ISMS Newsletter, November 29, 2014

Reminder ISMS Logo Redesign Competition

Dear Member of ISMS:

The ISMS Board has approved the redesigning of its logo. We have decided to crowdsource the redesign of the logo at this website [www.ismsideamarket.org](http://www.ismsideamarket.org). There is a prize of $1000 for the logo that is adopted by the board and 5 prizes of $100 each for participation.

The deadline for submission is December 1st 2014.

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Synergy or Interference: The Effect of Product Placement on Commercial Break Audience Decline

David A. Schweidel, Natasha Zhang Foutz, and Robin J. Tanner

Marketing Science Volume: 33, Number: 6 (November-December 2014): 763-780.

Abstract | Enhanced Abstract | PDF (243 KB)

Competitor Orientation and the Evolution of Business Markets

Neil Bendle and Mark Vandenbosch
**Why Do Salespeople Spend So Much Time Lobbying for Low Prices?**

Duncan Simester and Juanjuan Zhang

**Why, When, and How Much to Entertain Consumers in Advertisements? A Web-Based Facial Tracking Field Study**

Thales Teixeira, Rosalind Picard, and Rana el Kaliouby

**Models of Sequential Evaluation in Best-Worst Choice Tasks**

Tatiana Dyachenko, Rebecca Walker Reczek, and Greg M. Allenby

**Organizational Structure and Gray Markets**

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**Usage Experience with Decision Aids and Evolution of Online Purchase Behavior**

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**Focus on Authors**

Focus on Authors
The Joint identification of utility and discount functions from stated choice data: An application to durable goods adoption
Jean-Pierre Dubé, Günter J. Hitsch & Pranav Jindal

Who pays for switching costs?
Guy Arie & Paul L. E. Grieco

Economic valuation of product features
Greg M. Allenby, Jeff D. Brazell, John R. Howell & Peter E. Rossi

Trends in Marketing (www.nowpublishers.com/mkt)
has published the following issue:
Volume 7, Issue 3
Consumers' Purchase Intentions and their Behavior
By Vicki Morwitz (Leonard N. Stern School of Business, New York University, USA)
http://dx.doi.org/10.1561/1700000036

Call for Papers & Research Proposals

Consumer Ownership and Sharing
Editors: Russell W. Belk and Linda L. Price
Journal of the Association for Consumer Research
Volume 1, Issue 2 (April 2016)

“Consumer Ownership and Sharing” is the title of the second issue of the Journal of the Association for Consumer Research. This aims to be a wide-ranging multidisciplinary issue that brings together a diversity of perspectives and approaches to address aspects and issues in the areas of ownership and sharing by consumers.

The editors seek submissions of empirical and conceptual scholarship. Examples of topics that might be addressed include:
• Psychology of ownership
• Sharing
• Sociology of ownership
• Collaborative consumption
• History and prehistory of ownership
• Role of the Internet in sharing
• New perspectives on endowment effects
• Sharing intangible or digital goods
• Intellectual property
• Fictitious commodities
• Children’s possession and ownership
• Sharing during childhood
• Cultural influences on modes of ownership
• Renting, leasing, hiring, and buying
• Collective and societal ownership
• Communal living
• Environmental issues in ownership
• Environmental issues in sharing/repurposing
• Burdens of ownership
• Sharing public goods
• Limits of ownership
• Information sharing and social media
• Privacy and ownership
• File sharing

All relevant theoretical perspectives and empirical methods are welcomed. If you are in doubt as to whether a particular topic would be considered, please e-mail the editors at rbelk@schulich.yorku.ca and lprice@eller.arizona.edu.

Submitted manuscripts should be no more than 60 pages in length. All submissions will undergo double-blind peer review by appropriate experts. Photo, video, and poetic material is welcomed within an accompanying manuscript submission. Turnaround from submission to acceptance will be within 2 months, with no more than 2 revisions. Author guidelines may be found by visiting the JACR home page, www.journals.uchicago.edu/JACR.

The final deadline for initial submissions is April 1, 2015. Submissions will be reviewed on a rolling basis; authors are encouraged to submit papers in advance of the deadline, to allow sufficient time for revisions. Submissions should be made via the JACR Editorial Manager portal, at www.editorialmanager.com/JACR.

Call for papers for Managerial Decision-making in Marketing (MDM)
Special Issue of the Journal of Marketing Behavior (JMB) (www.nowpublishers.com/jmb)
Guest-Editor: Berend Wierenga (Rotterdam School of Management, Erasmus University) (bwierenga@rsm.nl)

The closing date for submitting papers is September 1, 2015.
Decision making is the core of marketing management. Therefore, the nature and quality of managerial decision making in marketing are key success factors for a company. The purpose of this Special Issue is to publish research that contributes to our insights into managerial decision-making in marketing (MDM) and its effects on the performance of the organization. The focus of this special issue is the behavior of marketing decision makers. This behavior may refer to marketing professionals of all possible ranks, from Chief Marketing Officers (CMO’s), marketing managers, brand managers, sales managers, to marketing advertising managers, and marketing research managers, and the context of these marketing professionals can be any industry.

