<table>
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<th><strong>WEDNESDAY</strong></th>
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<tr>
<td><strong>Wednesday, November 8</strong>&lt;br&gt;7:45 a.m. – 5:45 p.m.&lt;br&gt;<em>Key West</em></td>
<td><strong>SMA Doctoral Consortium</strong>&lt;br&gt;Co-Chairs: Ellen M. Moore, University of South Carolina&lt;br&gt;Barry J. Babin, University of Southern Mississippi</td>
</tr>
<tr>
<td><strong>Wednesday, November 8</strong>&lt;br&gt;7:45 a.m. – 5:00 p.m.&lt;br&gt;<em>Manatee B</em></td>
<td><strong>Retailing Conference</strong>&lt;br&gt;Co-Chairs: Robert A. Robicheaux, University of Alabama&lt;br&gt;Jean-Charles Chebat, HEC</td>
</tr>
<tr>
<td><strong>Wednesday, November 8</strong>&lt;br&gt;2:00 p.m. – 6:00 p.m.&lt;br&gt;<em>Manatee A</em>&lt;br&gt;<strong>FREE TO ALL SMA CONFERENCE ATTENDEES</strong></td>
<td><strong>SMA Internet Technology Mini-Conference</strong>&lt;br&gt;Chair: Donald A. McBane, Central Michigan University</td>
</tr>
<tr>
<td><strong>Wednesday, November 8</strong>&lt;br&gt;6:00 p.m. – 7:30 p.m.&lt;br&gt;<em>Paradise I</em>&lt;br&gt;<strong>ALL SMA CONFERENCE ATTENDEES ARE INVITED</strong></td>
<td><strong>Society for Marketing Advances Welcoming Reception</strong></td>
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<tr>
<td>Time</td>
<td>Location</td>
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</tbody>
</table>
| 7:45 a.m. – 1:15 p.m. | Key West                    | SMA Doctoral Consortium  
Co-Chairs: Ellen M. Moore, University of South Carolina  
Barry J. Babin, University of Southern Mississippi |
| 7:45 a.m. – 5:00 p.m.    | Manatee B                    | Retailing Conference  
Co-Chairs: Robert A. Robicheaux, University of Alabama  
Jean-Charles Chebat, HEC |
| 8:00 a.m. – 10:30 a.m. | Outside Paradise F          | SMA Kickoff Coffee |
| 8:30 a.m. – 10:00 a.m. | Paradise C                   | International Marketing Issues in the New Millennium  
Session Chair: John B. Ford, Old Dominion University |
|                     | Paradise D                  | SMA Distinguished Teaching Competition Session I:  
Sponsored by Sherwin Williams |

**SMA Distinguished Teaching Competition Session I:**  
Sponsored by Sherwin Williams

**Finalists:**  
- Tracy A. Suter, University of Southern Mississippi  
- Theresa B. Flaherty, Old Dominion University  
- David J. Urban, Virginia Commonwealth University

**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
Thursday, November 9  
8:30 a.m. – 10:00 a.m.

Paradise E  
Consumer Behavior Track  
Competitive Session

Shopping and Buying Online, Oh My!

Session Chair: Elizabeth L. Elam, Western New England College  
Discussion Leader: Nora Barnes, University of Massachusetts, Dartmouth

Opinion Leadership in a Computer Mediated Environment: An Examination of the Opinion Leadership Characteristics and Behaviors of Internet Users  
Barbara M. Lyons, Griffith University  
Kenneth V. Henderson, Morehead State University

Price Shopping: Identifying New Internet-Based Consumer Purchase Decision Variables  
Best Paper in Track
Kelly Haws, Mississippi State University  
Debbie Thorne, Mississippi State University  
Linda Berns Wright, Mississippi State University

Outshopping by University Students: Usage of Internet Catalogs in a Rural University Setting  
Jane Wayland, Eastern Illinois University  
Linda Simpson, Eastern Illinois University  
Barbara Kemmerer, Eastern Illinois University

Thursday, November 9  
8:30 a.m. – 10:00 a.m.

Paradise F  
Service and Retailing Track  
Special Session

Sports Marketing: Increasing Importance, Educational Programs, and Research Opportunities

Moderator: Greg Pickett, Clemson University

Panel:  
John Pritchett, President and CEO of Scheer Sports  
Lynn Kahle, Editor, *Sports Marketing Quarterly*, University of Oregon  
Scott W. Kelley, University of Kentucky  
Kirk L. Wakefield, University of Mississippi

Thursday, November 9  
8:30 a.m. – 10:00 a.m.

