

Updated 10-03-2007

Society for Marketing Advances 2007 Conference
Sheraton Gunter Hotel
San Antonio, Texas
November 7-10, 2007

Program Chair: Thomas L. Baker, Clemson University

WEDNESDAY, NOVEMBER 7, 2007

Wednesday, 8:30 AM – 5:30 PM

Society for Marketing Advances Doctoral Consortium: Mahncke Room

Session Chairs: Joseph F. Hair, Jr. Kennesaw State University
Brian Engellend, Mississippi State University

Wednesday, 8:00 AM – 5:30 PM

Eighth Annual Retail Strategy and Consumer Decision Research Seminar: Frontier Room

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

Wednesday, 9:00 AM – 5:00 PM

Society for Marketing Advances SEM Workshop (pre-registration required along with registration for SMA Conference): Baker Room

Chair and Facilitators: Barry J. Babin, University of Southern Mississippi
Joseph F. Hair, Jr. Kennesaw State University

Wednesday, 10:00 AM – 12:00 PM

SMA Officer Meeting: Vance Room

Presiding: James S. Boles, Georgia State University

Wednesday, 11:45 AM – 1:15 PM

**Doctoral Consortium Luncheon with Retail Symposium and SEM Seminar Attendees:
Bluebonnet**

Wednesday, 1:00 PM – 5:00 PM

Society for Marketing Advances Case Teaching Symposium (pre-registration required along with registration for SMA Conference): Trail Drivers Room

Facilitators: Danny Butler, Auburn University
Danny Ballenger, Georgia State University
James S. Boles, Georgia State University

Wednesday, 3:00 PM to 7:00 PM

SMA Conference Registration and Exhibits: Ludwigs

Wednesday, 4:00 PM – 7:00 PM

SMA Academic Placement Service: Magnolia

Wednesday, 5:00 PM to 6:00 PM

SMA Foundation Meeting: Vance Room

Wednesday, 6:00 PM to 7:30 PM

SMA Welcoming Reception Sponsored by Sherwin-Williams: Crystal Ballroom

THURSDAY, NOVEMBER 8, 2007

Thursday, 8:00 AM – 5:00 PM

SMA Conference Registration: Ludwigs

SMA Conference Exhibits: Ludwigs

SMA Academic Placement Service 8:00-5:00: Magnolia Room

Thursday, 8:00 AM – 5:00 PM

SCMID Symposium – (This symposium is by invitation): Quadrangle Room

Co-Chairs: Chad Autry, Texas Christian University
R. Glenn Richey, University of Alabama
Robert A. Robicheaux, University of Alabama Birmingham

Thursday, 8:30 AM – Noon

Society for Marketing Advances Doctoral Consortium: Mahncke Room

Session Chairs: Joseph F. Hair, Jr. Kennesaw State University
Brian Engellend, Mississippi State University

Thursday, 8:30-10:00 AM

1.1 Session: Marketing Strategies Regarding Relationships, Customer Equity, and The Elderly's Use of The Internet: Trail Drivers Room

Session Chair: Tracy Meyer, University of North Carolina Wilmington

Customer Sociability and Provider Expertise as Antecedents of the Satisfaction-Trust-Commitment Relationship Model: An Examination of the Physician-Patient Relationship

Deborah Spake, University of South Alabama
Carol M. Megehee, Nicholls State University

Examining the Customer Equity Framework From a Customer's Perspective

Abhijith Holehonnur, Clemson University
Mary Anne Raymond, Clemson University
Christopher D. Hopkins, Clemson University

The Elderly's Internet Usage and the Impact of Nostalgia Proneness, Innovativeness, and Risk Aversion

Tim Reisenwitz, Valdosta State University
Rajesh Iyer, Bradley University
David B. Kuhlmeier, Valdosta State University
Jacqueline K. Eastman, Georgia Southern University

Discussion Leader: Gary Geissler, University of Arkansas - Little Rock

Discussion Leader: Mary Catherine Colley, Troy State University

Thursday, 8:30-10:00 AM

1.2 Session: Buyer Behavior of Vulnerable Populations: Lee Room

Session Chair: Danny Weathers, Louisiana State University

Willpower Shattered: An Exploratory Look at Sexualized Beer Promotion and Consumer Self-Control

Jeffrey S. Podoshen, Franklin and Marshall College

The Effects of Role Strain on Food Shopping Orientation of Single Parents

Palaniappan Thiagarajan, Jackson State University

Subhra Chakrabarty, Mississippi State University

Ronald D. Taylor, Mississippi State University

Discussion Leader: Susan Brudvig, Ball State University

Thursday, 8:30-10:00 AM

1.3 Session: Promotion Strategy: Baker Room

Session Chair: TBD

The Impact of Sponsorship and Event Marketing on Brand Image and Purchase Intentions: Affective Forecasting at a Sponsored Event

