Society for Marketing Advances

2009 Annual Conference
A. Parasuraman (Parasu) is a Professor and Holder of the James W. McLamore Chair in Marketing (endowed by the Burger King Corporation) and Vice Dean of Faculty at the School of Business, University of Miami. He obtained his Bachelor of Technology degree from IIT-Madras (1970), Master of Business Administration degree from IIM-Ahmedabad, India (1972), and his Doctor of Business Administration degree from Indiana University, Bloomington, Indiana (1975).

Dr. Parasuraman teaches and does research in the areas of services marketing, service-quality measurement and improvement, and the role of technology in marketing to and serving customers. In 1988 Dr. Parasuraman was selected as one of the “Ten Most Influential Figures in Quality” by the editorial board of The Quality Review, co-published by the American Quality Foundation and the American Society for Quality Control. He has received many distinguished teaching and research awards, including multiple Best Professor Awards given by Executive and Regular MBA Classes and the Provost’s Award for Scholarly Research at the University of Miami. In 1998 he received the American Marketing Association’s Career Contributions to the Services Discipline Award. He received the Academy of Marketing Science’s Outstanding Marketing Educator Award in 2001 and was designated as a Distinguished Fellow of the Academy in 2004. He has also been named to the Chartered Institute of Marketing (U.K.’s “Guru Gallery,” which profiles the 50 leading marketing thinkers worldwide. In 2005 he received a Distinguished Alumnus Award from IIT-Madras, his undergraduate alma mater. In 2008 the e-TQM College in Dubai established The Parasuraman Research Grant on Service Quality, an annual award to foster more scholarly research on service quality throughout the Middle East region.

Dr. Parasuraman has published over one hundred articles in journals such as the Journal of Marketing, Journal of Marketing Research, Journal of Retailing, and Sloan Management Review. He has served as editor of the Journal of the Academy of Marketing Science for a 3-year term (1997-2000). He is currently Editor of the Journal of Service Research. He also serves on the editorial review boards of ten journals. In addition to coauthoring Marketing Research, a college textbook, Dr. Parasuraman has co-authored three other business books written for practitioners: Delivering Quality Service: Balancing Customer Perceptions and Expectations, Marketing Services: Competing Through Quality, and Techno-Ready Marketing: How and Why Your Customers Adopt Technology. He is an active consultant and has conducted dozens of executive seminars on service quality, customer satisfaction and the role of technology in service delivery in many countries.
Martin Manion has been associated with McIlhenny Company for almost 35 years, including his tenure as a TABASCO Account Executive at Fitzgerald Advertising Inc. In 1988 he moved from the agency to McIlhenny Company and in 1992, he became Retail Marketing Director for the TABASCO brand. His current position as Vice President of Corporate Marketing includes responsibility for all domestic marketing activities in the United States. A graduate of LSU and native New Orleanian, Mr. Manion was also recognized by Advertising Age in their 2001 Special Report Marketing 1000 Celebrating 10 years of marketing excellence. The issue focused on successful brand stories and the people behind them.

Looking for new marketing opportunities among the African American consumer, Martin initiated a marketing competition among Historical Black Colleges and Universities in Louisiana in 1999. The effort allowed five teams of marketing students to present creative, marketing strategies and promotion concepts to McIlhenny Company and subsequently test various elements of the plans presented.

Now celebrating its 10th year, the African American targeted marketing effort has proven to be a viable strategy for researching and connecting the brand to this demographic. As part of the test market approach, student interns were selected at Xavier University in New Orleans and Grambling State University in Grambling in 2001, becoming the first TABASCO sales representatives on campus. In addition, the brand sponsored Real Men Cook and Black Heritage Festival in south and north Louisiana. The following year, Southern University Baton Rouge and Dillard University in New Orleans were added to the program, along with sponsorships of HBCU Step Shows. Each semester students present their plans to members of McIlhenny Company’s marketing team for connecting TABASCO Pepper Sauce to the student population, campus organizations and alumni. In addition, the students link the brand to foodservice outlets on campus and in the surrounding communities, a major sales category for the brand.

In 2005, the program was extended to Black Church Memberships across the state. Support of individual ministries and planned events are part of an on-going effort to establish the brand via taste tests and recipe collection, resulting in the company’s first African American cookbook, The Flavor of the Family. The book is a compilation of church member recipes handed down through families (some of which had never been written), and was produced by the company and donated to the churches. The number of church partners continues to increase and all participants have been extremely supportive of the company’s efforts.
2009 Annual Conference  
Sheraton New Orleans  
New Orleans, Louisiana  
November 4-7, 2009  

Program Chair: W. Rhea Ingram, Auburn Montgomery

Wednesday, November 4, 2009

ALL DAY PRE-CONFERENCE SEMINARS:  
(Pre-registration is required for each Pre-Conference seminar along with registration for SMA Conference)

Wednesday, 8:00 AM  5:30 PM  
Session 1.1: Elsevier Doctoral Consortium of the Society for Marketing Advances: Gallery 1st Floor  
(Doctoral students only)  
Facilitators: James S. Boles, Georgia State University  
Thomas L. Baker, Clemson University

Wednesday, 8:30 AM  5:30 PM  
Session 1.2: 13th Annual Retail Strategy and Consumer Decision Research Seminar: Salon 825  
Facilitators: Barry Babin, Louisiana Tech University  
Jean-Charles Chebat, HEC Montréal  
Dave Ortinau, University of South Florida  
Robert A. Robicheaux, University of Alabama at Birmingham

Wednesday, 9:00 AM  5:00 PM  
Session 1.3: 3rd Annual Society for Marketing Advances SEM Workshop: Salon 828  
Facilitators: Barry Babin, Louisiana Tech University  
Joseph F. Hair, Jr., Kennesaw State University

AFTERNOON PRE-CONFERENCE SESSIONS:

Wednesday, 1:30 PM  5:00 PM  
Session 2.1: 1st Annual Society for Marketing Advances Writing Successful Grants That Get Funded: Salon 816  
Facilitator: Rene Mueller, College of Charleston

Session 2.2: 1st Annual Society for Marketing Advances Leadership Development Symposium: Salon 817  
(Current department chairs/heads only)  
Facilitators: Greg W. Marshall, Rollins College  
William C. Locander, Loyola University New Orleans

Session 2.3: 3rd Annual Society for Marketing Advances Case Teaching Workshop: Salon 824  
Facilitators: Daniel D. Butler, Auburn University  
Danny Bellenger, Georgia State University  
James S. Boles, Georgia State University

Wednesday, 4:00 PM  6:00 PM  
SMA Registration & Exhibits: Foyer & Armstrong  
SMA Academic Placement Service: Cornet Room

Wednesday, 5:30 PM  7:00 PM  
SMA Welcoming Reception: Armstrong Ballroom  
Sponsored by SHERWIN WILLIAMS

MORNING PRE-CONFERENCE SESSIONS:

Wednesday, 10:00 AM  11:30 PM  
Society for Marketing Advances Officers Meeting: Crescent Room (4th floor).  
Presiding: Mathew Joseph, St. Mary’s University

Wednesday, 11:45 AM  1:15 PM  
Luncheon for Doctoral Consortium, Officers and all Pre-Conference attendees: Armstrong Ballroom
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**Thursday, November 5, 2009**

**ALL DAY SEMINARS:**

**Thursday, 8:00 AM – 5:00 PM**

*SMA Conference Registration:* Foyer
*SMA Conference Exhibits:* Armstrong Ballroom
*SMA Academic Placement Service:* Cornet Room

**3.1 Session: Elsevier Doctoral Consortium of the Society for Marketing Advances:**

Session Chairs: James S. Boles, Georgia State University
Thomas L. Baker, Clemson University

**3.2 Session: SCMID Symposium:** Salon 817

Session Chairs: Chad Autry, Oklahoma City University
Lauren R. Skinner, University of Alabama at Birmingham
Mert Tokman, James Madison University

