Wednesday  November 2, 2011

All Day Conference Seminars

Pre-registration is required for each pre-conference seminar along with registration

Wednesday 8:00 am-5:30 pm
Session 1.1
Elsevier Doctoral Consortium - Society for Marketing Advances

Session Chairs:
Brian Engelland - The Catholic University of America
Mathew Joseph, St. Mary's University

Wednesday 8:00 am-5:30 pm
Session 1.2
5th Annual SMA Structural Equations Modeling Workshop

Facilitators: Barry Babin, Louisiana Tech University
Joseph F. Hair, Jr., Kennesaw State University

Morning Pre Conference Sessions

Wednesday 10:00 am-12:00 pm
Society for Marketing Advances Officers Meeting
Room
Presiding: Bob Erffmeyer, University of Wisconsin - Eau Claire

Wednesday 4:00 pm-6:00 pm
SMA Registration and Exhibits

SMA/AMS Academic Placement Service

Wednesday 5:30 pm-7:00 pm
ANNUAL SMA WELCOME RECEPTION
Thursday November 3, 2011

All Day Conference Seminars
(Pre-registration is required for each pre-conference seminar along with registration for SMA Conference)

Thursday 8:00 am-5:00 pm
SMA Registration and Exhibits

Thursday 8:00 am-5:00pm
SMA/AMS Academic Placement Service

Thursday 8:00 am-5:00pm
Session 2.1
Elsevier Doctoral Consortium

Session Chairs:
Brian Engelland - The Catholic University of America
Mathew Joseph - St. Mary's University

Morning Sessions

Thursday 8:30 am-10:00 am
Session 2.2
Sherwin-Williams Distinguished Teaching Competition Award

Session Chair: Daniel D. Butler, Auburn University

Pedagogy
John Branch, University of Michigan

Teaching (Services) Marketing: Walking the Talk
Dwayne D. Gremler, Bowling Green State University

Encouraging Engagement and Maximizing Learning Outcomes:
The Role of Innovations in Teaching
Angela Paladino, University of Melbourne

Judging Panel:
Brian Engelland, The Catholic University of America
Linda Ferrell, University of New Mexico
James Gray, Florida Atlantic University
Doug Hoffman, Colorado State University
Astrid Keel, Auburn University
Barbara Woolridge, University of Texas - Tyler
Session 2.3

**Consumer Reactions to Price and Service Strategies**

Session Chair: Aron Levin, Northern Kentucky University
Discussant: David Ortinau, University of South Florida

The $5 Phenomenon: The Predictive Value of Theories that Explain Today’s Fast-Service Market
Cynthia Rodriguez Cano, University of South Florida
Amit Poddar, Georgia College and State University

Consumer Evaluations of Unit Pricing
Dora Schmidt, Louisiana State University

Are Customer Co-Creations Always Good?
Weiling Zhuang, Eastern Kentucky University
Barry J. Babin, Louisiana Tech University

An Exploratory Investigation of How Student Feelings (Affect) About Costs and Benefits of Debt Influence Important Student Outcomes
Sarath A. Nonis, Arkansas State University
Gail I. Hudson, Arkansas State University
Melodie Philhours, Arkansas State University
Bill Hu, Arkansas State University
Session 2.4
Changing Conceptualizations and Issues in Branding

Session Chair: William C. Martin, University of North Dakota
Discussant: Robert Evans, Jr., Texas A&M International University

Consumer Anthropomorphism
Phillip Michael Hart, University of Memphis
Shawn R. Jones, University of Memphis

The Influence of Emotions on Brand Relationships: A French Look
Pierre Valette-Florence, IAE de Grenoble Domaine Universitair

The Discount Channel: A Threat to Brand Equity?
Oliver Koll, University of Innsbruck
William C. Martin, University of North Dakota

Thursday  8:30 am-10:00 am
Session 2.5
Winning the Business and Maintaining a Customer Base

Session Chair: Kirby L.J. Shannahan, Memorial University of Newfoundland
Discussant: Rachelle J. Shannahan, Memorial University of Newfoundland

A Cross-Cultural Comparison of the Influence of Structural
Competition and Salesperson Trait Competitiveness on Sales Performance
Kirby L.J. Shannahan, Memorial University of Newfoundland
Richard A. Rocco, DePaul University

Wearing Your Cultural Lens to Win Back Lost Customers
Annie H. Liu, Loyola Marymount University
Mark P. Leach, Loyola Marymount University
Sijun Wang, Loyola Marymount University
Robert Winsor, Loyola Marymount University

A Complex Adaptive Systems Perspective on Maritime Piracy
S. Scott Nadler, University of Central Arkansas
John F. Kros, East Carolina University
Thursday, 8:30 a.m. - 10:00 a.m.

