Table of Contents

Session 1.1 Education: Innovations in Course Control and Delivery

Reality Education: The Marketing Apprentice
Carol W. DeMoranville, Northern Illinois University, USA
Elisa Fredericks, Northern Illinois University, USA
Denise D. Schoenbachler, Northern Illinois University, USA
Laura Vazquez, Northern Illinois University, USA

An Assessment and Comparison of the International Marketing Course
Victoria L. Crittenden, Boston College, USA
Laura Bucks, Boston College, USA
Katherine Fleming, Boston College, USA
Elizabeth J. Wilson, Suffolk University, USA

Marketing Metrics: A Push for Teaching the Value of Marketing as an Asset
Shane D. Smith, University of South Carolina, USA
Thomas Madden, University of South Carolina, USA

Session 1.2 Internet Marketing Issues

Web Site Personalization and Privacy Concern
David G. Taylor, Texas Tech University, USA
Donna F. Davis, Texas Tech University, USA

Consumers' Attitudes Toward Regulation of Internet Auction Sites: A Third Person Effect Perspective
Kenneth C. C. Yang, The University of Texas at El Paso, USA

Assessing the Impact of Corporate Credibility and Technology Acceptance on Online Shopping
Esther Swilley, Florida State University, USA
Ronald E. Goldsmith, Florida State University, USA

Session 1.3 Retailing Track: Differences Among Consumer Segments

Intergenerational Perceptions of Malls: A Comparison Between Mothers and Their Adolescent Daughters
Craig A. Martin, Western Kentucky University, USA
L.W. Turley, Western Kentucky University, USA

Perceived Retail Disparity in Middle-Income African American and White Neighborhoods: An Exploratory Investigation
Cassandra Wells, Morehouse College, USA
Joyce McGriff, Clark Atlanta University, USA
Glenwood Ross, Morehouse College, USA

Session 1.4 Sales: Managing Customer Relationships

Beyond the Marriage Metaphor: A New Product Development Framework for Key Account Management
Leff Bonney, University of Tennessee, USA
Brian C. Williams, University of Georgia, USA
Business-to-Consumer Selling Teams
Derek N. Hassay, University of Calgary, Canada

An Empirical Investigation of Some Critical Success Factors to Improve Sales Unit Effectiveness
Tansu Barker, Brock University, Canada
Bulent Mengue, Brock University, Canada

Session 1.5 B2B: Trust, Loyalty, and Interfirm Governance

The Moderating Role of Trust in Determining Inter-Firm Governance Mechanism and Perceived Performance
Sungmin Ryu, Suffolk University, USA
Soonhong Min, University of Oklahoma, USA
Jeong Eun “John” Park, University of New Hampshire, USA

Multiple Levels of Trust and Dependence on Supplier-Distributor Coordination: An Empirical Test
Janice M. Payan, University of Northern Colorado, USA

Formulating Loyalty Attributes in B2B Failure/Recovery Episodes: The Impact of Quality, Service Recovery, Relationship Satisfaction and Trust
Ruben Chumpitaz C., Université catholique de Lille, France
Nicholas G. Paparoidamis, Université Catholique de Lille, France

Session 2.1 Doctoral Session: Buyer Behavior Issues

Effects of Coupons on Consumer Purchase Behavior: A Meta-Analysis
Somjit Barat, University of North Texas, USA
Lilly Ye, University of North Texas, USA

Antecedents of Consumer Perception and Purchase of Foreign Products
Larry L. Carter, Old Dominion University, U.S.A.

Session 2.3 International: Consumer Behavior Issues and Global Marketing

Nihonmachi: The Consumption of Japantown, San Francisco
Victor Ruiz, California State University Chico, U.S.A
Nitish Singh, California State University Chico, U.S.A

Lifestyles, Attitudes and Media Habits of the Net Generation in Bangladesh
Mohammed Abdur Razzaque. The University of New South Wales, Australia

Foreign Made Products: The Effect of Stereotypes and Consumer Involvement
Khaled Aboulnasr, Fairfield University, USA

Consumer Responses to Sexual Appeal in Cross-Cultural Advertisements: The Moderating Role of Cultural Value Orientations
Eli Garcia, University of Texas at El Paso, USA
Kenneth C. C. Yang, University of Texas at El Paso, USA
Session 2.4 The Pursuit of Happiness: A Worthy Focus for Marketers?