Russell Lacey, University of New Orleans

Angeline G. Close, University of Nevada, Las Vegas

R. Zachary Finney, University of South Alabama

The Impact of Organizational Creativity and Encouragement on Advertiser's Learning

Taewon Suh, Texas State University-San Marcos

Differentiators of Successful Small Business Advertising Strategy: Advice from Agencies Handling Both Large and Small-Business Clients

Julie M. Pharr, Tennessee Tech University

J. Donald Weinrauch, Tennessee Tech University

Discussion Leader: Diane Edmundson, University of South Florida

Thursday, 8:30-10:00 AM

1.4 Session: Technology in Education: Frontier Room

Session Chair: Nicole Ponder, Mississippi State University

Introducing Game Show Technology to the Classroom: Let's Ask the Audience

Kirby Shannahan, University of New Brunswick

Jane Dunnett, University of New Brunswick

Barbara Trenholm, University of New Brunswick

An Examination of Online Education Convenience in Graduate Business Programs

Joel Collier, Mississippi State University

Nicole Ponder, Mississippi State University

Lauren White, Mississippi State University

Motivation and Attitude in Learning with Technology: An Exploratory Study

Michael Levin, Texas Tech University

Jared Hansen, Texas Tech University

Discussant: Karen Stone, Southern New Hampshire

Thursday, 10:00-10:30

Refreshment Break: Ludwigs

Thursday, 10:30-11:45

2.1 Plenary Session: Crystal Ballroom

2007 Elsevier Distinguished Scholar Presentation: David Stewart

Session Chair: Arch Woodside, Boston College

Scholar: David Stewart

Thursday, 11:45-12:45

LUNCH ON YOUR OWN

Thursday, 11:45 – 12:45

SMA Fellows Luncheon (Invitation only): Crystal Ballroom

SCMID Luncheon (SCMID Attendees): Crystal Ballroom

Thursday, 12:45-2:15

3.1 Session: Meet the Editors I: Trail Drivers Room

Session Chair: Greg W. Marshall, Rollins College

Editors:

David W. Stewart, Journal of the Academy of Marketing Science

Roland T. Rust, Journal of Marketing

A. Parasuraman, Journal of Service Research

Greg W. Marshall, Journal of Marketing Theory and Practice

Michel Laroche, Journal of Business Research

Catharine M. Curran-Kelly, Marketing Education Review

Thursday, 12:45-2:15

3.2 Session: E-Commerce: Service Quality and Innovation: Lee Room

Session Chair: Kenneth E. Clow, University of Louisiana-Monroe

Managing E-Service Quality and Customer Relationships in the New Economy

Donovan McFarlane, City College

Art Weinstein, Nova Southeastern University

William C. Johnson, Nova Southeastern University

Margaret M. Britt, Mount Vernon Nazarene University

Adoption of Gifted Innovation: An Examination Using Different Theories

Dena Hale, Georgia Southern University

Ramendra Thakur, Utah Valley State College

Discussion Leader: Anthony Kerr, Southeastern Louisiana University

Thursday, 12:45-2:15

3.3 Special Session: Ethical issues in Domestic and Cross-Cultural Marketing: Baker Room

Session Chair: Joel Saegert, University of Texas at San Antonio

Enrico Colla NEGOCIA/Paris

Jeff Hess, California Polytechnic State University

Robert Hoover, Idaho State University

Paul Lapoule, NEGOCIA/Paris

John Story, Idaho State University

Marye Tharp, University of Texas at San Antonio

Thursday, 12:45-2:15

3.4 Session: Measure Issues and Assessment in Marketing Research: Frontier Room

Session Chair: Christopher D. Hopkins, Clemson University

The Development of a Situational Anomie Scale to Measure Online Consumer Piracy

Kevin J. Shanahan, The University of Texas at Tyler

Developing a Behavior-Based Scale for Measuring Service Encounter Quality for Event Marketing Activities: An Application to Fairs and Festivals

James H. Underwood, III, University of Louisiana, Lafayette

Robert P. Bush, Louisiana State University, Alexandria

Gwen Fontenot, University of Louisiana, Lafayette

Influential Others: Evidence Of Gender As A Moderator Of The Relationship Between Role Model Influence And Teens' Behavioral Intentions

Kirby L.J. Shannahan, University of New Brunswick

Rachelle. J Dupuis, University of Memphis

Richard A. Rocco, University of Memphis

Alan J. Bush, University of Memphis

Discussion Leader: Mary Anne Raymond, Clemson University

Thursday, 2:15 PM – 2:30 PM

Refreshment Break: Ludwigs

Thursday, 2:30-4:00

4.1 Teaching Competition: Sherwin-Williams Distinguished Teaching Professor Competition: Trail Drivers Room

Session Chair: Don Self, Auburn Montgomery

Thoughts and Reflections From An Ordinary Joe

Mike Brady, Florida State University

The 3 Ps of Teaching: Preparation, Presentation, and Participant-Centered Learning

