

***Society for Marketing Advances
2005 Conference
The Sheraton Gunter Hotel
San Antonio, Texas
November 2-5, 2005***

Program Chair: Brian T. Engelland, Mississippi State University

WEDNESDAY, NOVEMBER 2, 2005

Wednesday, 8:30 AM – 5:30 PM

Society for Marketing Advances Doctoral Consortium

Mahncke Room (Third Floor)

Session Chairs: Debbie McAlister, Texas State University
John R. "Rusty" Brooks, Houston Baptist University

Wednesday, 8:00 AM – 5:30 PM

Eighth Annual Retail Strategy and Consumer Decision Research Seminar

Sponsored by HEC-Montreal

Alamo Room (Third Floor)

Co-Chairs: Barry Babin, University of Southern Mississippi
Jean-Charles Chebat, HEC-Montreal
Robert A. Robicheaux, University of Alabama Birmingham

Wednesday, 11:00 AM – 3:00 PM

SMA Officer Meeting

Lee Room (Third Floor)

Presiding: Joe F. Hair, Jr., Louisiana State University

Wednesday, 11:45 AM – 1:15 PM

Doctoral Consortium Luncheon

Quadrangle Room (Third Floor)

Consortium Fellows and Consortium Faculty only

Wednesday, 3:00 PM to 7:00 PM

SMA Conference Registration and Exhibits

Ludwig's Room (Second Floor)

Wednesday, 3:00 PM – 7:00 PM

SMA Academic Placement Service

Magnolia Room (Second Floor)

Wednesday, 6:00 PM to 7:30 PM

SMA Welcoming Reception

Ludwig's Room (Second Floor)
All conference attendees are invited

THURSDAY, NOVEMBER 3, 2005

Thursday, 8:00 AM – 5:00 PM
SMA Conference Registration and Exhibits
Ludwig's Room (Second Floor)

Thursday, 8:00 AM – 5:00 PM
SMA Academic Placement Service
Magnolia Room (Second Floor)

Thursday, 8:30 AM – 10:00 AM
Society for Marketing Advances Doctoral Consortium
Mahncke Room (Third Floor)
Session Chairs: Debbie McAlister, Texas State University
 John R. "Rusty" Brooks, Houston Baptist University

Thursday, 8:30 AM – 10:00 AM
1.1 Special Session: Blogs, Blogging and Blogosphere: Current State and Future Directions
Alamo Room (Third Floor)
Session Chairs: John Branch, Washington University, St. Louis
 Andrew Kaikati, Accenture and Washington University in St. Louis

Thursday, 8:30 AM – 10:00 AM
1.3 Session: Cases on the Power of the Entrepreneurial Spirit
Baker Room (Third Floor)
Session Chair: Jamie Ressler, Palm Beach Atlantic University

"Southern Pizza, Inc.: The Case of an Innovative Franchisee"
Tará Burnthorne Lopez, University of Southern Mississippi

"Starbucks: Coffee in the Fastlane"
Bridget Satinover, The University of Tampa
Barbara Ross Wooldridge, The University of Tampa

"Hidden Cove Surf Shop's Relocation Issues"
Dana Richardson, University of South Carolina
Deborah C. Fowler, University of South Carolina

Discussion Leader: Ellen Moore, University of South Carolina

Thursday, 8:30 AM – 10:00 AM

**1.4 Session: Methodological and Analytical Research Issues
Quadrangle Room (Third Floor)**

Session Chair: Christopher D. Hopkins, Clemson University

“Analyzing Auction Data: What Doesn’t Sell Could Matter”

Bruce L. Alford, Louisiana Tech University

Otis W. Gilley, Louisiana Tech University

Charles M. Wood, University of Tulsa

“Tandem Prenotification Techniques and University Sponsorship: An Examination of Mail Survey Response Rates”

Daniel M. Ladik, Suffolk University

François A. Carrillat, HEC Montréal

Paul J. Solomon, University of South Florida

“Students’ Perception of Corporate Social Responsibility: Implications for Business School Pedagogy”

Iris Jenkel, St. Norbert College

Paul Ngo, St. Norbert College

David Wicks, Saint Mary’s University

Discussion Leader: Laurie Babin, University of Southern Mississippi

Thursday, 8:30 AM – 10:00 AM

**1.5 Session: Consumer Trust, Involvement, and Other Characteristics
Relating to Online Patronage**

Trail Driver Room (Third Floor)

Session Chair: Wenyu Dou, City University of Hong Kong

“Consumers Involvement, Product-Class Knowledge and the Choice of Information Source”

Sertan Kabadayi, Fordham University

“Online Patronage Intentions And Hispanics”

Pradeep Korgaonkar, Florida Atlantic University

Ronnie Silverblatt, Florida International University

Enrique Becerra, Florida Atlantic University

“An Integrative Model of Consumer Trust in an E-Retailer”

Cuiping Chen, The University of Arizona

Matthew O'Brien, Department of Marketing

Discussion Leader: Adel El-Ansary, University of North Florida

Thursday, 8:30 AM – 10:00 AM

1.6 Session: Structure Conduct and Performance in Supply Chain Management

Frontier Room (Third Floor)

Session Chair: R. Glenn Richey, University of Alabama

“Supply Chain Partnerships - A Question of Intra and Inter-Organization?”

