

Marketing for Higher Education

April 2023

HIGHERED SIG NEWSLETTER (SPRING 2023)

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Join HigherED SIG Here!

Message From the Vice Chair of International Relations



*Siti Aqilah Jahari, Ph.D., Lecturer,
Monash University, Malaysia*

Welcome to Marketing for Higher Education SIG's Spring 2023 newsletter! Our team is committed to serving doctoral candidates. In this Spring issue, we are excited to share with you events such as a research webinar, conference grant applications and special issue publication opportunity.

Our partnership with the Journal of Consumer Behaviour continues to flourish. This year, we are...

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providing another opportunity for doctoral candidates and first year academics to submit their research for a special issue titled “Marketing to Evolving Consumers: The Good, The Bad, and The Ugly”. The special issue aims to address both the positive and negative tensions in marketing. We invite you to submit your research by August 15th, 2023. For more information, please refer to the Call for Papers on Journal of Consumer Behaviour website to learn more about the special issue. The HigherEd SIG will also continue to offer doctoral candidates conference grants this year. Look for the application announcement in ELMAR, our website and social media pages.

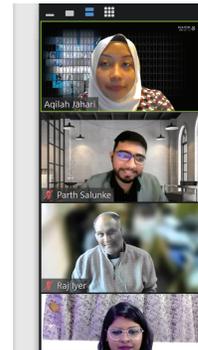
A Special Note from Atefeh Yazdanparast, Ph.D., Chair of the HigherED SIG:

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.

Announcements

- Upcoming Webinar on Successfully Managing the Revision Process **April, 16th, 2023**
See pg. 4 for more details
- 2023 Lifetime Achievement Award due **May, 29th, 2023**
[Click here](#) for more information on the application process!
- HigherEd SIG Doctoral Student Conference Grants due **May 31st, 2023 @ 5pm EST**
See pg. 3 for more details
- JCB Special Issue on the Future Trends in Consumer Behaviour due **August, 15th, 2023**
See pg. 4 for more details or [click here](#)!
- HigherEd SIG AMA Summer Special Session on DEI in Higher Education
Be on the lookout for more details about the AMA summer schedule to attend our special session! Additionally, we will have a reception and award ceremony at Summer AMA. There will be announcements for the RSVP coming soon. Space is limited!

AMA Winter Special Session & Awards



Winter AMA was a great conference to begin 2023 while reconnecting with friends old and new both virtually February 6th, and face to face in Nashville, TN, USA, February 10-12th. HigherED SIG continued the tradition of hosting a special session in partnership with the Journal of Consumer Behaviour (JCB) titled "Marketing to Evolving Consumers: The Good, the Bad, and the Ugly," chaired by Dr. Siti Aqilah Jahari and Dr. Ashley Hass. Session participants had the pleasure of getting invaluable feedback from JCB Co-Editor Dr. Jackie Eastmen and Associate Editor Dr. Rajesh Iyer. Congratulations to those thirteen papers who were accepted to the special session. Please visit the AMA proceedings [here](#) to read these wonderful submissions.

Also a big congratulations to the **winner of the Best Paper** in the special session - **The Business Case Against (and for) Product Gendering** by **Justin Sieow and Christina Kan**. Finally, congratulations to **Consumer Well-Being (2000-2022): A Systematic Literature Review and Future Research** by **Parth Salunke and Varsha Jain** for winning the **Runner Up for the Best Paper** in the special research session!

HigherEd SIG 2023 Doctoral Student Conference Grants

HigherEd SIG will offer up to five (5) grants that include: (1) one-year (AMA) membership and (2) one early bird student registration for the AMA Summer Educators' Conference 2020. Additional grants may be offered subject to budget approval. Applicants must be:

- A current doctoral student enrolled in an AACSB accredited PhD program in marketing or business administration-marketing.
- Able to provide proof of acceptance of a competitive paper for presentation at the AMA Summer Conference.
- A current member of HigherEd SIG. If not a current member, must join the SIG before the end of June to receive the grant (SIG membership is free for all AMA members).