Session 2.6

Cognitive and Contextual Influences on Media Communications

Session Chair: En-Chi Chang, University of Manchester, UK
Discussant: Alex Muk, Texas State University - San Marcos

The Use of Catastrophes as Advertising Appeal: Content and Reactions to Advertising Following the Earthquake in Chile on February 27, 2010
Rodrigo Uribe, The University of Chile
Enrique Manzur, The University of Chile
Pedro Hidalgo, The University of Chile
Carolina Martinez, The University of Chile

Website Design and Social Influence in Online Group Buying - A Conceptual Framework
En-Chi Chang, University of Manchester, UK
Christina Chung, Ramapo College of New Jersey
Fang Shyh-Rong, Hsiuping Institute of Technology, Taiwan

Need for Cognition and its Effect on the Effectiveness of Product Placement
Deepa Pillai, Utah Valley University
Siva K. Balasubramanian, Stuart School of Business

Timing Fashion Cycles: Implications for Integrated Marketing Communications
Talai Osmonbekov, Northern Arizona University
Erin Bridges, University of Southern Mississippi
Thursday 8:30 a.m. - 10:00 a.m.
Session 2.7
Simulations, Fuzzy Sets, and Video Blogs: Expanding the Boundaries of Marketing Research

Session Chair:
Discussant:

Fuzzy-Set Qualitative Comparative Analysis in Industrial Buying-Marketing Negotiations over Share of Business
Arch Woodside, Boston College

Strategic Decision Making in Networks: A Simulation Approach
Sebastian Forkmann, University of Manchester, UK
Di Wang, University of Manchester, UK
Stephan C. Henneberg, University of Manchester, UK
Peter Naude, University of Manchester, UK
Alistair Sutcliffe, University of Manchester, UK

Consumer-to-Consumer Video Blogs: Leveraging New Technologies in Market Research
Julie Sneath, University of South Alabama
Thursday 10:15 a.m. - 11:45 a.m.
Session 3.1
SMA 2011 ELSEVIER DISTINGUISHED SCHOLAR LECTURE

Session Chair: Arch Woodside, Boston College

Terry L. Childers
Dean's Chair in Marketing
Iowa State University

Thursday 12:00 p.m. - 1:45 p.m.

LUNCH ON YOUR OWN

Marketing Education Review - Editorial Board Meeting
Session Chair: Doug Hoffman, Colorado State University
Afternoon Sessions

Thursday 2:00 pm-3:30 pm
Session 4.1: Current Issues in Europe

Session Chair: Alexander E. Reppel, Royal Holloway - University of London

Discussant:

Exploring the Desired Attributes of Professors in Service Recovery Encounters in Higher Education: Should Professors Treat Students Differently Based on Gender?
Thorsten Gruber, University of Manchester, UK
Sneha Chandra, University of Manchester, UK
Anthony Lowrie, Minnesota State University

Student Financial Capability and the Role of Parents: Insights from the UK and Ireland
Isabelle Szmigin, University of Birmingham, UK
Deirdre O’Loughlin, University of Limerick, Ireland

Fashion Businesses and their Responsibilities: A Harm Chain Approach
Caroline Moraes, University of Birmingham, UK
Morven McEachern, Lancaster University, UK
Marylyn Carrigan, University of Birmingham, UK

Thursday 2:00 pm-3:30 pm
Session 4.2: Meet the Editors of Leading Marketing Journals

Session Chair:

Barry J. Babin, JOURNAL OF BUSINESS RESEARCH
Louisiana Tech University
Victoria Crittenden, AMS REVIEW
Boston College
Tomas Hult, JOURNAL OF THE ACADEMY OF MARKETING SCIENCE
Michigan State University
Greg Marshall, JOURNAL OF MARKETING THEORY AND PRACTICE
Rollins College
Charles Martin, JOURNAL OF SERVICES MARKETING
Wichita State University
Thursday 2:00 pm-3:30 pm

Session 4.3: Disservice: Deploiring the Dysfunctional Deeds that Doom Delight

Session Chair: Joby John, University of Louisiana at Lafayette

Panel:

Les Carlson, University of Nebraska - Lincoln
Raymond P. Fisk, Texas State University - San Marcos
Jerry R. Goolsby, Loyola University - New Orleans
Stephen J. Grove, Clemson University
Lloyd C. Harris, Warwick University, UK

Session 4.4: Case Writing and Research in Marketing

Session Chair: Julie Sneath, University of South Alabama
Discussant:

Emporium Luggage
Michael A. Levin, Otterbein University
Bruce C. Bailey, Otterbein University

Roger McFearsom and the Birthday Card
Danny Butler, Auburn University

The Houston Marathon: Managing a Reputation Problem
Gary L. Simon, University of Tampa

Using Marketing Audits as the Basis for Non-Profit Case Generation
Charles S. Madden, Baylor University
Van D. Gray, Baylor University
Richard W. Easley, Baylor University
Thursday 2:00 p.m. - 3:15 p.m.
Session 4.5

Measurement: Validity and Reliability

Session Chair: Diane Edmondson, Middle Tennessee State University
Discussant:

Climbing the Ladder of Abstraction: Assessing the Usefulness of Different Tutorials for Complex Online Questionnaires
Alexander E. Reppel, Royal Holloway, University of London
Kathy Keeling, University of Manchester, UK
Thomas Jagel, University of Manchester, UK
Thorsten Gruber, University of Manchester, UK
Eman Gadalla, University of Manchester, UK
Stephan C. Henneberg, University of Manchester, UK

Likert Scales: A Regression to the Mean?
Yancy D. Edwards, Saint Leo University
Diane R. Edmondson, Middle Tennessee State University

