Sheth Foundation Award

The following article has won the Sheth Foundation Best Paper Award for Volume 46 (2018) of the Journal of the Academy of Marketing Science. It was chosen for the award by a vote of the members of the Editorial Review Board, after the Area Editors selected a shortlist of the top 10 papers published in 2018. The authors received an award plaque at the Academy of Marketing Science annual conference in May 2019.

Pre-release consumer buzz

Volume 46, No. 2 (March 2018)

Mark B. Houston, Ann-Kristin Kupfer, Thorsten Hennig-Thurau, and Martin Spann

Other finalists for this award were

- “Meta-analysis: integrating accumulated knowledge” by Dhruv Grewal, Nancy Puccinelli, and Kent B. Monroe
- “Business cycle research in marketing: a review and research agenda” by Marnik G. Dekimpe and Barbara Deleersnyder
- “Building a multi-category brand: when should distant brand extensions be introduced?” by Jeffrey R. Parker, Donald R. Lehmann, Kevin Lane Keller, and Martin G. Schleicher
- “Good, better, engaged? The effect of company-initiated customer engagement behavior on shareholder value” by Sander F. M. Beckers, Jenny van Doorn, and Peter C. Verhoef
- “Unstructured data in marketing” by Bitty Balducci and Detelina Marinova
- “Building and leveraging sports brands: evidence from 50 years of German professional soccer” by Hauke A. Wetzel, Stefan Hattula, Maik Hammerschmidt, and Harald J. van Heerde
- “Gamified interactions: whether, when, and how games facilitate self–brand connections” by Axel Berger, Tobias Schlager, David E. Sprott, and Andreas Herrmann
- “Unlocking the power of marketing: understanding the links between customer mindset metrics, behavior, and profitability” by J. Andrew Petersen, V. Kumar, Yolanda Polo, and F. Javier Sese