Jeff Conant, Texas A & M University

Does Wikiteaching Wikimarketing Spell Extinction for Non-Wikiprofessors
Christian Dussart, HEC Montreal

Building Bridges Between College and Career
Gary Geissler, University of Arkansas-Little Rock

Judges:

Danny Butler, Auburn University
Brian Engellend, Mississippi State University
Doug Hoffman, Colorado State University
Pookie Sautter, New Mexico State University
Denise Smart, Texas State University-San Marcos

Thursday, 2:30-4:00

4.2 Session: The Negative Side of Services: Service Failure and Negative Customer Emotions: Lee Room

Session Chair: Jason Lueg, Mississippi State University

Exploring the Preferred Qualities and Behaviors of Customer Contact Employees During Complaint Handling Encounters

Thorsten Gruber, University of Manchester
Isabelle Szmigin, University of Birmingham
Alexander Reppel, Royal Holloway University of London

The Role of Anger in Discriminatory Perceptions of Service Failure

Tracy Meyer, University of North Carolina – Wilmington
Thomas L. Baker, Clemson University

Understanding Customer Uncertainty in Service Firms: A Structural Equations Modeling Approach

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

Discussion Leader: Deborah Spake, University of South Alabama

Thursday, 2:30-4:00

4.3 Session: Factors in Salesperson Performance: Baker Room

Session Chair: Jeff Totten, McNeese State University

Customer Orientation and Performance Outcomes in the Sales Context

Ceyhan Kilic, New York Institute of Technology
Turkan Dursun, West Texas A&M University

An Empirical Examination of Proficient Cross-Sellers

James J.Zboja, Eastern Michigan University
Michael D. Hartline, Florida State University

Discussion Leader: Dave Bojanic, Texas-San Antonio

Thursday, 2:30-4:00

4.4 Session: Current Issues in Education I: Frontier Room

Session Chair: George Stone, North Carolina AT&T

Marketing Faculty Productivity – An Exploratory Study of Faculty Publication Performance

James Talaga, La Salle University

Swee-Lim Chia, La Salle University

A Preliminary Investigation Assessing Student Perceptions of Service Learning Outcomes, Social Responsibility, Critical Thinking, and Marketable Job Skills (Best Paper in Marketing Education Track)

Mathew Joseph, Josco International

George Stone, North Carolina A&T University

Kimberly, University of Georgia

Nukhet Harmancioglu, Bilkent University

Discussion Leader: Karen Stone, Southern New Hampshire

Thursday, 4:00-4:15

Refreshment Break: Ludwigs

Thursday, 4:15-5:45

5.1 Special Session: Making the Case for a Broad Perspective on Service Knowledge: Arguments and Rationale: Trail Drivers Room

Session Chair: Tom Baker, Clemson University

Aidan Daly, National University of Ireland, Galway

Raymond P. Fisk, Texas State University-San Marcos, USA

Stephen J. Grove, Clemson University, USA

Lia Patrício, Universidade do Porto, Portugal

Thursday, 4:15-5:45

5.2 Session: Entrepreneurs and Online Marketing Practices, Tourism, Outshopping Behavior, and Mexican Consumers: Lee Room

Session Chair: Jon Hawes, University of Akron

Perceived Importance and Future Use of Online Channels of Distribution by Small Businesses in the United States and Australia: An Exploratory Study

William F. Lewis, University of Dayton

Irene J. Dickey, University of Dayton

John VanBeveren, Australia

Mexicans Shopping in the United States—An Economic Force in Texas

Ben K. Goh, Texas Tech University

Deborah C. Fowler, Texas Tech University

Mitzi Lauderdale, Texas Tech University

Jessica Yuan, Texas Tech University

Discussion Leaders:

Irene J. Dickey, University of Dayton

Shawn Thelen, Hofstra University

Thursday, 4:15-5:45

5.3 Furthering our Understanding of Trust and Branding: Baker Room

Session Chair: Pam Kennett-Hensel, University of New Orleans

The Relationship between Trust and Commitment: A Meta-Analysis

Susan Brudvig, Ball State University

Sources of Brand Value across Industrial Product Types: A Conceptual Framework

Douglas J. Ayers, University of Alabama at Birmingham

Robert Underwood, Furman University

Thomas L. Powers, University of Alabama at Birmingham.

Brand Community or Brand Collectivity?

