



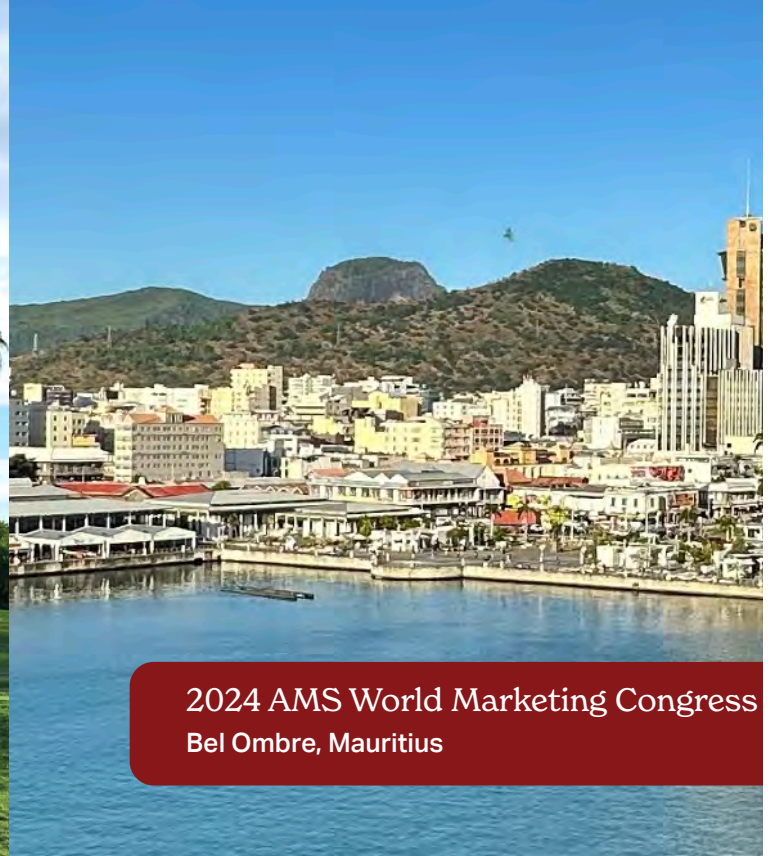
Academy of  
Marketing  
Science

# AMS Quarterly

FALL 2023, VOLUME 22, NUMBER 2



2024 AMS Annual Conference  
Coral Gables, Florida



2024 AMS World Marketing Congress  
Bel Ombre, Mauritius

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thought-provoking discussions. The quality of work was reflected in the richness of the program.

The following papers received the 2023 Annual Conference awards:

The prestigious M. Wayne Delozier Best Conference Paper Award went to Wen Xie, Ron Dotsch, Maarten Bos, and Yozen Liu for their paper: "Improving Social Media Video Advertising Acceptance Using Priming: Evidence from Big Data Analysis."

The William R. Darden Award Best Research Methodology Paper went to Edward Rigdon, Marko Sarstedt, and Ovidiu-Ioan Moisesescu for their paper titled: "Quantifying Model Selection Uncertainty via Bootstrapping and Akaike Weights: A Multimodel Inference Approach."

The Stanley C. Hollander Best Retailing Paper Award went to Yerong Zhang, Iina Ikonen, Jiska Eelen, and Francesca Sotguy for their contribution: "Body Size Similarity Between Model and Shopper: Mitigating the Risk in Online Clothes Purchasing."

The Jane K. Fenyo Award for Best Student Paper went to Joey Lam for her work titled: "B2B Salespeople: The Fundamental Emotions at their Current Job."

Mary Kay Inc. has offered AMS doctoral students their support for over 25 years and sponsored two awards at the annual conference:

The Mary Kay Dissertation Proposal Award went to Khue (Kylie) Vo from University of North Texas, for her work titled: "Essays on Ambient Darkness and Consumer Behavior."

The Mary Kay Dissertation Competition was won by Martina Pocchiari from Erasmus University for her dissertation titled: "Managing Successful and Resilient Shared-Interest Communities: The Role of Digitization Technologies and Disruptive Events."

The Sheth Foundation Best Paper Award for JAMS was awarded to Fine F. Leung, Flora F. Gu, Robert W. Palmatier for their paper "Online Influencer Marketing."

The Best AMS Review Article of 2022 was presented



to Shelby D Hunt, Sreedhar Madhavaram, and Hunter N Hatfield for their paper "The Marketing Discipline's Troubled Trajectory: The Manifesto Conversation, Candidates for Central Focus, and Prognosis for Renewal."

Finally, Dr. Bodo Schlegelmilch from WU Vienna received the 2023 AMS Cutco/Vector Distinguished Marketing Educator Award and Lytleton "Lyt" Harris received the AMS Distinguished Marketing Practitioner Award.

Congratulations to all the awardees – we are grateful for all your work and support of AMS!

Where to next? The 2024 AMS conference will take place in Coral Gables, FL, May 20-24, 2024. The conference co-chairs Mayoora "Max" Mohan (Virginia Commonwealth University) and Fernando R. Jiménez (The University of Texas at El Paso) are preparing a wonderful program on the conference theme "Marketing and AI: Shaping the Future Together". We hope to see you there for another inspiring conference!

Best Regards,

*Cleopatra Veloutsou and Rajesh Iyer, 2023 AMS Conference Co-Chairs*

