

AMS Quarterly



Academy of Marketing Science

April 2009 Volume 9 Number 3/4

Message from the President



Greetings to all of you from London, England. I have been here since January at Cass Business School on research leave. London is a fantastic city with an embarrassment of cultural riches, and I have tried to enjoy a bit of everything while here. As you can see from the outline of the double issue newsletter, our main topics of interest are the upcoming AMS Conference in Baltimore, MD and the World Marketing Congress in Oslo, Norway. I certainly hope that you have submitted a paper and will be attending both of these meetings as the opportunity to present your research, get helpful feedback, enjoy the settings, and meet with old friends will be socially rewarding and intellectually stimulating.

The annual conference in May will be held at the Marriott Baltimore Waterfront Hotel from May 20-23, 2009, and I know that you will agree with me that the Program Co-Chairs, **Michael Czinkota** and **Ilkka Ronkainen**, have done a great job this year. They and their able Track Chairs have developed an excellent array of sessions and events. A complete listing of the conference program can be found in this issue of the *AMS Quarterly*. As always, we will have a number of special events for doctoral students and new faculty members to the marketing discipline that should continue the excellent tradition that was set back under the able leadership of **Chuck Lamb** and continued under **Barry Babin**.

In keeping with this focus on doctoral students and new faculty, I want to thank the efforts of **Colin Campbell** at Simon Frasier for all of his work helping our VP for Membership – North America, **Angela Hausman** with the development of the Mary Kay Cosmetics Doctoral Dissertation Award as they have received many strong proposals, and I do not envy them in the difficulty in picking a winner from this capable array of candidates. Colin has played a key role in coordinating doctoral student and new faculty events, and I am

particularly happy that he has stepped in to help us in these important AMS initiatives. I will also be coordinating a special session on recruiting for positions at the Baltimore meetings that will allow faculty with positions to meet up with doctoral students to discuss possible fit.

The second exciting conference that is coming up is the World Marketing Congress, which is scheduled for July 21-25, 2009 in Oslo, Norway. The Conference Program Co-Chairs are **Vicky Crittenden**, **Linda Ferrell** and **Goran Svensson**. The congress hotel is the Clarion Hotel Royal Christiania, and **Jay Lindquist** has done an excellent job as always in laying the groundwork as our Director of International Programs. There is an excellent list of suggestions of things to do in Oslo that I would direct you to at the AMS website (www.ams-web.org) which will whet your appetite for this unique and exciting city. Please be sure to read the article, "Visit the Land of the Trolls," in this issue of the newsletter to get more information on this fantastic opportunity to experience the people and culture of Norway.

I hope that by now you have seen the new look for the AMS website. Please avail yourself of the many benefits that go along with membership in the Academy of Marketing Science. Remember that online access to the *Journal of the Academy of Marketing Science* has been made available to all of our members for downloading copies of articles and tables of contents. There are also many other services that are provided at no extra cost. Please go to www.ams-web.org regularly and see what the AMS has available for you.

To remind you, our goal is to make the Academy of Marketing Science as open and transparent as possible. We welcome you to join if you are not already a member, and please realize that you can always contact me at jbford@odu.edu anytime that you have suggestions or want to make comments about the various offerings that we provide. We value you and your input. I hope that your Spring semester is rewarding and that you enjoy keeping up to date on AMS activities. Many thanks as always to **Theresa Flaherty** for editing the *AMS Quarterly*. She does a great job, and we are glad to have her.

John Ford, Old Dominion University,
jbford@odu.edu

From the Editor



This issue of *AMS Quarterly* features information about the upcoming Annual Conference in Baltimore and the World Marketing Congress in Oslo. If you plan on attending these special events, remember to bring your camera and e-mail me a copy of interesting photographs. To be considered for the next issue of *AMS Quarterly*, please submit your photos and articles no later than **June 20, 2009** to flahertb@jmu.edu. When submitting Calls for Papers, please ensure that the CFP due date is at least one month, preferably two months or more, after the *AMS Quarterly* due date. Unfortunately we sometimes must reject CFP submissions because our newsletter will be mailed after the CFP due date.

As spam continues to remain problematic, spam filters are becoming more powerful. Unfortunately this sometimes means that legitimate e-mail messages get falsely labeled as spam. Because spam filters have made e-mail less reliable, please include the phrase "AMSQ" or "*AMS Quarterly*" somewhere in the subject line. Additionally, I will send an e-mail message to acknowledge receipt of your electronic submissions. If you do not receive a confirmation message from me within 48 hours of your submission, please resubmit and/or contact me via phone at 1-540-568-3238.

Enjoy the April 2009 double issue!

Theresa B. Flaherty, James Madison University
flahertb@jmu.edu

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As an added membership benefit, the Academy of Marketing Science is pleased to offer you the option of purchasing any of the following journals at a very reduced price. If you want to take advantage of this offer, please return this Optional Benefit Form with your completed membership form. Make sure to provide your name and address for each selected journal. The Academy will then advise the publishers of your membership status and you will be billed directly by the journal publishers.

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Welcome to Baltimore from the 2009 Annual Conference Co-chairs

Baltimore, MD, USA

May 20-23, 2009

We are delighted to have a record number of attendees at this important annual meeting of the Academy of Marketing Science. Important, because in dire times, we, as marketers, are key agents of social change. We employ our knowledge and talents to assist individuals, companies and government in achieving a higher level of well being. The challenge is great. The prevalence of a market economy is not an automatic given any more. Key tenets of our discipline, such as risk, profit, competition, and ownership are being re-defined and re-assessed. But by sitting at the table, and making our contribution, we help to ensure a better world.

This conference affords us the opportunity to offer our insights to our colleagues, and to benefit in turn from their views and perspectives. And if occasionally there is some sparring, we ask you to remember the meaning of the Ph.D. and the great scholar Wittgenstein's statement: "A philosopher who is not taking part in discussions is like a boxer who never goes into the ring". We have a truly global meeting – 56 percent of our participants are from abroad, 44 percent from the United States. This meeting takes you and your thinking public and international at the same time – enjoy the occasion.

We thank you for coming. We thank the many colleagues who have worked hard to develop the program. In particular we are grateful to our track chairs, who have made much of this success possible. They are listed here.

Africa: Unlocking Corporate and Customer Value
Christo Boshoff, University of Stellenbosch, South Africa
Adele Berndt, University of Johannesburg, South Africa

Branding and Brand Management
Stephanie Slater, Cardiff University, UK

Business-to-Business Marketing
H.-P. Sonnenborn, University of Hof, Germany

Channel Activities and Processes
Bert Rosenbloom, Drexel University, USA

Consumer Behavior
Claudiu Dimofte, Georgetown University, USA
Arnd Florack, Zeppelin University, Germany

Corporate Culture, Governance and Responsibility
Margit Enke, Freiberg University of Technology, Germany
Anja Geigenmüller, Freiberg University of Technology, Germany

Education Outreach, Teaching, and Learning
Attila Yaprak, Wayne State University, USA

Environment and Sustainability
M. Joseph Sirgy, Virginia Polytechnic Institute and State University, USA

Expanding Marketing Outreach
Coskun Samli, University of North Florida, USA

Freedom, Economic Restructuring, and Quality of Life
Jim Slater, University of Birmingham, UK

Global and Cross-Cultural Marketing
Constantine Katsikeas, University of Leeds, UK

Marketing and Global Risk
Gary Knight, Florida State University, USA
Douglas Johansen, Florida State University, USA

Marketing Research and Metrics
Manfred Schwaiger, Ludwig-Maximilians-University Munich, Germany
Marko Sarstedt, Ludwig-Maximilians-University Munich, Germany

Marketing Strategy
Stefan Güldenber, University of Liechtenstein, Principality of Liechtenstein
Tina Ambos, Vienna University of Economics and Business, Austria

Product Development
Jeffrey B. Schmidt, University of Oklahoma, USA
Regina McNally, Michigan State University, USA

Promotion and Communication
Christopher Joiner, George Mason University, USA

Selling and Sales Management
Penny M. Simpson, University of Texas – Pan American, USA
John Cadogan, Loughborough University, UK

Service Marketing
K. Douglas Hoffman, Colorado States University, USA
Peggy Chaudhry, Villanova School of Business, USA

Small Countries, Small Firms, Meet Global Marketing
H. Ruediger Kaufmann, University of Nicosia, Cyprus
B. J. Punnett, University of the West Indies, Cave Hill, West Indies

Supply Chain Management and Logistics
Göran Svensson, Oslo School of Management

Conference Co-chairs,
Michael R. Czinkota, Georgetown University, US and University of Birmingham, UK
Ilkka Ronkainen, Georgetown University, USA



AMS Officers and Staff



Central Office:

Brian Miller
 Director of Marketing and
 Communications
 Academy of Marketing Science
 PO Box 3072
 Ruston, LA 71272
 (318) 257-2612
www.ams-web.org
ams@latech.edu

Officers:

President

John B. Ford
 Old Dominion University
 2117 Constant Hall
 Norfolk, VA 23529
 (757) 683-3587 (Office)
 (757) 683-3258 (Fax)
jbford@odu.edu

Executive Vice President/ Director

Harold W. Berkman
 Professor Emeritus
 University of Miami
 (561) 969-9047 (Office)
 (561) 969-2994 (Fax)
ams@latech.edu

President-Elect

Greg W. Marshall
 Rollins College
 (407) 691-1150
gmarshall@rollins.edu

Vice President for Programs

Linda Ferrell
 University of New Mexico
 (505) 277-7056
lferrell@mgt.unm.edu

Vice President for Publications

O.C. Ferrell
 University of New Mexico
 (505) 277-3468
ocferrell@mgt.unm.edu

Vice President for Membership – N. America

Angela Hausman
 University of North Carolina -
 Pembroke
 (910) 522-5712
Angela.hausman@uncp.edu

Vice President for

Membership – Int'l

Goran Svensson
 Oslo School of Management,
 Norway
goran.svensson@hh.se

Vice President for Development

Victoria Crittenden
 Boston College
 (617) 552-0430
crittend@bc.edu

Secretary/Treasurer

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 4038 English Oak Drive
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 (616) 827-8553
Jay.lindquist@wmich.edu

Journal of the Academy of

Marketing Science

Editor

David W. Stewart
 University of California,
 Riverside
 Anderson Hall 122
 Riverside, CA 92521
 (915) 827-4237 (Office)
jams.office@ucr.edu

World Marketing Congress: Oslo, Norway

Visit the 'Land of Trolls'

July 21-25, 2009



The 2009 AMS World Marketing Congress will be held in Oslo, Norway on July 21-25. With an average July temperature of 71 degrees Fahrenheit/22 degrees Celsius and around 18 hours of daylight and bright nights without darkness, Oslo's summer weather is simply ideal. If you enjoy the outdoors, you will enjoy the city with its variety of natural attractions, most of which are in within walking distance of the conference venue. The city is a virtual Mecca of culture and history that has to be visited!

A Tourist's Delight

Not only does the greater Oslo area contain beautiful forests, the city itself has a collection of amusing parks. For example, the Vigeland Sculpture Park contains 212 bronze and granite sculptures created by the Norwegian artist Gustav Vigeland. It is a memorable visit, even if you are not a fan of sculptures. In particular, you should search for the 'angry child'. It does not need any description – you will know when you have spotted it!



Oslo has stunning beaches and an enjoyable and modern harbor area, where you can stroll around experiencing the relaxing atmosphere of the city. It is full of restaurants and marvelous shopping opportunities. However, the great shopping experience is in the area of the Karl Johans gate, which is the main commercial and touristic street in the city. At the one end, you have the main transportation hub of Oslo with access to all kinds of transportation. The Clarion Hotel Royal Christiania, our conference hotel, is located in this bustling part of town along with the conference venue – the Oslo School of Management – Campus Kristiania. At the other end you have the Royal Castle, so be alert – you may see members of the royal family in the neighborhood!



Oslo offers some of the best food in Norway. With the growth of "New Scandinavian" cuisine, a mix of traditional Norwegian meat or fish and sauces from other countries, you will have many interesting dining alternatives. What about trying the 'whale-meat'? It is an exotic and surprising delicacy and experience! Oslo is also known for its breads and chocolates.

One of the most striking parts of the city is its varied architecture. Streets contain a combination of both old and new buildings breathing an air of ancient history. For example, you have the old and massive Akershus Castle in the harbor area



visible from many locations in the city. At times, the latest and largest cruise ships in the world anchor by the castle. So, if you are lucky you will see these massive, floating, incredible ships while you are in Oslo!

You should keep in mind that Oslo was founded in the year 1049, so there is an extensive and longstanding history. You may understand parts of it by visiting the Viking museum that contains huge wooden ships dating back a thousand years! You can also experience the only

authentic Viking helmet in the world. In addition, you can tour the new opera house if you fancy modern creations – it is an outstanding building.

You may also visit the Grand Hotel in the city where the distinguished Nobel Peace Prize Winner stays in the Nobel suite and the official dinner of this award takes place. You can stand below the terrace of the suite where the award winner receives the appreciation of the people. It is a hotel that also contains a historic café facing the Karl Johans gate that was daily visited in the 19th century by the famous Norwegian poet Henrik Ibsen. In fact, on the left entering the café by the window, his table and chair remain untouched in the same place for exhibition to the guests. Furthermore, there is a large painting on one of the walls that has an interesting story you may hear about when attending the WMC in Oslo!



Norway is also known for its legendary trolls. These creatures are not often seen in the city nowadays, but keep your fingers crossed that the legend of the trolls may become real for you, while enjoying the excellent atmosphere of the event with other scholars from around the world. By the way, polar bears are not normally seen in the streets of Oslo in the summer, but they tend to stay up North!

Last, but not least, the Norwegians are kind and agreeable, valuing their cultural heritage and are proud to share it with tourists. They are by tradition enjoyable and the tone of their language is happy, though you may not understand it. It is very similar to Danish and Swedish, but not Finnish. They love the outdoor life, such as hiking in the mountains all year around and do not mind being alone feeling and absorbing the beauty of the Mother nature, which is fantastic and unique in many ways, such as high mountains and deep, very deep fjords. Imagine yourself on a fjord having two steep (90 degrees) mountain walls reaching a thousand meters above the sea level and having another thousand meters below you – one can easily get a feeling of being quite tiny and insignificant in that perspective!

Finally, it is important to keep in mind that the location of the WMC in Oslo provides an excellent opportunity to visit the Northern hemisphere of Europe, where other Nordic capitals (Copenhagen/Denmark, Stockholm/Sweden and Helsinki/Finland) may be easily visited affordably (see link at the AMS-website!). Oslo is one of the fastest growing European cities and boasts a first place ranking in the UN Human Development Index (based on literacy rates, education level, and per capita income). Norway, as a country, is rapidly developing all its sectors and is in fact one of the wealthiest countries in the world due to its oil- and gas-fields off shore in the North Sea.



World Marketing Congress Co-chairs,
Victoria L. Crittenden, Boston College, USA
Linda Ferrell, University of New Mexico, USA
Göran Svensson, Oslo School of Management, Norway

We're looking forward to a great conference and want you to be a part of the fun and excitement!

DOCTORAL STUDENT NEWS

Announcing the 1st Biennial AMS Doctoral Consortium

July 21st – 22nd, Oslo, Norway

Consortium Co-chairs:

Dr. Sharon Beatty (University of Alabama, USA)

Dr. John Cadogan (Loughborough University, UK)

Dr. Nick Lee (Aston University, UK)

Continuing its tradition of innovative programs for marketing doctoral students, the Academy of Marketing Science is proud to announce the First Biennial AMS Doctoral Consortium – a truly global doctoral consortium – which is being held in conjunction with the 2009 AMS Marketing Congress in Oslo. Forty-one late-stage marketing doctoral students worldwide have been accepted as fellows for the consortium and each are eligible for 4500 travel scholarships. Sessions will be held at the Oslo School of Management, Campus Kristiania, Norway. The hotel is the lovely Clarion Royal Hotel Christiania.

Twenty eminent scholars from the U.S., Europe, and Australasia will be on hand to provide learning opportunities on current

research programs in marketing, incorporate advice and best practices on conducting cutting-edge research, and offer guidance on building a long-term successful career in marketing scholarship. The event kicks off with a dinner session on the evening on Tuesday July 21, followed by a full-day program on Wednesday July 22. The AMS home page (www.ams-web.org) contains links to full information about the hotel and the AMS World Marketing Congress.

The conference co-chairs are: **Sharon Beatty** at sbeatty@cba.ua.edu, or **Nick Lee** at n.j.lee@aston.ac.uk, or **John Cadogan** at J.W.Cadogan@lboro.ac.uk

AMS Offers Doctoral Student Mentor Program

Over the years, AMS has developed a number of important initiatives for doctoral students in order to make it their organization of choice both while they are students, and later, as colleagues. In this spirit, a new program was introduced in 2007 to provide the students with faculty mentors within AMS who help them transition into academic professionals. The mentors advise students on any aspect of academic life, including teaching, research, interviewing and career development.

This is truly an international program – faculty and students from 14 countries have participated over the last two years.

Feedback from both faculty mentors and doctoral students has been overwhelmingly positive. Mentors enjoy the opportunity to help budding professionals and the students benefit from the wisdom and experience of their mentors. The following quotes from Kelly Cowart, doctoral student at Florida State University, and her mentor, Dr. Roland Rust, University of Maryland, illustrate:

Kelly: “My experience with the Mentor Program was fantastic. I was extremely honored to be paired with my mentor who is undoubtedly one of the most renowned scholars in our field. As a mentee, I had unrestricted access to him and his knowledge base. I gained invaluable insight from him and he was always responsive to my inquiries. The mentor program provided an excellent opportunity for me to begin the important process of building relationships with researchers outside of my institution and with whom I share research interests. AMS did a wonderful job of connecting me with someone who could help guide me through the rigors of academia as well as provide feedback on my research projects. It is highly unlikely that my interaction with a researcher of this caliber would have occurred outside of the program. The program fostered an opportunity for growth and collaboration. It has been extremely beneficial and I hope to one day repay the favor by serving as a mentor for a doctoral student. I unequivocally recommend the AMS Mentor Program without reservation.”

Dr. Rust: “It’s always great working with students to give them advice about their doctoral program and career. I enjoyed working

with Kelly and I hope she benefited from my guidance.”

The faculty members who have given unselfishly of their time to this program include: Roy Adler, William E. Baker, Barry Babin, Anne Balazs, Richard Beltramini, Dipayan Biswas, Chris Blocker, Karin Braunsberger, Jawawardhena Chanaka, Jean-Charles Chebat, Joe Cote, Bill Cron, Peggy Cunningham, Donna Davis, Moshe Davidow, Howard Dover, Serdar Durmusglu, Adel El-Ansary, John Ford, Meryl Gardner, Susna Geringer, Dhruv Grewal, Julie Guidry, Angela Hausman, Louise Helsop, Lester Johnson, Matthew Joseph, Susan Keaveney, Nick Lee, Annie Liu, Greg Marshall, Maria Pillar Martinez, Francisco Martinez-Lopez, Anil Mathur, Mike McCardie, Tom Mentzer, Matthew O’Brien, Ulrich Orth, David Ortinau, Lou Pelton, Alessandro Peluso, Luca Petruzzellis, Nicole Ponder, Chris Pullig, James Reardon, Mark Rosenbaum, Alberto Rubio-Sanchez, Roland Rust, Doreen Sams, Dheeraj Sharma, George Spais, Claire Stammerjohn, Barbara Stern, Sharyn Rundle Thiele, Vince Mitchell, Tillman Wagner, Steve Ward, Chris White and George Zinkhan.

Student participants include: Madalena Abreu, Yasar Al-abdi, Rula Al-abdulrazek, Carmen-Maria Albrecht, Donald Clay Barnes, Ali Besharat, Mike Breazeale, Vincent Brown, Jane Burkhalter, Robert Cascio, Kelly Cowart, Samantha Cross, Jack Crumbly, Vivek Dalela, Toni Eagar, Christoph Fuchs, Gary Daniel Futrell, Alexa Given, Deborah Goldring, Rhett Gramebauer, Monica Guillory, Yansong Hu, Gursel Ilipinar, Darlene Jaffke, Glynnis Johnson, Kasra Kassaeyan, Nicola Kleyn, Jan Lakotta, Stephanie Lawson, Kevin Lehnert, Jay Page, Ian David Parkman, Abhijit Patwardhan, Martin Reimann, Oliver Schilke, Laura Seviere, Ramendra Singh, Nancy Sirianni, Christina Suckow, Peter Whalen, Allyn White, Chin-Lin Yang, and Frederick Hong-kit Yim.

Next year’s program will begin in the fall. Look for an e-mail call for participants by September 2009. AMS encourages faculty and students to take advantage of this great program.

Julie Baker, Texas Christian University
j.baker@tcu.edu

2009 AMS ANNUAL CONFERENCE PROGRAM

Wednesday May 20, 2009

AMS Executive Committee Meeting
8:30 A.M. – 4:00 P.M., Kent A

Registration and Exhibits
10:00 A.M. – 4:30 P.M., Harborside Ballroom
Salons D & E

Concurrent Sessions
1:00 P.M. - 2:30 P.M.

SESSION – 1.1 – LAUREL B **Environment and Sustainability Track –** **Competitive Paper Session**

Title: Issues Related to the Environment and Sustainability (a)
Session Chair: Helen Borland, University of Birmingham, UK

Definitions, Theories, Drivers and **Managerial Implications: Grounding Global** **Strategic Sustainability**

Helen Borland, University of Birmingham, UK

***The Effect of Green Values on Loyalty:** **Developing a Conceptual Framework**

Nora Mustonen, University of Jyväskylä, Finland
Heikki Karjaluo, University of Jyväskylä, Finland

Motivating Pro-Environmental Behaviors: **Utility of the Decisional Balance Scale, Self** **Efficacy and Reactance**

Peter J McGoldrick, The University of Manchester, UK
Kathleen A Keeling, The University of Manchester, UK
Alexa Stanbridge, The University of Manchester, UK

SESSION – 1.2 – LAUREL D **Marketing Research and Metrics Track –** **Competitive Paper Session**

Title: Issues in Data Collection, Modeling and Data Analysis
Session Chair: Manfred Schwaiger, Ludwig-Maximilians-University, Germany

Empirical investigation of data quality and **validity of cognitive valence and content of** **thoughts: Trained independent raters versus** **trained original respondents**

Karin Braunsberger, University of South Florida, USA
R. Brian Buckler, Avila University, USA
David J. Ortinau, University of South Florida, USA

Dynamic Models for RFM Variables: A **Forward Looking Approach**

Pablo Marshall, Pontificia Universidad Católica de Chile

Empirical Agreement between Formative **and Reflective Measurement Models: A** **Monte Carlo Analysis**

Nick Lee, Aston Business School, UK
George R. Franke, University of Alabama, UK
Woojung Chang, University of Alabama, UK

Determining the Number of Segments in **FIMIX-PLS**

Marko Sarstedt, Ludwig-Maximilians-University, Germany
Manfred Schwaiger, Ludwig-Maximilians-University, Germany
Christian M. Ringle, University of Hamburg, Germany

REFRESHMENT BREAK

2:30 P.M. – 3:00 P.M., Harborside Ballroom
Salons D & E

Concurrent Sessions
3:00 P.M. - 4:30 P.M.