Herbert Kotzab, Copenhagen Business School

Luise Noring Marguerre, The Copenhagen Business School

“Supply Chain Coordination: Allocations, Limitation, and Impediments”

Tom Robbins, Pennsylvania State University

“The Concept of Supply Chain Flexibility”

Stefan Genchev, The University of Oklahoma

Haozhe Chen, The University of Oklahoma

Anthony S. Roath, The University of Oklahoma

R. Glenn Richey, The University of Alabama

Discussion Leader: Mert Tokman

Thursday, 10:00 – 10:15

Refreshment Break

Ludwig’s Room (Second Floor)

Thursday, 10:15 – 11:30

Plenary Session: 2005 Elsevier Distinguished Scholar Presentation

Crystal Ballroom (Second Floor)

Session Chair: Arch Woodside, Boston College

Scholar: Roland Rust, University of Maryland

Thursday, 11:30 – 12:30

SMA Fellows Luncheon

Bluebonnet Room (Second Floor)

By invitation only

Thursday, 12:30 PM – 2:00 PM

2.1 Special Session: Using Interactive Case Studies to Teach International Marketing Concepts

Alamo Room (Third Floor)

Session Co-Chairs: Ralf K. Schellhase, University of Applied Sciences,
Darmstadt, Germany

Lena Weick, University of Applied Sciences,
Darmstadt, Germany

Thursday, 12:30 PM – 2:00 PM

2.2 Meet-the-Journal-Reviewers Session

Lee Room (Third Floor)

Session Chair: John Ford, Old Dominion University

Panelists: Barry Babin, University of Southern Mississippi
Jim Boles, Georgia State University
Steve Brown, University of Houston
Dhruv Grewal, Babson University
Dave Ortinau, University of South Florida
Kristy Reynolds, University of Alabama

Thursday, 12:30 PM – 2:00 PM

2.3 Session: Increasing the Validity of Classroom Instruction

Baker Room (Third Floor)

Session Chair: Tracy Suter, Oklahoma State University

“Developing a Global Measure of Teaching Effectiveness”
Jeffery A. Perriatt, Auburn University Montgomery

“Academic Dishonesty: Do Students’ Perceptions of the Severity of the Activity Correlate with the Appropriate Punishment?”
James R. Williams, Auburn University Montgomery

“Integrating Consumer and Supply Chain Perspectives in Retailing Education”
Lauren Skinner, The University of Alabama
R. Glenn Richey, Jr., The University of Alabama

“Traditional and Technology-Based Supplemental Materials: The Marketing Academic’s Perspective”
Julie Z. Sneath, University of South Alabama
Milton M. Pressley, University of New Orleans
Pamela A. Kennett, University of New Orleans

Discussion Leader: Thomas Baker, University of North Carolina - Wilmington

Thursday, 12:30 PM – 2:00 PM

2.4 Session: Lights! Music! Baby Boomers?

Quadrangle Room (Third Floor)

Session Chair: Leisa Reinecke Flynn, Florida State University

“The Influence of Music on Store Advertising Effectiveness and In-Store Shopping Outcomes”
Anthony H. Kerr, Louisiana State University

“An Investigation into the Attitudes and Characteristics of Baby Boomers”
Rajesh Iyer, Valdosta State University
Timothy Reisenwitz, Valdosta State University

“Conceptualizing Implicit Memory On Buying Decision Process Model: Examining Memory Processes In Response To Non-Semantic and Acoustic Stimuli”
Sandipan Sen, University of Memphis

Discussion Leader: Ken Henderson, Morehead State University

Thursday, 12:30 PM – 2:00 PM

2.5 Session: Drama, Semantics and Storylines in Marketing

Trail Driver Room (Third Floor)

Session Chair: Arch Woodside, Boston College

“The Emerging Field of Marketing Drama: A Definition, Taxonomy and Research Agenda for Marketing Drama”

Hugh Pattinson, University of Technology, Sydney Australia

“Semantics in Marketspace: Emerging Semantic Marketing Computer-Mediated Environments”

Suresh C. Sood, University of Technology, Sydney, Australia

Hugh M. Pattinson, University of Technology, Sydney, Australia

“Deciphering Storylines in B2B Selling-Buying Interactions”

Hugh M. Pattinson, University of Technology, Sydney, Australia

Suresh C. Sood, University of Technology, Sydney, Australia

Discussion Leader: Greg Marshall, Rollins College

Thursday, 12:30 PM – 2:00 PM

2.6 Session: Influences on Use of Websites

Frontier Room (Third Floor)

Session Chair: Diana L. Haytko, Southwest Missouri State University

“The Relationship of the Diffusion Model to the Adoption of Online Banking – An Australian Banking Study”

Raechel Hughes, University of Canberra

Dr. Bruce Perrott, University of Technology, Sydney

“Antecedents of Attitude towards Non-Transactional Websites”

Amalia Maulana, University of New South Wales

Margaret Craig-Lees, Auckland University of Technology

Jennifer Harris, University of New South Wales

Discussion Leader: (TBA)

Thursday, 2:00 PM – 2:15 PM

Refreshment Break

Ludwig's Room (Second Floor)

Thursday, 2:15 PM – 3:45 PM

3.1 Teaching Competition: Sherwin-Williams Distinguished Teaching Professor Competition

Alamo Room (Third Floor)

Session Chair: Don Self, Auburn University Montgomery

Finalists:

"Ends of the Continuum: Lessons Learned From Teaching Undergraduates and Doctoral Students"

William O. Bearden, University of South Carolina

"Master Teaching: The Crafting of Excellence"

Jeffrey S. Conant, Texas A & M University

"The 3 I's of Teaching: Integration, Involvement and Interaction"

Dhruv Grewal, Babson College

"Developing Student Excellence: A Model for Marketing Education"

Dan C. Weilbaker, Northern Illinois University

Judges:

Ron Taylor, Mississippi State University

Erika Matulich, University of Tampa

Penelope Prenshaw, Millsaps College

Elise Sautter, New Mexico State University

Denise Smart, Texas State University

Thursday, 2:15 PM – 3:45 PM

3.2 Special Session: Internationalizing your Career: Tales from an Armchair Anthropologist, a Wandering Minstrel, Two Hired Guns, a Geographically-Dispersed Teammate, and the Global Tycoon

Lee Room (Third Floor)

Panel Discussion: John Branch, Washington University, St. Louis

John Drea, Western Illinois University

Paul Hensel, University of New Orleans

Greg Martin, University of West Florida

Bill Moncrief, Texas Christian University

Don Robin, Wake Forest University

Richard Sjolander, University of West Florida

Thursday, 2:15 PM – 3:45 PM

3.3 Session: An Environment of Change for B2B Marketing

Baker Room (Third Floor)

Session Chair: Lelia Borders, University of New Orleans

“The Role of Leaders and Champions in an Organizational Network: A Theoretical Perspective”

Osama Jawaid Butt, The University of Texas – Pan American
Angela Hausman, The University of Texas – Pan American

“Dynamic e-Intermediary Innovation/Adoption Processes”

Samir Gupta, Monash University, Melbourne
Jack Cadeaux, University of New South Wales, Sydney
Arch Woodside, Boston College

“Information Flow and Flexibility: A Study of Sales Force Use of Software”

Susan K. DeVecchio, East Carolina University

Discussion Leader: Alvin Williams, University of Southern Mississippi

Thursday, 2:15 PM – 3:45 PM

3.4 Session: Issues in Integrated Marketing Communications

Quadrangle Room (Third Floor)

Session Chair: Vicki Eveland, Mercer

“The Effects of Message Structure Variations on Consumers’ Recall and Attitudes”

Hieu P. Nguyen, University of Texas at Arlington
James M. Munch, University of Texas at Arlington
Mark F. Toncar, Youngstown State University

“Fade to Black: An Exploratory Study of the Emotional Reaction to Color versus Black and White Photographs”

Walter Henley, University of Memphis
Vivekananda Madupu, University of Memphis

“The Effect of Role Strain on Single-Parent Households’ Importance Placed on Information Sources”

Palaniappan Thiagarajan, Jackson State University
Jason E. Lueg, Mississippi State University
Ron D. Taylor, Mississippi State University

Discussion Leader: George Zinkhan, University of Georgia

Thursday, 2:15 PM – 3:45 PM

3.5 Session: Motivations to Experience: What Makes Sports, Entertainment and Event Consumers Tick

Trail Driver Room (Third Floor)

Session Chair: Concha Neeley, University of North Texas

“Motivators of Collegiate Sport Attendance: A Comparison Across Demographic Groups”

Robin L. Snipes, Columbus State University
Rhea Ingram, Columbus State University

“Disability and Sports: Applications of the Empowerment Concept”
Poh-Lin Yeoh, Bentley College

“In Search of Value: A Model of Wagering Intentions”

Jeremy J. Sierra, Northern Arizona University
Michael R. Hyman, New Mexico State University

Discussion Leader: Donald P. Roy, Middle Tennessee State University

Thursday, 2:15 PM – 3:45 PM

3.6 Session: Supply Chain Security Issues

Frontier Room (Third Floor)

Session Chair: Chad W. Autry, Texas Christian University

“Supply Chain Security Orientation: Conceptual Development and a Proposed Framework”

L. Michelle Bobbitt, Bradley University
Chad W. Autry, Texas Christian University

“U.S. Homeland Security Starts at Foreign Seaports”

Andrew M. Stapleton, The University of Wisconsin, LaCrosse
Milorad Novicevic, The University of Mississippi
Thomas S. Kuffel, The University of Wisconsin, LaCrosse
Kathy Ready, University of Wisconsin, Eau Claire

“Facility Managers' Perspectives on the Effects of 9/11 on the Small Package Industry: A Qualitative Pilot Study”

S. Scott Nadler, East Carolina University
Kenneth Anselmi, East Carolina University

Discussion Leader: Tom Robbins, Pennsylvania State University

Thursday, 3:45 PM - 5:15 PM

4.1 Teaching Competition: "Houghton Mifflin Pride/Ferrell Innovations in Teaching Competition – Session One"

Alamo Room (Third Floor)

Session Chair: Erika Matulich, University of Tampa

"Giovanni's Ristorante: The Axioms of Marketing in Three Acts,"

John Branch, Washington University, St. Louis

"The Price is Right: An Experiential Pricing Concepts Game,"
Diana L. Haytko, Missouri State University

"Applying Confucius Teaching Philosophy to Active Classroom Learning:
Student-Led Case Discussions and Their Implementation,"
Annie H. Liu, Loyola Marymount University

"Learning Marketing by Doing Marketing,"
Michael McCollough, University of Idaho

Thursday, 3:45 PM – 5:15 PM

4.2 Special Session: Salary Inversion: A Marketplace Inevitability, Ethical Dilemma, or Soluble Problem?

Mahncke Room (Third Floor)

Session Chair: Thomas S. O'Connor, University of New Orleans

Thursday, 3:45 PM – 5:15 PM

4.3 Session: Internet Customer Service and Satisfaction

Trail Driver Room (Third Floor)

Session Chair: Judy Strauss, University of Nevada-Reno

"Retailing in Cyberspace: The Impact of E-Servicescape Design, Involvement and Familiarity on Customer Response"

Christopher D. Hopkins, Clemson University

Stephen J. Grove, Clemson University

Mary Anne Raymond, Clemson University

"The Determinants of Customer E-Satisfaction: An Integrative Model"

