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## Marketing professor wins Lifetime Award

by Ashley Graham May 27, 2016



**Sandy Jap**, a marketing professor at the Goizueta Business School, has received the 2016 Lifetime Award from the American Marketing Association's Interorganizational Special Interest Group (IOSIG).

The Lifetime Award is presented to individuals who's interorganizational research on B2B

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Faculty and Ph.D. candidates at Emory University's Goizueta Business School **are looking for anyone (yes, anyone)** interested

relationships creates long-term impact in the marketing discipline and practice.

“The award committee, comprised of three previous award winners, was very impressed with Sandy’s continuous research contributions to the field, the managerial impact of her research, as well as her numerous contributions to the marketing discipline in general,” said Alberto Sa Vinhas, AMA IOSIG Chair, in a statement about the award.

Jap’s research focuses on the development of organizational relationships and partnering, e-procurement, and route-to-market strategies. She is a previous past president of the American Marketing Association’s Academic Council and will begin serving as the chair of the AMA’s Foundation this year. Her latest book, *Partnering with the Frenemy*, explores the nature of business relationships using interdisciplinary behavioral theory and real-world case studies.

Since joining the Goizueta faculty in 2001, she co-founded the Emory Marketing Analytics Center (MAC) and has taught in the undergraduate, MBA, and Ph.D programs.

and willing to take part in studies on decision making. Registered users must be over 18 years of age and – for some studies – meet other minimal criteria.

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#GoizuetaOnLeadership



What keeps a leader up at night? What are skills that make the best communicators? What is Goizueta doing to train the next crop of managers? This and more as EB.com looks at "leadership."

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@EmoryGoizueta

Tags: Sandy Jap



— **Ashley Graham**

*Ashley Graham is an Emory College senior studying English and creative writing. She is the Editor in Chief of Emory's Black Star Magazine and enjoys freelancing and lifestyle blogging. She plans to pursue a career in investigative journalism after graduation.*

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**Tweets** by @EmoryGoizueta



**Emory Goizueta**

@EmoryGoizueta

Hey alumni and anyone interested in #socialdata ... We are at #BigBoulder which has a live blog. blog.bbi.org. Enjoy! #meetgoizueta

1h

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**Julie Barefoot**

@barefootgbs

Sobering presentation #GMAC2016 about application fraud. Integrity is a Core Value. It's why we verify applicant credentials.

#meetgoizueta

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**Emory Goizueta**

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#GoizuetaKudos to Ted Daywalt 80MBA for 2016 TA Tech Innovator of the Year/Business-Thought Leader award. emory.biz/56

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