

❧ 2000 Society for Marketing Advances Conference Program ❧

<p align="center">WEDNESDAY</p>	
<p>Wednesday, November 8 7:45 a.m. – 5:45 p.m.</p> <p align="center"><i>Key West</i></p>	<p>SMA Doctoral Consortium</p> <p>Co-Chairs: Ellen M. Moore, University of South Carolina Barry J. Babin, University of Southern Mississippi</p>
<p>Wednesday, November 8 7:45 a.m. – 5:00 p.m.</p> <p align="center"><i>Manatee B</i></p>	<p>Retailing Conference</p> <p>Co-Chairs: Robert A. Robicheaux, University of Alabama Jean-Charles Chebat, HEC</p>
<p>Wednesday, November 8 2:00 p.m. – 6:00 p.m.</p> <p align="center"><i>Manatee A</i></p> <p align="center">FREE TO ALL SMA CONFERENCE ATTENDEES</p>	<p>SMA Internet Technology Mini-Conference</p> <p>Chair: Donald A. McBane, Central Michigan University</p>
<p>Wednesday, November 8 6:00 p.m. – 7:30 p.m.</p> <p align="center"><i>Paradise I</i></p> <p align="center">ALL SMA CONFERENCE ATTENDEES ARE INVITED</p>	<p>Society for Marketing Advances Welcoming Reception</p>

❧ 2000 Society for Marketing Advances Conference Program ❧

<p align="center">THURSDAY</p>	
<p>Thursday, November 9 7:45 a.m. – 1:15 p.m.</p> <p align="center"><i>Key West</i></p>	<p>SMA Doctoral Consortium</p> <p>Co-Chairs: Ellen M. Moore, University of South Carolina Barry J. Babin, University of Southern Mississippi</p>
<p>Thursday, November 9 7:45 a.m. – 5:00 p.m.</p> <p align="center"><i>Manatee B</i></p>	<p>Retailing Conference</p> <p>Co-Chairs: Robert A. Robicheaux, University of Alabama Jean-Charles Chebat, HEC</p>
<p>Thursday, November 9 8:00 a.m. – 10:30 a.m.</p> <p align="center"><i>Outside Paradise F</i></p>	<p align="center">❁ SMA Kickoff Coffee ❁</p>
<p>Thursday, November 9 8:30 a.m. – 10:00 a.m.</p> <p align="center"><u>Paradise C</u></p> <p align="center">Global Track</p> <p align="center">❧ MillenniumSeries ❧ Special Session</p>	<p>International Marketing Issues in the New Millennium</p> <p>Session Chair: John B. Ford, Old Dominion University</p> <p><i>Does Marketing Theory Cross Global Boundaries?</i> Nigel F. Piercy, Cardiff Business School</p> <p><i>International Marketing Research and the Policy Dimension: The Return of the Prodigal Son</i> Michael R. Czinkota, Georgetown University</p>
<p>Thursday, November 9 8:30 a.m. – 10:00 a.m.</p> <p align="center"><u>Paradise D</u></p> <p align="center"><i>Teaching Competition</i></p>	<p>SMA Distinguished Teaching Competition Session I: Sponsored by Sherwin Williams</p> <p>Finalists: Tracy A. Suter, University of Southern Mississippi Theresa B. Flaherty, Old Dominion University David J. Urban, Virginia Commonwealth University</p> <p>Judges: Alan J. Bush, University of Memphis Ronald F. Bush, University of West Florida O.C. Ferrell, Colorado State University William M. Pride, Texas A&M University Robert A. Robicheaux, University of Alabama Donald P. Robin, Wake Forest University Linda E. Swayne, University of North Carolina, Charlotte Ronald D. Taylor, Mississippi State University</p>

❧ 2000 Society for Marketing Advances Conference Program ❧

<p>Thursday, November 9 8:30 a.m. – 10:00 a.m.</p> <p align="center"><u>Paradise E</u></p> <p align="center"><i>Consumer Behavior Track Competitive Session</i></p>	<p>Shopping and Buying Online, Oh My!</p> <p>Session Chair: Elizabeth L. Elam, Western New England College Discussion Leader: Nora Barnes, University of Massachusetts, Dartmouth</p> <p><i>Opinion Leadership in a Computer Mediated Environment: An Examination of the Opinion Leadership Characteristics and Behaviors of Internet Users</i> Barbara M. Lyons, Griffith University Kenneth V. Henderson, Morehead State University</p> <p><i>Price Shopping: Identifying New Internet-Based Consumer Purchase Decision Variables</i> ❧Best Paper in Track❧ Kelly Haws, Mississippi State University Debbie Thorne, Mississippi State University Linda Berns Wright, Mississippi State University</p> <p><i>Outshopping by University Students: Usage of Internet Catalogs in a Rural University Setting</i> Jane Wayland, Eastern Illinois University Linda Simpson, Eastern Illinois University Barbara Kemmerer, Eastern Illinois University</p>
<p>Thursday, November 9 8:30 a.m. – 10:00 a.m.</p> <p align="center"><u>Paradise F</u></p> <p align="center"><i>Service and Retailing Track Special Session</i></p>	<p>Sports Marketing: Increasing Importance, Educational Programs, and Research Opportunities</p> <p>Moderator: Greg Pickett, Clemson University</p> <p>Panel: John Pritchett, President and CEO of Scheer Sports Lynn Kahle, Editor, <i>Sports Marketing Quarterly</i>, University of Oregon Scott W. Kelley, University of Kentucky Kirk L. Wakefield, University of Mississippi</p>
<p>Thursday, November 9 8:30 a.m. – 10:00 a.m.</p> <p align="center"><u>Key Largo</u></p> <p align="center"><i>Marketing Research Track Competitive Session</i></p>	<p>Issues in Psychometrics: Item Development and Structural Analysis</p> <p>Session Chair: Leisa Reinecke Flynn, Florida State University Discussion Leader: Vince Howe, University of North Carolina, Wilmington</p> <p><i>Effects of Direction-of-Item Wording on Scale Psychometrics</i> Ronald E. Goldsmith, Florida State University</p> <p><i>Applying Creative Thinking to Construct Definition and Item Development: Lessons from the Graphic Design Field</i> Claire A. Stammerjohan, Mississippi State University Brian T. Engelland, Mississippi State University</p> <p><i>A Simulation Study of Selected Fit Indices Used in Covariance Structure Analysis</i> ❧Best Student Paper in Track❧ Grace J. Johnson, Southern Illinois University at Carbondale Paul Ambrose, Southern Illinois University at Carbondale Rajesh Iyer, Southern Illinois University at Carbondale</p>

