

Contents:

- Dr. Berry
- Conant
Scholarship
- Dr. Yadav
- Dr. Shankar
- Dr. Ram
- Shankar &
Lowe
- Dr. Troy
- Advisors
- CRS

Singapore Magazine Interviews Len



The Edge Singapore, a Singapore business magazine, interviewed Len Berry regarding his book, *Management Lessons from Mayo Clinic*. The article is entitled “Measuring an Organization’s Health” and ran on August 31, 2009. Noted as a service-business authority, Len describes the management lessons outlined in his book. Way to go, Len!!

Len Speaks at CEO Roundtable

Len Berry was invited to make a presentation at the annual meeting of the CEO Roundtable on Cancer held in Philadelphia on September 10-11, 2009. His presentation was titled “Employers of Choice Attacking Cancer.” The CEO Roundtable on Cancer is a non-profit corporation, comprised of chief executives from 44 major American companies that are committed to fighting cancer. The mission of the CEO Roundtable is to make continual progress toward the elimination of cancer as a personal disease and as a public health problem. The CEO Roundtable on Cancer was founded in 2001 by Robert A. Ingram, then the CEO of Glaxo Wellcome (now GlaxoSmithKline) at the request of former President George H.W. Bush.

Jeffrey S. Conant Memorial Scholarship

Jeff Conant is featured on the October display board outside the Marketing Department. It was originally Jeff’s idea to highlight a different member of the Marketing Department each month on the board.

Included with the display are brochures regarding his memorial scholarship fund. The scholarship is a wonderful way to pay tribute to Jeff and his legacy. Check it out.



This month’s
Aggie symbol...



Manjit Pursues A&M Goal



Manjit Yadav's White Paper ("Center for Digital Humanities, Media, and Culture"), co-authored with colleagues from several other colleges, has been selected by Texas A&M University's Research Roadmap Committee as one of eight deemed most consistent with the goal of elevating Texas A&M's research enterprise in its capabilities, productivity, visibility, and impact. Congrats, Manjit!!

Abstract

We propose the creation of an interdisciplinary Center for Digital Humanities, Media and Culture at Texas A&M University. The Center will address two related grand challenges: the need to investigate the relationship of computing technologies and culture, and the need to construct cyber-infrastructure for the humanities and social sciences. The Center's research, focused in four interrelated areas -- the cultural record, cultural systems, cultural environments, and cultural interactions in the digital age -- engages one of the most compelling questions of our time: What does it mean to be human in the digital age? Disruptive technologies create change by superannuating traditional or orthodox technology platforms. Computing technologies have proven to be among the most disruptive technologies in the history of communication; their societal and cultural impact has been rapid, profound, and global. The flow of information across regional and national boundaries has accelerated, spurring the diffusion of innovations and redefining individuals' expectations and aspirations. Computing technologies have brought new efficiencies to the marketplace (e.g., by reducing individuals' search costs) but have also created serious challenges (e.g., the protection of individuals' privacy). It is imperative that we investigate these changes, and understand how social and cultural changes influence the diffusion of digital innovations. The breadth of the humanities makes it uniquely positioned to structure the exploration of new research questions and issues that are emerging. Unfortunately, insights from humanities remain significantly underutilized in such endeavors. We strongly believe that this must change. However, recognizing that complex challenges are best addressed through a variety of disciplinary approaches, the Center incorporates a humanities perspective while fostering research and collaboration with the social and applied sciences.

Venky Contributes to B2B Marketing Handbook

Venkatesh Shankar is contributing a chapter on B2B e-Commerce in the forthcoming Business to Business Marketing Handbook (edited by Gary Lilien and Raj Grewal). The handbook is published on the heels of the Institute of Study of Business Markets (ISBM)'s 25th anniversary this past year. The ISBM (in cooperation with Edward Elgar Publishing) will be compiling the handbook that is intended to be the definitive work globally on BtoB marketing and what are the most critical research issues that the field currently faces. The book is targeted primarily at marketing academics and graduate students globally who want a complete overview of the academic state of the BtoB marketing domain. A secondary audience comprises forward thinking BtoB practitioners who want to be aware of the current state of knowledge in their domains of interest and who are making the advances that are of most relevance to them. Congrats, Venky!!