Key Largo  
Marketing Research Track  
Competitive Session

Issues in Psychometrics: Item Development and Structural Analysis

Session Chair: Leisa Reinecke Flynn, Florida State University  
Discussion Leader: Vince Howe, University of North Carolina, Wilmington

Effects of Direction-of-Item Wording on Scale Psychometrics  
Ronald E. Goldsmith, Florida State University

Applying Creative Thinking to Construct Definition and Item Development: Lessons from the Graphic Design Field  
Claire A. Stammerjohan, Mississippi State University  
Brian T. Engelland, Mississippi State University

A Simulation Study of Selected Fit Indices Used in Covariance Structure Analysis  
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

(Con’t)
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<tr>
<th>Time</th>
<th>Location</th>
<th>Session Type</th>
<th>Title</th>
<th>Chair(s)</th>
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<tr>
<td>Thursday, November 9 10:15 a.m. – 11:45 a.m.</td>
<td>Paradise C</td>
<td>Technology Track Competitive Session</td>
<td>Examining the Structural Properties of CETSCALE: Reliability and Validity in an U.S. Student Sample</td>
<td>Richard E. Plank, Western Michigan University, Michael R. Luthy, Bellarmine University</td>
</tr>
<tr>
<td>Thursday, November 9 10:15 a.m. – 11:45 a.m.</td>
<td>Paradise C</td>
<td>Technology Track Competitive Session</td>
<td>Online Shopping and Consumer Preferences</td>
<td>Paul J. Hensel, University of New Orleans, Kim Taylor, Florida International University</td>
</tr>
<tr>
<td>Online Shopping and Consumer Preferences</td>
<td>Robert Moore, Mississippi State University</td>
<td>Cyberspace Versus Traditional Service Encounters: A Comparison of Consumer Expectations</td>
<td>Cyberspace Versus Traditional Service Encounters: A Comparison of Consumer Expectations</td>
<td>Aysen Bakir, University of Mississippi, Beverly T. Venable, University of Mississippi, Victoria D. Bush, University of Mississippi, M. Alan Rice, University of Mississippi</td>
</tr>
<tr>
<td>Online Shopping and Consumer Preferences</td>
<td>Aysen Bakir, University of Mississippi, Beverly T. Venable, University of Mississippi, Victoria D. Bush, University of Mississippi, M. Alan Rice, University of Mississippi</td>
<td>The Separate and Joint Effects of Medium Type on Consumer Responses Under Voluntary Exposure: A Comparison of Television, Print, and the Internet</td>
<td>The Separate and Joint Effects of Medium Type on Consumer Responses Under Voluntary Exposure: A Comparison of Television, Print, and the Internet</td>
<td>Majorie Dijkstra, Tilburg University, Heidi E.J.J.M. Buijtels, Tilburg University, W. Fred van Raaij, Tilburg University</td>
</tr>
<tr>
<td>Thursday, November 9 10:15 a.m. – 11:45 a.m.</td>
<td>Paradise D</td>
<td>Teaching Competition Session</td>
<td>SMA Distinguished Teaching Competition Session II: Sponsored by Sherwin Williams</td>
<td>Carolyn F. Siegel, Eastern Kentucky University, William O. Bearden, University of South Carolina, Daniel J. Flint, Florida State University</td>
</tr>
<tr>
<td>SMA Distinguished Teaching Competition Session II: Sponsored by Sherwin Williams</td>
<td>Carolyn F. Siegel, Eastern Kentucky University, William O. Bearden, University of South Carolina, Daniel J. Flint, Florida State University</td>
<td>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&amp;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</td>
<td>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&amp;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</td>
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<tr>
<td>Thursday, November 9 10:15 a.m. – 11:45 a.m.</td>
<td>Paradise E</td>
<td>Consumer Behavior Track Special Session</td>
<td>Exploring Consumer Markets in the 21st Century: The Impact of Diversity</td>
<td>Miriam B. Stamps, University of South Florida</td>
</tr>
<tr>
<td>Exploring Consumer Markets in the 21st Century: The Impact of Diversity</td>
<td>Miriam B. Stamps, University of South Florida</td>
<td>Panel: Gail Ayala-Taylor, Dartmouth College, Jerome Williams, Pennsylvania State University, Anne Brumbach, Case Western Reserve University, Gerri Henderson, Howard University</td>
<td>Panel: Gail Ayala-Taylor, Dartmouth College, Jerome Williams, Pennsylvania State University, Anne Brumbach, Case Western Reserve University, Gerri Henderson, Howard University</td>
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</table>
Thursday, November 9  
10:15 a.m. – 11:45 a.m.

Paradise F
Promotion Track  
Competitive Session

**Consumer Reactions and Response to Advertising**

Session Chair: Charlotte Allen, University of North Texas  
Discussion Leader: Brian Till, Saint Louis University

*Are Feminists More Critical of the Portrayal of Women in Australian Beer Ads Than Non-Feminists?*

- 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

*Reader Response to Active, Passive, and Imperative Grammatical Constructions in Print Ads*

- William H. Motes, University of Alabama  
- Chadwick B. Hilton, University of Alabama  
- Robert Z. Finney, University of Alabama

*A Multitrait-Multimethod Study of Three Scales to Measure Emotional Reactions to Ads*

- Ronald E. Goldsmith, Florida State University  
- Barbara A. Lafferty, University of Tampa

---

Thursday, November 9  
10:15 a.m. – 11:45 a.m.

