

2010 Louis W. Stern Award

A committee that included Robert W. Palmatier (University of Washington), Lisa K. Scheer (University of Missouri), and Christian Homburg (University of Mannheim, Germany) is pleased to announce that Inge Geyskens (Tilburg University, The Netherlands), Katrijn Gielens (University of North Carolina), Marnik G. Dekimpe (Tilburg University, The Netherlands and Catholic University Leuven, Belgium) have been selected as winners of the 2010 Louis W. Stern Award for their article, "The Market Valuation of Internet Channel Additions," which was published in the *Journal of Marketing*, in April 2002.

The Interorganizational SIGs Louis W. Stern Award was established by Louis W. and Rhona L. Stern in 1999 through the American Marketing Association Foundation. The award recognizes an outstanding article published in a widely recognized and highly respected refereed journal that has made a significant contribution to the literature on marketing and channels of distribution. An article is eligible for consideration between three and eight calendar years after publication.

The committee was impressed by the originality of the article and its high degree of impact on the interorganizational research and practice. As a testament to its contribution the article has been highly cited and received multiple nominations from the interorganizational research community. The article is one of the first studies examining the implications of a channel decision for the overall channel system. Using an event-study methodology, the authors investigate the stock price reaction of the internet channel addition of 93 European newspapers. Results demonstrate that the addition of an internet channel has on average a positive net-present value, which is highly contingent on order of entry and publicity, marketplace characteristics and firm characteristics. The authors provide a theoretically rich framework for understanding both demand and supply factors influence on the effectiveness of a multichannel strategy.

The SIG thanks all those who took the time to nominate and the committee for their work. Please join us in offering Inge, Katrijn, Marnik sincere congratulation for their outstanding contribution to our field.