Cuiping Chen, University of Arizona

Matthew O'Brien, Bradley University

"The Effect of Retail Service Provision, Value, Satisfaction and Store-image Congruence on Repatronage Intentions"

Aron O'Cass, The University of Newcastle

Debra Grace, Griffith University

Discussion Leader: Betsy Holloway, Samford University

Thursday, 3:45 PM – 5:15 PM

4.4 Session: Relationship Marketing Perspectives in Services

Quadrangle Room (Third Floor)

Session Chair: (TBA)

"Service Relationships and Certification: Theory and Empirical Evidence"

Debi P. Mishra, State University of New York, Binghamton

Junhong Min, State University of New York, Binghamton

David Taylor, State University of New York, Binghamton

“Purchase Relevant Inferences from Post-Purchase Communications”

Christy Ashley, University of Rhode Island

Kathleen Ferris-Costa, University of Rhode Island

“The Prodigal Customer: Defining and Understanding the Returning Customer”

Ashley J. Kiburn, University of Memphis

Joel E. Collier, University of Memphis

Marla Royne Stafford, University of Memphis

Discussion Leader: Carol Megehee, Spring Hill College

Thursday, 3:45 PM – 5:15 PM

4.5 Session: Retailing Strategy and Consumer Behavior

Trail Driver Room (Third Floor)

Session Chair: Deborah Spake, University of South Alabama

“Opening Up Decision Making: Making Sense of Entrepreneur Manufacturer-to-Retailer Implemented Strategies”

Arch G. Woodside, Boston College

“An Exploratory Study on Entrepreneurial Growth: Fast Growing Companies”

J. Donald Weinrauch, Tennessee Tech University

Ismet Anistal, Tennessee Tech University

“Consumer Fashion Orientation: Scale Development and Validation”

Ayse Banu Elmadag, The University of Alabama

Jingyun Zhang, Bowling Green State University

Discussion Leader: Jeff W. Totten, Southeastern Louisiana University

Thursday, 3:45 PM – 5:15 PM

4.6 Session: Using Information Systems and Product Innovation

Strategically

Frontier Room (Third Floor)

Session Chair: Dr. Mammy Helou, University of Western Sydney

“Market Orientation, Innovation, and Firm Performance: A Product Life Cycle Perspective”

Amy C. Sallee, Oklahoma State University

Gary L. Frankwick, Oklahoma State University

“Marketing Information Systems Competency and Outcomes of Relationship Marketing: Research Propositions”

Michael A. Levin, Texas Tech University

“Customized New Product Creation and Strategic Supply Networks: Critical Issues of Information-Technology, Human Factors and Organizational Strategy”
Mammy M. Helou, University of Western Sydney

Discussion Leader: Hugh M. Pattinson, University of Technology Sydney

Thursday, 5:30 PM – 7:00 PM

SMA Foundation Meeting

Mahncke Room (Third Floor)

Presiding: Dave Ortinau, University of South Florida

FRIDAY, NOVEMBER 4, 2005

Friday, 8:00 AM – 3:00 PM

SMA Conference Registration and Exhibits

Ludwig’s Room (Second Floor)

Friday, 9:00 AM – 3:00 PM

SMA Academic Placement Service

Magnolia Room (Second Floor)

Friday, 8:30 AM - 10:00 AM

5.1 Teaching Competition: "Houghton Mifflin Pride/Ferrell Innovations in Teaching Competition – Session Two"

Alamo Room (Third Floor)

Session Chair: Erika Matulich, University of Tampa

“Reality Education: The Marketing Apprentice”,
Elisa Fredericks, Northern Illinois University
Carol DeMoranville, Northern Illinois University
Denise D. Schoenbachler, Northern Illinois University

“Bobo and Bling: Brands and the Construction of Identity,”
Tracy L. Tuten, Virginia Commonwealth University

“Signs of the Times: Roadside Humor as an Effective Classroom Tool,”
H. Keith Wade, Webber International University

“Packaging for Promotion: A Taste Test Experiment,”
Barbara Ross Wooldridge, The University of Tampa

Friday, 8:30 AM - 10:00 AM

5.2 Session: Global Marketing Issues

Room: Mahncke (Third Floor)

Session Chair: John Branch, Washington University, Saint Louis

“Service Ethnocentrism & Animosity”
Shawn T. Thelen, Hofstra University
Tanya K. Thelen, Independent Consultant
Vincent P. Magnini, Longwood University

“The Influence of Language Attitudes on Product and Customer Service Quality Expectations”
Melissa Maier Bishop, The University of Texas at Arlington

“Impact of Consumption Values on New Product Adoption by Chinese Consumers”
Guangping Wang, Penn State University
Wenyu Dou, City University of Hong Kong
Nan Zhou, City University of Hong Kong

Discussion Leader: John Branch, Washington University in St. Louis

Friday, 8:30 AM - 10:00 AM

**5.3 Session: Maintaining Productive Relationships in B2B Marketing
Baker Room (Third Floor)**

Session Chair: Betsy B. Holloway, Samford University

“The Strategic Orientation of the Firm and its CRM Success in a B2B Context”
Aliosha Alexandrov, University of Memphis
Rachell Dupuis, University of Memphis
Kirby Shannahan, University of Memphis

“Manufacturer- Industrial Distributor Conflict in Multiple Channel Systems”
Sertan Kabadayi, Fordham University

“The Interpersonal and Inter-Organizational Impact of Reverse Logistic Processes”
Robert S. Moore, Mississippi State University
Zachary Williams, Mississippi State University

Discussion Leader: Lauren Skinner, University of Alabama

Friday, 8:30 AM – 10:00 AM

**5.4 Session: Ethical Perspectives in Culture and Entertainment
Quadrangle Room (Third Floor)**

Session Chair: Dena Hale, Southern Illinois University at Carbondale

“Culture and Consumer Ethics”
Ziad Swaidan, University of Houston – Victoria

Ron M. Sardessai, University of Houston - Victoria

“Film Ratings Systems: Should They Be Revisited?”

