



NEWSLETTER

A Publication of the Southern Management Association

Fall 2006

From the President

In reflecting on my year as Southern Management Association President, it has been a privilege to work with an outstanding group of officers and board members who have worked to represent the best interests of our SMA members. I have been especially fortunate to inherit the job of President at a time when the efforts of those who preceded me in this role have been paying tremendous dividends. All of our indicators are up, with record levels of membership, meeting attendance, and bank balances.

There are several key individuals particularly deserving of our appreciation. First, Chris Riordan is finishing her year as Past President, culminating a five year sequence of officer assignments in which her leadership was pivotal in major achievements for the association. She played a lead role in the transition of our *Journal of Management* publication contract to Sage Publications. Sage has developed into a fantastic partner for SMA, and the revenue from this partnership has greatly solidified our financial standing, and has allowed us to focus attention on exploring for new initiatives that can better serve the membership of SMA. Of course, the efforts of Russell Cropanzano and his editorial team in further enhancing the excellence of the *Journal of Management* lie at the heart of what is producing the value that is recognized in the economic market of the academic publishing business.

I have developed tremendous appreciation for GERALYN Franklin's contributions to SMA, as our meeting coordinator. GERALYN is completing her second term as meeting coordinator, and I assure you that no one will be missed more! Her new job, however, as the Dean of the business school at the University of South Florida at St. Petersburg precludes her from continuing the extensive time commitment that she has made to SMA.

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Anson Seers, Southern Management Association President.

Ford Named 2006 SMA Sustained Outstanding Service Award Winner

The Southern Management Association is pleased to announce Professor Robert C. Ford of the University of Central Florida as the 2006 recipient of SMA's Sustained Outstanding Service Award (SOSA). This award is given to a member who has consistently helped SMA reach its goals through elected, appointed and volunteer services and through extraordinary contributions.

Dr. Ford has contributed to SMA in many capacities including leadership positions (President, Vice President, Program Chair, Fellow, and two terms on the Board of Governors), serving on and chairing numerous committees, and regularly reviewing, presenting, and

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From the President *(Continued from page 1.)*

It is really Bill Gardner who will miss Geralyn the most, though, as he transitions from President-Elect to President. Bill has served unhesitatingly in far more ways than I can enumerate, and he will also be personally taking on one aspect of Geralyn's former role by becoming SMA's Registered Agent for our legal incorporation within the State of Texas. We have three outgoing Board Members this year who have served particularly well. Mark Gavin, Mary Gowan, and Kelly Zellars rotate off our board this year, but each one continues important active volunteer efforts.

Many others continue in ongoing roles, and the new additions to our board and officer group, Peg Williams, David Allen, Angela Miles, and Hettie Richardson, have already been serving SMA in important ways, and are all the kind of individuals who will look for, and find, more and better ways to serve the general membership. The future of SMA is indeed very bright, being in the hands of highly competent, dedicated people. Lastly, I wish to thank all of you, the general members of SMA, for entrusting me with the stewardship of your association.

Anson Seers
SMA President



Swimming pool area at the Hilton Clearwater Beach Resort, site of the SMA 2006 meeting.

Membership at Record Level

Membership in the Southern Management Association has reached a record level!

SMA currently has 956 members! Here is the membership data since 1999:

2006: 956
 2005: 747
 2004: 780
 2003: 711
 2002: 681
 2001: 594
 2000: 727
 1999: 685

The dramatic increase in membership in the last year can primarily be attributed to our efforts to reach out to past SMA members via e-mail by utilizing our integrated web-based membership management database, maintained by Aquinex. For example, we sent an e-mail to 520 former SMA members in December and 193 renewed their memberships! The Membership Task Force is delighted that so many of you have once again made the commitment to SMA. Welcome Back!!

Sherry Moss
SMA Secretary and Membership Chair

Journal Of Management News

This past year was a special one for the Journal of Management. Between July 2005 and July 2006, we obtained a record 560 submissions. JOM's average citations per article have increased as well, both in absolute numbers and also relative to peer management journals. Finally, subscriptions are again up. Things are going very well for us.

