

It's Time To Do What We Do Best

Hopefully, each of you enjoyed some time off during the long, hot summer. However, as the fall term begins, it's time for most of us to turn our attention to what we do best---teaching, research and service. By now, each of you should have received a copy of the AAA Membership Directory and the 1997 Conference Proceedings. Thanks to Keith Johnson and Bob King for putting the directory together and to Carole Macklin as editor of the Proceedings.

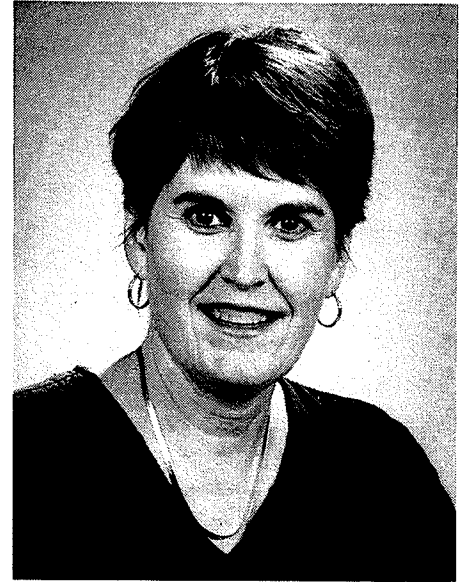
A special thanks goes to Jef Richards for updating the AAA Website with 1996/97 information. The only remaining category that needs updating is that of Proceedings' abstracts. The Executive Committee will be looking for someone to transfer the 1996 and 1997 abstracts to disk for Jef to post to the website. Any volunteers? It would make a great project for a graduate student. Incidentally, the new website address is <http://advertising.utexas.edu/AAA/>



Upcoming items of interest to AAA members include a special JA issue on "advertising to children." Thanks to Carole Macklin as editor of this issue. Look for a "call" from the Publications Committee this fall for JA editor nominations. The Publications Committee will select a new editor in spring of 1998.

The AAA is fortunate to have members who volunteer their time and expertise to the organization. The officers, committee chairs, and committee members continue to provide strong leadership and are open to comments and suggestions from the membership at large. I encourage each of you to actively participate in AAA by volunteering as a committee chair and/or committee member by returning the "call for committee members" form (found elsewhere in the newsletter) to the president-elect, Richard Beltramini. Also, be sure to send conference papers and proposals for special topic sessions to Darrel Muehling and Carole Macklin respectively by October 6, 1997. Submit pre-conference program proposals for the 1999 conference to Richard Beltramini no later than March 1, 1998.

Finally, the Executive Committee will hold its mid-year meeting September 27 in Lexington, Kentucky, site of the 1998 AAA Conference. On the agenda will be discussions of committee activities,



AAA President Mary Ann Stutts

possible streamlining of committees and/or combining committee functions, and opportunities for increasing the variety of research grants available to AAA members. The Executive Committee is happy to address concerns and/or suggestions you may have. I am particularly interested in hearing from graduate students. Just let me or any officer know "what's on your mind."

Mary Ann Stutts

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Calls for Papers:

Special Issue of Journal of Consumer Psychology

The Journal of Consumer Psychology invites submission of papers to be considered for publication in a special issue on cultural psychology. The objective of this special issue is to highlight the growing importance of cultural psychology in the area of consumer behavior. The increasing focus on globalization in marketing, advertising, and classroom instruction underscores the relevance and need for the understanding of consumers in different cultural settings.

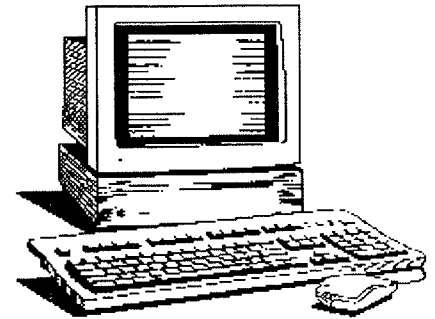
The research papers to be considered for publication should relate to some aspect of cultural psychology. The

manuscripts could be conceptual, experimental or methodological. Conceptual papers should incorporate a set of testable propositions. Experimental papers should include data collection in foreign settings, preferably, in multiple countries. Methodological manuscripts should report new techniques with empirical validation.