**MORNING SESSIONS:**

**Thursday, 8:30 AM – 10:00 AM**

**3.3 Session: Issues in Europe:** Salon 816

Session Chair: Glenn Voss, Southern Methodist University

*Effects of Emotions on Attachment and Emotional Commitment: An Empirical Illustration for Brands and Media Titles*

Rita Valette-Florence, IAE Aix-en-Provence & Wesford Business School, France
Im ne B cheur, Researcher, Wesford Business School, France
Virginie de Barnier, IAE Aix-en-Provence, France
Pierre Valette-Florence, IAE de GREHOBLE, France

**3.4 Session: Current Issues Facing the Canadian Market:** Salon 820

Session Chair: Kirby L. J. Shannahan, Memorial University of Newfoundland
Discussant: Walter H. Henley, University of North Alabama

*The Relationship between Types of Patriotism, Cultural Homogeneity and Consumer Ethnocentrism: A Study of Canadian and American Consumers*

Vivek Madupu, Missouri Western State University

**Thursday, 8:30 AM – 10:00 AM**

**3.4 Session: Current Issues Facing the Canadian Market:** Salon 820

Session Chair: Kirby L. J. Shannahan, Memorial University of Newfoundland
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*The Relationship between Types of Patriotism, Cultural Homogeneity and Consumer Ethnocentrism: A Study of Canadian and American Consumers*

Vivek Madupu, Missouri Western State University

**For Sale by Owner: Assessing the Changing Real Estate Market in Canada**

A. Jane Dunnett, University of New Brunswick
Kirby L.J. Shannahan, Memorial University of Newfoundland
Rachelle J. Dupuis, Memorial University of Newfoundland

*Developing a Market Orientation Measurement Instrument in the Atlantic Canada’s Seafood Processing Sector Some Insights*

Reginald G. Sheppard, University of New Brunswick

**Brand Personality and Overall Brand Equity: Comparison between the UK and Greece**

Maria Daniiloudi, Johnny Walker Black Label, Diageo Hellas S.A.
Katherine Chang, Manchester Business School
Thursday, 8:30 AM – 10:00 AM
3.5 Session: Buyer Behavior of Different Populations:
Salon 821
Session Chair: Carmen-Maria Albrecht, University of Mannheim
Discussant: Greg Turner, Nichols State University

Gender Differences in Online Shopping Behaviors of Generation Y College Students
Dawn Valentine, Georgia Southwestern State University
Thomas L. Powers, University of Alabama at Birmingham

Team Loving and Loathing: Emotional Determinants of Consumption in Collegiate Football
Harry A. Taute, Utah Valley University
Jeremy J. Sierra, Texas State University  San Marcos
Robert S. Heiser, University of Southern Maine

Need for Touch: Does the Type of Product Matter?
Anshu Saran, University of Texas Permian Basin
Laura Serviere, University of Texas Permian Basin
Morris Kalliny, University of Missouri - Rolla

The Effect of Timestyle on a Consumer’s Need for Shopping Convenience: A Cross-Cultural Comparison
Michelle B. Beauchamp, Middle Tennessee State University
Nicole Ponder, Mississippi State University
Ronald D. Taylor, Mississippi State University

Thursday, 8:30 AM – 10:00 AM
3.6 Session: Emerging Topics in Marketing Strategy:
Salon 824
Session Chair: Michael Wittmann, University of Southern Mississippi
Discussant: Stern Neill, California Polytechnic State University

Seeking a Better Place: What Executives and Consumers Believe about Sustainable Initiatives in the Consumer Packaged Goods Industry
Molly I. Rapert, University of Arkansas
Christopher L. Newman, University of Arkansas

Experiential Positioning: Strategic Differentiation of Customer-Brand Relationships
Daniel Padgett, Auburn University
Michael S. Mulvey, University of Ottawa

Strategic Control: The Role of Process Formalization in a Reverse Logistics Context
Stefan E. Genchev, University of Central Oklahoma

Thursday, 8:30 AM – 10:00 AM
3.7 Session: Distinguished Teaching Competition:
Salon 825
Session Chair: Don Self, Auburn University

Thursday, 8:30 AM – 10:00 AM
3.8 Session: Strategic Issues in Pharmaceutical Marketing:
Salon 828
Session Chair: Kimball Marshall, Alcorn University
Discussant: Munish Ravi Das, Bayer Pharmaceuticals

A Preliminary Examination of the Readability of Consumer Pharmaceutical Web Pages
Michelle B. Kunz, Morehead State University
Peggy Osborne, Morehead State University

Risk Management in Global Pharmaceutical Outsourcing Market: An Empirical Multi-criteria Decision Making Approach
Chris I. Enyinda, Alabama A & M University
Alphonso O. Ogbuehi, Park University
Chris H.N. Mbah, Higher College of Technology, UAE

Antecedents and Consequences of Corporate Reputation: Stakeholder Perception towards Big Pharma
Avinandan Mukherjee, Montclair State University
Umangi Bhavsar, Montclair State University

Thursday, 10:00 AM – 10:15 AM - Coffee Break

Thursday, 10:15 AM – 12:00 PM
4.1 Session: Elsevier Distinguished Scholar Presentation - Armstrong Ballroom
A. Parasuraman, University of Miami
**AFTERNOON SESSIONS:**
Thursday, 2:00 PM – 3:30 PM

**5.1 Session: Critical Thinking, Career Preparation, and Communication Experiences for Marketing Education:** Salon 816

**Session Chair:** Richard Easley, Baylor University

**Discussant:** C. Shane Hunt, Arkansas State University

*Executive Training Case Studies in Bounded Rationality: Cutting with Simon’s Scissors and Feeling with Schank*
Arch G. Woodside, Boston College

*Educating Students to Give Them a Sustainable Competitive Advantage in a Weak Job Market*
Christopher D. Hopkins, Clemson University
Mary Anne Raymond, Clemson University
Les Carlson, University of Nebraska – Lincoln
Charles R. Duke, Clemson University

*Business and Advertising/Design Students’ Lay Beliefs about How Advertising Works*
Rodrigo Uribe, Universidad de Chile
Enrique Manzur, Universidad de Chile

**Thursday, 2:00 PM – 3:30 PM**

**5.2 Session: Marketing & Technology:** Salon 820

**Session Chair:** Jeff Wilson, University of Tulsa

*Consumer Generated Media: Evolving Marketing Opportunity for Consumer Engagement*
Irene J. Dickey, University of Dayton
William F. Lewis, University of Dayton

*Assessing the Damage: An Exploratory Examination of Electronic Word-of-Mouth*
Venessa Martin Funches, Auburn Montgomery
William Foxx, Troy University

*Shipping Charges in Online Auctions*
Jianwei Hou, Minnesota State University, Mankato

**Thursday, 2:00 PM – 3:30 PM**

**5.3 Session: International Marketing Part I:** Salon 821

**Session Chair:** Patrick Okonkwo, Central Michigan University

**Discussant:** Samuel Spralls III, Central Michigan University

*The Impact of Collective Guilt on the Preference for Japanese Products*
Amro Maher, Indiana State University

*Xers Evaluate Education, Occupation and Financial Wealth: A Generational Comparison of the United States and Korea*
Gregory Turner, Nicholls State University
Mark Mitchell, Coastal Carolina University

**Thursday, 2:00 PM – 3:30 PM**

**5.4 Session: Impact of Rituals, Traditions, and Habits on Consumer Behaviors:** Salon 824

**Session Chair:** Betsy Holloway, Samford University

*Black Friday: A Day of Shopping Rituals*
Jane B. Thomas, Winthrop University
Cara O. Peters, Winthrop University

*Consumer Hookah Consumption: Is the Hubble Bubble the New Coffee and Cocktail?*
Merlyn A. Griffiths, University of North Carolina Greensboro
Tracy R. Harmon, University of Dayton

