



Marketing and Society Newsletter - July 2005

For more information on many of the events and activities listed in this newsletter, see the MAS SIG website at <http://www.massig.org/>

Upcoming AMA Events:

What: Summer Marketing Educators Conference

Date: July 29-August 1, 2005

Place: Marriott, San Francisco, CA

Website: http://www.marketingpower.com/aevent_event.php?Event_ID=24808

Information: Early registration prior to July 9, 2005. For registration go to:

<https://ecommerce.ama.org/summered/registration.html>

What: Winter Marketing Educators Conference

Date: February 17-20, 2006

Place: Tradewinds Island Resort, St. Petersburg, FL

Website: http://www.marketingpower.com/aevent_event.php?Event_ID=24857

Information: Early registration prior to January 10, 2006. For registration go to:

<https://ecommerce.ama.org/wintered/registration.html>

What: 2006 Marketing and Public Policy Conference

Date: June 8-10, 2006

Place: Westin, Long Beach, Long Beach, CA

Website: www.csulb.edu/depts/marketing/MPPC.htm

Additional Information: The second "Researching Risk Workshop" will be held prior to MPPC 2006 at the University of Southern California.

Other Upcoming Events:

What: Marketing, Self-Regulation, and Childhood Obesity: A joint workshop of the Federal Trade Commission and the Department of Health and Human Services

Date: July 14-15, 2005

Place: FTC Conference Center: 601 New Jersey Avenue, NW, Washington, DC 20001

Website: <http://www.ftc.gov/bcp/workshops/foodmarketingtokids/index.htm>

What: 2005 ACR North American Conference

Date: September 29 - October 2, 2005

Place: Crown Plaza Hotel, San Antonio, TX

Website: <http://www.acrwebsite.org/topic.asp?artid=199>

ATTENTION DOCTORAL STUDENTS: Sixth Annual ACR Doctoral Symposium, September 28-29, 2005.

What: Society for Marketing Advances' 2005 Annual Conference

Date: November 2-5, 2005

Place: Sheraton Gunter Hotel, San Antonio TX

Website: <http://www.marketingadvances.org/conference.htm>

ATTENTION DOCTORAL STUDENTS: Nominations for **Doctoral Consortium Fellows** to the SMA 2005 Doctoral Consortium are due **August 1st**. Nominate your best doctoral students by contacting Dr. Debbie McAlister (dm29@business.txstate.edu). Entries for the SMA 2005 **Doctoral Dissertation Competition** are due **August 6th**. Please send materials to Dr. Theresa Flaherty (flahertb@jmu.edu).

What: American Academy of Advertising's 2006 Conference

Date: March 30-April 2, 2006

Place: The Nugget, Reno, NV

Website: <http://americanacademyofadvertising.org>

Calls for Papers:

Journal of Macromarketing Silver Anniversary Issue

August 1, 2005 is the deadline for manuscripts to mark the Silver Anniversary of the Journal of Macromarketing. Scholars are invited to submit manuscripts for a special issue of JMM, to commemorate this milestone. JMM articles historically have addressed the interplay between marketing and society. The purpose of this special issue is to broaden our understanding of the intersection between marketplace factors and individual variables. For more information, see the **Call for Papers** at the Journal of Macromarketing website at: http://agb.east.asu.edu/jmm/call_for_papers.htm

American Academy of Advertising: 2006 Annual Conference

October 5, 2005 is the deadline for submitting manuscripts to the American Academy of Advertising 2006 Annual Conference. You are invited to submit competitive papers and special topic sessions relevant to any aspect of advertising. For more information, see the **Call for Papers** at the American Academy of Advertising website at: <http://americanacademyofadvertising.org> or contact Jeff I. Richards (jef@mail.utexas.edu), or Les Carlson (carlsol@clemsun.edu).

Marketing and Public Policy Conference 2006

November 18, 2005 is the deadline for submitting manuscripts for the 2006 Marketing and Public Policy Conference in Long Beach, CA. The theme for this year's conference is "Portal to the Pacific- Public Policy in the International Arena" which broadens the scope of public policy research to the global economy. For more information see the Call for Papers at www.csulb.edu/depts/marketing/MPPC.htm or contact the conference co-chairs: Ingrid Martin (imartin@csulb.edu), David Stewart (david.stewart@marshall.usc.edu) and Michael Kamins (mkamins@marshall.usc.edu).

