

Marketing for Higher Education

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HIGHERED SIG NEWSLETTER (FALL 2023)

Fall Issue

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Message From the Vice Chair of International Relations



*Varsha Jain, Ph.D., AGK Chair Professor
of Marketing MICA, Ahmedabad, India*

Hello and welcome to the Marketing for Higher ED SIG's Fall 2023 newsletter! The collaboration of AMA Higher ED SIG and Journal of Consumer Behavior (JCB) is doing the third edition of the special session where Dr. Divya Ramachandran (University of Manitoba, Canada) and myself are editors of Winter AMA 2024 focusing on "Systematic Literature Review in Consumer Behavior" due October 10, 2023 with another JCB Special Issue coming up in June 2025 addressing this theme. We are looking forward to wonderful contributions from the doctoral students, which would give them a chance to present their research work at the AMA winter conference (*continued on next page*)



and also have an opportunity to publish the paper with JCB, an “A” category journal. This collaboration and opportunity enhances the international relations with all the stakeholders, including the doctoral students, to widen the reach and create an impact globally. Besides this collaboration, we also work on global research webinars that help scholars globally to learn about research, reviewing and preparing the portfolio for the international job market. For instance, we conducted a global webinar for emerging scholars in Southeast Asia and Oceania titled “Preparation for International Academic Job Market” with renowned panelists Prof. Jacqueline Eastman (USA), Prof. Nicholas Pappas (France), Prof. Janna Parker (USA) moderated by myself. We also have several research webinars planned for this academic year as well. Be on the lookout for our future events and other opportunities!

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

- AMA Winter Special Research Session on Systematic Literature Review in Consumer Behavior due **October, 10th, 2023**
See pg. 5 for more details or [click here!](#)
- JCB & Higher Ed SIG Webinar Series **October, 16th, 2023 @ 9am EST**
Please join us for a fantastic webinar on the “Becoming a Better Reviewer” being presented by Dr. Jacqueline Eastman, Co-Editor of Journal of Consumer Behaviour (JCB), Alico Chair, Marketing, Eminent Scholar and Professor, Florida Gulf Coast University
Register by October 14th [here!](#) A Zoom link will be sent to those who have registered October 15th
- HigherEd SIG Doctoral Student Research Grants due **November 30th, 2023 @ 5pm EST**
See pg. 7 for more details
- HigherEd SIG Podcast - be on the lookout for our **first podcast!** This episode features Chelly Conley, Director of Global Diversity, Inclusion & Belonging at KnowBe4

AMA Summer Special Session & Awards



This year marks the 15th birthday of the HigherED SIG and Summer AMA 2023 was a special way to reconnect with colleagues and make new connections! The conference took place July 31 virtually and August 4-6 in San Francisco, CA. The HigherED SIG hosted a virtual Global Panel Discussion for emerging scholars in Southeast Asia and Oceania titled "Preparation for International Academic Job Market" with renowned panelists Prof. Jacqueline Eastman (USA), Prof. Nicholas Pappas (France), Prof. Janna Parker (USA) moderated by Prof. Varsha Jain (India). It was an excellent opportunity for doctoral scholars. The HigherED SIG also hosted another special session titled "Impactful learning. Incorporating DE&I into classroom sessions to spark creativity and learning. Going beyond examples to activities and conscious engagement."

We were honored to have renowned experts Dr. Sonja Grier, American University, Dr. Khalia Jenkins, American University, Ms. Chelly Conley, Director of Global Diversity, Inclusion & Belonging, KnowBe4, and Dr. Rebeca Perin, California State University, San Marcos, as panelists, providing their invaluable insights. See pg. 5 for the specific takeaways and resources from the session.

Additionally, we hosted a special 15th anniversary reception and networking event with DocSIG to provide a space for doctoral students and members of HigherED SIG to network. It was another successful night with many in attendance enjoying some delicious food and cake!

We also honored the 2023 Lifetime Achievement Award recipient at our reception, Dr. Bodo Schlegelmilch from WU (Vienna University of Economics and Business). Dr. Schlegelmilch shared some inspiring remarks and we are grateful for his presence at the reception.