SESSION – 2.1 – LAUREL A **Marketing Strategy in an Attention-based** **Economy Track – Special Session**

Title: Marketing Strategy in an Attention-based Economy
Session Description: The “attention-based economy” has emerged as a promising advancement of the knowledge-based approach during the last years. This session aims to provide insights into the different theoretical

and practical perspectives of this topic. It shows where the attention-based approach leads to new and challenging research questions and where it has concrete practical implications.

Session Chair: Stefan Guldenberg, University of Liechtenstein, Principality of Liechtenstein

Too much attention: Losing control of the **message**

Bodo Schlegelmilch, Vienna University of Economics and Business, Austria

Managing attention within the MNC

Tina Ambos, Vienna University of Economics and Business, Austria

SESSION – 2.2 – LAUREL B **Corporate Culture, Governance and** **Responsibility Track - Competitive Paper** **Session**

Title: Ethics and Corporate Social Responsibility – A Multinational Perspective
Session Chair: Anja Geigenmüller, Freiberg University of Technology, Germany

An Ethical Perspective on Sustainable **Business Practices**

Göran Svensson, Oslo School of Management, Norway
Greg Wood, Deakin University, Australia
Michael Callaghan, Deakin University, Australia

Comparing Codes of Ethics and Associated **Practices among the Top Companies in** **Australia, Canada, and the USA**

Janice M. Payan, University of Northern Colorado, USA
Göran Svensson, Oslo School of Management, Norway
Greg Wood, Deakin University, Australia
Jang Sing, University of Windsor, Canada
Michael Callaghan, Deakin University, Australia

***Attributions of Authenticity: Employee** **Perceptions of Corporate Social** **Responsibility Programs**

Lindsay McShane, Queen's University, Canada
Peggy Cunningham, Queen's University, Canada

SESSION 3.1- Rotunda, Foyer to Salon D **Personal Encounter Session**

4:30 P.M. – 5:30 P.M.

Defining Customers: Determining the **Appropriate Unit of Analysis**

Darryl Banks, North Carolina Central University, USA
Kendra Harris, North Carolina Central University, USA

The Problem of the Globalization of **Business Education**

Arne Baruca, University of Texas (Pan American), USA

The Difficulty and Discriminating Ability **of a Consumer Behavior Multiple Choice** **Question Bank**

John Dickinson, University of Windsor, USA

Brand Alliance Research: In Search of a **New Perspective and Directions for Future** **Research**

Bashar S. Gammoh, University of Toledo, USA
Kevin E. Voss, Oklahoma State University, USA

The Associate: An Innovative Experiential **Learning Competition**

Shohreh Kaynama, Towson University, USA
Laleh Malek, Towson University, USA
Rodney Stump, Towson University, USA

The Consumer Side of the Fair Trade Story **- Ethics and Image Theory in Fair Trade** **Purchasing Behavior?**

Kevin Morrell, University of Birmingham, UK
Chanaka Jayawardhena, University of Loughborough, UK

Branding as a Tool for Effective Social **Marketing: Some Food for Thought**

Mohammed Razaque, University of New South Wales, Australia

Matt Chapman, University of New South Wales, Australia
Pablo Romo, University of New South Wales, Australia

Marketing Knowledge of Women in Small **Enterprises: A Preliminary Study**

P. Narayana Reddy, C.B.I.T Osmania University, India

Effectiveness of Global Advertisement on **Indian (SARC) Culture-Emerging Market**

R.K.Srivastava, SIMSR. University of Mumbai, India

The Influence of Co-branding Perception on **Consumer Attitude and Purchase Intention:** **An Example Using Nike as the Primary** **Brand**

WannYih Wu, National Cheng Kung University, Taiwan
Shu-Min Li, National Cheng Kung University, Taiwan
Pei Keng, National Cheng Kung University, Taiwan

Evening Events

“Further Explorations in Wine Business **Research”**

Mitch Griffin, Barry Babin, and Dave Ortinau
5:30 P.M. – 6:30 P.M., Kent A, B, C

AMS Early Bird Reception

6:30 P.M. – 7:30 P.M., Harborside Ballroom
Salons D & E

Thursday, May 21, 2009

Registration and Exhibits

8:30 A.M. – 4:30 P.M., Harborside Ballroom
Salons D & E

Concurrent Sessions
8:30 A.M. - 10:00 A.M.

SESSION – 4.1 – LAUREL A **Marketing Strategy in an Attention-based** **Economy Track - Competitive Paper Session**

Title: Drivers of Success in Innovative Firms: Capabilities, Competencies, Decisions
Session Chair: Stefan Guldenberg, University of Liechtenstein, Principality of Liechtenstein

The Performance Implications of Market- **based Assets and Innovation Capabilities**

Matti Jaakkola, Helsinki School of Economics, Finland
Olli-Pekka Kauppila, Helsinki School of Economics, Finland
Matti Tuominen, Helsinki School of Economics, Finland
Mika Westerlund, Helsinki School of Economics, Finland

Strategic Pricing Decisions as Cornerstones **for Successful Marketing Management:** **An Empirical Study on Technology-Based** **SMEs**

Timo Moeller, RWTH Aachen University, Germany
Malte Brettel, RWTH Aachen University, Germany

SME Capabilities and Competencies: Fit to **International Environment**

Douglas Johansen, Florida State University, USA
Gary Knight, Florida State University, USA

SESSION – 4.2 – LAUREL B **Environment and Sustainability Track –** **Competitive Paper Session**

Title: Issues Related to the Environment and Sustainability (b)
Session Chair: M. Joseph Sirgy, Virginia Polytechnic Institute & State University, USA

Exploring US Consumers Understanding of **Carbon Offsets**

Michael Polonsky, Deakin University, Australia
Stacy Landreth Grau, Texas Christian University, USA
Romana Garma, Victoria University, Australia

Consumer Acceptance of Renewable **Energies: Target Group Segmentation** **Based on the Classification of Private End**

Users into Lifestyle Typologies in Germany

Klaus-Peter Wiedmann, Leibniz University of Hanover, Germany
Sandra Venghaus, Leibniz University of Hanover, Germany
Mareike von Zitzewitz, Leibniz University of Hanover, Germany

Discussant: Eric Arnould, University of Wyoming, USA

SESSION – 4.3 – LAUREL C **Branding and Brand Management Track -** **Competitive Paper Session**

Title: New Perspectives on Brand Management in Cross Cultural Marketing

Session Chair: Bashar S. Gammoh, University of Toledo, USA

The Network Effects of Product Portfolio **Characteristics on Parent Brand Equity**

Xin Liu, California State Polytechnic University, USA

Who Cares about a Fair Trade Label? On **the Impact of Consumer Attitudes on Brand** **Relevance of Fair Trade Products**

Alexander Leischnig, Technische Universität Bergakademie Freiberg, Germany
Anja Geigenmüller, Technische Universität Bergakademie Freiberg, Germany
Margit Enke, Technische Universität Bergakademie Freiberg, Germany

Nonprofit Brands: The Importance of **Brand Image in Charitable Giving**

Géraldine Michel, University of Maine, USA
Sophie Rieunier, University of Paris, 1 Sorbonne (IAE deParis) France

Discussant: Anja Geigenmüller, Technische Universität Bergakademie Freiberg, Germany

SESSION – 4.4 – LAUREL D **Marketing Research and Metrics Track -** **Competitive Paper Session**

Title: Recent Developments in Corporate Reputation and Social Network Research
Session Chair: Marko Sarstedt, Ludwig-Maximilians-University, Germany

***A Comparison of Selected Reputation** **Measures' Convergent and Criterion** **Validity**

Petra Wilczynski, Ludwig-Maximilians-University, Germany
Marko Sarstedt, Ludwig-Maximilians-University, Germany
T.C. Melewar, Brunel University, UK

The Value of Corporate Reputation for **Shareholders: Evidence from Germany for** **DAX 30 Companies**

Sascha Raithel, Ludwig-Maximilians-University, Germany

Charting Chatter: What Consumer **Generated Advertising Seems to be Saying** **about Brand Personality**

Colin Campbell, Simon Fraser University, Canada
Leyland F. Pitt, Simon Fraser University, Canada

Pierre Berthon, Bentley College, USA
Deon Nel, Deakin University, Australia
Christo Boshoff, University of Stellenbosch, South Africa

Who you are or whom you know? **Consumption interdependences in social** **networks**

Daniel Birke, Nottingham University Business School, UK

SESSION – 4.5 – KENT A **Service Marketing Track – Competitive Paper** **Session**

Title: Effective Strategies for Customer Relationship Management
Session Chair: Peggy Chaudhry, Villanova School of Business, USA

The Effect of Complaint Handling on **Consumer Word of Mouth: Assessing** **Differences Between Givers and Receivers**

Linda Hui Shi, University of Victoria, Canada
Stephen S. Tax, University of Victoria, Canada
Lei Huang, Dalhousie University, Canada

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Measuring Effectiveness E-Mail Direct Marketing in Building Customer Relationship

Abdel Baset Hasonah, Al-Isra University, Jordan
Sunil Prakash, University of Rajasthan, India

How Does Virtual Community Participation Facilitate the Development of Firm-Customer Relationships in the Computer-Mediated Environment

Hsien-Tung Tsai, Yuan Ze University, Taiwan
Pei-Yu Pai, University of Warwick, UK

Discussant: Tim Jones, Memorial University of Newfoundland, Canada

SESSION – 4.6 – KENT B Doctoral Colloquium Track

Title: Branding Issues
Session Chair: John Ford, Old Dominion University, USA

Brands as Hyper-Organic Beings – Introducing a Sociological Gestalt to Brand Metaphor Discourse

Bjoern Asmussen, Oxford Brookes University, UK

Brand Orientation: Antecedents and Consequences

Lamprini Piha, Athens University of Economics and Communications, Greece

Linking Brand Equity to Organizational Outcomes

Gulfem Kutlu, Old Dominion University, USA

Dilution of Weak Brands from Asymmetrical Brand Alliances: Do Brand Alliances Always Help the Weak?

Ray Guo, City University of Hong Kong, P.R.China

Understanding Place Branding: Through ‘City of Liverpool’ – European Capital of Culture 2008 Branding Campaign

Vishwas Maheshwari, Liverpool Hope University, USA

SESSION – 4.7 – KENT C Doctoral Colloquium Track

Title: Online Marketing Issues
Session Chair: Greg W. Marshall, Rollins University, USA

The Feeling of Regret in eBay Auctions: The Role of Snipers

Weiling Zhuang, Louisiana Tech University, USA

Holistic Approach to the Consumption Motivations on the Web

Katarzyna Skowronek-Duarte, Open University of Catalonia, Spain

In-Forming the iPhone: Sequence and Frequency of Technological Transmutations as Reflected in the Collective Media

Ekin Pehlivan, Bentley University, USA

Success in Multichannel Retailing Using the Internet: An Exploratory Analysis

Lifan Yang, Dong Hua University, PRC and Florida Atlantic University

The Role of Virtual Trade Shows and Their Effect on Show Performance

Jason Gabisch, University of Massachusetts, USA

REFRESHMENT BREAK

10:00 A.M. – 10:30 A.M., Harborside Ballroom Salons D & E

Concurrent Sessions 10:30 A.M. - 12:00 P.M.

SESSION – 5.1 – LAUREL A Marketing Strategy in an Attention-based Economy Track - Competitive Paper Session

Title: Marketing Processes and Performance: Search, Segmentation, Orientation
Session Chair: Tina Ambos, Vienna University of Economics and Business, Austria

Is Market Segmentation Really Dead? A Conceptual Model of the Importance of Segmentation Choices on Marketing

Strategy Performance Outcomes

Adina Poenaru, ESCP-EAP European School of Management, France, and Cranfield University, UK

Market-oriented Search in Differentiation Industries

Hans Eibe Sørensen, University of Southern Denmark, Denmark
Nils Stieglitz, University of Southern Denmark, Denmark

Core business processes link market orientation and business performance

Matti Jaakkola, Helsinki School of Economics, Finland
Johanna Frösén, Helsinki School of Economics, Finland
Petri Parvinen, Helsinki School of Economics, Finland
Matti Santala, Helsinki School of Economics, Finland
Antti Vassinen, Helsinki School of Economics, Finland

SESSION – 5.2 – LAUREL B Environment and Sustainability Track – Special Session

Title: Choosing Environmentalism: How Much Are Consumers Willing to Give Up for Sustainability
Session Chair: Marcia Flicker, Fordham University

Will the Concept of V2G Help Electric Cars Penetrate the Auto Market?

Michael Hidrue, University of Delaware, USA
Jon Lilley, University of Delaware, USA
Meryl P. Gardner, University of Delaware, USA
Willett Kempton, University of Delaware, USA
George R. Parsons, University of Delaware, USA

Will Consumers Choose a Sustainable Future in an Economic Crisis?

Marcia H. Flicker, Fordham University, USA
Scott Rose, Fordham University, USA

Preference Tradeoffs with Offshore Wind Power

Jeremy Firestone, University of Delaware
Andrew Krueger, University of Delaware, USA
George R. Parsons, University of Delaware, USA

Discussant: Michael Kamins, Stony Brook University, USA

SESSION – 5.3 – LAUREL C Branding and Brand Management Track - Competitive Paper Session

Title: Branding Insights
Session Chair: Ali Besharat, University of South Florida, USA

A Step Forward Toward the Discernment of Co-branding Strategy

Ali Besharat, University of South Florida, USA

Attribute Alignability and Value Relevance in a Late Entrant Strategy

Jinsook Erin Cho, New School University, USA
Dong-Hun Lee, Samsung Economic Research Institute, Samsung Life Seocho Tower, Korea

Multiple Brand Alliances: A Portfolio Diversification Perspective

Bashar S. Gammoh, University of Toledo, USA
Kevin E. Voss, Oklahoma State University, USA
Xiang Fang, Oklahoma State University, USA

New Thoughts on Brand Disposal Strategies of Multinational Firms

Jeffrey S. Podoshen, Franklin and Marshall College, USA
Sonia Ketkar, Towson University, USA

Discussant: Jeffrey S. Podoshen, Franklin and Marshall College, USA

SESSION – 5.4 – LAUREL D Supply Chain Management and Logistics

Track – Competitive Paper Session

Title: Supply Chain Management and Logistics
Session Chair: Göran Svensson, Oslo School of Management, Norway

Re-Engineering a Reverse Supply Chain for Product Returns Services

Carol C. Bienstock, Radford University, USA
M. Mehdi Amini, The University of Memphis, USA
Donna Retzlaff-Roberts, The University of South Alabama, USA
Ernest L. Nichols, The University of Memphis, USA

Supply Chain Management Practices in Indian Electronics Industry

B. Raja Shekhar, Reader, University of Hyderabad, India
P.Umaheswari Devi, Adikavi Nannaya University, India

Transparency of SCM-Ethics

Göran Svensson, Oslo School of Management, Norway

SESSION – 5.5 – KENT A Service Marketing Track – Competitive Paper Session

Title: Strategic Issues in Retailing and Service Marketing: Part I
Session Chair: David G. Taylor, University of North Texas, USA

An Expanded Model of Consumer Evaluations of Live Musical Performances: Antecedents and Managerial Consequences

Angela Hausman, University of North Carolina, USA

Success of Market Orientation: Customer Value Perception and Company Value Creation

Mareike Bodderas, University of St. Gallen, Switzerland
Peter Maas, University of St. Gallen, Switzerland

Real-Time Service Encounters and Customer Satisfaction: Online Monitoring of Core Service Delivery

David G. Taylor, University of North Texas, USA

Discussant: Peggy Chaudhry, Villanova School of Business, USA

SESSION 5.6 – KENT B Doctoral Colloquium Track

Title: Consumer Behavior Issues
Session Chair: Barry Babin, Louisiana Tech University, USA

An Examination of the Impact of University Reputation on Stakeholder’s Behavioral Consequences

Jamie Ressler, Nova Southeastern University, USA

Addicts or Art Lovers? Understanding Collecting Behavior among Contemporary-Art Collectors Using Field-Based Research

Jasmin Kossenjans, Macquarie University, Australia

Chinese-Americans’ Acculturation and Unhealthy Fast-Food Preferences

Mariel Ma, University of North Texas, USA

The Role of Corporate Identity to Attract Gay and Lesbian Consumers

Frank Wood, Nova Southeastern University, USA

Meta-Cognitive Processes in the Use of Persuasive Knowledge: A Multiple Pathway Model

Guang-Xin Xie, University of Oregon, USA
Steven Andrews, University of Oregon, USA

The Moderating Effect of SDL Environment on the Relationship between BPS and Performance

Nazgol Moshtaghi, University of South Florida, USA
Stephanie Boyer, University of South Florida, USA

SESSION – 5.7 – KENT C

Doctoral Colloquium Track

Title: Strategic Marketing Issues
Session Chair: Chuck Lamb, Texas Christian University, USA

Real-Time Marketing Strategy: The Effect of Improvisation on Market Orientation, Case Studies of Four Small-Medium Sized Firms

Peter Johnson, Pace University, USA

Market Performance Influenced by Miles & Snow’s Business Typologies, with Narver & Slater’s Market Orientation and Hrebiniak & Joyce’s Organizational Adaptation as Moderators

George De Feis, Pace University, USA

The Marketing Effect on the Firm Value

Kungpo Tao, Old Dominion University, USA

A Literature Review of Service Management Research, Service Dominant Logic and Social Network Theory: Development of a Framework to Investigate the Drivers of Firm-Relationship Value

Asmaa Hilali, Concordia University, USA

The Economic Side of Relationship Marketing

Yasemin Ocal Atinc, Louisiana Tech University, USA

Annual AMS Awards Luncheon

12:00 P.M. – 1:20 P.M., Harborside Ballroom Salons D & E

Concurrent Sessions 1:30 P.M. - 3:00 P.M.

SESSION 6.1 – LAUREL B Honoring Outstanding Marketing Teaching

Session Chair: Andrea L. Dixon, University of Cincinnati, USA

Finalists:

Dwayne Gremler, Bowling Green State University, USA
Linda Rochford, University of Minnesota-Duluth, USA
Jerome Williams, University of Texas at Austin, USA

SESSION 6.2 – LAUREL C

Mary Kay Dissertation Award

Session Chair: Angela Hausman, University of North Carolina, USA

SESSION – 6.3 – LAUREL A Marketing Strategy in an Attention-based Economy Track - Competitive Paper Session

Title: Dealing with Competitors: Communication, Cooperation, Intelligence
Session Chair: Stefan Guldenberg, University of Liechtenstein, Principality of Liechtenstein

Collaborative Communication, Interaction Orientation, Marketing Capabilities and Core Processes Performance

Yen-Chun Chen, Yuan Ze University, Taiwan
Po-Chien Li, Yuan Ze University, Taiwan

What Drives Competitors to Cooperate? Antecedents of Collective Marketing Cooperation

Pilsik Choi, Clark University, USA
Rosanna Garcia, Northeastern University, USA
Colette Friedrich, MIT Sloan School of Management, USA

*True or False? A Study of Falsehoods in Market Intelligence Dissemination

Willem Smit, IMD, Switzerland
Seán Meehan, IMD, Switzerland

SESSION – 6.4 – KENT B Business Simulation – Special Session

Title: Effective Teaching with Marketing Simulations
Session Chair: Victoria L. Crittenden, Boston College, USA

Panelists:

Randall G. Chapman, Chapman & Associates, USA
Niall Piercy, University of Bath, UK
Richard C. Hanna, Northeastern University, USA

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SESSION – 6.5 – KENT A

Africa: Unlocking Corporate and Customer Value Track - Competitive Paper Session

Title: Corporate and Political Branding
Session Chair: Nic Terblanche, University of Stellenbosch, South Africa

Spoofing the Political Brand: An Application of a Theory of Caricature

Anjali Bal, Simon Fraser University, Canada
Leyland Pitt, Simon Fraser University Canada
Pierre Berthon, Bently University, USA

Corporate branding in South Africa

Geoff. Bick, Wits Business School, South Africa
Russell Abratt, Nova Southeastern University, USA
Linda Siso, Wits Business School, South Africa

Assessing the Nomological Validity of Richins and Dawson's Material Values Scale in the South African Setting

Razitza Tchiorniy, University of the Witwatersrand, South Africa
Scott Hoenig, University of the Witwatersrand, South Africa
James Hunt, Temple University, USA

Discussants:

Melanie Wiese, University of Pretoria, South Africa
Adele Berndt, University of Johannesburg, South Africa

SESSION – 6.6 – KENT B

Doctoral Colloquium Track

Title: Green Marketing, Social Welfare, Services, Product and Distribution Issues
Session Chair: Linda Ferrell, University of New Mexico, USA

Reducing Ecological Footprints on Mother Earth through Individual Social Responsibility: A Consumer Perspective

Pia Albinsson, New Mexico State University, USA
Yasanthi Perera, New Mexico State University, USA

The Influence of Major Source of Funding on College Students' Textbook Buying Behavior

Nina Krey, University of Louisiana at Monroe, USA

Investigating the Customers' Loyalty to Technology-Based Self-Service Coupons

Ali Besharat, University of South Florida, USA

A Review and Update of the Classification of Goods System: The Customer Involvement System

Kevin James, Louisiana Tech University, USA

Opening Channels of Thought: Understanding the Value of Place

G. David Shows, Louisiana Tech University, USA

SESSION – 6.7 – KENT C

Small Countries, Small Firms, Meet Global Marketing Track – Competitive Paper Session

Title: How Can Small Countries Compete?
Session Chair: Rüdiger Kaufmann, University of Nicosia, Cyprus

Towards an Informed Choice: Education on the World Market

Mercy Mpinganjira, University of Johannesburg, South Africa

Marketing Issues in the Private Tertiary Education: The Case of Cyprus

Ria Morphetou, University of Nicosia, Cyprus

What do companies in Iceland need to succeed following the collapse of the economy of that small country?

Ingjaldr Hannibalsson, University of Iceland, Iceland

REFRESHMENT BREAK

3:00 P.M. – 3:30 P.M., Harborside Ballroom
Salons D & E

Concurrent Sessions

3:30 P.M. - 5:30 P.M.

SESSION 7.1 – KENT B & C

Publishing in Leading Journals

Moderator: O.C. Ferrell, University of New Mexico

Session Description: This session presents descriptions of the positioning and editorial policies of the leading marketing journals and provides suggestions to enhance the probability of getting published.

