

Developments in Marketing Science:
Proceedings of the Academy of Marketing Science

Melissa Moore
Robert S. Moore *Editors*

New Meanings for Marketing in a New Millennium

Proceedings of the 2001 Academy of Marketing Science
(AMS) Annual Conference



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New Meanings for Marketing in a New Millennium

Proceedings of the 2001 Academy of Marketing
Science (AMS) Annual Conference



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Forward

The 2001 Academy of Marketing Science conference offers you the unique opportunity to avail yourself of groundbreaking marketing thought. The conference presents a true spectrum of marketing endeavors that include:

- More than 15 special sessions selected to raise your awareness on many exciting areas of research,
- Over 100 competitive papers that represent the research efforts of more than 200 scholars, and;
- Poster sessions that offer you the opportunity to witness work at an early stage of development.

We encourage you to offer your knowledge, insights, and expertise during these various research presentations and discussions.

Be sure to attend the various receptions and breaks during the day where you can network with conference participants from over 20 countries--a testament to the true international flavor of the organization. Enjoy your stay in San Diego!

Preface

The Academy of Marketing Science was founded in 1971, held its first Annual Conference in 1977, and has grown and prospered ever since. The relevancy of the Academy's mission and activities to our chosen target market of the marketing professorate has been a key factor in attracting the discipline's best and brightest from all over the world.

The revised Articles of Association of the Academy were approved by the Academy Fellows on June 1, 2000. Title four of the Articles of Association and Bylaws define the mission of the Academy as follows:

1. Provide leadership in exploring the normative boundaries of marketing and seeking new ways of conjoining marketing theory and marketing practice.
2. Further the science of marketing throughout the world by promoting the conduct of research and the dissemination of research results.
3. Provide a forum for the study and improvement of marketing as an economic, ethical, social and political force and process.
4. Furnish, as appropriate and available, material and other resources for the solution of marketing problems that confront firms and industries, on the one hand, and society at large on the other.
5. Provide publishing media and facilities for the Fellows of the Academy and reviewer assistance on Fellows' scholarly research.
6. Sponsor one or more annual conferences to enable the Fellows of the Academy to (a) present research results, (b) learn by listening to other presentations and through interaction with other Fellows and conference participants, (c) avail themselves of placement services, (d) conduct discussions with book publishers and editors, and (e) exchange other relevant information.
7. Assist Fellows in the better utilization of their professional marketing talents through redirection, reassignment and relocation.
8. Provide Fellows with insights and such resources as may be available to facilitate the development of improved teaching methods, materials, devices, and directions.
9. Seek means for establishing student scholarships and university endowments in the field of marketing.
10. Offer Academy Fellow status to business and institutional executives and organizations.

The Academy's purpose and direction may be modified as the influence of time and appropriate constructive forces may dictate.

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