

NEWS RELEASE

College of Business

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For immediate release

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College of Business and American Marketing Association Announce 2004 Converse Award Winners

URBANA, Ill., February 11, 2004 – Four researchers who have made lasting contributions to the field of marketing were announced this week as the 2004 recipients of the Paul Converse Awards, an honor jointly sponsored by the College of Business at the University of Illinois at Urbana-Champaign and the American Marketing Association. The researchers will be honored at a three-day symposium in April-May of this year. Selected from more than fifty nominees, the 2004 winners are:

Richard Bagozzi, Rice University, for his work published in 1988 on structural equation models that is considered a fundamental work on this methodology in the area of marketing

Russell Belk, University of Utah, for two papers on the self and symbolic consumption that were published in 1988 and 1989

John Lynch Jr, Duke University, for his work on memory and judgment that was published in 1982 and 1988

Everett Rogers, University of New Mexico, for his 1962 book on the diffusion of innovations

The 2004 award is the second for Richard Bagozzi who was also honored in 1992 for research on causal models in marketing. Rogers is being honored for the second time for an earlier version of his book; his first Converse award was in 1975.

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No work is eligible for the Converse award until five years have passed since it became generally available in the academic press or in book form. The award honors Paul Converse, who is recognized as the founder of marketing research and who was on the faculty at the University of Illinois for many years.

The American Marketing Association, which was founded at the University of Illinois at Urbana-Champaign, established the Converse Award in 1946. Award selection is the responsibility of the editorial boards of all of the major marketing journals and all graduates of the University of Illinois with a PhD in marketing, in conjunction with the members of the Central Illinois Chapter of the AMA. This year's award chairs are Illinois College of Business faculty members Abbie Griffin, professor of business administration, and Cele Otnes, associate professor of business administration. Griffin and Otnes are also coordinating the 16th Annual Paul Converse Marketing Symposium to be held at Allerton Park and Conference Center in Monticello, IL, from April 30 through May 2. The conference features plenary sessions by each of the award winners as well as discussions of their ground-breaking research. The conference website is www.business.uiuc.edu/converse.

The American Marketing Association has 38,000 members worldwide in every area of marketing. The 75 local AMA chapters offer members activities and benefits including networking events for sharing marketing and business contacts and knowledge as well as educational events and presentations on marketing practices, applications, and solutions. More than 12,000 AMA collegiate members throughout the US and Canada have the opportunity to participate in AMA events and programs.

Nationally recognized as one of the leading business schools, the College of Business at the University of Illinois Urbana-Champaign has outstanding programs in accounting, business administration, and finance. The College enrolls approximately 3,300 undergraduates, 900 MBA and master's students, and 165 doctoral candidates.

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