2000 Society for Marketing Advances Conference Program

	<p><i>Examining the Structural Properties of CETSCALE: Reliability and Validity in an U.S. Student Sample</i> Richard E. Plank, Western Michigan University Michael R. Luthy, Bellarmine University</p>
<p>Thursday, November 9 10:15 a.m. – 11:45a.m.</p> <p align="center"><u>Paradise C</u></p> <p align="center"><i>Technology Track Competitive Session</i></p>	<p>Online Shopping and Consumer Preferences</p> <p>Session Chair: Paul J. Hensel, University of New Orleans Discussion Leader: Kim Taylor, Florida International University</p> <p><i>Searching for Choice: Does Web-based Search Affect Consideration Set Size</i> Robert Moore, Mississippi State University</p> <p><i>Cyberspace Versus Traditional Service Encounters: A Comparison of Consumer Expectations</i> Aysen Bakir, University of Mississippi Beverly T. Venable, University of Mississippi Victoria D. Bush, University of Mississippi M. Alan Rice, University of Mississippi</p> <p><i>The Separate and Joint Effects of Medium Type on Consumer Responses Under Voluntary Exposure: A Comparison of Television, Print, and the Internet</i> Majorie Dijkstra, Tilburg University Heidi E.J.J.M. Buijtels, Tilburg University W. Fred van Raaij, Tilburg University</p>
<p>Thursday, November 9 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Paradise D</u></p> <p align="center"><i>Teaching Competition</i></p>	<p>SMA Distinguished Teaching Competition Session II: Sponsored by Sherwin Williams</p> <p>Finalists: Carolyn F. Siegel, Eastern Kentucky University William O. Bearden, University of South Carolina Daniel J. Flint, Florida State University</p> <p>Judges: Alan J. Bush, University of Memphis Ronald F. Bush, University of West Florida O.C. Ferrell, Colorado State University William M. Pride, Texas A&M University Robert A. Robicheaux, University of Alabama Donald P. Robin, Wake Forest University Linda E. Swayne, University of North Carolina, Charlotte Ronald D. Taylor, Mississippi State University</p>
<p>Thursday, November 9 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Paradise E</u></p> <p align="center"><i>Consumer Behavior Track</i></p> <p align="center">MillenniumSeries Special Session</p>	<p>Exploring Consumer Markets in the 21st Century: The Impact of Diversity</p> <p>Moderator: Miriam B. Stamps, University of South Florida</p> <p>Panel: Gail Ayala-Taylor, Dartmouth College Jerome Williams, Pennsylvania State University Anne Brumbach, Case Western Reserve University Gerri Henderson, Howard University</p>

❧ 2000 Society for Marketing Advances Conference Program ❧

<p>Thursday, November 9 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Paradise F</u></p> <p align="center"><i>Promotion Track Competitive Session</i></p>	<p>Consumer Reactions and Response to Advertising</p> <p>Session Chair: Charlotte Allen, University of North Texas Discussion Leader: Brian Till, Saint Louis University</p> <p><i>Are Feminists More Critical of the Portrayal of Women in Australian Beer Ads Than Non-Feminists?</i> Michael Jay Polonsky, University of Newcastle John B. Ford, Old Dominion University Krystal Evans, University of Newcastle Allison Harman, University of Newcastle Skye Hogan, University of Newcastle Laura Shelley, University of Newcastle Lucy Tarjan, University of Newcastle</p> <p><i>Reader Response to Active, Passive, and Imperative Grammatical Constructions in Print Ads</i> William H. Motes, University of Alabama Chadwick B. Hilton, University of Alabama Robert Z. Finney, University of Alabama</p> <p><i>A Multitrait-Multimethod Study of Three Scales to Measure Emotional Reactions to Ads</i> Ronald E. Goldsmith, Florida State University Barbara A. Lafferty, University of Tampa</p>
<p>Thursday, November 9 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Key Largo</u></p> <p align="center"><i>Sales Track Competitive Session</i></p>	<p>Exploring Effects on Salesperson Processes</p> <p>Session Chair: Melissa Moore, Mississippi State University Discussion Leader: Anne Balazs, Mississippi University for Women</p> <p><i>Exploring the Influence of Organizational Culture and Sales Force Compensation System on Salesperson Learning Orientation</i> ❧Best Student Paper in Track❧ Xueming Luo, Louisiana Tech University</p> <p><i>An Investigation Into the Impact of Self-Efficacy on Expectancy, Effort and Adaptive Selling in a Personal Selling Context</i> Robert C. McMurrian, University of Tampa Rajesh Srivastava, University of Louisiana, Lafayette</p> <p><i>An Investigation of Organizational and Managerial Antecedents of Customer-Oriented Selling: A Research Agenda</i> Craig A. Martin, University of Memphis Alan J. Bush, University of Memphis</p>

❧ 2000 Society for Marketing Advances Conference Program ❧

<p>Thursday, November 9 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Paradise C</u></p> <p align="center">❧ Millennium Series ❧ Special Session</p>	<p>Annual SMA Meet the Editor Series</p> <p>Moderator: Debbie Thorne, Mississippi State University</p> <p>Panel: P. Rajan Varadarajan, <i>Journal of the Academy of Marketing Science</i> Texas A & M University Louis P. Bucklin, <i>Journal of Retailing</i> University of California, Berkley Michel Laroche, <i>Journal of Business Research</i> Concordia University Jeffrey K. Sager, <i>Journal of Personal Selling & Sales Management</i> University of North Texas Thomas N. Ingram, <i>Journal of Marketing Theory and Practice</i> Colorado State University</p>
<p>Thursday, November 9 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Paradise D</u></p> <p align="center"><i>Teaching Competition</i></p>	<p>SMA Distinguished Teaching Competition Session III: Sponsored by Sherwin Williams</p> <p>Finalists: Shelley M. Rinehart, University of New Brunswick Daniel D. Butler, Auburn University K. Sivakumar, University of Illinois at Chicago</p> <p>Judges: Alan J. Bush, University of Memphis Ronald F. Bush, University of West Florida O.C. Ferrell, Colorado State University William M. Pride, Texas A&M University Robert A. Robicheaux, University of Alabama Donald P. Robin, Wake Forest University Linda E. Swayne, University of North Carolina, Charlotte Ronald D. Taylor, Mississippi State University</p>
<p>Thursday, November 9 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Paradise E</u></p> <p align="center"><i>Consumer Behavior Track Competitive Session</i></p>	<p>Values, Ethics, and Materialism</p> <p>Session Chair: Julie Baker, University of Texas, Arlington Discussion Leader: Allan Reddy, Valdosta State University</p> <p><i>Assessing the Effects of Bikers' Values and Ability to Modify Self-Presentation on Their Physical Appearance at Bike Week</i> Jeff Allen, University of Central Florida Teri Twigg, University of Central Florida Patrick Colbert, University of Central Florida Cezar Garcia, University of Central Florida</p> <p><i>Value Systems and Consumer Ethics: Study of Middle-Easterners</i> Charles W. Ford, Arkansas State University Sarath A. Nonis, Arkansas State University</p> <p><i>Materialism in the Sport of Kings: An Exploratory Study of Race Horse Ownership</i> John F. Tanner, Baylor University James A. Roberts, Baylor University</p>