Possible topics of this Special Issue (non-exclusive list):

- **How do marketers make decisions?**
  - Analysis versus intuition in MDM (dual process model approaches)
  - Convergent and divergent thinking, analogies end creativity
  - Information acquisition and information processing
  - Time aspects of marketing decisions and the impact of time pressure
  - Individual versus team decision making in marketing

- **Heuristics and biases in MDM**

- **Marketing expertise**
  - The nature of marketing expertise; general versus industry-specific marketing expertise
  - Measurement of marketing expertise
  - Determinants of marketing expertise (e.g. education, experience, thinking style, etc.)
  - Marketing expertise as an explanatory factor for marketing results

- **Learning in marketing management**
  - Learning by example versus learning by abstraction
  - The Formation of managerial perceptions, for example about customers and competition
  - Managers’ learning about uncertainty
  - Contextual influences on marketers’ learning

- **Use and effects of marketing decision aids**
  - Marketing management support systems
  - Marketing models and marketing dashboards
  - MDM in the era of Big Data

**Methods**

Papers in this special issue may use a broad variety of methods, such as analysis of existing databases, direct monitoring/observation of decision-making behavior, interviews and surveys, case studies, management games, experiments (lab or field), and brain research methods. Besides empirical papers, conceptual papers are also welcome for this Special Issue.

**Papers**

Papers should be sent to the guest-editor: Berend Wierenga (bwierenga@rsm.nl)

You can also contact him with questions about possible contributions. He hopes to hear from you.

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**Special Issue on Food Portions and Marketing in Journal of Business Research**

Special issue editors: Søren Askegaard, Chris Dubelaar, Stephen Holden, Natalina Zlatevska

**Manuscript submission deadline:** September 15, 2015

The *Journal of Business Research* invites original papers for a special issue concerning food portions and how they might be managed by food manufacturers, food handlers, marketers, and social marketers. “Food portions” includes quantity in a portion, recommended serving sizes, food partitioning (e.g., 100 calorie packs, individual bite-size packs), plate/container sizes, and additional considerations.

Food portions have implications for consumers, food marketers and public health policy. Consumers are increasingly seeking value for money and food marketers are responding with bigger sizes for lower per unit costs. However, bigger portion sizes are being criticized in view of the growing obesity crisis. Public health debates are increasingly expressing a demand for restraint—both by consumers and marketers. Food portion research is at a tipping point that encouraging us to also invite reflections, critical perspectives, and alternative approaches to portion size research—especially those that can suggest ways forward without sacrificing Pareto efficiency.
The special issue is an effort to explore perspectives that we think we know about how food portions affect consumption with a specific focus on how this knowledge might be used by consumers, food marketers, and public health bodies to encourage appropriate food volume consumption, and to generate commercial and social marketing that is responsive to the various competing interests. We are particularly interested in both the what (how does consumption change under different conditions) and the why (why do people eat the amount they do under different conditions). We are therefore interested in both quantitative and qualitative approaches. Some specific elements in need of exploring include:

1. The food itself:
   a. Healthy vs unhealthy
   b. Snack vs main
   c. Portion size vs serving size
   d. Partitioned vs contiguous
   e. Small vs large granules
   f. Tasty vs not
   g. Other food factors.

2. The environments/contexts in which food is consumed:
   a. Other people vs alone
   b. Other foods vs sole food
   c. Time of day
   d. Nice vs unpleasant environment
   e. Short time vs long time eating
   f. High vs low contrast
   g. Other environmental factors.

3. The person consuming the food:
   a. Underweight vs regular weight vs overweight vs obese
   b. Low vs high self esteem
   c. Food focus vs distracted
   d. Gender
   e. Age
   f. Restraints
   g. Other personal characteristics.

4. Configurations among any of the above dimensions.

Please submit manuscripts and enquiries for this special issue to all four of the special issue editors. Submissions must follow the Journal of Business manuscript guidelines (see http://www.elsevier.com/journals/journal-of-business-research/0148-2963/guide-for-authors for details). Thank you. Søren Askegaard: aske@sam.sdu.dk; Chris Dubelaar: cdubelaa@Bond.edu.au; Stephen Holden: sholden@Bond.edu.au; Natalina Zlatevska: nzlatevs@Bond.edu.au.

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Call for Papers
Looking across Product Categories in Marketing Science
Special Issue of the Journal of Business Economics (Zeitschrift für Betriebswirtschaft)

Deadline: 1 December 2014

Editors:

Harald Hruschka, Professor, Department of Marketing, University of Regensburg, Germany and Thomas Reutterer, Professor, Department of Marketing, Vienna University of Economics and Business, Austria

The majority of studies to explain customers’ purchase behavior focus on one product category only, and implicitly assume that customer choices are independent across product categories. However, ignoring cross-category interdependences in marketing response models may lead to biased estimates of marketing effects. Consequently, decisions based on such estimates may result in considerable profit losses. But even studies aiming to discover and measure interdependences between product categories are not free from shortcomings.
Several studies assume conditional independence between categories. Others only consider a rather small number of categories. Another limitation accrues from focusing on only one type of dependent variable, as a rule purchase incidence. We also notice that the vast majority of studies exploring multi-category choices deal with grocery categories, while studies for apparel or shoes assortments, financial services, tourism, consumer electronics, etc. seem to be missing completely. It is also remarkable that more sophisticated models with dynamic effects are to date missing. Finally, while contributions using disaggregate response models emphasize the benefits of a multi-category orientation for marketing decisions, they typically only derive qualitative recommendations.

