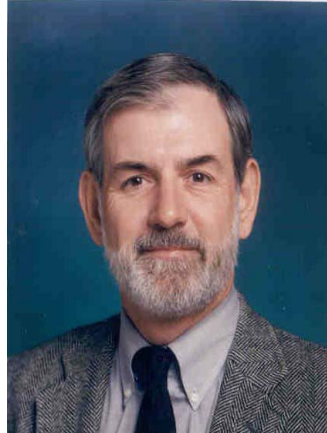




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Letter from Rusty Brooks, 2004 SMA President



Please join us for the 2004 Society for Marketing Advances Conference in scenic St. Pete Beach, FL! Program Chair and SMA Fellow **Joe Hair, Jr.** and his excellent group of track and competition chairs have prepared an outstanding program for you. As you will note when you review the Conference program (see the SMA Web site at www.marketingadvances.org), your Society is dedicated to scholarly excellence as evidenced by the wide

array of topics and papers contained in this year's program.

The variety of topics, special themes, and scholarly emphasis reveal the varied interests of our Society's members. Through partnerships with the *Journal of Business Research* and *Marketing Education Review*, SMA has truly achieved a premier position on the academic side of the marketing profession.

Elsevier Science, Inc., publisher of *JBR*, continues to generously sponsor the Advances in Marketing Distinguished Scholar Series. We are extremely pleased that Jan-Benedict Steenkamp has accepted our invitation to speak and be recognized as our 2004 SMA Scholar (see SMA Program for presentation time). Additionally, the Society recognizes scholarship through the following: Best Paper in Track, Best Student Paper in Track, Best Paper in Conference (Steven J. Shaw Award), and the annual Doctoral Dissertation Proposal Award.

Past-President Debbie McAlister will chair our annual Doctoral Consortium program this year. Please welcome all the doctoral students who will be SMA's guests this year. Debbie has planned a great program for them. Note the array of the distinguished speakers that will enlighten the students about the nuances of being a marketing professional in today's changing academic environment.

In addition to **Elsevier Science, Inc.**, please thank all the additional sponsors that have helped assemble and fund our program this year. Chief among these supporters are **Sherwin-**

(Continued on page 2)

Be sure to make your hotel reservation at the beautiful Trade Winds Beach Resort and Conference Center.



Call 1-800-808-9833 and request the SMA group rate.

Call prior to October 10 to be assured of a room at this rate.

For more information on the Tradewinds Resort check out their web page at: www.tradewindsresort.com

SMA President's Message, continued

Williams (sponsors the Distinguished Teaching Competition and our Welcoming Reception), **Houghton Mifflin** (sponsors the Innovations in Teaching competition), **Prentice-Hall/Pearson Education** (sponsors our Best Paper in the Consumer Behavior track), the **Direct Selling Education Foundation (DSEF)** (contributes generously to the support the educational activities of the association, hosts an all-day seminar on Saturday, and sponsors the President's Reception on Friday), **South-Western College Publishing (Thomson Learning)** (sponsors the Best Paper in the Marketing Education track), **McGraw-Hill/Irwin** (has a long tradition of sponsoring the Steven J. Shaw Award for Best Paper in Conference and the annual Retail Strategy and Consumer Decision Research Seminar held immediately prior to our conference). Please join the Society in thanking and recognizing the strong support of our valued partners. Without these partners our Society could not put on the type of conference program that you have come to expect from SMA.

Another group that deserves special kudos for a job well done is your 2004 SMA officers: SMA Fellow **Joseph F. Hair, Jr.**, President-Elect/Program Chair; **Tom Baker**, Secretary; **Daniel J. Goebel**, Treasurer; **Irvine "Bud" Clarke**, VP Development; **Donald A. McBane**, VP Electronic Communication; **Mathew Joseph**, VP Member Services; **Tracy A. Suter**, VP Research/Publications; **Leisa Reinecke Flynn**, Executive Director; **Theresa Flaherty**, Placement Director; and, **Debbie T. McCalister**, Past President and coordinator of the Doctoral Consortium. Please say a heart-felt thank you when you see these officers at this year's conference.