❧ 2000 Society for Marketing Advances Conference Program ❧

<p>Thursday, November 9 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Paradise F</u></p> <p align="center"><i>Technology Track</i></p> <p align="center">❧ Millennium Series ❧</p> <p align="center">Special Session</p>	<p>Research and Consumer Behavior: Implications of the Electronic World</p> <p>Moderator: Barton A. Weitz, University of Florida</p> <p>Panel: Barton A. Weitz, University of Florida Michael R. Solomon, Auburn University Basil Englis, Berry College</p>
<p>Thursday, November 9 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Key Largo</u></p> <p align="center"><i>Marketing Education Track</i></p> <p align="center"><i>Competitive Session</i></p>	<p>New Paradigms in Course Delivery</p> <p>Session Chair: Bruce Stern, Portland State University Discussion Leader: Dolly Loyd, University of Southern Mississippi</p> <p><i>Enhancing Knowledge Development in International Business: Perspectives from Academic Professionals</i></p> <p align="center">❧ Best Paper in Track ❧</p> <p>Award sponsored by South-Western Publishing Company Poh-Lin Yeoh, Bentley College</p> <p><i>The State of Marketing at the Dawn of the 21st Century: An Open Systems Perspective</i> Michael B. Sullivan, Mississippi State University Brian T. Engelland, Mississippi State University</p> <p><i>Preliminary Observations On A Collaborative Teaching Model</i> Carolyn F. Siegel, Eastern Kentucky University</p>
<p>Thursday, November 9 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Key West</u></p> <p align="center"><i>Global Track</i></p> <p align="center"><i>Competitive Session</i></p>	<p>Strategic Issues In Global Marketing</p> <p>Session Chair: John Ryans, Kent State University Discussion Leader: Carl McDaniel, University of Texas at Arlington</p> <p><i>Local Distribution in the Global Economy</i> Douglas F. Woodward, University of South Carolina Sandra J. Teel, University of South Carolina</p> <p><i>The Impact of NAFTA on Specific U.S. Industries: A Five Year Review</i> Rama Yelkur, University of Wisconsin-Eau Claire Robert C. Erffmeyer, University of Wisconsin-Eau Claire Nancy Holm, University of Wisconsin-Eau Claire</p> <p><i>The Changing Nature of Market Orientation and Business Practices in China</i> Lianxi Zhou, University of Guelph</p>

❧ 2000 Society for Marketing Advances Conference Program ❧

<p>Thursday, November 9 3:00 p.m. – 4:15 p.m.</p> <p align="center"><u>Paradise C</u></p> <p align="center"><i>Technology Track Special Session</i></p>	<p>The Internet and the Marketing Classroom: A Panel Discussion on the Development of Internet Marketing Courses and Pedagogy</p> <p>Moderator: Amy Morgan Tomas, Bradley University</p> <p>Panel: Ross Fink, Bradley University Susan Godar, William Patterson University Randall Hansen, Stetson University Charles F. Hofacker, Florida State University Shelley Rinehart, University of New Brunswick</p>
<p>Thursday, November 9 3:00 p.m. – 4:15 p.m.</p> <p align="center"><u>Paradise D</u></p> <p align="center"><i>Marketing Education Track</i></p> <p align="center">❧ Millennium Series ❧ Special Session</p>	<p>Instructional Innovations for the 21st Century: Sponsored by Houghton Mifflin Company</p> <p>Session Co-Chairs: Elise “Pookie” Truly Sautter, New Mexico State University Tracy A. Suter, University of Southern Mississippi</p> <p><i>Use of a Major Sporting Event in the Principles of Marketing Course</i> Anne L. Balazs, Mississippi University for Women</p> <p><i>Increasing Student Performance and Satisfaction through In-Class Games</i> John T. Drea, Western Illinois University</p> <p><i>Using Service Experiences to Develop Critical Observation and Analysis Skills</i> Michael R. Luthy, Bellarmine College</p> <p><i>The Design and Delivery of Goods and Services</i> Sherry K. Mills, New Mexico State University Eric R. Pratt, New Mexico State University Charles D. Wieters, New Mexico State University</p> <p><i>Making Ice Cream: A Cross-Functional Exercise on Product Pricing</i> Gail Lynn Cook, Brock University Harlan Spotts, Western New England College Roger Hudson, University of Wisconsin-Parkside Angeline W. McArthur, University of Wisconsin-Parkside</p>
<p>Thursday, November 9 3:00 p.m. – 4:30 p.m.</p> <p align="center"><u>Paradise E</u></p> <p align="center"><i>Marketing Research Track Competitive Session</i></p>	<p>Applied Research Methods in Marketing</p> <p>Session Chair: Scot Burton, University of Arkansas Discussion Leader: Christopher Hopkins, Mississippi State University</p> <p><i>Measuring Performance of Tourism-Marketing Strategies</i> Arch G. Woodside, Boston College Marcia Y. Sakai, University of Hawaii at Hilo</p> <p><i>Retailer Switching Costs and Wholesale Pricing Decisions: A Case of Financial Service</i></p> <p align="center">❧ Best Paper in Track ❧</p> <p>John Harrison, University of Guelph Vinay Kanetkar, University of Guelph</p>

(Con't ❧)

❧ 2000 Society for Marketing Advances Conference Program ❧

	<p><i>Data Gathering During Seminars from Participants: An Alternative Survey Research Method</i> Donald Hendon, Dillard University</p>
<p>Thursday, November 9 3:00 p.m. – 4:15 p.m.</p> <p align="center"><u>Paradise F</u></p> <p align="center"><i>Sales Track Special Session</i></p>	<p>Future Directions for Research in Personal Selling and Sales Management</p> <p>Moderator: William C. Moncrief, Texas Christian University</p> <p>Panel: James S. Boles, Georgia State University Thomas N. Ingram, Colorado State University Jeffrey K. Sager, University of North Texas Rosann Spiro, Indiana University Michael R. Williams, Illinois State University</p>
<p>Thursday, November 9 3:00 p.m. – 4:15 p.m.</p> <p align="center"><u>Key Largo</u></p> <p align="center"><i>Consumer Behavior Track</i></p> <p align="center">❧ Millennium Series ❧ Special Session</p>	<p>Learning to Value and Learning to Recall: Two Ways of Learning Brand Association</p> <p>Introduction: William O. Bearden, University Of South Carolina</p> <p>Presentation: Chris Janiszewski, University of Florida</p>
<p>Thursday, November 9 3:00 p.m. – 4:15 p.m.</p> <p align="center"><u>Key West</u></p> <p align="center"><i>Marketing Strategy Track Competitive Session</i></p>	<p>Supply Chain Strategy</p> <p>Session Chair: Daniel F. Lynch, Montana State University Discussion Leader: Nancy Nix, University of Tennessee</p> <p><i>The Evolution and Growth of Production in Supply Chain Management</i> ❧ Best Student Paper in Track ❧ Zach Zacharia, University of Tennessee</p> <p><i>The Postponement Strategy of Large Retailers in Japan: A Case of the Electronic Date Interchange in Jusco</i> Hisao Fujimoto, Osaka University of Economics Takeshi Fujita, Yamaguchi University</p> <p><i>Analyzing Marketing Strategies in International Ports of Poland: A Concept of the Port of Gdynia</i> Aleksandra U. Pieczek, University of Plymouth Michael S. Roe, University of Plymouth</p>
<p>Thursday, November 9 5:00 p.m.</p> <p align="center"><u>Paradise IV</u></p> <p align="center">❧ Millennium Series ❧ Plenary Session</p>	<p align="center">First Ever SMA Plenary Session:</p> <p>JAI Press Advances in Marketing Distinguished Scholar Series Presents Philip Kotler</p> <p>Introduction: Arch G. Woodside, Boston College</p> <p>Presentation:</p> <p><i>How Marketing will Change in the New Millennium</i> Philip Kotler, Northwestern University</p>

❧ 2000 Society for Marketing Advances Conference Program ❧

<p>Thursday, November 9 6:00 p.m. – 7:30 p.m.</p> <p><u>Poolside</u></p> <p><i>ALL SMA CONFERENCE ATTENDEES ARE INVITED</i></p>	<p>SMA Reception for 2000 JAI Press Advances in Marketing Distinguished Scholars:</p> <p>Philip Kotler, Northwestern University Gerald Zaltman, Harvard University J. Scott Armstrong, University of Pennsylvania</p> <p><i>SMA gratefully acknowledges and thanks Elsevier Science, Inc., publisher of the Journal of Business Research, for sponsoring this reception.</i></p>
--	---

