



A bridge to relevance: on the history of the Academy of Marketing Science® (AMS)

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Published online: 5 January 2022
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Abstract

AMS has survived half a century. Originally envisioned by Harold W. Berkman, who survived nearly a full century, the association has grown in numbers and in prominence. While AMS is well-known for its two leading academic journals and for hosting well-attended annual conferences and the World Marketing Congress, relatively little has been written about AMS history. We contribute a brief history of AMS that emphasizes the organization's missions and values. In particular, AMS, along with its publications and conferences, has been, is, and will continue to aim to represent, a bridge between the academic and practicing marketing community. Further, that bridge should be built upon quality, service, and integrity.

AMS Review is today an important part of the Academy of Marketing Science® (AMS). With its 12th Volume, the *AMS Review* has existed for less than a quarter of the life of AMS, which was established in 1971. However, like other aspects of AMS history, the dedication of AMS leaders, working behind the scenes, brought it to life. *AMS Review* is now recognized as the leading outlet for non-empirical marketing articles, and this rise to prominence offers gratification to those AMS leaders who advocated AMS offering an outlet for conceptual articles, which had been lacking in the field. The present volume reflects on the history and future of the marketing discipline. As such, it is only fitting that part of this special issue should reflect specifically on AMS's legacy

and contributions to the discipline, as well as how AMS may continue to lead the discipline into the future.

AMS's current position and influence within the marketing discipline is largely attributed to one person—Harold W. Berkman—the AMS Founding Fellow and Distinguished Professor. Harold entered academia after a successful career as an entrepreneur and marketing executive (Babin & Krey, 2022). As a man of many achievements, his establishment of AMS is certainly far from the least of those achievements. Harold's prudent stewardship helped grow the Academy from a welcoming professional society, offering a voice and a home to those from all walks of marketing academia free from pretentiousness, into a preeminent association that includes ownership of two prestigious marketing journals. Harold (Berkman, 1992; p. 299) expressed the purpose of AMS and its publications as:

Our goal was (is) to stress good marketing theory that can be useful to practitioners: to serve as a bridge between the academic community and the business world. That, by the way, remains the chief mission of both the Academy and *JAMS* today.

In a day when the relevance of academic research is widely questioned due to fractionization, gamesmanship, detachment from application, and other issues (Agunis et al., 2020; Babin et al., 2021), AMS's purpose set out by Harold Berkman deserves attention. Berkman also stressed that AMS should lead in integrity and promote research that furthers ethical marketing practices. In addition, with AMS thriving now for a half a century, an accounting of

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its history and efforts to build and maintain that bridge are warranted. The present paper presents a history of AMS motivated by Berkman's *fiat lux* (let there be light) admonition and the efforts of AMS's leadership to help accomplish AMS's purpose.

The foundation of AMS

AMS was established in 1971 at the C. W. Post Center of Long Island University in New York, where Harold was a faculty member. In an early white paper, Harold outlined the initial nature of AMS. A strong motivation was to provide an alternative to the American Marketing Association (AMA), which Harold noted as perceived to underserve the academic community and to overemphasize faculty from institutions perceived as elite. Harold personally led and oversaw the Academy through its early years and grew membership through personal contacts with a heavy reliance on letter writing and telephone campaigns. In an effort to internationalize the association, Harold successfully put a special emphasis on Canadian participation (Babin & Krey, 2022).

In 1972, Harold provided an avenue to publication for AMS Fellows, the name given to active AMS members, by creating the *Journal of the Academy of Marketing Science*[®] (*JAMS*). *JAMS* would become a primary AMS vehicle for building the bridge to practical relevance. As a demonstration of the bold leadership of Harold and AMS, he selected Jane Fenyo, a colleague of his at C.W. Post Center at Long Island University, to be the first editor of *JAMS*. No woman had ever served in such a capacity. Jane successfully edited the first ten volumes of *JAMS* and remains as, not only the first, but still one of the very few women to edit a preeminent marketing academic journal. The early years were not easy, requiring both Harold and Jane's strong work ethic to ensure sufficient manuscript submissions and to develop raw submissions into publishable articles. In addition, the financial demands of the journal required imaginative fundraising. Harold creatively hearkened back to his days as an owner of a small chain of liquor stores by hosting wine seminars on Long Island. Profits from the seminars, along with the sale of the wine (often donated) to participants, subsidized *JAMS* in its early years (Babin & Krey, 2022; Berkman, 1992). The success of *JAMS* is in large part due to Harold's tenacity and desire to produce academic content with relevance. Those early days of AMS, as Harold recruited members across North America and established a journal in which AMS Fellows could share their research, provided a strong foundation. Within AMS's first two years, Harold built an international membership and created what would become a premier, *Financial Times*-50 academic marketing journal.

The early years—1970s

Figures 1 through 5 provide a timeline of some of the key events in AMS history. *JAMS* was seen as a key first step in building the bridge between the academic and business community. The first volume appeared in 1973. Not insignificantly, the first article appearing in *JAMS* was authored by Canadians and dealt with Canadian marketing (Banting & Ross, 1973). AMS has always sought to be a welcoming society without concern for borders. Harold marketed the association heavily to his neighbors to the north in the early days. Those efforts are well reflected in the topics and authors that comprise the early volumes of *JAMS*.