Journal of Advertising 2007 Announces Special Issue Topic

January 9, 2006 is the deadline for manuscripts for the Journal of Advertising's special issue on Responsibility in Advertising- Multiple Perspectives. Michael Hyman (mhyman@nmsu.edu) and Michael Jay Pononsky (Michael.Polonosky@vu.edu.au) are the editors for this issue. For more information, see the **Call for Papers** at the Journal of Advertising website at: http://www.bus.iastate.edu/JoA/contributor_info.asp.

Journal of Personal Selling & Sales Management Announces 2007 Special Issue Topic

February 28, 2006 is the deadline for submitting manuscripts for JPSSM's Fall 2007 special issue on "Sales Force Ethics: Strategic Implications and Leadership Challenges." O.C. Ferrell, Marke W. Johnston, and Rene Y Darmon are editors for the issue. For more information, see **Call for Papers** at: <http://mkt.cba.cmich.edu/jpssm/submsinf/specialcfp.htm>.

Journal of Macromarketing Announces 2007 Special Issue Topic

July 1, 2006 is the deadline for manuscripts for the Journal of Macromarketing's special issue on Consumer Well Being. M. Joseph Sirgy, Don Rahtz, and Dong-Jin Lee are the editors for this issue. For more information, see the **Call for Papers** at the Journal of Macromarketing website at: http://agb.east.asu.edu/jmm/call_for_papers.htm

General Calls for Papers:

Journal of Consumer Affairs

JCA seeks papers that analyze the individual, business, and/or government decisions and actions that can affect or influence the interests of consumers in the marketplace. Topics include consumer education, economics, nutrition, public policy, consumer psychology and marketing from the consumer's point of view. For guidelines, see the website of the American Council on Consumer Interests (ACCI): <http://www.consumerinterests.org/i4a/pages/Index.cfm?pageid=3311>.

Journal of Macromarketing

The Journal of Macromarketing seeks papers on the effects of markets and marketing on society, the effects of social programs on marketing practice, marketing systems and/or marketing phenomena in the aggregate. For more information, see the website: <http://agb.east.asu.edu/jmm/index.html>.

Journal of Public Policy and Marketing

The Journal of Public Policy & Marketing chronicles and analyzes marketing's broader impact on consumer welfare and economic performance as well as relevant policies and actions taken by the various branches of government that affect marketing practice and consumers. For more information, see the website: <http://bear.cba.ufl.edu/centers/jppm/>.

News from Policy Makers:

Federal agencies seek comment on telemarketing, anti-spam laws:

The Federal Communications Commission (FCC) recently began accepting public comments on an industry petition to preempt state laws that affect interstate telemarketing. The American Teleservices Association and the Direct Marketing Association are among 33 industry groups supporting the petition, which asks the FCC to declare that federal law will be the lone standard for regulating interstate telemarketing.

Meanwhile, the Federal Trade Commission (FTC) has begun seeking comments on proposed changes to the rules enacted under the CAN-SPAM anti-spam legislation, including a provision that would require e-mail senders to comply more quickly with opt out requests. Rule changes proposed by the FTC could affect how the CAN-SPAM Act is enforced.

Marketers can file comments to the FCC at www.fcc.gov/cgb/ecfs/, and comments to the FTC can be filed at

<https://secure.commentworks.com/ftc-canspam/>.

Do You Have News?

Send announcements or news items for the newsletter and/or the Marketing & Society SIG website to massig@mail.wvu.edu. These may include working papers or other requests. Items should be short (just the basic facts) with either a website link or a pdf file that can be posted.

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The Marketing & Society Special Interest Group (MAS SIG) of the American Marketing Association is sponsoring this newsletter to facilitate communications among those in academia, business, government, nonprofits and others interested in the impact of marketing on society and of society's impact on marketing. Additional information on the SIG and registration for this newsletter can be found at <http://www.massig.org>.