



# HigherEdSIG

September 2021, Vol. 1

## HIGHERED SIG NEWS

Higher Ed SIG Newsletter for the first semester

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### Message from the Chair



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

I am honored to serve as the Chair of the Marketing for Higher Education SIG and am pleased to share with you exciting news about the SIG. With the efforts of our SIG leaders, the Higher Ed SIG has grown significantly from 164 members in 2014 to over 470 members strong in 2021. I am pleased to welcome our new SIG officers, Dr. Aqilah Jahari, and Dr. Fatiha Boukouyen to the leadership team as Vice-Chairs of Global Outreach.

Every year, the Higher Ed SIG presents our Lifetime Achievement Award to marketing scholars who have demonstrated distinct accomplishments and dedication to the area of higher education in the marketing discipline. We were honored to present this year's Lifetime Achievement Award to two highly accomplished scholars. Dr. Victoria L. Crittenden, Professor of Marketing and Peter M. Black Endowed Faculty Scholar at Babson College, and Dr. Deborah F. Spake, Dean of the College of Business Administration and Professor of Marketing at Kent State University.

The Higher Ed SIG is delighted to hold special sessions at the AMA focusing on timely and relevant issues affecting institutions of higher education and business schools. Our most recent special session focused on the response of the Higher Education Industry to the COVID-19 Pandemic. Our esteemed speakers, Drs. Fithian, Dede, Berry, and Krishnamurthy shared invaluable insights on various aspects of the pandemic's impact on the higher education industry and discussed the future trends in light of lessons learned from the pandemic.

At the Higher Ed SIG, we are committed to supporting doctoral students and have continued to provide doctoral student conference grants. This year, 10 Ph.D. students received our conference grant. As we prepare for the upcoming conference in Las Vegas, I would like to announce an exciting opportunity for Ph.D. students to submit to our special research session at AMA, a partnership with the Journal of Consumer Behaviour. For more details, please review the call for papers and visit our website.

Lastly, I would like to acknowledge the value of your support and invite you to follow us on [Facebook](#) and [Twitter](#) and connect with us on [LinkedIn](#) to receive updates regarding our upcoming events, call for papers, special sessions, and discussions on topics related to 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.

# 2021 Lifetime award recipients

The HigherEd SIG was pleased to offer this award to Dr. Crittenden and Dr. Spake who have made significant contributions to the literature and has been a supporter of the Higher Ed SIG. They were presented with the award at the AMA Summer Educators' Conference in August.



**Victoria L. Crittenden** is Professor of Marketing and Peter M. Black Endowed Faculty Scholar at Babson College (USA). Vicky is editor of *Go-to-Market Strategies for Women Entrepreneurs: Creating and Exploring Success* published by Emerald Group Publishing in 2019 and a co-author of *Direct Selling: A Global and Social Business Model* forthcoming at Business Expert Press. Additionally, she serves as editor of the *Journal of Marketing Education*. Her research interests are vast but focus currently on entrepreneurship, digitalization, and direct selling, and she has published in journals such as the *Journal of the Academy of Marketing Science*, *Entrepreneurship Theory & Practice*, *Journal of Business Research*, *Psychology & Marketing*, *Marketing Letters*, *Sloan Management Review*, *Business Horizons*, and *Journal of Marketing Education*. Amongst many awards and honors, more recently Vicky received the AMS CUTCO/Vector Distinguished Marketing Educator Award in 2021 and the Circle of Honor award from the Direct Selling Education Foundation in 2019.



**Deborah F. Spake** is Dean of the College of Business Administration and Professor of Marketing at Kent State University. Deborah serves on the Initial Accreditation Committee (IAC) for AACSB, co-created the Seminar for New Associate Deans offered by AACSB, and regularly chairs or serves on AACSB peer review teams. Deborah has previously served as President of the MidAmerican Business Deans Association and past-Executive Director of the Society for Marketing Advances. She completed the Institute for Educational Management (IEM) certificate program at Harvard and has contributed to higher education research on topics related to university branding, student satisfaction, and service-learning.