The Moderating Role of Religiosity in the Effectiveness of Non-Profit Print Advertising
Kevin J. Shanahan, Mississippi State University
Christopher D. Hopkins, Clemson University
Mary Anne Raymond, Clemson University

Thursday 2:00 p.m. - 3:15 p.m.
Session 4.6: Authenticity in Hospitality and Tourism

Session Chair:
Discussant:

Perceived Authenticity from Front Wine Labels and Associated Perceived Risk
Renaud Lunardo, Groupe ESC Troyes

National Brands and the Internet: Insights from Central America
Leyland Pitt, Simon Fraser University
Kirk Plangger, Simon Fraser University
Anjali Bai, Simon Fraser University
Colin Campbell, Monash University, Australia
Jane Xia, Simon Fraser University

Authenticity and International Travel Destinations
Gavin Fox, Texas Tech University
Thursday 3:45 p.m. - 5:15 p.m.

Session 5.1: Direct-to-Consumer Advertising and Promotion of Prescription Drugs

Session Chair: Isaac Wanasika, University of Northern Colorado
Discussant: Melanie Zilles, Texas Woman’s University

DTC Coupon Culture and the Pharmacist as Intermediary
Karen Hood, University of Arkansas at Little Rock
Qayyim Said, University of Arkansas for Medical Sciences

The Impact of Third-Party Sponsored Direct-to-Consumer (DTC) Websites:
The Moderating Role of Perceived Risk
Yam Limbu, Montclair State University
Robin T. Peterson, New Mexico State University
Joseph Lojko, Montclair State University

The Effects of Pharmaceutical DTC Advertising on Patient Compliance:
The Moderating Role of Health Orientation
Avinandan Mukherjee, Montclair State University

Session 5.2
Doctoral Student Perspectives 1

Session Chair: Maria Kalamas, Kennesaw State University
Discussant: John E. Morris, The University of Texas - Pan American

Can Unexpected Events Affect Purchase Decisions? Exploring the Impact of Interruptions on Product Evaluations
Cuauhtemoc Luna-Nevarez, New Mexico State University

The Role of Patient Empowerment in the Adoption of Healthy Behaviors
Marzena Nieroda, University of Manchester, UK
Debbie Keeling, University of Manchester, UK

Consumer Perceptions of Foreign Cinema: An Examination of Country-of-Origin Effects in the Film Industry
John E. Morris, University of Texas - Pan American
Session 5.3
Teaching Marketing Research: Best Practices and Innovative Teaching

Special Session

Session Chair: Diane Edmondson, Middle Tennessee State University

Panelists:

Session 5.4
Pride-Ferrell Cengage Innovations in Teaching Competition
Session 1

Session Chair:
Discussant:

Use of Pecha Kucha to Achieve Balance in Presentations
Michael A. Levin, Otterbein University

Student-Written Exams: An Innovative Approach to Learning and Evaluation
Hope Corrigan, Loyola University Maryland
Georgiana Craciun, University of Pittsburgh

Boardroom in the Classroom
Shane D. Smith, Kennesaw State University

Session 5.5
Extended Supply Chain and Disruptive Influences

Session Chair: Ernie Nichols, University of Memphis
Discussant Leaders: Philip Hart, University of Memphis
Shawn Jones, University of Memphis

Modeling Risk Management in Grocery Retail Supply Chains
Chris I. Enyinda, Alabama A&M University

Mandated Innovation in the Supply Chain: A Firm Capabilities and Relational View Perspective
Sara Liao-Troth
Georgia Southern University

Logistics Framework for Private Response in Disaster Recovery
David Swanson, University of Arkansas
Ronn Smith, University of Arkansas
All Day Conference Seminars

Friday 8:00 am-12:00 pm
SMA Registration and Exhibits

Friday 8:00 am-5:00pm
SMA/AMS Academic Placement Service

Morning Sessions

Friday 8:30 am-10:00 am
Journal of Marketing Theory & Practice Editorial Review Board

Facilitator: Greg Marshall, Rollins College

Friday 8:30 am-10:00 am
Session 6.1: The Impact of Emerging Technologies on Salesperson Effectiveness

Session Chair: Melissa Nieves, Florida State University
Discussant: Mimi Rickard, Kennesaw State University

A Comparison of B2B and B2C Sales Profession's Utilization of Social Media Technologies
Jesse N. Moore, Clemson University
Mary Anne Raymond, Clemson University
Christopher D. Hopkins, Clemson University

Surveillance Technology and the Salesperson: Empowering or Enslaving?
Susan K. DelVecchio, East Carolina University
Stephen Shapiro, East Carolina University

An Empirical Examination of Time Management's Influence on Salesperson Work-Family Conflict
Sarath Nonis, Arkansas State University
Grant Fenner, Arkansas State University
C. Shane Hunt, Arkansas State University
Friday 8:30 am-10:00 am
Session 6.2: Trends in Services Marketing Research

Session Chair:  
Discussant:  

Explanations as a Services Recovery Initiative: The Amount of Information and by Whom it is Provided  
Thomas L. Baker, Clemson  
Tracy Meyer, University of North Carolina - Wilmington  

