

Society for Marketing Advances 2002 Conference Program

--Wednesday, November 13--

Wednesday, 7:30 AM – 5:30 PM
Society for Marketing Advances 2002
Matrix Technology Group, Inc. Doctoral
Consortium

CITRUS

Chair: Greg W. Marshall, Oklahoma State
University

Wednesday, 8:00 AM – 5:00 PM
Fifth Annual Retail Strategy and
Consumer Decision Research Seminar
Sponsored by McGraw-Hill/Irwin

BANYAN

Co-Chairs: Barry Babin, University of Southern
Mississippi

Jean-Charles Chebat, HEC

Robert A. Robicheaux, University of Alabama

Wednesday, 11:00 AM – 3:00 PM
Society for Marketing Advances – Officer
Meeting

SPOTTED CURLEW

Wednesday, 11:45 AM – 1:15 PM
Luncheon – Doctoral Consortium and
Retail Seminar

GARDEN COURTYARD

By invitation only

Speaker: Michael R. Levy, *Journal of Retailing*

Wednesday, 6:00 PM – 7:30 PM
Society for Marketing Advances
Welcoming Reception

Sponsored by Sherwin-Williams

LONG KEY – BIRD KEY – INDIAN KEY

All conference attendees are invited

--Thursday, November 14--

Thursday, 7:30 AM – 12:00 PM
Society for Marketing Advances 2002
Matrix Technology Group, Inc. Doctoral
Consortium

CITRUS

Chair: Greg W. Marshall, Oklahoma State
University

Thursday, 8:30 AM – 6:00 PM
Exhibitors

JACARANDA FOYER

Thursday, 8:30 AM – 10:00 AM
1.1 Advertising Qualities and
Effectiveness

BANYAN

Chair: Yong Zhang, Hofstra University

Discussion Leader: Barbara Lafferty, University of
South Florida

Exploratory Examination of Visual Elements in Print
Advertisements

Kenneth E. Clow, University of North Carolina at
Pembroke

Donald P. Roy, Middle Tennessee State University

Lewis Hershey, University of North Carolina at
Pembroke

Hollywood Movies: An Analysis of Super Bowl
Advertising Effectiveness

Rama Yelkur, University of Wisconsin-Eau Claire

Chuck Tomkovick, University of Wisconsin-Eau
Claire

Patty Traczyk, University of Wisconsin-Eau Claire

Thursday, 8:30 AM – 10:00 AM
1.2 Understanding Retail Customers

GLADES

Session Chair: Jesse N. Moore, Clemson University

Discussion Leader: Marko Grünhagen, Clemson
University

Church-Connected Retailing Ventures: An
Exploratory Study

John B. Ford, Old Dominion University

Sandra Mottner, Western Washington University

Why Elderly Consumers are Important for Local
Small Retailers in Japan

Hisao Fujimoto, Osaka University of Economics,
Japan

Environmental Uncertainty and Scanning: Predicting
Holiday Shopping Behavior Post-9/11 Using Miller's
Scale

Ronald J. Kuntze, Northeastern University

Dan T. Dunn Jr., Northeastern University

Felicia G. Lask, Northeastern University

Society for Marketing Advances 2002 Conference Program

Thursday, 8:30 AM – 10:00 AM

1.3 Special Session: Internationalization of Business School and Marketing Programs: Alternative Paradigms and Funding Options

JASMINE

Session Chair: Erika Matulich, The University of Tampa

Panelists:

Danny Butler, Auburn University
Greg Martin, University of West Florida
Serge Matulich, Rollins College
Richard Sjolander, University of West Florida

Thursday, 8:30 AM – 10:00 AM

1.4 Special Session: The Many Faces of Online Consumer Research

PALM

Session Chair: Michael Solomon, Auburn University

Panelists:

Basil Englis, Berry College
Paula Harveston, Berry College
Hope Schau, Temple University
Michael Solomon, Auburn University

Thursday, 8:30 AM – 10:00 AM

1.5 Special Session: Ph.D. Project and Its Impact on Minority Recruitment and Retention

SABAL

Panelists:

Lenita Davis, University of Alabama
David Crockett, University of South Carolina
Cynthia Cano, University of South Florida
Leila Borders, University of New Orleans

Morning Break, 10:00 AM – 10:15 AM

Sponsored by Thomson/South-Western

Thursday, 10:15 AM - 11:45 AM

2.1 Consumer Behaviors Online: Drivers to Anomalies

BANYAN

Session Chair: John H. Summey, Southern Illinois University - Carbondale

Discussion Leader: Carolyn F. Siegel, Eastern Kentucky University

Psychological and Behavioral Drivers of Online Clothing Purchase

Leisa Flynn, Florida State University
Ronald E. Goldsmith, Florida State University

The Internet and Gender: Do Women and Men Differ in Purchase Behaviors and Motivations?