Editors:

Barry J. Babin, Associate Editor, *Journal of Business Research*
Victoria L. Crittenden, Co-editor, *AMS Review*
James Boles, Editor, *Journal of Personal Selling and Sales*
Rajiv P. Dant, Editor, *Journal of Retailing*
David Griffith, Editor, *Journal of International Marketing Management*
Tomas Hult, Editor, *Journal of the Academy of Marketing Science*
Ajay K. Kohli, Editor, *Journal of Marketing*
Katherine N. Lemon, Editor, *Journal of Service Research*
Ronald Paul Hill, Editor, *Journal of Public Policy & Marketing*
Greg W. Marshall, Editor, *Journal of Marketing Theory and Practice*
Robert A. Peterson, Co-editor, *AMS Review*
Rebecca Ratner, Associate Editor, *Journal of Consumer Research*
Roland T. Rust, Editor, *Journal of Marketing Research*
Mary Teagarten, Editor, *Thunderbird International Business Review*

SESSION – 7.2 – LAUREL B

Expanding Marketing Outreach Track – Competitive Paper Session

Title: Expanding Marketing Outreach
Session Chair: Coskun Samli, University of North Florida, USA

***An Empirical Investigation of Gender Identity and Consumers Brand Perceptions**

Lilly Ye, Frostburg State University, USA
Lou E. Pelton, University of North Texas, USA
Charles Blankson, University of North Texas, USA

Re Focusing the Domain of the Marketing Discipline

Tony McGuinness, Aberystwyth University, UK

Life Sciences Marketing: Benefit Based Segmentation of Functional Food Markets

Katja Tornberg, Tampere University of Technology, Finland

Integrated Cognitive Model Incorporating Means end Chains, Marketing Audit and Resource Based View

Wann Yih Wu, National Cheng Kung University, Taiwan
Chen-Su Fu, National Cheng Kung University, Taiwan

SESSION – 7.3 – LAUREL C

Branding and Brand Management Track - Competitive Paper Session

Title: Brand Perception and Consumer Attitudes
Session Chair: Bashar S. Gammoh, University of Toledo, USA

Examining the Relationship between Brand Emotion and Brand Extension among Supporters of Professional Football Clubs

Stuart Roper, Manchester Business School, UK
Ibrahim Abosag, Manchester Business School, UK
Daniel Hind, Manchester Business School, UK

Brand Interdependency versus Brand Dependency: A Maslow's Self-Actualization Perspective

Joseph F. Rocereto, Monmouth University, USA
Marina Puzakova, Drexel University, USA
Hyokjin Kwak, Drexel University, USA
Trina Larsen Andras, Drexel University, USA

***Antecedents and Consequences of Brand Community Participation: Do Community Members Co-create Brand Value and Legitimacy?**

Hsien-Tung Tsai, Yuan Ze University, Taiwan
Heng-Chiang Huang, National Taiwan University, Taiwan
Wen-Kuo Chen, National Taiwan University, Taiwan

How Do They Really Help? An Empirical Study of the Role of Different Information Sources in Building Brand Trust

Wang Xingyuan, Shandong University, P.R.China
Fuan Li, William Paterson University, USA
Yu Wei, Shandong University, P.R.China

Discussant: Joseph F. Rocereto, Monmouth University, USA

SESSION 7.4 – LAUREL A

Business to Business Marketing Track – Competitive Paper Session

Title: Business to Business Marketing
Session Chair: H.–P. Sonnenborn, University of Hof, Germany

***Customer Value in Business Markets – A Research Summary and Proposal for an Extension**

Andreas Hinterhuber, Bocconi University, Italy

Buyer-Selling Firm Relationship and Gender as a Moderating Effect

Nwamaka A. Anaza, Purdue University, USA
Adrienne Hall, Purdue University, USA
Brian N. Rutherford, Purdue University, USA

Crouching Economy, Hidden Strategy: Goals and Priorities in Global Sourcing

Sudhi Seshadri, Singapore Management University, Singapore

The Relationship Exchange in Chinese Business-to-Business Marketing

Cheng Lu Wang, University of New Haven, USA

SESSION – 7.5 – KENT A

Service Marketing Track – Competitive Paper Session

Title: Service Marketing and the Technological World
Session Chair: Tim Jones, Memorial University of Newfoundland, Canada

A Mixture Model to Estimate Customer Value for E-Services

Wei-Lun Chang, Tamkang University, Taiwan
Yu-Ting Hong, Tamkang University, Taiwan

Linking Service and Innovation Processes on the Internet: A Framework for Customer-Firm Constellations in Electronic Networks

Oliver Emrich, University of St. Gallen, Switzerland
Thomas Rudolph, University of St. Gallen, Switzerland

Service Quality in the Cellular Telecommunications Market

Setayesh Sattari, Luleå University of Technology, Sweden
Kaveh Peighambari, Luleå University of Technology, Sweden

Service Quality in the Setting of "Buy Online, Pickup In-Store"

Samar I. Swaid, Philander Smith College, USA
Rolf T. Wigan, University of Arkansas – Little Rock, USA

Discussant: Meredith David, Florida State University, USA

SESSION – 7.6 – KENT C

Selling and Sales Management Track – Competitive Paper Session

Title: Sales Managers and Salespeople in Action
Session Chair: Beth Rogers, University of Portsmouth, UK

Effects of Adaptive Selling Behavior and Customer Orientations on Performance: An Empirical Analysis of Pharmaceutical Salespeople in an Emerging Market

Ali Kara, Pennsylvania State University, USA
Mehmet Turan, Cukurova University, Turkey
Serap Cabuk, Cukurova University, Turkey

What Sales People Do: Observations of Successful Behaviors in Live Sales Meetings

Iain A. Davies, Cranfield University, UK
Ken Le Meunier-FitzHugh, Cranfield University, UK
Lynette J. Ryals, Cranfield University, UK

An Application of Dominance Analysis in the Personal Selling Context - the Case of Listening Measures

Tanya Drollinger, University of Lethbridge, Canada
Lucette B. Comer, Purdue University, USA

Teaching Old Dogs New Tricks? – The Relative Impact of Sales Control Systems on Salespeople's Adaptive Knowledge, Selling Behaviors, and Sales Performance

C. Fred Miao, Clarkson University, USA
Kenneth R. Evans, University of Oklahoma, USA

Discussant: Anthony C. Simintiras, Swansea University, UK

Evening Event

Reception

6:30 P.M. – 7:30 P.M., Harborside Ballroom
Salons D & E

Friday, May 22, 2009

JAMS Editorial Review Board Meeting

7:30 A.M. – 9:00 A.M., Falkland Room

Registration and Exhibits

8:30 A.M. – 4:30 P.M., Harborside Ballroom
Salons D & E

Concurrent Sessions

8:30 A.M. – 10:00 A.M.

SESSION – 8.1 – LAUREL A

Marketing and Global Risk Track – Competitive Paper Session

Title: Marketing and Global Risk
Session Chair: Attila Yaprak, Wayne State University, USA

Political Risk: Literature Review

Miikka Töölö, Helsinki School of Economics Finland, Finland

Adapting to Adaptive Behavior: Dealing with the Intellectual Property Laws of the Russian Federation: 1992-2008

Thomas S. O'Connor, University of New Orleans, USA

***Does User-Friendly Always Matter? The Moderating Role of Temporal Distance and Information Asymmetry**

Chung-Chi Shen, National Chiayi University, Taiwan
Jyh-Shen Chiou, National Chengchi University, Taiwan

Discussant: Douglas Johansen, Florida State University, USA

SESSION – 8.2 – LAUREL B

Product Development Track - Competitive Paper Session

Title: Firm Success Factors in Product Development
Session Chair: Gloria Barczak, Northeastern University, USA

Information Technology Tools on New Product Quality and New Product Market Performance: A Phase-Based Analysis

Serdar S. Durmu_o_lu, University of Dayton, USA
Gloria Barczak, Northeastern University, USA
Fareena Sultan, Northeastern University, USA

The Joint Influences of Interaction Orientation and Entrepreneurial Orientation on Product Innovation

Yen-Chun Chen, Yuan Ze University, Taiwan
Po-Chien Li, Yuan Ze University, Taiwan

Speed of Innovation - The Nature of Fast Track Marketing

J. Mitch Price, The University of Mississippi, USA
Charles Noble, The University of Mississippi, USA

Discussant: Shen Yenyurt, Rutgers University, USA

SESSION – 8.3 – LAUREL C

Channel Activities and Processes Track – Competitive Paper Session

Title: Strategic and Evolutionary Changes in

2009 AMS ANNUAL CONFERENCE PROGRAM

Retail Channel Structure

Session Chair: Trina Larsen Andras, Drexel University, USA

A Conceptual Model for Retail-Vendor Strategic Partnerships

Donna Smith, Ryerson University, Canada

Key Determinants of Retail Internationalization: An Institutional Theory Approach

Karimot Bamisedun, University of Birmingham, UK
Michael Czinkota, Georgetown University and University of Birmingham, UK
Svetla Marinova, University of Birmingham, UK

Impact of Malls on Small Retailers in India

R.K. Srivastava, University of Mumbai, India

SESSION – 8.4 – KENT A

Consumer Behavior Track – Competitive Paper Session

Title: Cultural Differences in Consumer Behavior

Session Chair: Tarek Mady, The American University in Dubai, U.A.E

Connecting with Customers: The Effects of Cultural Differences on Service Encounters

Gary Daniel Futrell, Florida State University, USA

Kelly Cowart, Florida State University, USA

The Active Customer in the Insurance Industry: Comparing Drivers for Customer-Supplier Interaction across Countries

Mareike Bodderas, University of St. Gallen, Switzerland

Peter Maas, University of St. Gallen, Switzerland

*From Sentiment towards Advertising to Materialism and Vanity: An Assessment from the Middle Eastern Perspective

Tarek Mady, The American University in Dubai (U.A.E.)

Hélène Cherrier, The American University in Dubai (U.A.E.)

Dennis Lee, The American University in Dubai (U.A.E.)

Kaleel Rahman, The American University in Dubai (U.A.E.)

SESSION – 8.5 – KENT A

Africa: Unlocking Corporate and Customer Value Track - Competitive Paper Session

Title: Supporting Market Choices

Session Chair: Anjali Bal, Simon Fraser University, Canada

Discriminatory choice factors in university selection: a South African perspective of different ethnic groups

Melanie Wiese, University of Pretoria, South Africa

Yolanda Jordaan, University of Pretoria, South Africa

Market Orientation and Business Performance Link in Retailing: Evidence from Botswana

Edward E. Marandu, University of Botswana, Botswana

G. Themba, University of Botswana, Botswana

Cause-related marketing in South Africa: the influence of structural campaign elements

Debbie Human, University of Stellenbosch, South Africa

Nic Terblanche, University of Stellenbosch, South Africa

Discussant: Christo Boshoff, University of Stellenbosch, South Africa

SESSION – 8.6 – KENT B

Marketing in China, Perspective of the Chinese Marketing Association

SESSION – 8.7 – KENT C

Selling and Sales Management Track – Competitive Paper Session

Title: Selling and Sales Management: Systems, Procedures, Tools

Session Chair: Anssi Tarkiainen, Lappeenranta University of Technology, Finland

A Sales Perspective on Service Dominant Logic

Kenneth Le Meunier-FitzHugh, Cranfield University, UK

Leslie Le Meunier-FitzHugh, West Herts College, UK

Roger A. Palmer, Henley Management College, UK

Hugh Wilson, Cranfield University, UK

Buyer Organization Mapping: New CRM Tool for Salespeople

Prabakar Kothandaraman, Drexel University, USA

Rolph E. Anderson, Drexel University, USA

Hyokjin Kwak, Drexel University, USA

A Roadmap of SOA-Based Framework for Internet-Enabled CRM

Wei-Lun Chang, Tamkang University, Taiwan

Discussant: Lynette J. Ryals, Cranfield University, UK

REFRESHMENT BREAK

10:00 A.M. – 10:30 A.M., Harborside Ballroom Salons D & E

AMS Board of Governors Meeting

10:30 A.M. - 12:00 P.M., Falkland Room

Concurrent Sessions

10:30 A.M. - 12:00 P.M.

SESSION – 9.1 – LAUREL A

Education Outreach, Teaching and Learning Track - Special Session

Title: Marketing Education for the Future: Opportunities, Challenges, and Strategies

Session Description: With the increasing impact of globalization, technological advances, increased inter-functional collaboration, challenges to justify marketing positions and expenditures, and the high level of diversity of marketing career options, the need to think about how the content and approach of marketing education will and must change in the future has heightened. This session hopes to stimulate a dialog on this exciting and important topic.

Session Chair: K. Sivakumar, Lehigh University, USA

Overview

K. Sivakumar, Lehigh University, USA

The Future of Marketing Education and Its Relevance

Jagdish Sheth, Emory University, USA

The Future of Marketing Education for Undergraduate Students

Barry Bayus, University of North Carolina, USA

The Future of Marketing Education for Master's Students

Thomas Hustad, Indiana University, USA

The Future of Marketing Education for Doctoral Students

Bart Weitz, University of Florida, USA

SESSION – 9.2 – LAUREL B

Promotion and Communication Track - Competitive Paper Session

Title: Insights into Marketing Communications: How and Why Do Consumers Respond?

Session Chair: Hyokjin Kwak, Drexel University, USA

Interrelations of Advertising Channels—An Empirical Study on Online Purchase Behavior

Sebastian Hild, RWTH Aachen University, Germany

Malte Brettel, RWTH Aachen University, Germany

Tailoring Advertisements for the Generation 50+: The Role of Activity and Modesty for Self-Verification

Stefan Hoffmann, Dresden University of Technology, Germany

Uta Schwarz, Dresden University of Technology, Germany

Susanne C. Liebermann, Dresden University of Technology, Germany

Beyond Sentry and Seeker: A New Typology of Consumer Coping Behaviors with Interpersonal Marketing Persuasion

Guang-Xin Xie, University of Oregon, USA

Johnny Chen, University of Oregon, USA

Scott Owen, University of Oregon, USA

Lynn R. Kahle, University of Oregon, USA

The Effects of Social Norms On Consumers' Responses To Mobile Advertising

Sandra Soroa-Koury, The University of Texas at El Paso, USA

Kenneth C. C. Yang, The University of Texas at El Paso, USA

Discussant: Christy Ashley, East Carolina University, USA

SESSION – 9.3 – LAUREL C

Channel Activities and Processes Track – Competitive Paper Session

Title: Distribution Channel Relationships: New Insights and Perspectives

Session Chair: Lou E. Pelton, University of North Texas, USA

A Typology of Channel Organizations

Nermin Eyuboglu, Zicklin School of Business, Baruch College, CUNY, USA

Sertan Kabadayi, Fordham University, USA

Distribution Strategies for Enhanced Channel Partner Performance

Githa S. Heggade, Welingkar Institute of Management Development and Research, Germany

Adaptive Leadership for Fostering Quality Relationships in Culturally Diverse Sales Organizations

Brent Smith, St. Joseph's University, USA

Trina Larsen Andras, Drexel University, USA

Bert Rosenbloom, Drexel University, USA

SESSION – 9.4 – LAUREL D

Consumer Behavior Track – Competitive Paper Session

Title: Belief, Affect, and Attitudes

Session Chair: P. Narayana Reddy, Osmania University, India

*The Impact and Accuracy of Beliefs Relating to Impressions Caused by Products

Laurence Ashworth, Queen's University, Canada

Margaret Matear, Queen's University, Canada

Affect-Regulation through Nostalgia-Shopping

Ulrich Orth, Christian-Albrechts-Universität Kiel, Germany

Steffi Gal, Christian-Albrechts-Universität Kiel, Germany

The Effect of Goal Activation on the Evaluation of Hybrid Products: Role of Category Familiarity in the Dilution of the Means-Goal Association

Moon-Yong Kim, Advanced Institute of Science and Technology, Korea

The Influence of Online Store Atmosphere and Design on Consumer's Emotional Arousal, Attitude, and Purchasing Intention

Wann-Yih Wu, Cheng Kung University, Taiwan

Hong-Chun Wang, Cheng Kung University, Taiwan

Chia-Ling Lee, Cheng Kung University, Taiwan

SESSION – 9.5 – KENT A

Service Marketing Track – Competitive Paper Session

Title: Developing Customer Relationships/ Loyalty

Session Chair: Meredith David, Florida State University, USA

*Relational Confusion

Tim Jones, Memorial University of Newfoundland, Canada

Chatura Ranaweera, Wilfrid Laurier University, Canada

Harvir Bansal, Wilfrid University, Canada

Studying Customer Value of Social Network Services

Hsiu-Lan Wu, Fortune Institute of Technology, Taiwan

Huei-Mei Liang, National Sun Yet-san University, Taiwan

Satisfaction-Loyalty: It's Not that Simple

Tracey S. Dagger, The University of Queensland, Australia

Meredith E. David, Florida State University, USA

Effects of Service Quality, Trust, and Perceived Value on Customer Loyalty: The Case of Mobile Subscribers

Heikki Karjaluo, University of Jyväskylä, Finland

Chanaka Jayawardhena, Loughborough University Business School, UK

Minna Pihlström, Carezza Management Consulting Oy, Finland

Matti Leppäniemi, University of Oulu, Finland

Discussant: Peggy Chaudhry, Villanova School of Business, USA

SESSION – 9.6 – KENT B

Global and Cross-Cultural Marketing Track – Competitive Paper Session

Title: International marketing communications

Session Chair: Attila Yaprak, Wayne State University, USA

The Role of Mass Media and Marketing Communication in Consumer Ethnocentrism: A Study from the Russian Market

Marina Puzakova, Drexel University, USA

Hyokjin Kwak, Drexel University, USA

Trina Larsen Andras, Drexel University, USA

George M. Zinkhan, University of Georgia, USA

The Impact of Comparative Advertising on Chilean Consumers

Enrique Manzur, Universidad de Chile, Chile

Pedro Hidalgo, Universidad de Chile, Chile

Rodrigo Uribe, Universidad de Chile, Chile

Pablo Farias, Universidad de Chile, Chile

Illuminating Cultural Research in International Marketing: A Critical Evaluation

Attila Yaprak, Wayne State University, USA

Hugh M. Cannon, Wayne State University, USA

SESSION – 9.7 – KENT C

Selling and Sales Management Track – Competitive Paper Session

Title: Selling and Sales Management: Multi-level Approaches in Sales Research

Session Chair: Chris Plouffe, Florida State University, USA

*Sales Managers' Learning Orientation, Salespeople Goal Orientation and Overall Organizational Performance

Nicholas G. Paparoidamis, Catholic University of Lille, France

Ruben Chumpitaz, Catholic University of Lille, France

Raluca Mogos Descotes, Catholic University of Lille, France

Field Sales Management Control Systems: Influence on Salespersons' Psychological and Behavioral Responses

Anssi Tarkiainen, Lappeenranta University of Technology, Finland

Nick Lee, Aston Business School, UK

John W. Cadogan, Loughborough University, UK

Sanna Sundqvist, Lappeenranta University of Technology, Finland

Is the Organization Ready for CRM-Induced Change? A Key Factor for CRM Implementation Success

Philip Shum, William Paterson University, USA

Liliana Bove, The University of Melbourne, Australia

The Impact of Change in the Sales Process on Sales Performance: A Multi-level Analysis

Anthony C. Simintiras, Swansea University, UK

N.L. Reynolds, Bradford University, UK

J. Johnston, Swansea University, UK

2009 AMS ANNUAL CONFERENCE PROGRAM

Discussant: Nick Lee, Aston University, UK

LUNCH ON YOUR OWN

12:00 P.M. – 1:20 P.M.

SESSION 10.1 – Harborside Ballroom Salons D & E

Plenary Special Presidential Session Laudatio for Dr. Harold Berkman

1:30 P.M. – 3:00 P.M.

Chair: Michael R. Czinkota, Georgetown University, USA and University of Birmingham, UK

Laudatio Panel:

Victoria L. Crittenden, Berkman and Eclecticism

David Griffith, International Influence of Harold Berkman

Jagdish Sheth, Berkman and Consumer Behavior

M. Joseph Sirgy, Berkman and Peace

Coskun Samli, A Personal Tribute

REFRESHMENT BREAK

3:00 P.M. – 3:30 P.M., Harborside Ballroom Salons D & E

JPSSM Editorial Review Board Meeting

3:30 P.M. – 5:00 P.M., Falkland Room

Concurrent Sessions

3: 30 P.M. – 5:30 P.M.