Key Largo
Sales Track  
Competitive Session

**Exploring Effects on Salesperson Processes**

Session Chair: Melissa Moore, Mississippi State University  
Discussion Leader: Anne Balazs, Mississippi University for Women

*Exploring the Influence of Organizational Culture and Sales Force Compensation System on Salesperson Learning Orientation*

- Best Student Paper in Track
- Xueming Luo, Louisiana Tech University

*An Investigation Into the Impact of Self-Efficacy on Expectancy, Effort and Adaptive Selling in a Personal Selling Context*

- Robert C. McMurrian, University of Tampa  
- Rajesh Srivastava, University of Louisiana, Lafayette

*An Investigation of Organizational and Managerial Antecedents of Customer-Oriented Selling: A Research Agenda*

- Craig A. Martin, University of Memphis  
- Alan J. Bush, University of Memphis
## Annual SMA Meet the Editor Series

**Moderator:** Debbie Thorne, Mississippi State University

**Panel:**
- P. Rajan Varadarajan, *Journal of the Academy of Marketing Science*
  Texas A & M University
- Louis P. Bucklin, *Journal of Retailing*
  University of California, Berkley
- Michel Laroche, *Journal of Business Research*
  Concordia University
- Jeffrey K. Sager, *Journal of Personal Selling & Sales Management*
  University of North Texas
- Thomas N. Ingram, *Journal of Marketing Theory and Practice*
  Colorado State University

## SMA Distinguished Teaching Competition Session III: Sponsored by Sherwin Williams

**Finalists:**
- Shelley M. Rinehart, University of New Brunswick
- Daniel D. Butler, Auburn University
- K. Sivakumar, University of Illinois at Chicago

**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

## Values, Ethics, and Materialism

**Session Chair:** Julie Baker, University of Texas, Arlington

**Discussion Leader:** Allan Reddy, Valdosta State University

**Assessing the Effects of Bikers' Values and Ability to Modify Self-Presentation on Their Physical Appearance at Bike Week**
- Jeff Allen, University of Central Florida
- Teri Twigg, University of Central Florida
- Patrick Colbert, University of Central Florida
- Cezar Garcia, University of Central Florida

**Value Systems and Consumer Ethics: Study of Middle-Easterners**
- Charles W. Ford, Arkansas State University
- Sarath A. Nonis, Arkansas State University

**Materialism in the Sport of Kings: An Exploratory Study of Race Horse Ownership**
- John F. Tanner, Baylor University
- James A. Roberts, Baylor University
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<th>Time</th>
<th>Location</th>
<th>Session Title</th>
<th>Chair/Leader</th>
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<tr>
<td>Thursday, November 9</td>
<td>Paradise F</td>
<td>Research and Consumer Behavior: Implications of the Electronic World</td>
<td>Barton A. Weitz, University of Florida</td>
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<td>1:15 p.m. – 2:45 p.m.</td>
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<td>Panel: Barton A. Weitz, University of Florida</td>
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<td>Michael R. Solomon, Auburn University</td>
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<td>Basil Englis, Berry College</td>
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<td>Key Largo</td>
<td>New Paradigms in Course Delivery</td>
<td>Bruce Stern, Portland State University</td>
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<td>Discussion Leader: Dolly Loyd, University of Southern Mississippi</td>
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<td>Enhancing Knowledge Development in International Business: Perspectives from</td>
<td>Academic Professionals</td>
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<td>Award sponsored by South-Western Publishing Company</td>
<td>Poh-Lin Yeoh, Bentley College</td>
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<td>The State of Marketing at the Dawn of the 21st Century: An Open Systems</td>
<td>Perspective</td>
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<td>Preliminary Observations On A Collaborative Teaching Model</td>
<td>Carolyn F. Siegel, Eastern Kentucky University</td>
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<td>Key West</td>
<td>Strategic Issues In Global Marketing</td>
<td>John Ryans, Kent State University</td>
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<td>Discussion Leader: Carl McDaniel, University of Texas at Arlington</td>
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<td>Local Distribution in the Global Economy</td>
<td>Douglas F. Woodward, University of South Carolina</td>
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<td>Sandra J. Teel, University of South Carolina</td>
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<td>The Impact of NAFTA on Specific U.S. Industries: A Five Year Review</td>
<td>Rama Yelkur, University of Wisconsin-Eau Claire</td>
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<td>Robert C. Erffmeyer, University of Wisconsin-Eau Claire</td>
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<td>Nancy Holm, University of Wisconsin-Eau Claire</td>
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<td>The Changing Nature of Market Orientation and Business Practices in China</td>
<td>Lianxi Zhou, University of Guelph</td>
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<tr>
<td>Time</td>
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<td>Track/Session</td>
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</table>
| Thursday, Nov 9  | Paradise C | Technology Track Special Session: The Internet and the Marketing Classroom: A Panel Discussion on the Development of Internet Marketing Courses and Pedagogy  
Moderator: Amy Morgan Tomas, Bradley University  
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 |
| 3:00 p.m. – 4:15 p.m. |         |                                                                               |
| Paradise D       | Marketing Education Track Special Session | Instructional Innovations for the 21st Century: Sponsored by Houghton Mifflin Company  
Session Co-Chairs: Elise “Pookie” Truly Sautter, New Mexico State University  
Tracy A. Suter, University of Southern Mississippi  
Use of a Major Sporting Event in the Principles of Marketing Course  
Anne L. Balazs, Mississippi University for Women  
Increasing Student Performance and Satisfaction through In-Class Games  
John T. Drea, Western Illinois University  
Using Service Experiences to Develop Critical Observation and Analysis Skills  
Michael R. Luthy, Bellarmine College  
The Design and Delivery of Goods and Services  
Sherry K. Mills, New Mexico State University  
Eric R. Pratt, New Mexico State University  
Charles D. Wieters, New Mexico State University  
Making Ice Cream: A Cross-Functional Exercise on Product Pricing  
Gail Lynn Cook, Brock University  
Harlan Spotts, Western New England College  
Roger Hudson, University of Wisconsin-Parkside  
Angeline W. McArthur, University of Wisconsin-Parkside |
| 3:00 p.m. – 4:15 p.m. |         |                                                                               |
| Paradise E       | Marketing Research Track Competitive Session | Applied Research Methods in Marketing  
Session Chair: Scot Burton, University of Arkansas  
Discussion Leader: Christopher Hopkins, Mississippi State University  
Measuring Performance of Tourism-Marketing Strategies  
Arch G. Woodside, Boston College  
Marcia Y. Sakai, University of Hawaii at Hilo  
Retailer Switching Costs and Wholesale Pricing Decisions: A Case of Financial Service  
Best Paper in Track  
John Harrison, University of Guelph  
Vinay Kanetkar, University of Guelph |
<p>| 3:00 p.m. – 4:30 p.m. |         |                                                                               |</p>
<table>
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<tr>
<th>Time</th>
<th>Location</th>
<th>Track</th>
<th>Session</th>
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</table>
| Thursday, November 9 3:00 p.m. – 4:15 p.m. | Paradise F | Sales Track            | Data Gathering During Seminars from Participants: An Alternative Survey Research Method  
Donald Hendon, Dillard University |
| Thursday, November 9 3:00 p.m. – 4:15 p.m. | Key Largo  | Consumer Behavior Track | Future Directions for Research in Personal Selling and Sales Management  
Moderator: William C. Moncrief, Texas Christian University  
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 |
| Thursday, November 9 3:00 p.m. – 4:15 p.m. | Key West   | Marketing Strategy Track | Learning to Value and Learning to Recall: Two Ways of Learning Brand Association  
Introduction: William O. Bearden, University Of South Carolina  
Presentation: Chris Janiszewski, University of Florida |
| Thursday, November 9 5:00 p.m. | Paradise IV |                             | Supply Chain Strategy  
Session Chair: Daniel F. Lynch, Montana State University  
Discussion Leader: Nancy Nix, University of Tennessee  
*The Evolution and Growth of Production in Supply Chain Management*  
Zach Zacharia, University of Tennessee  
*The Postponement Strategy of Large Retailers in Japan: A Case of the Electronic Date Interchange in Jusco*  
Hisao Fujimoto, Osaka University of Economics  
Takeshi Fujita, Yamaguchi University  
*Analyzing Marketing Strategies in International Ports of Poland: A Concept of the Port of Gdynia*  
Aleksandra U. Pieczek, University of Plymouth  
Michael S. Roe, University of Plymouth |
| Thursday, November 9 |          |                         | First Ever SMA Plenary Session:  
JAI Press Advances in Marketing Distinguished Scholar Series Presents Philip Kotler  
Introduction: Arch G. Woodside, Boston College  
Presentation: *How Marketing will Change in the New Millennium*  
Philip Kotler, Northwestern University |
### 2000 Society for Marketing Advances Conference Program

