

House Resolution 1026

By: Representatives Setzler of the 35th, Jones of the 47th, Dreyer of the 59th, Benton of the 31st, and Jasperse of the 11th

A RESOLUTION

1 Commending V. "VK" Kumar and his many achievements in the fields of writing,
2 journalism, and marketing; and for other purposes.

3 WHEREAS, V. Kumar is the Regents Professor, Richard and Susan Lenny Distinguished
4 Chair Professor of Marketing, and executive director of the Center for Excellence in Brand
5 and Customer Management at the J. Mack Robinson College of Business at Georgia State
6 University; and

7 WHEREAS, VK is also a Chang Jiang Scholar at Huazhong University of Science and
8 Technology in China, and has been recognized with eight lifetime achievement awards in the
9 areas of marketing strategy, interorganizational issues, retailing, business-to-business
10 marketing, and marketing research from the AMA and other professional organizations; and

11 WHEREAS, he has also had the privilege and honor of being named editor-in-chief of the
12 *Journal of Marketing*, the number one ranked academic journal in the field of marketing; and

13 WHEREAS, VK has been published in many scholarly journals in marketing, including the
14 *Harvard Business Review*, *Sloan Management Review*, *Journal of Marketing*, *Journal of*
15 *Marketing Research*, and *Marketing Science*; and

16 WHEREAS, the books he has published include *Managing Customers for Profit*, *Customer*
17 *Relationship Management*, and *Marketing Research*; and

18 WHEREAS, VK was chosen as a Legend in Marketing, and his work is now published in a
19 ten-volume encyclopedia, along with added commentary from scholars worldwide; and

20 WHEREAS, it is abundantly fitting and proper that the achievements of this extraordinary
21 citizen be recognized.

22 NOW, THEREFORE, BY IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that
23 the members of this body commend V. Kumar and his outstanding achievements in the fields
24 of writing, journalism, and marketing.

25 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized
26 and directed to make an appropriate copy of this resolution available for distribution to
27 V. Kumar.