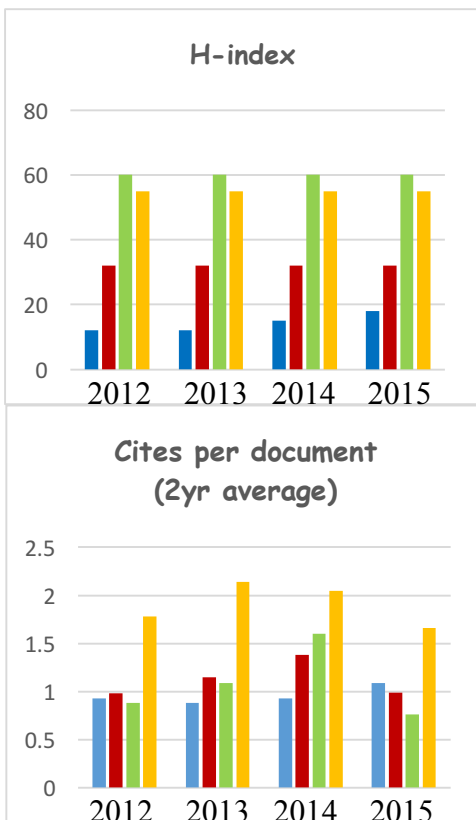


AMJ Quarterly Newsletter, March 2017

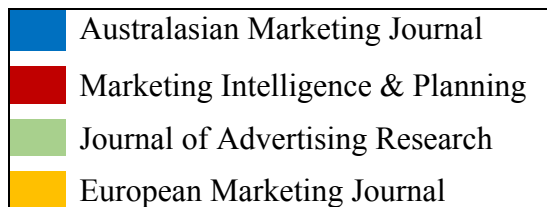
Dear Colleagues,

Another year, another issue... Issue 1 is online and in print now, and Issue 2 well on the way – more about that one later. The *Journal* keeps going year after year, issue after issue, and I am reminded again of all those who help in this process – authors of course, but also our super reviewers, publishers and my colleagues on the editorial team. It has been a pleasure editing the Journal thus far, and has been so because of the strong support offered by the whole ANZMAC community – thanks! A comment, then, about where we are going.

This year may see us nominated to the Australasian Business Deans Council for ranking as an “A” level journal. This would be splendid, as I know how hard it is for ANZMAC members to take time and effort to write for us when the pressure to write for A and A* journals is so intense, but we really want and need our best ANZMAC researchers to publish with us more often.



AMJ is certainly a B-level journal; we list as such on Scopus and the ABDC list, and have not yet been listed on SSCI (it seems to take forever!). Our statistics are not bad, though, and several are very encouraging. For instance, an h-index (‘h’ articles cited ‘h’ times) is very slow to respond to change, and does tend to creep up over time anyway but, as you can see AMJ – a comparatively new boy on the block – really does seem to be on the make here and is one of the few journals showing a positive trend in this regard.



The same sort of observation can be made of the “cites per document over a two-year average.” This one seems to me particularly positive and should ensure better numbers in the future. It should be noted that, generally, the industry statistics are doing odd things, mainly because the field is becoming so intensely competitive. Sure, these are selective statistics and we still have a way to go, but I truly believe we are on the right track and are making some quite serious progress along it.

The migration from the old EES Elsevier AMJ website system to the new EVISE AMJ site is complete. It was a major problem cleaning out the old papers and I hope not too many authors were inconvenienced. We now have a much improved turnaround time. The new site does have a few good features, but some bugs are still being ironed out. In this regard some reviewers who have had such trouble getting their reviews online, but this bug has now been removed. Elsevier have been very helpful throughout, and we have developed a good relationship with them.

We have two special issues in train. The next is past the submission deadline and well down the review track – with the editorial team led by Gillian Sullivan-Mort telling me that the Special Issue (Issue 2) on Sustainability is looking good. It is not, though, too late to submit to Issue 4, a very special issue on Empirically Based Marketing Knowledge, edited by the team at the Ehrenberg-Bass Institute at the University of South Australia, led by Rachel Kennedy and Cathy Nguyen. The Call for this Issue is enclosed, the deadline is 30th July 2017, so it is time to seriously consider submitting your manuscript.

Best Reviewer Award for AMJ, 2016 Professor Ian Phau, Curtin University

Greetings to all my Fellow Researchers! Firstly, I would like to extend my humble appreciation to the *Australasian Marketing Journal* for awarding me with the Best Reviewer award, a privilege indeed. The journal continues to succeed as a leading Journal in the Asian Pacific region, and it has been an honour to be able to contribute to this journal.