# 2021 Grant recipients

The Marketing for Higher Ed SIG presented 10 doctoral student conference grants in summer 2021 to support doctoral student research and participation at the Summer AMA conference.

CONGRATULATIONS TO:



**Ashley Hass**



**Dickson Tok**



**Irem Yoruk**



**Khaled El-Shamandi  
Ahmed**



**Kohei Matsumoto**



**Lam An**



**Ross Murray**



**Seoyoung Kim**



**Sphhurti Sewak**



**Stella Tavallaei**

# Membership updates

HigherEd SIG is starting the 2022 Fiscal year with 470 members (24.3% increase over 2019).

To enhance our services and expand our network, we have welcomed two new officers to the leadership board.



**Fatiha Boukouyen**  
**Vice-Chair of Global Outreach-Europe**

Dr. Fatiha Boukouyen earned her Ph.D. in Management Sciences, particularly in Marketing, from both the University of Caen Normandy (France) and the National School of Management of Tangier (Morocco). Her research focuses especially on opportunism in co-creation platforms. She is a Library Monitor at the University of Caen Normandy – Médiathèque IAE Caen-EM Normandie.



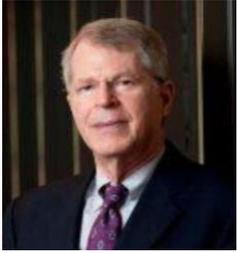
**Aqilah Jahari**  
**Vice-Chair of Global Outreach-Oceania**

Dr. Aqilah Jahari earned her Ph.D. from Monash University in 2018. Her research interests lie in tourism marketing and consumer behaviour, with a specific focus on understanding the social psychology of consumers' decision-making process. She is a lecturer in Marketing at Monash University.

# Special session

The Marketing for Higher Ed SIG's special session was held on August 5th during the AMA summer. Similar to previous years, the special session focused on a timely and relevant topic about the higher education industry. The session was a moderated panel focusing on THE RESPONSE OF HIGHER EDUCATION INSTITUTIONS TO COVID-19. The session was co-chaired by: Prachi Gala, Assistant Professor of Marketing, Kennesaw State University, and Atefeh Yazdanparast, Associate Professor of Marketing, Clark University.

Panelists (ordered alphabetically):



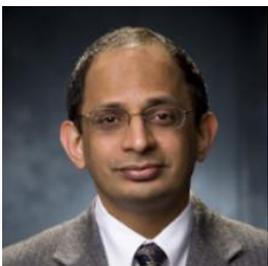
Leonard Berry, Distinguished Professor of Marketing, Regents Professor, and M.B. Zale Chair in Retailing and Marketing Leadership, Mays Business School Texas A&M University, [berryle@tamu.edu](mailto:berryle@tamu.edu)



Chris Dede, Timothy E. Wirth, Professor in Learning Technologies, Graduate School of Education, Harvard University, [Chris\\_dede@gse.harvard.edu](mailto:Chris_dede@gse.harvard.edu)



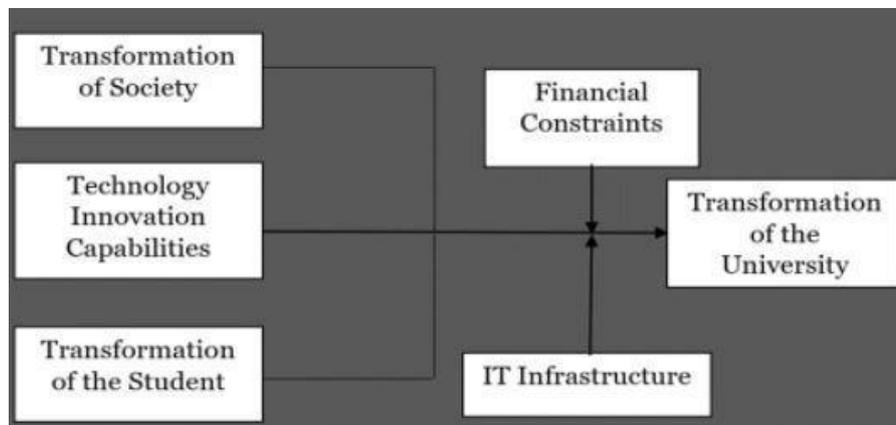
David Fithian, President, Clark University, [DFithian@clarku.edu](mailto:DFithian@clarku.edu)