*Christmas—Not for the Tropics—Not for Today’s Youth: An Exploratory Study of Rio de Janeiro Christmas Time Images and Meanings*
Leticia Casotti, Federal University of Rio de Janeiro
Roberta Campos, Federal University of Rio de Janeiro
Luciana Walther, Federal University of Rio de Janeiro

**Thursday, 2:00 PM – 3:30 PM**

**5.5 Session: Cengage Pride/Ferrell Innovations in Teaching Competition Part I:** Salon 825

**Session Chair:** John Branch, University of Michigan

*Getting to Work on Time: Immersion in a Real World Work Scenario*
Shane D. Smith, Kennesaw State University

*High Involvement Learning: The Student Insight Panel*
Aron M. Levin, Northern Kentucky University
Gregory S. Martin, Northern Kentucky University

*Student Led Learning Communities*
Larry Neale, Queensland University of Technology
Theresa B. Flaherty, James Madison University
Glynn Mangold, Murray State University
Lee Hunter, Google UK
Jamie Murphy, University of Western Australia

**Judges:**
Karen Stone, Southern New Hampshire University
Catharine Curran, University of Massachusetts-Dartmouth
Tracy Tuten, East Carolina University
Barbara Ross Wooldridge, University of Texas-Tyler

***Best International Marketing Track Paper***
*The Influence of Uncertainty Avoidance on Comparative Advertising Effectiveness in France and the Netherlands*
Carolyn White Nye, Meredith College
Thursday, 2:00 PM – 3:30 PM

5.6 Session: Researching Consumers and Consumer Relationships: Salon 828

Session Chair: Kevin Shanahan, Mississippi State University

An Exploratory Study of the Attitudes of Gen-X & Gen-Y Adults towards Responding to Surveys via Their Mobile Phones
Jeff W. Totten, McNeese State University

Pricing Strategy & Market Penetration of New Products: Evidence from the Consumer Electronics Industry
Tarique Hossain, California State University Pomona

***Best Marketing Research Track Paper***
Toward an Understanding of the Consumer-Food Relationship
Kelly M. Wilder, Mississippi State University
Allyn White, Mississippi State University
Cynthia Webster, Mississippi State University

Thursday, 3:30 PM – 3:45 PM Coffee Break

Thursday, 3:45 PM – 5:15 PM

6.1 Session: Special Session: Observations from Three Multi-Campus MBA Online Programs: Challenges, Benefits and Trends: Salon 816

Panelists:
Robert C. Erffmeyer, University of Wisconsin Eau Claire & the University of Wisconsin Consortium MBA
Joseph Bocchi, Georgia Southern University & the Georgia WebMBA
Barbara Spencer, Mississippi State University & the Mississippi State Distance MBA

6.2 Session: Understanding Consumers in Latin America: Salon 820

Session Chair: Enrique Manzur, Universidad de Chile
Discussant: Rodrigo Uribe, Universidad de Chile, Chile

Consumer-Driven Innovation: Exploring Business Models from a Majority Market Perspective
Nunzia Auletta, IESA, Venezuela
Raquel Puente, IESA, Venezuela

The Influence of Corporate Social Responsibility on Peruvian Consumers Purchasing Behavior
Percy Samoel Marquina Feldman, CENTRUM Business School, Peru

A Latin American Partnership: Project Based Learning
Rachel K. Smith, University of Memphis

Thursday, 3:45 PM – 5:15 PM

6.3 Session: Domestic and International Marketing Challenges: Salon 821

Session Chair: Kyeong Sam Min, University of New Orleans

Discussant: Jane Cromartie, University of New Orleans

Craft Beer Importers The World’s Best Beers Imported by Hand
Harlan E. Spotts, Western New England College

Marketing: Planning for Growth and Economic Development in Northeast Arkansas
Charles Appleby, Arkansas State University
C. Shane Hunt, Arkansas State University

International Success the Second Time Around: A Case Study
Mary Catherine Colley, Troy University
Brandie Gatlin, Troy University

Thursday, 3:45 PM – 5:15 PM

6.5 Session: Special Session: Integrating Ethics into Marketing Courses through Simulation Learning Experiences: Salon 824

Facilitator: Tony Naidu, Biz-LX

Panelists:
O.C. Ferrell, VP for Program AMS, Journal of the Academy of Marketing Science
Arch Woodside, Editor, Journal of Business Research
Ajay Kohli, Editor, Journal of Marketing
Greg Marshall, Editor, Journal of Marketing Theory & Practice

Thursday, 3:45 PM – 5:15 PM

6.7 Session: Exploring Factors that Influence Brand Equity: Salon 828

Session Chair: Carmen-Maria Albrecht, University of Mannheim

Discussant: Olivier Koll, University of Innsbruck

A Comprehensive Approach to Brand Equity: Integrating Product and Corporate Brand Equity into Total Brand Equity Measurement
Hamed M. Shamma, The American University in Cairo
Salah S. Hassan, George Washington University

The Effect of Sales Promotions on Brand Equity: An Empirical Study of the Egyptian Telecommunications Industry
Ahmed H. Tolba, The American University in Cairo
Kenzy El-Zorkany, Regional IT Institute, Egypt
### ALL DAY SEMINARS:

**Friday, November 6, 2009**

**Salon 816**  | **Salon 817**  | **Salon 820**  | **Salon 821**  | **Salon 824**  | **Salon 825** and 829  | **Salon 826**  | **Gallery 1st Floor**
---|---|---|---|---|---|---|---
8:30  | **Issues in Europe**  | **SCMID Symposium**  | **Current Issues Facing the Canadian Market**  | **Buyer Behavior of Different Populations**  | **Emerging Topics in Marketing Strategy**  | **Sherwin Williams Distinguished Teaching Competition**  | **Strategic Issues in Pharmaceutical Marketing**  | **Elsevier Doctoral Consortium**

10:15  |  |  |  |  |  |  |  |

12:00  |  |  |  |  |  |  |  |

2:00  |  |  | **Marketing and Technology**  | **International Marketing Part 1 “Best Paper”**  | **Impact of Rituals, Traditions, and Habits on Consumer Behavior**  | **Cengage Pride/Ferrell Innovations in Teaching Part 1**  | **Researching Consumers and Consumer Relationship “Best Paper”**  | **Elsevier Doctoral Consortium**

3:45  |  |  | **Understanding Consumers in Latin America**  | **Domestic and International Marketing Challenges**  | **Special Session: Integrating Ethics into Marketing Courses through Simulation Learning Experiences: Salon 824**  | **Meet the Editors**  | **Exploiting Factors That Influence Brand Equity**  | **Elsevier Doctoral Consortium**

### MORNING SESSIONS:

**Friday, 8:30 AM – 10:00 AM**

#### 7.1 Session: *Business to Business Marketing*:

**Salon 816**

**Session Chair:** Brian Brown, University of Massachusetts - Amherst

**Discussant:** Scott Friend, Georgia State University

***Best Business to Business Track Paper***

- **Making Sense of Business Relationships: The Role of Trust and Reliance**
  - Zhizhong Jiang, University of Manchester
  - Stephan C. Henneberg, University of Manchester
  - Peter Naud, University of Manchester

- **Building Buyer’s Commitment: An Examination of Buyer’s Relationships with Suppliers and Salespeople within a Multi-Source Procurement Setting**
  - Nwamaka A. Anaza, Purdue University
  - Brian Rutherford, Purdue University

- **Buying Companies Complaint Handling Expectations in Close Business Relationships**

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**Friday, 8:30 AM – 10:00 AM**

#### 7.2 Session: *Influencing the Sales Organization*:

**Salon 817**

**Session Chair:** A. Leila Borders, Kennesaw State University

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- Alfred Pelham, The College of New Jersey

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**Sales Management and New Product Innovation: An Exploratory Study**