Plus... Venky has one of the top three downloaded papers at the MSI web site for 2009:

[Strategic Allocation of Marketing Resources: Methods and Managerial Insights](#)
Venkatesh Shankar, 2008 [08-207]

Ram Receives Grant



Ramkumar Janakiraman and his co-author Yanhong Jin (Rutgers, The State University of New Jersey) have received a \$36,000 grant from the Economic Research Service, U.S. Department of Agriculture (ERS-USDA) for their proposal titled “*The Impacts of Food Scare Events on Brand Choice and Consumption*”. A report that is based on the proposal will be written with a view to stimulating new research in the area and offering policy approaches to enhance protection and safety of the Nation’s agriculture and food supply. The report will be published as an ERS Economic Research Report. Congrats, Ram!!

Abstract

The safety of the food supply faces risks from both naturally occurring contamination with bacterial pathogens and the unintentional and/or deliberated animal disease outbreaks. A rich literature has examined the impact of food scare events on food demand as well as prices and price margins in the supply. Although these studies improve our understanding of the impact of food scare events for aggregate demand, a gap exists in our understanding of consumer demand at more disaggregated product or micro level. No existing research has systematically examined how the response to food scare events varies across differentiated products and heterogeneous consumers. It is highly likely that in food groups with differentiated products, food scare events have differential impact on certain brands. The objectives of this study are twofold: (1) to estimate the effect of food scare events on brand choice and consumption and (2) to identify the demographic profiles of the consumer segments associated with different levels of changes in their preferences for national and store brands as well as of those who are more likely to stop consuming the adversely affected product category when facing food scare events. The proposed study will focus on FSIS (Food Safety and Inspection Service) product recalls on brand choice and consumption among U.S. consumers. The authors and ERS believe that the results of the project will stimulate new research that enriches economic analysis of food safety and will help improve the effectiveness of existing regulation and provide an expanded set of policy options to improve food safety outcomes for Americans.

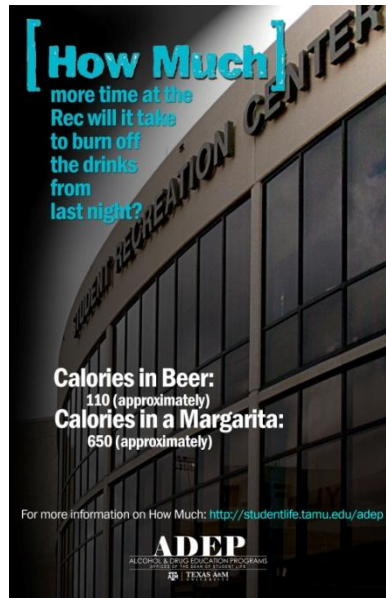
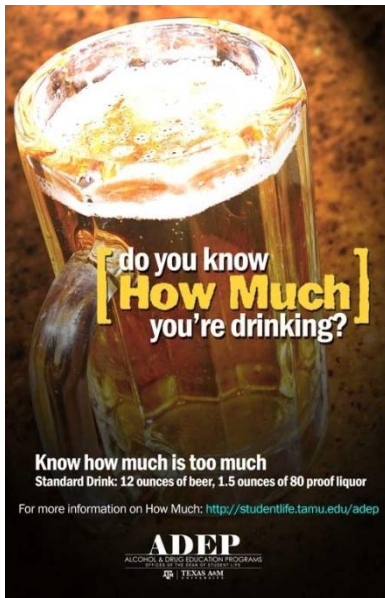


Fast Forward Working Paper by Venky Shankar and Michael Lowe

Venky Shankar has been invited by Marketing Science Institute (MSI) to submit a working paper on Shopper Marketing as part of a new working paper series entitled *Fast Forward*, which will present state-of-art reviews of emerging and new topics in marketing. A paper entitled "Shopper Marketing: Current Insights, Emerging Trends, and Future Directions " will be submitted by Venky Shankar and first year PhD student, Michael Lowe and is planned for publication in early 2010. Kudos to Venky and Michael!

