

AMS LOGO

**2004
ACADEMY OF MARKETING SCIENCE
CULTURAL PERSPECTIVES IN
MARKETING CONFERENCE**

**Host Universities:
Universidad de las Américas – Puebla
Texas A&M University
Texas Christian University**

**Puebla, Mexico
September 22-24**

Welcome to the Academy of Marketing Science 2004 Annual Conference

Welcome to the 2004 Academy of Marketing Science Conference at the Hotel Fiesta Americana, Puebla, Mexico. This venue provides an outstanding backdrop for this year's conference theme of 'Shrinking the World by Enhancing Cultural Perspectives.' This theme emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of different cultures and cross-cultural business practices, as they affect both domestic and multinational marketing strategies. The 2004 AMS Cultural Perspectives on Marketing Conference offers outstanding opportunities for business leaders and academics to share their insights and learn from the research finding and experiences of others.

While you are at the conference begin making plans to attend AMS 2005 at the Westin Innisbrook Resort in Tampa, Florida. Jim Boles and Joe Hair have an outstanding program planned! We thank you all and we will see you in Florida in May, 2005!

2004 AMS Cultural Perspectives in Marketing Conference Organizers

Conference Chair

Professor Roberto Solano, UDLAP, Mexico

Conference Co-Chairs

Professor James Leigh, Texas A&M University, USA

Professor Richard Hise, Texas A&M University, USA

Lic. Veronica Cantu, UDLAP, Mexico

Professor Charles W. Lamb, Texas Christian University, USA

Track Chairs

Buyer-Consumer Behavior

Professor Lynn R. Kahle, University of Oregon, USA

Consumer Behavior Across Cultures

Professor Eduardo André Teixeira Ayrosa, Fundação Getúlio Vargas, Brazil

Cross-Cultural Direct Marketing and E-Commerce

Professor John Burnett, University of Denver, USA

Cross-Cultural Communication & Promotion

Dr. Rubén Rico, UCES University, Argentina

Global Marketing Strategy & Product Management

Professor Consuelo García de la Torre, Tecnológico de Monterrey, Mexico

Marketing of Services Across Cultures

Professor Raul Valdez Muñoz, Universidad de las Américas, Puebla, Mexico

Cross-Cultural Ethics and Social Responsibility

Professor Shannon Shipp, Texas Christian University, USA

Global Pricing Strategies

Professor Neil Herndon, USA

Entrepreneurship Within Different Cultures

Professor Michael Hyman, New Mexico State University, USA

Supply Chain and Channel Management in Multicultural Markets

Professor Michael McGinnis, Penn State New Kensington, USA

Hispanic, African and Asian American Issues

Professor Humberto (Bert) Valencia, Thunderbird University, USA

Cross-Cultural Research Methodology

Professor José Rojas- Méndez, Universidad de Talca, Chile

Miscellaneous

Professor Jill Attaway, Illinois State University, USA

Special Session

Professor Charles Lamb, Texas Christian University, USA2004

AMS OFFICERS

PRESIDENT

Charles W. Lamb, Texas Christian University, USA

EXECUTIVE VICE PRESIDENT/DIRECTOR

Harold W. Berkman, University of Miami, USA

