

2004



Academy of Marketing Science

Annual Conference

Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty: Worldwide Perspectives on What's Working and Not Working



May 26 - 29, 2004

The Program begins Wednesday May 26th at Noon and runs through noon Saturday. The Macro-Marketing Conference begins Saturday afternoon.

Make Reservations Now (email or follow instructions below):

Fairmont Hotel Vancouver
Vancouver BC, Canada

hvcreervations@fairmont.com

The **Fairmont Hotel Vancouver** is proud to be named on the 2003 Conde Nast "Gold List" which recognizes the top hotels & resorts around the world. This is a special property and a great place to have a meeting. You can make a reservation by downloading a reservation form for faxing from our web site, www.ams-web.org. There are also fantastic promotional offers for AMS Hotel Vancouver Guests at **Whistler** or the **Empress Hotel at Victoria, Vancouver Island**. You may wish to use this opportunity to vacation for a few days before or after the AMS meeting. Use the promotional code GRACA1 and mention AMS to receive reduced rates and to be included in our hotel registration list.



Conference Registration Information

Welcome to the Academy of Marketing Science 2004 Annual Conference

Welcome to the 2004 Academy of Marketing Science Conference at the Fairmont Hotel, Vancouver, BC. This venue provides an outstanding backdrop for this year's conference theme of 'Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty: Worldwide Perspectives on What's Working and Not Working.' The many global challenges mean that marketers' adaptability and flexibility are critical in achieving long-term goals and assuring organizational survival. With the unpredictable, illusive and dynamic nature of consumer expectations, it is incumbent upon marketing academicians and practitioners to critically assess what marketing processes and strategies are working or not working. To this end, this year's conference focuses on creating awareness of the issues, trends, and advances associated with today's marketing theories and practices.

The overall program is rich with numerous sessions, papers, panels, and social gatherings, all aimed at stimulating thoughts and conversations regarding critical issues and topics facing marketing and management worldwide. The conference program reflects the collective inputs of a wide array of AMS Stakeholders. The program blends ideas sure to stimulate conversation beyond the session room. It is sure to provide value-added to all participants.

AMS remains dedicated to a rich, value-added conference that provides a high 'hedonic' value experience. There are many opportunities for networking and catching up with old friends. On Wednesday evening a welcome reception is

planned in the Vancouver Island Room at the Fairmont. In addition, another 'Wine Marketing Education' experience is scheduled for Wednesday. On Thursday, your registration fees cover the Annual Awards Luncheon at noon and another social reception that night. On Friday evening, you're invited to the President's Reception and the Awards Banquet. So please attend the sessions, enjoy the various social events, and have fun! Vancouver offers a plethora of interesting activities and entertainment options, ranging from museums, historical venues, shopping, golf, restaurants, music, sight seeing adventures, sports, etc. The convenient location of the downtown Fairmont Hotel means that many of these options are only a short walk away. Vancouver is a very 'happening' city with much to do. – Enjoy the conference and your Vancouver experience!

We wish to thank the AMS Officers and Board of Governors. We are especially indebted to the track chairs, session chairs, discussants, and reviewers that form the 'core' of this program. Their leadership and hard work are paramount in making this conference successful. We extend a very special thanks to Sally Sultan (AMS) and Barry Babin (USM) for assistance with editing this program booklet, Harlan Spotts, Proceedings Editor, Joe Cote for web assistance and all the others that labored to make this an exceptional program and fantastic conference experience.

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 will do this all over again! We thank you all and we will see you in Florida in 2005!

David J. Ortinau, *University of South Florida, USA*

Jean-Charles Chebat, *HEC – Montreal, Canada*

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Selling, Sales Management, and CRM

Professor Greg W. Marshall, Rollins College, USA

Services Marketing Practices

Professor Karin Braunsberger, University of South Florida – St. Petersburg, USA

Traditional Retail Marketing

Professor Mathew Joseph, Georgia College and State University, USA

Qualitative-Quantitative Research Methods

Professor Robert P. Bush, Sr., The University of Louisiana, USA

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Professor Michel Laroche, Concordia University, Canada

Doctoral Student Competition

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Local Arrangements

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**2004 Academy of Marketing Science Annual Program
The Fairmont Hotel Vancouver
May26 – 29**

Meeting Room Location: All AMS meeting rooms are located on either the “Discovery Floor” or the “Conference Floor.” The Grand Staircase on the Burrard Street side of the lobby takes you up to the Conference Floor.

WEDNESDAY, MAY 26, 2004

Highlights

REGISTRATION AND EXHIBITS

11:30A.M. – 4:30 P.M.

ROOM: Boardroom

AMS EC/OFFICERS MEETING

8:30 A.M. – 4:00 P.M.

ROOM: TBA

RECEPTION: 6:30 P.M. – 7:30 P.M.

ROOM: Vancouver Island

WEDNESDAY, MAY 26, 2004

8:30 A.M. – 4:00 P.M.