In those early years, Harold served in the role of AMS President without assuming the title. He set up a Board of Governors to help establish a strategy and policy for the association. Some five years after setting a charter in a short letter, AMS held its first conference—the Annual Marketing Symposium and Honors Banquet. The conference theme was “Long Island Marketing: Promise and Problems.” At the meeting, Anthony D. Famghetti, Chair of the AMS Board of Governors, presented Paul B. Townsend, an advertising executive and publisher of the *Long Island Business Review*, with the first ever AMS Distinguished Marketing Practitioner Award. The award continues to this day and recipients include Jane Cousins (Merrill Lynch, Realty, 1981), Dick Barlett (Mary Kay Cosmetics, 1995), Erick J. Laine (ALCAS Corporation, 1999), David Ridley (Southwest Airlines, 2009), Robbie Brozin (Nandos Peri-Peri Restaurants, 2011), and Scott Smith (Qualtrics, 2021). Not surprisingly, the list of winners is internationally diverse (for the full list, see: <https://www.ams-web.org/page/OutstandingMarketer>). The Symposium attracted 200 attendees, and the speakers were all practitioners, representing a wide range of industries including banking and tourism. Emphasizing that AMS should be practically oriented, academics were the audience, not the speakers (AMS, 1976).

In 1977, AMS held what would become its first “Annual Conference” in Akron, Ohio, with 90 individuals, both academics and executive, participating in the program. Clearly, given that 20 percent of participants were Canadian, the conference was international. The Proceedings for the conference became part of the 1978 volume of *JAMS*. While it may seem strange to include revised conference presentations as journal articles, in the early days of a journal, nothing was more important than having content to fill pages.

Robin Peterson (New Mexico State University) was appointed president in 1978, the year the AMS office moved to the University of Miami, where Harold was

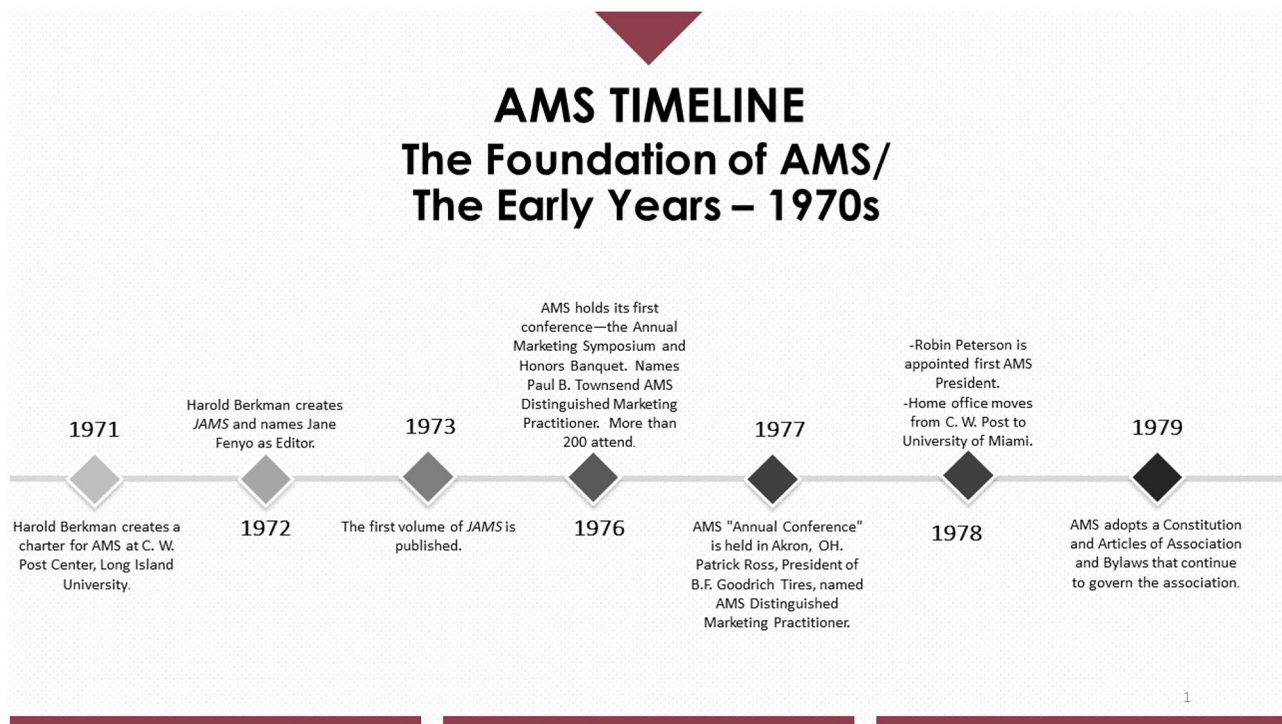


Fig. 1 An historical chronology of important events for AMS—1970s

then a faculty member. Table 1 includes a list of all AMS Presidents. It became clear that the association would survive into a new decade and looking into the future, AMS adopted a Constitution and Articles of Association and Bylaws in 1979. Those bylaws, although revised from time to time, continue to govern AMS today. Biannual officer elections were included as part of the bylaws. Ivan Vernon became the first elected President of the association.

The growth years—1980s

The 1980s represented a period of growth for AMS, not just in terms of membership but also in terms of stature (see Fig. 2). Women continued to serve important roles. In 1982, Jane Cousins, of Cousins Associations (a Merrill Lynch Company) was named Distinguished Marketing Educator, and in 1984, Irene Lang (California State University at Fullerton) was named the third *JAMS* Editor. A huge step in the internationalization of AMS took place in 1983, when AMS held the first AMS World Marketing Congress (WMC) in Halifax, Nova Scotia. Erdener Kayak took the lead as Chair of this first, of what would become many, WMCs. Officially, AMS became recognized legally as a 501c organization by the U.S. Department of Treasury helping to further establish and legitimize the association.