PRESIDENT-ELECT

Barry J. Babin, The University of Southern Mississippi, USA

VICE PRESIDENT FOR PROGRAMS

Lou Pelton, University of North Texas

VICE PRESIDENT FOR PUBLICATIONS

Rajan Varadarajan, Texas A&M University, USA

VICE PRESIDENT OF MEMBERSHIP – NORTH AMERICA

John B. Ford, Old Dominion University, USA

VICE PRESIDENT FOR MEMBERSHIP – INTERNATIONAL

Ram Ramaseshan, Curtin University, Australia

VICE PRESIDENT FOR DEVELOPMENT

Anne L. Balazs, Mississippi University for Women, USA

SECRETARY-TREASURER

Greg W. Marshall, Rollins College, USA

IMMEDIATE PAST PRESIDENT

M. Joseph “Joe” Sirgy, Virginia Tech, USA

BOARD OF GOVERNORS

CHAIR

J. Thomas Mentzer, University of Tennessee, USA

MEMBERS

Jill S. Attaway, Illinois State University, USA

Julie Baker, Texas Christian University, USA

Leonard L. Berry, Texas A&M University, USA

S. Tamer Cavusgil, Michigan State University, USA

Michael R. Czinkota, Georgetown University, USA

O.C. Ferrell, Colorado State University, USA

A. Parasuraman, University of Miami, USA

Jagdish N. Sheth, Emory University, USA

Michael R. Solomon, Auburn University, USA

Rosann Spiro, Indiana University, USA

David Stewart, University of Southern California, USA

**2004 Academy of Marketing Science
Cultural Perspectives in Marketing Conference
Hotel Fiesta American**

September 22- 24

**WEDNESDAY, Sept. 22, 2004
Highlights**

**REGISTRATION
11:00A.M. – 4:00 P.M.
Lobby of Hotel Fiesta Americana**

**RECEPTION: 7:30 P.M.
ROOM: Lobby Bar of Hotel Fiesta Americana**

**WEDNESDAY, SEPT. 22 – CONCURRENT SESSIONS
4:00 PM- 5:30 PM**

**Session A.1 Global Marketing Strategy and Product
Management, Consumer Behavior Across Cultures.
Room: Nueva España**

Session Chair: James Leigh, Texas A&M University, USA

**Business Network Relationships in the Context of the Internet:
Does Organizational Culture Matters?**

Dagoberto Páramo Morales, Universidad de Norte, Colombia

Ethnomarketing, The Cultural Dimension of Marketing

Dagoberto Páramo Morales, Universidad de Norte Colombia,
Columbia

**Effects on Attitudes and Consumer Ethnocentrism en
Intentions to Buy Domestic vs Foreign Products in Croatia and
Bosnia-Herzegovina**

Tanja Kesic, University of Zagreb, Croatia

Ed D. Rajh, University of Zagreb, Croatia

Durdana Ozretic Dosen, University of Zagreb, Croatia

**Session A.2 Global Marketing Strategy, Product Management
and Consumer Behavior Across Cultures, Miscellaneous.**

Room: Conquistadores

Session Chair: Arminda Maria Finisterra do Paço, Universidad de
Beira Interior, Portugal

**The Influence of Demographic and Ease-of-Use Factors on M-
Commerce Adoption**

Morris Kalliny, University of Texas Pan-American, USA

Michael Minor, University of Texas Pan-American, USA

Working in Virtual Teams: Taking Advantage of Cultural Diversity

Raquel Castaño, ITESM, Campus Monterrey, Mexico

Maria Eugenia Pérez, ITESM, Campus Monterrey, Mexico

**Estudio de los Estilos de Vida y de las Actitudes de Compra –
Una Aplicación al Caso de Los Consumidores Residentes en
Zona Urbana y en Zonas Rurales**