Jason E. Lueg, Mississippi State University

Reconciling Word-Of-Mouth Research With The Anomalies Of Cyberspace

Kenneth V. Henderson, Morehead State University
Barbara M. Lyons, Morehead State University

Thursday, 10:15 AM - 11:45 AM

2.2 Distinguished Teaching Competition Sponsored by Sherwin-Williams

GLADES

Session Chair: Ralph Jackson, University of Tulsa

Finalists:

Richard W. Easley, Baylor University
Ronald Kuntze, Northeastern University
Mandeep Singh, Western Illinois University
Tracy Tuten Ryan, Virginia Commonwealth University

Judges:

Bill Pride, Texas A & M University
O.C. Ferrell, Colorado State University
Buddy LaForge, University of Louisville
Erika Matulich, The University of Tampa
Tracy Suter, Oklahoma State University
Linda Swayne, Univ. of North Carolina at Charlotte

Thursday, 10:15 AM - 11:45 AM

2.3 International Challenges for the Firm

JASMINE

Session Chair: Jae Suh, Kansas State University

Discussion Leader: John Branch, Washington University

Internationalization, Organizational Learning, and New Venture Success: A Contingency Perspective
Poh-Lin Yeoh, Bentley College

The Delivery of Products Through International Retailing: A Services Marketing Perspective
Lou Turley, Western Kentucky

International Joint Ventures: Review and Conditions of Success

Ziad Swaidan, Jackson State University
Jean Baptiste K. Dodor, Jackson State University

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Thursday, 10:15 AM - 11:45 AM

2.4 Enhancing Educational Experiences

PALM

Session Chair: Earl Honeycutt, Elon University

Discussion Leader: Karen Stone, Southern New Hampshire University

Changes in College Student Composition & Implications for Marketing Education

Sarath Nonis, Arkansas State University

Melodie Philhours, Arkansas State University

Gail Hudson, Arkansas State University

Joe Teng, Barry University

It's Not Just How You Teach but Who You Teach that Matters

Kimberly Grantham, Clark Atlanta University

Tarek Grantham, University of Georgia

Service Learning in the Marketing Curriculum

Faye McIntyre, State University of West Georgia

Robert Hite, State University of West Georgia

Deborah Webb, State University of West Georgia

Thursday, 10:15 AM - 11:45 AM

2.5 External Issues in Strategic Marketing Planning

SABAL

Session Chair: Beverly T. Venable, East Carolina University

Discussion Leader: Rachel K. Smith, University of Arkansas - Little Rock

Prescription versus Over-the-Counter Medications: Are Perceptions of the Consequences of Drug Instruction Noncompliance Different?

Amanda B. Bower, Washington and Lee University

Stacy Landreth, Villanova University

Sustaining Competitive Advantage During an Economic Recession: Conceptualization and Propositions

Pataradech "Tony" Srisupandit, Mississippi State University

Brian T. Engelland, Mississippi State University

Thursday, 11:45 AM – 1:15 PM

Society for Marketing Advances Fellows Luncheon

COMPASS

By invitation

Thursday, 1:15 PM – 2:45 PM

3.1 Special Session: Business Process Management and the Relationship to Marketing Automation

BANYAN

Session presented by Matrix Technology Group, Inc., a leading developer of interactive process management and marketing automation software systems. Matrix is the sponsor of the Society's Doctoral Consortium.

Speakers:

Mark Brumby, Chief Operating Officer, Matrix Technology Group, Inc.

Jason Dresden, Vertical Market Specialist, Matrix Technology Group, Inc.

Thursday, 1:15 PM – 2:45 PM

3.2 A Look at Dissatisfied Service Customers

GLADES

Session Chair: Carol Megehee, University of South Alabama

Discussion Leader: Nicole Hoffman, Mississippi State University

An Exploration of Causes of Dissatisfaction Among Customers in Subordinate Roles

Jungki Lee, Alabama A&M University

The Effects of an Apology on a Retail Incidence of Product Failure

Randi Priluck, Pace University

Seeing the World Through Colored Glasses: Do Angry Customers Stereotype Service Providers?