Russell Cropanzano
Editor, Journal of Management

Library Subscriptions

Encourage Your Library to Subscribe to the Journal of Management! Ensure that you, your colleagues and your students have 24/7 e-access to the new content of the *Journal of Management*. In addition to the state-of-the art searching capabilities, the ability to download articles in a PDF format, and the innovative reference linking, you'll find many more new online features at <http://jom.sagepub.com/>. Visit the journal's home page, click on "Recommend to Library," and fill out the form.

Moving?

You can update your SMA membership information over the web at www.southernmanagement.org/. Just log in, and then click on "Update Your Profile."

Research Methods Workshop: *Survey Scale Development and Validation*. (Wednesday, October 25th, 12:00 to 2:45 pm) Participants will receive a tutorial on scale development and validation practices for management researchers, without regard to any specific management discipline. Claudia Cogliser (Texas Tech University), Lucy Ford (Rutgers University), Terri Scandura (University of Miami), and Robert Vandenberg (University of Georgia) are presenting. Contact Lucy Ford (lucyford@camdem.rutgers.edu).

Research Methods Workshop: *Using Qualitative Methods in Management Research*. (Wednesday, October 25th, 12:00 to 2:45 pm) Participants will be provided with an introduction to contemporary qualitative methods, as well an opportunity to discuss their current research projects. Presenters include Hans Hansen (Texas Tech University), Bob Gephart (University of Alberta), and Karen Golden-Biddle (University of Alberta). Participants are encouraged to submit abstracts of their current projects to Hans.Hansen@ttu.edu the week before the conference.

Journal of Management Research Development Workshop: *Converting Good Research into Publishable Articles*. (Wednesday, October 25th, 3:00 to 5:00 pm) The workshop will address three questions: (1) How can you make your article more theoretically interesting and answer the reviewers' "so what?" question; (2) How can you improve the readability and professionalism of the presentation of your ideas, and (3) How can you negotiate the revision process more successfully? Presenters include by Journal of Management Editor-in-Chief, Russell S. Cropanzano (University of Arizona) and Associate Editor, Terri A. Scandura (University of Miami). Contact Russell Cropanzano (russell@eller.arizona.edu).

Teaching Workshop: *Building the Teaching Toolkit*. (Wednesday, October 25th, 3:00 to 5:00 pm) The workshop will include presentations by: Lew Brown (UNC-Greensboro), Editor of the Case Research Journal, on the effective use of cases for a broad range of courses; Claudia Cogliser (Texas Tech University) on the use of fiction and film to teach management concepts; and Nagaraj Sivasubramaniam (Duquesne University) on a process for implementing a social learning architecture in the classroom. Contact workshop coordinator Kevin Lowe (kblowe@uncg.edu) for a brief set of materials (e.g. short case) that can be previewed to enhance the workshop experience.

Bill Gardner
SMA President-Elect

Ford Wins Service Award

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discussing papers. In 1995, Dr. Ford co-founded the Southern Management Association Institute (SMAI) which helps members stay current in teaching, research, and service. According to one nominator "Bob has both created and shaped SMA policy as well as actively participating in functions that maintain our organization." Nominators also recognized Dr. Ford for the many "intangible" contributions he has made to SMA over the years in terms of his contagious enthusiasm for the organization, his participation in both formal and informal networking events and his encouragement of new SMA members and mentoring of young scholars.

I would like to thank the members of the 2006 Sustained Outstanding Service Award Committee for their dedication to the task of selecting this year's award winner: Tammy Hunt, Kevin Mossholder, David Van Fleet (2005 SOSA Award recipient), and Kelly Zellars. Please join us in congratulating Dr. Ford!

Peg Williams
2006 SMA Sustained Outstanding Service Award
Committee Chair

SMAI 2006

Activities of the Southern Management Association Institute (SMAI) at the 2006 conference will include:

Doctoral Consortium. The Doctoral Consortium will be held Wednesday October 25th from 7:45 am to 4:30 pm. The Consortium is a daylong program designed for students who are in the early stages of their doctoral programs. Margaret (Peg) Williams (Virginia Commonwealth University) and Mark Gavin (Oklahoma State University) are the Consortium Coordinators.

Note: This workshop is now full and no more participants are being accepted.

The 10th International Research Symposium on Service Excellence in Management: June 14-17, 2007

Researchers and practitioners from all disciplines are invited to submit a one page abstract describing their scholarly work for presentation consideration at QUIS 10 in Orlando, Florida, June 14-17, 2007. All submissions will be reviewed by the conference co-chairs, Stephen Brown (Arizona State University), Bo Edvardsson (Karlstad University), Robert Ford (University of Central Florida) and Robert Johnston (University of Warwick).