Sara Morrissey, University of Kentucky

Andy Ward, University of Kentucky

Fred Morgan, University of Kentucky

Jeffrey Stoltman, Wayne State University

Stephen Vargo, University of Hawaii at Manoa

“Liability and Responsibility in the Entertainment Industry”

Gregory House, University of Kentucky

Jeremy Melis, University of Kentucky

Fred Morgan, University of Kentucky

Jeffrey Stoltman, Wayne State University

Stephen Vargo, University of Hawaii at Manoa

“A Review of the Dietary Supplement Industry”

Beth Atnip, University of Kentucky

Joseph Hsu, University of Kentucky

Fred Morgan, University of Kentucky

Jeffrey Stoltman, Wayne State University

Stephen Vargo, University of Hawaii at Manoa

Discussion Leader: Juan (Gloria) Meng, Minnesota State University

Friday, 8:30 AM - 10:00 AM

5.5 Session: Healthcare People and Organizations

Trail Driver Room (Third Floor)

Session Chair: Earl D. Honeycutt, Jr., Elon University

“Racial Disparities in Health Care: A Review of The Literature”

Lookman K. Odejobi, Jersey Shore University Medical Center

Michaeline Skiba, Monmouth University

“The Role of Marketing in an Emerging Healthcare Sector: The Case of For-Profit Hospices”

John J. Newbold, Sam Houston State University

Irfan Ahmed, Sam Houston State University

Sanjay S. Mehta, Sam Houston State University

“Promoting Healthier Lifestyles: The Community Organization Model and the Costs and Benefits of Preventing Falls among the Elderly “

Hengameh Hosseini, King’s College/Marywood University

Nooshin Hosseini, Wellesley College

Discussion Leader: David P. Paul, III, Monmouth University

Friday, 8:30 AM – 10:00 AM

5.6 Special Session: Gender Issues in Academe

Frontier Room (Third Floor)

Session Chairs: Lynnea Mallalieu, University of North Carolina at Wilmington
Catharine Curran-Kelly, University of Massachusetts at
Dartmouth

Friday, 10:00 AM – 10:15 AM

Refreshment Break

Ludwig's Room (Second Floor)

Friday, 10:15 AM – 11:45 AM

6.1 Special Session: A Peer Reviewer's Perspective of the Evaluation Process

Alamo Room (Third Floor)

Panel Discussion: Angela D'Auria Stanton, Radford University
Irvine Clarke, III, James Madison University
Kathleen S. Micken, Roger Williams University

Friday, 10:15 AM – 11:45 AM

6.2 Session: Strategic Models and Frameworks

Mahncke Room (Third Floor)

Session Chair: Jim Boles, Georgia State University

"How Important is Cause-Brand Fit When Consumers Consider the Credibility of the Company?"

Barbara A. Lafferty, University of South Florida

"Market Pioneers, Late Movers, and the Resource-Based View: A Conceptual Model"

R. Zachary Finney, University of South Alabama

Nicole Ponder, Mississippi State University

Jason E. Lueg, Mississippi State University

Noel D. Campbell, North Georgia College & State University

"Market-Orientation: A Review and Proposed Framework"

Mark Case, Eastern Kentucky University

"Behaviours Versus Culture: Examining the Impact of Market Orientation and Organizational Culture On Brand Performance"

Aron O'Cass, University of Newcastle

Liem Viet Ngo, University of Newcastle

Discussion Leader: Linda Ferrell, University of Wyoming

Friday, 10:15 AM – 11:45 AM

**6.3 Session: Continuing to Understand Trust and B2B Relationships
Baker Room (Third Floor)**

Session Chair: Dawn Deeter-Schmelz, Ohio University

“Trust Development in Buyer-Seller Relationships”

Yana Kuzmina, Louisiana State University

Yves Damoiseau, Louisiana State University

“Interorganizational Trust in Buyer-Seller Relationships: Total Trust and Trust Asymmetry”

Sertan Kabadayi, Baruch College- CUNY

Sharon M. Smith, DePaul University

“Marketing Relationship Maintenance: Integrating B2B and B2C Research”

Elizabeth F. Purinton, Marist College

Deborah E. Rosen, University of Rhode Island

Discussion Leader: Karen Norman Kennedy, University of Alabama - Birmingham

Friday, 10:15 AM – 11:45 AM

6.4 Session: Regret and Demarketing - What We Wish We Had and Hadn't Done

Quadrangle Room (Third Floor)

Session Chair: John Branch, Washington University, St. Louis

“The Differential Experience of the Regret Emotion: The Moderating Role of Need for Cognition”

Bidisha Burman, Appalachian State University

Neel Das, Indiana State University

“Does Non-purchase Regret Affect Subsequent Purchase?”