Arminda Maria Finisterra do Paço, Universidad de Beira Interior,
Portugal

Session A.3 Consumer Behavior Across Cultures

Room: Las Americas

Session Chair: Charles Lamb, Texas Christian University, USA

**Values and Motivations for Business Study Abroad: A Cross-
Cultural Study**

Carol Sanchez, Grand Valley State University, USA

Dr. Marianela Fornerino, Groupe Grenoble Ecole de
Management, France

Dr. Mengxia Zhang, The Capital University of Business &
Economics, China

**A Comparison of two Communities of Interest of Their
Influence on Brand Attitude and Buying Behavior**

Catja Prykop, University of ST. Gallen Switzerland

**Consumer Socialization Agents on Children and Adolescents:
The Impact of Cultural Context**

Monali Hota, University of Western Australia

Robyn McGuigan, Sydney Graduate School of
Management, Australia

**WEDNESDAY, SEPT. 22 – CONCURRENT SESSIONS
5:30 PM- 7:00 PM**

Session B.1 Cross-Cultural Research Methodology

Room: Nueva España

Session Chair: Roberto Solano, UDLAP, Mexico

**Data Collection for Marketing Research Purposes on the
Internet: A Comparative Response Rate Analysis**

Silvia González, ITESM, Campus Monterrey, Mexico

Claudia Quintanilla, ITESM, Campus Monterrey, Mexico

**Selective Marketing Research Regarding the Use of
Promotional Activities**

Fekete Ildiko, University “Eftimie Murgu” Resita, Romania

**Advertising Creativity: The View Across Cultures and Across
the Conference Room**

Lester W. Johnson, Mt. Eliza Business School, Australia

Railton Hill, Seiburne University of Technology, Australia

Kevin Pryor, Auckland University of Technology, New Zealand

Helmi Abd. Rahim, University Kebangsaan, Malaysia

Session B.2 Cross-Cultural Ethics and Social Responsibility

Room: Conquistadores

Session Chair: Denise T. Ogden, Penn State Berks/Lehigh Valley,
USA

Why Do People Purchase Pirated Software? A Theoretical Inquiry on Chinese Consumers

Fang Wang, Wilfred Laurier University, Canada

Hongxia Zhang, Peking University, China

Hengjia Zang, Peking University, China

Ming Ouyang, University of New Brunswick, Canada

Corporate Social Responsibility: The Case of Supplying Firms

Philippe Robert Demontrond, University of Rennes:

Economics and Management Centre of Rennes, France

Quynh-Lien Duong

Investigating the Link between Subculture, Acculturation, and Moral Philosophies

Denise T. Ogden, Penn State Berks/ Lehigh Valley, USA

James R. Ogden, Penn State Berks/ Lehigh Valley, USA

Douglas L. Nay, Penn State Berks/ Lehigh Valley, USA

Session B.3 Consumer Behavior Across Cultures.

Room: Las Americas

Session Chair: Stephen Holden, Bond University, Australia

The Influence of the Religious and Cultural Values and Fatalism on Consumer's Adoption of Innovation: A Conceptual Model

Morris Kalliny, University of Texas-Pan American, USA

Angela Husman, University of Texas-Pan American, USA

Sex Cells: How the Use of Sex in Advertising Varies Across Eight Countries

Stephen Holden, Bond University Australia.

Marilyn Jones, Bond University Australia.

Joanna Gabler, Bond University Australia.

Culture and Emotion: A Brand That Fits

Marilyn Jones, Bond University, Australia

Christine Vallaster, Bond University, Australia

WELCOME COCKTAIL

7:30 P.M.

Hotel Lobby Bar- Fiesta Americana

THURSDAY, SEPT. 23
REGISTRATION 8:00 AM- 9:00 A.M.
Fiesta Americana Hotel Lobby

THURSDAY, SEPT. 23

9:00 AM-10:00 AM

KEY NOTE SPEAKER:

OC Ferrell, Colorado State University, USA

Global Dimensions of Marketing Ethics

REFRESHMENT BREAK

10:00 AM- 10:30 AM

**THURSDAY, SEPT. 23 – CONCURRENT SESSIONS
10:30 AM- 12:00 PM**

Session C.1 Consumer Behavior Across Cultures, Global Marketing Strategy and Product Management

Room: Nueva España

Session Chair: Roberto Solano, UDLAP, Mexico

Is Preference for Impression-Motivated Heuristics or Systematic Processing of Information Determined by Culture?