Abstracts of one page should be sent by e-mail by November 10, 2006 to QUIS 10 coordinator, Robert Ford (Robert.Ford@bus.ucf.edu). Each abstract should clearly identify the primary speaker's e-mail address, mailing address, telephone number, and fax number. In submitting an abstract, at least one of the authors agrees to attend QUIS 10 if the work is accepted. Notification of acceptance will be sent out by December 20, 2006.

Abstracts should clearly describe the value added to the knowledge base by the research or theoretical work the author(s) would like considered. Acceptance for the conference will be based on contribution to theory and research in services management, marketing, engineering or any other discipline. Topics include but are not limited to managing excellence in:

- Service operations, service systems, and human resources
- The service encounter, servicescapes, and service experiences
- The Service Profit Chain and service quality management
- Value creation through service delivery and service competition
- Service culture, service strategy, and service climate
- Complaint management, service recovery, and service guarantees
- Customer co-production and the customer contact employee interface
- Customer satisfaction, loyalty, and profitability
- Service innovation, technology in services, and self service technology
- Service networks and service outsourcing
- Services in Engineering, Health Care, Hospitality, NGOs, and Not for Profits

Authors of accepted abstracts will have the option of publishing either an extended abstract (1000 words) or a complete paper (maximum length 10 pages) and will need to submit one or the other by March 31, 2007. The proceedings will be available at the symposium. A Best Paper Award will be made and a special issue with selected papers from QUIS 10 will be published in both the International Journal of Service Industry Management (IJSIM) and Managing Service Quality (MSQ).

2006 Meeting

Join us for SMA 2006 at the Hilton Clearwater Beach Resort in Clearwater Beach, Florida. Spread across 10 acres of sandy white beach, surrounded by blue skies and the beautiful Gulf of Mexico, the Hilton Clearwater Beach Resort is the perfect gathering place. A recent \$15 million renovation has made the property an even better facility.

CALL FOR NOMINATIONS: 2007 SMA Sustained Outstanding Service Award

The SMA Sustained Outstanding Service Award recognizes continued service to the SMA. The award is keyed to the SMA's goals and mission and complements the SMA's long-held policy of recognizing outstanding research contributions through best paper and best reviewer awards.

The SMA Sustained Outstanding Service Award recognizes an individual who has consistently helped the SMA reach its goals and mission over a period of years. The individual recognized must have made important and sustained contributions to the SMA, including, but not limited to, sustained elected, appointed (e.g., track chairs, committees) and volunteer (e.g., paper reviewers, session chairs and discussants) service as well as extraordinary contributions to the SMA (e.g., local arrangements, financial contributions). The award winner will be recognized at the 2007 SMA meeting with a plaque and \$500. A notice with the winner's photo and contributions will be placed in the 2007 meeting registration packet.

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Award Nominations (Continued from page 4.)

Nominations will be accepted via email and U.S. mail, with email the preferred method. An acknowledgment of receipt of the nomination materials will be sent to the primary nominator. Self-nominations will be accepted. All nominators and nominees must be SMA members and the award winner must accept the honor in person. The primary nominator must submit the following materials to the committee chair: (1) a list of the nominee's SMA activities and the dates in which they occurred, and (2) three letters of nomination (including a letter from the primary nominator plus two others).

Nominations must be received prior to April 1, 2007.

Email nominations should be sent to Kelly Zellars, committee chair, at kzellars@uncc.edu. Phone: (704) 687-2087.

U.S. mail nominations should be sent to:

Dr. Kelly Zellars
Department of Management
University of North Carolina - Charlotte
9201 University City Boulevard
Charlotte, NC 28223-0001