William C. Martin, Mississippi State University

Joel E. Collier, Mississippi State University

Discussion Leader: Lauren R. Skinner, University of Alabama at Birmingham

Thursday, 4:15-5:45

5.4 China and its Marketing Issues and Challenges: Advertising Orientations and Research Practices: Frontier Room

Session Chair: Madhav N. Segal, Southern Illinois University Edwardsville

Consumer Attitudes toward Advertising: Regional Differences in China

Joyce Xin Zhou, Saint Louis University

Maxwell K. Hsu, University of Wisconsin at Whitewater

Arun Pereira, Saint Louis University

Bin Yu, Xinzhou Teacher's University

Exploring Marketing Research Operations in China: A Qualitative Analysis

Madhav N. Segal, Southern Illinois University- Edwardsville

Discussion Leader: Yue Pan, University of Dayton

Ben Oumlil, University of Dayton

Thursday, 6:00 PM – 7:30 PM

Reception

All SMA Conference Attendees are invited: Gunter Terrace

FRIDAY, NOVEMBER 9, 2007

Friday, 8:00 AM – 5:00 PM

SMA Conference Registration: Ludwigs

SMA Conference Exhibits: Ludwigs

SMA Academic Placement Service 8:00-5:00: Magnolia Room

Friday, 8:30-10:00

6.1 Journal of Marketing Theory and Practice Editorial Board Meeting: Frontier Room

Session Chair: Greg W. Marshall, Editor, Journal of Marketing Theory and Practice

Friday, 8:30-10:00

6.2 Teaching Competition: Houghton Mifflin Pride/Ferrell Innovations in Teaching Competition: Trail Drivers Room

Session Chair: John Branch, University of Michigan

Teaching Sales Promotions with a “What If?” Spreadsheet Approach to Temporary Price Reductions

Kimball P. Marshall, Alcorn State University

Partnering with Small Business Development Centers for Student Course Projects in Marketing and Advertising Programs

Richard Parker, University of Arkansas-Little Rock

Breaking the Classroom Mold: Using Focus Group Discussions as an Innovative Teaching Tool

Gary Geissler, University of Arkansas-Little Rock

A 3-Way Integrative Learning Approach to Cross-National Collaboration among Students and Practitioners

Chuck Hermans, Missouri State University & Andrew J. Newman, Manchester Business School

Golden Duck Awards to Facilitate Class Participation

Barbara Wooldridge, University of Texas at Tyler

Friday, 8:30-10:00

6.3 Session: Doctoral Student Perspectives on Customer Issues: Baker Room

Session Chair: Pia Albinsson, New Mexico State University

GO Team GO: The Pleasure of Being a Sports Fan!

Donna Sears, University of New Brunswick – St. Johns

Cal Cipolla, University of New Brunswick – St. Johns

Maximizing Customer Equity When Acquisition and Retention Rate Are Negatively Related

Weimin Dong, Boston University

Scott D. Swain, Boston University

Customer Outrage and Delight in a Services Setting: Understanding Key Aspects of the Relationship

Donald Clay Barnes, Mississippi State University

Zachary Williams, Mississippi State University

Mike Breazeale, Mississippi State University

Lauren Allyn White, Mississippi State University

Discussion Leader: Rusty Brooks, Houston Baptist University

Friday, 8:30-10:00

6.4 Session: Session: Supply Chain Service Strategies: Quadrangle Room

Session Chair: Anthony S. Roath, University of Oklahoma

Size Might Matter: A Case Study of Lean Implementation in an SME

Susan L. Golicic, University of Oregon

Steve Medland, University of Oregon

Theoretical Model of E-business Infusion in Manufacturer-Reseller Relationships

Talai Osmonbekov, University of Southern Mississippi

Frank Xie, Drexel University

Combating the Commercial Driver Shortage: A Research Agenda

Marie Carpenter, East Carolina University

S. Scott Nadler, East Carolina University

Logistics Service Orientation and Service Competency

Mert Tokman, James Madison University

R. Glenn Richey, The University of Alabama

Discussion Leader: Zac Williams, Mississippi State University

Friday, 8:30-10:00

6.5 Session: Session: Niche Market Advertising: Lee Room

Session Chair: Cathy Curran-Kelly, University of Massachusetts, Dartmouth

Comprehension of Metaphors in Advertisements: Opinion Leaders versus Non-Opinion Leaders

Vivek Madupu, University of Minnesota Duluth

Delonia O.Cooley, Texas Southern University

A 21st Century Examination of Black and Asian American Portrayals in Magazine Advertising: Are Services Leading the Way? (Best Paper in Advertising Track)

Elten Briggs, The University of Texas at Arlington

Timothy D. Landry, The University of Oklahoma

Discussion Leader: Charles Hermans, Missouri State University

Friday, 8:30-10:00

6.6 Session: Insights into Retail and Entrepreneurial Strategic Decision Making: Mahncke Room

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

Retail Shopping Convenience: Enduring Trait or Situation-Specific Need?