In 1986, the Board of Governors developed positioning statements that emphasized the values of AMS as an open organization, with international outreach, that valued freedom of expression, integrity, and a high level of scholarship. Additionally, a strategic emphasis on branding AMS led to several lasting characteristics of the association. The color international burgundy was established as official to the association and *JAMS*, and the tear size of *JAMS* was increased from its initial “pocketbook” size to a 10 ½” by 8” format. The branding effort helped build a recognizable and identifying image. Jay Lindquist (Western Michigan University) was instrumental in this effort, and together with Harold, they insisted that the AMS logo always be prominent on the *JAMS* cover and not overshadowed by any publisher’s mark.

The Board of Governors also established a new award intended to recognize an AMS Fellow for contributions to marketing education. In 1987, Shelby D. Hunt was recognized with the first AMS Distinguished Marketer Award. Early recipients of the Distinguished Marketer Award include Bob Peterson, Jag Sheth, and Bill Darden. For a complete list of winners, see: <https://www.ams-web.org/page/CutcoMKTGEducator>. In the early 1990s, Dick Bartlet, a recipient of the Distinguished Marketing Practitioner Award, pledged \$100,000 to be given over the coming years in support of an award to recognize an outstanding doctoral student in marketing. Eventually, the Mary Kay Award developed

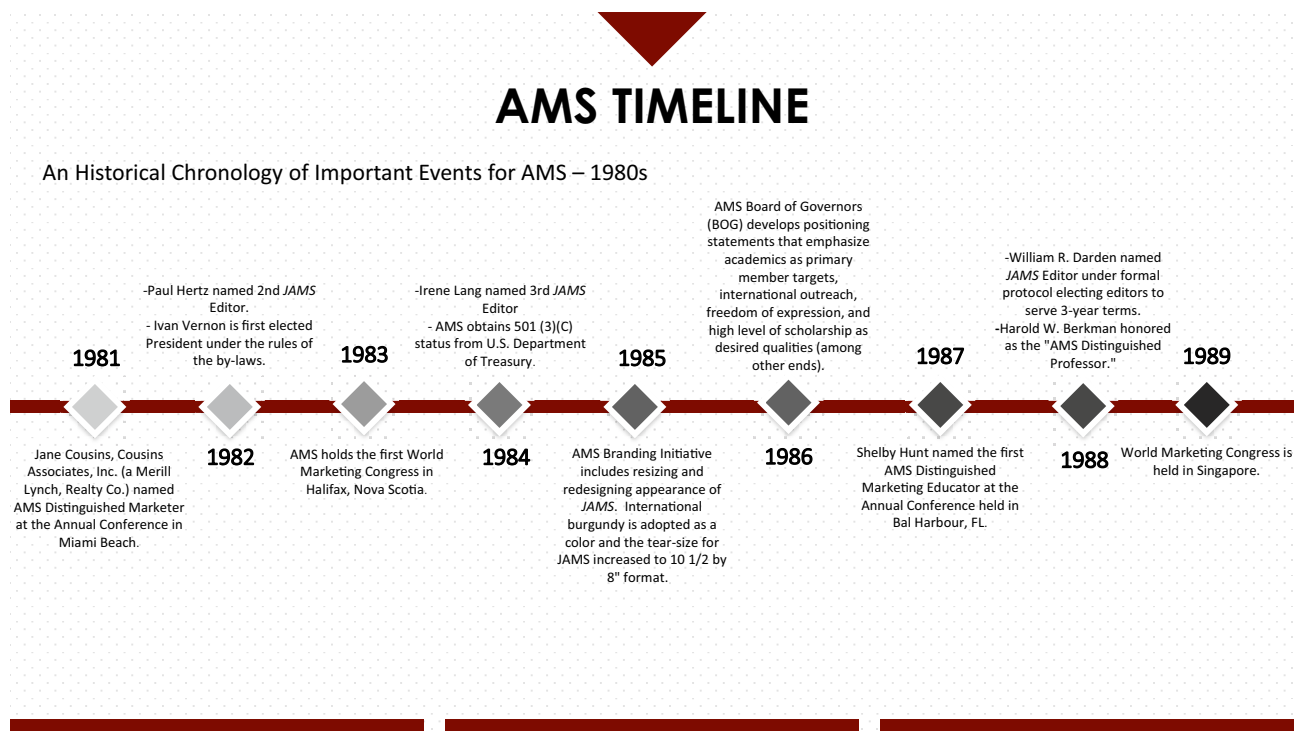


Fig. 2 An historical chronology of important events for AMS—1980s

into the Mary Kay Dissertation Awards. In addition, the Board and the Executive Committee awarded Harold Berkman, the AMS Founding Fellow, the title “AMS Distinguished Professor.” He is the only recipient of that designation.

Among momentous events for AMS in the 1980s, perhaps none was more important than the appointments of the four *JAMS* editors. The bylaws, together with policy implementation from the AMS Executive Committee, now specified more formal procedures for selecting editors of AMS publications. As a result of the first implementation of those procedures, which included fixed 3-year terms for editors, William R. Darden, then the Piccadilly Distinguished Professor of Marketing at Louisiana State University, became Editor. Bill brought along with him a prolific publication record in all the top journals as well as previous experience as editor at both the *Journal of Business Research* and the *Journal of Retailing*. Bill’s high status in the discipline at that time brought an even greater sense of credibility to *JAMS* and quickly accelerated its status among marketing scholars. Bill’s management of the editorial review board emphasized quality and innovativeness. He created a “mentor board” led by John Swan, then at the University of Alabama at Birmingham, which helped develop manuscripts that showed potential but which also faced barriers to *JAMS* publication. The mentor board’s job was not to review submissions, but to develop them into scholarly articles. While Bill selected relatively few submissions to go to the mentor board, that step

demonstrated an author-friendly approach that helped build quality content and secure greater prestige for *JAMS*.