Kenneth V. Henderson, Morehead State University

Stacy M. Vollmers, University of St. Thomas

“Are You (Retailers) What You Eat (Who your customers are)? The Impact of Customer Behaviors on the Retailers Image”

Robert S. Moore, Mississippi State University

Melissa Moore, Mississippi State University

Discussion Leader: Leisa Reinecke Flynn, Florida State University

Friday, 10:15 AM – 11:45 AM

**6.5 Session: International Sales and Sales Management
Trail Driver Room (Third Floor)**

Session Chair: Alvin J. Williams, University of Southern Mississippi

“Selling Outside Your Culture Zone”
Earl D. Honeycutt, Jr., Elon University
John B. Ford, Old Dominion University

“The Effects of Geographic Scope of an Organization on the Relationship
Between Satisfaction and Propensity to Stay in the Relationship”
Brian N. Rutherford, Georgia State University
James S. Boles, Georgia State University,
Hiram C. Barksdale, Jr., Georgia State University
Julie T. Johnson, Western Carolina University

“Exaggeration by Salespeople: Effects of Administration Method, Gender, and
Nationality on the Tendency to Claim False Knowledge”
John F. Tanner, Jr., Baylor University
George B. Dudley, Behavioral Science Research Press

Discussion Leader: Greg Marshall, Rollins College

Friday, 10:15 AM – 11:45 AM

6.6 Session: End User Linkage Issues and Closing the Supply Chain Loop
Frontier Room (Third Floor)

Session Chair: Alexander E. Ellinger, University of Alabama

“Sustainable Development: The Future Competitive Advantage for Supply
Chains”
Melissa M. Markley, The University of Alabama

“Development Japanese Convenience Store System”
Hisao Fujimoto, Osaka University of Economics
Masayuki Kometani, Hiroshima University of Economics

“Retailers Price Promotion Strategies”
Enrique Manzur, University of Chile
Pedro Hidalgo, University of Chile
Sergio Olavarrieta, University of Chile

Discussion Leader: Zachary Williams, Mississippi State University

Friday, 12:00 NOON – 1:30 PM

SMA Annual Awards Luncheon
Crystal Ballroom (Second Floor)

For all conference participants. Competitive award winners will be honored.

Friday, 1:30 PM to 2:00 PM

SMA Annual Business Meeting

Alamo Room (Third Floor)

Presiding: Joseph F. Hair, Jr., Louisiana State University

Friday, 2:00 PM – 3:30 PM

7.1 Meet-the-Editors Session

Alamo Room (Third Floor)

Session Chairs: John B. Ford, Old Dominion University

Panelists: Wesley Johnson, *Journal of Business and Industrial Marketing*
Peter LaPlaca, *Industrial Marketing Management*
Michel Laroche, *Journal of Business Research*
Greg Marshall, *Journal of Marketing Theory & Practice*
Elise "Pookie" Truly Sautter, *Marketing Education Review*
George Zinkhan, *Journal of the Academy of Marketing Science*

Friday, 2:00 PM – 3:30 PM

7.2 Session: International Advertising Perspectives

Mahnke Room (Third Floor)

Session Chair: Shelley Rinehart, University of New Brunswick – St. John

"International versus Domestic Advertising Campaign Announcements:
Assessing the Impact on Stock Return"

Juan Holguin, University of Texas at El Paso

Erin E. Baca, University of Texas at El Paso

"A Regional Approach to the Advertising Standardization-Adaption Debate"

Rick T. Wilson, Saint Louis University

Mark J. Arnold, Saint Louis University

"Using UCP for Creating Successful Brands - An In-Depth Analysis"

R. K. Srivastava, University of Mumbai, India

Partha Rao, University of Mumbai, India

Sonal Shah, University of Mumbai, India

Bijal Ashar, University of Mumbai, India

Udeet Bhagat, University of Mumbai, India

Discussion Leader: Mitch Griffin, Bradley University

Friday, 2:00 PM – 3:30 PM

7.3 Session: Student Issues, Teaching Methods, and Delivery Techniques

Baker Room (Third Floor)

Session Chair: Cathy Owens Swift, Georgia Southern University

“Is There a Role for a Marketing Simulation in a Mass Section of the Introduction to Marketing Class?”

Kathryn J. Cook, West Virginia University
Robert W. Cook, West Virginia University
Cathy Owens Swift, Georgia Southern University

“Differences in Characteristics of Online vs. Traditional Students: Implications for Target Marketing”

Iryna V. Pentina, University of North Texas
Concha R. Neeley, University of North Texas

“The Problem With Doing It All: Examining Role Overload Among Students”

Susan M. Petroschius, Bowling Green University
Stephen J. Newell, Western Michigan University
Judith H. Washburn, University of Tampa

“Making Research Meaningful To Undergraduates in Marketing: A Classroom Exercise”

Gordon G. Mosley, Troy University

Discussion Leader: Jill Attaway, Illinois State University

Friday, 2:00 PM – 3:30 PM

7.4 Session: Issues and Applications in Scale Development
Quadrangle Room (Third Floor)

Session Chair: Bruce L. Alford, Louisiana Tech University

“The Measurement of Traits versus Situations: A Marketing Perspective”

Nicole Ponder, Mississippi State University
R. Zachary Finney, University of South Alabama
Jason E. Lueg, Mississippi State University

“A Psychometric Evaluation Of The Role-Relaxed Consumer Scale”

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

“Mood Scales: Where is the Arousal Dimension?”