SESSION – 11.1 – LAUREL A

Education Outreach, Teaching and Learning Track – Competitive Paper Session

Title: New Perspectives on Marketing Education

Session Chair: Ali Kara, Penn State University (York), USA

A Mission of Civic Engagement: The Evolution of a Service Learning Project in Marketing

Karin Braunsberger, University of South Florida, USA

Richard Flamm, University of South Florida, USA

Developing Alternative Measures for Service Quality in Higher Education

Suleyman M. Yildiz, Balikesir University, Turkey

Ali Kara, Pennsylvania State University (York), USA

Experiential Training in Bounded Rationality Theory and Practice

Arch Woodside, Boston College, USA

Wen-Hsiang Lai, Feng Chia University, Taiwan

The Growth of Global Exposure in MBA Programs

Robert Dyer, George Washington University, USA

Marilyn Liebrez-Himes, George Washington University, USA

Discussant: Hugh Cannon, Wayne State University, USA

SESSION – 11.2 – LAUREL B

Promotion and Communication Track – Competitive Paper Session

Title: Advertising Execution and Creativity: New Insights and Perspectives

Session Chair: Altaf Merchant, University of Washington Tacoma, USA

Creative Leaders' Views on Managing Advertising Creation

Christy Ashley, East Carolina University, USA

The Effects of Spokesperson Accent on Attitude toward Advertising and Brand: A Hedonic Versus Utilitarian Perspective

Monique Bell, Drexel University, USA

Marina Puzakova, Drexel University, USA

Hyokjin Kwak, Drexel University, USA

Should Charitable Organizations Evoke Personal Nostalgia? : Effect of Nostalgic Appeals on Donation Intentions

Altaf Merchant, University of Washington Tacoma, USA

John B. Ford, Old Dominion University, USA

Gregory Rose, University of Washington Tacoma, USA

***Does Taboo Advertising Help Getting Consumers' Attention and Enhancing Memory?**

Ouidade Sabri, IAE Paris Panthéon-Sorbonne, France

SESSION – 11.3 – LAUREL C

Channel Activities and Processes Track – Competitive Paper Session

Title: Developments, Trends and Processes in Online Channels of Distribution

Session Chair: Brent Smith, St. Joseph's University, USA

Adoption of Online Direct Sales Channels by Small and Medium-Sized Enterprises

Xiaolin Li, Towson University, USA

The Role of eService Quality: A Web2Store Shopping Perspective

Xia Zhou, Drexel University, USA

Hyokjin Kwak, Drexel University, USA

Trina Larsen Andras, Drexel University, USA

Tian (Frank) Xie, Drexel University, USA

Channel Analysis of the Digital Printing Industry – A Perspective on Marketing Behavior

Jianfeng Wang, Mansfield University of Pennsylvania, USA

SESSION – 11.4 – LAUREL D

Consumer Behavior Track – Competitive Paper Session

Title: Applied Topics in Consumer Behavior

Session Chair: Yupin Patara, Rutgers University, USA

Better Be Certified: Understanding Certification Co-Branding Strategy

Yupin Patara, Rutgers University, USA

Kent Monroe, University of Richmond, USA

Price Information Search and Bargaining Behaviors: A Simultaneous Examination of Their Relationships and Antecedents

Bayu Aritejo, National Cheng Kung University, Taiwan

Meng-Kuan Lai, National Cheng Kung University, Taiwan

The Effects of Store Environment on Shopping Behavior: New Insights through the Concepts of Perceived Control and Motivational Orientations

Renaud Lunardo, Groupe ESC Troyes, France

Is Variety The Spice Of Life? Mediating Factor between Knowledge and Unmet Needs

Philippe Duverger, George Washington University, USA

SESSION – 11.5 – KENT A

Service Marketing Track – Competitive Paper Session

Title: The Focus on Employees in Service Marketing

Session Chair: Chanaka Jayawardhena, Loughborough University, UK

Linking HRM Practices and Service Employee Perceptions of Job Satisfaction to Perform Service Quality for Customers in Cambodia

Veasna Sou, National Cheng Kung University, Taiwan

Wann Yih Wu, National Cheng Kung University, Taiwan

Managing the Employee-Customer Relationship for Service Advantage: A Value-Based Market Orientation Approach

Shu-Ching Chen, Massey University, New Zealand

Organizational Investments in Social Capital, Managerial Coaching and Service Employee Performance

Alexander E. Ellinger, University of Alabama, USA

Andrea D. Ellinger, University of Illinois at Urbana-Champaign, USA

Daniel G. Bachrach, University of Alabama, USA

Yu-Lin Wang, National Cheng Kung University, Taiwan

Customers' Service Evaluation: Antecedent Effects of Employees' Customer Orientation and Service Orientation Behaviors

Chanaka Jayawardhena, Loughborough University, UK

Discussant: Joanna Williamson, University of North Carolina at Chapel Hill, USA

SESSION – 11.6 – KENT B

Global and Cross-Cultural Marketing Track – Competitive Paper Session

Title: Entering and operating in foreign markets

Session Chair: Ian Alam, State University of New York, USA

How do Push and Pull Drive You? An Examination of Typology for Chinese Exporters

Xi Chen, Tsinghua University, P.R.China

Zuohao Hu, Tsinghua University, P.R.China

Ping Zhao, Tsinghua University, P.R.China

Global Account Management Coordination: Account Selection, Performance Measurement, and Boundary Conditions

Linda Hui Shi, University of Victoria, Canada

Tao Gao, Northeastern University, USA

Developing New Services in Commonwealth Countries: A Cross-national Comparison

Ian Alam, State University of New York, USA

Relevance of Corporate Branding to Employee Loyalty- A Cross Country Study

Berhard Swoboda, University of Trier, Germany

Margot Loewonberg, University of Trier, Germany

Markus Meierer, University of Trier, Germany

Discussant: Robert L. Williams, Jr., Stevenson University, USA

SESSION – 11.7 – KENT C

Small Countries, Small Firms, Meet Global Marketing Track – Competitive Session

Title: Collaboration and Learning

Session Chair: B. J. Punnett, University of the West Indies, Cave Hill, West Indies

The Capability Antecedents and Performance Effects of Exploration and Exploitation Alliances

Olli-Pekka Kauppila, Helsinki School of Economics, Finland

Risto Rajala, Helsinki School of Economics, Finland

Mika Westerlund, Helsinki School of Economics, Finland

Sami Kajalo, Helsinki School of Economics, Finland

How Competitive Are We? An Assessment of Knowledge Management in the Caribbean

Julia Lewis-Spann, H. Wayne Huizenga School of Business & Entrepreneurship

Specific Marketing Problems for Small Countries

Rüdiger Kaufmann, University of Nicosia

B. J. Punnett, University of the West Indies, Cave Hill, West Indies

Evening Events

Annual AMS Business Meeting

5:15 P.M. – 6:00 P.M., Falkland Room

Annual AMS President's Reception

6:00 P.M. – 7:00 P.M., Foyer to Salon D

Annual AMS President's Banquet

7:00 P.M. – 9:00 P.M., Harborside Ballroom Salons D & E

Saturday, May 23, 2009

Concurrent Sessions

8:30 A.M. - 10:00 A.M.

SESSION – 12.1 – LAUREL B

Product Development Track - Competitive Paper Session

Title: Product Development from the Customer's Perspective

Session Chair: Doug Hughes, Michigan State University, USA

***Modeling the Impact of Salesperson Attitudes, Perceived Norms, and Behavioral Intentions on the Growth Trajectory of New Products**

Frank Q. Fu, University of Missouri – St. Louis, USA

Keith A. Richards, University of Tennessee at Chattanooga, USA

Douglas E. Hughes, Michigan State University, USA

Eli Jones, Louisiana State University, USA

New Product Creativity Orientation: Conceptualization of Consumers' View of New Product Creativity

Bing Xu, New Mexico State University, USA

Robin T. Peterson, New Mexico State University, USA

Investigating the Moderation Effect of Opinion Leadership on Leading-Edge Users' Innovativeness

Salah S. Hassan, George Washington University, USA

Philippe Duverger, George Washington University, USA

SESSION – 12.2 – LAUREL C

Channel Activities and Processes Track – Special Session

Title: Channel Choice in the Healthcare Sector: Global Issues

Session Chair: Lou E. Pelton, University of North Texas, USA

Medical Tourism and Channel Development

Lou E. Pelton, University of North Texas, USA

Disintermediation in Pharmaceutical Acquisition

Rajasaree K.R. Rajamma, Fairfield University, USA

Role of the Channel Leader in Healthcare Channels

Annie Liu, Loyola-Marymount University, USA

SESSION – 12.3 – LAUREL D

Consumer Behavior Track – Competitive Paper Session

Title: Regulatory Focus Effects on Consumer Response

Session Chair: Georgiana Craciun, Loyola College in Maryland, USA

Promoting Safety versus Preventing Aggressiveness: A Comparison between Gain and Loss Framed Messages in Safe Driving Campaigns

Georgiana Craciun, Loyola College in Maryland, USA

Qiyu Zhang, Loyola College in Maryland, USA

Differences in Regulatory Fit Effects on Cognitions and Behavior When Messages Pertain to Personally Relevant Issues: The Role of Personal Relevance

Jane McKay-Nesbitt, Bryant University, USA

Malcolm Smith, University of Manitoba, Canada

Regulatory Focus and Alternative Processing Conditions: Attribute Importance versus Attribute Ease of Imagibility

Rajat Roy, Curtin University of Technology, Australia

SESSION – 12.4 – KENT A

Service Marketing Track – Competitive Paper Session

Title: Strategic Issues in Retailing and Service Marketing: Part II

Session Chair: Angela Hausman, University of North Carolina, USA

Customers as Publics: Contemporary Service Research from a Public Relations Perspective

Joanna Williamson, University of North Carolina at Chapel Hill, USA

An Evaluation of Marketing Practices of Select Larger Cloth Market in India with a Special Focus on Customer Satisfaction

B. Raja Shekhar, University of Hyderabad, India

P. Umamaheswari Devi, Adikavi Nannaya

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University, India
Discussant: Veasna Sou, National Cheng Kung University, Taiwan

SESSION – 12.5 – KENT B

Global and Cross-Cultural Marketing Track – Special Session

Title: Cross-Cultural Marketing Research: Issues and Answers
Session Description: In an era of growing globalization marketing researchers are often faced with the prospect of making cross-cultural comparisons between individuals or companies, which involves using scales developed in one country in a culturally different context. The Special Session focuses on key issues pertaining to cross-cultural research methodology including sampling, response styles, and scale development for such studies. Guidelines for marketing academics are provided.
Session Chair: John Ford, Old Dominion University, USA

Cross-Cultural Research methodology: Guidelines for Marketing Academics

Kiran Karande, Old Dominion University, USA
Altaf Merchant, University of Washington-Tacoma, USA

Are Sampling Frames Overlooked in International Marketing Research?

Shawn Thelen, Hofstra University, USA
Sarah Mady, Old Dominion University, USA

Response Styles in Cross-Cultural Research

Irvine Clarke, James Madison University, USA

Scale Development Issues: Etic and Emic Tradeoffs

John Ford, Old Dominion University, USA

REFRESHMENT BREAK

10:00 A.M. – 10:30 A.M., Harborside Ballroom Salons D & E

SESSION – 13.1 – LAUREL B

Environment and Sustainability Track – Special Session

Title: Can Marketing Scholars Offer Ideas to Deal with the Increasing Threat of Radical Islam?

Session Chair: M. Joseph Sirgy, Virginia Polytechnic Institute & State University, USA

Panel members:

Barry Babin, Louisiana Tech, USA
Jean-Charles Chebat, HEC Montreal, Canada
Salah Hassan, George Washington University, USA
Coskun Samli, University of North Florida, USA
Charles Skuba, Georgetown University

SESSION – 13.2 – LAUREL D

Consumer Behavior Track – Competitive Paper Session

Title: Self – Concept and Consumption Behavior
Session Chair: Joseph Rocereto, Monmouth University, USA

Traits versus States: How Consumption Affects Our Sense of Self

Sara Weisfeld-Spolter, Nova Southeastern University, USA
Maneesh Thakkar, Radford University, USA

The Effects of Self-Congruency and Product Type on the Purchase Intention of Real versus Virtual Products

Lien-Ti Bei, National Chengchi University, Taiwan
Chih-Ping Wang, National Chengchi University, Taiwan
Chi-Ping Lee, Citibank – Taiwan

The Role of Self-Concept Brand Image Congruity in Consumers' Attitudinal Formation and Attitudinal Brand Loyalty: A View from Utilitarian and Hedonic Product Brands

Joseph F. Rocereto, Monmouth University, USA
Hyokjin Kwak, Drexel University, USA
Marina Puzakova, Drexel University, USA

SESSION – 13.3 – KENT A

Service Marketing Track – Special Session

Title: The Role of Price and Other Shoppers on Consumer Patronage

Session Description: Over the last decade or so, an important avenue of retailing research is how price information and the social element of shopping affect consumers. In this special session, we have incorporated three papers that explore various aspects of the role of price information (e.g., semantic cues and transparency) and the role of other shoppers on consumer evaluations and patronage. If the session is accepted for the conference, we would appreciate if it is slotted into a Friday session.

Session Chair: Dhruv Grewal, Babson College, USA

When Semantic Price Cues Are Effective?

Dhruv Grewal, Babson College, USA
Joan Lindsey-Mullikin, Cal Poly, USA

The Influence of Social versus Task Shopping on Consumer Affect

Julie Baker, Texas Christian University, USA
Kirk Wakefield, Baylor University, USA

Transparency of Pricing: A Critical Strategic Differentiator

Sandra Rothenberger, University of Innsbruck, Austria
Dhruv Grewal, Babson College, USA
Gopalkrishnan Iyer, Florida Atlantic University, USA

SESSION – 13.4 – KENT B

Global and Cross-Cultural Marketing Track – Competitive Paper Session

Title: Customer Purchasing Behavior in International Markets

Session Chair: Ali Kara, The Pennsylvania State University-York Campus, USA

Marketing High-tech Products in Emerging Markets: The Impact of Country Image and Country Reputation on Consumers' Purchasing Decision

Nizar Souiden, Laval University, Canada
Marie-Eve Mayrand, Laval University, Canada

Modeling Soft Drink Buyers? Preferences for Stimulant Beverages: Empirical

Evidence from an Emerging Market

Cecil O. Dolekoglu, Agricultural Rural and Rural Affairs, Turkey
Ali Kara, The Pennsylvania State University-York Campus, USA
Gurkan Erel, Bank of Ziraat, Turkey
Oscar W. DeShields, Jr., California State University, USA

A Study of Outshopping Determinants: Mediating Effect for Shopping Enjoyment

Chiquan Guo, University of Texas-Pan American, USA
Yong Jian Wang, Ohio University, USA

*Customer Value Perceptions in Global Business Markets: Exploring the Strategic Potential of Standardization

Christopher P. Blocker, Baylor University, USA
Daniel J. Flint, The University of Tennessee, USA
Matthew B. Myers, The University of Tennessee, USA

* Indicates "Best-in-track" Paper Award

The 2009 AMS Annual Conference ends.



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Michael R. Williams

2009 WORLD MARKETING CONGRESS PROGRAM

Tuesday, July 21, 2009

15:00 - 18:00

Registration

18:00 - 19:00

Welcome Reception

Wednesday, July 22, 2009

8:00 - 17:00

Registration

8:30 - 10:00

Session 1.1: Consumers and Technology Interaction

Session Chair: A.J. Kimmel, ESCP-EAP, France

"Understanding the Use of Internet in the Empowerment of French Teenage Consumers"
Wided Batat, University of Poitiers, France

"Consumers' Technology Readiness in a Developing Country: The Role of Demographics and Attitudes"
José I. Rojas-Méndez, Carleton University, Canada
A. Parasuraman, University of Miami, USA
Nicolas Papadopoulos, Carleton University, Canada

"What Drives Online Impulse Behavior? Examining the Role of Web Store Quality"
Arne Floh, Vienna University of Economics and Business, Austria

"Consumer Adoption of Alternative Fuel Vehicles: A Cluster Analytic Approach on Proenvironmental Technology Choices and Curtailment Behavior"
Johan Jansson, Umeå University, Sweden
Agneta Marell, Umeå University, Sweden
Annika Nordlund, Umeå Umea University, Sweden

Session 1.2: Developing Issues in International Marketing

Session Chair: Brian R. Chabowski, Univ. of Tulsa, USA

"Household Consumption in Urban China: A Case Study of Beijing, Shanghai and Tianjin"
Farhat Yusuf, Macquarie University, Australia
Gordon Brooks, Macquarie University, Australia

"Meta-national Innovation Management in Services Industries"
Intekhab (Ian) Alam, State Univ. of New York at Geneseo, USA

"The United States in the World Marketplace: Past, Present, and Future"
Thomas S. O'Connor, University of New Orleans, USA

"National Culture and National Diffusion Rates of Mobile Telephony"
Rodney L. Stump, Towson University, USA
Wen Gong, Howard University, USA
Cristian Chelariu, Suffolk University, USA

"Emerging Directions for International Marketing Research"
Brian R. Chabowski, University of Tulsa, USA
G. Tomas M. Hult, Michigan State University, USA

Session 1.3: The Role of Corporate Responsibility in Retailing

Session Chair: Michael Richarme, University of Texas-Arlington, USA

"Accounting for Environmental Influences in Retailing Efficiency"
Ricardo Sellers, Universidad de Alicante, Spain
Juan L. Nicolau, Universidad de Alicante, Spain

"Sustainability in the Supply Chain: The Retailers' Perspective"
Roberta Sebastiani, Catholic University, Italy
Daniela Corsaro, Catholic University, Italy
Francesca Montagnini, Catholic University, Italy
Tzannis Alessandra, Catholic University, Italy

"Corporate Social Responsibility?—An Investigation of the Impact of CSR Activities on Consumer Behavior"

Hanna Schramm-Klein, Saarland University, Germany
Joachim Zentes, Saarland University, Germany
Dirk Morschett, Saarland University, Germany
Bernhard Swoboda, Saarland University, Germany

"Sustainability as Retail Strategy: What determines Successful Enactment"
Joseph Cronin, Florida State University, USA

Session 1.4: Service Quality and the Service Encounter: The Journey Continues

Session Chair: Chun-Ming Yang, Ming-Chuan University, Taiwan

"Determinants of Service Quality in Cross Cultural Research: A Meta-Analysis Perspective"
Chitra Srivastava, Michigan State University, USA

"Value of Education and its Interfunctional Relationship with Quality, Satisfaction and Recommendation"
Lesley Ledden, Kingston University, UK
Stavros P. Kalafatis, Kingston University, UK

"An Empirical Study on the Effects of Interpersonal Attraction in Customer-to-Customer Encounter Situations"
Chun-Ming Yang, Ming-Chuan University, Taiwan

I-Ling Ling, National Chia-Yi University, Taiwan
Chih-Yun Yang, National Kaohsiung Hospitality College, Taiwan

Session 1.5: Communicating Deals

Session Chair: Igor Makienko, University of Nevada-Reno, USA

"Tourist Attractions in Norway: An Exploratory Study of Market Communication Strategies"
Tom Rosendahl, Norwegian School of Mgt., Norway
Peter Gottschalk, Norwegian School of Mgt., Norway

"The Concept of Effective Frequency and Local Media Planning Practice"
Igor Makienko, University of Nevada-Reno, USA

"Give me the Money...or maybe the Deal: Does Sales Promotion Proneness Influence Consumers' Willingness to Switch from Price to Non-Price Promotions?"
Mike Reid, RMIT University, Australia
Peter Thompson, Monash University, Australia
Felix Mavondo, Monash University, Australia
Karen Brunso, Aarhus School of Business, Denmark

"Referral Reward Programs: New Customer Acquisition by Opportunism"
Ian Garnefeld, University of Paderborn, Germany
Eva Muenkhoff, University of Paderborn, Germany
Jens Hogreve, University of Paderborn, Germany
Andreas Eggert, University of Paderborn, Germany

10:00 - 10:30 BREAK

10:30 - 12:00

Session 2.1: Transparency and Accountability and Sustainability Reporting as a Source of Competitive Advantage

Session Chair: Charles Crespy, Univ. of New Mexico, USA

Panelists:
Stan Madden, Baylor University, USA
Tom Becker, University of New Mexico, USA
Van Miller, Central Michigan University, USA
Van Gray, Baylor University, USA

Session 2.2: Consumer Brand Issues

Session Chair: Asbjorn Rortveit, Univ. of Tromso, Norway

"Towards Conceptualizing the Consumer Cognitive Process Underlying Brand Association Transfer"

Jean Boisvert, American Univ. of Sharjah, UAE

"The Attitudinal Response to Alternative Brand Growth Strategies: The Moderating Role of Brand Stretch"

Bendik M. Samuelson, Norwegian School of Mgt, Norway
Lars Erling Olsen, Norwegian School of Mgt, Norway

"Developing a Scale to Measure Brand Values"

Hansjoerg Gaus, Chemnitz University, Germany
Jan Dregner, Chemnitz University, Germany
Steffen Jahn, Chemnitz University, Germany
Tina Kiessling, Chemnitz University, Germany

"A Test of Information Processing Models in the Credit Card Offer Context"

Igor Makienko, University of Nevada-Reno, USA
Yana Kuzmina, Louisiana State University, USA
Mousumi Bose, Louisiana State University, USA

Session 2.3: Managing Innovation and Creativity in the Course of New Product Development

Session Chair: Petra C. de Weerd-Nederhof, University of Twente, The Netherlands

"Emotional Intelligence and Creativity in New Product Development Teams"

Gloria Barczak, Northeastern University, USA
Felicia Lassk, Northeastern University, USA
Jay Mulki, Northeastern University, USA

"Authentically Creative: Exploring Design-Led Innovation Processes"

Phoebe Chen, Clemenger Blue Digital, Australia
Michael B. Beverland, RMIT University, Australia
Francis J. Farrelly, Monash University, Australia

"Enacting Change in Strategic Marketing Decisions: The Role of Regulatory Focus in Teams"

Jelena Spanjol, University of Illinois-Chicago, USA
Leona Tam, Old Dominion University, USA
William J. Qualls, University of Illinois, Urbana-Champaign, USA
Jonathan D. Bohlmann, North Carolina State Univ., USA

Session 2.4: International Marketing Channels and Services

Session Chair: Tracy Gonzalez-Padron, University of Colorado at Colorado Springs, USA

"Trust Me—I know what I'm Doing! The Impact of Salesperson Competence and Country Competence on Initial Trust in International Service Settings"

Christof Backaus, University of Muenster, Germany
Heiner Evanschitzky, University of Strathclyde, UK
Manual Michaelis, University of Muenster, Germany
Gerrit Schneider, University of Muenster, Germany

"A 'Cross-Cultural RELQUAL-scale' in Supplier-Distribution Relationships of Sweden and USA"

Janice M. Payan, University of North Colorado, USA
Göran Svenssen, Oslo School of Management, Norway
Gabiél Awuah, Helmstad University, Sweden
Svante Andersson, Helmstad University, Sweden

"Counterfeit Proneness: Conceptualization and Scale Development"

Piyush Sharma, Hong Kong Polytechnic University, HK
Ricky Y.K. Chan, Hong Kong Polytechnic University, HK

"Global Account Management as an Interorganizational Network: Theory and Propositions"

Andrew J. Czaplewski, University of Colorado at Colorado Springs, USA
Tracey Gonzalez-Padron, University of Colorado at Colorado Springs, USA
Thomas W. Gruen, University of Colorado at Colorado Springs, USA

Session 2.5: New Approaches in Marketing

Session Chair: Thomas Bender, Linde AG, Germany

"The Measurement of Consumers' Attitudes towards Neuromarketing with fMRI Methodology"

Mert Uydaci, Marmara University, Turkey
Nevin Karabiyik, Marmara University, Turkey

"Package, Brand, or Price as Differentiator? A Functional Magnetic Resonance Imaging Study"

Thomas Bender, Technische Universitaet Bergakademie Freiberg, Germany
Margit Enke, Technische Universitaet Bergakademie Freiberg, Germany
Martin Reimann, University of Southern California, USA
Carolyn Neuhaus, University of Bonn, Germany
Bernd Weber, University of Bonn, Germany
Judy Zaichkowsky, Simon Fraser Univ., British Columbia

"Penetrating Adolescents' Mental Models of mp3 with ZMET"

I-Ling Ling, University of Texas-Dallas, USA
Chun-Ming Yang, Ming Chuan University, Taiwan
Yi-Fen Liu, National Sun Yat-Sen University, Taiwan

"Drowning in Data: Eyetracker Tips and Techniques for Content-Coding Video Media"

S. Adam Brasel, Boston College, USA

Session 2.6: Business Ethics and The Global Financial Crisis

Session Chair: O.C. Ferrell, Univ. of New Mexico, USA

Panelists:
O.C. Ferrell, University of New Mexico, USA
John Fraedrich, University of Southern IL-Carbondale, USA
Linda Ferrell, University of New Mexico, USA

12:00 - 13:30 Lunch

13:30 - 15:00

Session 3.1: Relationships, Trust and Competitive Advantage

Session Chair: Adel El-Ansary, Univ. of N. Florida, USA

"Brands and Branding: A Source of Wholesalers' Sustainable Competitive Advantage?"