The Impact of Employee Identification on Workplace Engagement  
Nwamaka Anaza, Francis Marion University  
Brian Rutherford, Kennesaw State University  

Positive Affectivity as an Antidote to Work-Family and Family-Work Conflicts  
Ugur Yavas, East Tennessee State University  
Osman M. Karatepe, Eastern Mediterranean University - Turkish Republic of Northern Cyprus  
Emin Babakus, The University of Memphis  

Friday 8:30 am-10:00 am
Session 6.3: Relationships and Marketing Strategy

Session Chair:  J. Michael Weber, Mercer University  
Discussant:  Charles S. Madden, Baylor University  

Social Marketing and Organ Donation: What Works, What Doesn't and Where to Go from Here?  
Patricia Chisolm, McNeese State University  
Susie S. Cox, McNeese State University  
Ashley P. Gatte, McNeese State University  
Jeff W. Totten, McNeese State University  

Using Online Product Recommendation Agents: Does Consumer Participation Increase Trust?  
Xiaojing Sheng, University of Texas - Pan American  
Pratibha A. Dabholkar, University of Tennessee - Knoxville  

An Examination of Market Orientation and Innovativeness  
Julia Rice, Otterbein University  
Michael A. Levin, Otterbein University  
Bruce C. Bailey, Otterbein University  

Business Relationships and Business Strategies: A Configuration Theory Approach  
Gasem Zaefarian, University of Manchester, UK  
Stephan C. Henneberg, University of Manchester, UK  
Peter Naude', University of Manchester, UK
Friday  8:30 am-10:00 am
Session 6.4:  Effective Messaging and How to Break Through

Session Chair:  Talaibek Osmonbekov, Northern Arizona University
Discussant:  William Martin, University of North Dakota

Path Analysis of Comparative Advertising
Alexander Muk, Texas State University - San Marcos
Christina Chung, Ramapo College of New Jersey
Xiaoyu Wu, Ramapo College of New Jersey
Huiping Li, Ramapo College of New Jersey

Increasing Advertising Receptivity through Social Media Engagement
Manisha Mathur, The University of Mississippi
Victoria Bush, The University of Mississippi

Spokes-characters as Endorsers in Marketing Communications: Present and Future Research
En-Chi Chang, University of Manchester, UK
Lee Edwards, University of Manchester, UK

I Said 'No': Understanding Parental Perceptions of Screen Media Advertising to Children
Christine M. Kowalczyk, East Carolina University
Marla B. Royne, University of Memphis

Friday 8:30 am-10:00 am
Session 6.5:  Doctoral Student Perspectives II

Session Chair:  Charles A. Ingene, The University of Mississippi
Discussant:  Cuauhtemoc Luna-Nevarez, New Mexico State University

The Effect of Tenure Confidence on Job Satisfaction among Junior Marketing Faculty
Xin Wang, University of Cincinnati
Xiaoqi Han, University of Cincinnati
Scott Wright, University of Cincinnati

Hooray for Hollywood: An Examination of Country-of-Origin Effects in the Film Industry
John E. Morris, The University of Texas - Pan American
**Friday 8:30 am-10:00 am**

**Session 6.6: Evolving Marketing Mix Strategies**

Session Chair:  
Discussant:  

**Should I Strut My Stuff or Hide My Head:**  
A Conceptual Framework of the Influencers of Online Privacy Behaviors  
Melanie Zilles, Texas Woman's University  
Pushkala Raman, Texas Woman's University  

**Deciding to Give Online to Cultural Non-Profits: Affiliation, Attitudinal and Demographic Segmentation**  
Thaddeus Janicki, Mount Olive College  
Jill Kurp Maher, Robert Morris University  

**Factors Influencing Customer Acceptance of Novel Technologies: The Case of Nanofoods**  
Anastasia E. Thyroff, University of Arkansas - Fayetteville  
Steve W. Kopp, University of Arkansas - Fayetteville  

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**Friday 10:15 am-11:45 am**

**Session 7.1: Pride-Ferrell Cengage Innovations in Teaching Competition - Session 1**

Session Chair: John Branch, University of Michigan

**Use of Pechu Kucha to Achieve Balance in Presentations**  
Michael A. Levin, Otterbein University  

**Student-Written Exams: An Innovative Approach to Learning and Evaluation**  
Hope Corrigan, Loyola University - Maryland  
Georgiana Craciun, University of Pittsburg  

**Boardroom in the Classroom**  
Shane D. Smith, Kennesaw State University
Preparing the Next Generation of Marketing Leaders: The Ever-Evolving Marketing Curriculum

Session Chair: William Madway, The Wharton School, University of Pennsylvania
Discussant:

The Current State of Marketing Education
Daniel D. Butler, Auburn University

Match/Mismatch of the College Business Student Service-Learning Experiences: Drivers of Perceived Attitude Change, Satisfaction, and Future Volunteer Intentions
Jeananne Nicholls, Kennesaw State University
Kurt Schimmel, Slippery Rock University

Facilitating Knowledge Transfer in Undergraduate Marketing Education
David Raska, Northern Kentucky University
Doris Shaw, Northern Kentucky University
Eileen Weisenbach Keller, Northern Kentucky University
Donna Crane, Business Navigation Group