Michelle B. Beauchamp, Middle Tennessee State University

Nicole Ponder, Mississippi State University

Ronald D. Taylor, Mississippi State University

Private Label Brands: A Research Agenda
(*Best Paper in Retailing and Entrepreneurship Track*)
Michael R. Hyman, New Mexico State University
Dongdae Lee, Dong-A University
Dennis Kopf, New Mexico State University
Marco Wolf, New Mexico State University

Marketing Communication Activities of Small Businesses: Interpretations from Survey Research
Richard D. Parker, University of Arkansas at Little Rock
Joseph R. Bell, University of Arkansas at Little Rock
John R. Hendon, University of Arkansas at Little Rock

Discussion Leader: Shawn Thelan, Hofstra University

Friday, 10:00 AM – 10:15 AM
Refreshment Break: Ludwigs

Friday, 10:15-11:45
7.1 Session: Special Session: Meet the Editors II: Frontier Room
Session Chair: Greg W. Marshall, Rollins College

Editors:

Marla R. Stafford, Journal of Advertising
Peter J. LaPlaca, Industrial Marketing Management
David A. Griffith, Journal of International Marketing
Kenneth R. Evans, Journal of Personal Selling & Sales Management
Rajiv Dant and James Brown, Journal of Retailing

Friday, 10:15-11:45
7.2 Session: Culture, Country of Origin Effects, Outsourcing, Importer-Exporter Relationships, and Services Buyer Preferences in Developed and Emerging Markets (Part I): Trail Drivers Room
Session Chair: Tara Lopez, Southeastern Louisiana University

Cultural Values, Demographics, and Consumer Preferences of Product Categories
Ben Oumlil, University of Dayton

The Effect of Country-of-Origin and Product Knowledge on Consumer Product Evaluation
Jin Kyun Lee, University of Texas at Austin
Wei-na Lee, University of Texas at Austin

An Exploratory Study of the Relationships between Cultural Similarities, Product Categories, and Ethnocentrism
Ben Oumlil, University of Dayton

Discussion Leaders: Ben Oumlil, University of Dayton
Paul Sergius Koku, Florida Atlantic University

Friday, 10:15-11:45

7.3 Session: Consumer Reactions to Retail Settings and Tactics: Baker Room

Session Chair: Ken Henderson, Morehead State University

Scarcity and Emotions' Effects on Consumers' Evaluation of Crowded Service Settings

Frank Pons, Universite Laval

Mehdi Mourali, University of Calgary

Would You Mind that there's a CCTV around You: The Interaction of Notice Attributes and Retail Density on Shoppers' Reactions

Tsung-Chi Liu, National Cheng Kung University

Cheng-Feng Chen, National Cheng Kung University

The Similarity Tactic and Purchase Intentions: The Moderated Influence of Persuasion Knowledge

Tatiana Levit, University of Kentucky

Blair Kidwell, University of Kentucky

Discussion Leader: Sacha Joseph, University of Pacific

Friday, 10:15-11:45

7.4 Session: The Evolution of Supply Chain Strategy: Quadrangle Room

Session Chair: Connie Bateman, University of North Dakota

An Assessment of the Impact of 9/11 on JIT Inventories

S. Scott Nadler, East Carolina University

John F. Kros, East Carolina University

Sustainability in Supply Chains: Using the Triple Bottom Line Approach to Future Competitive Advantage through Sustainable Supply Chains

Melissa Markley, University of Alabama

Lenita Davis, East Carolina University

Evaluating Interfirm Relationship – Performance Spirals: A Longitudinal Study

(Best Paper in Supply Chain Management and Logistics Track)

Chad W. Autry, Texas Christian University

Susan L. Golicic, University of Oregon

Discussion Leadert: Haozhe Chen, East Carolina University

Friday, 10:15-11:45

7.5 Special Session: Marketing Issues at the Government/Business Interface: The Case of Exporting and Economic Development: Lee Room

Session Chair: Mary Catherine Colley, Troy State University

Richard Easley, Baylor University

Elnora Stuart, The American University in Cairo

Mary Mobley, Augusta State University

Ellen Moore, University of South Carolina

Daniel Butler, Auburn University

Friday, 10:15-11:45

7.6 Session Title: Customer Perceptions of Value and Service Quality: Mahncke Room

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

The Effects of Shared Responsibility on Customer Perceptions of Value in Service Exchanges

Jeremy J. Sierra, Texas State University – San Marcos

Robert S. Heiser, University of Southern Maine

Shaun McQuitty, New Mexico State University

The Impact of Inconsistent Service Quality during the Service Encounter on Service Choice

David E. Hansen, Texas Southern University

The Customer As Spokesperson: Does the Prospect of an Overweight Spokesperson Influence Evaluations and Intentions

Robert S. Moore, Mississippi State University

Melissa Moore, Mississippi State University

Discussion Leader: David Palmer, Jacksonville State University

Friday, 12:00 NOON – 1:30 PM

SMA Annual Awards Luncheon: Crystal Ballroom/Yellow Rose Room

Ticket Required for all conference participants. Competitive award winners will be honored.