AMS EXECUTIVE COUNCIL/OFFICERS MEETING

WEDNESDAY, MAY 26 – CONCURRENT SESSIONS

12:00 P.M. – 1:30 P.M.

Session 1.1 Consumer Social Values

Room: Waddington

Session Chair: S. Allen Broyles, The University of Tennessee, USA

Media Consuming Behavior through Personal Values System Analysis: a Brazilian Study

Juvir Luiz Mattuella, Universidade de Santa Cruz do Sul,
Brazil

Jorge Francisco Bertinetti Lengler, Universidade de Santa
Cruz do Sul, Brazil

Cláudio Hoffmann Sampaio, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil

Marcelo Gattermann Perin, Brazil

Egon Barbosa, Pontifícia Universidade Católica do Rio
Grande do Sul, Brazil

Carlos Lemos, Pontifícia Universidade Católica do Rio
Grande do Sul, Brazil

Ana Lucia Ferreira, Pontifícia Universidade Católica do
Rio Grande do Sul, Brazil

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ROOM: Vancouver Island

The Influence of Personal Values and Materialism on Motivations towards Gift-Giving: A Model and Empirical Evidence

Jean-Marc Ferrandi, University of Dijon, France

Didier Louis, University of Dijon, France

Dwight Merunka, University of Aix-en-Provence &
Euromed Marseilles, France

Pierre Valette-Florence, University of Grenoble, France

Value-Oriented Brand Positioning

René Befurt, University of St. Gallen, Switzerland

Andreas Herrmann, University of St. Gallen, Switzerland

Discussion Leader: Lynn R. Kahle, University of Oregon, USA

Session 1.2 Organizational Issues and Strategic Performance

Room: Cortes Island

Session Chair: Ken Kono, Pennsylvania State University at Great Valley, USA

The Status of Marketing Function at the Business Unit Level within Manufacturing Companies

Ken Kono, Pennsylvania State University at Great Valley, USA

The Effect of Marketing Managers' Boundary Spanning Ability on Organizational Culture

Tianjiao Qiu, University of Illinois at Urbana-Champaign, USA

The Relationship of Organizational Size to Strategic Classifications in the Financial Services Industry

Larry Pleshko, United Arab Emirates University, UAE

Nizar Souiden, University of Sharjah, UAE

Marketing Environment and Strategy as Determinants of Business Unit Performance: An Empirical Study

Chih-Wen Wu, University of Glasgow, UK

Luiz Mountinho, University of Glasgow, UK

Charles Chien, Department of International Trade, Taichung, Taiwan

Discussion Leader: Jonathan Calof, University of Ottawa, Canada

Session 1.3 B2B Relationship Issues

Room Tweedsmuir

Session Chair: Susan Golicic, University of Oregon, USA

Expanding the Emotional and Symbolic International Aspects of Business Customer Desired Value Change: a Conceptual Model

Daniel J. Flint, University of Tennessee, USA

Christopher P. Blocker, University of Tennessee, USA

The Effects of Experience and Age on Relational Orientation

Kishore Gopalakrishna Pillai, Florida State University, USA

Interorganizational Buyer-Seller Relationships: The Impact of Individual Perceptions on Relationship-Oriented Action

Chickery J. Kasouf, Worcester Polytechnic Institute, USA

Kevin G. Celuch, University of Southern Indiana, USA

John H. Bantham, Illinois State University, USA

Discussion Leader: Diana Haytko, Southeast Missouri State University, USA

Session 1.4 Customer Profiling, and Internal/External Competition in the Arts Sector

Room: Garibaldi

Session Chair: Goeran Svensson, Halmstad University, Sweden

Who's In the House: A Social Identity Perspective on Arts Patronage

Scott R. Swanson, Univ. of Wisconsin – Whitewater, USA

J. Charlene Davis, Trinity University, USA

Competitive Myopia in a Not-for-Profit Service Industry: The Case of the Performing Arts Sector in the UK

Roger Bennett, London Metropolitan University, UK

Internal Competition: Nature and Effects in a Nonprofit Retail Marketing Environment

Sandra Mottner, Western Washington University, USA

John B. Ford, Old Dominion University, USA

Discussion Leader: Clay M. Voorhees, Florida State University, USA

Session 1.5 A Tribute to Wroe Alderson

Room: Galiano Island

Moderator: Ben Wooliscroft, University of Otago, New Zealand

Panel Participants:

Robert Tamilia, University of Quebec – Montreal, Canada

Stanley J. Shapiro, Simon Fraser University, Canada

Ben Wooliscroft, University of Otago, New Zealand

**WEDNESDAY, MAY 26 – CONCURRENT SESSIONS
1:30 P.M. – 3:00 P.M.**

Session 2.1 Technology and the Marketing Function

Room: Waddington

Session Chair: Mitch Griffin, Bradley University, USA

Managing Customers in Financial Services: The Role of the Marketing Function in E-Commerce

