

# Retailing 2006: Strategic Challenges in the New Millennium

## The Eighth Triennial AMS/ACRA Retailing Conference

November 1-4, 2006 ♦ Embassy Suites International Drive/Jamaican Court Hotel  
♦ Orlando, Florida

Sponsored by the Academy of Marketing Science and the American Collegiate Retailing Association

### ♦ Conference Announcement ♦

The conference will be held November 1-4, 2006, at the Embassy Suites International Drive/Jamaican Court Hotel, Orlando, Florida, 32819. Competitive sessions will consist of presentations of papers that have been accepted following a blind-review process. The deadline for paper submissions is June 1, 2006. A number of special sessions will also be presented.

### ♦ Conference Co-Chairpersons ♦

Barry Berman, Marketing & Intl. Business, Hofstra University, Hempstead, NY 11549, (516) 463-5711, [mktbxb@hofstra.edu](mailto:mktbxb@hofstra.edu)  
Charles McMellon, Marketing & Intl. Business, Hofstra University, Hempstead, NY 11549, (516) 463-6450,  
[mktcam@hofstra.edu](mailto:mktcam@hofstra.edu)

AMS Liaison: Lou Pelton, University of North Texas ACRA Liaison: Ann E. Fairhurst, University of Tennessee,  
Knoxville

### ♦ Accommodations and Conference Fee ♦

Arrangements have been made with the Embassy Suites Hotel in Orlando, Florida ([www.orlandoembassysuites.com/](http://www.orlandoembassysuites.com/)) for a special rate of \$125 per night, including breakfast and a cocktail reception each day. The conference fee of \$250 **will include ALL sessions, Proceedings, lunches & dinners, and a special event.**

### ♦ Best Paper Award ♦

The Track Chairs will recommend their best papers to a panel consisting of Dhruv Grewal, Joel R. Evans, Michael Levy, and Barton A. Weitz. They will select the Best Paper and two Honorable Mention papers. The best paper will be subsequently published in the *Journal of Retailing* after the paper has gone through the review process and the author(s) have fully met the criteria of the *Journal of Retailing* editorial board.

There will be other awards presented for outstanding scholarship. The Chairperson of the Awards Committee is A. Coskun Samli.

### ♦ Special Sessions ♦

Proposals for special sessions must include a rationale, an outline of the issues to be discussed, and names and relevant qualifications of the proposed session participants. Typically a minimum of two double-spaced typed pages will be needed to provide the necessary information. Three (3) copies of each proposal should be sent to either Barry Berman or Charles McMellon. For material from a special session to be considered for publication in the *Proceedings*, it must be submitted for competitive blind review.

### ♦ General Rules for Competitive Papers ♦

These rules apply: (1) Four copies of completed papers must be received by the proper track chair on or before June 1, 2006. (2) A self-addressed, stamped post card should accompany each paper. The post card will notify the author(s) about manuscript receipt. (3) Also include a 3" x 5" index card with the title of the paper, the names and addresses of all authors, and an indication who the contact author is. Please include that person's phone and fax numbers and E-mail address. (4) **Papers should not exceed 15 double-spaced typed pages, including exhibits, references, and appendices.** The maximum length for final drafts of accepted papers for publication in the *Proceedings* will be five single-spaced pages in the format prescribed by the editor. Accepted papers will be submitted on disk. Contact Barry Berman with any questions. (5) Competitive papers will be double-blind reviewed. Name(s) of the author(s), their affiliations, and the title of the paper should only appear on the title page. Authors should not reveal their identities in any way in the manuscript. (6) The title of the paper – but not the name(s) of the author(s) – should be at the top of page 1 followed by a single-spaced abstract not exceeding 100 words. The body of the paper should be double-spaced and follow *Journal of the Academy of Marketing Science* style. (7) To be considered for acceptance, the paper or a similar version of it **MUST NOT**: a) have been previously published, b) have been accepted for publication elsewhere, c) be under consideration for publication elsewhere, or d) be submitted for review elsewhere during the conference review process. (8) At least one author of an accepted paper **MUST** agree to: a) pre-register for the conference within 10 days of notification of acceptance, b) appear at the conference to present the paper, c) release the copyright on the paper to the *Proceedings* editor, and d) provide a final copy of the manuscript in accordance with publication instructions. (9) Authors uncertain regarding the track to which their paper should be sent may submit manuscripts directly to **Barry Berman** who will forward the work to an appropriate track. Questions on the conference may be directed to either Co-Chairperson.