Maria Kalamas, Concordia University

Thursday, 1:15 PM – 2:45 PM

3.3 Taking a Fresh Look at Scales & Techniques

JASMINE

Chairperson: Jeff W. Totten, Southeastern Louisiana University

Discussion Leaders: Leisa Flynn, Florida State University and Ron Bush, University of West Florida

The Exact Partitioning of Chi-Square Contingency Tables in Marketing Research

Sam Cousley, University of Mississippi

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Item Response Theory and Hierarchical Factor Analysis: A Comparison in the Measurement of Consumer Alienation

Pingjun Jiang, Columbus State University
Johnny C. Ho, Columbus State University

Perceptions of Differences Among Countries: Development of a Scale

John D. Mittelstaedt, Clemson University
Christopher D. Hopkins, Clemson University
Mary Ann Raymond, Clemson University

Thursday, 1:15 PM – 2:45 PM

3.4 Understanding Advertising and Promotional Devices

PALM

Session Chair: Leopoldo Arias Bolzmann,
Universidad Adolfo Ibanez, Chile

Discussion Leader: Leopoldo Arias Bolzmann,
Universidad Adolfo Ibanez, Chile

Preliminary Results from Examinations of Relatedness Between Direct Consumer Premiums and Promoted Products

Joseph Jones, North Dakota State University

The Effect of Endorser Behavior on Brand Attitudes: The Moderating Role of Product Knowledge

Andrew Cudmore, Florida Institute of Technology
Scott D. Swain, University of South Carolina
Karen L. Becker-Olsen, New York University

How Influential are Endorser Attractiveness and Corporate Credibility when Innovators React to Advertisements for a New High-Technology Product?

Barbara Lafferty, University of South Florida
Ronald Goldsmith, Florida State University

Thursday, 1:15 PM – 2:45 PM

3.5 Successful Selling in a Variety of Sales Environments

SABAL

Chair: Alan J. Bush, University of Memphis

Discussion Leader: Sue DelVecchio, East Carolina University

Salespeople's Expectations About the Cross-Cultural Sales Interaction

Lucette B. Comer, Purdue University
J.A.F. Nicholls, Florida International University

Examining Salesperson Attributions of Performance Appraisals: Evidence of the Self-serving Attribution Bias

Mark P. Leach, Loyola Marymount University
Annie H. Liu, Loyola Marymount University
Robert D. Winsor, Loyola Marymount University

The Mediating Role of Working Relationship Quality Between Adaptive Selling Behavior and Its Consequences: Performance and Job Satisfaction

Jeong Eun Park, University of Alabama
George D. Deitz, University of Alabama

Thursday, 1:15 PM – 2:45 PM

3.6 Special Session: Business Education in the 21st Century: A View from the Top

CITRUS

Session Chair: Paul Solomon, University of South Florida

Panelists:

Robert L. Anderson, Dean, College of Business, University of South Florida
Robert F. Lusch, Dean, M.J. Neeley School of Business, Texas Christian University
John F. Tanner, Associate Dean, Hankamer School of Business, Baylor University

Thursday, 1:15 PM – 2:45 PM

3.7 Special Session: A Different Kind of Store: Online Auctions

SAWGRASS

Session Chair: Bruce Weinberg, Bentley College

Panelists:

Lenita Davis, University of Alabama
Ajit Kambill, Accenture

Thursday, 3:00 PM – 4:30 PM

4.1 Houghton Mifflin Pride Ferrell Innovations in Teaching Competition (Session I)

BANYAN

Session Chair: Erika Matulich, University of Tampa

RISK: Using the Game of Global Domination™ for Teaching Marketing Strategy

John Branch, Washington University – St. Louis

The Wonderful World of Barbie

Catharine Curran, Creighton University

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Developing a Personal Strategic Plan in the Introduction the Marketing Course

Lee R. Duffus, Florida Gulf Coast University

Exemplum Docent: Improving Student Learning Outcomes by Helping Students Help Themselves Learn

Lori S. Feldman, Purdue University – Calumet

A “Real World” Experiential Exercise: Using a Multi-Class, Multi-Disciplinary Project to Enhance Student Learning

Joe Hanna, Auburn University

J. Ford Laumer, Jr., Auburn University

Thursday, 3:00 PM – 4:30 PM

4.2 Special Session: Developing New Products: It Takes More Than Just a Good Product

GLADES

Session Chair: Brent M. Wren, University of Alabama – Huntsville

Panelists:

David Berkowitz, University of Alabama in Huntsville

Tania Bucic, University of Technology, Sydney

Siegfried P. Gudergan, University of Technology, Sydney

Kenneth Miller, University of Technology, Sydney

Thursday, 3:00 PM – 4:30 PM

4.3 Technology and Internet Applications in Marketing

JASMINE

Session Chair: Thomas Baker, University of North Carolina at Wilmington

Discussion Leader: Gail Zank, Southwest Texas State University

A Marketing Utility Model of Internet Implementation and Adoption

John W. Story, The University of Texas at San Antonio

Is Technology Improving Customer Service for Bank Clients: A Preliminary Investigation

Mathew Joseph, Georgia College and State University

George Stone, Georgia College and State University

Essam Ibrahim, University of Strathclyde

The Effect of Human Encounter and Technological Encounter on Consumer Overall Service Satisfaction

Bidisha Burman, Louisiana State University

Christina S. Rodrigue, Louisiana State University

Thursday, 3:00 PM – 4:30 PM

4.4 Culture and the Firm

PALM

Session Chair: Mary Conway Dato-on, Northern Kentucky University

Discussion Leader: Ahmet Kirca, University of South Carolina

Approaches to Communicating Corporate Citizenship in Latin Cultures

Maud Tixier, ESSEC Business School

Identifying and Defining Culti-Units in Transitional Economies

Shawn Thelen, Hofstra University

Time Management Practices and Job Outcomes: A Cross-Cultural Investigation

Sarath A. Nonis, Arkansas State University

Joe Teng, Barry University

Thursday, 3:00 PM – 4:30 PM

4.5 Consumer Buy-in: Donations and Brands

SABAL

Session Chair: John R. "Rusty" Brooks, Jr., Houston Baptist University

Discussion Leader: Pamela A. Kennett, University of New Orleans

Cause-Related Message Framing: Its Effect on the Likelihood of Participating in Donation Exchanges

Neel Das, Louisiana State University

Anthony G. Kerr, Louisiana State University

The Effects of Consumer's Knowledge, Race, and Behavior on Trust, Attitudes, and Involvement With Organ Donor Programs

Jeff Allen, University of Central Florida

Danny Butler, Auburn University

The Underlying Dimensions of Brands: An Exploratory Examination

Nicole P. Hoffman, Mississippi State University

Collin M. Zirkle, Mississippi State University

Society for Marketing Advances 2002 Conference Program

Thursday, 3:00 PM — 5:00 PM

4.6 Special Session: Society for Marketing Advances Annual “Meet the Editors”

SAWGRASS

Session Chair: John B. Ford, Old Dominion University

Editors:

Wesley J. Johnston, *Journal of Business and Industrial Marketing*

Peter J. LaPlaca, *Industrial Marketing Management*

Michel Laroche, *Journal of Business Research*

Michael R. Levy, *Journal of Retailing*

Greg W. Marshall, *Journal of Personal Selling & Sales Management*

Bruce Stern, *Marketing Education Review*

Thursday, 5:00 PM – 6:00 PM

5.1 Elsevier Science, Inc. Distinguished Scholars Series

BANYAN – CITRUS - GLADES

Chair: Arch Woodside, Boston College

Resource-Advantage Theory: Toward a General Theory of Marketing

Shelby D. Hunt, Texas Tech University

--Friday, November 15--

Friday, 7:15 AM – 8:30 AM

Society for Marketing Advances Past Presidents Breakfast

COMPASS

By invitation

Friday, 8:30 AM – 5:00 PM

Exhibitors

JACARANDA FOYER

Friday, 8:30 AM – 10:00 AM

6.1 The Impact of Electronic Technologies on Supply Chain Management

SABAL

Session Chair: Chris I. Enyinda, Alabama A & M University

Discussion Leader: John Andy Wood, Georgia State University

Internet as an Alternate Channel: The Long-Term Manufacturer-Dealer Relationship in the Electronic Commerce Setting

Sertan Kabadayi, Baruch College

Managing Interfirm Communication Strategies in the Age of Electronic Business

Thomas C. Boyd, California State University, Fullerton

Andrew J. Rohm, Northeastern University

Daniel W. Dunn, Northeastern University

Transportation Industry Websites Revisited: Has the Industry Changed?