Sandeep Krishnamurthy, Business School Dean, University of Washington Bothell, [sandeep@uw.edu](mailto:sandeep@uw.edu)

This special session aimed to facilitate the important conversation of how higher education institutions have responded to COVID-19 and focused on topics such as the impact of COVID-19 on enrollment, changes in class modality and use of technology, best practices in responding to pandemic-induced challenges, and long-term effects of such changes on higher education, in general, and marketing education, in specific.

The panel started with Dr. Krishnamurthy's introduction of the panelist and introductory remarks regarding the importance of the topic, followed by his remarks focusing on the future of learning in light of the growth of digital technology. He proposed a model of university transformation which is impacted by the transformation of society, technology innovation capabilities, and transformation of the students, which are further influenced by financial constraints and IT infrastructure. Dr. Krishnamurthy further discussed how new technological innovations will allow us to move from a deterministic to an organic and flexible learning system and discussed personalizing learning and mentioned that personalization and inclusion are two sides of the same coin.



Dr. Fithian shared the guiding principles of Clark University, an institution of higher education with tremendous success in its response to the COVID-19 pandemic. The university administered more than 167,000 COVID-19 tests and had a 10% positivity rate, one of the lowest positivity rates of any college or university in the state. The principles include transparency, consistency, collaboration, empathy, and choice. The approach taken by the university could be a great guiding resource for other institutions of higher education. The top-down-bottom-up approach was evident by the formation of a Health Advisory Board composed of Alumni and student parents from the medical and legal fields to provide expertise and sound guidance. President Fithian added "the pandemic was a dangerous and unpredictable opponent that humbled the world, and Clark along with it. But it also gave us a roadmap for how we could mobilize quickly and effectively against future threats; provided insight into the strengths and areas of improvement for our operations, and allowed us to access reservoirs of grace and resilience within our community that I'm not sure we even knew we had."



Dr. Dede focused on the innovations in online/hybrid education and engineering learning. Providing examples of such innovations including the Helix HyFlex Portable Classroom at Harvard University and the use of Mixed Reality at Texas A&M, Dr. Dede highlighted the importance of personalization in learning technologies and elaborated on important dimensions of personalized education including time, place, path, and pace, as well as social-emotional learning, cognitive domain, and student background and mentioned: "Learning Engineering applies a principled set of evidence-based strategies to the continual re-design of educational experiences to optimize their effectiveness and efficiency."

Dr. Berry focused on the effect of COVID-19 on the marketing of services and the implications for what we teach in marketing. Dr. Berry discussed the disproportionate impact of COVID on service organizations and the need for these organizations to establish trust with customers and employees. As such, COVID has effectively merged service safety (including physical, emotional, financial, and informational) into service trust. Given the transformations in the field of services marketing, Dr. Berry noted that "we can no longer teach services marketing the way we have in the past." We need to teach about service safety and discuss the essential role of services in crises of all kinds and the challenge of hiring, training, retaining, protecting, compensating, and motivating service workers. He also highlighted the need for marketing educators to become experts in internet applications and innovations and to acknowledge the convulsion in the service sector left in the wake of COVID.



