

The American Marketing Association Retailing SIG is pleased to announce the recipients of its **2009 Lifetime Achievement Award**: V. Kumar (Georgia State University) and Michael Levy (Babson College).

Dr. V. Kumar, or VK as he is more popularly known in academic and professional circles, is the Richard and Susan Lenny Distinguished Chair Professor in Marketing, the Executive Director of the Center for Excellence in Brand and Customer Management, and the Director of the PhD. Program in Marketing at the J. Mack Robinson School of Business, Georgia State University. Dr. V Kumar's pioneering research on Customer Loyalty and Customer Lifetime Value has received attention worldwide. His research has been widely published in premiere journals such as *Journal of Marketing*, *Harvard Business Review*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Retailing and Operations Research* to name a few. He was recently ranked as one of the top five scholars in marketing worldwide.

Dr. V. Kumar's work has been widely recognized as is evident from his awards: *Finalist* for the **Harold Maynard Award** in 2009 for the Best Paper Published in the *Journal of Marketing* that advances the theory in Marketing; Inducted as a *Faculty Fellow* of **ISBM** in 2008; Winner of The **Sheth Foundation Award** for the Best Paper Published, *Journal of the Academy of Marketing Science*, 2008. Winner of \$100,000 ISBM/MSI Academic Practitioner Challenge, Chicago, August, 2006. Winner of the **MSI/Paul H. Root Award** (*second time* in three years) for "The Paper Published in Journal of Marketing in 2005 that Best Contributes to the Practice of Marketing". Winner of the **Don Lehmann Award** (for the *second time*) for The Best Paper Published in *Journal of Marketing / Journal of Marketing Research* in a 2-year period (2003-2004), May 2005. VK has published over 125 articles and books in the areas of marketing strategy, marketing research, Retailing, International and B2B Marketing. Dr. V Kumar also serves as a consultant for leading Fortune 500 corporations. VK is the 2007 recipient of the **AMA Strategy SIG Mahajan Lifetime Award** for his contributions to **Marketing Strategy** and the **AMA IOSIG Lifetime Contribution Award** for his contributions to the field of **B2B Marketing**, and the 2009 recipient of the **AMA Research SIG Churchill Lifetime Achievement Award** for contributions to **Marketing Research**.

Again, the AMA Retailing SIG is thrilled to make this announcement.