The Pursuit of Happiness: What Does it Mean to Marketers? 41
Margy P. Conchar, East Carolina University

Cause-Brand Alliances: Consumers Purchase Cause-Related Products to Feel Good! 42
Barbara Lafferty, University of South Florida
Erika Matulich, University of Tampa
Diana Haytko, Southwest Missouri State University

Every Day Quality of Life: Are Traditional Marketing Models Incomplete? 43
Neil Higgs, Research Surveys (Pty) Ltd., South Africa

Session 2.5 Consumer Perceptions in Services Research

Customer Perceptions of Bank Service Delivery Technologies in the United States and England 44
Mathew Joseph, University of South Alabama, USA
David Allbright, Eastern Michigan University, USA
George Stone, McNeese State University, USA
Yasmin Sekhon, Bournemouth University, USA
Julie Tinson, University of the West of England, England

Service Innovativeness and Patronage Intention: The Simultaneous Impacts of Service Characteristics and Consumer Innovativeness 45
Mohammadali Zolfagharian, University of North Texas, U.S.A.
Tanawat Hirunyawipada, University of North Texas, U.S.A.

Using the Voice-of-the-Customer to Determine the Connection Between Service and Relationship Attributes, Satisfaction, and Retention 46
Christy Ashley, University of Rhode Island, USA
Jason D. Oliver, University of Rhode Island, USA
Deborah E. Rosen, University of Rhode Island, USA

Session 3.1 Strategy: Insights on Networks and Relationship Strategy

Small Business Strategic Networking: Impacts and Outcomes 47
Nancy J. Miller, University of Nebraska-Lincoln, USA
Terry L. Besser, Iowa State University, USA
Avinash Malshe, University of Nebraska-Lincoln, USA

The Role of Complementary Assets in the Incumbents' Retaliation During Technological Substitution: The Case of Electronic Calculators 49
Alexander V. Krasnikov, University of South Carolina, USA

Inactivity within Relationships 55
Srikanth Beldona, University of Delaware, USA
Stefan Schuppisser, Horvath Partners, Switzerland
Michael Jay Polonsky, Victoria University, Australia
Session 3.3 Retailing: Atmospherics Role in the Shopping Experience

Store Environment and Impulse Buying Behavior: A Super-Market Perspective
Bharadhwaj Sivakumaran, Indian Institute of Technology, Chennai, India
Piyush Sharma, Nanyang Business School, Singapore

Offline and Online Atmospherics: Toward a Typology of Online Environmental Cues
Sacha M. Joseph, Florida State University, U.S.A.
Leisa R. Flynn, Florida State University, U.S.A.

A Behavioral Model for Both Real Stores and Virtual Stores on the Internet
Sandra Diehl, Saarland University, Germany
Peter Weinberg, Saarland University, Germany

Session 3.4 Research: Qualitative and Quantitative Approaches to Market Research

A Structural Guide to Interviewing as Qualitative Marketing Research: The Three Interview Series Model
Elad Granot, University of Massachusetts, USA
Henry Greene, University of Massachusetts, USA

Session 3.5 Doctoral Session: Consumer Perceptual Potpourri

Sources of Persuasion: A Framework for Online Trust Formation During Information Search
Tracy R. Harmon, University of South Florida, USA

Country-of-Origin Bias: A Literature Review and Prescription for the Global World
Dalton Wilcox, Old Dominion University, USA

Investigating Individual Differences in Customer Complaint Behavior: Towards a Comprehensive Conceptual Framework
Piyush Sharma, Nanyang Business School, Singapore
Roger Marshall, Nanyang Business School, Singapore

Session 4.1 Strategy: Organizational Learning and Marketing Strategy

Organisational Learning Profiles: Implications for Innovation and Performance
Felix T. Mavondo, Monash University, Australia
Yelena Tsarenko, Monash University, Australia

Antecedents of Organizational Learning in Fast-Growth Firms
Caroline Tan Swee Lin, RMIT University, Australia
Kosmas X. Smyrnios, RMIT University, Australia

Miscalibration as a Substitute for Strategy in High Velocity Environments
Kishore Gopalakrishna Pillai, Florida State University, USA
Ronald E. Goldsmith, Florida State University, USA