❧ 2000 Society for Marketing Advances Conference Program ❧

FRIDAY	
Friday, November 10 8:00 a.m. – 10:30 a.m. <i>Outside Paradise F</i>	❁ SMA Good Morning Coffee ❁
Friday, November 10 8:30 a.m. – 9:45 a.m. <u>Paradise IV</u> ❁ Millennium Series ❁ Special Session	JAI Press Advances in Marketing Distinguished Scholar Series Presents Gerald Zaltman and J. Scott Armstrong Introduction: Arch G. Woodside, Boston College Presentations: <i>Lighting up the Shadows of the Mind</i> Gerald Zaltman, Harvard University <i>Discovery and Application of Principles of Marketing: Major Contributions from Academic Research in the 20th Century</i> J. Scott Armstrong, University of Pennsylvania
Friday, November 10 8:30 a.m. – 10:00 a.m. <u>Key Largo</u> <i>Technology Track Competitive Session</i>	Measuring Consumer Responses Session Chair: John R. "Rusty" Brooks, Jr., Houston Baptist University Discussion Leader: Paul Herbig, Tri State University <i>The Computer Savvy Generation and Internet Shopping: An Exploratory Investigation</i> Audesh K. Paswan, University of North Texas Gopala Ganesh, University of North Texas <i>Interactive Communication: The Impact of Felt Presence on Consumer Attitudes</i> Stefan G. Nicovich, University of Memphis Gregory W. Boller, University of Memphis T. Bettina Cornwell, University of Memphis <i>Customer Retention and the Implications for the Internet: A Case Study of the UK Book Retail Market</i> Nitin Sanghavi, Manchester Business School
Friday, November 10 8:30 a.m. – 10:00 a.m. <u>Key West</u> Marketing Strategy Track Competitive Session	Channels Strategy Session Chair: Danny Bellenger, Georgia State University Discussion Leader: Geoffrey Stewart, University of Tennessee <i>Effects of Channel Management Behavior on Retailer Market Orientation and Business Performance</i> Donald Chang, Metropolitan State College <i>The Concept of Perceived but Nonexistent Power in Intrachannel Conflict Situations</i> Vivek Pandey, University of Texas at Tyler Barbara Ross Wooldridge, University of Texas at Tyler

(Con't ❧)

2000 Society for Marketing Advances Conference Program

	<p><i>Market Orientation in Wholesale Firms: An Exploratory Study</i> Daniel E. Innis, Ohio University Bernard J. La Londe, Ohio State University</p>
<p>Friday, November 10 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Paradise C</u></p> <p align="center"><i>Marketing Strategy Track</i></p> <p align="center">Millennium Series Special Session</p>	<p>Competing In The Electronic Marketplace</p> <p>Session Chair: P. Rajan Varadarajan, Texas A&M University Discussion Leader: Peter Dickson, Florida International University</p> <p><i>From the Physical Marketplace to the Electronic Marketplace: Marketing Strategy Adaptations and Innovations</i> P. Rajan Varadarajan, Texas A&M University</p> <p><i>The Extranet as a Platform for E-Business Strategy</i> George Zinkhan, University of Georgia</p> <p><i>Cost Transparency in the Electronic Marketplace: Implications for Pricing and Branding</i> Indrajit “Jay” Sinha, Temple University</p>
<p>Friday, November 10 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Paradise D</u></p> <p align="center"><i>Special Session</i></p>	<p>Business Schools in the 21st Century: A View from the Dean’s Office</p> <p>Moderator: Robert L. Anderson, Dean, University of South Florida</p> <p>Panel: Robert L. Anderson, Dean, University of South Florida Carl W. Gooding, Dean, Georgia Southern University R. Eugene Klippel, Dean, Michigan Technological University William C. Moncrief, Senior Associate Dean, Texas Christian University Melvin T. Stith, Dean, Florida State University</p>
<p>Friday, November 10 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Paradise E</u></p> <p align="center"><i>Consumer Behavior Track</i> Competitive Session</p>	<p>The Varieties of Shopping Experience</p> <p>Session Chair: Jacquelyn Warwick, Andrews University Discussion Leader: Barbara A. Lafferty, University of Tampa</p> <p><i>As the Malls Fall: Is Mall Entertainment Too Little, Too Late?</i> Nora B. Barnes, University of Massachusetts, Dartmouth</p> <p><i>Towards a Measure of Domain Specific Laggard Behavior</i> Derrick D. Deslandes, University of the West Indies Leisa R. Flynn, Florida State University</p> <p><i>How Do I Influence Thee? Let Me Count the Ways: An Examination of the Concept of a Persuade Package</i> Best Student Paper in Track Lynnea Mallalieu, Virginia Tech University</p>

❧ 2000 Society for Marketing Advances Conference Program ❧

<p>Friday, November 10 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Paradise F</u></p> <p align="center"><i>Sales Track Competitive Session</i></p>	<p>Introducing New Constructs Into Sales Research</p> <p>Session Chair: Subhra Chakrabarty, Valdosta State University Discussion Leader: Terri Feldman Barr, Miami University, Ohio</p> <p><i>An Empirical Examination of Technophobia among Salespeople and Its Resulting Impact on Role Ambiguity and Role Conflict</i> Gregory A. Rich, Bowling Green State University</p> <p><i>The Relationship between Cognitive Moral Development and Career Success of Sales Representatives</i> Tania Amanda Grove, Rand Afrikaans University</p> <p><i>Nonprofit Customer Retention: Why Do Donor's Quit?</i> ❧Best Paper in Track❧ Adrian Sargeant, Indiana University/Purdue University, Indianapolis John B. Ford, Old Dominion University Douglas West, Southbank University</p>
<p>Friday, November 10 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Key Largo</u></p> <p align="center"><i>Technology Track Special Session</i></p>	<p>Moving Targets: Marketing Education in Cyberspace</p> <p>Moderator: Ward Hanson, Stanford University</p> <p>Panel: Charles F. Hofacker, Florida State University Judy Strauss, University of Nevada, Reno Ward Hanson, Stanford University</p>
<p>Friday, November 10 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Key West</u></p> <p align="center"><i>Topic Table Session</i></p>	<p>Topic Table Session I: Retailing and International</p> <p>Session Chair: Kristy E. Reynolds, University of Central Florida</p> <p><i>Establishing Credibility on the Road to Persuasion: The Role of Interactivity in the Sales Presentation</i> Lenita Davis, University of Cincinnati Andrea L. Dixon, University of Cincinnati</p> <p><i>Internationalization of the U.S. Retail Firms: Cultural Influences on the Managerial Practice</i> Heesun Seo, University of Tennessee</p> <p><i>An Analysis of Special Events as Key Marketing Tools for Tourism Destinations</i> Frédéric Dimanche, University of New Orleans</p> <p><i>Do Cultural Similarities Influence Mexico's Market Expansion to the Caribbean Countries?</i> Hyun-Sook Lee, Instituto Tecnológico de Estudios Superiores de Monterrey</p> <p><i>Investigation into the Concentration versus Spreading Debate Within 'Successful' U.K. Firms: Findings From a Survey of Queen's Award for Export Winners</i> Dave Crick, University of Central England Robert Bradshaw, DeMontfort University Shiv Chaudhry, University of Central England</p>