Students Design Ad Campaign Under Lisa's Guidance

Students in the spring 2009 sections of Lisa Troy's MKTG 347 class (Advertising and Creative Marketing Communications) partnered with Mr. Andrew Rich of Wired Ranch Advertising and the Alcohol and Drug Education Programs office at Texas A&M University to develop a comprehensive advertising campaign to combat dangerous binge drinking on campus. The top 3 campaigns (from among 15 teams) were selected and the creative concepts from one of those teams are now being incorporated in the ADEP's fall alcohol awareness campaign. The winning concept centers around the theme of [How Much?] and is being implemented in a series of slap bracelets handed out at Fish Camp with questions about binge drinking (students who present their bracelets and know the answer to its question receive a free t-shirt), posters to be displayed in residence halls and all over campus, and a website (<http://studentlife.tamu.edu/adep>). Sample posters include the following:



Students participating in the winning [How Much] campaign theme include Aubrey Arcenau '09, Jaime Burciaga '09, Jourdin McMinn '09, Ashley Waak '09, and Lauralee Young '09.

For the week of pre-registration, our advisors assisted approximately 100 students, helping them with curriculum questions, degree audits, and career plans.

Advisors attended the Retailing Career Fair on September 23rd and met with several recruiters. The companies listed below have expressed an interest in speaking to student organizations such as AMA and for other speaking events.

Walmart

Lowe's

Dick's Sporting Goods

David Gardner's Jewelers

Toys "R" Us

Enterprise Holdings

The AMA student organization has started a new year, and our advisors have met with the student officers to assist in the planning of AMA activities for the coming year.

Advisors' Corner





Bridges Quoted in Wall Street Journal's Smart Money

A shopper looking for great deals can find them at sample sales says Cheryl Holland Bridges. The sales have increased in the down economy as buyers want trends, but demand budget prices. Bridges advises buyers that true sample sales are below wholesale; anything marked higher than that can be found cheaper at outlets.



Zale Scholars Begin New Semester

Eager to make a difference, the new Zale Scholar class began the fall term looking not forward, but backward, to high school. Throughout area schools they began the annual Teens in Retailing Service project. Geared to introduce teenagers to retailing as a profession, the program profiles career paths, tips for collegiate success, and casual discussions on what the transition to college is really like.

Because of their academic success, the Zale Scholars serve as positive role models for high school students. They embody many of the leadership skills, values in volunteerism, and passion for excellence that we hope for in future Aggies.

Retailing Career Fair

With the economy turning for the better, more companies arrived on campus September 23 for the fall Retailing Career Fair. Longtime hiring partners, such as Zale Corp and Neiman Marcus, returned to campus, and the event welcomed new recruiters including Allen Honda and Houston's LaMichocana Meat Market.

Company evaluations of the event cited the "caliber of students" as the top reason to participate. Dick's Sporting Goods campus coordinator Jessica Eberly said, "I like that we are meeting a specific student who is interested in retailing."

CRS staff Lindsay Slaydon and Kelli Hollinger collaborated with the Texas A&M Career Center to help prepare students for the upcoming career fairs in a September 17 workshop. CRS partners Enterprise Rent-A-Car and Dillard's also participated covering topics such as how to effectively research companies, what to say (and not say) to recruiters, and campus career search resources. Dillard's showcased wardrobes suitable for business professional and business casual. Miguel Salazar, Women's Clothing Manager, said, "A good suit is a staple. You can pair it with a classic white shirt and red tie for accounting, or try edgy combinations of blue and orange for creative fields. The most important thing is to dress for your company's culture and always convey a professional image." These are wise words for young job seekers.



We want to include your activities and news in the next issue of the *Marketing Monthly*. Please submit them to ksmith@mays.tamu.edu