- Todd Holmes, Mississippi State University
- Jason E. Lueg, Mississippi State University

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**Macro Influences on the Adoption of Sales Force Automation (SFA) Technology**

- Aberdeen Leila Borders, Kennesaw State University
- Scott Widmier, Kennesaw State University
- Joseph F. Hair, Jr., Kennesaw State University
The Effectiveness of Adaptive Selling in a Developing Economy
Subhra Chakrabarty, Mississippi State University
Gene Brown, University of Missouri  Kansas City
Robert E. Widing II, Thunderbird School of Management
Ronald D. Taylor, Mississippi State University

Friday, 8:30 AM  10:00 AM
7.3 Session: Insights into Web and Catalog Based Retailing: Salon 820
Session Chair: David Wallace, Illinois State University
Discussant: Robert Moore, Mississippi State University

Interactivity and the Moderating Effects of Website Informational Features
Christopher D. Hopkins, Clemson University
Kevin J. Shanahan, Mississippi State University
Thomas L. Baker, Clemson University

Signaling Theory and Catalog Shopping: Is Catalog Affiliation a Risk Reducer Signal?
Joseph M. Jones, North Dakota State University

The Influence of Social Capital and Technological Orientation on E-Commerce Adoption by Small Firms
Jesus J. Valdez, Mississippi State University
Melissa Moore, Mississippi State University
Robert S. Moore, Mississippi State University

Friday, 8:30 AM  10:00 AM
7.4 Session: Evaluating Costs within the Supply Chain: Salon 821
Session Chair: Kevin Webb, James Madison University
Discussant: Frank G. Adams, University of Alabama

The Hidden Cost of Logistics and Sales Promotion Outcomes
Frank G. Adams, University of Alabama

Antecedents of Reverse Logistics Cost Savings
Eric P. Jack, University of Alabama at Birmingham
Thomas L. Powers, University of Alabama at Birmingham
Lauren R. Skinner, University of Alabama at Birmingham

*** Bowersox Award- Best Paper in Supply Chain Management***
Coerced Integration: The Effects of Retailer Supply Chain Technology Mandates on Supplier Shareholder Wealth
George Deitz, University of Memphis
John D. Hansen, University of Southern Mississippi
R. Glenn Richey, Jr., University of Alabama

Friday, 8:30 AM  10:00 AM
7.5 Session: Determinants of Customer Response to Service Delivery and Recovery Efforts: Salon 824
Session Chair: Suzanne Whitter, New Mexico State University

Discussant: Betsy Holloway, Samford University

The Best Offense is a Good Defense: Defensive Marketing Effects of Customer Voice
Russell Lacey, University of New Orleans

It Doesn t Taste the Same from Someone Else s Plate: An Exploratory Study on the Influence of Culture in Interpersonal Retail Service Evaluations
Nathalie Spielmann, Concordia University

Tales of Tipping: Tipping Behavior in Non-Traditional Service Establishments
Brett M. Vitrano, University of Georgia
George M. Zinkhan, University of Georgia

The Adequacy of an Explanation in a Service Recovery Involving a Process Failure
Tracy Meyer, University of North Carolina  Wilmington
Thomas L. Baker, Clemson University

Friday, 8:30 AM  10:00 AM
7.6 Session: Cengage Pride/Ferrell Innovations in Teaching Part II: Salon 825
Session Chair: John Branch, University of Michigan

Heating up the Cold Call: Enhancing Marketing Student Classroom Participation
Jane Lee Saber, Ryerson University

Take a Professional to Lunch: Marketing Theory in Action
Daniel D. Butler, Auburn University

From Stuff to Shoes: Enhancing Students Sensitivities to Marketing s Role in Society
Pia A. Albinsson, Appalachian State University
B. Yasanthi Perera, New Mexico State University
Elise Pookie Sautter, New Mexico State University

Judges:
Karen Stone, Southern New Hampshire University
Catharine Curran, University of Massachusetts-Dartmouth
Tracy Tuten, East Carolina University
Barbara Ross Wooldridge, University of Texas-Tyler

Friday, 8:30 AM  10:00 AM
7.7 Session: Advertising and Persuasive Influences: Salon 828
Session Chair: Sacha Joseph-Mathews, University of the Pacific
Discussant: Susan Baxter, Farmingdale State College-SUNY

Are Super Bowl Ads All Super Ads?: The Impact of Ad Context and Fit on Financial Performance
Jin-Woo Kim, University of Texas at Arlington
Country and City Folk Interpretations of Direct-to-Consumer Pharmaceutical Advertising
Deborah F. Spake, University of South Alabama
Mathew Joseph, St. Mary’s University
Carol M. Megehee, Coastal Carolina University

Exploring Attitudes toward Product Placement on Reality Shows
Christine Kowalczyk, University of Memphis
Marla B. Royne, University of Memphis

The Transference of Brand Attitude: The Effect on the Celebrity Endorser
Samuel K. Doss, Florida Institute of Technology

Friday, 8:30 AM – 10:00 AM
7.8 Session: Journal of Marketing Theory & Practice Editorial Board Meeting: Salon 829
Facilitator: Greg Marshall, Editor

Friday, 10:00 AM - 10:15 AM - Coffee Break

Friday, 10:15 AM – 11:45 AM
8.1 Session: Patient Population and Behavior Issues in Healthcare Marketing: Salon 816
Session Chair: Chris I. Enyinda, Alabama A & M University
Discussant: Yam B. Limbu, Montclair State University

Influences on Health of Population across United States: An Empirical Investigation
Michelle Gussman, Lamar University
Vivek Natarajan, Lamar University
Kabir C. Sen, Lamar University

Influences of Health Beliefs about Pain and Personal Experiences: Toward a Social Marketing Model of Willingness to Accept Treatment for Pain with Potentially Addictive Drugs
Kimball P. Marshall, Alcorn State University
Lisa Micich, Alcorn State University
Arthur G. Cosby, Mississippi State University

8.2 Session: Issues in New Zealand/Australia Part I: Salon 817
Session Chair: Ashish Sinha, University of South Wales

Monastic Traditions: Developing a New Norcia Brand
Maria Ryan, Edith Cowan University
Katherine Mizerski, Edith Cowan University

The Development and Maintenance of Customer Relationships through Communication: A Consumer Perspective
Nicholas Thompson, Victoria University of Wellington
Young Children’s Fast Food Brand Knowledge and Preference
Claire Lambert, Newell Office Products
Richard Mizerski, The University of Western Australia
Doina Olaru, The University of Western Australia

Friday, 10:15 AM – 11:45 AM
8.3 Session: Special Session: One School’s Successful Journey through the Outcome Assessment Process: Salon 820
Panelists: Shawn T. Thelan, Hofstra University
Elizabeth Venuti, Hofstra University

Friday, 10:15 AM – 11:45 AM
8.4 Session: Do you Prefer Beautiful, Funny, or Subtle? The Role of Celebrities, Humor, and Product Placement in Marketing: Salon 821
Session Chair: Kate Pounders, Louisiana State University
Discussant: Ron Niedrich, Louisiana State University

***Best Doctoral Student Track Paper***
Revisiting the Relationship between Need for Cognition and Humor: Evidence from Multiple Manifestation of the Humorous Experience
J. Mark Mayer, University of Georgia

Examining the Debate between Using Celebrities Versus Everyday People in Advertising: The Role of Personality Factors and Product Class in Social Comparison
Bridget M. Satinover, University of Tennessee

Product Placement Versus Celebrity Endorsement: Do the Same Rules Apply?
Jessica Harry, Mississippi State University

Friday, 10:15 AM – 11:45 AM
8.5 Session: Enhancing Salesperson Success: Salon 824
Session Chair: Scott Widmier, Kennesaw State University
Discussant: Charles Ragland, Kennesaw State University