### ♦ Track and Chairpersons Information ♦ (Continued on Reverse Side)

**Consumer and Shopper Behavior:** Works dealing with consumer behavior, in store and merchandise/service choice, patronage, loyalty, consumption, shopping behavior models, and related topics are welcome. Send to: **Susan S. Fiorito, Textiles & Consumer Sciences Dept., Florida State Univ., Tallahassee, FL 32306-1492, (850) 644-9883, [sfiorito@fsu.edu](mailto:sfiorito@fsu.edu), Grete Birtwistle, Glasgow Caledonian University, Cowcaddens Road, Glasgow, G4 OBA, Scotland, UK+44 141 331 8240, [gbi@gcal.ac.uk](mailto:gbi@gcal.ac.uk), Sandra Forsythe, Department of Consumer Affairs, Auburn University, 308 Spidle Hall, Auburn, AL 36849, (334)-844-6458, [sandra.forsythe@auburn.edu](mailto:sandra.forsythe@auburn.edu).**

**Customer Service and Satisfaction:** Papers on any aspect of customer service, the convenience and quality of services, drivers of customer service evaluation, linkage of customer service to value and behavioral intentions, CRM (customer relationship management), loyalty programs, complaints and returns handling strategies and programs, free vs. fee-based services, and linkage of customer service to various performance metrics are invited. Send papers to: **Katherine Harris, Babson College, Babson Park, MA 02457, (781) 239-5267, [kharris@babson.edu](mailto:kharris@babson.edu)**; **Dhruv Grewal, Babson College**; or **Michael Levy, Babson College**.

**Multichannel Retailing:** Manuscripts on topics related to theory, applications, and research in all areas of multichannel, direct marketing and Web-based retailing are sought. Send to: **Elaine Sherman, Dept. of Marketing and International Business, Hofstra Univ., Hempstead, NY, 11549, (516) 463-5708, [mktezs@hofstra.edu](mailto:mktezs@hofstra.edu)** or **Martin T. Topol, Lubin School of Business, Pace Univ., 1 Pace Plaza, NY, NY 10038, (212) 346-1827, [mtopol@pace.edu](mailto:mtopol@pace.edu)**.

**Global Retailing:** Works covering the range of retailing topics in the global environment, comparative studies, or topics related to retailing in specific nations throughout the world are solicited. Send to: **Dana-Nicoleta Lascu, Dept. of Marketing, E.C. Robins School of Business, Univ. of Richmond, Richmond, VA 23173, (804) 289-8586, [dlascu@richmond.edu](mailto:dlascu@richmond.edu)**; **A. Coskun Samli, Dept. of Management and Marketing, Univ. of North Florida, Jacksonville, FL 32216, (904) 285-8354, [jsamli@unf.edu](mailto:jsamli@unf.edu)**, **Shawn Thelen, Department of Marketing and International Business, Hofstra University, Hempstead, NY 11549 (516) 463-5714, [mktstt@hofstra.edu](mailto:mktstt@hofstra.edu)** or **Leigh Sparks, Inst. for Retail Studies, Univ. of Stirling, Stirling, FK9 4LA Scotland, United Kingdom, (44) 1786-467384, [Leigh.Sparks@stirl.ac.uk](mailto:Leigh.Sparks@stirl.ac.uk)**. Please send any correspondence to Professor Lascu via E-mail as she will be on leave during the spring.

**Human Resources Management:** Papers dealing with recruiting, selection, training, motivation, evaluation, retention, compensation, and management of personnel in the retail environment, and other related matters are invited. Send to: **Linda K. Good, Human Environment & Design, Michigan State Univ., East Lansing, MI 48824, (517) 355-1282, [goodl@msu.edu](mailto:goodl@msu.edu)** or **Alex Sharland, Barry University, 207 Andreas, 11300 NE 2<sup>nd</sup> Avenue, Miami Shores, FL 33161, (305) 988-3530, [asharland@mail.barry.edu](mailto:asharland@mail.barry.edu)**.

**Issues in Retailing:** Manuscripts on a wide variety of current and emerging challenges and issues in retailing such as diversity, ethical practices, technology impact, and others are sought. Send to: **Carol Kaufman-Scarborough, School of Business, Rutgers Univ., 227 Penn St., Camden, NJ, 08102-1656, (856) 225-6592, [ckaufman@camden.rutgers.edu](mailto:ckaufman@camden.rutgers.edu)**; **Michelle A. Morganosky, Dept. of Agricultural and Consumer Economics, Univ. of Illinois, 324 Mumford Hall, MC-710, Urbana, IL 61801, (217) 333-0737, [morganos@uiuc.edu](mailto:morganos@uiuc.edu)**; or **John Fernie, Chair in Retail Marketing, Heriot-Watt University, School of Management, Edinburgh EH14 4AS, Scotland 441-334-472312, [j.fernied@hw.ac.uk](mailto:j.fernied@hw.ac.uk)**.