The primary focus of the Journal of Consumer Psychology is to advance consumer psychology as a dynamic discipline by disseminating knowledge generated and contributed by scholars from a variety of backgrounds, substantive fields, and methodological orientations. The guidelines for submitting manuscripts to the Journal of Consumer Psychology should be followed. The manuscripts will follow the same review process as the JCP.

The deadline for submissions is January 31, 1998. Five copies of the manuscript should be submitted to D. Maheswaran, Department of Marketing, Stern School of Business New York University, 119 Gregory Hall 7-75, Management Education Center, New York, NY 10012, (212) 998-0428, (212) 995-4221 (Fax) dmaheswa@stern.nyu.edu

Co-editor of the special issue is Sharon Shavitt, Department of Advertising, University of Illinois, 119 Gregory Hall, 810 S. Wright St., Urbana, IL 61801, (217) 333-0784, (217) 244-3348 (Fax), shavitt@uiuc.edu



Special Issue of Research in Marketing on Ethics

A special issue of Research in Marketing is conceived to provide an outlet for research in marketing and consumer ethics. Manuscripts presenting empirical research, as well as theoretical and conceptual manuscripts on marketing and consumer ethics are encouraged. Additionally, insightful review articles are welcome. Papers dealing with the teaching of marketing ethics and with issues of pedagogy are beyond the scope of this special issue.

Potential topics might include: 1) ethical issues involving consumers; 2) ethics in the strategic planning process; 3) the decision-making processes of marketers and/or consumers; 4) unique methodologies for measuring ethics-related variables; 5) ethics in personal selling; 6) ethics in advertising; 7) ethics and trust in marketing channel relationships; 8) ethics in pricing; 9) ethics in marketing research; 10) ethics in new product development/product deletion; 11) organizational compliance; 12) cross-cultural/

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**1997
AAA Officers**

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For AAA membership information, contact Dr. Robert L. King, AAA Executive Secretary, School of Business, University of Richmond, Richmond, VA 23173. Phone: 804-289-8902.

Reminder: AAA International Pre-Conference

This is a reminder that the 1998 International Pre-Conference will be held on March 27. The title of the Pre-Conference is "Advertising and marketing agencies' global expansion strategies." The seminar will deal with actual expansion details, motivation behind foreign expansion,

success and failure cases, opportunities and problems, cultural/legal aspects & implications, ideas for internationalizing the curricular to meet the need for international advertising, among others. Please send paper topics, panel suggestions, papers, and

practitioner guest speaker suggestions by October 6 to the Pre-Conference Chair, Professor Kak Yoon, Edward R. Murrow School of Communication Washington State University, Pullman, WA 99164-2520, 509-335-7926 (Office), 509-335-1555 (fax)

Email: kyoon@mail.wsu.edu

Call for Papers:

1998 Consumer Behavior Track

Academy of Marketing Science Conference

Omni Waterside Hotel, Norfolk, Virginia, May 28-31.

This track welcomes all contributions to understanding consumer behavior. Suggested topical areas include: information processing, attitude theories (e.g., role of affect), environmental factors, moderating role of personality (e.g., self-concept, locus of control), cultural influences (e.g., culture change, acculturation). Suggested application areas are advertising, services, pricing and retailing.