In those days, the title the *Journal of the Academy of Marketing Science* also emphasized the “the.” The editor enforced the condition of publication that authors were expected to be AMS members. Thus, upon acceptance, if authors were not current AMS Fellows, they received an invoice for membership with the acceptance letter. No author ever turned down or complained about the modest AMS membership fee (\$40 then and still only \$90), and the membership entitled them to all of the further benefits of being an AMS Fellow. By 1990, *JAMS* was recognized by many schools as an “A” publication. In addition, AMS membership had grown to over 1,000 members. The association had truly arrived as a leading professional association for marketing “scientists.”

Forging ahead—1990s

With formal bylaws and procedures now in place, the 1990s brought an era of continuity (see Fig. 3). Bob Peterson (University of Texas) followed Bill as *JAMS* editor and continued the Journal’s upward trajectory. In 1992, Jagdip Singh was recognized as the first recipient of the Jagdish N. Sheth Award for the Best *JAMS* article published in the previous year. That award was made possible by a generous gift from Jag Sheth. The

award continues to bear his name to this day. The endowment of the award from one of the very top names in the discipline also demonstrated that *JAMS* had truly arrived as a top journal.

During this period, the Board of Governors created an honorary designation of Distinguished Fellow, to recognize those AMS Fellows who were “dedicated members...[who exemplify] the goals and objectives of the Academy.” No more than three percent of AMS Fellows can hold this designation at any time. Thus, the designation is quite meritorious. The initial group included Berkman, Gerald Albaum, Peter Banting, Irene Lang, and Michael Czinkota, among others (see <https://www.ams-web.org/page/A8>). At present, just over 50 AMS Distinguished Fellows are so honored.

AMS began to branch out in several ways. During the 1990s, the WMC was held in far away places including Istanbul, Turkey; Melbourne, Australia; Kuala Lumpur, Malaysia; and Qawra, Malta. Joe Hair (LSU) served as AMS President in the mid-90s and made a concerted effort to build on Harold’s initial impetus and grow the association internationally. In particular, AMS enjoyed a boom in growth in Austral-Asia at that time. The AMS Executive Committee also created a policy that nominees for the Board of Governors should always include at least ½ international (non-USA based) candidates. In 1997, AMS became affiliated with a print journal known as the *Journal of Consumer and Market Research*, and rebranded it into an online only journal called the *Academy of Marketing Science Review* (<https://www.ams-web.org/page/OriginalAMSR>). Thus, the idea of a companion journal for

JAMS was created by stepping out into the virtual world for the first time.

Additionally, in 1993, AMS held the first “Minority Marketing” conference in Long Beach, MS. A. Coskun (Josh) Samli was instrumental in developing the idea for the conference. Alvin Williams, then of University of Southern Mississippi, served as the conference program chair. The Proceedings included 23 papers and included various topics such as ethnic acculturation, portrayals of minority models, minority shopping behaviors, schematic cultural defaults, and marketing in South Africa, among others (King, 1993). The Minority Marketing conference was branded more broadly as the AMS Multicultural Marketing Conference, with the second version being held in Virginia Beach, Virginia in 1996, and the third in Montreal, Quebec in 1999. Michel Laroche, Concordia University, chaired the latter and was instrumental in further rebranding that meeting to the Cultural Perspectives in Marketing Conference. The rebranding efforts were, at each point, an attempt to broaden the appeal of the conference. The AMS Executive Committee also took a major step toward the continuity of the WMC in 1998 by naming Jay Lindquist Director of International Programs. Jay would remain in that position for over two decades and oversee the administration of many outstanding events.

The Annual Conference took place at the Biltmore Hotel in Coral Gables for the first time in 1997. At that conference, AMS Fellows cooked their own dinner for the first time, and

