

## Marketing for Higher Education

April 2022

# HIGHERED SIG NEWSLETTER (SPRING 2022)

### Spring Issue

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### Message From the Chair



*Atefeh Yazdanparast, Ph.D., Associate  
Professor of Marketing, Clark University*

Welcome to Marketing for Higher Education SIG's spring 2022 newsletter! At the HigherED SIG, we are committed to supporting doctoral students. This year, we started an exciting partnership with the Journal of Consumer Behaviour to showcase research by doctoral students. The partnership has led to two very successful special research sessions at the Winter 2022 conference and attracted timely and innovative research on Future Trends in Consumer Behavior. This important topic is the focus of the upcoming special issue of the Journal of Consumer Behaviour, co-edited by HigherED SIG officers. *(continued on next page)*



I invite you to review the CFP for this special issue (as listed in this newsletter) and submit your research by end of June.

The HigherEd SIG will also continue to offer doctoral student conference grants this year. Look for the application announcement in ELMAR, our website, and social media pages.

I am pleased to welcome our new SIG officers, Dr. Ashley Hass, and Dr. Divya Ramachandran to the leadership team as Vice Chairs of Membership and Marketing and Communication. Dr. Hass and Dr. Ramachandran bring novel and exciting ideas to the team that will contribute to the SIG's success.

We value your support and invite you to connect with us to receive updates regarding our upcoming events, calls for papers, special sessions, and discussions on topics related to the marketing of higher education. Your support and continued membership serve as a catalyst for the SIG's growth and quality service to the academic community and higher education industry.

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## Announcements

- JCB Special Issue on the Future Trends in Consumer Behaviour due **June, 30th, 2022**  
*See pg. 4 for more details or [click here!](#)*
- AMA Doctoral Student Grants due **early Summer, 2022**  
*We will continue the tradition of supporting doctoral students who are attending the AMA Summer Educator's Conference 2022. Be on the lookout for more information on how to apply for grants that include a one-year AMA membership and one early bird registration to Summer AMA!*
- 2022 Lifetime Achievement Award due **May, 30th, 2022**  
*[Click here](#) for more information on the application process!*
- AMA Summer Special Session on Diversity, Equity, & Inclusion (DEI) in Higher Education  
*Be on the lookout for more details about the AMA Summer Schedule to attend our special session!*

## AMA Winter Special Session & Awards



Winter AMA was a wonderful conference to begin 2022. It was great to see friendly faces both virtually February 10-11 and face to face in Las Vegas, NV, February 18-20. HigherED SIG hosted a special session in partnership with the Journal of Consumer Behaviour (JCB). The session titled “Future Trends in Consumer Behaviour” was chaired by Dr. Prachi Gala and Dr. Brian Taillon. We had many great submissions and congratulate those eight papers who were accepted to the special session:

- *Factors influencing purchase intention towards online private label.* Sher Singh Yadav, Rajiv Gandhi, & Sanjay Kumar Kar
- *Segmenting omnichannel customer channel choices during channel switching behavior.* Anh Nguyen, Robert McClelland, & Nguyen Hoang Thuan
- *Anxious or Free: Ambivalence towards Digital Disconnection in Consumption.* Yiwei Zhang, Kirsten Cowan, & Ben Marder
- *How Psychological and Financial Vulnerability Affect Financial Planning in a Post Crisis: The Case of COVID-19 Pandemic.* Khulood Allanjawi, Atefeh Yazdanparast, & Yasser Alhenawi
- *#SocialMediaWellness: Exploring a Research Agenda for Healthy Social Media Consumption.* Breanne Mertz, Ashley Hass, Kelley Cours Anderson, Timothy Kaskela, & Louis Zmich
- *The Dark Triad and Intentions For Responsible Consumption: A Prospect Theory Perspective.* Kate Nicewicz & Prachi Gala
- *Brand Resurrection: The Role of Consumers’ Psychological Reactance in Social Media Activism.* Fadi Almazyad, Purvi Shah, & Eleanor T. Loiacono
- *A Conceptual Model of Gender Identity in Consumer Behavior: A Self-Categorization and Identity Signaling Approach.* Natalia Rogova & Shashi Matta

Congratulations to the winner of the Best Paper in the special session - #SocialMediaWellness: Exploring a Research Agenda for Healthy Social Media Consumption. Finally, congratulations to How Psychological and Financial Vulnerability Affect Financial Planning in a Post Crisis: The Case of COVID-19 Pandemic for winning the Runner Up for the Best Paper in the special research session.