We welcome papers which attempt to overcome the shortcomings mentioned above and contribute over the extant literature. Without claiming to be exhaustive authors of submissions are encouraged to apply exploratory data analytic techniques, aggregate and/or disaggregate market response models as well as optimization, simulation or game-theoretical methods in their contributions.

For more information please follow the link to the complete call-for-papers under

http://www.springer.com/business+%26+management/journal/11573

Call for Papers  Journal of Marketing Behavior

Journal of Marketing Behavior edited by Klaus Wertenbroch

(Klaus.WERTENBROCH@insead.edu)
www.journal-marketing-behavior.com

The European Marketing Academy (EMAC) and now publishers announce that they will begin publishing the Journal of Marketing Behavior (JMB) starting in 2014 and invite authors to submit their best research to this new journal.

The Journal of Marketing Behavior will publish theoretically grounded research into human behavior in the marketplace.

• Articles should make theoretical advances by offering and empirically testing new behavioral theory or extending or integrating extant theory.
• Articles should focus on behavioral outcomes more than on psychological processes.
• Behaviors should translate into clearly detectable choices.
• JMB construes the marketplace broadly, not only in terms of monetary exchanges between firms and customers but also in terms of non-monetary choices and preferences (e.g., political or religious beliefs and choices; cultural exchanges of stories and ideas; etc.). JMB particularly welcomes research into online behavior.

Methodologically, the focus is on experimental or quantitative analyses of behavioral data, either in the lab, in the field, or online. JMB encourages field tests and applications of underlying theory. Authors should describe implications of their theories for real behavior in the field so that it is readily apparent how these theories matter as determinants of real-world behavior.

Both the substantive and methodological orientation of JMB point toward research that combines questions and theories from economics, social psychology, and behavioral decision research, with the clear objective of uncovering and explaining behaviorally relevant phenomena.

JMB will require full transparency about data collection and analyses. While focusing on original empirical research, JMB also targets several other types of articles, including reviews, replications, and research notes.

• JMB aims to publish review articles that integrate extant behavioral research into marketplace phenomena.
• JMB will consider publication of replications of controversial previous findings or of systematic failures to replicate accepted findings.
• JMB invites shorter articles that reliably identify new marketplace behaviors that are not yet theoretically grounded. This allows for a feedback loop between discovery and theory development.

PLEASE SEND YOUR SUBMISSION TO: jmb@nowpublishers.com

Zac Rolnik
now publishers
po box 1024
hanover, ma 02339 usa
t. +1-781-871-0245
f. +1-781-871-6172
Upcoming Conferences

2015 Marketing Science Conference
The 37th Annual INFORMS Marketing Science Conference
Baltimore Marriott Waterfront Hotel
hosted by John Hopkins University,
Baltimore, MD, USA
June 17-20, 2015

2016 Marketing Science Conference
The 38th Annual INFORMS Marketing Science Conference
hosted by School of Management, Fudan University,
Shanghai, China
Co-Chair: Xiongwen Lu and Min Ding
June 16-18, 2016

Other Conferences

CALL FOR PAPERS

2014 INFORMS Workshop on Data Mining and Analytics
November 8, 2014, San Francisco, CA
Organized by INFORMS Data Mining (DM), Analytics, and Quality, Statistics, & Reliability Subdivisions

On behalf of the 2014 INFORMS Workshop on Data Mining and Analytics Organizing Committee, we would like to invite you to submit an abstract for review. Authors of accepted abstracts will be expected to give a presentation at the workshop and submit a short paper for the workshop proceedings. The published proceedings will be available on a CD at the workshop.

- The abstract should not exceed 200 words.
- The related paper should not be more than 6 pages.