Helen Marks, Trinity College, Ireland
Jim Quinn, Trinity College, Ireland

"The Wholesaler as Concept Provider—Consequences of Structural Customer Bonds on Competitive Advantage and Relationship Quality"

Sandra Poesay, Saarland University, Germany
Hanna Schramm-Klein, Saarland University, Germany
Joachim Zentes, Saarland University, Germany

"Impact of Interdependence on Fairness-Trust-Loyalty Relationship"

Tani Jambulingam, St. Joseph University, USA
Ravi Kathuria, Chapman University, USA
John Nevin, University of Wisconsin-Madison, USA

"Does Power Oppose Trust? The Implications for Supply Chain Management"

Vera Belaya, Leibniz Institute for Agricultural Development in Central and Eastern Europe, Germany
John H. Hanf, Leibniz Institute for Agricultural Development in Central and Eastern Europe, Germany
Timea Török, Leibniz Institute for Agricultural Development in Central and Eastern Europe, Germany

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Session 3.2: Health Care Attitudes and Relationships

Session Chair: Donald R. Self, Auburn Univ-Montgomery, USA

"Exploring the Attitude-Behavior-Gap in Online Shopping: The Adoption of Online Pharmacies"

Klaus-Peter Wiedmann, Leibniz University of Hanover, Germany

Nadine Hennigs, Leibniz University of Hanover, Germany

Lars Pankalla, Leibniz University of Hanover, Germany

Marc-Oliver Reh, Leibniz University of Hanover, Germany

Martin Kassubek, Leibniz University of Hanover, Germany

"Health and Fitness Marketing—The Role of Relationships and Trust"

Michaela Sandell, Lund University, Sweden

Stefan Lagrosen, Högskolan Väst, Sweden

"The Dark Side Effect of Perceived Risk on Smoking Cessation: Exploring Two Contradicting Risk Dimensions"

Ioannis E. Chaniotakis, University of Aegean, Greece

Magdalini Soureli, University of Aegean, Greece

Ioannis Valakas, University of Aegean, Greece

Constantine Lymperopoulos, University of Aegean, Greece

"Applying the Marketing Concept to Clinical Trials: From Science to Marketing to Public Policy"

Avraham Shama, University of New Mexico

Stacey Hendrickson, University of New Mexico

Brian Kennedy, University of New Mexico

Andrew Brainard, St. Luke's Hospital Network

Lee Shama, University of Wisconsin

Session 3.3: Retailing Strategy

Session Chair: Julie Baker, TCU, USA

"Vertical Allocation of Brands in Retail Shelf-Space and its Effect up on Sales"

Valdimar Sigurdsson, Reykjavik University, Iceland

Halldor Engilbertsson, Reykjavik University, Iceland

"Prompt Gift Card Redemption could Facilitate Business Growth"

Mario J. Miranda, Victoria University, Australia

László Kónya, Victoria University, Australia

"The Provision of Financial Services by Retailers to their Customers—Is it Sustainable?"

Steve Worthington, Monash University, Australia

"The Effect of Monetary Format on the Mental Accounting of Consumption of Windfalls"

Laura Smarandescu, Iowa State University, USA

Session 3.4: Behaviour within Cultural Subgroups

Session Chair: Bodo Schlegelmilch, Wirtschaftsuniversitat, Austria

"Animosity towards Religious Minorities: A Conceptual Model of Antecedents and Intentions to Purchase Products with Religious Endorsements"

Bodo B. Schlegelmilch, Wirtschaftsuniversitat, Austria

Mubbsher Munawar Khan, Wirtschaftsuniversitat, Austria

"Antecedents to Immigrants' Consumer Ethnocentrism: The Case of Russian Immigrants to Israel"

Dalia Velan, Haifa University, Israel

Aviv Shoham, Haifa University, Israel

Ayalla Ruvio, Haifa University, Israel

Session 3.5: Effective Delivery Techniques in Marketing Education

Session Chair: Annie H. Liu, Loyola Marymount University, USA

"Perceptions on Student-Centered Approaches in Transitional Economies: A Case of Client-Based Group Learning in Croatia"

Elzbieta Lepkowska-White, Skidmore College, USA

Amy L. Parsons, King's College, USA

Jurica Pavicic, University of Zagreb, Croatia

"Teaching Ethics in the Classroom: Lessons Learnt from a Business Reality Simulation Exercise"

John Fraedrich, Southern Illinois Univ at Carbondale, USA

Deepa Pillai, Southern Illinois Univ at Carbondale, USA

Kesha K. Coker, Southern Illinois Univ at Carbondale, USA

"Applying Confucius Teaching Philosophy to Marketing Classes: An Example of Active Classroom Learning Technique"

Annie H. Liu, Loyola Marymount University, USA

Anthony Patino, Loyola Marymount University, USA

Lou E. Pelton, University of North Texas, USA

Session 3.6: International Consumer Development and Brand Management

Session Chair: Saeed Samiee, University of Tulsa, USA

"Consumer Preferences for Brands in International Markets"

Sanjoy Ghose, Univ. of Wisconsin-Milwaukee, USA

Oded Lowengart, Ben-Gurion Univ of the Negev, Israel

"Sources of Superior Brand Equity: The Effects of Country Image, Product Category and Brand Image"

Yi-Min Chen, National University of Kaohsiung, Taiwan

Yu-Ting Chiu, National University of Kaohsiung, Taiwan

Chia-Yu Shen, National University of Kaohsiung, Taiwan

I-Chun Kuo, National University of Kaohsiung, Taiwan

"The Difference between Brand Origin Knowledge and Brand Origin Perception: An Examination of Country-of-Origin Effects in the LCD TV Industry"

Peter Magnusson, Northern Illinois University, USA

Stanford A. Westjohn, Saint Louis University, USA

Srdan Zdravkovic, Bryant University, USA

"Dilution on Weak Brands from Asymmetrical Brand Alliances: Do Brands Always help the Weak?"

Guo Rui, City University of Hong Kong, HK

Wang Tao, Wuhan University, China

Su Chen Ting, City University of Hong Kong, HK

Zhou Nan, City University of Hong Kong, HK

Yang Zhi Lin, City University of Hong Kong, HK

15:00 - 15:30 BREAK

15:30 - 17:00

Session 4.1: E-Marketing Theory and Practice from Around the World

Session Chair: Kathleen Krentler, San Diego State University, USA

"Internet Mavens in India"

Kathleen Krentler, San Diego State University, USA

Nripendra Singh, JIIT University, India

"Investigating the Virtual World Dynamics using AST: A Research Agenda"

Esther Swilley, Kansas State University, USA

"A Proposed Conceptualization of Electronic Service Quality as a Higher Order Formative Construct"

Marios Theodosiu, University of Cyprus, Cyprus

Katerina Makri, Athens University of Economics and Business, Greece

Saeed Samiee, University of Tulsa, USA

Evangelia Katsikea, Athens University of

Economics and Business, Greece

"Differences in Internet Shopping Behaviors among Korea, Japan, and China: Shopping Motivations, Perceived Risks, and Innovativeness"

Cheol Park, Korea University, Korea

Session 4.2: Emerging Issues in Global

Session Chair: Barry J. Babin, Louisiana Tech Univ., USA

"Determinants of Entry Modes and Performance of Entrepreneurial Born Global Firms"

Kalanit Efrat, Ruppiner Academic Center, Israel

Aviv Shoham, University of Haifa, Israel

"Values and Entrepreneurial Orientation of Early Stage Entrepreneurs"

Fredric Kropp, Monterey Institute of Int. Studies, USA

Noel Lindsay, The University of Adelaide, Australia

"Socially Responsible Practices of Australian SMEs: A Marketing Perspective"

Gary Mankelov, University of Newcastle, Australia

Ali Quazi, University of Canberra, Australia

"Sustainable SMEs Network Utilization: The Role of Social Capital, Network Learning and Leadership"

Päivi Jämsä, University of Oulu, Finland

Jaana Tähtinen, University of Oulu, Finland

Annamarie Ryan, Lancaster University, UK

Session 4.3: New Approaches for Measuring Consumer Experiences and Purchase Behavior

Session Chair: S. Adam Brasel, Boston College, USA

"Real-Time Data Collection and Online Service Transactions: Matching Methodology and Marketplace"

S. Adam Brasel, Boston College, USA

"Dynamic Models for RFM Variables: A Forward Looking Approach"

Pablo Marshall, Pontificia Universidad Católica de Chile, Chile

"Employee Brand Equity: Scale Development and Validation"

Ceridwyn King, Griffith University, Australia

Debra Grace, Griffith University, Australia

Session 4.4: Health Care Quality, Performance and Consumer Choice

Session Chair: Stefan Lagrosen, Högskolan Väst, Sweden

"Alternative Quality Measures and Profitability of Hospital Inpatient Services Offered"

Donald R. Self, Auburn Univ-Montgomery, USA

Charles E. Hegji, Auburn Univ-Montgomery, USA

Robin M. Self, Alabama State University, USA

"Mission Statements and Performance in Non-Profit Health Care Organisations: An Exploratory Study"

Isabel Maria Macedo, Universidad de Beira Interior, Portugal

José Carlos Pinho, Universidad de Beira Interior, Portugal

"Consumer Choice Reasons of Functional Foods"

Katja Tornberg, Tampere Univ. of Technology, Finland

Session 4.5: Relationship Marketing

Session Chair: Jaqueline Pels, Universidad Torcuato Di Tella, Argentina

"Assessment of Relationship Quality in Supply Chains in Norway"

Tore Mysen, Oslo School of Management, Norway

Göran Svensson, Oslo School of Management, Norway

"Extra-Role Behavior in a Channel Context: Its Predictors and Consequences"

Esther Li Ling Yee, Lingnan University of Hong Kong, HK

"Brand Retention in B2B Markets—The Role of Prior Experience and Choice Context in Repurchase Decision"

Dorith Mayer, Technische Universität München, Germany

Christoph Ihl, Technische Universität München, Germany

Ralf Reichwald, Technische Universität München, Germany

"Is There More to Sales than Inertia?"

Marketing Activities, Purchase Intentions, and Sales"

Heiner Evanschitzky, University of Strathclyde, UK

David Woisetschlager, University of Dortmund, Germany

Alexander Eiting, University of Dortmund, Germany

Verena Vogel, Bayer Business Services GmbH, Germany

Dinner on your own.

Thursday, July 23, 2009

8:00 - 12:00

Registration

8:30 - 10:00

Session 5.1: The Marketing Strategy and Performance Relationship

Session Chair: Artur Baldauf, Univ. of Bern, Switzerland

"Market Driving and Firm Performance"

Markus Stolper, ARDEX, Germany

Markus Blut, University of Dortmund, Germany

Hartmut H. Holzmüller, University of Dortmund, Germany

"The Effect of Organizational Capabilities on Marketing Strategy Performance"

Tomokazu Kubo, Chuo University, Japan

"The Two-Fold Effects of Advertising on Systematic Risk—The Dynamic Contingent Claims Model and an Empirical Study"

Miao-Ling Chen, National Sun Yat-sen University, Taiwan

Guan-Ru Chen, National Sun Yat-sen University, Taiwan

"OMED Medical Supplies: Driven by Implementation"

Victoria L. Crittenden, Boston College, USA

William F. Crittenden, Northeastern University, USA

Olga Kehagia, OMED, Greece

Deanne Brocato, Iowa State University, USA

Session 5.2: Green Marketing & Sustainable Practices

Session Chair: Andrew Crane, York University, Canada

"Ecolabelling: A Development Framework"

Heather K. Mak, Packaging Probe, Canada

Andrew Crane, York University, Canada

"What is Sustainable Apparel Consumption? An Exploratory Study of the UK Consumers"

Pei-Ju Lucy Ting, University of Manchester, UK

Chia-chun Jenny Chen, University of Manchester, UK

"Shades of Green—A Content Analysis of Green Advertising, and Proposed Experimental Research on Consumer Perceptions"

David Di Zhang, University of Saskatchewan, Canada

Marjorie A. Delbaere, University of Saskatchewan, Canada

"An Interaction and Networks Approach to Sustainable Marketing: A Research Agenda"

Annamarie Ryan, Lancaster University, UK

Session 5.3: BtB Relationship and Management Issues

Session Chair: Dildar Hussain, Univ. of Vienna, Austria

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"Asymmetrical Power Distribution in Supply Chain Networks: Is there a Right Measurement Method?"

Vera Belaya, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany

Taras Gagalyuk, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany

Jon Hanf, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany

"The Challenge of Functional Integration and the Returns Management Process: An International Perspective"

Diane Mollenkopf, University of Tennessee, USA

Robert Frankel, University of North Florida, USA

Ivan Russo, University of Verona, Italy

"A Cross-Organizational Study of Working Relationship: Initial Findings"

R. Mohan Pisharodi, Oakland University, USA

John W. Henke, Jr., Oakland University and Planning Perspectives, Inc., USA

Ravi Parameswaran, Oakland University, USA

"Factors that Influence Franchisor's Tendency to use Multi-unit Franchising"

Dildar Hussain, University of Vienna, Austria

Session 5.4: Consumer Behavior in Retailing

Session Chair: Hanna Klein, Saarland University, Germany

"Proposing a New Approach to the Study of Micro Spatial Behaviors in the Retailing Context"

Chun-Yao Huang, National Taiwan University, Taiwan

"The Moderating Effect of Age in the Attitude Behavior Model of Gendered Consumption"

Yelena Tsarenko, Monash University, Australia

Yuliya Strizhakova, Monash University, Australia

"Can Hedonic Store Environments help Retailers Overcome Low Store Accessibility?"

Christy Ashley, East Carolina University, USA

Mark Ligas, East Carolina University, USA

Arjun Chaudhuri, East Carolina University, USA

"Using Virtual Shopping to gain a Better Understanding of Consumer Purchase Decisions"

Michael T. Richarme, Univ. of Texas of Dallas, USA

John V. Colias, Univ. of Texas of Dallas, USA

Session 5.5: Topics in World Tourism

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

"Hedonic Hotel Pricing and Quality Signals: Which are the Market Value Drivers in a Transition Phase?"

Antonello Capriello, University of Eastern Piedmont, Italy

Graziano Abrate, University of Eastern Piedmont, Italy

Giovanni Fraquelli, University of Eastern Piedmont, Italy

"North Atlantic Islands' Locations in Tourists Minds: Iceland, Greenland, and the Faroe Islands"

Thorhallur Gudlaugsson, University of Iceland, Iceland

Gunnar Magnusson, University of Iceland, Iceland

"Marketing Domestic Destinations to the International Visitor in the New Century (The American Case): Enhancing the Positives and Diminishing the Negatives"

Thomas S. O'Connor, University of New Orleans, USA

"It was the Trip of a Lifetime": Viking Ancestors, Their Descendants and Their Legacy Tourism Motivations and Behavior"

Nina M. Ray, Boise State University, USA

Gary McCain, Boise State University, USA

"Stages of Integrated Marketing Communication: The Case of Tourist Attractions in Norway"

Tom Rosendahl, Norwegian School of Management, Norway

Peter Gottschalk, Norwegian School of Management, Norway

Session 5.6: Research in Marketing Ethics: Developments and Trends

Session Chair: Bill Locander, Loyola University, USA

"Half a Century of Marketing Ethics: Shifting Perspectives and Emerging Trends"

Bodo B. Schlegelmitch, Vienna University of Economics and Business, Austria

Magdalena Oberseder, Vienna University of Economics and Business, Austria

"Bringing Meaning to the Sales Job: The Effect of Ethical Climate and Customer Demandingness"

Fernando Jaramillo, University of Texas at Arlington, USA

Jay Prakash Mulki, Northeastern University, USA

James S. Boles, Georgia State University, USA

"To Shop or Not to Shop: Consumers' Privacy Concerns and Their Impact on Online Shopping"

Deborah F. Spake, University of South Alabama, USA

R. Zachary Finney, University of South Alabama, USA

Mathew Joseph, St. Mary's University, USA

"Disposal of Items Returned could be Influenced by the Future Buying Behavior of Consumers"

Mario J. Miranda, Victoria University, Australia

Kandiah Jegasothy, Victoria University, Australia

10:00 - 10:30 BREAK

10:30 - 12:00

Session 6.1: Methodological Issues Relating to Internet-Based Surveys

Session Chair: Gerald Albaum, University of New Mexico, USA

"Trials, Tribulations, and Trust: Addressing Issues in Internet Security"

Patrick Brockett, University of Texas at Austin, USA

Linda Golden, University of Texas at Austin, USA

"Effects of Using Highly Interesting Questions on Data Quality and Survey Completion Rates"

Jared M. Hansen, Univ. of North Carolina

Charlotte, USA

Scott M. Smith, Brigham Young University, USA

"Using a Theory of Survey Response Behavior to Design Internet Surveys"

James Wiley, Temple University, USA

Vallen Han, New Zealand Post Office, New Zealand

"Item Omissions in Internet-Based Survey Data Collection"

Gerald Albaum, University of New Mexico, USA

Catherine Roster, University of New Mexico, USA

Session 6.2: Capabilities-Based Internationalization and Ownership

Session Chair: Tore Mysen, Oslo School of Mgt, Norway

"Marketing Capabilities in the Transition Economy of Cuba: The Impact on Ownership Structure"

Joan Llonch, Autonomous University of Barcelona, Spain

Josep Rialp, Autonomous University of Barcelona, Spain

"Managing Host Country Environmental Challenges with Marketing Linking Capability: Effects on Foreign Ownership Choice"

Chiung-Hui Tseng, National Cheng Kung Univ., Taiwan

Ruby P. Lee, Florida State University, USA

"The Relationship between Export Marketing Competency and Market Orientation: The Significance for Export Market Ventures"

Osman Mohamat, University of Sains, Malaysia

Craig C. Julian, Southern Cross University, Australia

Zafer U. Ahmed, Prince Sultan University, Saudi Arabia

Sefnedi, Universiti Sains, Malaysia

"Foreign Entry Mode Choice of Knowledge-Based Service Firms and International Performance—A Resource-Based Perspective"

Maren Klein, Freie Universität Berlin, Germany

Christian Sichtmann, Freie Universität Berlin, Germany

Session 6.3: Ethics and Ethical Consumption

Session Chair: Luiz Moutinho, University of Glasgow, Scotland, UK

"Consumer Attitudes and Intentions Regarding Environmental Behaviors: Effects of Firm-Stated Motives"

David Raska, Washington State University, USA

David E. Sprott, Washington State University, USA

Jeff Joireman, Washington State University, USA

Eric R. Spangenberg, Washington State University, USA

"Valuing Green in Consumer Consumption Experiences"

Chris Koch, University of Tennessee, USA

"An Investigation of Consumer's Perceptions of Counterfeit Branded Products, Original Branded Products, and Purchase Intention"

Xuemei Bian, University of Hull, UK

Luiz Moutinho, University of Glasgow, Scotland, UK

Session 6.4: New Product Development Strategy

Session Chair: Margaret Bruce, Univ. of Manchester, UK

"The Impact of Marketing on New Product Development"

Ziqi Liao, Hong Kong Baptist University, China

"Signaling through Craftsmanship: Managerial and Strategic Implications"

Paul Sergius Koku, Florida Atlantic University, USA

Allen H. Smith, Florida Atlantic University, USA

"Stabilizing Customer Preferences for Really New Products through Internal and External Learning: The Role of Different Information Contributions"

Mario Rese, University of Bochum, Germany

Wolf-Christian Strotmann, University of Bochum, Germany

Markus Karger, University of Bochum, Germany

Session 6.5: Branding and its Effects

Session Chair: Lars Erling Olsen, Norwegian School of Management, Norway

"Brands in Text—Attitudinal Effects of Brand Placements in Narrative Fiction"

Lars Erling Olsen, Norwegian School of Mgt., Norway

Even Johan Lanseng, Norwegian School of Mgt., Norway

Heidi Baalerud, Norwegian School of Mgt., Norway

Helene Holtman, Norwegian School of Mgt., Norway

"Corporate Social Responsibility (CSR)—Corporate Branding Relationship: An Empirical Comparative Study"

Julia Ouzounova, University of Economics-Varna, Bulgaria

Bistra Vassileva, University of Economics-Varna, Bulgaria

"Effects of Personal Nostalgia on Cognition, Attitudes, and Intentions"

Chris Marchegiani, Curtin Univ. of Technology, Australia

Ian Phau, Curtin Univ. of Technology, Australia

Session 6.6: Evolution and Change in Wholesaling Systems

Session Chair: Bert Rosenbloom, Drexel University, USA

"Changing Role of Wholesaling"

Camille Schuster, California State Univ. San Marcos, USA

"Format and Channel Evolution in Wholesaling"

Jim Quinn, Trinity College, Ireland

Leigh Sparks, University of Stirling, Scotland, UK

"A New Quest for Efficiency: The Post-War Programme of the Swedish Federation of Wholesalers"

Fredrik Sandgren, Uppsala University, Sweden

"Problems of Distribution and Market Orientation in the Fishery Sector in Greece"

Nikolaos Papavassiliou, Athens University of Economics and Business, Greece

12:30-14:00

Awards Luncheon

15:00-22:00

Fjord Cruise, Castle Tour and Dinner

Friday, July 24, 2009

8:00 - 17:00

Registration

8:30 - 10:00

Session 7.1: Age, Ageing, and Ages

Session Chair: Curtis Haugtvedt, Ohio State Univ., USA

"Understanding Cognitive Age: The Boomers' Perspective"

Rajesh Iyer, Bradley University, USA

Timothy Reisenwitz, Valdosta State University, USA

"Not the Equal: The Impact of Age on Older Consumers' Brand Relationships"

Hansjoerg Gaus, Chemnitz University, Germany

Steffen Jahn, Chemnitz University, Germany

Tina Kiessling, Chemnitz University, Germany

"Consumer Decision-Making Styles in Turkey"

Bahar Yasin, Istanbul University, Turkey

Session 7.2: Are You Linked in Yet? The Power of Weak Ties on Social Networks and the Emergence of New Media for Marketing

Session Chair: Tanuja Singh, Northern Illinois Univ., USA

Panelists:

Kathleen Krentler, San Diego State University, USA

Joe Cullinane, Northern Illinois University, USA

Session 7.3: Environmental & Social Issues in Marketing

Session Chair: David M. Gray, Macquarie University, Australia

"Responsible Waste Disposal: An Exploratory Study of Affluent British and Brazilian Consumers"

Caroline Moraes, University of Birmingham, UK

Marylyn Carrigan, The Open University, UK

Isabelle Szmigin, University of Birmingham, UK

"Environmental Marketing and Competitiveness: The Moderating Role of Environmental Orientation"

Elena Fraj-Andres, University of Zaragoza, Spain

"Can Social Marketing Initiatives Increase Household Electricity Conservation?"

