



Society for Marketing Advances

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2009  
Annual  
Conference

# 2009 Elsevier Distinguished Scholar

A. Parasuraman



A. Parasuraman ( Parsu ) 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.

# 2009 Turning Technologies Marketing Practitioner of the Year

Martin A Manion



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.



# Society for Marketing Advances

## 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 Montr al  
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

#### **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

#### **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**

	Salon 816	Salon 817	Salon 824	Salon 825	Salon 828	Gallery 1st Floor	Crescent Room	Cornet Room	Foyer & Armstrong Ballroom	
8:30				13th Annual Retail Strategy & Consumer Decision Research Seminar	3rd Annual SMA SEM Workshop	Elsevier Doctoral Consortium				
10:00								SMA Officer's Meeting		
11:30										
1:30	1st Annual Writing Grants that Get Funded	1st Annual Leadership Development Symposium (Current Department Chairs/Heads only)	3rd Annual Case Teaching Workshop					SMA Placement Service	Registration & Exhibitors	
3:00										
4:30										

## 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

*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

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



Gallery 1st Floor

**Session Chairs:** James S. Boles, Georgia State University

Thomas L. Baker, Clemson 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

**Discussant:** Walter H. Henley, University of North Alabama

### 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

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

Vivek Madupu, Missouri Western State 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

*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

**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 Montgomery



*From Learning to Teach to Teaching to Learn : Reflections on Being a Teacher*

Praveen Aggarwal, University of Minnesota Duluth

*Using the RIPE Method to Enhance Teaching Effectiveness*

Danny D. Butler, Auburn University

*Teaching Philosophy*

Gary H. Kritz, Seton Hall University

**Judges:**

Brian Engelland, Mississippi State University  
Douglas K. Hoffman, Colorado State University  
Greg W. Marshall, Rollins College  
Elise Pookie Sautter, New Mexico State 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

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

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**Thursday, 10:15 AM 12:00 PM**

**4.1 Session: Elsevier Distinguished Scholar Presentation - Armstrong Ballroom**  
**A. Parasuraman, University of Miami**



**Thursday, 12:30 PM 1:45 PM**

**SCMID & SMA Fellows Luncheon:** Palace Caf

**Thursday, 12:30 PM 1:45 PM**

Lunch on Your Own

## **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

\*\*\*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**

**5.4 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

*Explaining Loyalty: The Personal Relationship Analogy*

Reto Felix, Universidad de Monterrey, Mexico

**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

**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

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

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**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

**Thursday, 3:45 PM 5:15 PM**

**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 s 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

**6.6 Session: *Meet the Editors Session for Broad-based Marketing Journals:*** Salon 825

**Session Chair:** W. Rhea Ingram, Auburn Montgomery

**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:** Oliver 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



	Salon 816	Salon 817	Salon 820	Salon 821	Salon 824	Salon 825 and 829	Salon 828	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	Elsevier Distinguished Scholar Presentation (Armstrong Ballroom)							
12:00		SCMID Symposium						Elsevier Doctoral Consortium
2:00	Critical Thinking, Career Preparation, & Communication Experiences		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*	
3:45	Special Session: Teaching MBA Online Programs		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	Exploring Factors That Influence Brand Equity	

## Friday, November 6, 2009

### ALL DAY SEMINARS:

**Friday, 8:00 AM 5:00 PM**

**SMA Conference Registration:** Foyer

**SMA Conference Exhibits:** Armstrong Ballroom

**SMA Academic Placement Service:** Cornet Room

### 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*

Thorsten Gruber, University of Manchester

Stephan C. Henneberg, University of Manchester

Bahar Ashnai, University of Manchester

Peter Naude, University of Manchester

Alexander Reppel, University of London

Frank Huber, University of Mainz

**Friday, 8:30 AM 10:00 AM**

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

Salon 817

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

*An Exploratory Study of the Influence of Firm Market Orientation, Salesperson Learning Orientation, Salesperson Consulting, Consulting Effectiveness and Salesperson Performance*

Alfred Pelham, The College of New Jersey

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

Todd Holmes, Mississippi State University

Jason E. Lueg, Mississippi State University

*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

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

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**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. Golicic, 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, Dominguez 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:** Junyeon 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 Samoel Marquina Feldman, CENTRUM Católica, Peru

David Martin-Consuegra, 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 Decision 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

*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:**  
Salon 828

**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:** Salon 829

**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

Min-Sook Park, Pusan National University  
Min-Kyung Moon, Pusan National University  
Mi Ri Kim, 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  
Junyeon 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 Bodenbergh, 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

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**Friday, 3:30 PM 3:45 PM Coffee Break**

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**Friday, 3:45 PM 5:15 PM**

**NEW**

**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*  
Les Carlson, Editorial Review Board, *International 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*

Junyeon 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 Ahn, 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 Caf**