Ronn J. Smith, Washington State University

Daniel F. Lynch, Michigan State University

Alexander E. Ellinger, University of Alabama

Friday, 8:30 AM – 10:00 AM

6.2 Special Session: Marketing Advances in China (Part 1)

PALM

Session Chair: Richard Su, Marketing Consultant, Shanghai, China

Panelists:

Chinese Business Executives

Recipient(s) of Golden Tripod Marketing Award

Friday, 8:30 AM – 10:00 AM

6.3 Special Session: Current Research in Services Marketing and Advice for Publishing

JASMINE

Session Chair: Rachel Smith, University of Arkansas at Little Rock

Panelists:

It's All at the Mall: Exploring Teen Girls' Shopping Experiences

Diana Haytko, Texas Christian University

Julie Baker, University of Texas – Arlington

Service Boundaries Extended: Some Negatives in CRM and On-Line Retailing

Sharon E. Beatty, University of Alabama

Recent Research on Technology in Service Delivery

Pratibha Dabholkar, University of Tennessee

Society for Marketing Advances 2002 Conference Program

Friday, 8:30 AM – 10:00 AM

6.4 Cultural Differences and Consumer Behavior

GLADES

Session Chair: Rama Yelkur, University of Wisconsin - Eau Claire

Discussion Leader: Tammy Crutchfield, Mercer University

Language Differences And Multicountry Diffusion Of Innovations

Sertan Kabadayi, Baruch College

The Cola Wars: A Qualitative Study of Young Cola Drinkers in Belgium

John Branch, Washington University

Cédric Mourlon Beernaert, Vrije Universiteit Brussel

Brenda Frixia, Vrije Universiteit Brussel

Marianne Hoffmann, Vrije Universiteit Brussel

Oriana Molino, Vrije Universiteit Brussel

An Exploratory Study of Consumer Ethnocentrism Among Western Canadians

Troy Festervand, Middle Tennessee State University

Friday, 8:30 AM – 10:00 AM

6.5 Houghton Mifflin Pride Ferrell Innovations in Teaching Competition (Session II)

CITRUS

Session Chair: Erika Matulich, The University of Tampa

Branding: There's More to it than Meets the Eye, A Brand Personality Activity

Rob Moore, Mississippi State University

Selling Magazine Audiences to Advertisers: An Exercise in the Components of a Media Kit

Deborah M. Moscardelli, Central Michigan Univ.

Starving Student Productions: An Integration of Entrepreneurship and Introduction to Marketing

Linda E. Parry, Western Kentucky University

Felicia G. Lassk, Northeastern University

The Competitive Strategy Analyzer

Donald R. Self, Auburn University - Montgomery

Elizabeth J. Weiner, University of Alabama

Kevin W. Dunlop, Auburn University -

Montgomery

Demonstrating Marketing Concepts Using Online Auctions: An Experiential Approach

Charles Wood, University of Tulsa

Ronald D. Taylor, Mississippi State University

Friday, 8:30 AM – 10:00 AM

6.6 Habit, Class, and Persuasive Effects on Consumer Behaviors

BANYAN

Session Chair: Bruce L. Stern, Portland State University

Discussion Leader: Valerie A. Taylor, University of Tennessee at Chattanooga

The Effect of Habit in Electronic Game Machine Betting

Bill Jolley, University of Western Australia

Dick Mizerski, University of Western Australia

Katherine Mizerski, Edith Cowan University

Social Class To Cultural Capital Influences On

Consuming Performing Arts: Deepening the

Contributions of Veblen, Weber, Bourdieu, and Holt

Marylouise Caldwell, University of New South

Wales

Arch G. Woodside, Boston College

Resistance to Persuasion: The Effect of

Counterattitudinal Information on the Current and

Sweta Chaturvedi, Louisiana State University

Friday, 10:15 AM – 11:45 AM

7.1 Elsevier Science, Inc. Distinguished Scholars Series

BANYAN

Chair: Arch Woodside, Boston College

The Photo-Assisted Auto-Ethnography of Customer Value

Morris Holbrook, Columbia

Friday, 10:15 AM – 11:45 AM

7.2 Special Session: Marketing Advances in China (Part 2)

PALM

Session Chair: Richard Su, Marketing Consultant, Shanghai, China

Panelists:

Chinese business executives

Recipient(s) of Golden Tripod Marketing Award

Society for Marketing Advances 2002 Conference Program

Friday, 10:15 AM – 11:45 AM

7.3 Sources of Competitive Advantage in Retailing: Technology and Pricing

JASMINE

Session Chair: Christopher J. Hopkins, Clemson University

Discussion Leader: Jesse N. Moore, Clemson University

Technology-Based Self-Service: Toward a New Retail Format

Ismet Anitsal, University of Tennessee, Knoxville
Mark A. Moon, University of Tennessee, Knoxville
M. Meral Anitsal, University of Tennessee, Knoxville

Electronic Data Interchange in Retail Supply Chain Management

Carl L. Witte, Roosevelt University
Marko Grünhagen, Clemson University
Tom Barber, University of Nebraska - Lincoln

How Accurate Are Reference Prices in Retail Stores?