Finally, we celebrated the inaugural AMA HigherEd SIG Service Award was presented to Dr. Mathew Joseph, AMA HigherEd SIG Executive Vice President and Founding Member. We are grateful to Dr. Joseph for all his contributions to AMA HigherEd SIG over the years!

We look forward to future AMAs and don't forget to submit to our special session for Winter AMA in St. Petersburg, FL!



Membership Updates

We have welcomed two new members to the leadership board!



Kevin Barerra - Vice Chair of Special Events. Kevin is a doctoral student of Business Administration with concentration in Marketing at the J. Mack Robinson College of Business, Georgia State University (GSU). His research interests focus on the impact of technology in marketing, digital and social media marketing, innovation, and customer experience. His incipient work on how the implications of the metaverse for marketing research and practice has been published in the Journal of Business Research. Kevin is also the Immediate Past Chair of the American Marketing Association Doctoral Student Special Interest Group (AMA DocSIG). Prior to academia, Kevin worked in new product development in the automotive industry.



Brittany Beck - At-Large Member. Brittany B. Beck is an Assistant Professor of Marketing at Appalachian State University and is a graduate of Louisiana Tech University. Her research focuses on the area of digital marketing and how digital channels influence the consumer journey, consumer habits, and consumer well-being. She is passionate about experiential learning and preparing students for their careers.

Student Spotlight

We want to congratulate and recognize those who earned a Summer AMA 2023 Doctoral Student Grant. *Congratulations!*

- Abhishek Nirjar, Texas Tech University
- Yuri Martirosyan, University of Texas Rio Grande Valle
- Chu-Yen Pai, Texas Tech University
- Ngan Vo, University of Manitoba



AMA Winter 2024 Special Research Session

Call for Papers - Due Oct 10th, 2023

Systematic Literature Review in Consumer Behavior. The need of the hour is for consumer behavior researchers to retrospectively assess the body of literature in the field and build on these findings to investigate new research questions and evolving and emerging phenomena. By organizing the existing knowledge into relevant themes and delving deeper into these themes, the special session on “Systematic Literature Review in Consumer Behavior” aims to offer a comprehensive perspective of the landscape and foster the examination of questions and phenomena to advance the field of consumer behavior. Through the special session, we want to encourage systematic literature review as a methodology to organize the vast body of knowledge on consumer behavior, identify key themes and developmental patterns, and identify potential areas for future research within consumer behavior. We believe this will also enable the discipline of consumer behavior to create an impact with scholarly work worldwide while making the discipline more inclusive and interdisciplinary.

We invite submissions of possible topics related to questions such as, but not limited to:

- Internal factors including attitudes, emotions, self-image, personality, persuasion, trust, learning, self-image, perception, etc.
- External factors including values, culture, social influences, demographic characteristics, norms, word-of-mouth, etc.
- Decision process including search, evaluation, choice, consumption, post-purchase, gift-giving, loyalty, over-consumption, wastage, etc.
- Social issues, including environmental issues, social responsibility, ethical concerns, consumer privacy, anti-consumption, sustainable consumption, etc.
- Web 3.0 and metaverse marketing, including implications, challenges, theories, etc
- Misinformation and fake news, cancel culture, etc.
- Consumer Activism and Consumer Well Being
- Consumer resilience in the face of adversity
- Consumer interactions with technology include smart objects, voice assistants, artificial intelligence, augmented reality, mixed reality, virtual reality, etc.
- Consumer interactions with digital and social media, including digital identity, influencer marketing, online safety, privacy, personalization, etc.

Submissions focusing on systematic literature reviews of consumer behavior constructs and/or theories to propose new theories or extend previous theories from other fields into the consumer behavior realm are highly encouraged.

Session Chairs. Dr. Divya Ramachandran is an assistant professor of Marketing at the University of Manitoba, Canada and Dr. Varsha Jain is an AGK Chair Professor of Marketing at MICA, Ahmedabad, India.

Submission Criteria.