Submission Guidelines:

Deadline: October 10, 1997

1) Submit four double-spaced typed copies of your manuscript to one of the track co-chairs on or before October 10, 1997. Manuscripts must follow the style guidelines of the Journal of the Academy of Marketing Science. Manuscripts should not exceed 20 pages total. 2) Submit a 3 by 5 index card with the name of the manuscript and the name(s) of the author(s) and the address and telephone number of the contact person. 3) Manuscripts will be double-blind reviewed. Please do not identify yourself on any page other than the title page. 4) Submission of a manuscript for review indicates that it or a similar

version has not been previously published or is not simultaneously under review elsewhere. At least one author must be a member in good standing of AMS or be willing to join if the manuscript is accepted. 5) The conference will allow authors to decide whether to only publish an abstract or the full paper in the Proceedings. 6) At least one author will present the manuscript at the conference and must pre-register as a condition for acceptance and publication. 7) Authors of accepted manuscripts must submit both a hard copy and a diskette. There is a 5-page proceedings length limit. For each page over five, there will be a \$50-per-page charge, which must be paid when you submit the manuscript.

AMS Home Page:

<http://wehner.tamu.edu/ams/>

*Consumer Behavior Track
Co-Chairs:*

Jean-Charles CHEBAT, Ecole des HEC, 3000 Chemin de la Cote Ste. Catherine, Montreal, QC H3T 2A7, Canada. Tel: 514-340-6846, Fax: 514-340-6432

E-mail: jean-charles.chebat@hec.ca
Michel Laroche, Department of

Marketing, Concordia University, 1455 de Maisonneuve West, Montreal, QC H3G 1M8, Canada
Tel: 514-848-2942, Fax: 514-848-4554.

E-mail: laroche@vax2.concordia.ca

VCU Students Receive Silver Pencil From the One Show

Three students from Virginia Commonwealth University's Ad Center received silver pencils in the College Competition category of The One Show, a creative awards competition sponsored by The One Club of New York City. The students received their awards at a ceremony at New York's Lincoln Center on May 21.

The team, made up of first-year students Kevin Christie, Kevin Proudfoot and Cindy Casares, created an ad campaign for the fictitious Sushi Tugo, a nationwide chain of fast-food-style sushi restaurants. Their three print ads played up the chain's low prices, well-trained chefs and fresh fish.

About 300 entries were submitted to the competition. VCU instructors Jerry Torchia and Jelly Helm were advisors to VCU's entries in the competition.

People News.....

Dr. Cathy J. Cobb-Walgren is the recipient of the 1997 Georgia State University Instructional Innovation Award. The award, given annually by the university, recognizes "excellence in all aspects of teaching and learning." Dr. Cobb-Walgren recently completed a year-long Presidential Fellowship to study strategic marketing and advertising issues at GSU.

After 12 years as chairperson of the Department of Advertising at Michigan State University, **Bruce Vanden Bergh** is stepping down to return to fulltime teaching and research in the department. **Bonnie Reece** will serve as acting chairperson during 1997-98 while the department selects a permanent chair.

Editor's Note:

Due to changes in both the postal and telephone service in Denton, Texas, please observe the changes in my address and area code. While the area code change took effect in May of this year, the grace period for the old area code has expired; the new area code for Denton, TX, is 940.

Please also note the new post office box. Please address all AAA correspondence to me at the Dept. of Marketing, COBA, P.O. Box 311396, University of North Texas, Denton, TX 76203.

I look forward to hearing from you. If you have any suggestions for the newsletter or are interested in contributing, please get in touch with me via phone, fax, or e-mail.

Marla

Michael L. Maynard was promoted to associate professor with tenure at Temple University, Department of Journalism, Public Relations and Advertising.

Eric Haley (Ph.D., University of Georgia), has been granted tenure and promoted to associate professor of advertising at the University of Tennessee, Knoxville. Additionally, he has been appointed associate to the dean for alumni relations and stewardship for the UT College of Communications.

Kartik Pashupati is joining the faculty of Florida State University as Assistant Professor in the Department of Communication. Until July this year, he was on the

faculty of the University of West Florida, Pensacola. Dr. Pashupati will spend two to three weeks in New York with McCann-Erickson, as part of the Advertising Educational Foundation's "Visiting Professor Program."

Tom Stafford has accepted the editorship of the Academy of Marketing Science quarterly newsletter. Additionally, Dr. Stafford has joined Texas Woman's University as a visiting assistant professor of marketing.