Maria Eugenia Pérez, ITESM, Campus Monterrey, Mexico

Raquel Castaño, ITESM, Campus Monterrey, Mexico

The Colour Shines: The Factors Influencing the Purchase of Cosmetics by Young Women in the UK

Li- Wei Mai, University of Westminster, UK

Sharon Yap, United Overseas Bank, Singapore

Dynamic Theory of Marketing

Fernando Buendia, UDLA, Mexico

Session C.2 Cross-Cultural Direct Marketing and E- Commerce

Room: Conquistadores

Session Chair: Verónica Cervantes, ITESM Campus Monterrey, Mexico

Culture's Influence on Web Content: Guidance for the Adaptation of Website Design

Rick T. Wilson, St. Louis University, USA

Nitish Singh, California State University, Chico, USA

Daniel W. Baack, St. Louis University, USA

Some Online-Consumers are More Equal than Others- An Intercultural Customer Typology for the Internet

Hans H. Bauer, University of Mannheim, Germany

Marcus M. Neumann, University of Mannheim, Germany

Frank Huber, University of Mannheim, Germany

Contraste de la Importancia del Precio en el Contexto Mexicano en el Mercado Tradicional y el Mercado Electrónica

Verónica Cervantes, ITESM Campus Monterrey, Mexico

Silvia González, ITESM Campus Monterrey, Mexico

Carmina Cavazos, ITESM Campus Monterrey, Mexico

**Session C.3 Cross-Cultural Communication and Promotion
Cross Cultural Ethics and Social Responsibility**

Room: Las Americas

Session Chair: José I. Rojas Méndez, Universidad de Talca, Chile

Gender Differences in Attitudes Toward Advergaming: A Mexican, Peruvian and American Comparison

Mónica D. Hernandez, University of Texas-Pan American, USA

Sindy Chapa, University of Texas-Pan American, USA

Comunicación, Satisfacción y Compromiso en las Organizaciones de la Sociedad Civil Mexicanas

Eva María Guerra, ITESM Campus Monterrey, Mexico

César Sepúlveda, ITESM Campus Monterrey, Mexico

Mirando el Espejo Chileno : Como se Reflejan los Valores Culturales en la Publicidad en Revistas

José I. Rojas Méndez, Universidad de Talca, Chile

Session C.4 Special Session

Cross-Cultural Variation in Service Quality Delivery: Impacts on Service Strategic Decision Making

Session Chair: J. Joseph Cronin, Florida State University, USA

Panel Participants:

J. Joseph Cronin Jr., Florida State University, USA

Brian L. Boudreau, Florida State University, USA

Julie Baker, Texas Christian University, USA

E. Deanne Brocato, University of Texas-Arlington, USA

THURSDAY, SEPT. 23 – CONCURRENT SESSIONS

12:00 PM- 1:30 PM

Session D.1 Marketing of Services Across Cultures

Room: Nueva España

Session Chair: E. Deanne Brocato, University of Texas Arlington, USA

Cultural Dimensions of Relationship Value in Exchange Relationship

Neeru Sharma, University of Western Sydney, Australia

Positioning Strategies of International Service Brands

Charles Blankson, Long Island University, USA

Stavros P. Kalafatis, Long Island University, USA

National Culture as a Predictor of B2B Behaviors in a Services Context

James M. Barry, Florida Atlantic University, USA

Session D.2 Global Marketing Strategy and Product Management, Global Pricing Strategies, Cross- Cultural Direct Marketing and E-Commerce

Room: Conquistadores

Session Chair: José M. Sanchez, EGADE Monterrey Tech, Mexico

Integrated Product Development for Global Marketing: A Supply Chain Perspective

José M. Sanchez, EGADE Monterrey Tech, Mexico

Price Difference of Wine across Countries: A Multicultural Perspective

Demián Castillo, Universidad de las Américas, Puebla, Mexico

Global Media, Local Metaphor: Television Shopping in American, Japanese, & Chinese Settings

Clyde A. Warden, National Changhua University of Education, Taiwan

Tsung-Chi Liu, National Changhua University of Education, Taiwan

Stephen Chi. Tsun Huang, National Cheng Kung University, Taiwan

Judy F. Chen, The Overseas Chinese Institute of Technology, Taiwan

Session D.3 Supply Chain and Channel Management in Multicultural Markets. Global Marketing Strategy & Product Management.