Emotional Calibration in Personal Selling: Confidence, Ability and Sales Success
Blair Kidwell, University of Kentucky
Jonathan Hasford, University of Kentucky
David M. Hardesty, University of Kentucky

The Influence of Sales Engineers on Salesperson Time Management, Role Ambiguity, and Information Effectiveness
Jeffrey M. Wilson, University of Tulsa
C. Shane Hunt, Arkansas State University
Scent of a Salesperson: The Effect of Scent Congruency on the Sales Visit
Scott Widmier, Kennesaw State University
Keith Tudor, Kennesaw State University
Shane D. Smith, Kennesaw State University

Friday, 10:15 AM – 11:45 AM
8.6 Session: Retail Potpourri: Tax Holidays, Intangible Cures, & Turnover: Salon 825
Session Chair: Yongchuan Bao, Suffolk University
Discussant: Gary L. Hunter, Illinois State University

Evidence on Consumer Popularity of Sales Tax Holidays
Richard R. Hawkins, University of West Florida
Gregory S. Martin, Northern Kentucky University

***Best Retailing & Entrepreneurship Track Paper***
Improving Quality Perception of Private Brands: Effects of Intangible Cures and Risk Aversion
Yongchuan Bao, Suffolk University
Yeqing Bao, University of Alabama Huntsville
Shibin Sheng, Adelphi University

Turnover Intentions and Job Performance: An Examination of Asian Retail Managers
Brain Rutherford, Purdue University
Jung Kun Park, Purdue University
Sang-Lin Han, Hanyang University

Friday, 10:15 AM – 11:45 AM
8.7 Session: Developing a Competitive Advantage Within the Supply Chain: Salon 828
Session Chair: David Palmer, Jacksonville State University

Launching a Customer Service Web Page: Lessons Learned from the Review of a Longitudinal Experiment
David W. Palmer, Jacksonville State University
Alexander E. Ellinger, University of Alabama

***El-Ansary Award-Best Paper in Channels***
Searching for an Edge through Sustainability: A Qualitative Study in the ANZ Wine Industry
Susan L. Golici, Colorado State University
Daniel J. Flint, University of Tennessee

***Robicheaux Award- Best Supply Chain Management Doctoral Student Paper***
The Use of Competitive Intelligence within the Supply Chain
Raj Agnihotri, Towson University
Adam Rapp, Clemson University

Friday, 10:15 AM – 11:45 AM
8.8 Session: Perspectives on Product Management: Salon 829
Session Chair: Hamed M. Shamma, The American University in Cairo

Discussant: Carmen-Maria Albrecht, University of Mannheim
Diffusion and Experience Curve Pricing of New Products in the Consumer Electronics Industry
Tarique M. Hossain, California State Polytechnic University-Pomona

*** Best Paper in Brand & Product Management Track***
An Empirical Study on Consumers’ View of New Product Creativity
Bing Xu, California State University, Domínguez Hills
Robin T. Peterson, New Mexico State University

Champaign in the Wrong Chain? How Selling National Brands in Discounters Affects Brand Image
Oliver Koll, University of Innsbruck
Klaus Darbo, University of Innsbruck

Friday, 10:15 AM – 11:45 AM
8.9 Session: Society for Marketing Advances and Korean Academy of Marketing Science Joint Symposium – Creating Global Research Networks in Marketing Part I: Grand C (5th Floor)
Session Chair: Junyean Moon, Hanyang University, Ansan
Participants: ***All participants listed in Session 11.9 are also participants in this session***

Alisha Blakeney, Auburn Montgomery
Mary Catherine Colley, Troy University
Estrella Diaz, University of Castilla-La Mancha, Spain
Samuel K. Doss, Florida Institute of Technology
Agueda Esteban, University of Castilla-La Mancha, Spain
Carolyn Sara (Casey) Findley, University of Alabama
William Foxx, Troy University
Venessa Martin Funches, Auburn Montgomery
Brandie Gatlin, Troy University
W. Rhea Ingram, Auburn Montgomery
Joseph M. Jones, North Dakota State University
Amro Maher, Indiana State University
Percy Samoeil Marquina Feldman, CENTRUM Católica, Peru
David Martin-Consuregra, University of Castilla-La Mancha, Spain
Angel Millan, University of Castilla-La Mancha, Spain
Christopher L. Newman, University of Arkansas
Ji Eun Park, Saint Louis University
Molly I. Rapert, University of Arkansas
Donald Self, Auburn Montgomery
Nathalie Spielmann, Concordia University
Jeff W. Totten, McNeese State University

Friday, November 6, 2009
9.1: 12:00 PM – 1:30 PM
SMA Awards Luncheon
Armstrong Ballroom
AFTERNOON SESSIONS:
Friday, 1:30 PM  2:00 PM
10.1 Session: Society for Marketing Advances Annual Business Meeting: Salon 801

Friday, 2:00 PM  3:30 PM
11.1 Session: Exploring the Service Side of Selling:
Salon 816
Session Chair: Shane D. Smith, Kennesaw State University

*** Best Paper in Sales Track***
Increasing Buyer’s Word-of-Mouth Communications: An Examination of Business-to-Business Buyers
Brian Rutherford, Purdue University
Greg W. Marshall, Rollins College
G. Alexander Hamwi, Missouri State University

Examining the Impact of Academic Marketing Research: The Case of Sales and Services
Eugene Sivadas, University of Washington Tacoma
Terence L. Holmes, Murray State University

The Service-Dominant Logic of Selling: Implications and Opportunities for Future Research
John D. Hansen, University of Southern Mississippi

11.2 Session: Issues in New Zealand/Australia Part II:
Salon 817
Session Chair: Aaron Gazley, Victoria University of Wellington
Discussant: Richard Mizerski, The University of Western Australia

Marketing Law Transgressions: A Hazard Model Analysis
Aaron Gazley, Victoria University of Wellington
Michel Rod, Victoria University of Wellington

Product Strategy Adaptation in International Auxiliary Channels: Lessons from Motion Picture DVDs
Ashish Sinha, University of New South Wales
Renu Emile, Auckland University of Technology

Friday, 2:00 PM  3:30 PM
11.3 Session: Special Session: Journal of Marketing Theory & Practice: Salon 820
Session Chair: Michael J. Dorsch, Clemson University

Viewing Private Label Brands through Three Stakeholder Lenses: Consumer, Retailers, and Manufacturers
J. Mark Mayer, University of Georgia

Persuasive Messages and Word-of-Mouth Communications Formation: Taiwan and Cambodia Tourist Destination Sites
Wu Wann-Yih, National Cheng Kung University
Chu-Hsin Huang, National Cheng Kung University
Veasna Sou, National Cheng Kung University

Friday, 2:00 PM  3:30 PM
11.4 Session: Direct-to-Consumer Advertising Issues in Pharmaceutical Marketing: Salon 821
Session Chair: G.K. Kalyanaram, GK Associates (NY)
Discussant: Vivek Natarajan, Lamar University

Are Humor and Endorsers Effective for Direct-to-Consumer Advertising?
Yam B. Limbu, Montclair State University
Bruce A. Huhmann, New Mexico State University

An Empirical Study of the Interaction between Direct Advertising to Consumers (DTCA) and Price in Pharmaceutical Drugs
G.K. Kalyanaram, GK Associates

Sequencing the Genome of Customer Mind by Experimental Design and Short Intervention Testing
Howard R. Moskowitz, Moskowitz Jacobs, Inc.
Alex Gofman, Moskowitz Jacobs, Inc.
Linda Ettinger Lieberman, Moskowitz Jacobs, Inc.
Ipshita Ray, Pace University
Steven Onufrey, SRO Group, LLC

Friday, 2:00 PM  3:30 PM
11.5 Session: Furthering Our Understanding of Consumer Choice:
Salon 824
Session Chair: Delonia Cooley, Texas Southern University