**Sponsored by the  
Direct Selling Foundation:**



	Salon 816	Salon 817	Salon 820	Salon 821	Salon 824	Salon 825	Salon 828	Salon 829	Grand C (5th Floor)
8:30	Business to Business Marketing "Best Paper"	Influencing the Sales Organization	Insights into Web and Catalog Based Retailing	Evaluating Costs within the Supply Chain "Best Paper"	Determinants of Customer Response to Service Delivery & Recovery Efforts	Cengage Pride/Ferrell Innovations in Teaching Part II	Advertising & Persuasive Influences	JMTP Editorial Board Meeting	
10:15	Patient Population and Behavior Issues in Healthcare Marketing	Issues in New Zealand/Australia: Part 1	Special Session: Successful Journey through the Outcome Assessment Process	Do You Prefer Beautiful, Funny, or Subtle? "Best Paper"	Enhancing Sales Person Success	Retail Potpourri "Best Paper"	Developing a Competitive Advantage through the Supply Chain "Best Paper"	Special Session: Journal of Marketing Theory & Practice	SMA/KAMS Joint Symposium: Part I
12:00	SMA Awards Luncheon (Armstrong Ballroom)								
1:30	SMA Business Meeting (Salon 802)								
2:00	Exploring the Service Side of Selling "Best Paper"	Issues in New Zealand/Australia: Part II	Perspectives on Product Management "Best Paper"	Direct-to-Consumer Advertising Issues in Pharmaceutical Marketing	Furthering Our Understanding of Consumer Choice "Best Paper"	Understanding the importance of Buyer-Seller Relationships in the Supply Chain	Special Session: Master in Teaching Initiative	SMA Dissertation Proposal Competition Winners Presentations	SMA/KAMS Joint Symposium: Part II
3:45		Best of Best In Sales & Business to Business	Best of Best in Services & Retailing	Best of Best in Advertising & Marketing Communications	Special Session: Publishing Special issues of Sponsoring Journals for 2010 GMC at Tokyo	Best of Best In Marketing Education & Case Research			



**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

*Toward 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

Brian T. Engelland, Mississippi State University  
Joel E. Collier, Mississippi State University

**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-Emptying 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

*The Ethics of Patients Request for Prescriptions: The Implication of Influencing Patients and Physicians*

Erin Baca Blaugrund, University of Texas-El Paso

**Saturday, 9:00 AM 11:00 AM**

***New Officer's Meeting: Crescent Room (4th Floor)***

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

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**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

Yasemine 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

*Say It Ain't So David? The Need for Crisis Management in the NBA*

Barbara Ross Wooldridge, 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\*\*\*

*Reporting Academic Dishonesty: A Framework for*

*Describing the Likelihood of Filing an Official Report*

Rex E. McClure, Marshall University

*Online Course Expectations in Graduate Business*

*Courses: The Less Investigated Variables*

Sarath 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*

*Themselves*

Aberdeen Leila Borders, Kennesaw State University  
 Maria Kalamas, Kennesaw State University  
 Shane D. Smith, Kennesaw State University

**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  
 Marla 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

**\*\*\*Best Advertising & Marketing Communications Track Paper\*\*\***

*Ethnic Identity in Advertising: A Review and Meta-Analysis*

Jeremy J. Sierra, Texas State University San Marcos  
 Michael R. Hyman, New Mexico State University  
 Robert S. Heiser, University of Southern Maine

*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

	Salon 816	Salon 817	Salon 820	Salon 821	Salon 824	Salon 825	Salon 828	Salon 829
8:30	International Marketing Part II	Donation Exchange Issues in Marketing	Can You Trust Your Respondents?	Special Session: A Pedagogy Primer for Professors	Growth Strategies & the Environment	Ethics, Legal, and Public Policy Issues in Marketing *Best Paper*		Impact of Company Strategies on Consumer Behavior
10:15	Gratitude & Branding Effects	Issues in the NBA	Special Session: Supply Chain Integration: Managerial Insights during Stressful Economic Times	Problems & Opportunities in Contemporary Marketing Education	Career Building through Sale	Special Session: Exploring Diverse Issues in Services Marketing	Special Session: The State of Replication Research in Marketing Discipline	Consumer Identity and Advertising *Best Paper*

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 Turner, Gregory, Nicholls State University (5.3)  
 Tuten, Tracy, East Carolina University (5.5) (7.6) (13.4)

**U**

Upreti, Rahul, HSBC (11.6)  
 Uribe, Rodrigo, Universidad de Chile (5.1) (6.2)

**V**

Valdez, Jesus J., Mississippi State University (7.3)  
 Valentine, Dawn, Georgia Southwestern State (3.5) (14.8)  
 Valette Florence, Rita, IAE Aix-en-Provence & Wesford 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

## Notes

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