# Table of Contents

- **Preface**
- **Manuscript Reviewers**

## Children's Images and Symbols of Wealth: An Exploration Using Consumer Collages  p. 1

## Virtual Interviewing  p. 3

## Fantasy Theme Analysis Applied to Talk Shows: A Focus on a Shared Rhetorical Vision  p. 4

## Product Line Rivalry: The Impact of Multimarket Competition  p. 6

## Multimarket Competition and Interfirm Rivalry: A Conceptual Model and Implications for Marketing Strategy Research  p. 8

## Competitive Reputations, Multimarket Competition and Entry Deterrence  p. 10

## Which Salespeople Will Cooperate?: An Investigation of the Effect of an Autonomy Causality Orientation on the Use of Integrative Negotiation Tactics  p. 12

## What is Relationship Marketing? A Definition From Exchange Theory  p. 14

## Interfirm Relationship Dissolution  p. 16

## Relationship Marketing and the Role of Commitment Toward Planned Behavior  p. 18

## An Examination of Relational Cohesion Theory  p. 20

## A Study of Global Team Vision in the Internal Marketing System  p. 22

## Managerial Causes of Gray Markets: A Theoretical Perspective  p. 23

## Sportswear as an Expression of How the Consumer Society has Evolved: The Example of "Fun-Wear"  p. 30

## Urban Legends: Communicating Morality Through the Exchange of Resources  p. 32

## Gender and Cultural Differences in the Consumption of Discretionary Time: An Exploratory Study  p. 34

## International Marketing Strategy and Performance: A Strategic Management Model  p. 37

## The Contingent Effect of the Dimensions of Export Commitment on Export Performance: An Empirical Examination  p. 38

## The Impact of Culture on the Exporter-Import Agent Contract  p. 40

## Product Portfolio Planning Methods: Use, Misuse, and a Proposal  p. 41

## The Marketing Audit in Practice  p. 42

## Antecedents of Desire for Relational Flexibility and Intention to Commit: A Conceptual Integration  p. 46

## Investigating Corporate Strategies for Supplier Management in Retailing Companies - A Framework for Analysis  p. 48

## The Art of Service Recovery: Fact or Fiction? An Empirical Study of the Effects of Service Recovery  p. 50

## The Impact of "Service Guarantees" On Customer Service Expectations  p. 52

## The Impact of Service Recovery on Customer Satisfaction  p. 54

## An "Austrian" Refutation of the Monopoly Power Arguments Against Advertising  p. 63

## Artists, Artworks, and the Discourse of Art: Marketing Implications  p. 71

## "Postmodern Marketing" as a Pleonasm and "Liberatory Marketing" as Improbable  p. 73

## Academic Work Style Preferences of Ph.D. Students in Marketing: The Future of Our Discipline  p. 75

## Final Exam Performance in the Principles of Marketing Course: Relationships With Self-Handicapping  p. 84
The Services Marketing Curriculum: An Overview of the Services Marketing Special Interest Group Syllabi Collection p. 86
Exploring the Relationship Between Marketing and Quality Departments: Influences and Outcomes p. 93
Organizational Learning and Performance: An Empirical Test p. 94
Strategic Business Units and Profit Centers Dichotomy: A Critical Distinction p. 101
A Look at Punitive Damages After BMW V. Gore (1996) p. 105
Stereotypical Beliefs and Sales Management: Effects of Obesity, Gender and Other Factors p. 106
Celebrity Endorsements: The Match-Up Hypothesis Re-Examined p. 108
The Relationship Between Market Orientation and New Product Introduction Across Different Performance and Environmental Contexts p. 116
Business Strategy, Market Orientation, and Marketing Capabilities: A Configurational Approach p. 117
The Bases of Alliance-Derived Sustainable Competitive Advantage: Relationship and Resources p. 119
Industrial Pricing: Practices and Determinants in Two Sectors p. 126
Price Format Signaling: To Haggle or to Hold Firm? p. 134
Leveling the Playing Field for Visually Impaired Consumers: A Public Policy and Research Agenda p. 142