Session 4.2 Focusing on Improving Salesperson Job Performance and Job Attitude

A Model of Salesperson Satisfaction/Dissatisfaction Evolution Process: The Roles of Expectations, Disconfirmations, Attributions, and Equity Perceptions
René Y. Darmon, ESSEC, France and HEC-Montreal, Canada
An Exploratory Study of Chinese Salespersons' Dispositional Orientations
Mark S. Johnson, Montclair State University, USA
Eugene Sivadas, Rutgers, State University of New Jersey, USA

The Relative Impact of Important Sales Presentation Skills Upon Industrial Salesperson Job Performance
Mark C. Johlke, Bradley University, USA

Session 4.3 Merchandising and Store Patronage: Examining Determinants of Retail Customer Intentions

Online Evaluation of Apparel Products as Part of Female Consumers' Decisionmaking Processes
Helena M de Klerk, University of Pretoria, Republic of South Africa
Bertha Jacobs, University of Pretoria, Republic of South Africa
Cornelius H van Heerden, University of Pretoria, Republic of South Africa

Adapting a Comprehensive Physical Store Environment and Patronage Model to Examine Online Store Environment and Patronage Intentions
Samah H. Ahmed, Indiana University of Pennsylvania, USA
Sandra Forsythe, Auburn University, USA

Rural College Students' Outshopping for Apparel Products
Yingjiao Xu, Ohio University, USA
V. Ann Paulins, Ohio University, USA

Session 4.4 IMC: Advertising: Deception, Emotion and Wireless Message

The Legal Parameters of Deception in Advertising: A Content Analysis
E. Carla Mitchell, Elizabeth City State University, USA
Earl D. Honeycutt, Jr., Elon University, USA

Toward an Understanding of Consumers' Perceptions of Wireless Advertising
Cara Peters, Winthrop University, USA
Christie Amato, University of North Carolina, Charlotte, USA

Do Emotional Internet Advertisements Evoke Similar Psychological Reactions than Emotional Print Advertisements?
Results of an Experiment Testing the Influence of the Advertising Medium on the Consumer
Sandra Diehl, Saarland University, Germany
Ralf Terlutter, Saarland University, Germany

Session 5.2 - Services: Understanding Service Quality and Relationship Quality in Service Firms

Relationship Strength and Quality in Industrial Services: A Global Empirical Study
James Barry, Nova Southeastern University, USA
Russell Abratt, Nova Southeastern University, USA

Turkish Consumers' Service Quality Perceptions and Satisfaction in Retail Banking
E. Serra Yurtkoru, Marmara University, Turkey
Beril Sipahi, Marmara University, Turkey

Session 5.4 - Consumer Loyalty Research: What do We Know?

Consumer Satisfaction-Loyalty Link: A Social Exchange Perspective
Chiharu Ishida, Virginia Tech, USA
Which Ideas Should be Held Under the Term “Loyalty”?  
Sharyn Rundle-Thiele, Griffith University, Australia

Session 7.1 - Doctoral Session: Technology and Marketing

IT Solutions that Foster Relationship Equity in Customer Relationship Management (CRM)  
James R. Pasch, Capella University, U.S.A.

Understanding Consumers’ Technology Adoption: A Micro-Cultural Perspective on Internet Retail Transactions  
Lennora Putit, University of Warwick, United Kingdom  
David C Arnott, University of Warwick, United Kingdom

Session 7.3 - Store Image – Theory, Research and Reality: A South Africa Perspective

Special Session: Store Image – Theory, Research and Reality: A South African Perspective Store Image Attributes Theory: Lindquist Revisited  
Ronel du Preez, Stellenbosch University, South Africa  
Elizabeth Visser, Stellenbosch University, South Africa  
Hester Janse van Noordwyk, Stellenbosch University, South Africa

Special Session: Store Image – Theory, Research and Reality: A South African Perspective Consumer Perceptions of Store Image Attributes  
Elizabeth Visser, Stellenbosch University, South Africa  
Hester Janse van Noordwyk, Stellenbosch University, South Africa  
Elisabe van der Merwe, Stellenbosch University, South Africa  
Ronel du Preez, Stellenbosch University, South Africa