# CFP for the AMA Winter and JCB partnership

## HigherEd SIG Call for Submissions for a Special Doctoral Student Research Session at 2022 Winter AMA Conference Focusing on The Future Trends in Consumer Behavior

The Marketing for Higher Education SIG would like to call for submissions for a special doctoral student research session focusing on “The Future Trends in Consumer Behavior” at the 2022 Winter AMA conference (February 18-20 in Las Vegas, NV, in-person and virtual). The deadline for submission to the HigherEd SIG special research session is **October 04, 2021**. Submissions will be reviewed anonymously and the authors will be notified whether their paper will be included in the special session by mid-November. The best paper will receive an award from the HigherEd SIG at the 2022 Winter AMA conference.

The overall theme and specific topics of the special session are in line with an upcoming CFP for a special issue by the Journal of Consumer Behaviour, an A-level journal according to ABDC journal rankings.

Papers accepted for the special research session must be presented during the 2022 Winter AMA conference and will be published as extended abstracts in the conference proceedings. Dr. Jacqueline Eastman, Journal of Consumer Behaviour co-editor, and special issue co-editors (Dr. Atefeh Yazdanparast and Dr. Prachi Gala) will attend the doctoral student special research session and provide feedback to presenting authors. Moreover, the top papers will be invited for consideration in the special issue of the Journal of Consumer Behaviour.

Your research can use any methodology and be on any topic related to The Future Trends in Consumer Behavior, including but not limited to the following:

- ◆ Artificial Intelligence and consumer marketing
- ◆ Use of augmented reality, virtual reality, and voice assistants in shaping consumer experiences
- ◆ Future of non-tech-savvy consumers
- ◆ Bigdata and increased privacy concerns in consumer marketing
- ◆ Consumer well-being in the digital era
- ◆ Generation Z and consumer behavior
- ◆ Sustainability and consumer marketing
- ◆ Diversity trends in consumer behavior
- ◆ Challenges in the future of consumer behavior
- ◆ Post pandemic consumer behavior trends
- ◆ Luxury consumption

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

Eligible submissions must meet the following criteria:

- The first author should be a current doctoral student or a Ph.D. graduate during/after Spring 2020.
- The submissions need to specify how their research contributes to consumer behavior theory and practice.
- One of the coauthors must attend and present the paper at the 2022 Winter AMA Conference.

**Guideline for submissions:**

The format for submissions is identical to the 2022 Winter conference for competitive papers. Specifically:

- Prepare and submit electronic documents in Microsoft Word (with Times New Roman or Calibri, 12 pt. font, 1-inch margins) with the text of up to 4,100 words (approximately six pages) for review; references do not count against the word limit. Authors also have the option of including one table summarizing results and/or one figure (these also do not count against the word limit). [Please note that submissions with text longer than 4,100 words will not be reviewed].
- Submissions must have a title page listing the names/affiliations/complete contact information (such as an address, e-mail address, and phone) of each author, as well as a statement of eligibility (i.e., indicating that the submission meets the requirements listed in this call for submissions).

Please submit your proposal to [sig.highered@gmail.com](mailto:sig.highered@gmail.com) and any questions to the special session co-chairs, Dr. Prachi Gala ([pgala4@kennesaw.edu](mailto:pgala4@kennesaw.edu)) or Dr. Brian Taillon ([taillonb17@ecu.edu](mailto:taillonb17@ecu.edu)).

# This issue's recommended reading

**D'Alessandro, S., Eastman, J. (2021). Editorial: How not to get published in the Journal of Consumer Behaviour: A guide to avoiding disappointment. Journal of Consumer Behaviour, 20, 3-6.**

1. Submitting a poorly written paper that does not comply with the style guide of the journal
2. Getting carried away with the method and/or context and not focusing on the theoretical, practical, and policy contributions of the paper
3. Having a boring title and an uninspiring abstract
4. The introduction and literature review are descriptive, do not address the contribution or help tell the story of the paper
5. The method does not say clearly how the research was done and how the data were collected
6. The review paper is descriptive and provides no theoretical structure or findings
7. The results do not show the contribution of the paper
8. The discussion and conclusion of the paper is disappointing and lackluster

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**A Special Interest Group  
of the American Marketing Association**