- First authors should be a current doctoral student or a Ph.D. graduate during/after Spring 2022.
- The submission must specify how their research contributes to consumer behavior theory and practice.
- One of the co-authors must register, attend and present the paper at the 2024 Winter AMA Conference
- At least the first author must be a member of AMA HigherEd SIG.

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

HigherED SIG Summer AMA DEI Special Session Highlights

While DEI is an ongoing conversation in and outside higher education, our panelists shared valuable insights on DEI in higher education. Below are several key takeaways which could help you be intentional when discussing DEI from our special session at Summer AMA 2023.

1. DEI is about meeting needs of different groups while elevating product and service offerings. DEI needs to go through every part of the marketing process and what is taught about marketing including marketing research, strategy, consumer behavior, etc..
2. Leadership development is DEI work.
3. Strategies for creating diverse classroom environment include:
 - a) intention: being intentional about what you bring to classroom, such as who your guest speakers are, and what cases you discuss in terms of representation,
 - b) being an advocate for DEI,
 - c) being curious: even if you don't fully understand the diverse groups, even if you are not in their shoes, try to be curious about them and learn about them to be able to advocate for them,
 - d) bringing research data to classroom about what is happening in the marketplace and peeling the onion of what is unspoken, and
 - e) department chairs and administrators should recognize the work of the faculty and the fact that the focus on DEI may appear in the evaluations.
4. Success measures of DEI in classroom:
 - a) when you see the change in your students' mindset such as through reflection journals, and
 - b) social mobility (getting underserved students to succeed).
5. The difference between equity and equality - equality is giving everyone the same things. Equity is about considering the context and situation (power and privilege) and providing what is needed for each person to provide them with the resources they need to reach their potential.
6. It is also important to talk about inclusion and belonging and focusing on the moral aspects of these dynamics. For instance, speaking up when seeing wrong behavior in your work environment and being and advocate for DEI.

Resources Shared by our Panelists:

- [A Tool to Advance Inclusive Teaching Efforts: The "Who's in Class?" Form](#)
 - o This comes with various resources available on the author's website: [Teaching in Higher Ed](#).
- Several organizations offer curated resources on various topics:
 - o Race: [RIM Repository](#)
 - o Gender: [Teaching Innovations at GENMAC](#)
- Grier, S.A. and Porter, B. (2023), "Anti-Racism in my Pocket: Mobilizing Women, Technology, and Privilege to Support Systemic Equity", The Case for Women, Emerald Publishing, [linked here](#).

HigherEd SIG 2023 Doctoral Student Research Grants

The Marketing for Higher Education Special Interest Group (HigherEd SIG) is pleased to announce doctoral student research grant opportunities in 2023.

The SIG will offer up to five (5) grants that include up to \$500 funding to support doctoral student research for purposes such as, but not limited to, dataset purchase and data collection, transcribing interviews, and purchasing software. The grant will not fund expenses such as conference registration or hardware purchases. 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 evidence for prior research/scholarly performance and an outline for how the grant will support current research endeavors, and
- A current member of Higher Ed SIG (SIG membership is free for all AMA members).

Applications must include the following:

1. Cover letter explaining how the funds will support the student's research. The cover letter should also summarize the doctoral student's research accomplishments to date in terms of accepted/published conference and journal work (not the work in progress or items under current review).
2. One-page summary of the research project for which the funds will be used, explaining the expected theoretical and managerial contributions of the work.
3. Current curriculum vitae, including a list of publications and conference presentations.
4. Letter of support from the doctoral student's supervisor.

To apply, please send all required document to sig.highered@gmail.com. Each application should have two attachments: 1) one PDF including a current CV and the letter of support from the supervisor, and 2) one PDF including the cover letter and one-page research project summary.

Note that the cover letter and one-page summary should not list the applicants' affiliation. Affiliation information should be included in the CV only. Incomplete applications or applications that share the affiliation information in cover letter and one-page summary will not be reviewed.

All applications must be received by **November 30, 2023 at 5:00 PM EST**. Applications will be evaluated by a judging committee blind to applicants' university affiliations. Winners will be notified by late January.

Please contact Jackie Eastman (jeastman@fgcu.edu) with any questions. We look forward to your application!

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.