

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

Maximilian Stieler *Editor*

Creating Marketing Magic and Innovative Future Marketing Trends

Proceedings of the 2016 Academy
of Marketing Science (AMS) Annual
Conference



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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 professoriate 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, approved by the Board of Governors in the spring of 1984 and by the general membership in the fall of that year, define the mission of the Academy as follows:

1. Provide leadership in exploring the normative boundaries of marketing, while simultaneously seeking new ways of bringing theory and practice into practicable conjunction.
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, which confront particular firms and industries, on the one hand, and society at large on the other.
5. Provide publishing media and facilities for fellows of the Academy and reviewer assistance on the fellow's scholarly activities.
6. Sponsor one or more annual conferences to enable the fellows of the Academy to present research results; to learn by listening to other presentations and through interaction with other fellows and guests; to avail themselves of the placements process; to conduct discussion with book editors; and to exchange other relevant information.
7. Assist fellows in the better utilization of their professional marketing talents through redirection, reassignment, and relocation.
8. Provide educator fellows with insights and such resources as may be available to aid them in the development of improved teaching methods, materials, devices, and directions.

9. Seek means for establishing student scholarships and professional university chairs in the field of marketing.
10. Offer fellows of the Academy status to business and institutional executives and organizations.
11. Modify the Academy's purpose and direction as the influence of time and appropriate constructive forces may dictate.

Bayreuth, Germany

Maximilian Stieler

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Under the theme “Creating Marketing Magic and Innovative Future Marketing Trends,” scholars discussed how marketing practices help create and deliver value-packed and meaningful customer experiences. The proceedings provide new insights and strategies for scholars, researchers, practitioners, and other social actors to act successfully in a dynamic marketing environment.

The Academy of Marketing Science would like to recognize those who made this conference a great success. Many individuals managed the organization, the review process, the conference program, and every single request behind the scenes. Special acknowledgements go to the conference co-chairs Dipayan Biswas and Claas Christian Germelmann. In addition, the track chairs were essential in the encouragement of the submission of abstracts, attentively managing the review process, and organizing the session details.

The Academy of Marketing Science extends sincere appreciation to all those who submitted their research and presented their ideas at the conference, the reviewers, the session chairs, and others who volunteered to make the meeting a success. Open-minded attendees from all over the world made this conference a very special event. The 2016 Academy of Marketing Science Conference would not have been possible without the effort of these many individuals.

Maximilian Stieler

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