Friday, 1:30 PM to 2:00 PM

SMA Annual Business Meeting: Mahncke Room

Presiding: James Boles, Georgia State University

Friday, 2:00-3:30

SMA New Officer's Meeting: Vance Room

Presiding: Thomas L. Baker, Clemson University

Friday, 2:00-3:30

8.1 Special Session Track: Journal of Marketing Theory and Practice: Frontier Room

Session Chair: Michael J. Dorsch, Clemson University, Former Editor of the Journal of Marketing Theory and Practice

Recommendation Agents Acceptance: Prior Use and Continued Use

(Best Paper in Journal of Marketing Theory and Practice Track)

Xiaojing (Jing) Sheng, University of Tennessee

Lost in Transition? The Human Influence on Marketing's Emerging Service-Dominant Logic

R. Zachary Finney, University of South Alabama

Deborah F. Spake, University of South Alabama

Removing Global Impressions From Brand Rating Surveys

Shane S. Smith, Kennesaw State University

Discussion Leader: Michael J. Dorsch, Clemson University

8.2 Session: Special Session: What Works in Social Marketing? The Challenge of Research in the Field: Trail Drivers Room

Session Chair: Jeff Tanner, Baylor University

Marlys Mason, Oklahoma State University
Josh Wiener, Oklahoma State University
Mary Anne Raymond, Clemson University
Tracy A. Suter, Oklahoma State University

Discussant: Joel Saegert, University of Texas at San Antonio

Friday, 2:00-3:30

8.3 Session: Influence of the Self and Attitude on Consumer Behavior: Baker Room

Session Chair: Sacha Joseph, University of Pacific

*The Relationships Among Attitude, Brand equity and Repurchase Intention:
The Case of Skincare Products in Taiwan*

Katherine EC Chang, National Changhua University of Education
Glen H. Brodowsky, California State University, San Marcos

Attitude Toward and Intention to Use the Web: An Examination Using Self- Efficacy and Affect Infusion Theory

Ramendra Thakur, Utah Valley State College
John H. Summey, Southern Illinois University - Carbondale
Gerald David Flint, Utah Valley State College
Peter Robinson, Utah Valley State College

The Thinking Style and Information Source Preference for Consumers with an Interdependent-Self versus an Independent-Self

Lien-Ti Bei, National Chengchi University
Ming-Yi Chen, National Chengchi University
Meng-chun Tsai, National Chengchi University

Discussion Leader: Tatiana Levit, University of Kentucky

Friday, 2:00-3:30

8.4 Session: Doctoral Student Perspectives: Quadrangle Room

Session Chair: Tracy Tuten Ryan, Virginia Commonwealth University

Why Generation Y Chooses to be Brand Loyal? An Exploration of the Antecedents of Brand Loyalty in Clothing

Selcuk Ertekin, University of North Texas

Balancing Exploration and Exploitation in Innovation Management: The Role of Strategic Orientations in Ambidextrous Organizations

Pelin Bicen, Texas Tech University

Visual Rhetoric in Fear Appeals: An Extension of the Ordered Protection Motivation Model
Pia A. Albinsson, New Mexico State University

Discussion Leader: Kevin Shanahan, University of Texas at Tyler

Friday, 2:00-3:30

8.5 Session: Internet, Gambling and Consumer-Generated Media (CGM): Lee Room

Session Chair: Paul Sergius Koku, Florida Atlantic University

Global Internet Gambling Market: Legal Challenges For U.S. Public and Free Trade Policies
Heiko D. Wijnholds, Virginia Commonwealth University

Exploring International Differences in Internet Tourism Marketing: New England vs. Atlantic Canada
Richard D. Parker, University of Arkansas at Little Rock
Rachel K. Smith, University of Arkansas at Little Rock
Donna Sears, University of New Brunswick, Saint John

Consumer-Generated Media (CGM): An Exploratory Study of Various Forms, Value to Consumers, and Practitioners and Global Implications

Irene J. Dickey, University of Dayton
William F. Lewis, University of Dayton

Discussion Leaders: Irene J. Dickey, University of Dayton
Heiko D. Wijnholds, Virginia Commonwealth University
Rachel K. Smith, University of Arkansas at Little Rock

Friday, 2:00-3:30

8.6 Session: Case Development and Teaching in Marketing

Session Chair: Jon M. Hawes, University of Akron

Marketing Audit Assignments as a Source of Nonprofit Classroom Decision Cases
Charles S. Madden, Baylor University

MySpace: Juggling Security, Safety and Freedom
Ronald Kuntze, University of Tampa
Ericka Matulich, University of Tampa
Barbara Ross Wooldridge, University of Texas Tyler
Sarah Carlson, University of Tampa
Iris Daly, University of Tampa
Adriana Rincon, University of Tampa
Chitaphan Vajanadilok, University of Tampa

