

## 2001-2002 Outstanding Scholarly Achievement Award

The Outstanding Scholarly Achievement Award is given each year to a faculty member who has, over many years, made significant contributions to a discipline through scholarly activity, creative/artistic endeavors, research and publication. The award is intended to recognize work accomplished at CSUS. Each year the Research and Creative Activity Subcommittee solicits nominations and selects a faculty member to receive this award. This year's recipient, Craig A. Kelley, Professor of Marketing, is the forty-first recipient of this award.

Craig A. Kelley received his B.S. from UC Davis in 1975, his M.B.A. from CSU Sacramento in 1978 and his Ph.D. from Arizona State University in 1985. He has been a member of the CSUS faculty since 1985 and served as Chair of the Department of Management from 1994-1997. In 2000 he received the College of Business Administration's Outstanding Teaching Award.

Dr. Kelley is the author of twenty-one refereed journal articles, fifty-seven refereed proceedings, and thirty-one other publications. Two of his articles have been selected for the Outstanding *Journal of Marketing Education* Article Award. He recently completed a two-year term as editor of the *Journal of Marketing Education*. In addition he serves on the editorial boards of the *International Journal of Applied Quality Management*, *Journal of Product and Brand Management*, and *Marketing Education Review*.

## CLICK, CLICK, CLACK: LESSONS LEARNED FROM THE E-MARKETING EXPERIENCE

There has been an explosion in the use of the Internet for commercial purposes since it first became available in 1991. Rapid growth in the commercial use of the Internet led many business experts to predict the demise of the old economy. However, beginning in the second quarter of 2000 the myths of how the Internet was going to completely change the marketing of products began to be exposed as one highflying dot-com company after another either discontinued business operations or suffered a loss of 80-90 percent of their market capitalization. Today there is no shortage of critics of the new economy. Despite impressive growth figures, the Internet remains an unproven marketing tool for many companies. Through trial and error, rules for designing an Internet marketing strategy are becoming clearer. Web sites are now defined in terms of successful visits - building customer relationships, reduced costs of transactional orders - not mindless hits. Businesses are beginning to learn from past mistakes and searching for a successful e-marketing strategy.