Special Session Topic: Store Image – Theory, Research and Reality: A South African Perspective - Transformation of Pep  
Ronel du Preez, Stellenbosch University, South Africa

Session 7.4 - Consumer Behavior Potpourri

Branding Corporate Philanthropy  
John Peloza, University of Calgary, Canada  
Derek N. Hassay, University of Calgary, Canada  
Simon Hudson, University of Calgary, Canada

Consumer Authorization: Acquiescing to Informed Consent in High Risk Situations  
Merlyn A. Griffiths, University of California, Irvine

The Image Congruence Hypothesis: A Meta-Analytic Review  
Alexandra Aguirre Rodriguez, University of Illinois at Urbana-Champaign, U.S.A.

Session 7.5 - Ethics: Regulation and Self-Regulation in Markets

Consumer, Regulatory and Competition Policy Issues in the Global Airline Industry: An Exploratory Analysis in Alliances and Mergers  
Syed Tariq Anwar, West Texas A&M University, USA  
Jacob M. Chacko, Clayton College & State University, USA
Burning for Fun or Money: Illicit Consumer Behavior in a Contemporary Context
Aubrey R. Fowler III, University of Nebraska, Lincoln, USA
Barry J. Babin, University of Southern Mississippi, USA
Amy K. Este, University of Southern Mississippi, USA

Session 8.4 - Technology Issues in Consumer Behavior

The Role of Self-Efficacy in Predicting Technology Acceptance
Songpol Kulviwat, Hofstra University, USA
Gordon C. Bruner II, Southern Illinois University at Carbondale, USA
James P. Neelankavil, Hofstra University, USA

Word of Mouse: Exploring Cross-National Opinion Leadership on the Web
Charles M. Hermans, Southwest Missouri State University, USA
Kevin J. Shanahan, University of Texas at Tyler, USA
Diana Haytko, Missouri State University, USA

From Gouging Out Eyes to the Mark of the Beast: An Exploratory Investigation into Consumer Concerns about Identification Technology
Thomas Ainscough, University of South Florida, USA
Philip J. Trocchia, University of South Florida, USA

Session 8.5 - Electronic Marketing Issues

Development Prospects in E-Mail-Marketing – Conception and Latest Empirical Findings
Michael H. Ceyp, University of Applied Sciences Wedel, Germany

Hidden Data Quality Problems in CRM Implementation
Andrea Reid, Queens University Belfast, Northern Ireland
Miriam Catterall, Queens University Belfast, Northern Ireland

Determinant Factors on the Success of Adoption of B2BEC for Manufacturers (SMEs) in Singapore
B. Ramaseshan, Curtin University of Technology, Australia
Wong Tuck Wing, Curtin University of Technology, Australia
Hsiu-Yuan Tsao, Curtin University of Technology, Australia

An Exploration of the Role of Motivation in the Information Search Stage of E-Shopping
Susan Rose Henley Management College United Kingdom
Phillip Samouel Kingston University United Kingdom

Session 9.2 - Measurement Issues in Marketing

Psychometric Properties of the Schlinger Viewer Response Profile: Evidence from a Large Sample
Arien Strasheim, University of South Africa, South Africa
Leyland Pitt, Simon Fraser University, Canada
Albert Caruana, University of Malta, Malta
Deon Nel, University of Witwatersrand, South Africa

Towards an Integrative Perspective for Measuring Brand Equity: Implications for Brand Portfolio Management
Ahmed H. Tolba, The George Washington University, USA
Salah S. Hassan, Ph.D., The George Washington University, USA
Session 9.3 - Globalization Potpourri

One World Order: Marketing the Globe with the Cultural Acceptance Meter 198
Debra Levantrosser, Capella University, Minneapolis, Minnesota, USA

Marketing Soundness in Women Owned Small Enterprises in India: A First Level Analysis 204
P. Narayana Reddy, Osmania University, India

Session 9.4 - Ethical and Legal Issues

Pilfering Grades: An Exploratory Study into Classroom Cheating Using Shoplifting Theory 210
Kevin J. Shanahan, The University of Texas at Tyler, USA

Tax Exemption as a Marketing Tool: The Irish Republic and Profits Derived from Artistic Creativity 211
Thomas S. O'Connor, University of New Orleans, USA
Terrence M. O'Connor, Louisiana State University, USA