Additionally, we hosted a dinner for DocSIG to provide a space for doctoral students to network with each other the second night in Las Vegas. It was a successful night with 33 doctoral students in attendance! Doctoral students got to network with officers from HigherEd SIG, other doctoral students, and several marketing academics including Co-Editor of the Journal of Consumer Behaviour, Dr. Jacqueline Eastman and ERB member, Dr. Emmanuel Mogaji.

We look forward to future AMAs and don’t forget to submit to our special issue with JCB! Keep your eye out also for Summer AMA’s special session we are hosting on Diversity, Ethics, & Inclusion (DEI) in Higher Education.

## Membership Updates

We've welcomed two new members to the leadership board!



**Divya Ramachandran - Vice Chair of Marketing & Communications.** Dr. Divya Ramachandran is a final-year doctoral candidate in marketing strategy at Georgia State University. She will be joining the Marketing department at the University of Manitoba as an Assistant Professor shortly. Her research interests include the new-age technology – marketing interface, digital media, customer experience, and customer engagement.



**Ashley Hass - Vice Chair of Membership.** Dr. Ashley Hass is a fourth-year Ph.D. Graduated in Marketing in the Rawls College of Business at Texas Tech University. She will join the faculty at the University of Portland in Fall 2022 as an Assistant Professor of Marketing. Her research interests include the intersection of digital marketing, online communities, and consumer behavior. Her research has been published in journals such as the *Journal of Macromarketing*, *Journal of Consumer Marketing*, *Journal of Consumer Behaviour*, and *Marketing Education Review*.

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## JCB Special Issue - Call for Papers - Due June 30th, 2022

**Future Trends in Consumer Behaviour.** Successful organizations build their marketing strategies with consumer behaviour insights as the foundation. They predict future trends in consumer behaviour and prepare for them. As such, it is pertinent for organizations in any industry and context, from higher education to healthcare, retail, and manufacturing to understand factors that drive change in consumer behaviour and expectations and to be prepared for what is to come.

Submissions focusing on scale development of consumer behaviour constructs, systematic reviews of consumer behaviour theories, proposing new theories, or extending previous theories from other fields into the consumer behaviour realm are highly encouraged.

**Guest Editors.** Dr. Atefeh Yazdanparast is an associate professor of marketing at Clark University School of Management & Dr. Prachi Gala is an Assistant Professor of Marketing in the Coles College of Business at Kennesaw State University of Georgia, USA.

### Submission Criteria.

- First authors should be a current doctoral student or a Ph.D. graduate during/after Spring 2020.
- The submissions need to clearly specify how their research contributes to consumer behaviour theory and practice.

[Click here](#) to see the call for papers!

## This Issue's Recommended Reading

LaPlaca, P., Lindgreen, A., Vanhamme, J., & Di Benedetto, C. A. (2018). How to Revise, and Revise Really Well, for Premier Academic Journals. *Industrial Marketing Management*, 72, 174-180.

**As academics, we are constantly trying to publish our research in premier academic and marketing journals.** As such, we are constantly looking at ways to improve our writing skills. One important skill often overlooked is the art of revising. In this important article, LaPlaca et al. (2018) provide marketing scholars with some guidelines, strategies, and tips to improve the revision process.

Some takeaways from the article include:

1. To avoid a desk reject, make sure the manuscript you are submitting fits the journal's mission.
2. It's important at the outset of the article the authors state the manuscript's importance and implications. Also, make sure to clearly state the theoretical contribution.
3. Make sure the manuscript also fits the journal guidelines and requirements to avoid a desk reject.
4. Authors should block out a good amount of time for article revisions and responses to the reviewers when making it to the next stage. Viewing a revision should be an opportunity to improve the manuscript!
5. Not all points in a review may be changed. Editors expect authors to address all the issues raised, but not necessarily to agree with all the reviewers' comments and suggestions. If authors disagree with certain points it is important to address this in the revision politely while providing evidence of why.

For more information on how to revise really well and respond to reviewers' comments, make sure to read LaPlaca et al. (2018). [Click here](#) to get to the paper quickly!



**HigherED SIG's mission is to help and support doctoral students and new, junior faculty members. If you have not yet, please consider joining HigherED SIG [here](#)! Joining is free for all AMA members.**