
PRESS RELEASE

Professors Jagdish Sheth and Michael R. Solomon Receive Best Article of 2014 Award
*The Journal of Marketing Theory and Practice announces
winner of the coveted, annual honor*

Atlanta, Ga., March 10, 2015 — The vote by the Editorial Review Board and Senior Advisory Board of the Journal of Marketing Theory and Practice (JMTP) is in for the publication’s Best Article of 2014 (Volume 22) award. According to JMTP editor, Greg W. Marshall, an article co-authored by marketing professors Jagdish Sheth and Michael R. Solomon was the “top vote-getter” by a wide margin and, therefore, it won.

“Extending the Extended Self in a Digital World” was published in April 2014. The paper discusses how Russell Belk’s 1988 seminal publication in the Journal of Consumer Research, which highlighted the central role of material artifacts in defining self-identity, would differ had he published it in 2013. Sheth and Solomon extend Belk’s original construct to encompass the digital extended self, identifying three crucial domains where traditional boundaries between self/not self increasingly blur: (1) producer versus consumer; (2) being offline versus being online; and (3) body versus technology. The co-authors also present eight commentaries from experts in a range of pertinent domains that include advertising, law, technology, communications, and public policy.

In a statement posted on the publication’s website, Marshall acknowledges that JMTP’s Best Article competition has been increasingly intense over the years. “This year, the quality of articles reached another new high, and our standards for publication continue to go up,” said Marshall. In addition to receiving a plaque in recognition of the accomplishment, news about Sheth and Solomon’s win was announced to JMTP’s global marketing academic community.

About the Journal of Marketing Theory and Practice

Created in 1993, the Journal of Marketing Theory and Practice serves as an outlet for “quality scholarly research across a broad range of marketing subjects – with the important caveat that tying the work to managerial application is essential for publication.” In 2005, a consortium was developed among the Society for Marketing Advances, M.E. Sharpe Publishers, and the Crummer Graduate School of Business at Rollins College, to acquire, publish and edit the JMTP. www.jmtp-online.org

About Professor Jagdish Sheth

Jagdish Sheth, Ph.D., is a renowned scholar and internationally recognized thought leader. He has published more than 400 research papers and more than 40 books on various disciplines and topics. Sheth's insights on global competition, strategic thinking, geopolitics, and emerging markets are considered revolutionary. As a thought leader, Dr. Sheth is frequently quoted and interviewed by Fortune, Financial Times, The Economic Times, The New York Times and The Wall Street Journal. He is also a regular guest and frequent commenter for major news networks: BBC, CNBC India and CNN. Sheth's timely advice aids business leaders, and policymakers looking to develop long-term strategies for positioning for the future. www.jagsheth.com

About Professor Michael R. Solomon

An authority on consumer behavior and the marketplace, Michael R. Solomon, Ph.D., studies the complex relationship between marketing strategies and consumers' preferences for everything from fashion to the foods on their supermarket shelves, the sofas in their living rooms and the music they download on their iPods. In addition to his academic activities, Dr. Solomon contributes frequently to publications. His feature articles have appeared in magazines like Psychology Today, Gentlemen's Quarterly and Savvy. He has also been quoted in numerous national magazines and newspapers, including, Elle, Glamour, The New York Times, Self, USA Today and The Wall Street Journal. His television and radio appearances include "The Today Show" and "Good Morning America," among others, and he comments on consumer behavior issues. www.sju.edu/about-sju/faculty-staff/faculty-experts/michael-r-solomon-phd

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