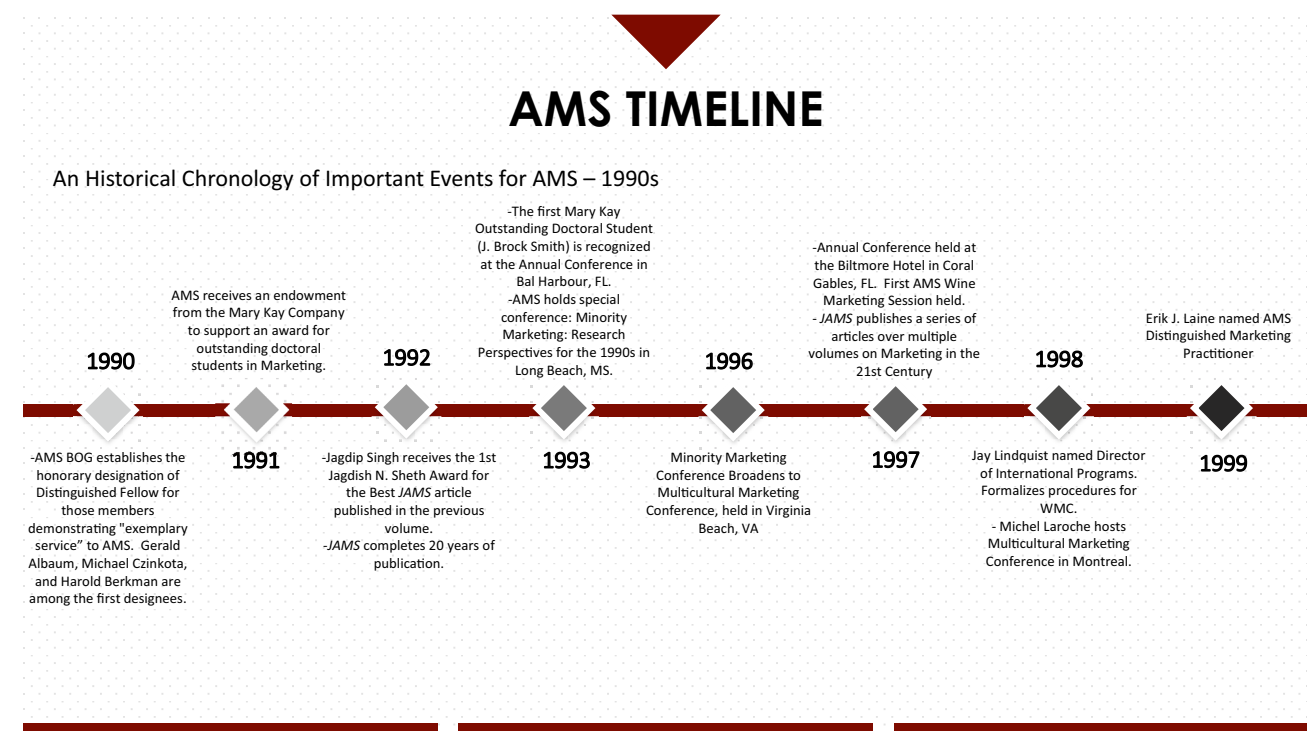


Fig. 3 An historical chronology of important events for AMS—1990s

would repeat that again several times at future Biltmore conferences. Robin Luke entertained the crowd with live music. Also, the first AMS Wine Marketing session was chaired by Mitch Griffin and Barry Babin and featured wine education, in the spirit of Valencia Wines (Babin & Krey, 2022), and blind tasting. That session became the first of what would be an annual happening for nearly 20 years. Events like these emphasized the congenial nature of AMS. While the association emphasized quality research and hard work, it also recognized that work does not have to be unpleasant.

The end of the 90s brought a new beginning to AMS. Under the leadership of Bob Peterson, AMS secured a web presence (www.ams-web.org) that changed the way the association communicated and, eventually, the way member data are maintained. Over the next decades, the web presence became more and more important to AMS, not just for what Fellows saw when they visited the site, but for organizing records, conducting transactions, providing access to AMS publications, and communicating information about events.

The new millennium—2000s

AMS membership exceeded 1500 by the turn of the millennium. International outreach had succeeded greatly as the number of members from the USA and the number of international members became, and continue to remain, virtually the same. The association also moved toward two major

conferences each year (see Fig. 4). Two successful Cultural Perspectives in Marketing Conferences (CPM) brought an AMS presence to new locals. The CPM was held in Puebla in southern Mexico in 2004 and in Seoul, South Korea in 2006. Additionally, AMS hosted a special topic conference in 2005, with the theme of International Retail Patronage, in Reims, France. That conference featured bar-code name badges and champagne receptions. The event would provide a foundation for a strong connection between AMS and its European partners. The seeds for these connections were laid by Michel Laroche and Jean-Charles Chebat, who helped strengthen the relationship with the French Marketing Association. The first decade of the new millennium closed with a CPM held in conjunction with IESEG in Lille, France. AMS was internationalized in a very prominent way. The first concerted effort at a doctoral consortium came in 2009 at the AMS WMC held in Oslo, Norway. Also, to solve the issue with the name changes associated with what had become the AMS CPM, the AMS Executive Committee moved to hold the WMC annually rather than biannually.

The second significant private partnership developed in the early 2000s. Erik Laine, the 1999 AMS Distinguished Marketing Practitioner, pledged funds to support the AMS Distinguished Marketing Educator Award. As such, in 2002 at the Annual Conference held in Sanibel, FL, Phil Kotler became the first honoree of the award bearing the name Cutco/Vector Distinguished Marketing Practitioner. The AMS Board of Governors, with the backing of Berkman Endowment funds,