❧ 2000 Society for Marketing Advances Conference Program ❧

<p>Friday, November 10 11:45 a.m. – 1:15 p.m.</p> <p align="center"><u>Paradise II</u></p> <p>ALL SMA CONFERENCE ATTENDEES ARE INVITED</p>	<p>Annual SMA Luncheon and Sherwin Williams Dessert Extravaganza</p> <p align="center"><i>SMA gratefully acknowledges and thanks the Sherwin Williams Company for sponsoring the dessert portion of this luncheon.</i></p>
<p>Friday, November 10 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Paradise C</u></p>	<p>Annual SMA Business Meeting</p>
<p>Friday, November 10 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Paradise D</u></p> <p align="center"><i>Marketing Research Track</i></p> <p align="center">❧ MillenniumSeries ❧ Special Session</p>	<p>Advances in Marketing Research Education: Insights from MMR/MSMR Programs</p> <p>Moderator: Felicia G. Lassk, Northeastern University</p> <p>Panel: Thomas W. Leigh, University of Georgia Carl McDaniel, University of Texas, Arlington Madhav Segal, Southern Illinois University, Edwardsville</p>
<p>Friday, November 10 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Paradise E</u></p> <p align="center"><i>Technology Track Competitive Session</i></p>	<p>e-Commerce Operations: From Distribution to Sales</p> <p>Session Chair: J. Holton Wilson, Central Michigan University Discussion Leader: Paul Christ, West Chester University</p> <p><i>A Proposed Scale to Measure e-Tailer Image: Definition of Functional and Affective Dimensions</i></p> <p align="center">❧ Best Student Paper in Track ❧ Christopher D. Hopkins, Mississippi State University</p> <p><i>e-Business Technological Innovations: Impact on Channel Process and Structure</i></p> <p>Daniel C. Bello, Georgia State University Talal Osmonbekov, Georgia State University "Frank" Tian Xie, Georgia State University David I. Gilliland, Colorado State University</p> <p><i>Issues in Marketing Online Insurance Products</i></p> <p>Jarrett Bridges, Valdosta State University Jacqueline K. Eastman, Valdosta State University</p>
<p>Friday, November 10 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Paradise F</u></p> <p align="center"><i>Marketing Education Track Competitive Session</i></p>	<p>Using New Media in Marketing Education</p> <p>Session Chair: Judy Strauss, University of Nevada – Reno Discussion Leader: Eric R. Pratt, New Mexico State University</p> <p><i>The Product of Distance Education: An Economic Assessment</i></p> <p>Robert Winsor, Loyola Marymount University Birgit Leisen, University of Wisconsin – Oshkosh Chris Manolis, Quinnipiac College Sheb L. True, Kennesaw State University</p>

2000 Society for Marketing Advances Conference Program

	<p><i>Welcome to the Schoolhouse: Using Rural Education and Asynchronous Learning to Create a Peer Tutoring Environment</i> John T. Drea, Western Illinois University</p> <p><i>A Path-Analytic Model of Student Satisfaction in Web-Enhanced Courses</i> Best Student Paper in Track Charles M. Hermans, New Mexico State University Beth Mott-Stenerson, New Mexico State University</p>
<p>Friday, November 10 1:15 p.m. – 2:45 p.m.</p> <p><u>Key Largo</u></p> <p><i>Marketing Strategy Track Competitive Session</i></p>	<p>Supply Chain/Logistics Strategy: Teaching The Next Generation</p> <p>Session Chair: Daniel E. Innis, Ohio University Discussion Leader: Carolyn Nicholson, Clarkson University</p> <p><i>Teaching Supply Chain Management in Undergraduate Logistics Programs: An Investigation of Curriculum and Pedagogy</i> Joe Hanna, Auburn University Brian Gibson, Auburn University</p> <p><i>Enhancing Class Effectiveness: Identifying the Marketing Mix Elements of a Logistics Education</i> Scott Keller, Michigan State University Dan Lynch, Montana State University John Ozment, University of Arkansas</p> <p><i>Delphi Data Collection Using the Internet: Exploring Global Logistics Education</i> Joe Hanna, Auburn University</p>
<p>Friday, November 10 1:15 p.m. – 2:45 p.m.</p> <p><u>Key West</u></p> <p><i>Topic Table Session</i></p>	<p>Topic Table Session II: Consumer Behavior</p> <p>Session Chair: Kevin J. Shanahan, New Mexico State University</p> <p><i>The Effects of Endorsers on Product Judgments Depend on the Interaction of Consumer Involvement and Endorser Relevance</i> Yi-Wen Chien, Purdue University Chung-Chiang Hsiao, Purdue University</p> <p><i>The 1998 Florida Firestorm: Consumers' Experiences and Interpretations of a Natural Disaster</i> Denise E. DeLorme, University of Central Florida Scott C. Hagen, University of Central Florida</p> <p><i>Impact of Voluntary Simplicity Movement on Consumer Behavior</i> Timothy C. Johnston, University of Tennessee at Martin</p> <p><i>The Marketing of Alcohol and Tobacco Products to Children: A Review of the Evidence</i> Ryan McGetrick, Quinnipiac University Renée Gravois Lee, Quinnipiac University</p> <p align="right">(Con't)</p>

❧ 2000 Society for Marketing Advances Conference Program ❧

	<p><i>A Possibility of the Survival of Small Retailers: A Buying Behavior Approach</i> Hasao Fujimoto, Osaka University of Economics Yasunobu Ukita, Kobe University of Commerce</p>
<p>Friday, November 10 3:00 p.m. – 4:30 p.m.</p> <p align="center"><u>Paradise C</u></p> <p align="center"><i>Services and Retailing Track</i></p> <p align="center">❧ MillenniumSeries ❧ Special Session</p>	<p>Putting Metaphor to Work: Conceiving Services in Metaphorical Terms</p> <p>Moderator: Michael S. Dorsch, Clemson University</p> <p>Panel: Raymond P. Fisk, University of New Orleans Stephen J. Grove, Clemson University Cathy Goodwin, University of Florida Joby John, Bentley College</p>
<p>Friday, November 10 3:00 p.m. – 4:15 p.m.</p> <p align="center"><u>Paradise D</u></p> <p align="center"><i>Services and Retailing Track</i></p> <p align="center"><i>Special Session</i></p>	<p>Changing Face of Retailing</p> <p>Session Chair: Sharon Beatty, University of Alabama</p> <p><i>The Changing Face of Retailing at the Mall: Exploring Teen Girls' Total Shopping Experiences</i> Diana L. Haytko, Texas Christian University Julie Baker, University of Texas, Arlington Greg W. Marshall, University of South Florida</p> <p><i>Measuring Hedonic Shopping Motivations: Scale Development, Purification and Validation</i> Mark J. Arnold, University of Central Florida Kristy E. Reynolds, University of Central Florida</p> <p><i>Experiencing the New Faces of On-line Consumers</i> Sharon E. Beatty, University of Alabama Jason Lueg, University of Alabama</p> <p><i>A Thirst for the Real Thing in Themed Retail Environments: Consuming Authenticity in Irish Pubs</i> Michael R. Solomon, Auburn University Caroline K. Lego, Auburn University Natalie T. Quilty, Auburn University Stephanie L. Wright, Auburn University</p>
<p>Friday, November 10 3:00 p.m. – 4:30 p.m.</p> <p align="center"><u>Paradise E</u></p> <p align="center"><i>Sales Track</i></p> <p align="center">❧ MillenniumSeries ❧ Special Session</p>	<p>The Top Ten Most Influential Sales Articles of the 20th Century</p> <p>Introduction: Lucette B. Comer, Purdue University Ellen Bolman Pullins, University of Toledo</p> <p>Presentation: Thomas W. Leigh, University of Georgia</p>