Discussion Leader: Melodie Philhours, Arkansas State University

Friday, 3:30PM – 3:45 PM
Refreshment Break: Ludwigs

Friday, 3:45-5:15

9.1 Special Session: Same but Different: Comparing European and American Higher Education: Frontier Room

Session Chair: John D. Branch, University of Michigan

Friday, 3:45-5:15

9.2 Current Public Policy Issues in Marketing: Trail Drivers Room

Session Chair: Marye Tharp, University of Texas at San Antonio

Commercial Linking Policy and 1st Amendment Issues for Government Websites

Robert Moore, Mississippi State University

Melissa Moore, Mississippi State University

Pearson Liddell, Jr., Mississippi State University

William D. Eshee, Jr., Mississippi State University

Gloria J. Liddell, Mississippi State University

Learned Intermediaries in Pharmaceutical Channels

John Miller, University of Kentucky

Fred W. Morgan, University of Kentucky

Kendi Pate, University of Kentucky

Karl A. Boedecker, University of San Francisco

Jeffrey J. Stoltman, Wayne State University

Direct-to-Consumer Advertising for Prescription Medicines: Issues Facing the FDA and the Pharmaceutical Industry (Best Paper in Ethics, Legal Issues, and Public Policy Track)

Joelle Kendrick, University of Kentucky

Fred W. Morgan, University of Kentucky

Karl A. Boedecker, University of San Francisco

Jeffrey J. Stoltman, Wayne State University

Discussion Leader: Michael D. Musante, Quinnipiac University

Friday, 3:45-5:15

9.3 Session: Examining Cases of Marketing within the Public Sector: Baker Room

Session Chair: Charles S. Madden, Baylor University

The Fairfield Historical Society: Moving Up and Out

Laurence Weinstein, Sacred Heart University

Kelli Bodrato, Sacred Heart University

Marketing in the Public Sector: The Paragould School District

Melodie Philhours, Arkansas State University

Cause Related Marketing: A Model of Consumer's Attitude toward the Cause-Brand Alliance

Diane R. Edmondson, University of South Florida

Barbara A. Lafferty, University of South Florida

Discussion Leader: Ronald F. Bush, University of West Florida

Friday, 3:45-5:15

9.4 Session : The Professional Selling Work Environment: Quadrangle Room

Session Chair: Tracy Meyer, University of North Carolina Wilmington

Creativity in Sales: Views of Industrial versus Retail Salespersons

Claire Allison Stammerjohan, Jackson State University

Motivation and Monetary Incentives: A Closer Look

Susan DeVecchio, East Carolina University

Judy Wagner, East Carolina University

Gender Differences in Perceptions of the Impact of Work-Family Stress & Technology Issues on Sales Careers

Jeff W. Totten, McNeese State University

Barbara A. Schuldt, Southeastern Louisiana University

Andree Taylor, Southeastern Louisiana University

Duane Donald, Southeastern Louisiana University

Discussion Leader: Michael D. Musante, Quinnipiac University

Friday, 3:45-5:15

9.5 Session: Strategic Marketing and the Use Social Media: Lee Room

Session Chair: Brian Engellend, Mississippi State University

Strategic Targeting: A Marketing Planning and Implementation Approach

Margaret Britt, Mount Vernon Nazarene University

Art Weinstein, Nova Southeastern University

Brand Engagement Via Emerging Platforms In Social Media

Tracy Tuten Ryan, Virginia Commonwealth University

Discussion Leader: Richard Parker, University of Arkansas - Little Rock

Discussion Leader: Richard Gooner, East Carolina University

Friday, 3:45-5:15

9.6 Session: Understanding the Senior Citizen Market: Mahncke

Session Chair: Carol Megehee, Nicholls State University

Lake Area Tourism: A Study of Day and Overnight Visitors

Annette Ryerson, Black Hills State University

The Elderly and Pharmacy Services: Direct-to-Consumer Advertising, Medicare Part D, and Drug Costs

Deborah F. Spake, University of South Alabama

Mathew Joseph, Josco International

Discussion Leader: Pelin Bicen, Texas Tech University

Friday, 6:00 PM – 7:30 PM
SMA President's Reception
Crystal Ballroom

SATURDAY, NOVEMBER 10, 2007

Academic Placement 8:00-12:00: Magnolia Room

Saturday, 8:30-10:00

10.1 Session: Information Search and Adoption of Services: Frontiers Room

Session Chair: Debi Mishra, SUNY - Binghamton

Exploring a Gap: The SEC Framework

Rachel K. Smith, University of Arkansas at Little Rock

Consumer Perceptions of Service Guarantee Characteristics: Effects on Purchase Intentions

Tsung-Chi Liu, National Cheng Kung University, Taiwan

Ti Cheng, National Cheng Kung University, Taiwan

Adoption of Net-Based Customer Service Systems (NCSS): Analysis of a Longitudinal Field Experiment