How Trivial Attributes Become Important: The Roles of Anxiety and Self-Confidence
Na Xiao, Queens University
Laurence Ashworth, Queens University
Peter Dacin, Queens University

***Solomon Best Consumer Behavior Track Paper***
Children’s Influence on Consumption-Related Decisions in Single-Mother Families: A Review and Research Agenda
Sarita Ray Chaudhury, New Mexico State University
Michael R. Hyman, New Mexico State University

Product Attributes in Sight, Goals in Mind: How Attributes Active Goals and Influence Product Evaluation
Na Xiao, Queens University
Laurence Ashworth, Queens University

What Is Boredom and How Is It Related to Marketing
Nazgol Moshtaghi, University of South Florida

Friday, 2:00 PM  3:30 PM
11.6 Session: Understanding the Importance of Buyer-Seller Relationships within the Supply Chain: Salon 825
Session Chair: George Deitz, University of Memphis

What Is Boredom and How Is It Related to Marketing
Nazgol Moshtaghi, University of South Florida
Understanding Operational and Relational Resilience in Buyer-Seller Dyads
Serhiy Ponomarov, University of Tennessee

Procurement Outsourcing Decisions: The Effect of Product Knowledge Level in Service Industries
D. Eric Boyd, James Madison University
Mert Tokman, James Madison University
R. Glenn Richey, Jr., University of Alabama

The Moderating Role of Barriers on the Relationship between Drivers to Supply Chain Integration and Firm Performance
R. Glenn Richey, Jr., University of Alabama
Haozhe Chen, East Carolina University
Rahul Upreti, HSBC
Stanley E. Fawcett, Brigham Young University
Frank G. Adams, University of Alabama

Friday, 2:00 PM – 3:30 PM
Session 11.7: Special Session: The Master Teaching Initiative: A Faculty Development Plan for Enhancing the Teaching Mission:
Panelist: K. Douglas Hoffman, Colorado State University

Friday, 2:00 PM – 3:30 PM
Session 11.8: Winners of the Society for Marketing Advances Dissertation Proposal Competition:
Session Chair: Gregory S. Martin, Northern Kentucky University
Presenters: TBA at Awards Luncheon

Friday, 2:00 PM – 3:30 PM
Session 11.9: Society for Marketing Advances and Korean Academy of Marketing Science Joint Symposium Creating Global Research Networks in Marketing Part II: Grand C (5th Floor)
Session Chair: Arch Woodside, Boston College
Participants & Papers: ***All participants listed in Session 8.9 are also participants in this session***

Analyze This: Roles of Individual Differences Factors in a Dynamic Environment
Juran Kim, Jeonju University
Sally J. McMillan, University of Tennessee

The Effect of the Perceived Fit between Corporate and CSR Activities on C-C Identification and Loyalty
Eun Mi Lee, Ewha Womans University
Seong-Yeon Park, Ewha Womans University

A Study on the Market Orientation and Communication Method with Business Performance in International Strategic Alliance
Jong-Kuk Shin, Pusan National University

The Continuous Measurement of Customer Satisfaction in Business-to-Business Markets
Ralf Schellhase, University of Applied Sciences, Darmstadt
Birgit Franken, University of Applied Sciences, Darmstadt

An Exploratory Study on Factors Affecting Usage Intention toward Mobile Banking: A Unified Perspective Using Structural Equation Modeling
Yong-Ki Lee, Sejong University
Jong-Hyun Park, Wooribank
Nam-Ho Chung, Kyung Hee University

Marketing’s Accountability and Internal Legitimacy
Hyun Soo Park, Yonsei University
Seigyoung Auh, Thunderbird School of Global Management

Study about the Current Situation of Environment Friendly Green Logistics Policy of Japan
Songhan Yoon, Jangan University
Chang Han Lee, Yonsei University

Relational Benefits, Customer Satisfaction, and Customer Voluntary Performance with the Moderating Role of Membership Type in the Hotel Restaurant Context
Yong-Ki Lee, Sejong University
Byung-Ho Choi, Shinheung College
Dong-Jin Kim, Yeungnam University

The Role of Self-Construals on the Acceptance of Mobile TV: An Extension of the TAM across Culturally Different Countries
Yung Kyun Choi, Dongguk University

The Moderating Impact of Atmospherics and Perceptual Curiosity on Emotions and Online Shopping Intention
Dong-Mo Koo, Kyungpook National University
Seon-Hee Ju, Kyungpook National University
Myong-Han Lee, Kyungpook National University
Ji-Hoon Lee, Kyungpook National University

Apparel Impulse Buying on the Internet: Mediating Effects of Browsing
Eun Joo Park, Dong-A University
Eun Young Kim, Chungbuk National University

Corporate Social Responsibility: An Initiative Approach into Fashion Business
Eunju Ko, Yonsei University
Min Kyung Kim, Yonsei University
Kyung Hoon Kim, Changwon National University
Eun Young Kim, Chungbuk National University
Angella Jiyoung Kim, Yonsei University
Myung Sik Byun, Jangan University
The Effects of Emotional Dissonance and Emotional Exhaustion on the Customer Orientation
Hyung-Gil Kim, Jeju National University
Jung-Kyun Kim, Northwestern University

The Effects of Sensory Appeals on Brand Attitude: A Hybrid Approach
Sung-Joon Yoon, Kyonggi University
Does Disclosure of Family Business Identity Affect Consumer Product Evaluations?
Daniel Shen, State University of New York, New Paltz
Surinder Tikoo, State University of New York - New Paltz
Junyean Moon, Hanyang University, Ansan

A Study on Success Factors of Fashion Brand
Eunju Ko, Yonsei University
Minwook Shin, Yonsei University
Seonsook Kim, Yonsei University
Hye Jung Jeon, Yonsei University
Jae-Kwang Kim, Iowa State University

Affective versus Instrumental Factors Influencing the Adoption of New Technologies: The Case of the UK and Korean 3G Mobile Phone Consumers
Jong-Ho Lee, Korea University
Tony C. Garrett, Korea University

Online Auction Acceptance, Are There National Differences? A Test of the Technology Acceptance Model in Korea, New Zealand and Germany
Stefan Bodenberg, University of Otago
Tony C. Garrett, Korea University
Jong-Ho Lee, Korea University

Sustainable Competitive Advantage, Marketing Strategy and Employment Brand Equity in Service Industry
Kyung Hoon Kim, Changwon National University
Byung Joo Jeon, Changwon National University
Jong Ho Kim, Chosun University
Hong Seob Jung, Changwon National University
Deuk Keoy Jung, Changwon National University
Hak Il Moon, Washington State University
Dong Geun Lee, Changwon National University

Can a Global Marketing Segmentation Be used in the Sportswear Industry: A Test of Global Marketing Strategy Theory
Eunju Ko, Yonsei University
Kyung Hoon Kim, Changwon National University
Charles R. Taylor, Villanova University
Heewon Sung, Gyeongsang National University
Jooyeon Lee, Yonsei University
Chang Han Lee, Yonsei University

Friday, 3:45 PM – 5:15 PM
BEST OF THE BEST RESEARCH SERIES: VISIT WITH TOPICAL JOURNALS' EDITORS, REVIEWERS, AND RESEARCHERS

Friday, 3:45 PM – 5:15 PM
12.1 Session: BEST OF THE BEST IN SALES & BUSINESS TO BUSINESS: Salon 817
Moderators: Aberdeen Leila Borders, Kennesaw State University
Panelists:
James S. Boles, Editor, Journal of Personal Selling and Sales Management
Wesley Johnston, Editor, Journal of Business & Industrial Marketing
Thomas Brashear, University of Massachusetts at Amherst