❧ 2000 Society for Marketing Advances Conference Program ❧

<p>Friday, November 10 3:00 p.m. – 4:30 p.m.</p> <p align="center"><u>Paradise F</u></p> <p align="center"><i>Marketing Strategy Track Competitive Session</i></p>	<p>Marketing Ethics</p> <p>Session Chair: Michael R. Hyman, New Mexico State University Discussion Leader: Paula Saunders, Wright State University</p> <p><i>The Impact of Gender on the Moral Orientation of Team Decision Making</i> Thomas L. Baker, University of North Carolina at Wilmington Tammy G. Hunt, University of North Carolina at Wilmington</p> <p><i>A Virtue Ethics Scale</i> Kevin J. Shanahan, New Mexico State University Michael R. Hyman, New Mexico State University</p> <p><i>Sustainable Product Design: Role in Moderating Pollution</i> Donald A. Fuller, University of Central Florida</p>
<p>Friday, November 10 3:00 p.m. – 4:30 p.m.</p> <p align="center"><u>Key Largo</u></p> <p align="center"><i>Marketing Strategy Track Competitive Session</i></p>	<p>Relationship Marketing In The Supply Chain</p> <p>Session Chair: Daniel J. Goebel, University of Southern Mississippi Discussion Leader: Arturo Z. Vasquez-Parraga, University of Texas – Pan American</p> <p><i>An Examination of Generalized and Domain Specific Deal Proneness Within a Transaction Utility Theory Model</i> Bruce L. Alford, Mississippi State University Claire Allison Stammerjohan, Mississippi State University Ronald D. Taylor, Mississippi State University</p> <p><i>The Antitrust Implications of Relationship Marketing</i> Renee J. Fontenot, Villanova University Michael R. Hyman, New Mexico State University</p> <p><i>Network Organizational Structures in Supply Chain Management</i> Peggy D. Lee, George Washington University</p>
<p>Friday, November 10 3:00 p.m. – 4:30 p.m.</p> <p align="center"><u>Key West</u></p> <p align="center"><i>Topic Table Session</i></p>	<p>Topic Table Session III: Research in Marketing</p> <p>Session Chair: David J. Ortinau, University of South Florida</p> <p><i>Concepts: A Review of the Literature for Consumer and Marketing Research</i> John Branch, University of Cambridge Susan Baker, Cranfield University</p> <p><i>An Introduction to Concept Development for Consumer and Marketing Research</i> John Branch, University of Cambridge Susan Baker, Cranfield University</p> <p><i>Integrating the Need for Cognition and the Five Factor Model</i> Todd A Mooradian, College of William and Mary John B. Nezelek, College of William and Mary</p>

(Con't ❧)

2000 Society for Marketing Advances Conference Program

	<p><i>Gatekeeping in Survey Research: An Analysis of JM and JMR, 1994-1999</i> Mariea Grubbs Hoy, University of Tennessee Avery Abernethy, Auburn University</p> <p><i>A Measure of Membership: An Exploratory Study</i> Sharon Clinebell, University of Northern Colorado Ronald K. Taylor, Shippensburg University</p> <p><i>Correction for Multiple Biasing Factors in Product Judgments: Correction Is Based on the Identified Biasing Factors</i> Yi-Wen Chien, Purdue University Chung-Chiang Hsiao, Purdue University</p>
<p>Friday, November 10 4:45 p.m. – 6:00 p.m.</p> <p align="center"><u>Paradise C</u></p> <p><i>Services and Retailing Track</i> <i>Competitive Session</i></p>	<p>Issues and Problems in Retailing and E-retailing</p> <p>Session Chair: Rich Brown, Freed-Hardeman University Discussion Leader: Susan Harmon, Middle Tennessee State University</p> <p><i>Problems with E-retailing: Fixable and Fatal</i> Timothy C. Johnston, University of Tennessee at Martin</p> <p><i>Assortment Depth in Category Management: The Effects of Category Structure on Profitability</i> Robert E. Stassen, University of Arkansas, Fayetteville Elizabeth H. Creyer, University of Arkansas, Fayetteville Matthew A. Waller, University of Arkansas, Fayetteville</p>
<p>Friday, November 10 4:45 p.m. – 6:00 p.m.</p> <p align="center"><u>Paradise D</u></p> <p><i>Marketing Education Track</i> <i>Competitive Session</i></p>	<p>Student Projects: Issues and Ideas</p> <p>Session Chair: Rick Buehrer, University of Toledo Discussion Leader: William H. Bolen, Georgia Southern University</p> <p><i>Improving Mail Survey Response Rates in Client Sponsored Academic Projects: The Case for Limiting Student Participation</i> Chuck Comegys, Merrimack College</p> <p><i>Student Perceptions of Group Projects</i> Tekle Shanka, Curtin University of Technology, Perth, Australia</p>
<p>Friday, November 10 4:45 p.m. – 6:00 p.m.</p> <p align="center"><u>Paradise E</u></p> <p><i>Global Track</i> <i>Competitive Session</i></p>	<p>Export Strategy Issues In Global Markets</p> <p>Session Chair: John B. Ford, Old Dominion University Discussion Leader: Van Wood, Virginia Commonwealth University</p> <p><i>Analyzing 'Ideal' Markets and Selecting Target Markets for Exporting SME's</i> Allan Duckwitz, Queensland University of Technology Antony Peloso, Queensland University of Technology Christopher Davies, Queensland University of Technology Shane Matthews, Queensland University of Technology,</p> <p><i>An Investigation into U. K. SME's Decision to Discontinue Exporting</i> Dave Crick, University of Central England</p>

