

SIG(NIFICANT) RESEARCH NEWS

THOMAS G. BRASHEAR, EDITOR
University of Massachusetts Amherst

Gil Churchill Award To Be Presented

The Marketing Research SIG awards the Gil Churchill Award for lifetime achievement in Marketing Research. In 2007 Dominique Hanssens, University of California, Los Angeles won this prestigious award. The 2008 award will be presented at the 2008 Summer Educators' Conference in San Diego. Please plan to attend the SIG reception on Saturday after the pre-conference special session that our SIG is hosting (for details about this session see column 2). At this reception the Churchill and Lehmann awards will be presented.

Call For Nominations: Don Lehmann Award

In 1997 the Marketing Research SIG of the American Marketing Association initiated the "Don Lehmann Best Dissertation-based Article Published in Journal of Marketing or Journal of Marketing Research Award." This annual award is chosen by the awards committee of the SIG. In 2007, Debora Viana Thompson with co-authors Rebecca Hamilton and Roland T. Rust won for their in the November 2005 edition of the *Journal of Marketing Research*

We now seek nominations for the 2008 award. We invite you to nominate yourself or any marketing scholar whose dissertation-based article was published in JM or JMR in calendar years 2006 or 2007. Before making the final selection the awards committee will certify that the article is indeed based on a dissertation. Please send in your nominations (dissertation author's name, address, phone numbers, e-mail address, and full citation of the article which obviously should have the dissertation author as one of the authors) to Vanitha Swaminathan by e-mail (vanitha@katz.pitt.edu) or fax (412- 648-1693) by May 22, 2008. This award will be presented at the Summer Educators' Conference to be held in San Diego in August 2008.

2008 Summer AMA Educators' Conference Pre-conference Program Friday, August 8, 2008

Sheraton San Diego Hotel & Marina, San Diego, CA.
Room: Harbor Island III

MARKETING RESEARCH IN THE 21ST CENTURY: EMERGING PERSPECTIVES FROM ACADEMICS AND PRACTITIONERS

Session Chairpersons:

Shuba Srinivasan, University of California at Riverside
Vanitha Swaminathan, University of Pittsburgh

Session I: 1:00PM -2:30 PM

What Should An Ideal Marketing Research Curriculum Look Like

Panel Discussion by Marketing Research Textbook Authors
-John Wurst, President of AMS Consulting & Faculty, Masters in Marketing Research program, Univ.of Georgia
- Richard Fox, Associate Professor, Masters in Marketing Research program, University of Georgia
-Tom Brown, Associate Professor Oklahoma State University
-V. Kumar, ING Chair Professor of Marketing, University of Connecticut

COFFEE BREAK 2:30 PM -3:00 PM

Session II: 3:00 PM -4:30 PM

Emerging Frontiers In Marketing Research

-Randolph E. Bucklin, Peter W. Mullin Professor, UCLA
-Gina Pingitore, Chief Research Officer, J.D.Power&Assoc.
-Gary Russell, Henry B. Tippie Research Professor of Marketing, University of Iowa
-Discussant: V. Kumar, ING Chair Professor of Marketing, University of Connecticut

POST-SESSION 4.30-5.30 PM

Annual Churchill and Lehmann Awards

Wine and Cheese reception

There will be a \$10.00 registration fee for the special session and is limited to 100 attendees.