Session 9.5 - Marketing Potpourri

Session Chair: Tom Brashear, University of Massachusetts

Modeling Dynamic Software Sampling Strategies 216
Yanbin Tu, University of Connecticut, USA
Min Lu, University of British Columbia, Canada

Attention Tracking: A Cost-Effective Method to Track Customer Attention 217
Christian Scheier, MediaAnalyzer Software & Research GmbH, Germany
Karsten Weide, MediaAnalyzer Software & Research, USA

Session 10.1 - Purchasing Motivations: Generations, Products and Attitudes

Exploring the Purchasing Motivations of Generation Y 218
Stephanie M. Noble, University of Mississippi, USA
Diana L. Haytko, Missouri State University, USA
Joanna Phillips, University of Mississippi, USA

Stigmatized Products: Fostering Discourse on those “Products I Would Never Be Caught Dead Buying!” 219
Ainsworth A. Bailey, University of Toledo, USA
Agnieszka K. Waronska, University of Toledo, USA

Multiple Attitude Functions Served by Products: Consumer Behavior Implications 226
Erika Matulich, University of Tampa, USA
Diana L. Haytko, Missouri State University, USA
Katen Amin, University of Tampa, USA

Session 10.2 - Doctoral Session: Marketing Strategy Issues

Implications of Service Provider Innovativeness and Innovation Capability in Strategic Outsourcing Agreements 227
Elten Briggs, University of Oklahoma, USA

How Does Investment Bank Reputation Influence M&A Deal Characteristics? A Conceptual Model and Research Propositions 228
Duncan Angwin, University of Warwick, United Kingdom
Farrukh J Karamat, University of Warwick, United Kingdom

xxx
Session 10.3 - International: Marketing Strategy Issues and Global Marketing

Offshore Outsourcing of Customer Services and Consumer Behavior: Towards a Comprehensive Conceptual Framework
Piyush Sharma, Nanyang Business School, Singapore
Rajiv Mathur, Percom Limited, New Delhi, India
Abhinav Dhawan, Solutions Integrated Marketing Services, New Delhi, India

Modeling International Market Development: The Tools of Production Defining the Stages of Market Evolution
Janice A. Black, New Mexico State University, USA
Charles M. Hermans, Missouri State University, USA

Foreign Made Products: The Effects of Stereotypes and Consumer Involvement
Khaled Aboulnasr, Fairfield University, USA

Session 11.3 - International: Marketing Management Issues and Global Marketing

East Asian and North American Consumers' Perception of the Corporate Name, Image, Reputation and Loyalty
Nizar Souiden, College of Business and Management, UAE
Norizan M. Kassim, College of Business and Economics, Qatar
Heung-Ja Hong, Kansai University, Japan

Ethnocentrism and Perceptions of the Quality of Home Country and Foreign Artwork: A Comparison of English and Hungarian Art Visitors
Rita Kottasz, London Metropolitan University, UK
Roger Bennett, London Metropolitan University, UK

Consumer Attitude Towards Cross-Border Brand Alliances: The Roles of Brand Fit, Country of Origin Fit and Brand Familiarity
Larry L. Carter, Old Dominion University, U.S.A.

Session 12.1 - Social and Non-Profit Marketing

Towards a Measure of Social Advertising Skepticism
Mrugank V. Thakor, Concordia University, Canada
Karine Goneau, Concordia University, Canada

Service Blueprinting in the Nonprofit Sector: A Case Study
Michael Jay Polonsky, Victoria University, Australia
Adrian Sargeant, Bristol Business School, U.K.

The Efficacy of Anti-Smoking Advertisements: The Role of Source, Message, and Individual Characteristics
Namita Bhatnagar, University of Manitoba, Canada
Sridhar Samu, University of Manitoba, Canada
Norlaine Thomas, University of Manitoba, Canada

Session 12.2 - Services: Customer-Firm Interactions and Communications in Service Industries

Complaint Communication Media and Their Impact on Customer Justice Expectation: An Exploratory Study
Lilly Ye, University of North Texas, U.S.A.
Not All Smiles are Created Equal: How Employee-Customer Emotional Contagion Impacts Service Relationships
Thorsten Hennig-Thurau, Bauhaus-University of Weimar, Germany
Markus Groth, University of New South Wales and University of Sydney, Australia
Michael Paul, Bauhaus-University of Weimar, Germany
Dwayne D. Gremler, Bowling Green State University, USA