☞ 2000 Society for Marketing Advances Conference Program ☞

<p>Friday, November 10 4:45 p.m. – 6:00 p.m.</p> <p align="center"><u>Paradise F</u></p> <p align="center"><i>Promotion Track Competitive Session</i></p>	<p>Ethical and Clearance Issues in Advertising</p> <p>Session Chair: Denise Delorme, University of Central Florida Discussion Leader: Mike Hyman, New Mexico State University</p> <p><i>Practical Intuitionism: A Modified Potter's Box Tackles Advertising Ethics</i></p> <p align="center">☞Best Student Paper in Track☞ Loy Watley, Nebraska Wesleyan University</p> <p><i>The Influence of Management Ethics, Station Policy and Market Forces on Television Advertising Clearance Decisions</i> Avery Abernethy, Auburn University Jan LeBlanc Wicks, University of Arkansas</p>
<p>Friday, November 10 4:45 p.m. – 6:00 p.m.</p> <p align="center"><u>Key Largo</u></p> <p align="center"><i>Marketing Education Track Competitive Session</i></p>	<p>Learning Tools in Marketing Education</p> <p>Session Chair: Nancy Marlow, Eastern Illinois University Discussion Leader: Karen Stone, New Hampshire College</p> <p><i>An Inter/Intra-Disciplinary Approach to Marketing Pedagogy: Application in a New Product Development Course</i> Paul J. Costanzo, Western New England College James McKeon, Western New England College</p> <p><i>Impact of Quizzes on Student Performance: An Empirical Investigation</i> Balasundram Maniam, Sam Houston State University Sanjay S. Mehta, Sam Houston State University</p>
<p>Friday, November 10 4:45 p.m. – 6:00 p.m.</p> <p align="center"><u>Key West</u></p> <p align="center"><i>Services and Retailing Track Competitive Session</i></p>	<p>Price Sensitivity and Repurchase Intention at Retail</p> <p>Session Chair: Carolyn Folkman Curasi, Berry College Discussion Leader: Vicki Eveland, Mercer University</p> <p><i>A Comparative Analysis of Newspaper and Broadcast Advertising on Food Shoppers' Price Sensitivity: Implications for Retail Media Strategy</i> Chris Enyinda, Alabama A&M University Jungki Lee, Alabama A&M University</p> <p><i>Importance of Satisfaction and Accessibility to Repurchase Intentions: The Case of Coffee Shops</i></p> <p align="center">☞Best Student Paper in Track☞ Marit Gundersen Engeset, Norwegian School of Hotel Management Truls Engström, Norwegian School of Hotel Management</p>
<p>Friday, November 10 6:00 p.m. – 7:30 p.m.</p> <p align="center"><u>President's Suite</u></p> <p align="center">ALL SMA CONFERENCE ATTENDEES ARE INVITED</p>	<p>Society for Marketing Advances President's Reception</p> <p align="center"><i>SMA gratefully acknowledges and thanks the University of Mississippi Center for Pharmaceutical Marketing and Management for sponsoring this reception.</i></p>

❧ 2000 Society for Marketing Advances Conference Program ❧

<p>SATURDAY</p>	
<p>Saturday, November 11 8:00 a.m. – 10:30 a.m. <i>Outside Boca Raton</i></p>	<p>❧ SMA Good Morning Coffee ❧</p>
<p>Saturday, November 11 8:30 a.m. – 10:00 a.m. <u>Boca Raton</u> <i>Technology Track Special Session</i></p>	<p>E-Commerce Research: The Wayne State University Experience</p> <p>Session Chair: Frank J. Carmone, Jr., Wayne State University</p> <p><i>Internet Technology and the Growth of Interactive and Relationship Marketing</i> Hugh Cannon, Wayne State University</p> <p><i>E-Retailer and Mail Order Benchmarking Report and Studies</i> George Jackson, Wayne State University John Taylor, Wayne State University</p> <p><i>Why are Some Websites More Effective Than Others?</i> Edward Riordan, Wayne State University David Williams, Wayne State University</p> <p><i>E-Vitalizing Marketing Through E-Commerce Initiatives: A Model for Innovation Through Integrated Knowledge Creation</i> Sheila Sasser, Wayne State University</p>
<p>Saturday, November 11 8:30 a.m. – 10:00 a.m. <u>Cocoa</u> <i>Marketing Education Track Special Session</i></p>	<p>How to Use the More Advanced Features of PowerPoint 97 and 2000: Part I</p> <p>Moderator: Ronald K. Taylor, Shippensburg University</p> <p>Panel: John H. Lindgren, Jr., University of Virginia Milton M. Pressley, University of New Orleans</p>
<p>Saturday, November 11 8:30 a.m. – 10:00 a.m. <u>Ft. Lauderdale</u> <i>Marketing Strategy Track Competitive Session</i></p>	<p>Strategic Issues In Marketing</p> <p>Session Chair: Andrea D. Ellinger, Pennsylvania State University -Harrisburg Discussion Leader: John H. Summey, Southern Illinois University – Carbondale</p> <p><i>Knowledge Entrepreneurship</i> Robert McDonald, University of Connecticut Narasimhan Srinivasan, University of Connecticut</p> <p><i>Game Theory and Firms' Interaction</i> ❧ Best Paper in Track ❧ Enrique Manzur, Universidad de Chile Sergio Olavarrieta, Universidad de Chile</p> <p><i>Strategic Implications for NCAA I-A College Football - Insights From An Analysis of the 1997 Season</i> Kabir C. Sen, Lamar University Donald I. Price, Lamar University</p>

❧ 2000 Society for Marketing Advances Conference Program ❧

<p>Saturday, November 11 8:30 a.m. – 10:00 a.m.</p> <p align="center"><u>Sarasota</u></p> <p align="center"><i>Global Track Competitive Session</i></p>	<p>Cross-Cultural Issues In Global Marketing</p> <p>Session Chair: Gerald Albaum, University of New Mexico Discussion Leader: Pervez Ghauri, University of Groningen</p> <p><i>Chinese Brand Naming: Linguistic Approach and Managerial Implications</i> ❧Best Paper in Track❧</p> <p>Allan K.K. Chan, Hong Kong Baptist University Yue-Yuan Huang, Hong Kong Baptist University</p> <p><i>The Impact of Culture on Entrepreneurial Orientation: The Mediating Role of Locus of Control</i></p> <p>Taliabek Osmonbekov, Georgia State University Christian Chelariu, Georgia State University Thomas Brashear, University of Massachusetts at Amherst Adriana Zait, “A.I.I. Cuza” University</p> <p><i>A Small Business Perspective on Caribbean Markets: Important Areas for Future Research</i></p> <p>J. Michael Weber, Barry University</p>
<p>Saturday, November 11 8:30 a.m. – 10:00 a.m.</p> <p align="center"><u>Key Largo</u></p> <p align="center"><i>Consumer Behavior Track Competitive Session</i></p>	<p>Thinking, Feeling, and Consuming</p> <p>Session Chair: Diana L. Haytko, Texas Christian University Discussion Leader: Gregory Martin, University of Western Florida</p> <p><i>Development of a Conceptual Framework of Consumer Beliefs Across Four Consumer Product Contexts</i></p> <p>Elizabeth L. R. Elam, Western New England College</p> <p><i>What Does Commitment Beget? An Exploration of the Consequences of Customer Commitment</i></p> <p>Pushkala Raman, Florida State University Kartik Pashupati, Florida State University</p> <p><i>Segmenting Women Bikers by their Activities, Interests, and Opinions Toward Bike Week</i></p> <p>Jeff Allen, University of Central Florida Lori Summers, University of Central Florida, Daytona Beach Eric Vachon, University of Central Florida, Daytona Beach</p>
<p>Saturday, November 11 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Boca Raton</u></p> <p align="center"><i>Technology Track Competitive Session</i></p>	<p>Internet Behavior and Integrating It Into Courses</p> <p>Session Chair: Frank J. Carmone Jr., Wayne State University Discussion Leader: Richard Slovacek, North Central College</p> <p><i>Privacy Concerns, Trust, and Online Behaviors</i></p> <p>Xueming Luo, Louisiana Tech University</p> <p><i>Online Behavior: Assessment of Flow</i></p> <p>Edmund K. Hershberger, Georgia State University Cristian Chelariu, Georgia State University</p>

(Con't ❧)