Drama Enactments of Customer-Server Exchanges by Trainees: Live Case Study of "Jessica Serves ... Not"
Arch Woodside, Boston College
Linda Jane Coleman, Salem State university
Carol Megehee, Coastal Carolina University

Financial Metrics in Marketing Strategy

Session Chair: J. Michael Weber, Mercer University
Discussant: Charles S. Madden, Baylor University

Cash: A Strategic Decision for Family Physicians
J. Michael Weber, Mercer University

Goal Alignment of Pricing and Salesforce Compensation Strategies: A Study in Reducing Agency Costs
Wendy Ritz, Kennesaw State University

The Case of Firm Risk: The Influence of Official Sports Sponsorship
Robert D. Evans, Jr., Texas A&M International University
George D. Deitz, University of Memphis
Dan S. Sherrell, University of Memphis

Beyond 4Ps: Enhancing Organizational Performance through Strategic Marketing
Sampath Ranganathan, University of Wisconsin - Green Bay
Satish Mehra, University of Memphis
Munsung Rhee, UIDUK University
Session 7.4
Strategic Issues in B2B Marketing: Current Perspectives

Session Chair:
Discussant:

Strategic Firm Investments in CRM and Firm Performance: Is CRM Capability a Missing Link*
Manisha Mathur, University of Mississippi

The Impact of Network Configurations and Value Constellations in Business Markets: The Case of an Innovation Network
Daniela Corsaro, University of Manchester, UK
Carla Ramos, University of Manchester, UK
Stephan C. Henneberg, University of Manchester, UK
Peter Naude, University of Manchester, UK

A Multiple Dyadic Model of Business Services Buyer Behavior
Thomas L. Powers, University of Alabama at Birmingham
Dawn Valentine, Georgia Southwestern State University

Friday 10:15 am-11:45 am
Session 7.5: Organizational Challenges Facing Sales Managers

Session Chair: Concha Neeley, Central Michigan University
Discussant:

Modification of Organizational Directives by Sales Agents
Greg McAmis, University of Oklahoma

Sales Managers: Should They Coach or Play? A Salesperson's Perspective
David A. Gilliam, University of Arkansas at Little Rock
Gary Frankwick, University of Texas at El Paso

Reducing Research Problems When Evaluating Higher Sales Training Levels
Earl D. Honeycutt, Jr., Elon University
Ashraf M. Attia, State University of New York at Oswego
Sharon K. Hodge, Elon University
Friday 10:15 am-11:45 am
Session 7.6
The Impact of Culture and Religion on Buyer Behavior

Session Chair: Weiling Zhaung, Eastern Kentucky University
Discussant: Christine Kowalczyk, East Carolina University

Happiness in Money, Acquisition, and Consumption: A Replication and Extension
Reto Felix, University of Monterrey

The Influence of Consumer Religiosity on Environmental Attitudes and Behaviors
William C. Martin, University of North Dakota
Connie Rae Bateman, University of North Dakota

The Influence of Religiously-Motivated Consumers Boycott on Global Brand Image
Ibrahim Abosag, University of Manchester, UK
Maya Farah de Villegas, ITESM - Egade Business School

Friday 10:15 a.m. - 11:45 a.m.
Session 7.7
Emerging Challenges in Marketing Ethics

Session Chair: 
Discussant:

Consumer Misbehavior: Does the Size of the Victimized Organization Impact the Level of Disapproval Associated with a Questionable Consumer Action?
Sam Fullerton, Eastern Michigan University
Larry G. Neale, Queensland University of Technology (Australia)

Political Sex Scandals in Cartoon
Anjail Bal, Simon Fraser University, Canada
Kirk Plangger, Simon Fraser University, Canada
Adam Mills, Simon Fraser University, Canada
Leyland F. Pitt, Simon Fraser University, Canada

Corporate Ethical Behavior in Social Media
Todd J. Bacile, Florida State University
Melissa Clark Nieves, Florida State University

The Importance of Religiosity, Belief Congruency, and Consumer Ethics for Online Retailers
Carolyn (Casey) Findley Musgrove, Indiana University Southeast
Giles D'Souza, University of Alabama
Sarah Al Houti, University of Alabama
Timothy Butler, University of Alabama

FRIDAY 12:00 p.m. - 1:30 p.m.
Session 8.1

SMA AWARDS LUNCHEON
Afternoon Sessions

Friday 1:30 pm-2:00 pm
Session 9.1: SMA ANNUAL BUSINESS MEETING

Presiding: Bob Erffmeyer, University of Wisconsin - Eau Claire

Friday 2:00 pm-3:30 pm
Session 10.1

Doctoral Dissertation Competition - Session 1

Dissertation Competition ... Best Overall Proposal and Runner-Up Proposal

Session Chair: Lauren Skinner Beitelspacher, Portland State University

Friday 2:00 p.m. - 3:30 p.m.
Session 10.2:

Pharmaceutical Sales and Strategic Value Creation

Session Chair: Vivek S. Natarajan, Lamar University

Discussant: Chris I. Enyinda, Alabama A&M University

The State of the Art in Pharmaceutical Healthcare Sales: Surveying a Changing Healthcare Climate
Dennis A. Kopf, University of Wisconsin - Whitewater
R. Christopher Bratschi, Lane College