California's HIV/AIDS Service Providers' Response to Anticipated Changes in Government Support p. 149
Market-Based Environmentalism: Developing Green Marketing Strategies and Relationships p. 156
Co-Branding as a Mechanism to Enhance Perceptual Fit with Brand Extensions p. 164
Effect of Product Reinforcement on Purchase Behavior: An Empirical Study on an Alleged Relationship p. 166
Attitudes Formulated Via Classical Conditioning: Transitory or Enduring? p. 173
Factors Contributing to Marketing's Limited Role in Product Development in Many High-Tech Firms p. 174
New Product Development in Rapidly Changing Markets: An Exploratory Study p. 178
Marketing Planners' Views of Attributes Influencing Brand Preferences in Business Markets: An Empirical Study p. 181
Brand Performance p. 184
On the Extendibility of Brands p. 185
Investigating the Dimensions of the Fit Between a Brand and its Extension p. 186
Hierarchical Simulation: A Procedure for Evaluating the Relative Contribution of Variables to Business Decisions Modeled with Monte Carlo Simulation p. 195
Issues in Difference Scores in Marketing and Management Research p. 201
Modeling Pricing Policy Systems: Learning and Improving Strategists' Mental Models for Making Pricing Decisions p. 203
The Development of Relational Commitment: An Integrative Review and Extension to a Services Context

Routes to Customer Retention: The Importance of Customer Satisfaction, Performance Quality, Brand Reputation and Customer Knowledge

Towards a Conceptual Model of Service Loyalty

Factors Affecting the Internal Resistance to Innovative Marketing Initiatives

Governance Mechanisms in Transnational Business Relationships

Relationship Bonding the International Collaborative Venture Performance: The Mediating Roles of Process and Resource Commitment

Structure of the Japanese Distribution System: A Glimpse into the Future

A Graphic Deception

Appealing to Female Adolescents: Increasing the Effectiveness of Antismoking and Antidrinking Campaigns

Why Can't Marketing Professionals and Consumer Activists Be Friends?

Exploratory Results on the Generation and Dissemination of Market Information by the Service Function

An Empirical Examination of Relational Benefits in Services Industries: What Do Customers Receive from the Relationship?

Organizational Buyers' Perceptions of a Relationship With a Service Supplier: A Conceptual Model and Empirical Test

A Firm's Likelihood to Preannounce: A Conceptual Foundation of Market Signaling

New Directions in Examining the Impact of Sales Promotions: A Direct Consumer Premium Experiment

Analyzing the Impact of Promotions on Manufacturer and Retailer Performance: A Basis for Cooperative Promotional Strategy

Beyond Customer Satisfaction: An Examination of Rewards Program as a Strategic Tool for Building Customer Loyalty

Construction and Preliminary Assessment of a Scale to Measure the Cognitive Control Form of Perceived Control

An Investigation of Match-Up Effects in Event Sponsorship Advertising: The Implications of Consumer Advertising Schemas

A Behavior-Sequence Approach to Measuring Service Quality

Compliance and Cooperation in Marketing Channel Relationships

Relational Citizenship Behavior and Opportunism in Marketing Channels: A Governance Perspective

Information Power and Influence in Channels of Distribution

The Dimensionality of Country Image: A Confirmatory Analysis

An Assessment and Scale Development of the Community Identity Using the Social Identity Approach

Too Much and Too Little Time: A Proposed Time Supply Scale

Beyond Nielsen Numbers: The Influence of Program Content on Ad Reactions

The Mere Exposure Effect on Brand Preference in Low Involvement Settings

Internet Advertising: An Examination of its Value and Potential

Marketing's Contribution to the Understanding of Conflict Management: A Review and Prospectus

Understanding the "Culture Clash" in Russian-Western Strategic Alliances: An Application of Wilkins' Culture Audit