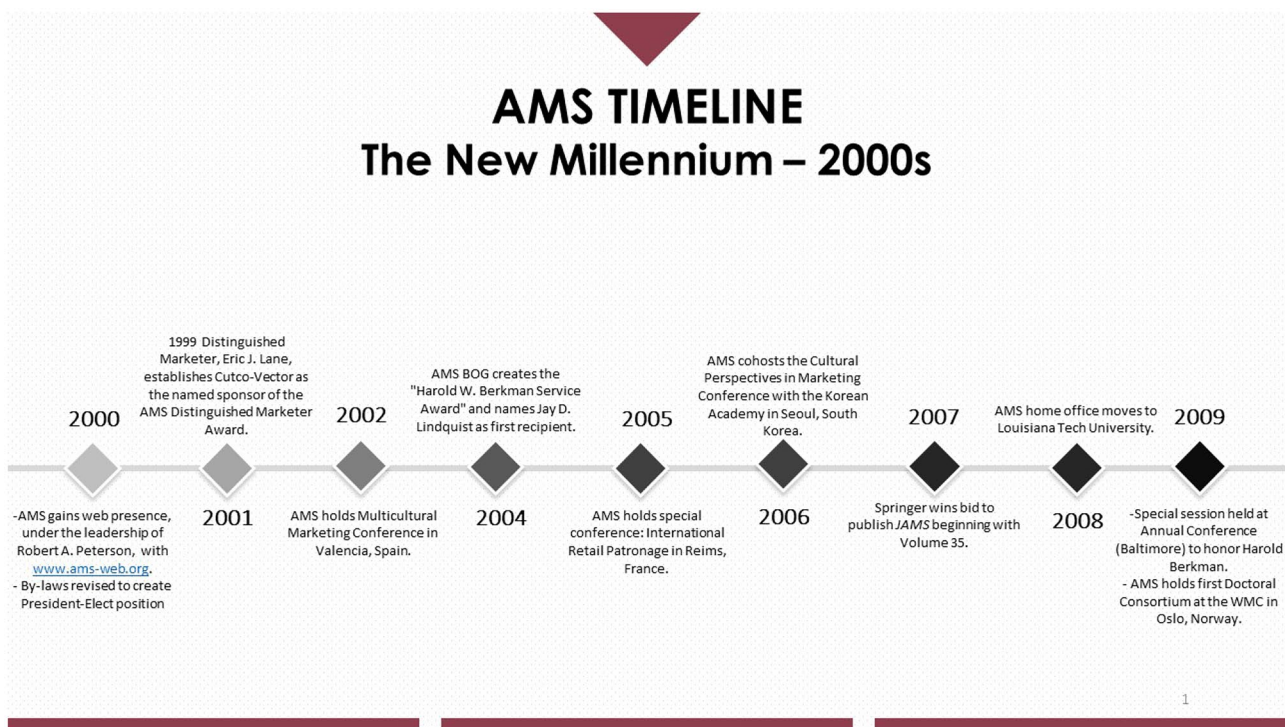


Fig. 4 An historical chronology of important events for AMS—2000s

created what is arguably the most important award that AMS gives: the Harold W. Berkman Service Award. The fact that it bears Harold's name and recognizes selfless service to the Academy and discipline makes the award particularly special. Those selected for the award follow the legacy of Harold Berkman. In 2004, Jay Lindquist was honored as the first recipient of the Harold W. Berkman Service Award. Table 2 lists the names of all recipients of this important award.

Away from the conferences, some key events set the course for AMS's future. Harold Berkman retired from his job as Vice-Dean at the University of Miami. An important business dinner was held at the Biltmore Hotel in the Fall of 2007 to discuss what would happen to the AMS home office. While Harold would remain as Executive Vice-President and Director, the desire was for the home office to retain a university presence. Louisiana Tech University, where Barry Babin, then the co-chair of the Board of Governors, was Department Chair and James Lumpkin, past AMS President was Dean, stepped up and enthusiastically welcomed the opportunity. Sally Sultan, who managed the office at University of Miami for many years, stayed on for a year or so to aid with the transition.

The names "Academy of Marketing Science®" and the "Journal of the Academy of Marketing Science®" became officially trademarked by the United States Government during this decade. Another association had proposed names for its publications and association that the AMS Executive

Committee felt potentially infringed on the AMS brand. A subcommittee, led by Berkman and Babin, worked with a legal team to obtain the official marks.

In 2006, the AMS Vice President for Publications, Rajan Varadarajan (Texas A&M), made a presentation to the AMS Executive Committee advancing the idea of a new journal that would be complementary to *JAMS* and feature only non-empirical articles. For several AMS Executive Committee meetings, the Executive Committee debated the pros and cons of adding the *Review of the Academy of Marketing Science (RAMS)* to *JAMS*. Those initial discussions eventually led to the creation of the present journal, which assumed the title of *AMS Review* (rather than *RAMS*). Also, after the Executive Committee appointed a subcommittee to oversee an elaborate process, AMS awarded the rights to publish *JAMS* to Springer, which took over publication of the journal from Sage in 2007. The partnership proved fruitful for both Springer and AMS. By 2011, Springer was also publishing the newly positioned, *AMS Review*.

Moving all forward—2010s

The success of *JAMS* continued to grow (see Fig. 5). In 2010 *JAMS* expanded from four issues per volume to six, with a commitment to publish 60 articles per year. Tomas