Hieu P. Nguyen, University of Texas at Arlington
Michael Richarme, University of Texas at Arlington
Eyad Youssef, Old Dominion University

Discussion Leader: Charles M. Wood, University of Tulsa

Friday, 2:00 PM – 3:30 PM

7.5 Session: The Aftermath of Experience: Will Sports, Entertainment and Event Consumers Tick Again

Trail Driver Room (Third Floor)

Session Chair: Rhea Ingram, Columbus State University

“Shaping Consumer Experiences Through Interactive Brand Communications”

Christy Ashley, University of Rhode Island

Kathleen Ferris-Costa, University of Rhode Island

Jason Oliver, University of Rhode Island

Deborah E. Rosen, University of Rhode Island

“Assessing the Impact of New Servicescapes: The Case of Minor League Baseball”

Donald P. Roy, Middle Tennessee State University

“Toward the Development of the GolfQUAL™ Instrument”

E. Stephen Grant, University of New Brunswick

Kirby L. J. Shannahan, University of Memphis

Bram Russell, Innovatia

Discussion Leader: Jeff Totten, Southeast Louisiana University

Friday, 2:00 PM – 3:30 PM

7.6 Session: Partnering in Supply Chains: The Role of Process

Frontier Room (Third Floor)

Session Chair: L. Michelle Bobbitt, Bradley University

“Satisfaction with Supply Chain Partnership Portfolios: The Case for Small-to-Medium Sized Enterprises”

Mert Tokman, The University of Alabama

Louis Marino, The University of Alabama

R. Glenn Richey, The University of Alabama

“Supply Chain Process Management: Collaborative Applications”

Ramesh C. Manghirmalani, Vitria

“Factors of Commitment and Their Correlates in Supply Chain Management”

Taewon Suh, Texas State University

Peter H. Magnusson, Saint Louis University

Ik-Whan G. Kwon, Saint Louis University

“Manufacturers’ Willingness to Switch to Multiple Channel Systems: An Empirical Analysis of Transaction Cost Variables”

Sertan Kabadayi, Fordham University

Discussion Leader: Lauren Skinner, The University of Alabama

Friday, 3:30PM – 3:45 PM
Refreshment Break
Third Floor Pre-Function Space

Friday, 3:45PM – 5:15 PM
8.1 Special Session: When the Novelty Is Gone: Internet Marketing's Role for Teachers and Researchers

Alamo Room (Third Floor)

Panel Discussion: Judy Strauss, University of Nevada
Wenyu Dou, City University of Hong Kong
Adel El Ansary, University of North Florida
Robert S. Moore, Mississippi State University

Friday, 3:45 PM – 5:15 PM
8.2 Special Session: When Bullies Intimidate: Understanding Behavior that Impedes Internal Marketing

Mahnke Room (Third Floor)

Session Chairs: Ellen M. Moore, University of South Carolina
Mary F. Mobley, Augusta State University
Michael C. Mobley, Psychiatric Medicine, Savannah, Georgia

Friday, 3:45PM – 5:15 PM
8.3 Session: Cases on Branding and Brand Equity

Baker Room (Third Floor)

Session Chair: Tara Burnthorne Lopez, University of Southern Mississippi

"Benetton: Crossing Cultural Borders to Build a Brand"
Jamie M. Ressler, Palm Beach Atlantic University

"Hidden Cove Surf Shop's Private Label Development"
Dana Richardson, University of South Carolina
Deborah Fowler, University of South Carolina

"Authenticity as a Source of Organizational Identity: The Case of Trappist Breweries"

Michael B. Beverland, University of Melbourne, Australia
Adam Lindgreen, Eindhoven University of Technology, The Netherlands
Michiel Vink, Eindhoven University of Technology, The Netherlands

Discussion Leader: Richard Sjolander, University of West Florida

Friday, 3:45PM – 5:15 PM
8.4 Session: Online Retailing: Information and Attractiveness

Quadrangle Room (Third Floor)

Session Chair: Ron Taylor, Mississippi State University

“The Impacts of Physical Attractiveness of Salesperson: The Moderating Role of Perceived Controllability”

Fang Wan, Ph.D., University of Manitoba
David di Zhang, University of Manitoba

“An Exploratory Study of Consumer Online Information Provision”

William Foxx, Auburn University Montgomery

“Impact Of Word-Of-Mouth Information From Online Friends.”

Dr. Barbara Lyons, Morehead State University
Dr. Kenneth Henderson, Morehead State University

Discussion Leader: Barbara Lafferty, University of South Florida

Friday, 3:45PM – 5:15 PM

8.5 Session: Support and Sales

Trail Driver Room (Third Floor)

Session Chair: Dennis Bristow, St. Cloud State University

“The Effects of Perceived Organizational Support on Boundary Versus Non-Boundary Spanning Employees: A Meta-Analytic Review”

Diane Edmondson, University of South Florida
Robert J. Riggle, University of South Florida

“Supervisory Feedback and Salesperson Performance: The Role of Adaptive Selling”

Subhra Chakrabarty, Mississippi State University
Diana T. Oubre, Grambling State University
Gene Brown, University of Missouri – Kansas City

“How Salespeople Help Purchasers Reduce the Impact of Perceived Risk on Information Search in High Technology Markets”

Aberdeen Leila Borders, University of New Orleans

“Field Sales People and Wireless Computing Technology: Testing Innovation-Diffusion Theory”

Susan K. DeVecchio, East Carolina University
S. Scott Nadler, East Carolina University
James E. Zemanek, Jr., East Carolina University

Discussion Leader: (TBA)

Friday, 6:00 PM – 7:30 PM

SMA President’s Reception

Crystal Ballroom (Second Floor)

SATURDAY, NOVEMBER 5, 2005

Saturday, 8:30 AM – 12:00 NOON

SMA New Officer's Meeting

Lee Room (Third Floor)

Presiding: Brian T. Engelland, Mississippi State University

Saturday, 8:30 AM – 10:00 AM

9.1 Special Session: The Role of Transactional Effectiveness and Relational Effectiveness in International B2B Relationships

Alamo Room (Third Floor)

Session Chairs: Keshav Thukaram, Kingston Business School, UK

Saturday, 8:30 AM – 10:00 AM

9.2 Special Session: Marketing Channel Performance Metrics

Mahncke Room (Third Floor)

Session Chair: Adel El-Ansary, University of North Florida

Panelists: Adel El-Ansary, University of North Florida

Bert Rosenbloom, Drexel University

Lou Pelton, North Texas State University

Saturday, 8:30 AM – 10:00 AM

9.3 Session: Emerging Retailing Segments

Baker Room (Third Floor)

Session Chair: Lauren Skinner, The University of Alabama

“How Are Retailers Currently Responding to the Hispanic Immigration and Ethnicity Trends in Non-traditional Growth Areas?”