SMA has continued its partnership with **Golden Tripod Marketing Awards Committee** in China. As evidence of SMA's commitment to global reach and influence, this partnership brings a research opportunity to SMA members, which is truly exceptional. Each year the Golden Tripod group accepts a research proposal from a SMA member. The focus of the research is marketing practices in China. The award winner receives a two-week, expense-paid visit to China to conduct research, write cases, and visit with Chinese marketing professionals. This is a great opportunity for SMA members to study the largest market in the world.

Please make plans to attend the SMA Luncheon on the Friday of the conference where good fellowship and member recognition reigns supreme. As an additional feature to this year's luncheon, our SMA Fellows will receive a special surprise recognition to honor their support and service to SMA. To each of you individually I want to personally thank you for your continued support of SMA and its activities. SMA is truly a member-driven association. In closing, please attend this year's conference, experience the great program prepared for you, and renew old friendships that have always been the bedrock on which SMA is built. See you in Florida in November.

John R. (Rusty) Brooks, Jr.

President

Each year, the Society recognizes an individual with its highest honor—the Society for Marketing Advances Fellow award. The Fellows are a great asset to the Society and are truly a distinguished group of scholars who are committed to SMA through their actions, services and spirit. In the coming months, please be thinking about individuals who have made long-term and extraordinary contributions to the SMA and the marketing discipline and who have an outstanding record of scholarly achievement.

Nominations Sought for SMA Fellow

All nominations are due by September 30, 2004 and will be considered by an executive committee. A nomination may be made by supplying a letter of nomination, two additional letters supporting the nomination (from members other than the one submitting the nomination), and any supporting materials to:

Debbie T. McAlister
Texas State University-San
Marcos
Department of Marketing
601 University Drive
San Marcos, TX 78666
E-mail: dm29@txstate.edu

SMA Placement Opportunities

Schools with faculty openings and individuals seeking positions may be interested in utilizing SMA's Academic Placement Services. SMA's Placement Services allows job applicants and school representatives to meet in a personal, informal, and relaxing atmosphere at the annual SMA Conference. Information and registration forms are available at <http://cob.jmu.edu/flahertb/sma/smaplacementservices.html>.

Please note that applications and fees must be received by (not postmarked by) October 14, 2004. Please contact Theresa Flaherty at flahertb@jmu.edu for further information.

Jean-Charles Chebat Honored by Quebec Government

Professor Jean-Charles Chebat who has been a long time friend of the SMA and has been involved in a variety of capacities with the Society including helping to coordinate the Retail Strategy and Consumer Decision Research Symposium, was honored this summer by the Government of Quebec. Dr. Chebat was awarded the Knight of the Order of Quebec, the highest award that can be bestowed by the Province of Quebec. This award was presented to Dr. Chebat by the Prime Minister of Quebec in a ceremony this past June 23.

The National Order of Quebec was created in 1984 and is conferred on both citizens of Quebec as well as foreigners for outstanding achievement in a particular field.

The SMA congratulates Dr. Chebat on this outstanding honor and hopes to continue the great relationship we have built over the past few years.

Correction of Doctoral Proposal Competition Winner

In the spring newsletter the winner of the SMA Doctoral Proposal Competition was mis-identified. The winner of the award was Dipayan Biswas from the University of California, Irvine who is shown below accepting the award from then President Debbie McAllister. We apologize for this mistake and congratulate Dip on winning this award.



Conference Registration Request

You have a number of alternative ways of making your hotel registration at the Tradewinds Resort and Conference Center including calling the hotel at 1-800-808-9853 and requesting the conference rate. However, over the past few years some conference attendees have used third party methods to make reservations (e.g., Expedia.com). There is no problem with your doing this, but if you do make your reservation via some method other than contacting the hotel directly, please **be sure** to tell the hotel upon your check-in that you are there for the SMA conference so that the room will be correctly credited to the SMA. If you forget to do this at check-in, please either contact the hotel later or let one of the officers know.