Engaging BOP Customers in the Pharmaceutical Industry Through Strategic Value Creation
Isaac Wanasika, University of Northern Colorado

Efficacy and Sales Potential of Stem Cell-Based Biologics in Southern Wisconsin
Benjamin Jaeger, Medovations, Inc.
Dennis A. Kopf, University of Wisconsin - Whitewater
Friday 2:00 pm-3:30 pm

Session 10.3: Equity and Intentions in Brand and Product Management

Session Chair: Kirby Shannahan, Memorial University of Newfoundland
Discussant: Richard A. Rocco, DePaul University

Human Brand Equity: Branding Healthcare Professionals
Ravi K. Jillapalli, Texas State University - San Marcos
Regina Jillapalli, Texas State University - San Marcos

Impact of Trust, Brand Attitudes and Value on Intentions to Use E-Textbooks
Sampath Ranganathan, University of Wisconsin - Green Bay
Sanipan Sen, Southeast Missouri State University
Vivek Madupu, Missouri Western University

Subjective Customer Equity: Considerations and Applications
Aliosha Alexandrov, University of Wisconsin - Oshkosh

Friday 2:00 pm-3:30 pm

Session 10.4: Graphic Novels: Exploring the Relevance for Marketing Promotion and Learning

Session Chair: Elise ‘Pookie’ Sautter, New Mexico State University

Sarah Fischback, New Mexico State University
Cuauhtemoc Luna-Nevarez, New Mexico State University
Elise ‘Pookie’ Sautter, New Mexico State University
Kelly Tian, New Mexico State University
Friday 2:00 pm-3:30 pm
Session 10.5
Teacher-Friendly Options for Incorporating Experiential Learning Projects in Marketing Courses
Special Session
Session Chair: William Madway, The Wharton School, University of Pennsylvania
Leslie Kendrick, Johns Hopkins University
Marilyn Lavin, University of Wisconsin - Whitewater
Katie Matthew, United States Military Academy
Sandra Utt, The University of Memphis

Friday 3:30 pm-3:45 pm
COFFEE BREAK

Friday 3:45 pm-5:15 pm
Session 11.1
A New Framework for Ethics and Responsibilities in Marketing
Session Chair: O.C. Ferrell, University of New Mexico
O.C. Ferrell, University of New Mexico
Linda Ferrell, University of New Mexico
Gene Laczniak, Marquette University
Pat Murphy, University of Notre Dame

Friday 3:45 pm-5:15 pm
Session 11.2
The Integration of Sustainability in the Marketing Curriculum: A Multifaceted Approach
Special Session
Session Chair: Cynthia Rodriguez Cano, University of South Florida
Cynthia Rodriguez Cano, University of South Florida
Mary Mobley, Augusta State University
Michael C. Mobley, Psychiatric Medicine, PC
Friday 3:45 pm-5:15 pm
Session 11.3: Strategic Decisions and Competitive Intelligence Diffusion in Today's Sales Environment

Contact Quality of the Salesperson and Its Impact on Customer Delight
Mehdi Tanzeeb Hossain, University of Texas at Arlington
Lawrence B. Chonko, University of Texas at Arlington

Fake It To Make It: Stretching the Truth in a Shrinking Job Market
John F. (Jeff) Tanner, Jr., Baylor University
Trelitha Bryant, Behavioral Sciences Research Press
George Dudley, Behavioral Sciences Research Press

Competitive Intelligence Diffusion in the Buyer-Seller Exchange Process: The Influence on Product Competitiveness, Customer Satisfaction, and Brand Preference
Joel Le Bon, University of Houston
Adam A. Rapp, University of Alabama
Douglas E. Hughes, Michigan State University
James 'Mick' Andzulis, University of Alabama

Friday 3:45 pm-5:15 pm
Session 11.4

The Role of Satisfaction in Travel and Tourism

Session Chair: Mohan Menon, University of South Alabama
Discussant: Wendy Ritz, Kennesaw State University

The Honeymooner and Honeymoon Destination Satisfaction
Timothy H. Reisenwitz, Valdosta State University     BEST PAPER

Customer Satisfaction in Service Companies: The Case of the Restaurant Industry
Jose Roberto Concha V., Universidad Icesi, Cali, Columbia

Service Fairness, Consumption Emotions, Satisfaction and Behavioral Intentions: The Case of the Heritage Tourism Visitors
Lujun Su, Xiamen University, Fujian, China
Maxwell K. Hsu, University of Wisconsin - Whitewater
Wang Liang, Macau University of Science and Technology, China
Fucai Huang, Xiamen University, Fujian, China
Session Chair:
Discussant:

Business GIS in Marketing 3.0: An Interactive SpatialLAB Approach
Fred L. Miller, Murray State University
W. Glynn Mangold, Murray State University
Joy Roach, Murray State University
Terence Holmes, Murray State University
Timothy Johnston, Murray State University

You Like Me: Using Facebook to Engage Classrooms and Consumers
Michael Parent, Simon Fraser University

Tackling the Toolbox: Transforming a Useful Metaphor into Practical Assignments
Michael A. Levin, Otterbein University