Richard Clodfelter, University of South Carolina
Deborah Fowler, University of South Carolina

Friday, 11:45 AM – 1:15 PM

Society for Marketing Advances Luncheon

TARPON KEY – SAYER KEY

All conference attendees are invited

Friday, 1:30 PM – 3:00 PM

8.1 Society for Marketing Advances Business Meeting

SABAL

Friday, 1:30 PM – 3:00 PM

8.2 Special Session: Bridging the Gap Between Marketing and Technology – A University Certificate Program for Marketing Automation

PALM

Session presented by Matrix Technology Group, Inc., a leading developer of interactive process management and marketing automation software systems. Matrix is the sponsor of the Society's Doctoral Consortium.

Speakers:

Kathy Perry, Sr. Vice President, Matrix Technology Group, Inc.

Rachel Delaby, Training Coordinator, Matrix Technology Group, Inc.

Friday, 1:30 PM – 3:00 PM

8.3 Special Session: Non-Response Crisis in Survey Research: What the Research Industry is Doing

JASINE

Session Chair: Jeff W. Totten, Southeastern Louisiana University

Panelists:

Kathy Pilhuj, Council for Marketing and Opinion Research, Inc. (CMOR)

Bill MacElroy, Interactive Marketing Research Organization (IMRO)

Jeff W. Totten, Southeastern Louisiana University

Friday, 1:30 PM – 3:00 PM

8.4 Collaboration in Business-to-Business Markets

GLDES

Session Chair: Daniel F. Lynch, Michigan State U.

Discussion Leader: Howard Ling, University of North Carolina at Pembroke

An Examination of the Antecedents of Marketing/Logistics Collaborative Behavior

John D. Hansen, University of Alabama

Alexander E. Ellinger, University of Alabama

Networks in Multi-Stage Industrial Channels

Hisao Fujimoto, Osaka University of Economics

Averting the Sting of Bullwhip Effects in Supply Chain Management Through Collaborative B2B E-Commerce

Chris I. Enyinda, Alabama A & M University

Friday, 1:30 PM – 3:00 PM

8.5 Special Session: Innovative Approaches to Teaching Marketing Strategy

CITRUS

Session Chair: Don Roy, Middle Tennessee State University

Panelists:

O.C. Ferrell, Colorado State University

Michael D. Hartline, Florida State University

Gail Zank, Southwest Texas State University

Society for Marketing Advances 2002 Conference Program

Friday, 1:30 PM – 3:00 PM

8.6 The Web of Advertising and Branding

BANYAN

**Session Chair: Charles Bodkin, University of
North Carolina at Charlotte**

**Discussion Leader: Charles Bodkin, University of
North Carolina at Charlotte**

*Are Web Sites and Toll Free Numbers Promoted
Equally in Business and Consumer Magazine
Advertisements: An Empirical Study*

Gordon G. Mosley, Troy State University

*Banner Ad Effectiveness: Lessons from 10,000 Banner
Ads*

Edmund K. Hershberger, Georgia State University
Naveen Donthu, Georgia State University
Ritu Lohtia, Georgia State University

*Online Choice Restriction and Friction: Reversing the
Expected Positive Association Between Trusted
Brands and An Unknown Products*

Kevin J Shanahan The University of Texas at Tyler
Charles M. Hermans , Southwest Missouri State
University
Barbara Ross-Wooldridge, The University of Tampa

*The Role of Brand Name in Online Customization
Decisions ---Conceptualization and Empirical Testing*
Pingjun Jiang, Columbus State University

Friday, 3:15 PM – 4:45 PM

9.1 Special Session: Selling Skills for the 21st Century: Academic and Practitioner Perspectives

SABAL

**Session Chair: Felicia Lassk, Northeastern
University**

Panelists:

Terry Loe, Baylor University
Andy Rohm, Northeastern University
Dave Doherty, Arrow Electronics

Friday, 3:15 PM – 4:45 PM

9.2 Advertising on Billboards and the Big Screen

PALM

**Session Chair: John Ford, Old Dominion
University**

**Discussion Leader: Ron Goldsmith, Florida State
University**

*Antecedents of Message Comprehension in Billboard
Advertising*

Randi Priluck, Pace University

*Attracting Young Adults to the Movies: An
Exploratory Investigation of Motion Picture
Communications*

Chad Kafka, Bradley University
Donna J. Hill, Bradley University

Friday, 3:15 PM – 4:45 PM

9.3 Institution Related Issues

JASMINE

**Session Chair: Tarek Grantham, University of
Georgia**

**Discussion Leader: Erika Matulich, The University
of Tampa**

Selecting the Right School for Doctoral Study

Brian Engelland, Mississippi State University
Collin Zirkle, Mississippi State University

