Inaugural AMA Fellows Named

Eleven of 31 AMA Fellows, pictured at the 2015 AMA Winter Marketing Educators' Conference in San Antonio, Texas. Back row, from left: Robert Peterson, Valarie Zeithaml, Richard Lutz, Roland Rust, William Wilkie and Shelby Hunt. Front row, from left: Leonard Berry, Jagdish Sheth, Kent Monroe, Leigh McAlister and Rajan Varadarajan.

Last month marked the launch of the new AMA Fellows program, with the first wave of inductees announced at the 2015 AMA Winter Marketing Educators' Conference in San Antonio, Texas, on Feb. 13.

Intended to recognize marketing academics' achievement while also providing regular opportunities for fellowship and discussion, the AMA Fellows program recognizes individuals who have made significant contributions to the research, theory and practice of marketing, and to the service and activities of the AMA over a prolonged period of time.

AMA CEO Russ Klein says: "These individuals not only impacted the marketing field, but also have been of service to the AMA and will surely help shape its future. The naming of this esteemed group of fellows is but a starting point for the program, to be followed by important contributions now made possible by their collective thought leadership."

Previous recipients of the AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award make up the first cohort of 31 AMA Fellows. In the coming years, nominations for AMA Fellows will be solicited and reviewed by a committee that includes members of the AMA's Board of Directors and Academic Council, and the academic marketing community, as well as previously inducted AMA Fellows. Cohorts of up to three fellows will be inducted each year at the AMA Winter Marketing Educators' Conference.

"The depth of marketing scholarship produced by our first group of AMA Fellows is awe-inspiring," says Ric Sweeney, 2014-2015 chairperson of the AMA's board of directors. "As this initiative expands, the AMA plans to add more programming that explores and builds upon the AMA Fellows' contributions. I look forward to the questions and answers that will come from future conference sessions and meetings."

Clockwise, from top left: Richard Lutz (AMA Fellow) and Valarie Zeithaml (AMA Fellow and AMA Board Secretary/VP Finance); Jagdish Sheth (AMA Fellow), Vanitha Swaminathan (conference co-chair and AMA Academic Council member) and Madhuri Sheth; William Wilkie and Leigh McAlister (both AMA Fellows); Rebecca Slotegraaf (Academic Council member), Linda Price (Academic Council member), Roger Kerin (AMA Board member), William Cron (AMAF chair), David Griffith (Academic Council member) and Michael Brady (Academic Council president); Roland Rust (AMA Fellow).

Inaugural AMA Fellows

Richard Bagozzi, University of Michigan
Frank Bass, University of Texas-Dallas*
Leonard Berry, Texas A&M University
James Bettman, Duke University
Gilbert Churchill, University of Wisconsin-Madison
George Day, University of Pennsylvania
Paul Green, University of Pennsylvania*
Shelby Hunt, Texas Tech University
Philip Kotler, Northwestern University
William Lazer, Michigan State University
Donald Lehmann, Columbia University
Sidney Levy, University of Arizona
Gary Lilien, Pennsylvania State University
Robert Lusch, University of Arizona
Richard Lutz, University of Florida
Kent Monroe, University of Illinois

Leigh McAlister, University of Texas
Donald Morrison, University of California, Los Angeles
William Perreault, University of North Carolina
Robert Peterson, University of Texas at Austin
Roland Rust, University of Maryland
Jagdish Sheth, Emory University
Richard Staelin, Duke University
Louis Stern, Northwestern University
Rajan Varadarajan, Texas A&M University
Barton Weitz, University of Florida
William Wilkie, University of Notre Dame
Yoram Wind, University of Pennsylvania
Russell Winer, New York University
Gerald Zaltman, Harvard University
Valarie Zeithaml, University of North Carolina

*Awarded posthumously

.org For more information about the AMA Fellows, visit AMA.org/AMA-Fellows.