Staged Cases: Combining Traditional Case Analysis, Live Case Analysis, and Simulation
Rex McClure, Marshall University

Friday 5:30 pm-7:30 pm

PRESIDENT'S RECEPTION
**Saturday November 5, 2011**

**Session 12.1**
Saturday 8:30 a.m. - 10:00 a.m.
New SMA Officers Meeting

**Session 12.2**  8:30 a.m. - 10:00 a.m.
SMA Board of Governors Meeting

**Saturday 8:30 am-10:00 am**

**Session 13.1: Dimensions of Travel and Tourism**

Session Chair: Mike Simmons, Butler University
Discussant: David Williams, Kennesaw State University

Resort Tourist Segmentation and Marketing Implications:
A Study Conducted in Goa, India
Robert Inbakaran, University of Canberra, Australia
Babu P. George, University of Southern Mississippi
Mervyn Jackson, RMIT University, Australia
Filipe Rodriques e Melo, Rosary College, Goa, India

A Proposed Moderated Model of Sport Tourism as Economic Development
Sarah Roche, St. Mary's University
Deborah F. Spake, University of South Alabama
Mathew Joseph, St. Mary's University

**Saturday 8:30 am-10:00 am**

**Session 13.2: Innovative Modeling Approaches to SCM Research**

Session Chair: Ernie Nichols, University of Memphis
Discussant:

Walking the Tightrope: Balancing Inventory and Maintenance Costs in Critical Supply
Shawn Jones, University of Memphis

A Comparative Study of Alternative Production-Sales Policies for New Products: An Agent-Based Modeling Simulation Approach
Mehdi Amini, University of Memphis
Mike Racer, University of Memphis
Mohammad Nejad, Fordham University

Multiple-Sourcing Strategy for Supply Chain Configuration on New Products: An Integrated Optimization Approach
Mehdi Amini, University of Memphis
Haitao Li, University of Missouri - St. Louis
Saturday 8:30 am-10:00 am

Session 13.3: Variations of Retail: Virtual, Mobile, Themed

Session Chair: Dena Hale, Georgia Southern University
Discussant: Gary Hunter, Illinois State University

Themed Retailing: New Approach to Retail Atmospherics
Erin Bridges, University of Southern Mississippi
Jayme Foster, University of Southern Mississippi
Mark Wessinghage, University of Southern Mississippi

The Role of Virtual and Mobile Commerce in Commerce Research
Suzanne Nasco, Southern Illinois University, Carbondale
Robert Boostrom, Jr., University of Wisconsin, Whitewater
Kesha Coker, Eastern Illinois University

Saturday 8:30 am-10:00 am

Session 13.4: Consumer Responses and Attitudes toward Marketing Activities

Session Chair: Walter Henley, University of Memphis
Discussant: Yujie Wei, University of West Georgia

Reframing the Discourse: Advertising Rhetoric Fails to Combat Islamophobia
Eric Van Steenburg, University of North Texas

Hispanicness and Viewer Response to English, Spanish, and Spanglish Advertisements
Robert D. Evans, Jr., Texas A&M International University
Jyotsna Mukherji, Texas A&M International University
Ananda K. Mukherji, Texas A&M International University

A Cross-Cultural Study of Consumer Attitudes toward Marketing Practices
Trang Phuc Tran, University of North Texas
**Saturday  8:30 am-10:00 am**

**Session 13.5: Consumer Behavior: The Explorations of Love, Touch and Status**

Session Chair: Dora Schmidt, Louisiana State University  
Discussant: Kate Pouders, California State University - San Bernardino

The Impact of Generational Cohorts on Status Consumption:  
An Exploratory Look  
Jacqueline Eastman, Georgia Southern University

When Hands Decide: Relating Involvement and Risk to Consumer Need for Touch  
Phillip Michael Hart, The University of Memphis  
Subhash Jha, The University of Memphis

Looking for Love on Craig's List: The Role of Self-Marketing  
Jane Boyd Thomas, Winthrop University  
Cara O. Peters, Winthrop University

We are Family: The Role of Fefe and Fido in the American Home  
Alexandra Hutto, Metropolitan State College of Denver  
Gregory S. Black, Metropolitan State College of Denver

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**Saturday 10:00 am-10:15 am**

Coffee Break

**Saturday 10:15 am. - 11:45 a.m.**

**Session 14.1: Consumer Behavior and Health Information**

Session Chair: Karen Hood, University of Arkansas at Little Rock  
Discussant: Dennis A. Kopf, University of Wisconsin - Whitewater

Vivek S. Natarajan, Lamar University  
Avinandan Mukherjee, Montclair State University  
Kabir C. Sen, Lamar University

Improving Pharmaceutical Relationship Marketing: Leveraging Social Media  
Chris I. Enyinda, Alabama A&M University

Mirror, Mirror on the Wall? Who is the Healthiest of Them All? An Empirical Study of Online Health Information Seeking Patterns  
Melanie Zilles, Texas Woman's University  
Carlotta S. Hayes, Texas Woman's University  
Pushkala Raman, Texas Woman's University  
Tina Landes, Texas Woman's University