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<th>Thursday, November 9</th>
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<tr>
<td>6:00 p.m. – 7:30 p.m.</td>
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<td>Poolside</td>
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</table>

**ALL SMA CONFERENCE ATTENDEES ARE INVITED**

**SMA Reception for 2000 JAI Press Advances in Marketing**

**Distinguished Scholars:**

- Philip Kotler, Northwestern University
- Gerald Zaltman, Harvard University
- J. Scott Armstrong, University of Pennsylvania

*SMA gratefully acknowledges and thanks Elsevier Science, Inc., publisher of the Journal of Business Research, for sponsoring this reception.*
### FRIDAY

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

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<table>
<thead>
<tr>
<th>Session Title</th>
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</table>
| Market Orientation in Wholesale Firms: An Exploratory Study                 | Daniel E. Innis, Ohio University  
Bernard J. La Londe, Ohio State University |
| Competing In The Electronic Marketspace                                      | Session Chair: P. Rajan Varadarajan, Texas A&M University  
Discussion Leader: Peter Dickson, Florida International University  
*From the Physical Marketplace to the Electronic Marketspace: Marketing Strategy Adaptations and Innovations*  
P. Rajan Varadarajan, Texas A&M University  
*The Extranet as a Platform for E-Business Strategy*  
George Zinkhan, University of Georgia  
*Cost Transparency in the Electronic Marketspace: Implications for Pricing and Branding*  
Indrajit “Jay” Sinha, Temple University |
| Business Schools in the 21st Century: A View from the Dean’s Office         | Moderator: Robert L. Anderson, Dean, University of South Florida  
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 |
| The Varieties of Shopping Experience                                         | Session Chair: Jacquelyn Warwick, Andrews University  
Discussion Leader: Barbara A. Lafferty, University of Tampa  
*As the Malls Fall: Is Mall Entertainment Too Little, Too Late?*  
Nora B. Barnes, University of Massachusetts, Dartmouth  
*Towards a Measure of Domain Specific Laggard Behavior*  
Derrick D. Deslandes, University of the West Indies  
Leisa R. Flynn, Florida State University  
*How Do I Influence Thee? Let Me Count the Ways: An Examination of the Concept of a Persuade Package*  
Lynnea Mallalieu, Virginia Tech University |
### Sales Track
#### Competitive Session