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"The Temporal Stability of Affective and Cognitive Predictors of Behavior Intention"
Adrian Palmer, Swansea University, UK
Nicole Koenig-Lewis, Swansea University, UK

"Earning Customer Loyalty: The Role of Satisfaction, Trust, Delight, Commitment and Involvement"
Jana Bowden, Macquarie University, Australia
Tracey Dagger, University of Queensland, Australia
Greg Elliot, Macquarie University, Australia

Session 9.4: Emerging Issues in Entrepreneurship
Session Chair: Gillian Sullivan-Mort, Griffith University, Australia

"Unattended Basic Necessities and Consuming Habits in the Rural and Urban Mexican Base of the Pyramid: An Exploratory Cross-Sectional Study"
Rene Diaz-Pichardo, Monterrey Tech, Mexico
Consuelo Garcia de la Torre, Monterrey Tech, Mexico

"Macroentrepreneurship: An Expanded Context for Entrepreneurship"
Max Briggs, Queensland Univ. of Technology, Australia

"Social Entrepreneurship and Value Creation in Not-for-Profit Organizations"
Gillian Sullivan-Mort, Griffith University, Australia
Jay Weerawardena, University of Queensland, Australia
Adrian Sargeant, Univ. of the West of England, UK
Roger Bennett, London Metropolitan University, UK

Session 9.5: International Retailing
Session Chair: Halldor Engilbertsson, University Reykjavik, Iceland

"Swom: A Delphi Study of the Content and Valence of Staff Word of Mouth within Social Networks"
Kathleen A. Keeling, Manchester Business School, UK
Peter J. McGoldrick, Manchester Business School, UK
Petroula Charavitsidou, Manchester Business School, UK
Hannah Thompson, Manchester Business School, UK

"A Study on the Changing Trends of Retailing in India"
K.K. Ramachandran, GRD School of Commerce & International Business, India

"Always Well Advised: Analyzing the Impact of Adaptive Selling on Consumer Behavior"
Isabel Martin, University of Mannheim, Germany
Daniel Heinrich, University of Mannheim, Germany
Hans H. Bauer, University of Mannheim, Germany

"The Emergence, Importance and Implementation of Own Label in Developing Retail Markets: A One Nation Perspective—Colombia"
Octavio Ibarra, Universidad del Norte Barranaquilla, Colombia
Philip J. Kitchen, Universidad del Norte Barranaquilla, Colombia

Session 9.6: Emerging Thoughts on Innovation and Creativity Research: A Panel Discussion
Session Chair: Kenneth Kahn, Purdue University, USA

Panelists:
Margaret Bruce, Manchester Business School, UK
Petra de Weerd-Nederhof, Univ. of Twente, Netherlands
Geir Kaufman, Norwegian School of Management, Norway

18:00 – 21:00

Presidential Reception and Congress Banquet at the Grand Hotel

Saturday, July 25, 2009

8:00 - 10:00
Registration

8:30 - 10:00

Session 10.1: Product and Pricing Strategies
Session Chair: Nicholas Nugent, Southern New Hampshire University, USA

"Using the Rational Expectation Model to Investigate the Relationship between New Product Introductions and Resale Price Maintenance"
Guan-Ru Chen, I-Shou University, Taiwan

"Which Laws do your Marketers Know? Some Legal Issues on Price Discrimination"
Paul Sergius Koku, Florida Atlantic University, USA

"The Mega-Event Sport Product: Marketing Strategies for Bidding and Hosting"
Nicholas Nugent, Jr., Florida Southern College, USA
Philip Fellman, Southern New Hampshire University, USA
Nicholas Nugent, Southern New Hampshire Univ., USA

"Consumer Processing of Bundle Prices: When do Discounts Matter?"
Judy Harris, Towson University, USA
Edward A. Blair, University of Houston, USA

Session 10.2: Nonprofit Marketing
Session Chair: Anne M. Lavack, Univ. of Regina, Canada

"Social Marketing Campaigns Aimed at Preventing Drinking and Driving: A Review and Recommendations"
Magdalena Cismaru, Univ. of Regina, Canada
Anne M. Lavack, Univ. of Regina, Canada

"Church Marketing: An Investigation of the Role of Market Orientation in Church Participation"
Riza Casidy Mulyanegara, Monash University, Australia
Yelena Tsarenko, Monash University, Australia
Felix T. Mavondo, Monash University, Australia

"Marketing by the Rules: Exploring Modern Monastic Business Practices in the Perspective of Religious Rules and Traditions"
Sandra Mottner, Western Washington University, USA
David Gilbertson, Western Washington University, USA

Session 10.3: Brands as People?
Session Chair: Vince Mitchell, City University, UK

"What is Love? Investigating Consumers Love for their Brands"
Hans H. Bauer, University of Mannheim, Germany
Daniel Heinrich, University of Mannheim, Germany
Carmen-Maria Albrecht, University of Mannheim, Germany

"Brand Personality and the Utilitarian Brand"
Adrian Peretz, Oslo School of Management, Norway
Magne Supphellen, The Norwegian School of Economics and Business Administration, Norway

"Exploring Country of Manufacture Effect on Strong and Weak Brands"
Kamel Kurtulus, Istanbul University, Turkey

Session 10.4: Interactional Issues in BtB
Session Chair: Jorge A. Wise, ITESM, Mexico

"Beyond the Buying Center—Industrial Lifestyles and their Implications on Price Negotiations"
Marc M. Kuhn, University of Cooperative Education Baden-Wuerttemberg, Germany

"The Role of Service Quality Perceptions and Service Failure/Recovery Episodes in the Formation of B2B Loyalty: An Empirical Investigation in the Greek IT Industry"
Nicholas G. Paparoidamis, Catholic Univ. of Lille, France
Ruben Chumpitaz, Catholic Univ. of Lille, France

"Trade Show Performance: Exploring Interpersonal & Non-Personal Interaction Dimensions"
Klaus-Peter Wiedmann, Leibniz University of Hanover, Germany
Martin Kassubek, Leibniz University of Hanover, Germany
Sascha Langner, Leibniz University of Hanover, Germany

"Power to None: Conceptualising the Role of Power and Control in Asymmetrical Inter-Firm Relationships"
Stephane Bignoux, Macquarie University, Australia
David Gray, Macquarie University, Australia

Session 10.5: Codes of Ethics and Values
Session Chair: Bodo B. Schlegelmilch, Wirtschaftsuniversitaet, Austria

"An Investigation of the Effects of Corporate Ethical Values on Employee Commitment and Performance: Examining the Moderating Role of Perceived Fairness"
Dheeraj Sharma, Athabasca University, Canada

"A Longitudinal and Cross-Cultural Study of Codes of Ethics of Australian, Canadian and Swedish Corporations"
Jang Singh, University of Windsor, Canada
Göran Svensson, Oslo School of Management, Norway
Greg Wood, Deakin University, Australia
Michael Callaghan, Deakin University, Australia

"Ethical Dimensions of Social Marketing: Does Trying to do Good Equate to Doing no Harm?"
Lynne Eagle, University of West England, UK
Sara Bird, University of West England, UK
Fiona Spotswood, University of West England, UK
Alan Tapp, University of West England, UK

10:00 - 10:30 BREAK

10:30 - 12:00

Session 11. 1: Consumer Norms within Societies
Session Chair: Rajeev Batra, University of Michigan, USA

"The Interplay of Local and Global Cultural Influences on Japanese Consumer Behavior"
Mark Cleveland, University of Western Ontario, Canada
Michel Laroche, Concordia University, Canada
Ikuro Takahashi, Keio University, Japan

"Self Gifts from a Regulatory Focus Perspective"
Mengkuan Lai, National Chen Kung University, Taiwan
Tzu-Ling Yang, National Chen Kung University, Taiwan

Session 11.2: New Developments in E-Marketing

Session Chair: Ed Petkus, Ramapo College of New Jersey, USA

"Person Place Congruency in On-Line Shopping Context"
Spiros Gounaris, Athens University of Economics & Business, Greece
Christos D. Koritos, Athens University of Economics & Business, Greece
Giannis G. Kostopoulos, Athens University of Economics & Business, Greece

"Consequences of Interactivity and Social Presence for Trust and Flow in On-Line Luxury Goods Sector"
Kathleen Keeling, University of Manchester, UK
Laura Salciuviene, University of Manchester, UK

"Generating Trust in E-Services Through Service Quality: The Moderating Role of Technology Readiness"
Keyoor Purani, Indian Institute of Mgt. Kozhikode, India
Sunil Sahadev, University of Sheffield, UK

"Electronic Marketing in the Sustainable Tourism Industry: Are Sustainability Criteria Reflected in Website Content"
Ed Petkus, Ramapo College of New Jersey, USA

Session 11.3: The Role of Wholesaling Intermediaries in Global Marketing Channels
Session Chair: Bert Rosenbloom, Drexel University, USA

Panelists:
Adel El-Ansary, University of North Florida, USA
Trina Larsen Andras, Drexel University, USA
James Quinn, Trinity College, Ireland

Session 11.4: Environmental Issues in Marketing
Session Chair: Klaus-Peter Wiedmann, Leibniz University of Hanover, Germany

"Technology Management of Natural Gas Vehicles: Exploring Customers' Perceived Risk Factors"
Klaus-Peter Wiedmann, Leibniz University of Hanover, Germany
Martin Kassubek, Leibniz University of Hanover, Germany
Nadine Hennigs, Leibniz University of Hanover, Germany
Lars Pankalla, Leibniz University of Hanover, Germany

"An Evaluation of Trends in Environmental Advertising"
Leonidas C. Leonidou, University of Cyprus, Greece
Constantinos N. Leonidou, Leeds University, UK

"The Piracy Paradox Persists in Cyber Space"
Peggy E. Chaudhry, Villanova University, USA

Session 11.5: Entrepreneurship and Strategy
Session Chair: B. Ramaseshan, Curtin University, Australia

"Italian Small and Medium Enterprises Abroad: Current Situation and Future Perspectives"
Elena Cedrola, University of Macerata, Italy
Loretta Battaglia, Catholic University, Italy
Alessandra Tzannis, Catholic University, Italy

"Factors Influencing Loyalty to Rewards in Small Business"
B. Ramaseshan, Curtin University, Australia
Andrew Guilfoyle, Curtin University, Australia

"Implementing Service Excellence to Become a Winning Organization"
Hina Khan, Newcastle Business School, UK
Katie Hedley, Newcastle Business School, UK

"The Development of Internal Trust in Service Branding: A Comparison of Large Organizations and SMEs"
Barbara Caemmerer, Univ. of Strathclyde, Scotland, UK
Edgar Centeno, Univ. of Strathclyde, Scotland, UK
Michael Marck, Univ. of Strathclyde, Scotland, UK

The 2009 AMS World Marketing Congress ends. We hope to see you in Reims, France, August 30 - September 4, 2011 for the 15th Biennial World Marketing Congress

The AMS website has a new look. Visit www.ams-web.org

2010 AMS Cultural Perspectives in Marketing Conference, IESEG Lille, France – July 21-24, 2010

Submission Deadline: November 15, 2009

Conference Theme – “Cultural Perspectives in a Global Marketplace”

Conference Co-Chairs: Rubén Chumpitaz-Cáceres, Michel Laroche and Nicholas G. Papparoidamis

The globalization of the marketplace is affecting consumers and businesses around the world. This conference aims at exploring how marketing crossing the boundaries across national cultures and economies accelerates the emergence of a more homogeneous global consumer culture. The theme emphasizes also the need for educators and business leaders to recognize, appreciate, and understand how the ‘globalized’ marketplace is changing the cultural characteristics of consumers on the one hand and managerial practices on the other. We encourage scholars from every corner of the world to share their insights, research findings and experiences.

The conference will be held at IESEG School of Management in Lille, France. Created in 1964, IESEG School of Management, a member of the Catholic University of Lille is a very distinctive and original “Grande Ecole”.

Lille and its metropolitan area with a population of more than 1.3 million people (fourth in size in France after Paris, Marseille and Lyon) is renowned for its youthful vitality, thanks to more than 150,000 students. Indeed, it is one of the largest French cities in terms of students, universities, institutes, schools and “Grandes Ecoles” (the elite higher-education centres in France). Endowed with an ideal geographical position, the Lille Metropolitan area has naturally become a hub of international trade and a magnet for foreign direct investment. The region boasts over 500 foreign enterprises, including world leaders and household brand names (e.g., ABN AMRO, Bayer, Bridgestone, BASF, Bombardier, BP, Campbell Soup, Coca Cola, Ferruzzi, GAP, ICI, Mc Cain, Molnlycke, Pirelli, Siemens, Toyota, Unilever, US Robotics, Xerox, etc.). The region is also the cradle and home base of some of the major French firms (e.g., Auchan, Bonduelle, La Redoute, Peaudouce, etc.).

To participate, submit competitive papers or special session proposals electronically to the appropriate track chair listed below. We look forward to seeing you and to engaging in the lively intellectual discussion and warm fellowship that are trademarks of the AMS Bi-annual Cultural Perspectives in Marketing Conference!

Rubén Chumpitaz-Cáceres
Conference Co-Chair

IESEG School of Management
Catholic University of Lille
3, Rue de la Digue
59000 Lille,
FRANCE
Phone : (33) 320 545-892
FAX : (33) 320 574-855
E-mail : r.chumpitaz@ieseg.fr

Michel Laroche
Conference Co-Chair

John Molson School of Business
Concordia University
1455 de Maisonneuve West
Montreal, QC H3G 1M8
C A N A D A
Phone: (514) 848-2424 ext. 2942
FAX: (514) 848-4576
E-mail: laroche@jmsb.concordia.ca

Nicholas G. Papparoidamis
Conference Co-Chair

IESEG School of Management
Catholic University of Lille
3, Rue de la Digue
59000 Lille
FRANCE
Phone : (33) 320 545-892
FAX : (33) 320 574-855
E-mail : n.paparoidamis@ieseg.f



Track Co-Chairs:

Business-to-Business Marketing across Cultures

Angela Hausman

University of North Carolina at Pembroke
Office: Business Administration, Rm. 112
PO Box 1510
Pembroke, NC 28372-1510
Phone: (910) 522 -5712
FAX: (910) 521- 6854
Email: angela.hausman@uncp.edu

Richard Plank

University of South Florida Polytechnic
3433 Winter Lake Road
Lakeland, FL 33803
Phone: (863) 667-7066
FAX: (863) 667-7096
E-mail : rplank@poly.usf.edu

Ethnic and Minority Marketing

Michelle Jasso

Department of Marketing, MSC 5280
New Mexico State University
P.O. Box 30001
Las Cruces, NM 88003-88001
Phone: (575) 646-4611
FAX: (575) 646-1498
E-mail: jasso@nmsu.edu

Cynthia M. Webster

Macquarie University
NSW 2109
AUSTRALIA
Tel: (61-2) 9850-4857
FAX: (61-2) 9850-6065
Email: cynthia.webster@mq.edu.au

Marketing Strategy across Cultures

Nicolas Papadopoulos

Carleton University
904 Dunton Tower
1125 Colonel By Drive

Ottawa, ON K1S 5B6
Telephone: (613) 520-2600 ext. 2382
Fax: (613) 520-4427
E-mail: npapadop@carleton.ca

Jose Ignacio Rojas-Méndez

Sprott School of Business
Carleton University
Office: 925 Dunton Tower
1125 Colonel By Drive
710 Dunton Tower
Ottawa, Ontario Canada
K1S 5B6
Phone: (613) 520-2600 Ext. 8014
FAX: (613) 520-4427
Email: jose_rojas@carleton.ca

Leila Hamzaoui Essoussi

Telfer School of Management
University of Ottawa
Pavillon Desmarais
55, ave Laurier Est
Ottawa, ON, K1N 6N5
Canada
Phone: (613) 562-5800 poste 4732
FAX: (613) 562-5164
E-mail: hamzaoui@telfer.uOttawa.ca

Consumer Behavior across Cultures

Chankon Kim

Marketing Department
Saint-Mary's University, Canada
Sobey Building 143
923 Robie Street
Halifax, Nova Scotia
B3H 3C3
Canada
Phone: (902) 420-5801
FAX: (902) 420-5112
E-mail: chankon.kim@smu.ca

Gabriele Troilo

Professore associato di Economia e gestione d'impresa
Dipartimento di Management
Università Bocconi
Via Roentgen 1, Milano - 4th floor
Italy

Phone: (39) 02 5836 6518 / 6853
FAX: (39) 02 5836 6893
E-mail: gabriele.troilo@sdabocconi.it

Cross-cultural Research Methodology

Tanuja Singh

Department of Marketing
Northern Illinois University
DeKalb, IL 60115
Phone: (815) 753-7967
FAX: (815) 753-6014
E-mail: Tanuja@niu.edu

Mattila Anna

Pennsylvania State University
224 Mateer Building
University Park, PA 16802-1307
Phone: (814) 863-5757
FAX: (814) 863-4257
E-mail: asm6@psu.edu

Cross-cultural Ethics and Social Responsibility

Mark S. Rosenbaum

Northern Illinois University
College of Business
Department of Marketing
DeKalb, IL 60115-2897
Phone: (815) 753-7931
FAX: (815) 753-6014
E-mail: mrosenbaum@niu.edu

Valerie Swaen

Chargé de cours
Membre du Centre-Entreprise-Environnement
Université Catholique de Louvain
Institut d'Administration et de Gestion
Unité Marketing
Place des Doyens, 1
1348 Louvain-La-Neuve
Belgium
Phone: (32-10) 47-9156
FAX: (32-10) 47-8324
E-mail: Valerie.swaen@uclouvain.be

Marketing of Services across Cultures

Nina Reynolds

Bradford University School of Management
Emm Lane
Bradford
West Yorkshire
BD9 4JL
Phone: (44 -01) 274-234357
FAX : (44 -01) 274-546866
E-mail: N.L.Reynolds@bradford.ac.uk

Jaana Tahtinen

Marketing Department
University of Oulu, Finland
P.O.Box 4600, FIN-90014
FINLAND
Phone: (35-88) 553-2586
FAX: (35-88) 553-2906
E-mail: jaana.tahtinen@oulu.fi

Cross-cultural Sales, Direct Marketing, and E-commerce

Lucette B. Comer

Department of Consumer Sciences and retailing
Purdue University
1262 Mattheus Hall – 214E
West Lafayette, IN 47907-1262
Phone: (765) 496-1714
FAX: (765) 494-0869
E-mail: comerl@purdue.edu

René Y. Darmon

ESSEC Business School
Av. Bernard Hirsch
B.P. 50105
95021 Cergy
France
Phone: 33 (0) 1 34 43 30 00
FAX: 33 (0) 1 34 43 30 01
E-mail: darmon@essec.fr

Supply Chain and Channel Management across Cultures**Jill Attaway**

Illinois State University
Campus Box 5590
College of Business
Normal, IL 61790-5590
Phone: (309) 438-2935
FAX: (309) 438-5510
Email: jsattaw@ilstu.edu

Christina Chung

Ramapo College of New Jersey
Office: ASB-011 / Ext. 7310
505 Ramapo Valley Rd.
Mahwah NJ, 07430
Phone: (201) 684 - 7310
FAX: (201) 684 - 7651
E-mail: cchung1@ramapo.edu

Cross-cultural Integrated Marketing Communications**L. Wakiuru Wamwara-Mbuga**

Wright State University
Raj Soin College of Business and Economics
Department of Marketing and International Business
3640 Colonel Glenn Hwy., Dayton, OH 45435-0001
Phone: (937) 775-4579
FAX: (937) 775-3952
E-mail: lwamwara@wright.edu

Aysen Bakir

Illinois State University
Department of Marketing
Campus Box 5590
College of Business
Normal, IL 61790-5590
Phone: (309) 438-3816
FAX: (309) 438-3508
Email: abakir2@ilstu.edu

Harriette Bettis-Outland

University of West Florida
College of Business
Marketing & Economics Department
11000 University Parkway
Pensacola, FL 32514
Phone: (850) 474-2723
Email: hbettisoutland@uwf.edu

Pricing Strategies across Cultures**Sarah Maxwell**

Department of Marketing
Fordham University
113 West 60th Street
New York, NY 10023
Phone: (212) 636-6210
FAX: (212) 765-5573
E-mail: smaxwell@fordham.edu

Lynn R. Kahle

University of Oregon
1208 Lundquist College of Business
Phone: (541) 346-3373
FAX: (541) 346-2537
Email: lkahle@uoregon.edu

Culture, Retailing and Shopping Value**Christine Gonzalez**

Laboratoire d'Economie et Management de Nantes Atlantique
IEMN/IAE de Nantes Université de Nantes Bâtiment "Petit Port"
Chemin de la Censive du Tertre
BP 62232
44322 Nantes Cedex 3, France
Phone: (33) 2 40 14 17 48 / (33) 2 40 17 81 10
Fax: (33) 2 40 14 17 49 / (33) 2 40 17 81 62
Email: Christine.Gonzalez@univ-nantes.fr

Tará Burnthorne Lopez

Southeastern Louisiana University
College of Business
Department of Marketing
P.O. Box 10844
Hammond, Louisiana 70402
Phone: (985) 549-3096
Fax: (985) 549-5010
Email: tara.lopez@selu.edu

Product and Brand Management across Cultures**Roy Toffoli**

École des sciences de la gestion
Département stratégie des affaires
Université du Québec à Montréal
315, rue Sainte-Catherine Est, Bureau R-2665
Montréal (Québec) Canada, H2X 3X2
Phone: (51-4) 987-3000 poste 4248
FAX: (51-4) 987-0422
E-mail: toffoli.roy@uqam.ca

Mitch Griffin

Department of Marketing
Foster College of Business Administration
Bradley University
Peoria, IL 61625, USA
Phone: (309) 677-2287
FAX: (309) 677-3374
E-mail: mg@bradley.edu

Travel and Tourism Marketing**Jorge Zamora**

Department of Administration
University of Talca
Campus Lircay
Avda. Lircay s/n, Casilla 721
Talca, Chile
Phone: (56-71) 200-329
FAX: (56-71) 201-529
E-mail: jzamora@utalca.cl

Enrique Bigñé

University of Valencia
Marketing Professor
Departamento de Comercialización e Investigación de Mercados
Avda. De los Naranjos
s/n - 46022 Valencia (Spain)
Phone: (34 - 96) 386-4110
FAX: (34 - 96) 386-4224
E-mail: enrique.bigne@uv.es

Social and Not-for-profit Marketing**Minoo Farhangmehr**

Head of the Marketing and Strategic Management Group
University of Minho
Department of Management
School of Economics and Management
Gualtar Campus
4710-057 Braga
Portugal
Phone: (35-1) 253 - 604550
FAX: (35-1) 253 - 284729
E-mail: minoo@eeg.uminho.pt

Adrian Sargeant

Robert F Hartsook Professor of Fundraising
School of Public and Environmental Affairs
Indiana University
Indianapolis, IN 46202-3272
Phone: (317) 278-0488
FAX: (317) 274-7860
Email: asargean@iupui.edu

Marketing Education across Cultures**Gianfranco Walsh**

Chair of Marketing and Electronic Retailing
Institute for Management
University of Koblenz-Landau
Universitätsstrasse 1
56070 Koblenz
Germany
Phone: (49 - 261) 287-2852
FAX: (49 - 261) 287-2851
E-mail: walsh@uni-koblenz.de

Humberto (Bert) Valencia

Thunderbird School of Global Management
Vice President for Distance Learning, and Executive Director for Global MBA Programs
Phone: (1-602) 978-7169
FAX: (1-602) 978-7874
E-mail: bert.valencia@thunderbird.edu

Angela Paladino

Senior Lecturer/ CASPI* Research Fellow
The University of Melbourne VIC 3010
Department of Management and

Marketing
Level 4, Alan Gilbert Building
Australia
Phone: (61-3) 8344-1916
FAX: (61-3) 9348-1921
E-mail: a.paladino@unimelb.edu.au

Doctoral Colloquium Chair:**John B. Ford**

Old Dominion University
2117 Constant Hall
Norfolk, VA 23529
(757) 683-3587
jbford@odu.edu

Conference Local-Arrangements Chair:**Monika Marin**

Administrative Assistant
IESEG School of Management
Catholic University of Lille
3, Rue de la Digue
59000 Lille,
FRANCE
Phone : (33-320) 545-892
FAX : (33-320) 574-855
E-mail : m.marin@ieseg.fr

Proceedings Editor:

Leroy Robinson, Jr., University of Houston-Clear Lake
University of Houston – Clear Lake
School of Business
2700 Bay Area Boulevard
Houston, TX 77058
Phone: (281) 283-3209
E-mail: robinsonjr@uhcl.edu

Guidelines for Submitting Manuscripts and Special Session Proposals

All manuscripts and special session proposals are to be submitted by e-mail as attached "word.doc" files to the appropriate track chair (submission deadline: **November 15, 2009**). Manuscripts should follow the *Journal of the Academy of Marketing Science* style guidelines (found at <http://www.jams.org>). Papers should not exceed 20 pages in total length including all exhibits and references. On the cover, be sure to include the title of the paper, names and affiliations of each author and complete contact information for the corresponding author (surface mail address, e-mail address, fax, and phone number). **Important Note: It is against AMS Policy to submit the same abstract or special session proposal to multiple tracks.**

Manuscripts will be double blind reviewed. Please do not identify authors in the paper beyond the cover page. All authors of papers must be members in good standing of the Academy of Marketing Science at the time of the conference. Upon acceptance, the author(s) agree to: (a) release the copyright to the Academy of Marketing Science unless they choose to publish only an abstract; (b) return the manuscript or abstract in correct format in a timely fashion to the Proceedings Editor before **March 25, 2010**; and (c) have at least one author appear at the conference to present the paper. Any accepted manuscripts not presented at the conference will not be published in the AMS Proceedings.

