RUSTON, La. – In a joint announcement, the College of the Business at Louisiana Tech University and the Academy of Marketing Science (AMS) announced the home office for AMS has moved from the University of Miami to Louisiana Tech.

The announcement came from current AMS president Dr. John B. Ford, AMS executive vice president/director Dr. Harold W. Berkman and Dr. James R. Lumpkin, dean of the College of Business, and became official on June 1.

“This is the perfect match for both the Academy and the College of Business,” Ford said. “We are very thankful to the University of Miami for their years of dedication and we are looking forward to the relationship with Louisiana Tech.”

The University of Miami housed AMS for the past 30 years after the Academy moved from Long Island University.

AMS, which has over 1,600 active members, is an international, scholarly, professional organization. The Academy is dedicated to promoting high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of marketing practice through a role of leadership within the discipline of marketing around the world. The Academy is committed to the highest of ethical standards and collegiality in the pursuit of this mission.

Barry Babin, the immediate past president for AMS, also served a large role in the move. Babin is head of the Marketing and Analysis Department at the College of the Business.

The College of Business, one of five colleges at Louisiana Tech, offers degrees at the undergraduate and masters level, including the MBA and MPA. The College also offers the Doctorate in six disciplines and is accredited by AACSB at all levels and has separate accounting accreditation.

“The College of Business could not be more thrilled to be involved with such a prestigious organization,” Lumpkin said. “As a past president of AMS myself, I know the importance of keeping a strong tie with the Academy and we could not think of a better way to do that than by moving the central office to Ruston.”

Along with the move, AMS and the College of Business hired Brian Miller to serves as the director of marketing and communications for both organizations. The AMS central office will be located and maintained by Miller.

More information about AMS can be found at www.ams-web.org and information about the College of Business can be found at www.business.latech.edu.
AMS History
The Academy began at C. W. Post Center of Long Island University in 1971. Under the directorship of founder Dr. Berkman, the Academy grew into a substantial regional association. In 1972 Berkman established the Journal of the Academy of Marketing Science (JAMS). For his services, Dr. Berkman is recognized with the title of distinguished professor of the Academy of Marketing Science.

Today, JAMS is widely acknowledged as a premier marketing research journal and was recently recognized as one of the top 10 most cited business academic journals. Members receive JAMS free of charge.

As the Academy expanded nationally in both scope and recognition, it became evident that more structure was needed. Consequently, in 1979 the Academy was reorganized with a new Constitution and Articles of Association and Bylaws. The Academy currently has elected officers and a Board of Governors, with elections held on a biennial basis.

Each year, hundreds of delegates attend a research conference hosted by the Academy. The first annual conference took place in Akron, Ohio. Subsequent annual conferences have been held in every corner of the USA and in Montreal and Vancouver. Biennial world marketing congresses (The AMS World Marketing Congress) have been held in such diverse locations as Italy, Australia, Malaysia, and Turkey with future conferences planned for Oslo, Norway and Reims, France.

The Academy also hosts the Cultural Perspectives in Marketing (CPM). The CPM also has been held in diverse settings including New Orleans, La; Seoul, South Korea; Puebla, Mexico; Valencia, Spain; Hong Kong, Montreal and Long Beach, Miss.

Presently the Academy of Marketing Science is a full-service, scholarly professional organization. It offers a wide range of services, including a series of conferences and special interest programs and symposia, a refereed scholarly journal, a quarterly member newsletter, and conference proceedings. The Academy has numerous programs that sponsor future scholars and encourage thought leadership in marketing research.

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