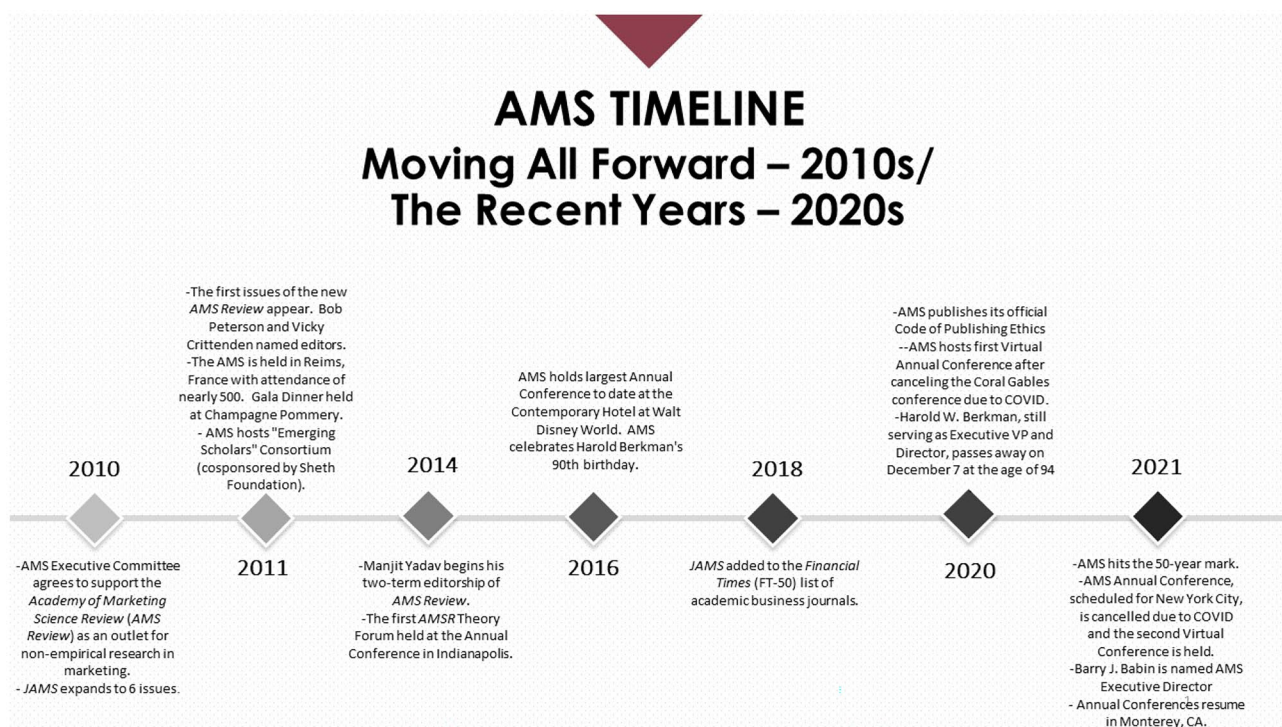


Fig. 5 An historical chronology of important events for AMS—beyond 2010

Table 1 AMS Presidents

Order	President
1	Robin T. Peterson, 1978–1982
2	Ivan R. Vernon, 1982–1984
3	Douglass K. Hawes, 1984–1986
4	Roger L. Jenkins, 1986–1988
5	Jay D. Lindquist, 1988–1990
6	John T. (Tom) Mentzer, 1990–1992
7	James R. Lumpkin, 1992–1994
8	Naresh K. Malhorta, 1994–1996
9	Joseph F. Hair, Jr., 1996–1998
10	Kathleen A. Krentler, 1998–2000
11	Robert A. Peterson, 2000–2002
12	M. Joseph Sirgy, 2002–2004
13	Charles W. Lamb, 2004–2006
14	Barry J. Babin, 2006–2008
15	John B. Ford, 2008–2010
16	Greg Marshall, 2010–2012
17	Victoria L. Crittenden, 2012–2014
18	Linda Ferrell, 2014–2016
19	Adilson Borges, 2016–2018
20	O.C. Ferrell, 2018–2020
21	Julie Moulard, 2020 – 2022

Hult became the first editor to serve multiple terms as editor, and the journal established an associate editor system. In 2018, *JAMS*'s success was recognized by the *Financial Times*, which added it to the “FT-50” list of top business journals. By this point, very few universities would see *JAMS* as anything other than an A+ academic journal. By 2020, *JAMS* obtained the highest citation index among all marketing journals. During this period, John Hulland

(University of Georgia) took the title Editor-in-Chief and introduced Mark Houston (Texas Christian University) as Editor.

AMS's commitment to conceptual research was evident during this period. The first volume of *AMS Review* was published in January 2011 under the editorship of Bob Peterson and Vicky Crittenden. Manjit Yadav assumed the role of *AMSR* editor in 2014, serving two three-year terms. Manjit worked diligently to build the journal's reputation and encourage the development of conceptual work within the discipline, particularly targeting doctoral students. He established the *AMSR* Theory Forum, which took place at the 2014 AMS Annual Conference in Indianapolis and later was integrated with the AMS Doctoral Consortium program. The *AMS Review*/Sheth Foundation Doctoral Competition for Conceptual Articles was also developed under Manjit's tenure, with the winners of the first competition presenting their research at the 2017 AMS Annual Conference in Coronado Island, CA. In an attempt to better bridge academia with practice, Manjit approached Bernard Jawarski to oversee the “Theory + Practice” section, which debuted in 2018. In 2019, Steve Vargo became *AMSR*'s editor and has continued these initiatives, as well as further internationalizing *AMSR*'s Editorial Review Board. Based on these efforts, *AMSR* has experienced a swift upward trajectory in the number of submissions, as well as full-text article requests, which more than doubled between 2019 and 2020 (whereas prior years saw only a modest increase).

AMS conferences continued to grow. The 2011 AMS WMC was held in Reims, France, returning to the venue of the successful 2005 special conference. Adilson Borges, then of Reims Management School, co-chaired

Table 2 Harold W. Berkman Service Award Winners

Year	Awardee
2004	Jay D. Lindquist, Western Michigan University, USA
2005	Robert A. Peterson, University of Texas, USA
2006	A. Coskun Samli, University of North Florida, USA
2007	Tom Mentzer, University of Tennessee, USA
2009	Joseph F. Hair, Jr., Kennesaw State University, USA
2010	Barry J. Babin, Louisiana Tech University, USA
2011	O.C. Ferrell, University of New Mexico, USA
2012	John B. Ford, Old Dominion University, USA
2013	Charles W. Lamb, Texas Christian University, USA
2014	James R. Lumpkin, University of Texas-Tyler, USA
2015	Sharon Beatty, University of Alabama, USA
2016	David J. Ortinau, University of South Florida, USA
2017	Leyland Pitt, Simon Fraser University, Canada
2019	Michel Laroche, Concordia University, Canada
2020	Rajan Varadarajan, Texas A&M University, USA

the Conference with Barry Babin. The WMC attracted 500 attendees and included as many as 12 simultaneous breakout sessions. To cap off the event, the six-hour gala dinner was held at Champagne Pommery and was an event that is fondly recalled by all who attended (for a glimpse, see: <https://www.youtube.com/watch?v=8PmoHm65LzM>). The second decade of the 2000s also saw the highest attendance ever at an annual conference. The 2016 Annual Conference was held at the Contemporary Hotel at Walt Disney World and attracted nearly 500 attendees. A formal doctoral consortium was held at the Annual Conference following in the tradition of the previous efforts in Oslo and Reims. Harold Berkman's 90th birthday was recognized with a laser-light show reception at EPCOT center, and AMS posthumously recognized Walt Disney as the Cutco/Vector Distinguished Marketing Practitioner. The conference also marked the first certification programs offered as a continuing education effort. That same year, the WMC was held at the IESEG campus at La Defense in Paris. The gala dinner was held aboard the Yacht de Paris while it cruised the Seine River. Matching the attendance of the Annual Conference, 1,000 people attended AMS conferences in 2016.