It is ultimately the **author's responsibility** to ensure that any paper accepted for publication is provided to the Proceedings Editor and your track chair on time and in the proper format. If you have not received and official confirmation that an accepted paper is in production by January 19, 2010, you should contact the Proceedings Editor immediately. All manuscripts accepted for publication must be submitted to the Proceedings Editor electronically via email, formatted according to the *2010 AMS Cultural Perspectives in Marketing Conference Proceeding* style guidelines (which will be supplied to you upon acceptance), maintaining the established page limits. Those accepted manuscripts exceeding publication page limits will be subject to a charge of 50USD per page or fraction thereof. An absolute maximum page limit will also be set.

Special session/panel proposals should be submitted by e-mail as attached "word.doc" files to the appropriate track chair. They should contain a 100-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. Special session/panel proposals will be reviewed, and those rated as highest quality and most in keeping with the conference theme will be accepted for presentation.

About Lille

A Gateway to Europe

Lille and its metropolitan area are the fourth agglomeration in France (after Paris, Marseille and Lyon) with a population of about 1.3 million people. It is the administrative centre of France's Nord-Pas-de-Calais Region. Lille has a superb and well-preserved historic centre with lots of monuments and museums. Lille is at the crossroads of 3 major European capitals: Paris, Brussels and London. It is also a strategic node in the high-speed train network (TGV) connecting Europe: Lille is only 1 hour away from Paris, 1 hour and 40 minutes from London, and 40 minutes from Brussels.

How to get to Lille for the 2010 AMS Cultural Perspectives in Marketing Conference**By train**

Lille is less than 60 minutes away by train from **three international airports:**

- **Paris Charles de Gaulle:** 50 minutes. Linked to Lille Stations by TGV train. <http://www.aeroportsdeparis.fr>
- **Brussels Zaventem:** 38 minutes. Linked to Lille by Bus/ Train service. <http://www.brusselsairport.be>
- **Brussels South (Charleroi) airport**

Situated just 400 meters from one another, Lille's two train stations are located in the city centre and are served by both the metro and the tram.

Lille Flandres Station: Regional trains and direct TGV service to Paris
Lille Europe Station: Eurostar service to London and Brussels, direct TGV service to Charles De Gaulle Airport, Paris and all major French cities.

Travelling from Lille to major European cities:

- **Brussels:** 38 minutes, 14 TGV and Eurostar trains a day
- **Paris:** 1 hour, 26 direct TGVs a day
- **London:** 1 hour 40 minutes direct by EUROSTAR

For more information:

SNCF trains and TGVs, please visit <http://www.sncf.fr/indexe.htm>
SNCB (Belgian trains), please visit <http://www.b-rail.be/main/E/index.php>
EUROSTAR, please visit <http://www.eurostar.com/>

By car

Six motorways lead to Lille:
A1 from Paris (220 km)
A22 / E17 from Gand (75 km), Antwerp (125 km) and Amsterdam (290 km)
A23 from Valenciennes (53 km)
A25 from Dunkerque (80 km) and the A26 from Calais (110 km)
A27 / E42 from Brussels (110 km)
If you come from Paris (Motorway A1), from Gand (A22) or from Brussels (A 27) take the ring motorway, direction Dunkerque. Take exit 4;
If you come from Dunkerque / Calais (Channel Ports), you'll be on the A25, take the exit number 5.

THOUGHTS AND COMMENTS

The views expressed in the *THOUGHTS AND COMMENTS* column are those of respective contributors only and do not represent any official views of the Academy of Marketing Science. The Academy of Marketing Science reserves the right to reject any materials submitted for publication consideration in *AMS Quarterly*.



Reflections on Marketing in MMOGs

Recently, three of us took the occasion to reflect on the marketing opportunities that might exist within Massively Multiplayer Online Games or MMOGs for short (Zackariasson et al, 2008). That situation is conceptually fascinating because it conceivably permits one to market to individuals as they might want to be. Put another way, all MMOG interactions take place in a 3D graphical world that in some ways is a copy of the physical world. Using an Internet connection, this virtual world is accessible online at all times and players enter this world through an avatar, an interactive, social representative of themselves (cf. Meadows, 2008, 109). Thus, the opportunity exists to extend oneself in virtual space to become physically and socially active in a contrived environment in which sight and hearing senses are operative – a situation in which marketing could be operative.

Some clarification of this topic is clearly in order. First, there are, in general, two types of virtual worlds (Zackariasson, 2007): *detention* worlds and *extension* worlds. Depending on virtual world type, different possibilities, as well as expectations, are created for participants. Detention worlds are produced to enclose the participant in a virtual world that is separated from the physical world. These situations are commonly considered games, called Massively Multiplayer Online Games (MMOG), or Massively Multiplayer Online Role-Playing Games (MMORPG). Extension worlds, on the other hand, are developed to extend the physical world into virtual worlds. These worlds are mostly referred to as Massively Multiplayer Online (MMO). MMOs open up Real-Money Trade (RMT) where physical currency can be used for buying virtual goods and real companies can establish themselves in these worlds. Intrusion of the physical world into detention worlds, on the other hand, tends to be discouraged by developers as it detracts from player immersion into these virtual worlds. Attempts to market in extension worlds are relatively well known but, with the exception of some black market practices, excursions into detention worlds are relatively undeveloped.

Second, we are not talking about marketing the games themselves, or even items within the games. We are contemplating the possibilities of marketing *through* the games. That is, we see these games as another opportunity to reach the individuals who participate in them. This opportunity clearly is interesting because gamers tend to be part of generation Y. Although the demographics of gamers are spreading (ESA, 2008), generation Y remains

a prime component of gamers; the opportunity to access that Y generation in particular remains important albeit difficult (Austin, 2009).

We approached this problem by thinking about the segmentation method appropriate for analyzing the opportunity. It is well known that one has to go beyond demographics to understand the buying behavior of consumers (cf. Kotler, 2000, 160-189, esp. 168-170). One of the early successes in associating buying behavior with non-demographic factors was the SRI VALS study. Put another way, individuals may display different lifestyles, and thus buying behavior, regardless of age, social class and/or occupation. In VALS 2 (2007), segments are defined that incorporate both lifestyle and purchasing capacity, which suggests buying tendencies. It was our feeling that this lifestyle – purchasing behavior would be reflected in the motivations for game playing and the self image being constructed in individual avatars. Implicit in this approach is the assumption that there is some direct connection between an individual's activities in a virtual world with the same in the physical world. Consequently, from some stimulation in the virtual world, there are purchasing possibilities in the physical world.

The approach for providing the basic lifestyle segmentation step for virtual detention worlds comes from Yee (2007). He addressed the question, "What do people want out of a game?" His work suggested that individuals were basically interested in achievement status, social interactions, or immersion in situations such as discovery or role-playing. Further, we surmised, because there is an identity construction through avatars, fundamental construction of identities also relate to the needs being met. In this regard, there appears nothing more fundamental in understanding identity construction than Mead's (1934) symbolic distinction between the "me" and the "I" in identity development. In other words, regardless of being physical or virtual, the self is both social and dynamic, and the "me" term is the socialized aspect of the person. It is an aspect of identity that is learned in interaction with others and more generally with the environment. The "I" term, on the other hand, is the active, dynamic aspect of the person. This identity acts creatively and response to it is capable of altering its community or society.

Once one has a model for segmentation, then one might contemplate relevant products or services that might be promoted through MMOGs. Rather interestingly, a number of services come to mind. For instance, fitness facilities, support groups and travel agencies could find suitable outlets in MMOGs when I and me considerations are cross-tabbed versus achievement, social and immersion situations.

Actual implementation, however, is speculative and thus moot at this time. As opposed to extension worlds where developers invite entrepreneurs in to the point of allowing business schools to set up simulations in them (Di Meglio, 2008), detention developers closely control content and activities. Thus, it would require cooperation with these developers to insert marketing content into a MMOG. We would guess, however, that any successful campaign would be basically

activity oriented and directed toward avatars.

In this changing world who knows what the future will bring?

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- Peter Zackariasson**, Gothenburg Research Institute
Nils Wåhlin, Umeå School of Business
Timothy L. Wilson, Umeå School of Business
tim.wilson@usbe.umu.se



When Consumers Can't Know What They Should Want

In Gene Roddenberry's future vision in the "Star Trek" television series and movies, the peaceful exploring humans sometimes confronted the villainous Ferengi, a society of marketing-term-spouting avarice-driven businessmen traveling through space searching for profit by any means necessary. This mirrors many other forms of the modern U.S. popular culture in which business profits provide the motive for all sorts of murder and mayhem. Even contemporary comic book versions of Superman altered his arch-foe Lex Luthor from an insane scientist seeking world domination to a brilliant businessman, a *de facto* graduate of the Ferengi School of Business Ethics

who does not feel properly appreciated for his success.

As business people become the cultural villain, the marketing professionals' defense to these critics -- aside from knee-jerk assertions of "I'm not like that" -- hides behind the shield of marketing language that says profits depend on the satisfaction of consumer needs or wants. Unfortunately, this language can be misleading. Marketing trade associations and college textbooks often imply that by satisfying consumer needs and wants, "real" non-deceptive marketing is above reproach and positive. In turn, marketing practitioners and educators often say, "Because we are satisfying consumers, ethical questions are not a problem for us."

Where the fictional Ferengi made no apologies for being dishonest, real marketing efforts are also criticized when honest firms maximize profits from products that groups of non-customers would like to make illegal (if they could). Cigarettes, pornography or guns are legal, but the marketing explanation of "providing a service that people want" unfortunately sounds the same as a drug dealer or the Prohibition-era gangster, Al Capone. In the "Godfather" movie and book, aside from the murders and offers that can't be refused, the fictional organized crime figure considered himself the honorable head of a family business that served consumer needs for gambling or paid sex.

Yet even honest marketing for everyday products is targeted by social critics as the alleged cause for all sorts of social ills. Marketing can't create needs or manipulate consumers, but it is too simplistic to ignore these critics asserting their concerns as resulting from ignorance or paranoia.

Audiences laugh when a popular television comedy father tries to eat all sorts of unhealthy foods while chastised by his wife of children. And yet in reality, many people are now grossly overweight, they eat unhealthy foods and they want to believe that simply popping a pill can alter their anatomy. Years ago, a doctor told my friend's father to follow a special diet or die; when he frequently cheated on the directions, the doctor's warning held true within a year. Marketing alone does not create these problems, since the unhealthy choices taste good.

The greater and unasked ethical issue is that many people can't tell what they should want, such that marketing segmentation decisions aimed at maximum profit often sells undesirable options to the consumers' detriment.

~ **Herbert Jack Rotfeld**
 Auburn University
rotfehj@auburn.edu



Honoring Scholars Who Contributed to the Marketing Discipline: Remembering Dr. Stanley Hollander

It was early spring of 1958 when Dr. Tom Staudt, the head of the marketing department, came to our doctoral seminar class. He was very excited and announced that Dr. Stanley Hollander was joining Michigan State University's Marketing Department. The department was already considered as one of the very best in the world. Dr. Staudt stated that the department's retailing and marketing decision making areas will be particularly strengthened with Dr. Hollander joining the group. Dr. Hollander was attracted to the Michigan State group because of the department's youth, ambition, and reputation.

Two weeks later, Dr. Hollander was scheduled to start teaching. We, the doctoral candidates, were waiting quite anxiously. On his first day, Dr. Hollander came to the class a little late and stated that he lost track of the time. In that particular class, much heated discussion ensued. Among others in that group were Don Bowersox and Bud Lalande who subsequently became very well known in marketing circles. Dr. Hollander's subtle ways of starting heated discussions took the doctoral seminar to great heights which benefited the thinking and reasoning of the seminar attendees.

Dr. Hollander was known to be in the library at very early hours of the day where he worked until about noon. He was also known for being short tempered and not wanting to be disturbed during that morning time. He took his library time very seriously. In the afternoons he was much more relaxed and talkative. I learned soon enough not to bother him in the mornings. However, when he agreed to be my dissertation chair and I had to discuss a few things in the mornings, he was rather cross with me. After a few episodes, I gathered enough courage to say "Dr. Hollander, just because your chair, Dr. Reavis Cox, gave you a difficult time does not mean I must have a difficult time with my chair." I noticed a little smile on his face and after that day, he was extremely kind to me.

About a year and a half later when I approached Dr. Hollander with a dissertation topic, I remember very clearly him saying "Mr. Samli, I don't go for romantic topics, just develop a dissertation that will have a good theory and meaningful application possibilities." He always thought the practical implications of theories and powerful outreach of generalizations are extremely important and we, the academic types, must be especially good in connecting theory and practice.

I was Stanley Hollander's first Ph.D. candidate. Neither of us had much experience in dissertation research. He asked me to submit the first chapter. After many drafts neither he nor I liked what was written. That summer and the fall he was visiting Berkeley as a visiting distinguished professor. I remember buying an old table from the Salvation Army and working on my dissertation while he was absent. Although my first chapter was not approved, I spent the rest of the summer of 1961 working on the first draft of the dissertation. However, I made a huge mistake in sending Dr. Hollander a copy of the draft. He was very angry with me and sent a short letter saying something like "how dare

you send me this material... we have not agreed on the first chapter yet. Perhaps you should look for another advisor." This was devastating to me, especially since I was on my way to Sacramento for my first job as an assistant professor. However, something remarkable happened on the way to Sacramento. Now that I had the first draft of the dissertation finished, I knew exactly what should go into the first chapter. I constructed the first chapter totally differently, and was rather happy with it. I did send him a copy of a totally re-written first chapter. A few weeks later, at about 7:00 o'clock in the morning I received a phone call from Dr. Hollander. He said something like "Josh, this is terrific. Come to Berkeley and we will talk." I took a few trips to Berkeley that fall from Sacramento and officially submitted my dissertation around June of 1962. It was a few weeks later I heard from him again. On the phone he said, "Dr. Samli, I presume." Many months of hard work had paid off. Looking back I learned a few important things from him. They included:

- Make sure you are totally satisfied with the work you are submitting. He was truly a perfectionist. He looked at the whole rather than minor details.
- Make sure that you have a thorough research effort that is fairly presented in the work. He advocated good research to be employed but also expanded to take the thinking to new heights.
- Think of the implications of your position in the work you submitted and how far these positions would apply to the realities of the prevailing markets.
- Consider carefully the characteristics of the research done. Will it formulate your decisions rather than the other way around? In other words, he believed in pro-active orientations and making a dent in the practice with the proposed theory.

Many years later I found out that my dissertation was shown to new Ph.D. candidates as what can be done as a dissertation. It was through Dr. Hollander's guidance and high standards that had made this situation possible.

Those are a few of the jewels of wisdom that I have taken from Professor Stanley Hollander. I certainly hope that I relate those values to my students who work with me. My friendship with Dr. Hollander continued throughout the remainder of his life. We talked about marketing at least once a month for many years. I am sure that he instilled similar values into his dozens of Ph.D.s who came after me. He guided constructive and fruitful lives of many professors who worked originally under him and wrote their dissertations under his meticulous guidance.

I have dedicated three of my books to him. That was the least I could do to display my gratitude. Perhaps one of the most remarkable characteristics of Stan Hollander was that there was no difference in his attitude towards what he was doing and towards the marketing discipline in general. The two were always connected. His enthusiasm had never changed towards his professional activities over the forty five years I have known him. He was always excited and positive about his projects and about the marketing discipline in particular. He was a scholar par excellence. I miss him now and I will miss him for the rest of my life. It was totally great to be mentored by such a distinguished scholar.

~ A. Coskun "Josh" Samli
University of North Florida
jsamli@unf.edu

IN THE NEWS

Lyn S. Amine, recently retired from Saint Louis University as Professor Emerita of Marketing and International Business, has joined the field of distance education and is teaching an MBA course in the Global Business Environment for the University of Maryland University College. This is an asynchronous course delivered to a cohort of students around the world. In addition, from January to April 2009 Lyn will be visiting Sultan Qaboos University in Oman, where she will be teaching MBA courses in Marketing. Lyn can be reached at aminels@slu.edu.

Jean-Charles Chebat (HEC-Montreal) received his 12th Best Paper Award for his paper titled "*Idiocentrism versus allocentrism: Cross-Cultural Differences in Consumer Revenge Behavior*" along with his co-authors Haithem Zourrig and Roy Toffoli, respectively doctoral student and professor of marketing (UQAM). This is the second time in a row these three researchers earned the BPA at the Conference of the American Society of Business and Behavioral Sciences. This BPA is the 12th received by Jean-Charles Chebat in his career.

Maxime Jean-claude Hounyovi has been named Assistant Professor at Faculté des Sciences Economiques et de Gestion (FASEG), University of Abomey-Calavi, Cotonou, Bénin.

Lester W. Johnson from the Melbourne Business School at the University of Melbourne has been appointed as the Editor of the *Australasian Marketing Journal* commencing January 1, 2009. The Journal is the official journal of the Australian & New Zealand Marketing Academy (ANZMAC). The journal is now being published by Elsevier. New Associate Editors are **Simon Bell** from the University of Melbourne and **Janet McColl-Kennedy** from the University of Queensland.

Yuping Liu, Associate Professor of Marketing at Old Dominion University, was named the Haislip-Rorrer Faculty Research Fellow. The Haislip-Rorrer Fellowship was established to recognize the outstanding research contribution of faculty members. It is funded by endowments from ODU Alumni Wallace

G. and Linda Rorrer Haislip. Dr. Liu conducts research at the intersection of marketing, technology, and consumer psychology. Her main research areas include Internet marketing, loyalty programs, and customer relationship management. Dr. Liu's publications have appeared in *Journal of Marketing*, *Journal of Advertising*, *Journal of Advertising Research*, and *Business Horizons*, among others. More information about Dr. Liu's research can be found on her website at <http://www.yupingliu.com>.

The College of Business Administration at the University of Nebraska at Omaha is pleased to announce a new facility. Mammel Hall, named for lead donors **Carl and Joyce Mammel**, will be the first LEED-certified building on the UNO campus. The 120,000 square-foot building features an atrium, numerous spaces for technology-assisted student teamwork, and state-of-the-art laboratories for investment and collaboration sciences, innovation and entrepreneurship, accounting, statistics and computing. The facility offers dedicated space for executive education and professional development, and the Nebraska Business Development Center classrooms and offices. Mammel Hall opens Fall 2010. More information and the latest photos from the construction-cam are at <http://cba.unomaha.edu>.

The World Advertising Research Center, publisher of the *International Journal of Advertising*, announces the appointment of **Charles R. ("Ray") Taylor** of Villanova University. Professor Taylor will serve a three-year term starting immediately. Commenting on Professor Taylor's appointment, WARC's Publishing Director **Matthew Coombs** said: "IJA's increased profile and impact in recent years is a testament to Professor West's leadership, and we are immensely grateful for his contribution. In Professor Taylor we have found a successor of the highest caliber with the experience and vision to build on the recent momentum and firmly establish the journal as an outlet for advertising research of the highest quality. WARC is delighted that the journal will be passing into such capable hands."

DO YOU HAVE
"IN THE NEWS"
ITEMS TO REPORT?
Send your news to
Theresa Flaherty
at flahertb@jmu.edu
for inclusion.

SCHOLARSHIP AND RESEARCH

Global Perspectives in Cross-Cultural and Cross-National Consumer Research In the 21st Century

Call for Papers: Special Issue, *The Journal of International Consumer Marketing*

Deadline: **April 31, 2009**

Guest Co-Editors: **Ajay K. Manrai**, University of Delaware and **Lalita A. Manrai**, University of Delaware

The Journal of International Consumer Marketing, JICM invites manuscripts for publication consideration in a special issue of the journal on the above subject. The objective of the special issue is to present state-of-the-art research in the field of cross-cultural and cross-national consumer research. A wide range of consumer behavior domains will be covered along with the explanatory variables and processes underlying these domains. Some possible research topics for the special issue include (but are not restricted to) the following:

- Cross-cultural and cross-national studies investigating all aspects of purchase behavior, i.e., purchase quantity, frequency, timing etc.
- Cross-cultural and cross-national studies investigating all aspects of consumer decision making, i.e., information acquisition, product evaluation etc.
- Comparative studies of consumer satisfaction/dissatisfaction and post purchase behavior such as brand loyalty, brand switching, word-of-mouth etc. across two or more cultures and/or nations.
- Comparative studies of product positioning, advertising & promotion, pricing approaches, distribution systems etc. across two or more cultures and/or nations.
- Differences in cultural & social value systems, individual personality traits, beliefs, motivations etc. and implications of these differences for international/global marketing.
- Differences in cultural symbolism and perceptions of colors, numbers, shapes, words, objects, time etc. and implications of such differences for international/global marketing.
- Cross-cultural and cross-national studies of consumer behavior in response to other environmental issues and concerns, such as health and safety risks, atmospheric degradation, shortages of natural resources etc.
- Cross-cultural and cross-national studies of consumer behavior incorporating developments in information technology, global communication systems etc.