**Merchandising:** Papers on any aspect of merchandising, including buying, open to buy, category management, buying organizations, private labels, electronic issues, and assortment planning are invited. Submit to: **Donna Smith, School of Retail Management, Ryerson University, 350 Victoria Street, Toronto, Canada M5B 2K3, (416) 979-5000 Ext. 7281, [drsmith@acs.ryerson.ca](mailto:drsmith@acs.ryerson.ca)** or **Patricia Huddleston, Dept. of Human Environment & Design, Michigan State Univ., Room 112 Human Ecology, East Lansing, MI 48824 (517) 353-9907, [huddles2@msu.edu](mailto:huddles2@msu.edu)**.

**Operations Management and Technology:** Papers dealing with operational and technological issues such as improving productivity, the impact of downsizing, prototype stores, labor scheduling, space allocation, inventory management, store maintenance, retail information systems, EDI, ECR, and the use of new technologies are invited. Send to: **Patrick Dunne, Dept. of Marketing, Texas Tech Univ., Box 42101, Lubbock, TX, 79409, (806) 742-3432, [pdunne@ba.ttu.edu](mailto:pdunne@ba.ttu.edu)**, **Alan B. Flaschner, Touro Univ., 5665 Plaza Drive, 3<sup>rd</sup> Fl, Cypress, CA 90630, (714) 816-0366 Ext. 2020, [abflaschner@touro.edu](mailto:abflaschner@touro.edu)**, or **Paul McGurr, School of Business Administration, Fort Lewis College, 1000 Rim Drive, Durango, CO 81301, (970) 247-7543, [mcgurr\\_p@fortlewis.edu](mailto:mcgurr_p@fortlewis.edu)**

**Retailing Education:** Papers on effective teaching methods/models, student motivation, effective use of technology in the classroom, trends in training and experiential learning, and other related matters in retail education are invited. Send to: **Laura Jolly, Retailing and Consumer Sciences, Univ. of Tennessee, 245 Jessie Harris Building, Knoxville, TN 37996-1911, (865) 974-4594, [ljolly@utk.edu](mailto:ljolly@utk.edu)** or **Michael M. Pearson, Coll. of Business Administration, Loyola University, New Orleans, LA 70118, (504) 864-7938, [pearson@loyno.edu](mailto:pearson@loyno.edu)**.

**Retail Promotion:** Papers on in-store promotion, visual merchandising, the promotion mix, uses of new media, promotion modeling, promotion effectiveness, and related topics are invited. Send to: **Mary Ann Eastlick, Div. of Retailing & Consumer Sciences, Univ. of Arizona, P.O. Box 210033, Tucson, AZ 85721-0033, (520) 621-9696, [eastlick@u.arizona.edu](mailto:eastlick@u.arizona.edu)** or **Sandra Mottner, College of Business, Western Washington University, Parks Hall MS 9073 Bellingham, WA 98225, 360-650-2403, [sandra.mottner@wwu.edu](mailto:sandra.mottner@wwu.edu)**.

**Site Selection and Geographic Information Systems:** Conceptual and applied manuscripts on site selection, trading area attributes, shopping districts, shopping centers, location models, and geographic information systems (mapping) are invited. Send to: **David J. Burns, Dept. of Marketing, Xavier University, Dept. of Marketing, 3800 Victory Parkway, Cincinnati, Ohio 45207, (513) 745-3956, [burnsd@xavier.edu](mailto:burnsd@xavier.edu)** or **Mary Long, Pace University, Lubin School of Business, 1 Pace Plaza, New York, NY 10038, (212) 618-6453, [mlong@pace.edu](mailto:mlong@pace.edu)**.

**Strategic Retailing:** Manuscripts dealing with any aspect of the development, implementation, and evaluation of strategic plans in retailing – both conceptual and applied -- are sought. Send to: **Larry Gresham, Marketing Dept., Texas A&M Univ., College Station, TX 77843, (409) 845-5692, [lgrisham@tamu.edu](mailto:lgrisham@tamu.edu)**, **Jack Gifford, Dept. of Marketing, Miami Univ., Oxford, OH 45056, (513) 529-1207, [gifforbj@muohio.edu](mailto:gifforbj@muohio.edu)** or **Sherry Lotz, Div. of Retailing & Consumer Sciences, Univ. of Arizona, P.O. Box 210033, Tucson, AZ 85721-0033, (520) 621-1295, [slotz@u.arizona.edu](mailto:slotz@u.arizona.edu)**.

**Competitive Papers  
Due June 1, 2006**

**Plenary Sessions  
with Outstanding Speakers**

# *Call for Papers*

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- ◆ *Embassy Suites International Drive/Jamaican Court Hotel  
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