Topics of interest include, but are not limited to:

Data Mining (DM)
Pattern Recognition, Kernel Methods, Data-Driven Optimization, Data-Driven Modeling, Text Mining, Natural Language Processing, Clustering and Classification, DM in Operations Research and Operations Management, Data Mining and Social Networks, Text Mining and Analytics, Foundations of Data Mining and Machine Learning

Quality, Statistics, & Reliability (QSR)
Statistical Learning, System Informatics, Process Control, Process Monitoring, Quality Management, Reliability Engineering, Statistical Quality Control, Industrial Management, Risk Analysis and Management, Six-Sigma, Integrated Nanomanufacturing and Nanoinformatics, Sensor-based Decision Making, Design of Experiments
Business Analytics, Big Data, Web Analytics, Healthcare Analytics, Consumer Analytics, Marketing Analytics, Intelligent Systems, Computing, Optimization, Simulation, OR Analytics

Healthcare, Supply Chain Management, Transportation, Marketing, Finance, Manufacturing and Operations, Energy, Environmental Science, Biomedical Engineering, Mechanical Engineering, Power System, Civil Engineering

Timeline

May 18: Abstract due
May 25: Submission of accepted papers begin
June 30: Proceedings paper due
Aug 1: Decision (accept as-is, reject, revise)
Aug 15: Revisions Due
Aug 31: Decision (Accept as-is, Reject)
Nov 8: Presentation in workshop

Submit abstracts and papers online at:
http://meetings2.informs.org/sanfrancisco2014/datamining.html

Workshop attendees are encouraged to submit an extended version of their workshop papers to Annals of Operations Research's special volume on Data Mining and Analytics.

Program Co-Chairs
Durai Sundaramoorthi
E-mail: sundaramoorthi@wustl.edu

Hui Yang
Industrial and Management Systems Engineering University of South Florida
E-mail: huiyang@usf.edu

Management Committee
Victoria Chen (University of Texas at Arlington)
Kwok-Leung Tsui (City University of Hong Kong)
Nick Street (University of Iowa)
Art Chaovilaiwongse (University of Washington)
Kang Zhao (University of Iowa)
Paul Brooks (Virginia Commonwealth University)

Call for Papers

University of Texas at Dallas—Frank M. Bass Frontiers of Research in Marketing Science (UTD-FORMS)
February 26-28, 2015

The emphasis of the UTD-FORMS conference is on quantitative research in marketing with a focus on new approaches and topics in marketing science. Papers that develop and employ new quantitative methods to solve marketing research issues are especially encouraged. Some of the specific topics of interest are:

- Strategic interactions between firms
- Modeling consumer choice and related behaviors
- Modeling Big Data, High Dimensional Statistics problems in marketing
- Social Networks and Internet Marketing
- Advertising
- Innovations in retailing
- Pricing

The conference will be held in the Jindal School of Management building at The University of Texas at Dallas, Richardson, Texas with presentations starting after lunch on Thursday, February 26, 2015 and the conference ending in the afternoon on February 28th. We are looking to select 15-20 papers to be presented. The format will be an approximately 45 minute presentation by the author(s) and a 10 minute presentation by the discussant.
Submission of papers: Researchers interested in presenting a paper at the conference should submit the paper or abstract to Norris Bruce (norris.bruce@utdallas.edu) (cc to andrea.hapeman@utdallas.edu) by November 14, 2014. The conference committee will select the papers to be presented by December 19, 2014, based on the contribution, relevance, the potential to generate further research, and other criteria. Some papers may be directly solicited from authors. Complete papers to be presented at the meeting should be available by January 15, 2015.

Registration: The registration fee for the conference is $300. Details on registration procedures are available at our website: http://jindal.utdallas.edu/academic-areas/marketing/ninth-annual/

Conference Committee

Tat Chan (Washington University in St. Louis)
Anthony Dukes (University of Southern California)
Oded Koenigsberg (London Business School)
Sanjog Misra (University of California, Los Angeles)
Prasad Naik (University of California, Davis)
Ram Rao (University of Texas at Dallas)
Norris Bruce (University of Texas at Dallas)

PLEASE FORWARD THIS TO ANYONE ELSE YOU KNOW THAT MIGHT BE INTERESTED.

Thanks!

Norris I. Bruce
Associate Professor of Marketing
norris.bruce@utdallas.edu
972-883-6293

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Temple University Fox Business School Global Center for Big Data in Mobile Analytics

in cooperation with

New York University, Stern School of Business

Ludwig-Maximilians-Universität München, Institut für Marktorientierte Unternehmensführung / Institute for Market-based Management

Present

Mobile Targeting, Big Data, and Digital Social Media Marketing: Germany Symposium 2015
March 6, 2015
Ludwig-Maximilians-Universität München
München, Germany

Mobiles and smart devices are changing how people live and work. There is an exploding amount of mobile data around the world. The conference is geared towards research and discussion on the effects of Mobile Big Data analytics on customers, brands, marketing, and social media strategy. For this reason, the conference will cater to a broader audience spanning scholars and practitioners in marketing, advertising, branding, MIS, economics and statistics.