Newsletter Information

Your news _____

Your name _____ Phone or E-mail _____

Send newsletter items to:
 Dr. Marla Royne Stafford, Editor
 P.O. Box 311396
 Department of Marketing
 College of Business Administration
 University of North Texas
 Denton, TX 76203
 Fax: 940-565-3837
 Phone: 940-565-4419
 E-mail: stafford@cobaf.unt.edu
For longer items, please use e-mail or send an IBM-formatted disk.

<u>Deadlines</u>	
<u>Issue</u>	<u>Deadline</u>
December 1997	November 5, 1997
March 1998	February 5, 1998
June 1998	May 5, 1998
September 1997	August 5, 1997

**Reminder: AAA 1998 Annual Conference
Call for Conference Papers and Proposals for Special Topics Sessions
Marriott Griffin Gate Resort, Lexington, Kentucky, March 27-30, 1998**

Papers

You are invited to submit papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) for consideration for presentation at the 1998 AAA Conference and publication in the conference Proceedings. Submissions are subject to blind review competition, and only completed papers (no proposals) may be submitted. Papers must conform to the style and guidelines of the Journal of Advertising. Authors receiving acceptance are obligated to publish either their entire paper or a one page abstract of their paper in the conference Proceedings. The Proceedings are copyrighted, and submissions may not be under consideration at other journals or conferences. Publication of an abstract does not preclude future publication of the full research paper elsewhere, however. Submissions must include a statement specifying that at least one author of the paper agrees to register for the conference and present the paper.

Special Topics Sessions

You are invited to submit proposals for special topics sessions that cover an entire meeting period (usually 90 minutes). 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 do not fit comfortably into the competitive paper format. Also permissible are topics that might appear in competitive papers, provided the submission includes:

1) a clear rationale for addressing the topic over an entire meeting period

and/or though contributions from several presenters, 2) the value of the session to conference attendees (including why such a contribution is not likely to be available elsewhere), 3) names and specific roles of all participants (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, including progression among sections and participants under a unifying theme. Preference will be given to proposals offering this information in the greatest detail. Special topics chairs are responsible for generating a one page summary after the session for inclusion in the Proceedings as a non-refereed publication. Submissions must include a statement specifying that all presenters agree to register for the conference.

Specific requirements for submission are included, and all submissions must be physically received no later than October 6, 1997 by either Professor Muehling or Professor Macklin.

Competitive Papers: Professor Darrel D. Muehling, Dept. of Marketing, Washington State University, Pullman, WA 99164-4730, (509)335-7302 DARREL@WSU.EDU

Special Topics Proposals: Professor Carole Macklin, Department of Marketing, P.O. Box 210145, University of Cincinnati, Cincinnati, OH 45221, (513)556-7104 CAROLE.MACKLIN@UC.EDU

Other 1998 Conference Questions and/or 1999 Pre-Conference Proposals: Professor Richard F.

Beltramini, 6564 Parkview Drive, Troy, MI 48098, (248)879-8898 RFBELTR@CMS.CC.WAYNE.EDU

Pre-Conference Proposals

The Academy Program Committee also encourages those interested in developing proposals for a pre-conference (all day) programs for the 1999 conference to submit no later than March 1, 1998 for review by the Executive Committee meeting during the 1998 conference. Proposals must specify rationale, timing and progression among topics, and a statement specifying that all presenters agree to register for the conference. The pre-conference chair may submit up to a two page summary of the presentations to be published in the Proceedings on pages designated by the NR (non-refereed) prefix.

Requirements for Submission of Competitive Papers and Special Topics Proposals

1) Submit four copies of each paper or special topics proposal. For acknowledgment of safe arrival, include a self-addressed, stamped postcard or envelope that will be returned upon receipt. 2) Include a 3" X 5" index card with the title of your paper or special topics proposal, the names and addresses of author(s) or special topics chair and presenters, and the phone number, fax, and/or email address of a single contact person. 3) Include a statement specifying all paper and special topics presenters agree to register for the conference and participate as specified. 4) Specify a keyword to facilitate the reviewing process (e.g., copytesting, media measurement, new technologies, advertising education, etc.).