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<th>Session Title</th>
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<tr>
<td>Introducing New Constructs Into Sales Research</td>
<td>Subhra Chakrabarty</td>
<td>Terri Feldman Barr</td>
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<tr>
<td>An Empirical Examination of Technophobia among Salespeople and Its Resulting Impact on Role Ambiguity and Role Conflict</td>
<td>Gregory A. Rich</td>
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<tr>
<td>The Relationship between Cognitive Moral Development and Career Success of Sales Representatives</td>
<td>Tania Amanda Grove</td>
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<tr>
<td>Nonprofit Customer Retention: Why Do Donor’s Quit?</td>
<td>Adrian Sargeant</td>
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<td>Best Paper in Track</td>
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### Technology Track
#### Special Session

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<th>Session Title</th>
<th>Moderator</th>
<th>Panel Members</th>
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<tbody>
<tr>
<td>Moving Targets: Marketing Education in Cyberspace</td>
<td>Ward Hanson</td>
<td>Charles F. Hofacker, Florida State University, Judy Strauss, University of Nevada, Reno, Ward Hanson, Stanford University</td>
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### Topic Table
#### Session I: Retailing and International

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<td>Establishing Credibility on the Road to Persuasion: The Role of Interactivity in the Sales Presentation</td>
<td>Lenita Davis</td>
<td>Andrea L. Dixon, University of Cincinnati</td>
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<td>Internationalization of the U.S. Retail Firms: Cultural Influences on the Managerial Practice</td>
<td>Heesun Seo</td>
<td>Frédéric Dimanche, University of New Orleans</td>
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<td>An Analysis of Special Events as Key Marketing Tools for Tourism Destinations</td>
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<td>Frédéric Dimanche, University of New Orleans</td>
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<td>Do Cultural Similarities Influence Mexico’s Market Expansion to the Caribbean Countries?</td>
<td>Hyun-Sook Lee</td>
<td>Instituto Tecnologico de Estudios Superiores de Monterrey</td>
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<td>Investigation into the Concentration versus Spreading Debate Within ‘Successful’ U.K. Firms: Findings From a Survey of Queen’s Award for Export Winners</td>
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<td>Dave Crick, University of Central England, Robert Bradshaw, DeMontfort University, Shiv Chaudhry, University of Central England</td>
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<td>Paradise II</td>
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<td><strong>Annual SMA Luncheon and Sherwin Williams Dessert Extravaganza</strong></td>
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<tr>
<td>ALL SMA CONFERENCE ATTENDEES ARE INVITED</td>
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<td>SMA gratefully acknowledges and thanks the Sherwin Williams Company for sponsoring the dessert portion of this luncheon.</td>
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<td><strong>Friday, November 10</strong></td>
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<td>Carl McDaniel, University of Texas, Arlington</td>
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<td>Madhav Segal, Southern Illinois University, Edwardsville</td>
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<td><strong>A Proposed Scale to Measure e-Tailer Image: Definition of Functional and Affective Dimensions</strong></td>
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<td>Christopher D. Hopkins, Mississippi State University</td>
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<td><strong>Best Student Paper in Track</strong></td>
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<td>e-Business Technological Innovations: Impact on Channel Process and Structure</td>
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<td>Daniel C. Bello, Georgia State University</td>
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<td>Talai Osmonbekov, Georgia State University</td>
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<td>&quot;Frank&quot; Tian Xie, Georgia State University</td>
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<td>David I. Gilliland, Colorado State University</td>
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<td><strong>Issues in Marketing Online Insurance Products</strong></td>
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<td>Jarrett Bridges, Valdosta State University</td>
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<td>Jacqueline K. Eastman, Valdosta State University</td>
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<td>Session Chair: Judy Strauss, University of Nevada – Reno</td>
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<td>Discussion Leader: Eric R. Pratt, New Mexico State University</td>
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<td>Robert Winsor, Loyola Marymount University</td>
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<td>Birgit Leisen, University of Wisconsin – Oshkosh</td>
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<td>Chris Manolis, Quinnipiac College</td>
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<td>Sheb L. True, Kennesaw State University</td>
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<td>Welcome to the Schoolhouse: Using Rural Education and Asynchronous Learning to Create a Peer Tutoring Environment</td>
<td>John T. Drea, Western Illinois University</td>