Possible topics may include:
Mobile targeting in retailing, banking, e-commerce, automotive industries
Mobile Geo-social targeting with facebook/twitter,
Mobile dayparting with hours of the day effects
Mobile Geo-conquering with competitive and combative advertising,
Geofenced marketing messages,
Geotag-enabled social sharing,
Mobile geo-fencing and work-family confliction resolution
Mapping/visualizing mobile social networks
Mobile App design
Mobile gaming
Cross-channel cross-platform integration of mobile ads
Mobile OTO online to offline/offline to online conversion

Deadline for submission is Feb 6, 2015.
Conference Website and Register Online at: http://www.fox.temple.edu/GBM
Questions: GBM@temple.edu
Conference Chairs: Xueming Luo (Temple), Anindya Ghose and Russell Winer (NYU), and Manfred Schwaiger (LMU)
Conference Program Board Members:
Pradeep Chintagunta (Chicago), Chicago Booth School of Business
JP Dube (Chicago), Chicago Booth School of Business
K Sudhir (Yale), Yale School of Management
Yuchi Zhang (Temple), Fox School of Business
Juanjuan Zhang (MIT), Sloan School of Management

The Marketing-Industrial Organization Conference
Sponsored by Yale Center for Customer Insights and Cowles Foundation

Vanderbilt Suites, New York City
April 17-18, 2015

Deadline for Papers: January 15, 2015

There is growing overlap in empirical research in the fields of Marketing and Industrial Organization. This conference aims to provide an opportunity for scholars in both areas to interact with each other and foster collaboration and exchange of ideas. The conference will follow a single session format with a discussant for each paper.

Papers: Researchers interested in presenting at the conference should submit papers via email to mio@som.yale.edu by January 15, 2015. The conference co-chairs and program committee will select the papers and discussants. The conference program will be announced by February 20, 2015.

Registration: Registration details about the conference can be found HERE.

Doctoral Students: Registration fees will be waived for doctoral students selected to participate. Doctoral students should submit a resume and a recommendation from their advisor to qualify for selection to the limited number of slots reserved for doctoral students.

Conference Co-chairs:

Phil Haile, Department of Economics, Yale University
K. Sudhir, Marketing, Yale School of Management
The 3rd Empirical & Theoretical (ET) Symposium in Marketing Strategy

To be held at the Rotman School of Management, University of Toronto on June 5, 2015. As before, the conference will be open to faculty and Ph.D. students in Canada (the 2014 programme is here: [http://neilbendle.com/etsymposium/](http://neilbendle.com/etsymposium/)). Further details and a call for papers will follow as we get closer to the date.

Look forward to seeing you at the conference.

Thank you.

Sridhar Moorthy

_____________________

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Call for Submissions

2015 Theory + Practice in Marketing Conference

Georgia State University, Atlanta, Georgia, June 11-12, 2015.

Conference Co-Chairs:
V Kumar, Georgia State University
Sunil Gupta, Harvard Business School
Donald Lehmann, Columbia Business School
Bernd Schmitt, Columbia Business School

We are pleased to invite submissions to the 5th Theory + Practice of Marketing (TPM) Conference at Georgia State University, Atlanta, Georgia. The previous four TPM Conferences were successfully hosted by Columbia Business School, Harvard Business
School, London Business School, and the Kellogg School at Northwestern, respectively.

The TPM Conference is motivated by the belief that marketing academia is too far removed from addressing substantive problems and focuses instead on more narrow methodological issues and esoteric phenomena removed from application. A lack of substantive focus not only threatens to make our field irrelevant but also undermines the legitimacy of research at business schools.

The TPM Conference is designed to address this issue, by showcasing research that focuses on substantive business problems and is supported by a sound methodology. The emphasis of research should be on relevance and impact with broad managerial implications. Please visit http://theorypractice.org/ for more information and the history of the conference.

Submission Guidelines

We encourage you to submit your most impactful research for presentation at this conference. The submissions should be no more than 10 power-point slides and must include the following aspects:

1. **Audience & Motivation** – What is your research motivation? Whose problem are you solving? In the first 1 to 2 slides, clearly establish the research motivation and identify a target audience and the issue they are grappling with.

2. **Impact** – what is your finding and what change in behavior are you advocating? In the next 1 to 2 slides, describe the before-and-after scenario, including the effect size in layman’s terms.

3. **Method** – what provides confidence in your results? In the next 3 to 5 slides briefly describe your methods and limitations/generalizability.

4. **Linking Theory to Practice** – On the last slide, clearly describe how your research links marketing theory to practice.

A committee of experts will select the accepted submissions to be presented at the conference. Judging from previous years’ conferences, selection is highly competitive.

Submission deadline: **February 1, 2015**. Any submissions after the due date will not be considered.

Please email a soft copy of your slides before the deadline to: TPM2015@GSU.EDU

We are delighted to announce that the Journal of Marketing (JM) is collaborating with TPM on a special section based on the accepted submissions to the conference. This follows the successful participation of Marketing Science, JMR, and IJRM in previous conferences.

The topic of this special section is to be broadly in line with the aims of TPM, namely on “relevance” and “impact”. There are no methodological or thematic constraints. Of course, rigor is a necessary condition. Presentations accepted to the conference will be invited for submission to the special section of JM and will undergo a formal (regular) review process.

For any enquiries regarding the TPM Conference 2015, please write to Denish Shah at shah@gsu.edu.

**Key Dates & Timelines:**

- **Submission Deadline:** Feb. 1, 2015.
- **Decision Timeline:** By March 15, 2015.
- **Conference Early bird Registration Deadline:** April 15, 2015.
- **Conference Dates:** June 11-12, 2015.