Friday, 3:45 PM – 5:15 PM
12.2 Session: BEST OF THE BEST IN SERVICES & RETAILING: Salon 820
Moderators: Jeremy Sierra, Texas State University – San Marcos
Elten Briggs, University of Texas at Arlington
Panelists:
Jim Brown, Editor, Journal of Retailing
Katherine Lemon, Editor, Journal of Service Research
Charles Martin, Editor, Journal of Services Marketing
Glynn Mangold, Editorial Review Board, Journal of Services Marketing
Glenn Voss, Editorial Review Board, Journal of Service Research
Raymond P. Fisk, Texas State University – San Marcos

Friday, 3:45 – 5:15 PM
12.4 Session: BEST OF THE BEST IN ADVERTISING & MARKETING COMMUNICATIONS: Salon 821
Moderator: Merlyn Griffiths, University of North Carolina Greensboro
Panelists:
Marla B. Royne, Editor, Journal of Advertising
Charles Taylor, Editor, International Journal of Advertising
George Deitz, Editorial Review Board, Journal of Advertising

Friday, 3:45 PM – 5:15 PM
12.5 Session: SPECIAL SESSION: Publishing Special Issues of Sponsoring Journals for 2010 GMC at Tokyo: Salon 824
Moderator: Arch Woodside, Editor, Journal of Business Research
Panelists:

**Journal of Business Research**
Eunju Ko, Editor, Fashion Marketing of Luxury Brands Special Issue
Carol Megehee, Editor, Fashion Marketing of Luxury Brands Special Issue
Ercan Sirakaya, Editor, Consumer Behavior of International Tourism Special Issue
Xiang (Robert) Li, Advancing Research Methods in Marketing Special Issue
Junyean Moon, Mapping Strategic Thinking in Marketing Special Issue
Seong-Yeon Park, Global Consumer Behavior and Marketing Strategy Special Issue

**Journal of Product Innovation Management**
Seigyoung Auh, Co-Editor, Global Product Innovation Management Special Issue
Kyung Hoon Kim, Co-Editor, Global Product Innovation Management Special Issue

**Journal of Global Academy of Marketing Science**
Yung Kyun Choi, Editor, Marketing in a Turbulent Environment Special Issue

**Journal of Brand Management**
Marko Sarstedt Ludwig-Maximilians, Editor, Corporate Branding in a Turbulent Environment Special Issue

**Journal of Strategic Marketing**
Robert Morgan, Editor, Global Strategic Marketing Special Issue

Friday, 3:45 PM  5:15 PM
12.6 Session: **BEST OF THE BEST IN MARKETING EDUCATION & CASE RESEARCH:** Salon 825
Moderator:
Panelists:
K. Douglas Hoffman, Upcoming Editor, Marketing Education Review
Charles Duke, Associate Editor, Journal of Marketing Education
O.C. Ferrell, Editorial Review Board, Marketing Education Review

Friday, 5:30 PM  7:30 PM
Presidential Reception - Palace Café
Sponsored by the Direct Selling Foundation:

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<td>8:30</td>
<td>Business to Business Marketing &quot;Best Paper&quot;</td>
<td>Influencing the Sales Organization</td>
<td>Insights into Web and Catalog Based Retailing</td>
<td>Evaluating Costs within the Supply Chain &quot;Best Paper&quot;</td>
<td>Determinants of Customer Response to Service Delivery &amp; Recovery Efforts</td>
<td>Cengage Pride/ Ferrell Innovations in Teaching Part II</td>
<td>Advertising &amp; Persuasive Influences</td>
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<td>SMA Business Meeting (Salon 802)</td>
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<td>3:45</td>
<td>Best of Best in Sales &amp; Business to Business</td>
<td>Best of Best in Services &amp; Retailing</td>
<td>Best of Best in Advertising &amp; Marketing Communications</td>
<td>Special Session: Publishing Special Issues of Sponsoring Journals for 2010 GMC at Tokyo</td>
<td>Best of Best in Marketing, Education &amp; Case Research</td>
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MORNING SESSIONS:
Saturday, 8:30 AM  10:00 AM
13.1 Session: *International Marketing Part II*: Salon 816
Session Chair: Marc Fetscherin, Rollins College
Discussant: Shawn Thelan, Hofstra University

The Determinants of Motion Picture Box Office Performance: Evidence from Bollywood Firms in the U.S.
Marc Fetscherin, Rollins College

Towards Understanding Nigerian Negotiating Style
Samuel A. Spralls, III, Central Michigan University
Patrick Okonkwo, Central Michigan University

A Longitudinal Study for Exploring Consumer Animosity In A Country Dyad: Korea Vs Japan
Ji Eun Park, Saint Louis University

Saturday, 8:30 AM  10:00 AM
13.2 Session: *Donation Exchange Issues in Marketing*: Salon 817
Session Chair: Don Self, Auburn - Montgomery
Discussant: Carolyn Sara (Casey) Findley, University of Alabama

The Effects of Message Framing and Other Key Constructs on Cause-Related Donation Exchanges
Anthony H. Kerr, Southeastern Louisiana University
Neel Das, Appalachian State University

Examining Donations to Thrift Store Retailers Using the Extended Model of Goal Directed Behavior
Gary L. Hunter, Illinois State University
David Wallace, Illinois State University

Development of a Sex-Based Predictor Model for Charitable Donations: An Indian Context
Sandipan Sen, Southeast Missouri State University
Sampathkumar Ranganathan, University of Wisconsin-Green Bay
Walter H. Henley, University of North Alabama

Saturday, 8:30 AM  10:00 AM
13.3 Session: *Can You Trust Your Respondents?*: Salon 820
Session Chair: Mike Breazeale, Mississippi State University
Discussant: Tarique Hossain, California State University Pomona

Adjusting Self-Reported Attitudinal Data for Mischievous Respondents
Michael R. Hyman, New Mexico State University
Jeremy J. Sierra, Texas State University
San Marcos

Hiding True Attitudes: A Critical Assessment of Acquiescence Response Bias and Its Effects on Marketing Data
William C. Martin, University of North Dakota

Saturday, 8:30 AM  10:00 AM
13.4 Session: *Special Session: A Pedagogical Primer for Professors*: Salon 821
Panelists:
John Branch, University of Michigan
Tracy Tuten, East Carolina University
Karen Stone, Southern New Hampshire University

Saturday, 8:30 AM  10:00 AM
13.5 Session: *Growth Strategies and the Environment*: Salon 824
Session Chair: Stern Neill, California Polytechnic State University
Discussant: George Deitz, University of Memphis

Strategic Change through Situational and Environmental Enactment
Stern Neill, California Polytechnic State University

Imitation is the Sincerest Form of Strategy: An Entertainment Industry Context
Anthony Patino, Loyola Marymount University
Robert Winsor, Loyola Marymount University
Velitchka D. Kaltcheva, Loyola Marymount University

Do Financial Analysts Value Marketing Capability?
Tien Wang, University of Texas at Arlington

Saturday, 8:30 AM  10:00 AM
13.6 Session: *Ethics, Legal, and Public Policy Issues in Marketing*: Salon 825
Session Chair: Beverly Venable, Columbus State University
Discussants: Rachel K. Smith, University of Memphis

How Does Stock Market Assess Doing Good? The Long Term Financial Impact of Corporate Social Responsibility
Jin Woo Kim, University of Texas Arlington

Pre-Empting the Regulators, Empowering States, Screwing Marketing: Dissecting Altria vs. Good and Wyeth V. Levine
Gwendolyn Yvonne Alexis, Monmouth University

Overcoming the Bystander Apathy and Non-Intervention Effect (BANE) in Alcohol Poisoning Emergency Situations
Sandra K. Strick, University of South Carolina
Arch G. Woodside, Boston College

*** Best Paper in Track***
A License to Speak or To Regulate Speech: Are Messages on Specialty Plates Government Speech, Private Speech or a Mixture of Both?
Lydia F. Zinkhan, The University of Houston
Kristy McManus, The University of Georgia
George M. Zinkhan, III, The University of Georgia
Saturday, 8:30 AM – 10:00 AM
13.8 Session: Impact of Company Strategies on Consumers' Behavior: Salon 829
Session Chair: Erin E. Baca Blaugrund, University of Texas-El Paso

