

AMA Foundation Announces Sheth as the 2014 Wilkie Award Recipient

The American Marketing Association Foundation (AMAF) announces **Professor Jagdish N. Sheth**, Charles H. Kellstadt Professor of Marketing, Emory University, Goizueta Business School, as the recipient of the 2014 William L. Wilkie “Marketing for a Better World” Award. Professor Sheth will accept his award on Saturday, February 22 at the AMA Winter Educators’ Conference in Orlando, FL.

This award honors marketing thinkers who have significantly contributed to the understanding and appreciation for marketing’s potential to improve the world. The award recognizes and honors the work of William (Bill) Wilkie, the Nathe Professor of Marketing at the Mendoza College of Business, University of Notre Dame. The Wilkie Award is a broadly based, major academic recognition for the field, recognizing marketing thought leaders whose conceptual developments, substantive applications, or empirical studies have served to provide significant bases for improvements in our world.

“I’m extremely pleased that Jagdish Sheth was selected to receive this award,” Wilkie says. “He is a remarkably talented thinker who is interested in both theory and practice. The sense of the Wilkie Award is that Marketing has huge potential to improve daily lives if done well, and Professor Sheth has been advocating this theme for nearly 50 years, writing over 400 articles and 40 books! He is, as Philip Kotler puts it, “a Renaissance Thinker.” It’s impossible for me to adequately characterize his many impacts: he has always taken a broad approach to marketing and its potentials, working for improvements in the operations of both firms and governments around the world. However, I do want to mention here my personal appreciation for the scholarship of his early book with John Howard, *The Theory of Buyer Behavior* (which proved a key for developing the whole field of consumer behavior), his seminal work on relationship marketing (moving our field toward delivering higher value), his significant support of the academic infrastructure through the Sheth Foundation, and his recent work on the judicious use of resources and “mindful consumption.” Congratulations to this fine marketing scholar. I’m really looking forward to his talk on this topic at the upcoming Winter Educator’s Conference in Orlando.”

Dr. Sheth is a highly sought after advisor, having worked in myriad industries all over the world. His work has been honored at the highest levels, including the top three awards from The American Marketing Association. Dr. Sheth is a well-respected academic and prolific author. His book, *The Rule of Three* (Free Press), coauthored with Dr. Rajendra Sisodia, altered the current notions of competition in business. Having global applicability, the book, published in 2002, has been translated into German, Italian, Polish, Russian, Portuguese, Korean, Japanese and Chinese. It was also the subject of a seven part television series on CNBC (India).

His 2007 book *Firms of Endearment* (Wharton School Publishing), coauthored with Rajendra Sisodia and David Wolfe, was selected as one of the top ten business books on Leadership. Later that year, he also authored *The Self-Destructive Habits of Good Companies...And How to Break Them* (Wharton School Press). Both books have been translated into more than ten languages. More recently, Dr. Sheth published *Chindia Rising: How China and India Will Benefit Your Business* (Tata McGraw Hill, India) and *4 A's of Marketing*, co-authored with Rajendra Sisodia (Routledge).

The Wilkie Award is a major academic recognition for the field, recognizing thought leaders whose conceptual developments, substantive applications, or empirical studies served to provide significant bases for improvements in the world. There is a broad range of research areas from which the award can come, including (but not limited to) marketing theory, innovation, macromarketing, marketing and public policy, ethics and social responsibility, social marketing, services marketing, competition, pricing, advertising, marketing and development, transformative consumer research, and marketing and the consumer interest.

For additional information visit: <http://www.themarketingfoundation.org/wilkie.html>.

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