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**Advanced Research Techniques (ART) Forum: Call for Papers**

**June 14-17, 2015 | San Diego, CA | The US Grant**

**Call for Papers - Guidelines & Submission**

**Submission Deadline - November 30, 2014**

Please accept this invitation to submit a presentation or poster for the American Marketing Association’s **26th Annual Advanced Research Techniques (ART) Forum** for the Program Committee’s consideration. The submission deadline is November 30, 2014.

The ART Forum is a unique conference that provides an opportunity for both academics and practitioners to exchange new ideas and innovative approaches in marketing research. Since its inception in 1990, the conference has focused on the use of sophisticated methodologies and quantitative techniques in support of strategic and tactical marketing decisions. Experienced research practitioners who use advanced methods in their jobs comprise the largest segment of conference attendees.

Listed in the guidelines are suggested topic areas of interest to the program committee based upon contemporary research issues and comments from past conference attendees. All proposals are reviewed by the entire program committee. All authors submitting papers for review will be notified about selection in mid-December.

**Download Guidelines and Submission Form**
All accepted submissions will receive a complimentary registration to the event.

Kind regards,

Kari Mueller | Marketing Manager

American Marketing Association
311 S. Wacker Drive, Suite 5800, Chicago, IL 60606
AMA.org | kmueller@ama.org | P: +1.312.542.9069

Call for papers: Research on National Brand & Private Label Marketing – International Conference

Conference Dates and Venue: June 24th-26th, 2015, Barcelona, Spain.
Deadline for paper submission: January 15th, 2015

Conference Chairs: Francisco J. Martínez-López (University of Granada, Spain; Open University of Catalonia, Barcelona, Spain), Juan Carlos Gázquez-Abad (University of Almeria, Spain) and Raj Sethuraman (SMU Cox School of Business, Texas, USA)

Conference Review Board (alphabetical order): Nawel Amrouche, Long Island University (USA); Chris Baumann, Macquarie University (Australia); José J. Beristain, University of the Basque Country (Spain); Enrique Bigné, University of Valencia (Spain); James Brown, West Virginia University (USA); Cristina Calvo-Porrál, University of La Concepción (Spain); Ioannis E. Chaniotakis, University of the Aegean (Greece); Liwen (Brandon) Chen, City University of Hong Kong (China); Alexander Chernev, Northwestern University (USA); Chan Choi, Rutgers Business School (USA); Gérard Cliquet, Université de Rennes 1 (France); Giuseppe Colangelo, Catholic University of Milan (Italy); Ronald W. Cotterill, University of Connecticut (USA); Barbara Deleersnyder, Tilburg University (Netherlands); John Dawes, University of South Australia (Australia); Charles Gengler, City University of New York (USA); J. Tomas Gomez-Arias, Saint Mary’s College of California (USA); Oscar González-Benito, University of Salamanca (Spain); Csilla Horváth, Radboud University (The Netherlands); Eugene Jones, The Ohio State University (USA); Robert Paul Jones, The University of Texas at Tyler (USA); Lien Lamay, Katholieke Universiteit Leuven (Belgium); Mercedes Martos-Partal, University of Salamanca (Spain); Sebastián Molinillo Jiménez, University of Malaga, Spain; Dirk Morschett, University of Fribourg (Switzerland); Martin Natter, Goethe University Frankfurt am Main (Germany); Magdalena Nenycz-Thiel, University of South Australia (Australia); Nicoletta Occhiocupo, Oxford Brookes University (UK); Michael Pepe, Siena College (USA); William P. Putis, University of North Carolina at Chapel Hill (USA); Natalia Rubio-Benito, Autonomous University of Madrid (Spain); Hanna Schramm-Klein, University of Siegen (Germany); Fiona Scott Morton, Yale University (USA); Randall Shannon, Mahidol University (Thailand); Ian Clark Sinapuelas, San Francisco State University (USA); Jay I. Sinha, Temple University (USA); Yaron Timmor, Arison School of Business (Israel); Rodolfo Vázquez-Caselles, University of Oviedo (Spain); Gianfranco Walsh, Friedrich Schiller University of Jena (Germany); María Jesús Yagüe Guillén, Autonomous University of Madrid (Spain); Jie Zhang, University of Maryland (USA); Cristina Ziliani, University of Parma (Italy); Pilar Zorrilla, University of the Basque Country (Spain).

Conference Sponsors: This conference is sponsored by several institutions: Foundation Ramón Areces (sponsored by El Corte Inglés Company), the most important retailing-related foundation in Spain; IRI Spain; and the Spanish Association of Commercial Codification (AECOC).

Conference Publication: Conference papers will be published as a conference proceedings book by the prestigious publisher – Springer. Conference papers will also be accessible online through Springer’s online platform, for quick and effective dissemination of the conference participant’s research work.

Finally, Journal of Retailing has agreed to entertain selected papers presented at the conference for review according to standard JR review procedures and possible publication in a special section on National Brand and Private Labels Research in a 2016-17 issue of the Journal of Retailing.