Since leaving the luxury industry, I've been working in Curtin University for 17 years. Throughout this time, my research has focused on country image, brand personality and nostalgic appeals among others, and I've been privileged to collaborate with brands such as Prada, Hugo Boss, AirAsia X, Shiseido and Blackberry. Over the past few years, I've been engaged in starting and leading the "Luxury Branding Research Cluster" at Curtin University, an evolving active and enthusiastic team with over 15 lovely-to-work-with researchers. Most recently, we successfully ran the first "Mystique of Luxury Brands Conference" in Shanghai, China – a golden milestone for the LBRC indeed.

Of course, above all this, I have had the opportunity to work with many leading researchers and most importantly, meet many new friends along the way. It has also been a joy to see the marketing literature evolve. As we move into an era of multi-disciplinary and industry impactful research, I'm extremely excited to get involved in new leading edge research and to see what other researchers are doing. May the wind be ever at our back!

Editor's note. There are few academics who have been as supportive and helpful to the Journal as Ian. In spite of being a busy head of a large department and an enthusiastic scholar and teacher, Ian has run many symposia (mainly working with the Korean KAMS group) and has edited and reviewed many of these papers in order to bring them to AMJ standards. Thanks Ian, for a huge contribution!

Papers in Issue 1

The list of papers published in Issue 1 is below. Sharon has already commented on them in her Editorial, but I will add a comment of my own about the final paper in the Issue. Andrew Hayes is known to most researchers because of his PROCESS models, and he has kindly launched a new section in the Journal, one of short papers illustrating some aspect of research method or technique – a technical section. The first few slots are invited; we have been fortunate enough to gain acceptances to our invitation from Jordan Louvier and Arch Woodside, and hope to secure a piece shortly from Russ Belk. I am keen to commence the series with recognized world leaders in order to publicize the section and ensure readership, but toward the end of the year we will be happy to receive for review high-quality contributions from anyone, to mix with some invited papers from top authors. These papers typically cite very well, are immensely useful to researchers, and will contribute strongly to the quality and readership of the Journal, I believe. Thanks very much to the four establishment researchers – your contribution is much appreciated.

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Editorial – Professor Sharon Purchase, Associate Editor, University of Western Australia

“The Effect of Salespersons’ Retail Service Quality and Consumers’ Mood on Impulse Buying”

Authors: Chanthika Pornpitakpan (University of Macau), Yizhou Yuan (Xi'an International Studies University), Jie Hui Han (Maritime and Port Authority)

“Understanding how gamification influences behaviour in social marketing”

Authors: Robert Mitchell, Lisa Schuster, Judy Drennan (Queensland University of Technology)

“Social Amplification: A Mechanism in the Spread of Brand Usage”

Authors: Robert East (Kingston Business School, London), Mark Uncles (University of New South Wales Business School), Jenni Romaniuk (Ehrenberg-Bass Institute, University of South Australia), Wendy Lomax (Kingston Business School, London)

“Behavioural Effects of Nonconscious Mimicry and Social Intentions”

Authors: Sabrina Wong, Nicole Hartley, Alastair Tombs (University of Queensland)

“Producing word of mouth – a matter of self-confidence? Investigating a dual effect of consumer self-confidence on WOM”

Authors: Anders Wein and Svein Olsen (Arctic University of Norway)

“How Consumers Respond to Incentivized Word of Mouth: An Examination across Gender.”

Authors: Christiana Tercia (Prasetiya Mulya Business School, Malaysia), Thorsten Teichert (Universität Hamburg, Germany)

“Growth of a viral phenomenon: Development and testing of a new methodological framework”

Authors: Archana Boppolige Anand and Anjula Gurtoo (Indian Institute of Science)

“A Portrait of Intimate Apparel Female Shoppers: A Segmentation Study”

Authors: Yelena Tsarenko, Carolyn Lo (Monash University, Australia)

“The Analysis of Mechanisms and their Contingencies: PROCESS versus Structural Equation Modeling”

Authors: Andrew F. Hayes, Amanda K. Montoya, and Nicholas J. Rockwood, The Ohio State University, Department of Psychology

Warm regards,

Roger
Marshall

Ken
Hyde

Jungkeun
Kim

Sharon
Purchase

Drew
Franklin