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<td>A Path-Analytic Model of Student Satisfaction in Web-Enhanced Courses</td>
<td>Charles M. Hermans, New Mexico State University Beth Mott-Stenerson, New Mexico State University</td>
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<td>Supply Chain/Logistics Strategy: Teaching The Next Generation</td>
<td>Daniel E. Innis, Ohio University Carolyn Nicholson, Clarkson University</td>
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<td>Teaching Supply Chain Management in Undergraduate Logistics Programs: An Investigation of Curriculum and Pedagogy</td>
<td>Joe Hanna, Auburn University Brian Gibson, Auburn University</td>
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<td>Enhancing Class Effectiveness: Identifying the Marketing Mix Elements of a Logistics Education</td>
<td>Scott Keller, Michigan State University Dan Lynch, Montana State University John Ozment, University of Arkansas</td>
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<td>Delphi Data Collection Using the Internet: Exploring Global Logistics Education</td>
<td>Joe Hanna, Auburn University</td>
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<td>Kevin J. Shanahan, New Mexico State University</td>
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<td>The Effects of Endorsers on Product Judgments Depend on the Interaction of Consumer Involvement and Endorser Relevance</td>
<td>Yi-Wen Chien, Purdue University Chung-Chiang Hsiao, Purdue University</td>
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<td>The 1998 Florida Firestorm: Consumers' Experiences and Interpretations of a Natural Disaster</td>
<td>Denise E. DeLorme, University of Central Florida Scott C. Hagen, University of Central Florida</td>
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<td>Impact of Voluntary Simplicity Movement on Consumer Behavior</td>
<td>Timothy C. Johnston, University of Tennessee at Martin</td>
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<td>The Marketing of Alcohol and Tobacco Products to Children: A Review of the Evidence</td>
<td>Ryan McGetrick, Quinnipiac University Renée Gravois Lee, Quinnipiac University</td>
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<tr>
<td><strong>Friday, November 10</strong>&lt;br&gt;3:00 p.m. – 4:30 p.m.</td>
<td><strong>A Possibility of the Survival of Small Retailers: A Buying Behavior Approach</strong>&lt;br&gt;Hasao Fujimoto, Osaka University of Economics&lt;br&gt;Yasunobu Ukita, Kobe University of Commerce</td>
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<td><strong>Putting Metaphor to Work: Conceiving Services in Metaphorical Terms</strong>&lt;br&gt;Moderator: Michael S. Dorsch, Clemson University&lt;br&gt;Panel: Raymond P. Fisk, University of New Orleans&lt;br&gt;Stephen J. Grove, Clemson University&lt;br&gt;Cathy Goodwin, University of Florida&lt;br&gt;Joby John, Bentley College</td>
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<tr>
<td><strong>Friday, November 10</strong>&lt;br&gt;3:00 p.m. – 4:15 p.m.</td>
<td><strong>Changing Face of Retailing</strong>&lt;br&gt;Session Chair: Sharon Beatty, University of Alabama&lt;br&gt;&lt;br&gt;<em>The Changing Face of Retailing at the Mall: Exploring Teen Girls’ Total Shopping Experiences</em>&lt;br&gt;Diana L. Haytko, Texas Christian University&lt;br&gt;Julie Baker, University of Texas, Arlington&lt;br&gt;Greg W. Marshall, University of South Florida&lt;br&gt;&lt;br&gt;<em>Measuring Hedonic Shopping Motivations: Scale Development, Purification and Validation</em>&lt;br&gt;Mark J. Arnold, University of Central Florida&lt;br&gt;Kristy E. Reynolds, University of Central Florida&lt;br&gt;&lt;br&gt;<em>Experiencing the New Faces of On-line Consumers</em>&lt;br&gt;Sharon E. Beatty, University of Alabama&lt;br&gt;Jason Lueg, University of Alabama&lt;br&gt;&lt;br&gt;<em>A Thirst for the Real Thing in Themed Retail Environments: Consuming Authenticity in Irish Pubs</em>&lt;br&gt;Michael R. Solomon, Auburn University&lt;br&gt;Caroline K. Lego, Auburn University&lt;br&gt;Natalie T. Quilty, Auburn University&lt;br&gt;Stephanie L. Wright, Auburn University</td>
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<tr>
<td><strong>Friday, November 10</strong>&lt;br&gt;3:00 p.m. – 4:30 p.m.</td>
<td><strong>The Top Ten Most Influential Sales Articles of the 20th Century</strong>&lt;br&gt;Introduction: Lucette B. Comer, Purdue University&lt;br&gt;Ellen Bolman Pullins, University of Toledo&lt;br&gt;&lt;br&gt;Presentation: Thomas W. Leigh, University of Georgia</td>
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<td>Marketing Ethics</td>
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<td>Relationship Marketing In The Supply Chain</td>
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<td>Mariea Grubbs Hoy, University of Tennessee, Avery Abernethy, Auburn University</td>
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<td>A Measure of Membership: An Exploratory Study</td>
<td>Sharon Clinebell, University of Northern Colorado, Ronald K. Taylor, Shippensburg University</td>
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<td>Correction for Multiple Biasing Factors in Product Judgments: Correction Is Based on the Identified Biasing Factors</td>
<td>Yi-Wen Chien, Purdue University, Chung-Chiang Hsiao, Purdue University</td>
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#### Issues and Problems in Retailing and E-retailing

**Friday, November 10**  
**4:45 p.m. – 6:00 p.m.**  
**Paradise C**  
**Services and Retailing Track**  
**Competitive Session**

**Session Chair:** Rich Brown, Freed-Hardeman University  
**Discussion Leader:** Susan Harmon, Middle Tennessee State University

- **Problems with E-retailing: Fixable and Fatal**  
  Timothy C. Johnston, University of Tennessee at Martin

