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WELCOME

The SAM Board of Directors and I would like to welcome you to the 2011 SAM International Business Conference in Orlando, Florida. The theme of this year's conference, "Interesting Times," is descriptive of today's business environment.

We are fortunate to have two outstanding keynote speakers, Mr. Lee Cockrell and Ms. Athena Jones, as well as a wide variety of excellent papers, panels, and workshops. We hope that you will find the program useful, stimulating, and enjoyable.

This is the 27th year of the Student Case Competition. We are proud of our student teams who continue to excel, our campus chapters, and the achievements of our student members. Some of SAM's outstanding Students will be honored at the Conference. We also owe special thanks to the faculty advisors who guide campus chapter members. They provide the students with the opportunity to supplement their education and sharpen their leadership skills. Professor James Stewart is commended for his excellent work of running the Case Competition. Also, we appreciate Dr. Sara Kiser's help with the campus chapter awards and her assistance with the Case Competition.

We have two publications – *SAM Advanced Management Journal* is in its 76th year of publication and *SAM Management in Practice* is in its 15th year of publication. You are invited to submit articles to the *Journals* or recommend them to your colleagues. They are refereed publications and both are listed in Cabell's.

This year, we are honoring Dr. Hirokazu Imamitsu as the recipient of the 2011 Phil Carroll Advancement of Management Award in Marketing Management. He has made many valuable contributions to his profession and is an excellent example for others to emulate.

As usual, this year's SAM conference relies on many individuals for success. We are grateful to the speakers, presenters, session chairs, discussants, and case competition judges for their contributions. I wish to thank the reviewers for evaluating the submitted papers and the conference sponsors for their support that made a big difference.

Many thanks go to Helen Sterbach for her excellent assistance with all aspects of the conference operations, Shawn Elizondo, Ellen Rossi, Angie Dick, and the College of Business staff for their help.

Thank you for attending and participating in the Conference. Your interaction with the speakers and other members adds significantly to the value of the Conference. Have a great 2011 Conference.

Moustafa H. Abdelsamad
2011 SAM Conference Chair

PHIL CARROLL ADVANCEMENT OF MANAGEMENT AWARD IN MARKETING MANAGEMENT FOR 2011

The Society for Advancement of Management

proudly presents this year's award to

Dr. Hirokazu Imamitsu

The Phil Carroll Advancement of Management Award is presented in honor of former SAM President, Phil Carroll, who developed a number of innovations in the use of motion pictures in work measurement and training. The award recognizes achievements and innovations in a number of fields related to the profession of management.

The purpose of the Phil Carroll Advancement of Management Awards is to give international recognition to outstanding recent contributions in specific management fields and thus bring them to the attention of the profession in order to promote more rapid acceptance and application of innovations.

Dr. Hirokazu Imamitsu was selected to receive the Phil Carroll Advancement of Management Award in Marketing Management for his exceptional contributions to the discipline of marketing. Dr. Imamitsu served as a professor at Aichi Gakuin University for more than 40 years and held many chairmanships. He is a widely published marketing researcher who studied under Dr. Yutaka Kunimatsu, famous for being the first scholar to introduce scientific management to Japan. Dr. Imamitsu has been highly influential in the distribution industry in the central area of Japan with his academic activity now extending to overseas with lectures and keynote addresses in Korea, Taiwan, China, Hungary, the Ukraine, Brazil, and the U.S.A. In 2008, Dr. Imamitsu received the theoretical performance award of the Japan Institute of Logistics Systems, the largest institution of investigation, research, and dissemination in Japan related to physical distribution, for his long-time contribution in terms of theory. Recently, he established the Research Institute of International Management Information and Intelligence at Sakae Graduate School Satellite Center of Aichi Gakuin University in October 2010 for which he serves as General Director.