

PREFACE

The Academy of Marketing Science is a consortium of University academicians and business executives whose purpose is to:

1. Further the science of marketing throughout the world by promoting the conduct of research and the dissemination of research results.
2. Provide a forum for the study and improvement of marketing as an economic, ethical, and social force.
3. 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.
4. Provide publishing media and facilities for Fellows of the Academy and reviewer assistance on Fellows' scholarly articles.
5. 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 placement process; to conduct discussions with book editors; and to exchange other relevant information.
6. Assist Fellows in the better utilization of their professional marketing talents through redirection, reassignment, and relocation.
7. 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.
8. Seek means for establishing undergraduate scholarships and professional university chairs in the field of marketing.
9. Offer Fellow of the Academy status to business and institutional executives and organizations.
10. Establish Chapters of the Academy worldwide.

Devoted to implementing these goals, the Academy continues to move forward. *The Journal of the Academy of Marketing Science*, the Academy Monograph Series, and the Academy's Annual Conferences promote research, supply ways for its dissemination, and provide a forum for stimulating communication and interaction. The number of our fellows and of institutional subscribers steadily increases, and the journal's national and international recognition spreads dramatically. It is now subscribed to in all the United States, including, of course, Alaska, Hawaii, and Puerto Rico. Internationally, its reach has grown rapidly; over 150 subscribers are foreign. In Canada they are extensive both in numbers and in geographic reach. Close to 100 are sent overseas. In Europe the Journal goes to Belgium, Denmark, England, Finland, France, Netherlands, Spain, Sweden, Switzerland; but the Journal is also subscribed to in Australia, British Columbia, China, Egypt, Guam, India, Israel, Japan, Korea, Mexico, Nigeria, Manila, Nicaragua, Trinidad, Turkey, and library and business requests for information and samples arrive constantly from new regions.

A vote of gratitude is due our Academy President, Robin T. Peterson, under whose fine leadership the Academy has markedly advanced toward its goals.

Congratulations to John D. Wallace our Marketer of the Year. Thanks to Dub Ashton our 1980 Conference Program Chairman for his excellent job of conference planning. We appreciate the hard work done by Venkatakrishna V. Bellur in editing these proceedings, and by Ivan R. Vernon in seeing to their production. Congratulations and thanks to the authors whose work is accepted here for publication, and to our Research in Progress authors we offer support and encouragement for a successful completion of their projects. To the research reviewers, track chairpersons, speakers, and discussants, we express our thanks for their important contributions. We are indebted to Baylor University and Texas Christian University, and to our local arrangements committee comprised of Ivan R. Vernon and Halsey Jones, for the arrangements in Dallas. The participation of our business colleagues is a strong and rewarding part of Academy operations. Finally, thanks goes to our Conference Co-sponsors for their moral and financial support. On behalf of the officers of the Academy, please accept our best wishes for a pleasurable and a profitable conference.

April 30, 1980

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