Room: Las Américas.

Session Chair: TBA

Analysis of the Nature of Retailer Salesperson Relationship in the Context of Indian Watch Companies.

Rajnish Tuli Arya Management Development Institute INDIA

Nidhi V. Srivastava Management Development Institute INDIA

Modelo de Venta Directa por Multinivel como Estrategia de Posicionamiento Político.

Marilú Fernández UDLA, Mexico

Isabel Huerta UDLA, Mexico.

Session D.4 Special Session

A World of Differences-Using Sexy Advertising

Session Chair: Marilyn Y. Jones, Bond University, Australia

Panel Participants:

Marilyn Y. Jones, Bond University, Australia

Andrea Stanaland, Bond University, Australia

Stephen Holden, Bond University, Australia

Joanna Gabler, Bond University, Australia

Gad Saad, Concordia University, Canada

Jacqueline Cambiase, Thunderbird University, USA

LUNCH

1:30 P.M. – 3:00 P.M.

Hotel Fiesta Americana

THURSDAY, SEPT. 23 – CONCURRENT SESSIONS

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

Session E.1 Hispanic, African, and Asian American Issues

Room: Nueva España

Session Chair: Ivonne M. Torres, New Mexico State University, USA

Shopping While Black “An Examination of Perceived Discrimination in Retail Settings”

Edith R. Davidson, Texas A&M International University, USA

Courting Customers: A Content Analysis of Consumer Racial Profiling Court Cases

Geraldine R. Henderson, University of Virginia, USA

Hispanic-Targeted Advertising-Does it Work on Every Product?

Ivonne M. Torres, New Mexico State University, USA

**Session E.2 Consumer Behavior Across Cultures
Room: Conquistadores**

Session Chair: Morris Kalliny, University of Texas-Pan American, USA

Influencia de los Valores y Estilos de Vida en el Comportamiento del Consumidor Ecológico en España

Elena Fraj Andrés, CICYT Generes, Spain

Eva Martínez Salinas, CICYT Generes, Spain

An Examination of the Role of the Child in the Decision-Making Process Concerning Family Purchases in the US China and Peru.

Sindy Chapa, University of Texas Pan-American USA.

César Antúnez de Mayolo, Instituto de Analisis del Consumidor, Peru

Internet Addiction and Psychiatric Comorbidity: Evidence from Northern Mexico

Reto Felix, University of Monterrey, Mexico

**Session E.3 Cross-Cultural Direct Marketing and E-Commerce, Supply Chain & Channel Management in Multicultural Markets
Room: Las Americas**

Session Chair: Wendy Bryce Wilhelm, Western Washington University, USA

Análisis Comparativo del B2C Ente España y México: Una Relación Empresa- Consumidor

José Antonio Lastres Segret, Universidad de la Laguna, Spain

Rocio del Carmen Moreno Sanabria, Universidad de las Américas, Mexico

María Josefina Rivero Viliar, Universidad Popular Autónoma del Estado del Puebla, Mexico

Determinants of Influence Strategies in Distribution Channel: An Examination of Dealer And Manufacturer Related Power in the PVC Pipe Industry in Turkey.

Ozcan Kilic, Isik University, Istanbul, Turkey

Murat Ferman, Isik University, Istanbul, Turkey

Emrah Cengiz, Isik University, Istanbul, Turkey

NAFTA and E-Marketing: Underlying Opportunities, Challenges and Implications for Business Managers and Public Policy Makers

Ashraf M. Attia, State University of New York at Oswego, USA

Paula E. Bobrowski, State University of New York at Oswego USA

Rana A. Fakhr, Syracuse University, USA

BANQUET
7:30 P.M.

MUSEO DE VIRREYNAL
Transportation leaving the Hotel Fiesta Americana 7:00 P.M.

FRIDAY, SEPT. 24 – LA UNIVERSIDAD DE LAS
AMÉRICAS, PUEBLA

Transportation leaving Hotel Fiesta Americana-
8:30 A.M.