Deborah C. Fowler, University of South Carolina

Scarlett C. Wesley, University of South Carolina

“An Identification of Shopping Center Attributes Important to Tourist Shoppers”

Scarlett C. Wesley, University of South Carolina

Melody LeHew, Kansas State University

“The New Kid on the Block: Christians as a Strategic Market Segment”

Dorinda Christian, Mississippi State University

Discussion Leader: Beverly Venable, Columbus State University

Saturday, 8:30 AM – 10:00 AM

9.4 Session: Consumer Use of Marketing Information

Quadrangle Room (Third Floor)

Session Chair: Jeffrey W. Totten, Southeast Louisiana University

“Consumer predictive and Confidence Values of Information”
Arch Woodside, Boston College

“The Moderating Role of Trust in the Internet on Online Advertising and Brand Attitude Formations”
Edmund Hershberger, Southern Illinois University Edwardsville
Ju Gong, Southern Illinois University Edwardsville
Naveen Donthu, Georgia State University

“Role Strain in Single Parents: The Effects of Role Conflict and Role Ambiguity”
Palaniappan Thiagarajan, Jackson State University
Subhra Chakrabarty, Mississippi State University
Ron D. Taylor, Mississippi State University

Discussion Leader: Neel Das, Indiana State University

Saturday, 8:30 AM – 10:00 AM

9.5 Session: Impact of Salespeople’s Characteristics on Sales

Trail Driver Room (Third Floor)

Session Chair: Dave Ortinau, University of South Florida

“Salesperson Motivation and Success: Examining the Relationship between Motivation and Sales Approach”
John F. Tanner, Jr., Baylor University
Lawrence B. Chonko, Baylor University
George B. Dudley, Behavioral Science Research Press

“Does Experience Count? An Investigation of Sales Experience, Emotional Intelligence, and Leadership”
Susan Sieloff, Northeastern University
Felicia G. Lassk, Northeastern University
Dan T. Dunn, Northeastern University

“The Lone Wolf and Team Selling”
Jay P. Mulki, Northeastern University
Fernando Jaramillo, University of Texas at Arlington
Greg W. Marshall, Rollins College

Discussion Leader: (TBA)

Saturday, 10:00 AM – 10:15 AM

Refreshment Break

Third Floor Pre-Function Space

Saturday, 10:15 AM – 11:45 AM

10.2 Session: Conceptual Issues in the Practice of Strategy

Mahncke Room (Third Floor)

Session Chair: Cassandra Wells, Morehouse College

"Understanding Capital Budgeting Practice: What They Don't Teach You in B-School"

Donna J. Hill, Bradley University

Patty Hatfield, Bradley University

Philip Horvath, Bradley University

"Marketing as Science or Theory: Summarizing the Great Debate"

Carol J. Gaumer, Frostburg State University

William C. LaFief, Indiana State University

Discussion Leader: Roger Davis, Baylor University

Saturday, 10:15 AM – 11:45 AM

10.3 Session: Case Research Miscellany

Baker Room (Third Floor)

Session Chair: Deborah Fowler, University of South Carolina

"Kodak: Has it Lost its Focus in the Digital Age"

Kim Smithers, The University of Tampa

Barbara Ross Wooldridge, The University of Tampa

"Al Murjan Plastics Company"

Richard Sjolander, University of West Florida

David Eppright, University of West Florida

"Differentiating an Academic Conference: The College of St. Germain"

Ed Chung, Elizabethtown College

Ruth McKay, Carleton University

Iris Jenkel, St. Norbert College

Joy Pahl, St. Norbert College

"Earthwood Building School"

Vernon Q. Murray, Marist College

Maria F. Nespoli, Columbia University

Discussion Leader: Tara Burnthorne Lopez, University of Southern Mississippi

Saturday, 10:15 AM – 11:45 AM

10.4 Session: New Perspectives on Service Marketing

Quadrangle Room (Third Floor)

Session Chair: Deborah Spake, University of South Alabama

“Generation Y’ and Self-Service Technology: Is It Time for Technology to Replace Human Exchanges?”

Dena Hale, Southern Illinois University Carbondale

“The Impact of Organizational Self-Esteem on Service Delivery: An Organizational Identity Perspective”

Tracy Harmon, University of South Florida

“Word-of-Mouth: Differences in On- and Offline Shoppers”

Katherine Harris, Babson College

Discussion Leader: Nacef Mouri, College of Charleston

Saturday, 10:15 AM – 11:45 AM

10.5 Session: Foods, Ads and Change

Trail Driver Room (Third Floor)

Session Chair: Vicky Eveland, Mercer University

“Direct to Consumer Prescription Pharmaceutical Advertising: Some Influences on Today's Healthcare System”

Rob Baron, Monmouth University

David P. Paul, III, Monmouth University

Earl D. Honeycutt, Jr., Elon University

“Food as Prevention or Cure: A 45 Country Analysis of Government Regulations of the Labeling of Organic, Enhanced and Genetically-Modified Nutraceuticals”

Stefan Linnhoff, Berry College

Nancy D. Albers-Miller, Berry College

“Technological Change in Medical Practice: A Cultural Lag Reassessment of the Minor Tranquilizer Controversy”

Kimball P. Marshall, Alcorn State University

Discussion Leader: Michaeline Skiba, Monmouth University