- **Assortment Depth in Category Management: The Effects of Category Structure on Profitability**  
  Robert E. Stassen, University of Arkansas, Fayetteville, Elizabeth H. Creyer, University of Arkansas, Fayetteville, Matthew A. Waller, University of Arkansas, Fayetteville

### Student Projects: Issues and Ideas

**Friday, November 10**  
**4:45 p.m. – 6:00 p.m.**  
**Paradise D**  
**Marketing Education Track**  
**Competitive Session**

**Session Chair:** Rick Buehrer, University of Toledo  
**Discussion Leader:** William H. Bolen, Georgia Southern University

- **Improving Mail Survey Response Rates in Client Sponsored Academic Projects: The Case for Limiting Student Participation**  
  Chuck Comegys, Merrimack College

- **Student Perceptions of Group Projects**  
  Tekle Shanka, Curtin University of Technology, Perth, Australia

### Export Strategy Issues In Global Markets

**Friday, November 10**  
**4:45 p.m. – 6:00 p.m.**  
**Paradise E**  
**Global Track**  
**Competitive Session**

**Session Chair:** John B. Ford, Old Dominion University  
**Discussion Leader:** Van Wood, Virginia Commonwealth University

- **Analyzing ‘Ideal’ Markets and Selecting Target Markets for Exporting SME’s**  
  Allan Duckwitz, Queensland University of Technology, Antony Peloso, Queensland University of Technology, Christopher Davies, Queensland University of Technology, Shane Matthews, Queensland University of Technology,

- **An Investigation into U. K. SME's Decision to Discontinue Exporting**  
  Dave Crick, University of Central England
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| **Friday, November 10**  
  4:45 p.m. – 6:00 p.m. | Paradise F         | **Promotion Track**  
  **Competitive Session**  
  **Ethical and Clearance Issues in Advertising**  
  Session Chair: Denise Delorme, University of Central Florida  
  Discussion Leader: Mike Hyman, New Mexico State University  
  *Practical Intuitionism: A Modified Potter's Box Tackles Advertising Ethics*  
  Best Student Paper in Track  
  Loy Watley, Nebraska Wesleyan University  
  The Influence of Management Ethics, Station Policy and Market Forces on Television Advertising Clearance Decisions  
  Avery Abernethy, Auburn University  
  Jan LeBlanc Wicks, University of Arkansas |
| **Friday, November 10**  
  4:45 p.m. – 6:00 p.m. | Key Largo          | **Marketing Education Track**  
  **Competitive Session**  
  **Learning Tools in Marketing Education**  
  Session Chair: Nancy Marlow, Eastern Illinois University  
  Discussion Leader: Karen Stone, New Hampshire College  
  *An Inter/Intra-Disciplinary Approach to Marketing Pedagogy: Application in a New Product Development Course*  
  Paul J. Costanzo, Western New England College  
  James McKeon, Western New England College  
  *Impact of Quizzes on Student Performance: An Empirical Investigation*  
  Balasundram Maniam, Sam Houston State University  
  Sanjay S. Mehta, Sam Houston State University |
| **Friday, November 10**  
  4:45 p.m. – 6:00 p.m. | Key West           | **Services and Retailing Track**  
  **Competitive Session**  
  **Price Sensitivity and Repurchase Intention at Retail**  
  Session Chair: Carolyn Folkman Curasi, Berry College  
  Discussion Leader: Vicki Eveland, Mercer University  
  *A Comparative Analysis of Newspaper and Broadcast Advertising on Food Shoppers' Price Sensitivity: Implications for Retail Media Strategy*  
  Chris Enyinda, Alabama A&M University  
  Jungki Lee, Alabama A&M University  
  *Importance of Satisfaction and Accessibility to Repurchase Intentions: The Case of Coffee Shops*  
  Best Student Paper in Track  
  Marit Gundersen Engeset, Norwegian School of Hotel Management  
  Truls Engström, Norwegian School of Hotel Management |
| **Friday, November 10**  
  6:00 p.m. – 7:30 p.m. | President’s Suite  | **Society for Marketing Advances President’s Reception**  
  SMA gratefully acknowledges and thanks the University of Mississippi Center for Pharmaceutical Marketing and Management for sponsoring this reception. |
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<td><strong>Saturday, November 11</strong>&lt;br&gt;8:30 a.m. – 10:00 a.m. &lt;br&gt;<em>Boca Raton</em></td>
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<td><strong>Saturday, November 11</strong>&lt;br&gt;8:30 a.m. – 10:00 a.m. &lt;br&gt;<em>Cocoa</em></td>
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<td><strong>Saturday, November 11</strong>&lt;br&gt;8:30 a.m. – 10:00 a.m. &lt;br&gt;<em>Ft. Lauderdale</em></td>
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### Cross-Cultural Issues In Global Marketing

- **Session Chair:** Gerald Albaum, University of New Mexico
- **Discussion Leader:** Pervez Ghauri, University of Groningen

**Chinese Brand Naming: Linguistic Approach and Managerial Implications**
- Allan K.K. Chan, Hong Kong Baptist University
- Yue-Yuan Huang, Hong Kong Baptist University