University of Kentucky Launches ISC Major

The Integrated Strategic Communication (ISC) major begins its inaugural year this fall at the University of Kentucky's School of Journalism and Telecommunications. Announcing the new program are Professors Scott Whitlow, unit coordinator, and Leland "Buck" Ryan, Director of the School.

"The ISC major unites advertising, public relations, and direct response communication as the marketing communication partners they are," says Whitlow. "Students will encounter these tools as interdependent forces, while still having the chance to build an area of specialized ability."

In the ISC major, all students take five required courses in which the alliance of all forms of strategic communication is the operative principle. These courses include two at the premajor stage: Intro to Integrated Strategic Communication and Strategic Planning and Writing. Students who achieve major status move immediately into two gateway courses: Ethics & the Strategic Communicator and Research Methods for the ISC Professional. At the completion of their major requirements, including a PATH unit, all ISC majors enter their capstone course, ISC Campaigns.

Students select a major PATH to build an area of specialized ability within the framework of integrated communication. Each path consists of two courses taken in sequence. The inaugural offering of PATHS

includes Public Relations, Management (media and account), Creative, and Direct Response. Students can begin their PATH concurrent with their enrollment in the required ethics and research courses.

"The ISC major is more complex, but also more flexible than our previous agency structured advertising program," Whitlow notes. One mark of this flexibility is the move to twelve hours of electives compared to the previous program's offering of nine hours. Depending on their selection of electives, ISC majors can assemble up to eighteen hours of work in courses related to the PATH they choose.

ISC students round out their major with a 21-hour Field of Concentration. Included in these hours are a marketing management course and one in social or professional ethics.

According to Prof. Whitlow, students with interests in public relations drifted across four programs in two departments prior to the ISC program. "They now have a home in ISC. The common denominator of strategic communication bonds all our students. Just as in the industry, our fusing of strategic communication tools is logical and inevitable."

Members of the ISC faculty are Dr. James K. Hertog, Prof. Richard Roth and Prof. Dennis Altman, with support from Prof. Burnis Morris.

Position Available

Florida International University's accredited School of Journalism and Mass Communication seeks a faculty member with strong writing and creative skills beginning January 1998.

The candidate should be knowledgeable about advertising and public relations, as well as interested in the local professional community. This tenure-track position includes teaching creative concepts and/or public relations and mass communication writing. Some teaching experience is mandatory. An advanced degree and record of scholarship are preferred, although extensive professional experience and distinguished achievement will be considered. Spanish fluency a plus. Competitive Salary. Minorities and women urged to apply.

Send cover letter, resume, writing and creative samples, and syllabi by September 25, 1997, to Anne Owen, Chair, Search Committee, Advertising and Public Relations, School of Journalism and Mass Communication, Florida International University, North Miami, FL 33181. (305) 919-5625; fax (305) 919-5215. FIU is an equal opportunity/equal access/affirmative action institution.



Research Grants Available from Hartman Center for Sales, Advertising and Marketing History, Duke University

Three or more grants of up to \$750 are available from the John W. Hartman Center for Sales, Advertising, and Marketing History, Special Collections Library, Duke University to 1) graduate students in any academic field who wish to use the resources of the Center for research toward MA, Ph.D, or other postgraduate degrees; 2) faculty members working on research projects; or 3) independent scholars working on nonprofit projects. Funds may be used to help defray costs of travel to Durham and local accommodations for researchers using any of the Hartman Center's collections; photocopies and reproductions not included.

In addition to the regular Thompson grants described above, the Hartman Center will fund three J. Walter Thompson Research Fellowships. Each Fellow will receive a stipend of \$1000 during his/her stay in Durham. Fellowships are available to researchers planning to spend a minimum of two weeks at Duke doing research that focuses on the J. Walter Thompson Company Archives.

