 and must be received no later than **Friday, October 5, 2007**.

Continued on pages 10 & 12

Resources

Special Announcement

After 4 decades of being semi-annual, the *Journal of Consumer Affairs* will be going tri-annual in 2008 with issues in Spring, Summer and Fall, with no increase in price for members of ACCI. Also in 2008, there will be a special issue on Financial Literacy for the Summer issue, edited by John Kozup and Jeanne Hogarth.

Doctoral Grants and Awards...

John A. Howard/AMA Doctoral Dissertation Award

Based on the contribution quality. Please visit: http://www.marketingpower.com/content-foundation.php?Item_ID=5081 for details.

AMA Foundation Valuing Diversity Award

Resources for underrepresented groups. Please visit: http://www.marketingpower.com/content-foundation.php?Item_ID=17585 for details.

AMA Foundation Nonprofit Travel Grants

To attend the AMA Nonprofit Marketing Conference. Please visit: http://www.marketingpower.com/content-foundation.php?Item_ID=5087 for details.

MASSIG

Dissertation proposal award and best paper M&PP Conference. Please visit: <http://www.massig.org/education.htm> for details.

Academy of Marketing Science

AMS has several paper dissertation awards. **Best Student Paper** and **Mary Kay Cosmetics Doctoral Dissertation Competition**. Please visit: <http://www.ams-web.org/displaycommon.cfm?an=1&subarticlenbr=21> for details.

Association for Consumer Research/Sheth Foundation Dissertation Grant

One is for public-purpose research. Please visit: <http://www.acrwebsite.org/topic.asp?artid=220> for details.

Institute for Ethical Business Worldwide

Dissertations focused on ethical issues. Please visit: <http://www.ethicalbusiness.nd.edu> for details.

Social Issues in Management

Award from the division of the Academy of Management. Please visit: <http://sim.aomonline.org/dccoonpage.htm> for details.

Society for Consumer Psychology

ELMAR announcement Please visit: <http://elmar.communityzer.com/elmar?go=1254407> for details.

Society for Marketing Advancement

ELMAR announcement Please visit: <http://elmar.communityzer.com/elmar?go=1119800> for details.

Take Charge America Institute

Consumer Finance Dissertation Proposal Competition. Please visit: <http://cals.arizona.edu/fcs/tcai/research/proposalcompetition.html> for details.

...Calls For Papers Continued

Journal of Macromarketing, Fall 2008: Marketing and Information Technology Special Issue

The past twenty years have seen dramatic changes in the nature, availability, and use of information and communication technologies (ICTs), spawning some vigorous research in marketing. Most articles examine the impact of new ICTs, such as customer databases, information systems, and the Internet, on either the ability of companies to improve production, marketing, and distribution or the capacity of consumers to process information and to make decisions.

Comparatively little research has addressed macromarketing issues, i.e., the interplay of marketing, culture, and politics, and dynamic systems brought about by new information technologies and the ideological work they "do" through marketing practice. The purpose of this special issue therefore is to broaden our understanding of the growing presence of ICTs in marketing and society, with papers highlighting the implications for a world in which consumers, marketers and societies affect and are affected by ICTs.

Potential topics can be found at: www.massig.org. Please send completed manuscripts as a Word attachment to either of the

Special Issue Co-editors:

Detlev Zwick
dzwick@schulich.yorku.ca,

Nikhilesh Dholakia
nik@uri.edu

Cliff Shultz, Editor of the *Journal of Macromarketing*:
jmm.abg@asu.edu.

Manuscript format should adhere to the guidelines found on the *Journal's* website: <http://agb.east.asu.edu/jmm>. For additional information please contact the co-editors: Detlev Zwick and Nikhilesh Dholakia. Manuscripts must be received no later than **July 1, 2007**.

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Tribute to Brenda Derby....

...1951 - 2007



“She will be remembered for her ability to smile, even when engaged in a disagreement about research or public policy...”

Brenda M. Derby, an expert on nutrition labeling and consumer behavior and a friend to many in the consumer research and public policy community, died of heart disease at her home in Washington, DC on May 11, 2007, at age 55. Many knew Brenda in her role as a social scientist with the Food and Drug Administration (FDA). Brenda was born in Vancouver, British Columbia and earned her Ph.D. in applied social psychology from Claremont Graduate University in 1987. She joined the Consumer Studies Team of FDA's Center for Food Safety and Applied Nutrition in 1991.

Brenda's nutrition labeling research expertise and wise counsel were widely recognized. The *Journal of Public Policy and Marketing* editorial board honored her with the Thomas C. Kinnear Award in 2002 for co-authoring "The Impact of Health Claims on Consumer

Search and Product Evaluation Outcomes: Results from FDA Experimental Data." The award recognizes the article that made the most significant contribution to the understanding of marketing and public policy within the most recent three-year period. Villanova University's Center for Marketing and Public Policy Research appointed Brenda to its advisory board, as a founding member. Editors at several journals, including *Journal of Public Policy and Marketing*, *Journal of Nutrition Education and Behavior*, and *American Journal of Public Health* sought her thoughtful reviews.