SMA Membership

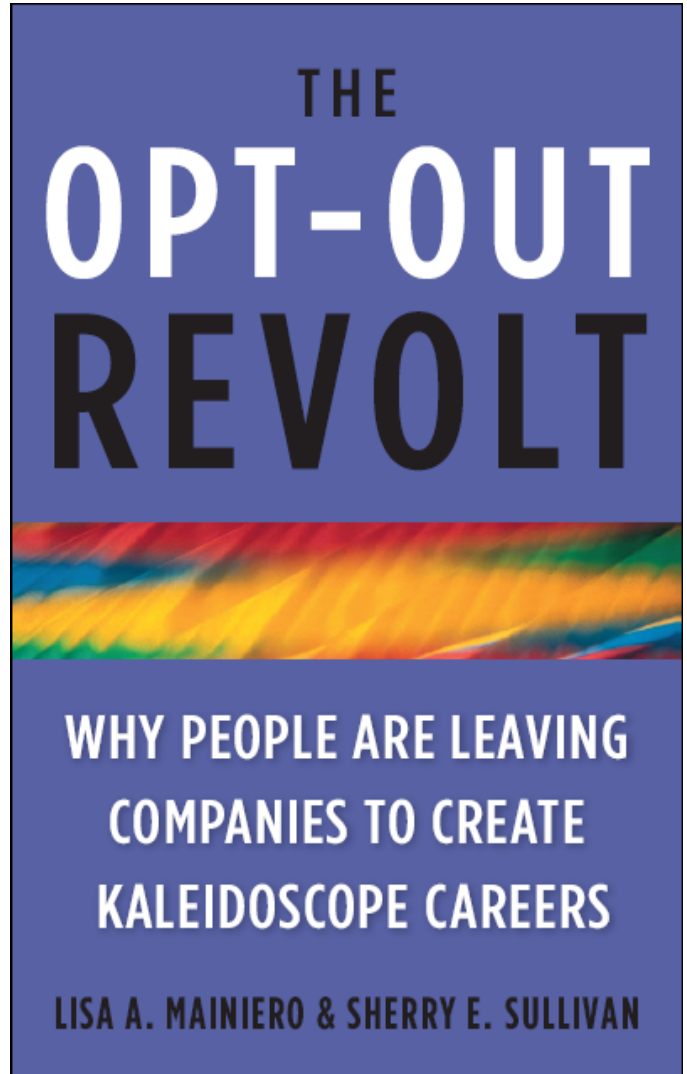
Top Five Benefits of Being a Member of SMA:

- #5 Great meeting locations, like Charleston, SC and Clearwater Beach, FL
- #4 Reputation as the friendliest, most collegial of the regional Academy affiliates
- #3 Membership benefits that include a subscription to the highly-regarded *Journal of Management*
- #2 Excellent professional development opportunities offered at every meeting
- #1 Opportunity to be part of a leading professional organization that cares about its members

To renew your membership, or to update your membership information, log onto

www.southernmanagement.org.

We promise that the membership fee will be the best \$36 you have spent in a long time!



For more information visit: www.theoptoutrevolt.com. The Opt-Out Revolt is available at your local bookstore or at www.amazon.com.

SMA 2007

Make your plans now to attend SMA 2007 at the Sheraton Nashville Downtown Hotel, Wednesday, November 7th through Saturday, November 10th. This will be SMA's first visit to the Music City and we're expecting a great turnout. The Sheraton Nashville is centrally located in the heart of downtown and is a AAA three-diamond, atrium-style, full-service hotel. Accommodations will be \$109 single/double. Air transportation is available via Nashville International Airport.

Allen Amason
2007 SMA Program Chair

SMA Election Results

Thank you to all of our candidates, and all who voted in this year's elections. Peg Williams will become our new Program Chair Elect. Our new incoming members of the Board of Governors will be David Allen, Angela Miles, and Hettie Richardson. Congratulations to all!

SMA Mid-Year Board Meeting

SMA officers and members of the Board of Governors held their annual mid-year meeting in Atlanta at the recent Academy of Management meetings. Among the topics of discussion were plans for our upcoming meetings in Clearwater Beach, the continued enhancement of the success of the Journal of Management under Russell Cropanzano's editorial team, and preliminary results from our recent member survey.

SMA Member Survey

Thank you for your survey input!

Peg Williams and Claudia Cogliser are busy proceeding with analysis of the data from this summer's member survey. A special thank you goes to the 437 of you who responded to the survey. We'll have a full report of the results at the annual meeting.



The Hilton Clearwater Beach Resort, site of the SMA 2006 meeting.

2006 SMA OFFICERS & BOARD MEMBERS

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Vice-President and Program Chair

Charlotte Sutton, Auburn University

Vice-President and Program Chair Elect

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