9:00 A.M.- 11:00 A.M.

WELCOME SPEECH

Dr. Nora Lustig, Dean of the Universidad de las Américas, Puebla,
Mexico

KEY NOTE SPEAKERS

Dr. Nicolas Papadoupoulos, Carleton University, USA
Place Images and Place Equity and Marketing in a Multicultural
World

Dr. Robert F. Lusch, University of Arizona, USA
The Service Dominant Logic of Marketing: Universal or Culturally
Specific

FRIDAY, SEPT. 24 – Hispanic, African & Asian American.
11:30 A.M. - 1:00 P.M.

Session F.1

Room: Derecha

Session Chair: Harold Cassab, University of Washington, USA

Acculturation, Advertising Attitudes and TV Mediation
Behaviors: A Study of Hispanic Mothers

Joytna Mukherji, Texas A&M International University.

Drivers and Outcomes of Usage of Technology-Based Self
Service: A Longitudinal Study with Hispanic Customers

Harold Cassab, University of Washington, USA

Session F.2 Marketing of Services Across Cultures,
Miscellaneous, Cross – Cultural Direct Marketing & E-
Commerce.

Room: Izquierda

Session Chair: Michel Laroche, Concordia University, Canada

Buyer-Supplier Commitment Determinants in International
After-Sales: A Cross-Cultural Empirical Study

James J. Barry, Florida Atlantic University, USA

Johnson C. William, Nova Southeastern University, USA

Development and Validation of a Chinese Family- Triadic
Acculturation Scale

Michel Laroche, Concordia University, Canada

Chinese Consumer's Perception About the Effects of Web Addresses

Lynda Maddox, The George Washington University, USA
Wen Gong, Morgan State University USA.

Session F.3 Special Session

What US and Latin American Schools Can Learn from Each Other

Session Chair: James Leigh, Texas A&M University, USA

Panel Participants:

Arturo Vasquez, University of Texas Pan- American, USA
Humberto Valencia Thunderbird University USA.
Rajan Varadarajan, Texas A&M University, USA
Pablo Antonio Lesevic, Universidad San Ignacio de Loyola,
Mexico
Roberto Solano, Universidad de las Américas, Puebla

LUNCH

1:30 P.M. – 3:00 P.M.

UDLA Rose Gardens

Concurrent Sessions: 3:00 to 4:30 PM

Session G.1 Cross- Cultural Research Methodology, Miscellaneous

Room: Derecha

Session Chair: Bert Valencia, Thunderbird School of Management, USA

The Language Bias of Resarchers and Pollsters

Suzanne Irizarry de Lopez, Bilingual Research Services, USA

Developing a Marketing Intelligence System for Companies' European Operations: The Mary Kay Cosmetics Experience

Richard T. Hise, Texas A&M University, USA
Richard C. Bartlett, Texas A&M University, USA

Consumer Attitudes Across Ethnic Groups: The Influence of Product Ethnic Origin and Racism

Jean Francois Ouellet, Ecole des Hautes Etudes
Comerciales, Canada

Session G.2 Global Marketing Strategy and Product Management

Room: Izquierda

Session Chair: Juan Eduardo Cros Ramos, Docente de Marketing y Estrategia, Mexico

Towards the Implementation of RFID and EPC Technology: Possible Challenges in Mexico

Gerardo Alberto Olivar Obregón, University of Patras, Greece
Alberto Rodríguez Rodríguez, Tec de Monterrey EGADE, Mexico
Elisa Cobas Flores, Tec de Monterrey EGADE, Mexico

Estrategias de Cadenas de Restaurantes Multinacionales en Uruguay. Éxitos y Fracasos

Juan Eduardo Cros Ramos, Docente de Marketing y Estrategia, Mexico

¿Portafolio de Marcas: Una Meta- Dimensión Estratégica de la Marca? Primera Aproximación al Portafolio de Marcas en la Industria de los Cosméticos

Claude Chailan, CERAM Sofia-Antipolis, France

Luis Felipe Calderon, CERAM Sofia-Antipolis, France

Session G.3 Special Session

Global Dimensions of Marketing Ethics

Session Chair: O.C. Ferrell, Colorado State University, USA

Panel Participants:

O.C. Ferrell, Colorado State, USA

Linda Ferrell, University of Wyoming, USA

Barry J. Babin, University of Southern Mississippi, USA

4:30 PM Transportation back to Hotel Fiesta.