*Efficacy of Group Projects in Support Skill
Acquisition*

Lisa Scribner, University of North Carolina at
Wilmington
Thomas Baker, University of North Carolina at
Wilmington
Vince Howe, University of North Carolina at
Wilmington

*An Examination of Factors that Affect Perceived
Value & Retention of Textbooks & Course Packets*

Ramaprasad Unni, Portland State University
Bruce Stern, Portland State University
Nathan Stevens, Portland State University
Robin Sena, Portland State University

Friday, 3:15 PM – 4:45 PM

9.4 Coping Consumers: Stress, Downturns, and Dissatisfaction

GLADES

**Session Chair: Shelley M. Rinehart, University of
New Brunswick - Saint John**

**Discussion Leader: Deborah M. Moscardelli,
Central Michigan University**

*Attributional Disconfirmation: A Proposed
Framework for Customer Satisfaction*

F. Mark Case, Old Dominion University

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*A Proposed Model of Consumer Behavior in
Economic Downturns*

Robert Moore, Mississippi State University
Melissa Moore, Mississippi State University
Pataradech (Tony) Srisupandit, Mississippi State
University

*The Impact of Explanatory Style on Event-Induced
Stress: Buying-Related Manifestations of Coping
Behavior*

Pamela A. Kennett, University of New Orleans
Julie Z. Sneath, LaGrange College

Friday, 3:15 PM – 4:45 PM
**9.5 Current Issues in Healthcare
Marketing**

CITRUS

**Session Chair: Linda Ferrell, University of
Wyoming**

**Discussion Leader: Gail Zank, Southwest Texas
State University**

Keys in Healthcare Marketing

Pamela Kenneth, University of New Orleans
Steve Henson, University of New Orleans
Stephen Crow, University of New Orleans
Sandra Hartman, University of New Orleans

Brand Dilution in Healthcare Partnerships

Andrew Cudmore, Florida Institute of Technology

*An Exploratory Look at Perceptions of Healthcare for
Caucasians versus African-Americans: Implications
for Healthcare Marketing Strategy*

Delonia Minor, University of Memphis
Alan J. Bush, University of Memphis

Friday, 3:15 PM – 4:45 PM
**9.6 Special Session: Trends in Doctoral
Education: Global Perspectives**

BANYAN

Panelists:

Arthur Money, Henley Management College
Phillip Samouel, Kingston University
Joe Hair, Louisiana State University

Friday, 6:00 PM – 7:30 PM
**Society for Marketing Advances
President's Reception**
PRESIDENT'S SUITE
All conference attendees are invited

--Saturday, November 16--

Saturday, 8:00 AM – 5:00 PM
**2002 Direct Selling Education Foundation
(DSEF) Marketing Academic Seminar: The
Best of Direct Selling and Sales**

SAWGRASS
By invitation

Saturday, 8:30 AM – 11:30 AM
**Society for Marketing Advances Officer
Meeting**

SPOTTED CURLEW
By invitation

Saturday, 8:30 AM – 10:00 AM
**10.1 Developing Communication
Programs to Support Marketing Strategy**

BANYAN

**Session Chair: Don Roy, Middle Tennessee State
University**

**Discussion Leader: Rhea Ingram, Columbus State
University**

*The Name Game: Renaming New Hampshire College
- A Case Study*

Karen C. Stone, Southern New Hampshire
University

*Inter-Sponsor Transfer Process of Corporate Image:
Rethinking Sponsorship as Source of Competitive
Advantage*

Francois A. Carrillat, University of South Florida
Eric G. Harris, University of South Florida

*Consumers' Perceptions of Cause-Related Marketing:
When Does the Importance of the Cause Matter?*

Barbara A. Lafferty, University of South Florida
Erika Matulich, University of Tampa

*Using Database Marketing to Derive Customer
Value: An Approach to Segmentation*

Derrick Deslandes, Florida State University

Society for Marketing Advances 2002 Conference Program

Saturday, 8:30 AM – 10:00 AM

10.2 Firm Performance and Customer Retention in Professional Services

CITRUS

Session Chair: Pam Kennett, University of New Orleans

Discussion Leader: Tammy Crutchfield, Mercer University

A Proposed Multivariate Probit Model to Determine Customer Retention Probability During Service Provider Defection

Melissa Moore, Mississippi State University
Robert Moore, Mississippi State University
Michael Capella, Mississippi State University