**The Impact of Culture on Entrepreneurial Orientation: The Mediating Role of Locus of Control**
- Taliabek Osmonbekov, Georgia State University
- Christian Chelariu, Georgia State University
- Thomas Brashear, University of Massachusetts at Amherst
- Adriana Zait, “AI.I. Cuza” University

**A Small Business Perspective on Caribbean Markets: Important Areas for Future Research**
- J. Michael Weber, Barry University

### Thinking, Feeling, and Consuming

- **Session Chair:** Diana L. Haytko, Texas Christian University
- **Discussion Leader:** Gregory Martin, University of Western Florida

**Development of a Conceptual Framework of Consumer Beliefs Across Four Consumer Product Contexts**
- Elizabeth L. R. Elam, Western New England College

**What Does Commitment Beget? An Exploration of the Consequences of Customer Commitment**
- Pushkala Raman, Florida State University
- Kartik Pashupati, Florida State University

**Segmenting Women Bikers by their Activities, Interests, and Opinions Toward Bike Week**
- Jeff Allen, University of Central Florida
- Lori Summers, University of Central Florida, Daytona Beach
- Eric Vachon, University of Central Florida, Daytona Beach

### Internet Behavior and Integrating It Into Courses

- **Session Chair:** Frank J. Carmone Jr., Wayne State University
- **Discussion Leader:** Richard Slovacek, North Central College

**Privacy Concerns, Trust, and Online Behaviors**
- Xueming Luo, Louisiana Tech University

**Online Behavior: Assessment of Flow**
- Edmund K. Hershberger, Georgia State University
- Cristian Chelariu, Georgia State University

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<td>Moderator: William J. Kehoe, University of Virginia</td>
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<td>Panel: John H. Lindgren, Jr., University of Virginia&lt;br&gt;Milton M. Pressley, University of New Orleans</td>
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<td>An Investigation of Web Page Design and Operation to Facilitate Customer Service&lt;br&gt;Debra Zeitlin, Lucent Technologies, Inc.&lt;br&gt;Craig A. Kelley, California State University, Sacramento</td>
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<td>A Structural Equation Modeling Approach to Consumer Adoption of the Internet&lt;br&gt;Eun-Ju Lee, University of Tennessee&lt;br&gt;Jinkook Lee, University of Tennessee</td>
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<td>Internet Shopping Experience: Some Research Findings and A Proposed Model&lt;br&gt;Tung Zong “Donald” Chang, Metropolitan State College of Denver</td>
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<td>Marketing Case Analysis Using Cause-Effect Logic Diagrams&lt;br&gt;James T. Low, Wayne State University</td>
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<td>Brand Extension Evaluation: Comparing Concept Testing and “Real” Launch Conditions&lt;br&gt;Sophie Changeur, University of Florida&lt;br&gt;Dwight Merunka, University of Florida</td>
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<td>Factors that Stimulate General Pricing Strategies and Their Antecedents: Theory and Model Propositions&lt;br&gt;Stevie Watson, Mississippi State University</td>
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### Cultural Issues In Marketing Strategy

Session Chair: Laurie Babin, University of Southern Mississippi  
Discussion Leader: Denise DeLorme, University of Central Florida  
**How Climate, Socialization, and Values Acceptance Facilitate the Development of Interfunctional Coordination and the Role These Factors Play in Linking Culture to Performance**  
Barbara Ross Wooldridge, University of Texas at Tyler  
Barbara Dale Minsky, Troy State University  
**Marketing Rituals: A Link Between Organizational Culture and Marketing Performance**  
Andrea Scott, University of South Florida  
**Organizational Cultural Antecedents to Marketing Effectiveness in Regional Tourism Marketing Organizations**  
Robert D. Winsor, Loyola Marymount University  
Birgit Liesen, University of Wisconsin Oshkosh

### The International Salesperson: Experiences in Other Countries

Session Chair: John C. Hafer, University of Nebraska, Omaha  
Discussion Leader: Oscar W. DeShields, Jr., California State University Northridge  
**Selling Globally**  
Vince S. Daniels, Florida International University  
**Selling in Hong Kong**  
Sandra S. Liu, Hong Kong Baptist University  
**Selling in the United Kingdom**  
Nigel F. Piercy, Cardiff University  
**Selling in Mexico**  
Alberto Rubio-Sanchez, Purdue University

### The Delivery of Business Education through Multimedia Methods

Moderator: Mary F. Mobley, Augusta State University  
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
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<td>Service Business Relationships, Characteristics, and Innovations in Health Care and Other Industries</td>
<td>Kristy E. Reynolds, University of Central Florida</td>
<td>Roscoe Hightower, University of Akron</td>
<td>Rex Wilson, Teledata Concepts, Jeff Allen, University of Central Florida</td>
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<td>Predicting Hospitals’ Long-Range Intentions to Establish A Provider-Sponsored Organization (PSO)</td>
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<td>A Comparison of Services Business Characteristics: An U.S. Study of Hispanic and Anglo Health Care Providers</td>
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<td>A Typology of Customers’ Relationships with Their Service Providers</td>
<td>Robin A. Coulter, University of Connecticut, Mark Ligas, University of Connecticut</td>
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<tr>
<td>Ft. Lauderdale</td>
<td>Ethical Issues And Stakeholder Communications</td>
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