The major collections available at the Hartman Center at the current time are the extensive Archives of the J. Walter Thompson Company (JWT), the oldest advertising agency in the U.S. and a major international agency since the 1920s; the advertisements (1932+) and a moderate amount of agency documentation from D'Arcy, Masius, Benton & Bowles (DMB&B); and the Outdoor Advertising Association of American (OAAA) archives and

related collections documenting billboard history. The Center holds several other smaller collections related to 19th and 20th century advertising and marketing, supported by a growing number of books, periodicals, films, and videos.

For more information about the Hartman Center Collections, visit them on the web at <http://scriptorium.lib.duke.edu/hartman/>

Reminder: Call for 1998 AAA Committee Members

You are invited to volunteer to serve on one of the Academy's committees listed below. Committee rosters and chairs will be assigned soon (you may not be reassigned to a committee unless you reapply), so please consider working with other Academy members to keep things running smoothly. Remember, we're an all volunteer organization, so we depend on the cooperation of one another. Descriptions of committee roles and responsibilities are included in our membership directory, and you should feel free to include any questions, comments, and/or suggestions as you submit this form.

Standing Committees: Research Committee, Finance Committee, Membership & Placement Committee, Awards Committee (Academy

Requirements: The next cycle of awards will be for use between December 1997 and December 1998. Request application information at any time. Graduate student applicants 1) must be currently enrolled in a postgraduate program in any academic department and 2) must enclose a letter of recommendation from the student's

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Fellows, Distinguished Service, Sandy Award, etc.), Publications Committee* (as vacancies occur).

Ad Hoc Committees: Industry Relations & Fellowships Committee, International Advertising Education Committee, Mission Statement Committee (new).

Other: The Academy is also fortunate to have a number of representatives including Journal editor, Newsletter editor, and Webmaster (each selected by the Publications Committee) and two Accreditation Representatives, and there may be some other ideas you may have for which you'd like to volunteer, so please complete this volunteer form and mail it in today.

*Volunteers for the Publications Committee will be submitted to the Publications Committee for their evaluation and selection.

Your name (please print): _____

Your preferred mailing address _____

Your phone, fax, e-mail: _____

Your top 3 committee preferences:
 1) _____ 2) _____ 3) _____

Return to: Dick Beltramini, 6564 Parkview Drive, Troy, MI 48098.

Research Grants Available

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advisor or project director. Faculty and independent scholars must enclose a curriculum vitae. Please address questions and requests for application forms to Russell S. Koonts, John W. Hartman Center for Sales, Advertising, and Marketing History, Special Collections Library, Duke University, Box 90185, Durham, NC 27708-0185; phone 919-660-5833; fax 919-660-5934; e-mail: rkoonts@duke.edu

Deadlines: Applications for 1997/98 awards must be received or postmarked by October 31, 1997. Awards will be announced in December.

Special Issue

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international marketing ethics; and 13) ethics of niche and targeting strategies.

Guidelines for Submitting Papers:

Submit four copies of the paper to either one of the guest editors by January 30, 1998. Papers must not have been published, accepted for publication, nor be under consideration elsewhere. While authors are encouraged to keep papers under 40 double-spaced pages, including figures, references and appendices, long papers will be entered into the review process and final acceptance will depend on the overall contribution of the paper in relation to its length. Each paper should have a separate title page

with the author's name, affiliation, address, phone, fax, and e-mail. Multiple authorship should indicate the contact person. Appropriate papers will be double-blind reviewed by at least two expert reviewers. The format of *Research in Marketing* should be closely followed.

Guest editors: Scott J. Vitell, Phil B. Hardin Prof. of Marketing, School of Business Administration, University of Mississippi, University, MS, 38677, phone (601) 232-5468; fax (601) 232-5821; e-mail: vitell@bus.olemiss.edu. Donald P. Robin, J. Tylee Wilson Professor Business Ethics, Wayne Calloway School of Business & Accountancy, Wake Forest University, Box 7285 Reynolda Station, Winston-Salem, NC 27109.



University of North Texas
Department of Marketing
College of Business Administration
P.O. Box 311396
Denton, Texas 76203