The Impact of Perceived Similarity on Perceptions of Professional Service Firm Performance

Deborah Spake, University of South Alabama
Tammy Crutchfield, Mercer University
Giles D'Souza, University of Alabama

Using the Incomplete Information Framework to Determine Sources of Competitive Advantage for Product Development in Professional Services

Rachel K. Smith, University of Arkansas at Little Rock
Carol C. Bienstock, University of Memphis
Doug Smith, TD Capital Management LLC

Saturday, 8:30 AM – 10:00 AM

10.3 Strategic Issues in Ecommerce

GLADES

Session Chair: John Branch, Washington University

Discussion Leader: Tom DeWitt, Florida State University

First-Mover Advantage, Entry Barriers and the Internet

Bidisha Burman, Louisiana State University

An Analysis of Trust and Price Sensitivity on the Internet: The Effect of Perceived Risk

José Mauro C. Hernandez, EAESP/FGV -Brazil

Airline Web Sites: A Descriptive Analysis with Normative Implications

C. Michael Powell, North Georgia College and State University
Martha Merritt, North Georgia College and State University

Consumer Loyalty in an Online Environment: The Effects of Price Discrimination and Causal Attribution

Fernando Jaramillo, University of South Florida
Cynthia Cano, University of South Florida

Saturday, 8:30 AM – 10:00 AM 10.4 Current Issues in Marketing Education

JASMINE

Session Chair: Kim Grantham, Clark Atlanta University

Discussion Leader: Faye McIntyre, State University of West Georgia

Creating a Value Driven University

Susan Steiner, University of Tampa
Michael Hyman, New Mexico State University

Separating the Wheat from the Chaff

Enrique Mobarec, Universidad de Chile
Sergio Olvarrieta, University de Chile

The Impact of Machiavellianism on Prescribed Punishment for Unethical Retail Behavior

Charles D. Bodkin, University of North Carolina at Charlotte
Robert A. Giacalone, University of North Carolina at Charlotte

Saturday, 10:15 AM – 11:45 AM

11.1 The Impact of Information and Market Moves in Marketing Strategy

BANYAN

Session Chair: Daniel Ladik, University of South Florida

Discussion Leader: Ahmet Kirca, University of South Carolina

Active Scanning – Elixir or Cure for Interpreting Rapidly Changing Markets

Michael Nastanski, Saint Leo University

First Mover Advantages – Where We Are and Where We Need To Go

Tarek T. Mady, Old Dominion University

Society for Marketing Advances 2002 Conference Program

Multimarket Contact: Identification of Moderating Variables that Reduce Mutual Forbearance

Sweta Chaturvedi, Louisiana State University

Saturday, 10:15 AM – 11:45 AM

11.2 Special Session: Evaluation of Advertising

CITRUS

Session Chair: Margy Conchar, University of North Carolina at Charlotte

Panelists:

Developing and Evaluating Not-for-Profit Campaigns

Denise DeLorme, University of Central Florida

The Implications of Signaling Theory to Investor Evaluation of Advertising Campaigns

George M. Zinkhan, University of Georgia

Charles D. Bodkin, University of North Carolina at Charlotte

Advertising and Promotional Expense Reporting on the Income Statement: Material Information to Shareholders

Dahlia Robinson, Arizona State University

Margy Conchar, University of North Carolina at Charlotte

Saturday, 10:15 AM – 11:45 AM

11.3 Strategic Issues in Business-to-Business Marketing

GLADES

Session Chair: Paul Clark, Indiana State University

Discussion Leader: Hisao Fujimoto, Osaka University of Economics

Governance of Export Channels to Transitional Economies: Impact of Market Characteristics on Business Performance

Cristian Chelariu, York University

Daniel C. Bello, Georgia State University

David I. Gilliland, Colorado State University

First Mover Advantage: An Industrial Buyer Behavior Perspective

Howard G. Ling, University of North Carolina at Pembroke

Organizational Configurations and Firm Size as Antecedents to Buying Centers' Size and Structure

John Andy Wood, Georgia State University

Saturday, 10:15 AM – 11:45 AM

11.4 Special Session: Consumer Online Privacy Fears: Hype or Reality?

JASMINE

Session Chair: Deborah M. Moscardelli, Central Michigan University

Panelists:

Deborah M. Moscardelli, Central Michigan University

Carolyn F. Siegel, Eastern Kentucky University

Hugh G. Daubek, Purdue University Calumet

Thanks for your participation!

***Make plans to attend the next
Society for Marketing Advances
Conference***

***New Orleans, LA
November 5-8, 2003.***