Please note that the research should have an international/global perspective, i.e., research based on sub-cultural samples drawn from within a country would not be considered for this special issue. Both theoretical and empirical papers are invited. All papers will be double blind - reviewed. The manuscripts should range from 20-25 doubled spaced typed pages (including tables, figures, references etc.) and should conform to the manuscript guidelines for *JICM*, which are available at <http://www.lerner.udel.edu/personnel/buad/list/manraia.html> (see Honors and Activities section). The submission deadline is **April 30, 2009**. Please submit an electronic version of your manuscript to:

Dr. Ajay K. Manrai and Dr. Lalita A. Manrai

Guest Co-Editors: Journal of International Consumer Marketing
Alfred Lerner College of Business and Economics, Dept. of Business Administration
University of Delaware, Newark, DE 19716-2710
Tel. (302)831-1770, Fax. (302)831-4196, E-mail: manraia@udel.edu



Globalization, Culture and Marketing Strategy

Call for Papers: *Royal Bank International Research Seminar*
Deadline: **May 31, 2009**

Send manuscripts to: **Michel Laroche**, Concordia University

The fifth meeting of the *Royal Bank International Research Seminar* will take place in beautiful Montreal at the John Molson School of Business, Concordia University, September 25 and 26, 2009. This seminar is co-sponsored by the Society for Marketing Advances and the *Journal of Business Research*. The main topic of this seminar is to explore the relationships among the concepts of *globalization, culture* and *marketing strategy*. The main objective of the seminar is to bring together international researchers from different disciplines interested in advancing knowledge on the influence of culture and culture change in the development of marketing strategies. The role of culture in the consumer decision-making process is an area in need of new developments, theories and knowledge in light of the trends toward global consumer markets and the rapid growth of existing and new products (e.g., goods and services) around the world.

Papers are sought in the following key areas of marketing strategy (the list is not exhaustive):

- Advancing the theory and managerial implications of the influence of culture on marketing strategy
- Understanding the global consumer, in particular acculturation toward the global consumer culture
- Cross-cultural methodological issues in a marketing context
- Development of invariant scales in culture and marketing
- Service expectations, service experience and delivery perceptions across cultures
- Acculturation and ethnic identity influences on marketing strategies
- Product quality perceptions across cultures
- Customer satisfaction across cultures
- Relationship marketing across cultures
- Pricing issues in a multicultural environment
- Communication and image of products in cross-cultural contexts
- Salesforce issues in multicultural retail settings
- Branding issues in cross-cultural and global settings
- Cultural influences in accessing, interacting, experimenting and participating in a service
- Matching service designs, processes and client participation in diverse cultural contexts
- Product innovations, e-marketing and diffusion processes in different cultural contexts
- Internet consumer/customer behavior in different cultures
- Successes and/or failures in overcoming cultural resistance to superior service delivery
- Organizational dynamics (intra-firm culture) of service innovation, design, processes and delivery

Papers should be less than 30 double-space pages in length, with 1" margins and 12 pt fonts, and follow the guidelines of the *Journal of Business Research*. Electronic submissions are required. All papers will be subject to a double blind peer review procedure. The best papers of the *Royal Bank International Research Seminar* will be considered for publication in a *Special issue on Globalization, Culture and Marketing Strategy* in the *Journal of Business Research*.

The deadline for submissions is **May 31, 2009**

Please send your submissions (or any inquiry) by email to:

Dr. Michel Laroche, FRSC
Royal Bank Distinguished Professor of Marketing
John Molson School of Business
Concordia University
Tel: 514-848-2424 ext. 2942, Fax: 514-848-4576
Email: laroche@jmsb.concordia.ca

Sustainable Management and Marketing

Call for Papers: *The Australian and New Zealand Marketing Academy*

Deadline: **June 26, 2009**

Conference Co-Chairs: **Mike Ewing** and **Felix Mavondo**

The Australian and New Zealand Marketing Academy (ANZMAC) 2009 Conference Committee invites submission of competitive papers and posters for the 2009 Conference. The conference theme addresses a critical issue facing educators and the wider community: *'Sustainable Management and Marketing'*.

The conference will be held at the Crown Promenade Hotel in the vibrant Melbourne Southbank precinct commencing on Monday 30 November 2009. The conference will be preceded by a doctoral colloquium (Saturday 28 – Sunday 29 November 2009).

An added benefit this year is that delegates travelling to Melbourne can attend 2 conferences back to back. This year's ANZMAC conference will be followed by the ANZAM (Australian and New Zealand Academy of Management) conference. The collaboration of these primary professional bodies for marketing and management educators, researchers, students and practitioners in Australia and New Zealand will see two similarly themed conferences run with 1 common overlapping day. Separate papers may be submitted to either conference (not the same paper to both), and a fee structure has been established to accommodate those wishing to attend some or all of both conferences.

Joint Keynote speaker will be Professor **Tim Flannery**, internationally acclaimed writer, scientist, explorer and 2007 Australian of the Year. A joint reception will be held at the National Gallery of Victoria (NGV) International.

Details regarding conference dates, accommodation and fees are available on our conference website www.anzmac2009.org.

Paper submissions are due by no later than **Friday 26 June 2009** (5-pages).

ANZMAC 2009 offers well established tracks as well as a number

of new tracks (see website) for paper submission. Competitive papers must be submitted for review in one (1) track only.

All competitive papers will be subjected to a double-blind peer review process and all papers and poster abstracts accepted for presentation will be published in the Conference Proceedings. These proceedings will be provided to all conference delegates, and will have an ISBN.

A regular feature of ANZMAC Conferences is the doctoral colloquium – this year is no different. Your hosts Professor **Harmen Oppewal** and Dr **Yelena Tsarenko** have arranged a program to suit students at the very beginning of their studies and for those near completion.

For further information regarding the conference and/or doctoral colloquium please, visit our website at www.anzmac2009.org.

For information regarding paper submission contact the Review Chair at reviewchair@anzmac2009.org.

We look forward to welcoming you to Melbourne and ANZMAC 2009.



Marketing in Emerging Markets

Call for Papers: Special Issue, *International Journal of Business and Emerging Markets (IJBEM)*
Deadline: **June 29, 2009**

Guest Editors: **John Branch**, University of Michigan, **Maja Martinovic**, Zagreb School of Economics and Management, and **Michael Metzger**, INCAE Business School, Costa Rica

Recently, there have been increasingly louder calls for more research in emerging markets, in order to both advance the discipline of marketing and ensure its managerial relevance. Indeed, emerging markets are fundamentally different from the industrialised nations in which scientific research has traditionally been conducted, calling into question, therefore, marketing's conceptual and theoretical foundations. The growing importance of emerging markets in the world economy suggests that understanding the practice of marketing in emerging markets is critical to an organisation's success. The focus of this special issue, therefore, is on marketing in emerging markets. More specifically, it aims to explore both the scientific discipline and practice of marketing, in the context of emerging markets. The guest editors welcome:

1. conceptual, theoretical, critical, and managerial submissions;
2. both quantitative and qualitative methods; and
3. all research approaches, including experiments, empirical work, cases, and interpretive studies.

Suitable topics include, but are not limited to:

- Consumer research tools and techniques in emerging markets
- Buyer behaviour in emerging markets
- Distribution channel innovations in emerging markets
- Communication and promotional strategies in emerging markets
- Consumer education and consumer rights in emerging markets
- Social marketing and ethical dilemmas in emerging markets
- Counterfeiting and intellectual property rights
- New product development in emerging markets
- Internet marketing in emerging markets

Important Dates:

Submission: 26 June, 2009
Notification: 25 September, 2009
First Revision: 27 November, 2009
Final Revision: 29 January, 2010

For more information:

<http://www.inderscience.com/browse/callpaper.php?callID=1101>



Chief Marketing Officer Journal Issues Call for Papers

The Chief Marketing Officer Institute recently announced a call for papers for its second volume of the *Chief Marketing Officer Journal*. Scholars and non-academic specialists who have been researching issues related to executive leadership in the field of marketing are invited to submit their work for review. Submissions will be accepted online at www.ChiefMarketingOfficer.com through **August 7, 2009**.

Despite the uniqueness of the role played by the Chief Marketing Officer in terms of both organizational impact and complexity of leadership challenge, researchers are only beginning to lend insight into this increasingly important position, leaving practitioners to their own devices. To help fill this void, The Chief Marketing Officer Institute has created the CMO Journal to accelerate the pace of research and theory development, research interpretation and reviews, and critical discussion concerning all aspects of executive leadership within the marketing discipline. Submissions can be related, but are not restricted, to the following issues:

- Firm-to-firm variances in CMO responsibilities and/or expectations
- The financial impact of CMO performance

- CMOs and intra-organizational influence
- The challenges of sales and marketing integration
- CMO-to-CEO succession
- Developmental requirements for CMO success
- Anticipatory theories on the future of the Chief Marketing Officer role

All relevant papers that further the understanding of the role and leadership challenges of the chief marketing officer will be considered for publication. Each submission will undergo one or more blind reviews and selected for inclusion in the journal based on the importance of their contribution to marketing discipline, clarity, and suitability. Only complete submissions will be considered. The CMO Institute is anticipating publication of Volume II of the CMO Journal in spring 2010.

About the Chief Marketing Officer Institute

Headquartered in Atlanta, The Chief Marketing Officer Institute is an industry association dedicated to serving as the premier resource for researchers and practitioners interested in the role and leadership challenges facing the CMO and other marketing executives. To learn more about The CMO Institute, or to access its online research library, please visit www.ChiefMarketingOfficer.com



Cross-Media and Cross-Tool Effects

Call for Papers: Special issue, *Journal of Marketing Communications*
Deadline: **September 1, 2009**
Publication Scheduled for 2010

Guest Editors: **Peter C. Neijens**, University of Amsterdam and **Patrick De Pelsmacker**, University of Antwerp

Almost all communication campaigns make use of more than one medium and tool. Advertising campaigns make use of different (mass) media, and communication campaigns make use of different tools, such as advertising, brand activation, sponsorship, direct marketing, Internet marketing etc. In these *cross-media* or *cross-tools* campaigns, marketers seek to maximize the effectiveness of their budgets by exploiting the unique strengths of each medium and tool and by maximizing cross-media consistency and synergies. As Erwin Ephron stated: "Old media planning was about picking individual media. New media planning is about picking combinations of media (and permutations of media, where sequence of exposure is important)." Scientists and the advertising industry are increasingly interested in the effectiveness of cross-media and cross-tool communications. Crucial questions are how different media and tools contribute to different types of cross-media effects, under what conditions, and which psychological processes account for these effects.

To advance our knowledge on these issues, we invite authors to submit their manuscripts for a special issue of the *Journal of Marketing Communications*.

Topics may include – but are not limited to - theories and studies of:

- different types of effects, such as target group extension, complementary effects, synergy effects, and repetition effects,
- effects of different combinations of media and tools,
- effects of different media and tools sequences,
- product, brand, market and individual factors that influence cross-media and –tools effects,
- processes that underlie cross-media and cross-tools effects, such as forward and backward priming, competitive interference and meltdown effects, clutter, encoding variability, and credibility principle,
- measurement issues: how to measure cross-media and –tools effects and processes, and how to collect cross-media and –tools data for media and communications planning.

Submissions to the special issue should be original contributions and should not be under consideration for any other publication at the same time. As a guide, articles should be between 4000 and 6000 words in length. The abstract should be comprehensible without reference to the text and should not exceed 200 words. Manuscripts should be sent electronically (in Microsoft Word format) to the guest editors before **1st September 2009**. The format of the manuscripts must follow *Journal of Marketing Communications* guidelines. For the Author guidelines please visit <http://www.tandf.co.uk/journals/titles/13527266.asp>. All questions regarding the suitability of manuscripts should be sent to the guest editors.

Guest Editors

Prof. dr. Peter C. Neijens
University of Amsterdam
The Amsterdam School of Communications Research ASCoR
Kloveniersburgwal 48, 1012 CX
Amsterdam, The Netherlands
Tel.: 31 (0) 20 525 3998, fax: 31 20 525 3681
Email: p.c.neijens@uva.nl

Prof. dr. Patrick De Pelsmacker
University of Antwerp
Department of Marketing
Prinsstraat 13, BE-2000 Antwerpen, Belgium
Tel.: 32 (3) 275 50 46, fax: 32 (3) 275 50 81
Email: patrick.depelsmacker@ua.ac.be

Franchising and Retailing

Call for Papers: Special issue,
Journal of Retailing
Deadline: **September 30, 2009**

Special Issue Co-Editors: **Rajiv P. Dant**, University of Oklahoma, **Marko Grünhagen**, Eastern Illinois University, and **Josef Windsperger**, University of Vienna

Franchising is the world's fastest growing form of retailing. The *Journal of Retailing* is proud to announce a Special Issue focused on the broad-based theme of franchising in retail settings. In this issue, we hope to feature multidisciplinary franchising research so long as the authors can relate the manuscript to the context of retailing. Manuscripts that significantly advance the boundaries of our current knowledge of franchising, in both single-country and multi-cultural settings, are equally encouraged. The Special Issue is seeking submissions that provide new insights into franchising as a vehicle to deliver value to all retail aspects of a franchise system in the broader sense, such as retail customers, franchisees, or the broader franchisee-franchisor relationship. Topics for this Special Issue could include (but are not limited to):

- Examination of relationships critical to the retailer-franchisee beyond the common fast-food setting
- The role of franchising in shattering the glass ceilings for women and minorities
- Plural forms theory of franchising
- Cross cultural examination of the ownership redirection thesis
- Consumer research perspectives on franchise service delivery
- Incorporating personality variables into traditionally B2B oriented franchising research
- Reexamination of franchising research topics using longitudinal data
- Investigation of consolidation pressures and downsizing effects in franchise systems
- Integration and synthesis of traditional franchise theories in retail settings
- Cross cultural examination of theoretical frameworks commonly used in explaining the franchising phenomenon in the North American context (e.g., agency theory, resource dependence theory, signaling theory, transaction cost analysis, property rights theory, etc.)
- Cross country examination of the legal aspects of franchising and its impact on the evolution of franchising
- Research into the evolution and outcomes of franchise contracts and their impact on the governance of retail franchise systems

Papers should be submitted to the *Journal of Retailing* by **September 30, 2009**, with a cover letter indicating that the paper is intended for the

Special Issue. See <http://ees.elsevier.com/retail/> for details of submission guidelines. However, submit the manuscript to the co-editors via email. Do **not** use the electronic submission process of the Journal.

Special Issue Co-Editors:

Professor Rajiv P. Dant
University of Oklahoma
Price College of Business
307 West Books
Norman, OK 73019-4001
USA
Phone: +1-405-325-4675
rdant@ou.edu

Professor Marko Grünhagen
Eastern Illinois University
Lumpkin College of Business and Applied Sciences
4012 Lumpkin Hall
Charleston, IL 61920
USA
Phone: +1-217-581-6906
mgrunhagen@eiu.edu

Professor Josef Windsperger
University of Vienna
Center for Business Studies
Bruenner Str. 72
1210 Vienna
AUSTRIA
Phone: +431-4277-38180
Josef.windsperger@univie.ac.at



The Role of Affect in Personal Selling and Sales Management

Call for Papers: Special issue,
Journal of Personal Selling and Sales Management
Deadline: **September 30, 2009**

Special Issue Editor: **Sunil Erevelles**, University of North Carolina

There has been rapid growth in the study of the role of affect in marketing over the past two decades. This growth has been fueled by the realization that cognitive models, by themselves, have been inadequate for understanding many marketing phenomena. An area in marketing where the potential for a more comprehensive understanding, through the study of affect, is considerable is "personal selling and sales management." Virtually all aspects of personal selling and sales management inherently have an affective element. Yet, challenges in the observation, identification, measurement and classification of affective processes and outcomes in personal selling and sales management may have hindered expansion of the body of research in the area. In addition, critical intervening affective processes in personal selling and sales management may not have sufficiently been studied thus far.

Manuscripts are invited for a special issue on "The Role of Affect in Personal Selling and Sales Management." All research approaches and methodologies are

welcome. Innovative methodological approaches are especially encouraged. Papers should be both theoretically well grounded and managerially relevant. Possible topics include, but are not limited to:

- Affective determinants of selling effectiveness
- Affective incentives and motivation in sales management
- Anxiety and other negative emotions in personal selling
- Affective routes to salesperson cooperation
- The emotional intelligence of sales managers and salespeople
- The role of affect during initial and subsequent sales encounters
- Affect and the sales manager-salesperson dyad
- Emotional satisfaction and sales force turnover
- Affective versus cognitive selling approaches
- The role of affect in selling to novice versus expert buyers

Submission Information: The manuscript submission deadline is **November 30, 2009**. Papers will be reviewed in accordance with JPSSM guidelines. See http://jpssm.org/submsinf/initial_submission.htm for further details. Papers will be reviewed and decisions made in a timely manner as they are received. At least one author of the accepted manuscripts will be required to present his or her paper at a conference associated with the special issue. For further information, please feel free to contact the special issue editor.

Manuscripts can be submitted via email to: Sunil Erevelles, Special Issue Editor, serevell@uncc.edu, Department of Marketing, University of North Carolina, Charlotte Charlotte, NC 28223



AEMAK Seeking Future Collaboration

La Asociación Española de Marketing Académico y Profesional (AEMARK; the Spanish Association of Academic and Professional Marketing) is a non-profit organization of scholars and professionals with an interest in marketing research and education. Its primary objective is to promote, stimulate, and disseminate research and educational efforts.

The AEMARK provides a forum for the exchange of ideas among its members in two ways. First, it publishes an official journal *Revista Española de Investigación de Marketing* (REIM; Spanish Journal of Marketing Research) twice a year. This is one of the most highly ranked journals in Spanish-speaking management/economics periodicals. The AEMARK annual membership fees include its subscription. Second, it organizes an annual conference entitled *Encuentro de Profesores Universitarios de Marketing* (Marketing Educators' Meeting). This year, it was held in the University

of Las Palmas de Gran Canaria, and its spectacular landscape and organization attracted more than 300 participants.

We are currently seeking possible future collaboration with similar organizations from other countries. Our future agenda includes organizing seminars, workshops, and symposia, while accepting mutual, reciprocal, and cooperative relationships (conference fee discounts for the members, invited speakers, joint special issues, etc.).

The AEMARK Executive Board members are listed below, each of who takes a leading role in his or her functional area.

- President: Professor **José Luis Munuera Alemán** (University of Murcia)
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If you are interested in future collaboration in a specific area, please do not hesitate to contact: International Relations, **S. Okazaki**, at shintaro.okazaki@uam.es.



Editor *Journal of African Business (JAB)*

The International Academy of African Business and Development (IAABD) is inviting applications for the position of Editor, the *Journal of African Business (JAB)*, starting with Vol. 11, in March 2010. *JAB* is the premium journal of the IAABD and is published in collaboration with the Haworth Press, now part of Taylor and Francis.

The expected transition period will begin in September 2009.

Candidates should be established scholars in areas dealing with the challenges and opportunities related to African business, with a demonstrated record of leadership and administrative skills required to manage a leading journal. The ideal candidate will demonstrate institutional support for this position. The Editor of the JAB will serve for a period of three years, renewable once for an additional term of three years.

The Journal of African Business is the leading academic and professional journal that focuses on business and policy issues related to business decisions in and with African countries. The JAB features high-quality, cross-functional articles from academics, practitioners, and policy makers interested in African business. The journal publishes both empirical and conceptual papers, cutting-edge research, and actionable solutions to address problems of special interest to researchers, managers, government, and multilateral international agencies.

Founded in 1998, the IAABD is a premier organization whose mission is to seek constructive ways to harness

intellectual and entrepreneurial energy to bring about meaningful changes that will lead to the creation of wealth and employment for Africans in the new Millennium. With membership across the world, the IAABD has achieved success through the dedication of its members who share a common interest in fostering greater understanding of the challenges and opportunities of doing business in Africa.

Applicants should send a letter of interest, current C.V., three current letters of reference, and a statement of philosophy encompassing his or her role as Editor of JAB. Review of applications will begin on February 1, 2009, and continue until the position is filled.

Send applications to **Kofi Q. Dadzie**, Editor, Journal of African Business. Mailing address: Department of Marketing, Georgia State University, P.O. Box 3991, Atlanta, Ga. 30302-3991; (overnight courier: Robinson College of Business, 35 Broad Street, Atlanta, Ga. 30303); Office: 404-413-7661, Fax: 404-413-7699, and e-mail: jab@gsu.edu.

International Review on Public and Nonprofit Marketing

The International Review on Public and Nonprofit Marketing explores marketing topics from an interdisciplinary perspective and provides a forum for researchers interested in examining these issues from practical and theoretical viewpoints. It seeks to establish a common vocabulary with which to discuss methods, procedures, results and experiences in order to improve the exchange of ideas between participants of varied backgrounds. The International Review on Public and Nonprofit Marketing publishes articles and case reports as well as relevant doctoral thesis reviews and book reviews.

Abstracted/Indexed in: Cabell's, EBSCO. For more information please see: <http://www.springer.com/business/marketing/journal/12208>

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Brian Miller

**AMS Director of
Marketing and
Communications**

PO Box 3072

Ruston, LA 71272

(318) 257-2612

www.ams-web.org

ams@latech.edu

The Academy of Marketing Science is an organization comprised of both marketing practitioners and marketing knowledge. *The Journal of the Academy of Marketing Science*, published quarterly, offers a forum for fellows of the academy to publish both empirically and conceptually oriented marketing papers. The annual conference provides fellows of the academy an opportunity to exchange ideas, present research results, and interact with one another on matters of professional interest. Both academicians and marketing practitioners oriented toward the development of basic knowledge in marketing are cordially invited to inquire concerning affiliation with the academy. Corporate memberships are available and may be of special interest to firms with two or more marketers wanting to affiliate with the academy.

Academy Membership: Annual AMS Membership dues are \$90 (U.S. dollars) for members and \$60 (U.S.) for students. You may become a member by writing to:

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If you have not yet renewed your membership, we would like to take this opportunity to urge you to renew your AMS membership for the upcoming year and to remind you that your AMS membership offers you a unique set of benefits.

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2. Professional networking through the annual AMS conference, other conferences sponsored by the Academy, and through the membership directory. AMS conferences are known for a unique friendly and welcoming atmosphere. They are designed to offer interactive opportunities for sharing research and teaching ideas. AMS also recognizes outstanding teaching through its annual teaching excellence awards.
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If you would like to help recruit new members for AMS, please share the above information with faculty and doctoral students who are not currently members of the Academy. More detailed information about the Academy and membership forms are available at www.ams-web.org. THANKS FOR YOUR HELP!