2004 Conference Information/Highlights

The 2004 conference program is available at the SMA website (in both Microsoft Word and Adobe Acrobat formats). Use this link to get direct access to the program:

www.marketingadvances.org/confernc/confprogram.htm

Of course, the truth is that under the direction of Joe Hair, the entire 2004 Society for Marketing Conference will be a highlight. From the beautiful beachfront Tradewinds Resort to the state-of-the-art research being presented to the collegiality that SMA has become famous for, your attendance at the 2004 conference will be one long highlight. However, below are listed a few things that you might want to be sure not to overlook.

Sixth Annual Retail Strategy and Consumer Research Seminar (Tuesday, November 2nd and Wednesday, November 3rd, 8:00 am to 5:00 pm both days)

Co-Chairs Barry Babin, Jean Charles Chebat, and Robert Robicheaux have lined up a fantastic program once again this year.

Society for Marketing Advances Welcoming Reception (Wednesday, November 3rd, 6:00--7:30 pm)

How better to kick off the conference than meeting with old friends and making new ones.

Distinguished Teaching Competition Sponsored by Sherwin-Williams (Thursday, November 4th, 8:30-10:00 am)

This has become an integral and important part of every SMA Conference. See page 6 for more information.

SMA "Meet the Editors" Session (Thursday, November 4th, 1:15-2:45 pm)

Ever wondered what specific research topics are "hot" or how to better position a paper? How better to learn than to hear directly from the editors of some of our leading marketing journals.

Houghton Mifflin Pride/Ferrell Innovations In Teaching Competition (Thursday, November 4th, 1:15-2:45 pm)

Hear colleagues present some of the newest ideas in teaching pedagogy. See page 6 for more information.

Elsevier Science, Inc. Distinguished Scholars Series (Thursday, November 4th, 5:00-7:00 pm)

Jan-Benedict E.M. Steenkamp will make what is sure to be a very intellectually stimulating presentation. See page 5 for more information concerning Dr. Steenkamp.

Society for Marketing Advances Luncheon (Friday, November 5th, 12:00-1:30 pm)

Find out who wins a number of awards, including the Stephen Shaw award for best paper.

Society for Marketing Advances Annual Business Meeting (Friday, November 5th, 1:30-2:00)

Become more knowledgeable concerning the business side of the SMA at the Annual Business Meeting which is open to all members.

Society for Marketing Advances President's Reception (Friday, November 5th, 6:00-7:30)

Come celebrate with Rusty Brooks as he finishes up as the 2004 SMA President!

Society for Marketing Advances Exhibits (Thursday, November 4th and Friday, November 5th, 8:00 am to 5:00 pm)

Be sure to stop by the Exhibits to see the latest in textbooks and other teaching/research tools



Jan-Benedict Steenkamp Named 2004 Elsevier Distinguished Marketing Scholar

Professor Jan-Benedict E. M. Steenkamp has been named the 2004 Distinguished Marketing Scholar by the SMA. He received his Ph.D. in marketing from Wageningen University in 1989 and since 2001 has been the CentER Research Professor of Marketing and GfK Professor of International Marketing Research, Tilburg University, Netherlands.

Dr. Steenkamp will be making his Distinguished Scholar presentation on Thursday from 5:00 to 7:00. Please make sure to attend what will be a fantastic presentation.