Health Care Reform and Its Impact on Young Consumers  
Kristina Lindsey, St. Mary's University  
Deborah F. Spake, University of South Alabama  
Mathew Joseph, St. Mary's University

Session Chair: Alex Hamwi, Missouri State University
Discussant:
Trust in Business Relationships: Examining the Mediating Effects
Bahar Ashnai, Manchester Business School

Promoting the Provider Performance in Service B2B Relationships
Junhong Min, Michigan Technological University
Debi P. Mishra, State University of New York at Binghamton

Composite Ties and the Tensile Strength of B2B Relationships
John 'Andy' Wood, West Virginia University

Session 14.3  Integrating Foreign Travel into Course Development Using Multi-Sensory Technology (Special Session)

Session Chair: Esmeralda de los Santos, University of the Incarnate Word

Esmeralda de los Santos, University of the Incarnate Word
Annette Craven, University of the Incarnate Word

Session 14.4: Evaluating and Experiencing the Offer

Session Chair: Yujie Wei, University of West Georgia
Discussant: John R. 'Rusty' Brooks, Jr., Houston Baptist University

The South-North Divide in International Marketing - How Consumers' Associations with South vs. North Affect Their Product Evaluations
Igor Makienko, University of Nevada
Alexander Jakubanecs, Institute for Research in Economics and Business Administration

The Effects of Brand Name, COO, and Price on Perceived Quality and Willingness to Purchase: A Study of Female Chinese Consumers
Yujie Wei, University of West Georgia

How Consumer's React to Service Failures When They Are a Minority in their Own Country
Amro Maher, Qatar University
Rana Sobh, Qatar University
Session 14.5 Emerging Themes for Strategic Marketing Research

Climbing the Ladder of Abstraction: Assessing the Usefulness of Different Tutorials for Complex Online Questionnaires
Alexander E. Reppel, Royal Holloway, University of London
Kathy Keeling, University of Manchester, UK
Thomas Jagel, University of Manchester, UK
Thorsten Gruber, University of Manchester, UK
Eman Gadalla, University of Manchester, UK
Stephan C. Henneberg, University of Manchester, UK

Likert Scales: A Regression to the Mean?
Yancy D. Edwards, Saint Leo University
Diane R. Edmondson, Middle Tennessee State University

The Moderating Role of Religiosity in the Effectiveness of Non-Profit Print Advertising
Kevin J. Shanahan, Mississippi State University
Christopher D. Hopkins, Clemson University
Mary Anne Raymond, Clemson University
Session 14.1

**Consumer Behavior and Health Information**

Session Chair: Karen Hood, University of Arkansas at Little Rock
Discussant: Dennis A. Kopf, University of Wisconsin - Whitewater

*Diabetes Rates and Lifestyle Variables: An Empirical Investigation across U.S. Metropolitan Statistical Areas*
Vivek S. Natarajan, Lamar University
Avinandan Mukherjee, Montclair State University
Kabir C. Sen, Lamar University

*Improving Pharmaceutical Relationship Marketing: Leveraging Social Media*
Chris I. Enyinda, Alabama A&M University

*Mirror, Mirror on the Wall? Who is the Healthiest of Them All? An Empirical Study of Online Health Information Seeking Patterns*
Melanie Zilles, Texas Woman's University
Carlotta S. Hayes, Texas Woman's University
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*Health Care Reform and Its Impact on Young Consumers*
Kristina Lindsey, St. Mary's University
Deborah F. Speake, University of South Alabama
Mathew Joseph, St. Mary's University
Session 14.2

**B2B Customer Bonding: Trust-Building Strategies**

Session Chair: Alex Hamwi, Missouri State University
Discussant:

Trust in Business Relationships: Examining the Mediating Effects
Bahar Ashnai, Manchester Business School

Promoting the Provider Performance in Service B2B Relationships
Junhong Min, Michigan Technological University
Debi P. Mishra, State University of New York at Binghamton

Composite Ties and the Tensile Strength of B2B Relationships
John 'Andy' Wood, West Virginia University

Session 14.3

**Integrating Foreign Travel into Course Development Using Multi-Sensory Technology (Special Session)**

Session Chair: Esmeralda de los Santos, University of the Incarnate Word

Esmeralda de los Santos, University of the Incarnate Word
Annette Craven, University of the Incarnate Word

Session 14.4

**Evaluating and Experiencing the Offer**

Session Chair: Yujie Wei, University of West Georgia
Discussant: John R. 'Rusty' Brooks, Jr., Houston Baptist University

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Kevin J. Shanahan, Mississippi State University
Christopher D. Hopkins, Clemson University
Mary Anne Raymond, Clemson University
Saturday 10:15 a.m. - 11:45 a.m.

**Session 14.6**

**Connecting with Consumers through Technology**

Making the Case for Business GIS Tools in Small- and Medium-Sized Enterprises  
Fred L. Miller, Murray State University  
W. Glynn Mangold, Murray State University  
Joy Roach, Murray State University  
Terence Holmes, Murray State University

Mobile Loyalty Orientations among Generation Y: A Conceptual Model of the Impact of Mobile Application Attributes and User Behavior  
Megan Keith, University of Mississippi  
Victoria Bush, University of Mississippi