❧ 2000 Society for Marketing Advances Conference Program ❧

	<p align="center"><i>Designing an Internet Marketing Course: Content, Requirements, and Resources</i> Deborah M. Moscardelli, Central Michigan University</p>
<p>Saturday, November 11 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Cocoa</u></p> <p align="center"><i>Marketing Education Track Special Session</i></p>	<p>How to Use the More Advanced Features of PowerPoint 97 and 2000: Part II</p> <p>Moderator: William J. Kehoe, University of Virginia</p> <p>Panel: John H. Lindgren, Jr., University of Virginia Milton M. Pressley, University of New Orleans</p>
<p>Saturday, November 11 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Ft. Lauderdale</u></p> <p align="center"><i>Technology Track Special Session</i></p>	<p>Consumer Service, Adoption, Retention, and Online Shopping Experience</p> <p>Session Chair: Jeff Totten, Bemidji State University Discussion Leader: Steve Simon, Florida International University</p> <p><i>An Investigation of Web Page Design and Operation to Facilitate Customer Service</i> Debra Zeitlin, Lucent Technologies, Inc. Craig A. Kelley, California State University, Sacramento</p> <p><i>A Structural Equation Modeling Approach to Consumer Adoption of the Internet</i> Eun-Ju Lee, University of Tennessee Jinkook Lee, University of Tennessee</p> <p><i>Internet Shopping Experience: Some Research Findings and A Proposed Model</i> Tung Zong “Donald” Chang, Metropolitan State College of Denver</p>
<p>Saturday, November 11 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Sarasota</u></p> <p align="center"><i>Topic Table Session</i></p>	<p>Topic Table Session IV: Marketing Strategy</p> <p>Session Chair: Daniel J Goebel, University of Southern Mississippi</p> <p><i>The Role of External Supply Chain Relationships on Strategy and Firm Performance</i> Dan Lynch, Montana State University Ronn Smith, Montana State University</p> <p><i>Marketing Case Analysis Using Cause-Effect Logic Diagrams</i> James T. Low, Wayne State University</p> <p><i>Brand Extension Evaluation: Comparing Concept Testing and “Real” Launch Conditions</i> Sophie Changeur, University of Florida Dwight Merunka, University of Florida</p> <p><i>Factors that Stimulate General Pricing Strategies and Their Antecedents: Theory and Model Propositions</i> Stevie Watson, Mississippi State University</p>

❧ 2000 Society for Marketing Advances Conference Program ❧

<p>Saturday, November 11 10:15 a.m. – 11:45 a.m.</p> <p align="center"><u>Key Largo</u></p> <p><i>Marketing Strategy Track Competitive Session</i></p>	<p>Cultural Issues In Marketing Strategy</p> <p>Session Chair: Laurie Babin, University of Southern Mississippi Discussion Leader: Denise DeLorme, University of Central Florida</p> <p><i>How Climate, Socialization, and Values Acceptance Facilitate the Development of Interfunctional Coordination and the Role These Factors Play in Linking Culture to Performance</i> Barbara Ross Wooldridge, University of Texas at Tyler Barbara Dale Minsky, Troy State University</p> <p><i>Marketing Rituals: A Link Between Organizational Culture and Marketing Performance</i> Andrea Scott, University of South Florida</p> <p><i>Organizational Cultural Antecedents to Marketing Effectiveness in Regional Tourism Marketing Organizations</i> Robert D. Winsor, Loyola Marymount University Birgit Liesen, University of Wisconsin Oshkosh</p>
<p>Saturday, November 11 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Boca Raton</u></p> <p><i>Sales Track Special Session</i></p>	<p>The International Salesperson: Experiences in Other Countries</p> <p>Session Chair: John C. Hafer, University of Nebraska, Omaha Discussion Leader: Oscar W. DeShields, Jr., California State University, Northridge</p> <p><i>Selling Globally</i> Vince S. Daniels, Florida International University</p> <p><i>Selling in Hong Kong</i> Sandra S. Liu, Hong Kong Baptist University</p> <p><i>Selling in the United Kingdom</i> Nigel F. Piercy, Cardiff University</p> <p><i>Selling in Mexico</i> Alberto Rubio-Sanchez, Purdue University</p>
<p>Saturday, November 11 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Cocoa</u></p> <p><i>Marketing Education Track Special Session</i></p>	<p>The Delivery of Business Education through Multimedia Methods</p> <p>Moderator: Mary F. Mobley, Augusta State University</p> <p>Panel: Lou E. Pelton, University of North Texas H. David Strutton, University of Louisiana at Lafayette J. Mark Anderson, Athens State University Ellen M. Moore, University of South Carolina Cathy Owens Swift, Georgia Southern University</p>

2000 Society for Marketing Advances Conference Program

<p>Saturday, November 11 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Key Largo</u></p> <p><i>Service and Retailing Track Competitive Session</i></p>	<p>Service Business Relationships, Characteristics, and Innovations in Health Care and Other Industries</p> <p>Session Chair: Kristy E. Reynolds, University of Central Florida Discussion Leader: Roscoe Hightower, University of Akron</p> <p><i>Predicting Hospitals' Long-Range Intentions to Establish A Provider-Sponsored Organization (PSO)</i> Best Paper in Track Rex Wilson, Teledata Concepts Jeff Allen, University of Central Florida</p> <p><i>A Comparison of Services Business Characteristics: An U.S. Study of Hispanic and Anglo Health Care Providers</i> Robert D. Green, Indiana State University Joyce A. Young, Indiana State University Audhesh Paswan, University of North Texas</p> <p><i>A Typology of Customers' Relationships with Their Service Providers</i> Robin A. Coulter, University of Connecticut Mark Ligas, University of Connecticut</p>
<p>Saturday, November 11 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Ft. Lauderdale</u></p> <p><i>Marketing Strategy Track Competitive Session</i></p>	<p>Ethical Issues And Stakeholder Communications</p> <p>Session Chair: Debbie Thorne, Mississippi State University Discussion Leader: Michael S. Dorsch, Clemson University</p> <p><i>An Altruistic Approach to Product Warning Labeling: Propositions and Justification</i> Doreen Sams, University of South Florida Miriam B. Stamps, University of South Florida Greg W. Marshall, University of South Florida</p> <p><i>Children's Understanding of Web Advertising</i> Catharine M. Curran, Creighton University Jeffrey I. Richards, University of Texas at Austin</p>
<p>Saturday, November 11 1:15 p.m. – 2:45 p.m.</p> <p align="center"><u>Sarasota</u></p> <p><i>Promotion Track Competitive Session</i></p>	<p>A Series of Advertising Content Analyses</p> <p>Session Chair: Naveen Donthu, Georgia State University Discussion Leader: Leopoldo Arias-Bolzmann, Universidad Adolfo Ibanez</p> <p><i>A Content Analysis of Creative Message Strategies in Business-to-Business Versus Consumer Ads</i> Kenneth Clow, University of North Carolina-Pembroke Donald P. Roy, University of North Carolina-Pembroke Randall W. Hines, University of North Carolina-Pembroke Audra B. Harris, University of North Carolina-Pembroke Donald Baack, Pittsburgh State University</p>

(Con't)

❧ 2000 Society for Marketing Advances Conference Program ❧

	<p><i>From Kool Penguins to the Energizer Bunny: An Overview of the History of Trade Characters in U.S. Magazine Advertisements</i> Bruce A. Huhmann, University of Manitoba</p> <p><i>The Nature of Green Magazine Advertising in the United Kingdom: A Content Analysis</i> John Branch, University of Cambridge Elizabeth Briggs, Ecole Superieure de Commere de Rennes</p>
--	--