During the Paris WMC, a joint committee consisting of the leadership of the French Marketing Association (AFM) and AMS met and developed plans for a grant program. The grant program would award research teams consisting of active AFM and AMS members. In 2018, the first AFM-AMS sessions were held at the annual conference in New Orleans. At the WMC held in Edinburgh, Scotland in 2019, a similar committee consisting of the leadership of the Italian Marketing Society (SIM) and AMS led to a similar grant program. These international partnerships were the results of networking that would not have occurred without the international focus that was part of the openness of AMS from its very beginning.

Recent years—2020s

AMS was not spared from the COVID-19 pandemic. Two Annual Conferences and a World Marketing Congress were cancelled. The 2020 Annual Conference, to be held at the Biltmore, pivoted to a virtual event held in December of 2020. The 2021 Annual Conference, which was to be held in New York City and recognize AMS's 50th Anniversary, ended up combining with what was to be the 2020 AMS WMC scheduled for the University of Queensland in Brisbane, Australia, to produce a virtual conference in the first days of June in 2021.

During this period, AMS reconstituted a publication committee and a finance committee. The publication committee, chaired by O.C. Ferrell, worked to piece

together an AMS Code of Publishing Ethics (<https://www.ams-web.org/page/CodeOfEthics>). The Code deals with four key areas of concern to marketing academicians: (1) Conducting Research, (2) Authorship Guidelines (what constitutes and does not constitute authorship), (3) Plagiarism, and (4) Conflicts of Interest, including those related to the review process of academic journals. The finance committee, working under the auspices of the AMS Board of Governors, developed a strategy for managing AMS's long-term financial well-being. Both the Code of Ethics and the establishment of a finance committee are important acts consistent with AMS as being prudently managed with a keen awareness that integrity is the true foundation of long-term success.

Although, for those of us who knew him, we all thought he would live forever, Harold Berkman passed away on December 7, 2020 at the age of 94. At the time of his passing, Harold remained the AMS Executive Vice-President and Director and conducted the business of the Academy until his last days. Harold's contributions to his country, to the profession, and especially, to AMS, are monumental (Babin & Krey, 2022). Per the bylaws, Harold is the only person who would ever hold the title of AMS Executive Vice-President and Director, and he did so for half a century. The EC moved to appoint Barry J. Babin as AMS's first Executive Director in the weeks following his passing.

The next 50 years

What does the next half century hold in store for AMS? Referring back to AMS's original charter that states its values and mission statements, AMS will strive to:

- maintain the highest standards of intellectual honesty, professionalism, and objectivity
- defend the principles and practice of academic freedom
- avoid conflicts of interest
- be selfless in contributing to the marketing discipline and society at large

We are committed to preserving a marketing academy of integrity and openness to all. Just as importantly, AMS endeavors to create a marketing academy of relevancy. As such, we intend, as Harold stated (Berkman, 1992), to serve by using our resources to create relevancy so that we can continue to build and then maintain a bridge to marketing practice. Vargo and Lusch (2008) point out that marketing is an applied discipline and, as such, the theory that we develop should be useful in the sense of addressing practical marketing and marketing-related problems. In no way does a normative orientation preclude positive

theory development. In fact, normative frameworks should be fueled by positive knowledge as might be found in theories of markets (Vargo, 2007). In addition, the preservation of the discipline is a priority for AMS. Therefore, we will support the development of indigenous marketing theory as called for by Hunt (2020) in the pages of this journal.

Consequently, AMS is moving to develop and implement tools toward that end. Grants and awards that recognize indigenous theory development and that, in particular, recognize research that is relevant to marketing practice will be encouraged and supported. Research that informs marketing professionals on what they “ought to do” will be encouraged (Robin, 2009). Such a practical orientation should be reflected in the content of AMS publications and in the activities that are part of the Annual Conference, the WMC, and any special conferences that AMS organizes.

The goal of AMS is no less than to be the leading professional association in the discipline when it comes to high integrity and relevance. In that way, AMS seeks to build a bridge that will last into the next half century and beyond. AMS will continue to work toward a prioritization of research that contributes to marketing practice in all its journals and at its conferences. This point will not be lost in the editor selection processes. In closing, we refer back to the first AMS Newsletter, published in September 1978. In that issue (Vol. 1, Issue 1), Hugh E. Kramer (University of Hawaii) wrote a short article entitled, “A Comment On and Call for Articles of Greater Relevance for the Education and Practice of Marketing.” He began his plea with the following:

I would like to see more papers of conceptual nature and articles on social/ethical issues of marketing presented at the AMS conventions and published in our Journal. This would differentiate the Academy of Marketing Science from a growing—and in my opinion—unsound trend of other professional associations and publications: Marketing theory is to serve the practicing manager in the field and not take on the existence for the sake of academics only.

The legacy of AMS will be left to future leaders who ought to always guide the association prudently forward in this spirit.

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