Dr. Steenkamp is the author of over 100 articles. For these articles he has won a number of awards including the 2004 O'Dell Award for the article "International Market Segmentation Based on Consumer-Product Relations." This award is given to an article published in the Journal of Marketing Research which has made the "most significant long-term contribution to marketing theory, methodology, and/or practice." In 2004 he was also awarded the Excellence in Research Award by the AMA Global Marketing SIG for the article "Assessing Measurement Invariance in Cross-National Consumer Research." In 2003 he won the Frank M. Bass Award for the best paper derived from a Ph.D. thesis. In 2002 he won the John D. C. Little award for best paper appearing in Marketing Science or Management Science and was a finalist for this award in 2003. In 2000 and 2002 he was a finalist for the Paul E. Green Award for the best paper appearing in the Journal of Marketing Research.

In addition, Professor Steenkamp has for the past four years been ranked in the highest category of the Faculty of Economics and Business Administration based on citations of his work and impact-weighted research output.

Dr. Steenkamp's primary research interests are in the area of the effectiveness of marketing strategies, particularly in an international context. He has conducted research relative to each of "four P's" as they relate to overall marketing effectiveness.

In addition to his outstanding research accomplishments, Dr. Steenkamp has since 2001 been the Executive Director of AiMark, the Center for Advanced International Marketing Knowledge. As a partnership between the academic world and the business community, AiMark is a global network of leading academics and a number of marketing research companies including GfK and TaylorNelsonSofres. AiMark performs a number of important roles including the sponsorship of academic research activities. More information concerning AiMark can be found at www.aimark.org.

More information concerning Dr. Steenkamp can be found at:

<http://www.tilburguniversity.nl/faculties/few/marketing/members/steenkamp.pdf>

Teaching Excellence Once Again A Big Part of SMA Thanks to Sherwin-Williams and Houghton Mifflin

The SMA is very happy to announce that once again Sherwin-Williams will be sponsoring the Distinguished Teaching Competition and Houghton Mifflin will be sponsoring the Pride/Ferrell Innovations in Teaching Competition. This focus on teaching is something that makes the SMA unique among academic organizations.

The finalists and their presentation topics for the Sherwin-Williams Distinguished Teaching Award are:

- Nancy D. Albers-Miller (Berry College): Everything I Learned about Teaching I Learned from Bad Examples (OK, Not Everything)
- Richard W. Buchanan (Massey University, New Zealand): Fighting the Forces of Fiscal Erosion...A Lifetime of Maxi-Results from Mega-Sections
- Jon M. Hawes (University of Akron): Learning to Become a Better Teacher
- Robert D. Straughan (Washington and Lee University): Marketing Education Approached from Different Perspectives

The finalists and their presentation topics for the Houghton Mifflin Pride/Ferrell Innovations in Teaching Award are:

- Ilan Alon (Rollins College): The Global Practicum as an Innovative Pedagogical Tool for Learning International Marketing
- Catharine M. Curran-Kelly (University of Massachusetts at Dartmouth): Stranger in a Strange Land: Using International Student Experiences to Teach Adaptation in Global Marketing
- Donald R. Self (Auburn University at Montgomery): Toys: Tangibility in the Classroom
- Jeannemarie Thorpe (Southern New Hampshire University): Come Fly With Me
- H. Keith Wade (Webber International University): Marketing Capstone Course as Consulting Firm

SMA Website A Great Source of Information

If you have not done so lately, take a few minutes to check out the SMA website at www.marketingadvances.org. Don McBane has done a great job making this a "one stop" for SMA information. All information concerning the upcoming conference in St. Pete including information pertaining to conference and hotel registration as well as placement information can be found at the following link:

www.marketingadvances.org/confernc/confdetails.htm

One of the potentially most useful features of the website is the ability to search the SMA Proceedings archives. Searches can be done by author, title word search, or topical search. Given the quality of the research published in previous SMA Proceedings, we are sure this will become an invaluable aid to your research efforts. You can access the search page at:

www.marketingadvances.org/proceeds/procintr.htm

You should check the website periodically throughout the year in order to keep up with all the latest Society for Marketing Advances News.

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**For the latest info
visit our web site at:
www.marketingadvances.org**