Applications must be in one pdf document including:

1. Cover letter as to why the applicant would be an ideal recipient of the grant.
2. Current curriculum vitae, including a list of publications and conference presentations.
3. Proof of acceptance of the competitive paper.

All applications will be evaluated by the HigherEd SIG Executive Board and must be received by Wednesday, May 31st, 2023 at 5:00 PM EST. To apply, email one PDF including all required document to sig.highered@gmail.com. Incomplete applications will not be reviewed. Winners will be notified by late June. We look forward to your application!

Upcoming Webinars

The Marketing for Higher Education SIG would like to invite you to the latest webinar in our webinar series titled **"Successfully Navigating the Revision Process"** on **April 16th, 2023 at 6 pm EST**. Find more information about the session, including the Zoom link below.

Abstract: Revising a manuscript and addressing reviewers' and editor(s)' concerns can involve different skill sets than what was needed in developing the initial manuscript. In this webinar, two experienced Associate Editors will provide their insights on the strategy needed to successfully navigate the revision process. The topics covered will include how to revise a manuscript to enhance its contribution to the field, the language and tone needed in crafting the response, how to avoid alienating reviewers and editors, how to make it clear how the paper was enhanced, and how to handle methodological concerns. Speakers include Park Thaichon, Ph.D. (Associate Professor of Marketing at University of Southern Queensland, Australia) and Rajesh Iyer, Ph.D. (Caterpillar Professor of Marketing and Department Chair; Director of International Business, Foster College of Business, Bradley University).

Zoom Meeting Information:

<https://fgcu-edu.zoom.us/j/92779768709?pwd=cTY3OS9uVzJyeFk4SjdXUFV2MnlnZDz09>

Meeting ID: 927 7976 8709

Passcode: 270753

JCB Special Issue - Call for Papers - Due August 15th, 2023

Marketing to Evolving Consumers: The Good, the Bad, & the Ugly. Consumption behavior has changed drastically with the evolution of the marketplace in the last decade. This special issue aims to highlight the importance of addressing both sides of the coin; the positive whereby marketing provides solutions to address consumer needs, as well as the dark side of marketing whereby marketing contributes to unhealthy behaviors.

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. We also strongly encourage the use of multi-study and multi-method approaches for empirical papers.

Guest Editors. Dr. Siti Aqilah Jahari is a lecturer of marketing at Monash University, Malaysia & Dr. Ashley Hass is an Assistant Professor of Marketing in the Pamplin School of Business at University of Portland, USA.

Submission Criteria:

- First authors should be a current doctoral student or a Ph.D. graduate during/after Spring 2021.
- 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

Warren, N., Farmer, M., Vanhamme, J., Gu, T., & Warren, C. (2021).
Marketing Ideas: How to Write Research Articles that Readers Understand and Cite.
Industrial Marketing Management, 72, 174-180.

As academics, we often are so close to our research, that sometimes we must take a step back to make sure the message is not getting lost. As such, we are constantly looking at ways to improve our writing skills when communicating our contribution and ideas. In this important article, Warren et al. (2021) provide marketing scholars with some guidelines, strategies, and tips to improve the readability of great research articles.

Some takeaways from the article include:

1. Scholars are less likely to understand articles that use more abstract, technical, and passive writing.
2. Scholars are less likely to cite articles that are more difficult to understand.
3. Scholars are less likely to recognize that their writing is unclear, and more likely to write unclearly, when they know more about the research project. Thus, writers who have more knowledge are more confident, but less clear. This is called "the curse of knowledge."
4. To write clearer articles authors need to acknowledge that unclear writing is a problem and understand how to fix it. One of the ways to fix it is to try harder by extra practice, effort, care, and revision that can cure unclear writing.
5. There are tools that can help check this like writingclaritycalculator.com, which the authors of this article created!

For more information on how to write research articles that readers understand and cite, make sure to read Warren et al. (2021). [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.