David W. Palmer, Jacksonville State University

Arthur W. Allaway, University of Alabama

Discussion Leader: Medhi Mourali, University of New Hampshire

Saturday, 8:30-10:00

10.2 Session: Customer and Corporate Characteristics vis-à-vis Public Policy Issues: Trail Drivers Room

Session Chair: Robert Hoover, Idaho State University

Personal Values and Consumers' Approaches to Social Responsibility

Harold J. Ogden, Saint Mary's University

May Aung, University of Guelph

The Antecedents of Stakeholder Collaboration in Multi-Sector Innovations

John D. Hansen, Northern Illinois University

Michelle D. Bunn, The University of Montevallo

International Tourists' Perception of Personal Safety

Jessica Yuan, Texas Tech University

Mitzi Lauderdale, Texas Tech University

Ben K. Goh, Texas Tech University

Deborah Fowler, Texas Tech University

Discussion Leader: Barbara Lafferty, University of South Florida

Saturday, 8:30-10:00

10.3 Session: Understanding the Impact of Emotion on Personal Nostalgia and Consumer Hope: Baker Room

Session Chair: David M. Hardesty, University of Kentucky

Measuring the Intensity of the Personal Nostalgia Experience: A Conceptual Framework

Altaf Merchant, Old Dominion University

John Ford, Old Dominion University

Mahesh Gopinath, Old Dominion University

The Impact of Hope on Purchase Intention

William J. Rowe, University of Kentucky

Discussion Leader: Hulda Black, University of Kentucky

Saturday, 8:30-10:00

10.4 Session: Strategic Views of Outsourcing, Culture and Technology: Quadrangle Room

Session Chair: Elnora Stuart, The American University in Cairo

A Firm's Propensity to Outsource: The Role of Firm-Specific Motivators

Ravi Jillapalli, Texas Tech University

Success of High Tech Firms: Blending Culture and Strategy

Ramendra Thakur, Utah Valley State College

Dena Hale, Georgia Southern University

Investment Tradeoffs in Business to Business Strategy: The Effects of Collaboration, Technological Readiness, and Organizational Learning

R. Glenn Richey, Jr., University of Alabama

Discussion Leader: John Summey, Southern Illinois University Carbondale

Saturday, 10:00 AM – 10:15 AM

Refreshment Break: Ludwigs

Saturday, 10:15-11:45

11.1 Session: Current Issues in Education II: Frontier Room

Session Chair: James Talaga, La Salle University

Using Correlation Coefficients to Examine the Association between Academic Performance of Marketing Students and their Preferred Learning Styles

Mary Galvan, North Central College

Should Future Marketers be Trained or Educated (Student Paper)

Selcuk Ertekin, University of North Texas

Discussion Leader: Swee-Lim Chia, La Salle University

Saturday, 10:15-11:45

11.2 Session: Insights Regarding Customer Relationships and Customer Participation: Trail Drivers Room

Session Chair: Susan Brudvig, Ball State University

Making, Enabling, and Keeping Promises: Insights from Focus Groups (Best Paper in Consumer Behavior Track)

J. Michael Weber, Mercer University

Joseph F. Hair, Jr., Kennesaw State University

Antecedents of Member-Based Organizations: An Investigation into Paid Membership in Health Clubs

Hulda Black, University of Kentucky

Discontinuous Innovation: The Role of Consumer Marketing Research (Student Paper)

Diane R. Edmondson, University of South Florida

Discussion Leader: Jason Rowe, University of Kentucky

Saturday, 10:15-11:45

11.3 Session: Quantitative and Event Study Approaches to Marketing Research: Frontier Room

Session Chair: Kirby L.J Shannahan, University of New Brunswick

An Examination Of One Dimension Marginal Distributions: Selling And Non-Selling Activities Of A Salesperson

Dheeraj Sharma, Ball State University

Placing an Economic-Based Value on First, Second, and Third Market Entrants

Michael Poletti, University of North Carolina at Pembroke

Howard Ling, University of North Carolina at Pembroke

John Parnell, University of North Carolina at Pembroke

Discussion Leader: Rachelle. J Dupuis, University of Memphis

Saturday, 10:15-11:45

11.4 Session : Culture, Country of Origin Effects, Outsourcing, Importer-Exporter Relationships, and Services Buyer Preferences in Developed and Emerging Markets (Part II): Quadrangle Room

Session Chair: C.P. Rao, Kuwait University

How Important Is Cultural Distance Factor Importer-Exporter Relationship: An Empirical Investigation

C.P. Rao, Kuwait University

Adel A. Al-Wugayan, Kuwait University

An Examination of Consumer Attitude Toward Outsourcing of Technical Support Services

Paul Sergius Koku, Florida Atlantic University

Do Consumers Exhibit a Country-of-Service Preference?

Thomas P. Murphy, Hofstra University

Shawn Thelen, Hofstra University

Earl D. Honeycutt, Jr., Elon University

Discussion Leaders: Tom Baker, Clemson University
Ben Oumlil, University of Dayton
Shawn Thelen, Hofstra University