The Effect of Price Salience on Consumer Perception and Purchase Intentions
David Martin-Consuegra, University of Castilla-La Mancha
Angel Millan, University of Castilla-La Mancha
Estrella Diaz, University of Castilla-La Mancha
Agueda Esteban, University of Castilla-La Mancha

Saturday, 9:00 AM – 11:00 AM
New Officer's Meeting: Crescent Room (4th Floor)

Saturday, 10:00 AM – 10:15 AM Coffee Break

Saturday, 10:15 AM – 11:45 AM
14.1 Session: Gratitude and Branding Effects: Salon 816
Session Chair: Danny Weathers, Louisiana State University

The Effect of Gratitude on Organizational Citizenship Behavior and Customer Satisfaction
Dora E. Schmit, Louisiana State University

Customers Identity Defending Strategies in Co-Branding
Na Xiao, Queen's University

Children and Brands: Identifying the Influencers of Young Children's Brand Preferences
Christine Kowalczyk, University of Memphis
Jennifer Martinez, University of Memphis

Nonprofit Organizations Can Have Brand Communities
Janna Parker, Louisiana Tech University
Yasemin Ocal Atinc, Louisiana Tech University

Saturday, 10:15 AM – 11:45 AM
14.2 Session: Issues in the NBA: Salon 817
Session Chair: Harlan Spotts, Western New England College
Discussant: Mary Catherine Colley, Troy University

Sacramento Kings: Priceless
Krissy Keen, Baylor University
Mike Vogelaar, Baylor University
John F. (Jeff) Tanner, Jr., Baylor University

Saty It Ain’t So David? The Need for Crisis Management in the NBA
Barbara Ross Woolridge, University of Texas at Tyler
Erkia Mutalich, The University of Tampa
Jana Rutherford, University of Texas at Tyler

Saturday, 10:15 AM – 11:45 AM
14.3 Session: Special Session: Supply Chain Integration: Managerial Insights during Stressful Economic Times: Salon 820
Panelists:
Alexander E. Ellinger, University of Alabama
R. Glenn Richey, Jr., University of Alabama
Alvin J. Williams, University of South Alabama

Saturday, 10:15 AM – 11:45 AM
14.4 Session: Problems and Opportunities in Contemporary Marketing Education: Salon 821
Session Chair: Deborah F. Spake, University of South Alabama
Discussant: Arch G. Woodside, Boston College

***Lamb, Hair, McDaniel Best Marketing Education Track Paper***
Rex E. McClure, Marshall University

Online Course Expectations in Graduate Business Courses: The Less Investigated Variables
Sarah A. Nonis, Arkansas State University
C. Shane Hunt, Arkansas State University
Gail Hudson, Arkansas State University

University Branding Initiatives: What do Private University Students Want to Know about a Prospective Institution and How Do They Get Information?
Mathew Joseph, St. Mary's University
Deborah F. Spake, University of South Alabama

Saturday, 10:15 AM – 11:45 AM
14.5 Session: Career Building through Sales: Salon 824
Session Chair: Maria Kalamas, Kennesaw State University

The Development of a Successful Selling and Sales Management Internship: An Examination of the Required Components and Students Learning Outcomes
Anita M. Subramaniam, Purdue University
Ting-Ying Yang, Purdue University
Brian Rutherford, Purdue University

Exploration and Beyond! Combining Career Stage Studies
Susan DelVecchio, East Carolina University
Ryan Perkins, CTMG, Inc.

Students Use of Tangible and Intangible Attributes to Sell
Saturday, 10:15 AM – 11:45 AM
14.6 Session: Special Session: Exploring Diverse Issues in Services Marketing:
Salon 825
Session Chair: Joby John, University of Louisiana - Lafayette

Examining Services Advertising 1996-2009: An Update and Extensions
Les Carlson, University of Nebraska - Lincoln
Tim Reilly, University of Nebraska - Lincoln
Maria B. Royne, University of Memphis

The Upside of Aberrant Customer Behavior
Stephen J. Grove, Clemson University
Raymond P. Fisk, Texas State University - San Marcos

Reconceptualizing Convenience and Examining its Influence on Consumer Intentions to Use a Service
Michael J. Dorsch, Clemson University
Jessica L. Oldiges, Clemson University

Saturday, 10:15 AM – 11:45 AM
14.7 Session: Special Session: The State of Replication Research in the Marketing Discipline: Observations from Two Special Issues on Replication in the Journal of Business Research:
Salon 828
Panelists:
Richard W. Easley, Baylor University
Charles S. Madden, Baylor University

Saturday, 10:15 AM – 11:45 AM
14.8 Session: Consumer Identity and Advertising:
Salon 829
Session Chair: Carol M. Megehee, Coastal Carolina University
Discussant: Merlyn Griffiths, University of North Carolina-Greensboro

Hispanic Cultural Identity: Cross-Media Analysis of Television Ads
Celia Maldonado, Georgia Southwestern State University
Dawn Valentine, Georgia Southwestern State University

Does The Old Model Still Work?
Susan C. Baxter, Farmingdale State College - SUNY

Media Habits of Sensation Seekers: An Exploratory Study
Alisha Blakeney, Auburn University - Montgomery
W. Rhea Ingram, Auburn University - Montgomery
Donald R. Self, Auburn University - Montgomery
Carolyn Sara (Casey) Findley, University of Alabama

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Valdez, Jesus J., Mississippi State University (7.3)  
Valentine, Dawn, Georgia Southwestern State (3.5) (14.8)  
Valette, Florence, IAE Aix-en-Provence & Westford Business School, France (3.3)  
Valette, Florence, Pierre, IAE de Grenoble, France (3.3)  
Venable, Beverly, Columbus State University (13.6)  
Venuti, Elizabeth, Hofstra University (8.3)  
Vitrano, Brett M., University of Georgia (7.5)  
Vogelaar, Mike, Baylor University (14.2)  
Voss, Glenn, Southern Methodist University (3.3) (12.2)  
W  
Wallace, David, Illinois State University (7.3) (13.2)  
Walther, Luciana, Federal University of Rio de Janeiro (5.4)  
Wang, Tien, University of Texas at Arlington (13.5)  
Weathers, Danny, Louisiana State University (14.1)  
Webster, Cynthia, Mississippi State University (5.6)  
White, Allyn, Mississippi State University (5.6)  
Whitter, Suzanne, New Mexico State University (7.5)  
Widing, Robert E. II, Thunderbird School of International Management (7.2)  
Widmier, Scott, Kennesaw State University (7.2) (8.5)  
Wilder, Kelly M., Mississippi State University (5.6)  
Wilson, Jeffrey M., University of Tulsa (5.2) (8.5)  
Williams, Alvin, University of South Alabama (14.3)  
Winsor, Robert, Loyola Marymount University (13.5)  
Wittmann, Michael, University of Southern Mississippi (3.6)  
*Woodside, Arch G., Boston College (5.1) (6.5) (8.9) (11.9) (12.5) (13.6) (14.4)  
Wooldridge, Barbara Ross, University of Texas at Tyler (5.5) (7.6) (14.2)  
Wu, Wann-Yih, National Cheng Kung University (11.3)  
X  
Xiao, Na, Queen's University (11.5) (14.1)  
Xu, Bing, New Mexico State University (8.8)  
Y  
Yang, Ting-Ying, Purdue University (14.5)  
Yoon, Songhan, Jangan University (8.9) (11.9)  
Yoon, Sung-Joon, Kyonggi University (8.9) (11.9)  
Z  
Zinkhan, George M. III, University of Georgia (7.5) (13.6)  
Zinkhan, Lydia F., The University of Houston (13.6)  
*SMA Fellow  
±Current Officers  
◊Past Presidents