CULTURAL DINNER
7:30 P.M.
Hotel Fiesta Americana

SESSION INDEX OF PARTICIPANTS

- A -

Andres, E.2
Antúnez de Mayolo, A.3
Arya, C.1
Attia, E.3

- B -

Baack, C.2
Babin, B. G.3
Baker, C.4
Bartlett, G.1
Barry, D.1, F.2
Bauer, C.2
Beştaş, E.3
Blankson, D.1
Bobrowski, E.3
Bourdeau, C.4
Brocato, C.4

- C -

Calderon, G.2
Claude, G.2
Cassab, F.1
Castaño, A.2, C.1
Castillo, D.2
Cavazos, C.2
Cervantes, C.2
Chapa, C.2
Chen, D.2
Cobas, G.2
Cronin, C.4

- D -

Davidson, E.1
Demontrod, B.2
Dosen, A.1
Duong, B.2

- E -

Erberk, E.3
Eugenia, C.1

- F -

Fakhr, E.3
Felix, E.2
Ferman, E.3
Ferrell, O. B.4, G.3
Ferrell, L. G.3
Finisterra do Paço, A.2
Fornerino, A.3

- G -

Gabler, B.3, D.3
González, B.1, C.2
Guerra, C.3

- H -

Hausman, E.2
Henderson, E.1
Hernandez, C.2
Hill, B.1
Hise, G.1
Holden, B.3, D.3
Hota, A.3
Huang, D.2
Huber, C.2
Huerta, F.3

- I -

Ildiko, B.1

- J -

Jones, B.3, D.3
Johnson, B.1

- K -

Kalafatis, D.1
Kalliny, A.2, E.2
Karayanni, A.1
Kesic, A.1
Kilic, E.3

- L -

Lambiase, D.3
Laroche, F.2
Leigh, A.1, F.3
Lesevic, F.3
Liu, D.2
Lopez, G.1
Lusch, E.4

- M -

Mai, C.1
McGuiggan, A.3
Méndez, C.3
Minor, A.2
Morales, A.1
Moreno, E.3

- N -

Nay, B.2
Neumann, C.2
Nute, F.1

- O -

Obregón, G.2
Ogden, B.2
Ouellet, G.1
Ouyang, B.2

- P -

Papadoplous, E.4
Perez, A.2
Pryor, B.1
Prykop, B.3

- Q -

Quintanilla, B.1

- R -

Ramos, G.2
Rodríguez, G.2
Rahim, B.1
Rajh, A.1
Rivero, E.3

- S -

Saad, D.3
Salinas, E.2
Sánchez, A.3
Sánchez, J., D.2
Sharma, D.1
Solano, F.3
Soykut, E.3
Segret, E.3
Sepúlveda, C.3
Singh, C.2
Srivastava, C.1
Stanaland, D.3

- T -

Torres, E. 1
Torress, I., F.1

- V -

Valencia, F.3, G.1
Varadarajan, F.3
Vasquez, F.3

- W -

Wang, B.2
Warden, D.2
William, F.2
Wilson, C.2

- X -

- Y -

Yap, C.1
Zang, B.2
Zhang, B.2

HOTEL RESERVATION

Fiesta Americana Puebla
Boulevard Atlixcayotl Km 5.7
Fraccionamiento La Vista
Puebla, Mexico, C.P. 72810
2 25 93 00
Fax Reservations: 52 222 2 25 93 00
resfapu@posadas.com

www.fiestaamericana.com

Group code: GCAM01

