

PREFACE

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, defines 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, and 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 Fellows' scholarly articles.
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 placement process; to conduct discussions 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 Fellow 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.

The Academy was founded in 1971, held its first national Annual Conference in 1977 (in Akron, Ohio), 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.

With foreign members and subscribing institutions in excess of 150, the Academy's international thrust and recognition is significant. In order to further our exposure to our colleagues overseas, the Executive Council recently decided that the Academy should hold a biennial "off-shore" Conference. This Conference has been held in Nova Scotia in 1983 and in Scotland in 1985. The site for 1987 will be announced soon.

The *Journal of the Academy of Marketing Science*, edited by Irene Lange, continues to make major strides in its development. A DEST Automatic Document Reader has been acquired to allow the

automatic reading of manuscripts into the photo-typesetter and attendant word-processor. This should further speed up manuscript processing and reduce costs and errors. Effective with Vol. 14, No. 1, *JAMS* will be published quarterly in an 8½ × 11 format with a new cover design.

These Conference *Proceedings*, the Academy Monograph Series, the annual Membership Directory, and the (now) quarterly *Newsletter* comprise the rest of the Academy's publications. All of these are vehicles for the dissemination of the ever-increasing knowledge base in the discipline of Marketing and provide a stimulating forum for the Fellows (members) of the Academy for the exchange of new ideas and the rethinking of old ones.

On behalf of the Officers and Board of Governors of the Academy, I want to sincerely thank Roger L. Jenkins, the Vice President for Programs, under whose overall aegis this Conference was developed. Especial thanks for all the long hours and hard work of actually "doing" the Conference go to Julian Vinze, the 1986 Conference Program Chair. In the same breath, equally appreciative thanks for long hours and hard work go to Naresh Malhotra, the Editor of these *Proceedings*. Irene Lange and her staff have done a superb job in overseeing all the local arrangements here in Anaheim.

Finally, congratulations to all the authors whose papers survived the tough screening process and appear in these *Proceedings*. Therein is the very heart and soul of this Conference. All of the track chairpeople, session chairs, panel members and discussants also rate a special salute for their important contributions to the success of this Conference. The Academy is particularly appreciative of all the financial and moral support given to the Conference (and the Academy) by Cal State-Fullerton and our other conference cosponsors.

We hope you have an enjoyable and professionally rewarding meeting, and will participate again next year in Miami Beach, Florida, at the Sheraton Bal Harbour Hotel, May 27–30, 1987.

April 30, 1986
Anaheim, California

Douglass K. Hawes, Ph.D.
President

Proceedings of the 1986 Academy of Marketing Science

(AMS) Annual Conference

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2015, XXIX, 497 p., Hardcover

ISBN: 978-3-319-11100-1