Social Capital in Co-Production Environments: A Conceptual Model for Knowledge Intensive Business Services
Kishore Gopalakrishna Pillai, Florida State University, USA

Session 12.4 - B2B: Sustaining and Maintaining Supply Chains
Managing Supply Chain Relationships in a Capacity Constrained Environment: An Operational Perspective
Beth R. Davis, University of Tennessee, USA
Brian S. Fugate, University of Tennessee, USA

The Effects of Corporate Environmentalism on Vendor Selection: An Institutional View
Yujie Wei, Georgia State University, USA
Wesley J. Johnston, Georgia State University, USA

Session 12.5 - Marketing Mix, Environment, and Strategy
The Effect of Top Management Teams on Branding Capability: The Moderating Role of Formalization
Jelena Dodic, Brand Finance, Australia Pty Ltd
Seigyoung Auh, Brock University, Canada

Tradeoff Between Push and Pull Strategy: The Moderating Role of Brand Awareness
Hsui-Wen Liu, National Taiwan University, Taiwan
Heng-Chiang Huang, National Taiwan University, Taiwan

Session 13.1 - Doctoral Session: Relationship Marketing Issues
An Examination of Customer-to-Customer Interactions: A Field Experiment Approach
Stuart E. Levy, University of Calgary, Canada

The Data Quality for Problem Enactment Model. CRM Case
Raul M. Abril, Henley Management College, UK

Session 13.2 - Marketing Strategy: Insights on Market Orientation
Management Leadership Behavior and Market Orientation: The Relationship and Their Effects on Organization Effectiveness and Business Performance
Tung-Zong Chang, Metropolitan State College, USA
Su-Jane Chen, Metropolitan State College, USA
Jyh-Shen Chiou, National Chengchi University, Taiwan

Antecedents to Knowledge Management: The Role of Information Technology Adoption, Analytical Capabilities, and Market Orientation
Marjorie Delbaere, University of Manitoba, Canada
David Di Zhang, University of Manitoba, Canada
Subramanian Sivaramakrishnan, University of Manitoba, Canada
Edward Bruning, University of Manitoba, Canada
Feedback System Effectiveness on the MO-Performance Link
Brian S. Fugate, University of Tennessee, USA
Beth R. Davis, University of Tennessee, USA

Session 13.3 - Retailing: A Look at Various Promotional Issues

Return on Trade Show Information: A Comparison of Exhibitor and Visitor Perspectives
Harriette Bettis-Outland, University of West Florida, USA
Aberdeen Leila Borders, University of New Orleans, USA
Wesley J. Johnston, Georgia State University, USA

A Demographic Profile of the Target Audience for Grocery Coupon Promotions
Andrei Mikhailitchenko, Cleveland State University, USA
Thomas W. Whipple, Cleveland State University, USA

Session 13.4 - Doctoral Dissertation Award Winner Finalists Presentations

Bad Apples, Bad Barrels, and the Structure of Marketing Channel Relationships: Analyses of the Propensity for Opportunism and Opportunistic Behaviors
Chiharu Ishida
Virginia Tech
USA

Competitive Advantage for Fast Growth SMEs: A Study of the Effects of Business Orientation and Marketing Capabilities on Firm Performance
Caroline Tan Swee Lin, RMIT University

Session 13.5 - Understanding Ourselves: Identity, Brands, and Consumption

Emotional Attachment to Brands: The Construction of a Scale
Hieu P. Nguyen, University of Texas at Arlington, USA
E. Deanne Brocato, University of Texas at Arlington, USA

Racial Identity and Art Consumption
Mohammadali Zolfagharian, University of North Texas, U.S.A.

Special Session: Academy of Marketing Science: Lamb, Hair, & McDaniel Outstanding Marketing Teachers

Lessons Learned as a Teacher
Victoria L. Crittenden, Boston College, USA

Reflective Statement of Teaching Philosophy
Daniel J. Goebel, Illinois State University, USA

Teaching Philosophy: An Integrative Perspective to Effective Marketing Edication
Salah S. Hassan, George Washington University, U.S.A

Teaching Philosophy
Robert B. Woodruff, University of Tennessee, USA