Brenda had many interests and was a generous volunteer. She was an active member of the District of Columbia Sociological Society and served as newsletter editor for two years; volunteered at the National Building Museum; and supported the Kennedy Center for the Performing Arts.

Brenda developed true friendships and professional ties with many in the public policy and marketing community, because it was her nature to be friendly and supportive of others. She will be remembered for her ability to smile, even when engaged in a disagreement about research or public policy,

her fun-loving, gentle disposition, her good cheer on road trips, and her extraordinary curiosity about the world around her.

As a tribute to a wonderful person who built community whenever she could, the Villanova Center for Public Policy and Marketing Research and Brenda's friends and colleagues have established the Brenda M. Derby Memorial Award. The award will make it possible for a deserving graduate student to attend the Marketing and Public Policy conference, and to join a community that Brenda loved.

Contributions to the award can be sent to:

John Kozup
Attention: Brenda M. Derby
Memorial Award
Director, Center for
Marketing & Public
Policy Research
Villanova University
800 Lancaster Ave.
Villanova, PA 19085-1678

Calls For Papers...Continued...

***Journal of the Academy of Marketing Science:
Exploring the Relationship Between Marketing and
Supply Chain Management***

Authors are invited to submit papers that address this theme. Descriptive (conceptual/theoretical) and empirical (quantitative or qualitative) papers are welcome. Topics of interest for the special issue and submission guidelines can be found at: http://www.massig.org/JAMS_Special_Issue.htm.

Submitted manuscripts must be prepared in accordance with the requirements of the Journal of the Academy of Marketing Science and received by either Co-Editor no later than **August 1, 2007**.

Special Editors:

Dr. John T. Mentzer
University of Tennessee
jmentzer@utk.edu

Dr. Gregory T. Gundlach
University of North Florida
Ggundlac@unf.edu

***Journal of Public Policy & Marketing, Fall 2007:
The American Marketing Association's New
Definition of Marketing: Perspectives on Its
Implications for Scholarship and the Role and
Responsibility of Marketing in Society***

JPP&M encourages the submission of "essays" on these and related topics that address the implications of AMA's new definition of marketing for scholarship in marketing and society and the role and responsibility of marketing practice in society.

The implications of AMA's new definition for academic marketing, topics of interest, and submission guidelines can be found at www.massig.org.

Papers will be reviewed in accordance with *JPP&M* guidelines. Submitted essays should not exceed 10–12 double-spaced pages, including references, tables, and figures (12-point font). Submissions (Word format) should be sent by e-mail to Gregory T. Gundlach, special section editor, at ggundlac@unf.edu by **December 1, 2006**.

***Journal of Macromarketing, Fall 2007:
Special Issue on Consumer Well Being***

Issues of quality of life in marketing are becoming increasingly important in an increasingly changing business environment in which firms are held accountable for their behavior. Customer well being goes beyond the subjective measures of customer satisfaction, trust, and commitment by bringing in and taking account of the macro and societal aspects of marketing. This special issue is intended to encourage marketing scientists to develop new measures of customer well being at different levels of analysis, for different demographic groups, in the context of different industry sectors, for different types of organizations. Examples of specific topics on which we encourage development and submission include:

Conceptualizing and measuring customer well being at different levels of analysis:

- For countries
- For states and large geographic regions
- At the community level
- At the household level

Conceptualizing and measuring customer well being of different demographic groups:

- Of the elderly
- For children
- For women
- For the disabled
- For the poor
- For the affluent
- For college students

Conceptualizing and measuring customer well being in the context of different industry sectors:

- The healthcare industry
- The personal transportation industry
- The travel and tourism industry
- The telecommunications industry
- The food and nutrition industry
- The housing industry

Special Issue Editors:

M. Joseph Sirgy, Virginia Tech
Don Rahtz, College of William and Mary
Dong-Jin Lee, Yonsei University

For more information, please visit:
www.massig.org

Join... MAS SIG

Marketing & Society is a special interest group for academic members of the American Marketing Association.

If you are a faculty member, you can join the SIG by checking Marketing & Society on the Academic Council portion of your AMA membership renewal form. There will be a nominal

charge for AMA members who are not required to pay dues to a local professional chapter.

If you are a doctoral student, the AMA does not currently provide a mechanism for joining the SIG. You may join directly by sending your name, address, and e-mail to the Vice Chair of Communications (massig@su.edu).

To learn more about how you can participate in the organization, contact the Chair or any member of the SIG Board or visit our website: www.massig.org.

...New Board Members

The MAS SIG had several board positions open up for the 2007-2008 term. We would like to welcome our new members and thank them for their willingness to serve on the board.

Elections Elect:

Jennifer Christie Siemens
University of Dayton

Executive Secretary Elect:

Karen France
West Virginia University

Special Programming Elect:

Jeremy Kees
Villanova University

Future Chair-Elect:

Marlys Mason
Oklahoma State University

October 2007 Newsletter...

We are seeking announcements, member news, calls for special issues and conferences, position openings, etc. for the Fall 2007 newsletter. To submit the information, just email the information a Word document to the Vice-Chair of Communications at massig@su.edu by September 15, 2007.

Newsletter Editor: Judith Anne Garretson Folse
Assistant to the Editor: Elizabeth Gehrig