Call for Papers: After years of slow growth and even decline during the economic recession, the Fast Moving Consumer goods (FMCG) industry is recovering in many nations around the world, though the pace of such recovery varies across countries. Whether the recovery is slow or fast, it appears consumer shopping behavior and thus market dynamics has changed significantly and in some ways permanently. In particular, consumers have become more value driven, seek more information from a variety of sources, participate in multi-channel shopping, and are becoming increasingly harder to find, engage and please! In the process, consumers’ preferences for private labels and national brands have changed.

Retailers and manufacturers are trying to cope with this changed environment in many ways. They are finding that price wars are unsustainable for either of them and even for the consumer, if the quality is not right. They are trying to build partnerships with each other to engage and better serve their target consumers. As the economy turns around the corner, they have to think outside the box, refine traditional marketing approaches and explore new ways to market national brands and private labels so that the right portfolio of brands are available at the right time in the right channel at the right price.

This conference is focused on the post-recession marketing of national brands and store brands.
This second international research conference on advances in NB-PL marketing invites papers on a wide range of topics related to marketing of national brands and private labels. Some specific topics are, but not limited to, the following:

- Addressing assortment from a shopping basket perspective
- Optimizing assortment range at different levels (locally, regionally, nationally)
- Delisting national brands and the effects on the distribution channel relationship.
- Mix of national brands and PLs in retailers’ assortments.
- Assortment decisions in times of economic crisis and eventual recovery.
- Sharing information for building the ‘right assortment’
- Retailers investing in their own manufacturing capacity
- Local vs. global: getting closer to consumers
- Price, promotion and shelf-placement decisions for retailers’ brand portfolios
- Optimizing shelf-space distribution between national brands and PLs
- Developing a ‘modern’ PL tiered strategy including new-value and super-premium PL ranges
- Product Innovation decisions for national brands and PLs
- Retailers starting to use promotions with PLs
- Recent food and non-food strategies for national brands and PLs
- Dual branding by national brands
- Developing new retailing formats for marketing national brands and PLs

In order to submit a paper to the NB-PL 2015 main track you must register as an author at the conference management system (Easychair): https://easychair.org/conferences/?conf=nbpl2015

All papers must be formatted according to a Springer template provided, with a maximum of 8 pages in length, including figures and references. All proposed papers must be submitted in electronic form (PDF format) through the conference management system.

Important Dates:
- Conference Paper Submission date: January 15th 2015
- Authors Notification date: February 10th 2015
- Accepted Papers camera-ready: March 16th 2015
- Conference Dates: June 24th-26th, 2015

For further information and updates, please check the conference’s website: http://www.nationalandprivatebrands.com/

We really look forward to meeting you in Barcelona and having a great time, sharing ideas and experiences in an amiable gathering.

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2015 Frontiers in Service Conference—Call for Abstracts

Conference Date & Venue: July 9-12, 2015, San José, California, USA

Conference Co-Chairs:
James Spohrer (IBM)
Ammar Rayes (Cisco Systems)
Stephen Kwan (San José State University)
Roland Rust (University of Maryland)

The 24th Annual Frontiers in Service Conference will be held July 9-12, 2015 in San José, California, USA, hosted by IBM, Cisco Systems, and San Jose State University. The 2015 Frontiers in Service Conference, sponsored by the American Marketing Association, INFORMS, and the University of Maryland’s Center for Excellence in Service is the world’s leading annual conference on service research and management. It attracts prominent thought leaders and industry experts from around the world to share cutting-edge knowledge and best practices.
The conference will cover a wide variety of service topics, including service science, service IT, service marketing, service operations, and service management. You are invited, as a service academic or practitioner, to submit a one-page abstract for possible presentation in one of 120 sessions at the conference. Case studies by business practitioners are encouraged, and a "Best Practitioner Presentation" will be awarded at the conference. There will also be a pre-conference doctoral consortium organized by the AMA SERVSIG.

The Frontiers in Service Conference routinely attracts submissions from over 40 countries. The average number of attendees is around 300 scholars and practitioners. Fewer than half of the submitted abstracts are accepted for presentations.

Abstracts may focus on any service topic, including (but not limited to) the following topics:

Service Computing
Big Data and Service
Smart Service Systems
Cognition as a Service
Internet of Everything and Service
Technology-based Service (Apps)
Digital Service & Collaborative Economy
Social Networks and Service
Data Analytics and Service
IT as a Service
Servicescape
E-Service & E-Government
Healthcare Service
Public Sector Service
Customer Relationship Management Service Marketing
Service Operations
Service Management
Service Design
Service Human Resources
Service Human Factors
Service Engineering
Service Productivity
Service Innovation
Service Science
Service Economics & Globalization
Theoretical Perspectives on Service
Creatively Serving The Underserved
Service at the “Bottom of the Pyramid”
Other Topics in Service Research

Please submit your abstract by Nov 20, 2014 at 23:59 Eastern-Standard time (EST), online at: https://www-950.ibm.com/events/ast/fsc/15frontiers.nsf/abstract?open
Abstracts may be submitted ONLY via the online form. They should be less than 1 page long (approximately 700 words maximum and 4000 characters including spaces).

Sample abstracts are provided on the web site call for abstracts page: [https://www-950.ibm.com/events/ast/fsc/15frontiers.nsf/configdocs/call4abstracts](https://www-950.ibm.com/events/ast/fsc/15frontiers.nsf/configdocs/call4abstracts)

Please check [https://www-950.ibm.com/events/ast/fsc/15frontiers.nsf](https://www-950.ibm.com/events/ast/fsc/15frontiers.nsf) for further information and updates.

Conference Committee Members:
Alexandra Medina-Borja (National Science Foundation and University of Puerto Rico)
A. "Parsu" Parasuraman (University of Miami)
P.K. Kannan (INFORMS Service Science Section and University of Maryland)
Tor Andreassen (Norwegian School of Economics)
Wendy Murphy (IBM)
Werner Kunz (AMA SERVSIG & University of Massachusetts-Boston)
Yuriko Sawatani (Waseda University)

Important Dates
Abstract submission deadline: Thursday, November 20, 2014
Author notification of accepted presentations: Friday, January 16, 2015
Conference registration deadline for speakers: Friday, June 12, 2015

SICS 2015

SUMMER INSTITUTE IN COMPETITIVE STRATEGY

All interested researchers are invited to participate in the 13th SICS, Summer Institute in Competitive Strategy, which is scheduled to take place on July 20-30, 2015, at the Haas School of Business, University of California, Berkeley. The purpose of this meeting is to provide a setting which enables researchers interested in competitive strategy in marketing to meet and discuss research in this area for an extended period, exchange ideas, and engage in collaborative work.

This year's meeting will have three parts, the main meeting followed by two special sessions as detailed below:
July 20-24: Main meeting
July 27-28: Big Data & Marketing
July 29-30: Behavioral and Social Phenomena in Markets

In the main meeting (July 20-24) the research area will be competitive strategy broadly defined, including both theoretical and empirical work. Topics covered may potentially include pricing, price discrimination, brand equity, brand strategies, brand extensions, digital marketing, product design, new product development, advertising, promotion, distribution channels, sales force management, e-commerce, customer relationship management, strategic alliances, social media marketing, customer retention, lifetime value of customers, customer equity, and psychological phenomena relevant for competitive strategy. The session on July 27-28 will focus on big data & marketing, broadly defined. The session on July 29-30 will focus on behavioral and social phenomena in markets.

The main meeting will consist of the presentation of approximately fifteen research papers over the five days of the meeting, and each of the more focused sessions on July 27-28, and July 29-30 will have up to eight papers. Each presentation will take an hour and a half, which includes presentation and discussion. In addition, time and space will be provided for the participants to engage in discussions and joint research. Past supporters of the conference include ISMS, IBI and MSI.

Throughout the year, updated information on SICS will be posted to [http://groups.haas.berkeley.edu/marketing/sics](http://groups.haas.berkeley.edu/marketing/sics).

Registration: Standard registration for the meeting can be made by contacting Penny Hennagir (ibi-conferences@haas.berkeley.edu, 510-642-4041) by June 15, 2015. Please provide your name, affiliation, email address, and telephone number. Last-minute registration at the meeting will also be available. The registration fee is $250.
Papers: Researchers interested in submitting a paper to be presented at SICS should submit the paper or abstract by January 31, 2015 to sics@haas.berkeley.edu, indicating if the submission is for the main meeting, or the special sessions focused on Big Data & Marketing or Behavioral and Social Phenomena in Markets.

The papers to be presented at the main meeting will be selected by the SICS 2015 Co-Chairs based on quality, relevance to competitive strategy, and facilitation of breadth of topics discussed. The session on Big Data & Marketing will be coordinated by Jeremy Fox and Przemyslaw Jeziorski. The session on Behavioral and Social Phenomena in Markets will be coordinated by Ganesh Iyer and Dmitri Kuksov.

For all the sessions, some preference may be given to papers by junior faculty and some papers may be directly solicited from the authors. Complete papers to be presented at the meeting should be available by June 15, 2015. Partial reimbursement of expenses incurred in lodging, registration fees, or traveling to the meeting may be available for the participating authors upon request.

Doctoral students: Doctoral students interested in competitive strategy are welcome. They should apply to register by May 15, 2015 to sics@haas.berkeley.edu, and if accepted do not have to pay the registration fees. Limited financial support for doctoral students interested in attending SICS may be available upon request. Requests for financial support, with resumé and recommendation from adviser, can be submitted to sics@haas.berkeley.edu.

For more information about SICS, the Haas School, UC-Berkeley, lodging options, etc., please see http://groups.haas.berkeley.edu/marketing/sics.

Co-Chairs
Greg Shaffer
Juanjuan Zhang

To unsubscribe from this list or change your options please go to: http://list.informs.org/mailman/options/marketing-society/

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