Tim Hughes, University of the West of England, UK

Impact of Internet Atmospherics on Surfer Behavior

Marie-Odile Richard, Ecole des Hautes Etudes Commerciales, Canada

The Role of Human Capital Resources in Rent Generation and Rent Appropriation: Implications for Knowledge Management Process

Bulent Menguc, Brock University, Canada

Tansu Barker, Brock University, Canada

Discussion Leader: Laurie Babin, University of Southern Mississippi, USA

Session 2.2 Complex Consumer Cognition

Room: Cortes Island

Session Chair: Russell Casey, Clayton State University, USA

The Influences of Brand and Advertising Cognition on Brand Switching Behavior

Jane Lu Hsu, National Chung Hsing University, Taiwan

Wei-Hsien Chang, National Chung Hsing University, Taiwan

Customer Satisfaction and Loyalty Measurement: A Two-Sided Approach

Kenneth L. Bernhardt, Georgia State University, USA

Yujie Wei, Georgia State University, USA

Understanding Consumer On-line Search Strategies used to Avoid Deceptive Web Sites

Laurie Allan, Groupe HEC, France

Judith Lynne Zaichkowsky, Groupe HEC, France

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

Session 2.3 Out-of-the-Box Sales Management Tools: Innovative Ideas for the Sales Management Course

Room: Tweedsmuir

Moderator: Dawn R. Deeter-Schmelz, Ohio University, USA

Panel Participants:

Andrea L. Dixon, University of Cincinnati, USA

Jule B. Gassenheimer, University of Kentucky, USA

Karen Norman Kennedy, University of Alabama-Birmingham, USA

Earl R. Honeycutt, Jr., Elon University, USA

Session 2.4 Cross Cultural Comparison of Customers

Room: Garibaldi

Session Chair: Michel Laroche, Concordia University, Canada

Satisfied in a Crowded Service Situation? Cross-Cultural Comparison of Reactions to Crowd

Frank Pons, San Deigo University, USA
Michel Laroche, Concordia University, Canada
Mehdi Mourali, Concordia University, Canada

The Emergence of Internet Shopping in Japan: Identification of Shopping Orientation-Defined Segments

Kenneth C. Gehrt, San Jose State, USA
Naoto Onzo, Waseda University, Japan
Kazuyoshi Fujita, J.D. Powers, Japan
Mahesh Rajan, San Jose State, USA

Exploring Cultural Differences in Service Quality in Higher Education: The Case of U.S. and Thai Students

Andreas W. Stratemeyer, Univ. of Texas – El Paso, USA
Shaun McQuitty, New Mexico State University, USA
Rawiporn Koojaroenpaisan, Chaing Mai University,
Thailand
Gerald M. Hampton, New Mexico State University, USA

Session 2.5 Internal and External Environmental Issues

Room: Galiano Island

Session Chair: Paul Dishman, Brigham Young University, USA

The Intelligence Construct in the Marketing Strategy Process: Preliminary Findings

Jonathan Calof, University of Ottawa, Canada
Paul Dishman, Brigham Young University, USA

Knowledge Management for Strategic Marketing

Franz Liebl, University of Witten/Herdecke, Witten, Germany

Marketing Budgeting Sophistication, Stakeholders' Satisfaction with Marketing Budgeting, Marketing Performance

Dion Fuchs, University of St. Gallen, Switzerland
Sven Reinecke, University of St. Gallen, Switzerland

Discussion Leader: Stern Neill, University of Washington - Tacoma, USA

REFRESHMENT BREAK

3:00 P.M. – 3:30 P.M.

ROOM: Boardroom

WEDNESDAY, MAY 26 – CONCURRENT SESSIONS

3:30 P.M. – 5:00 P.M.

Session 3.1 Environmental Cues in Pricing Strategy

Room: Lions

Session Chair: Mary Mobley, Augusta State University, USA

Are Two Brand Signals Better Than One: The Influence of Co-Branding on Price Expectations

Scott Jones, University of Oregon, USA

Market-Driven Gross Profit Strategy: The Art and Science of Managing Gross Profit Strategically

Gerald E. Smith, Boston College, USA

The Impact of Transfer Pricing on Asia-Pacific Marketing Channels

Neil C. Herndon, University of Missouri, USA
Dheeraj Sharma, University of Texas-Dallas, USA

Discussion Leader: Karin Braunsberger, University of South Florida, USA

Session 3.2 AMS Doctoral Dissertation Finalists

Room: Cortes Island

Moderator: Michel Laroche, Concordia University, Canada

Presenters:

Bidisha Burman, Louisiana State University, USA

Tim Jones, McMaster University, Canada

Xing Pan, Indiana University, USA

Siddharth S. Singh, Rice University, USA

Session 3.3 Consumers Gone Wild

Room: Tweedsmuir

Session Chair: Jorge Francisco Bertinetti Lengler, Universidade de Santa Cruz do Sul, Brazil

Modeling Aberrant Consumer Behavior: A Structural Equation Approach

Kevin J. Shanahan, The University of Texas at Tyler, USA

Investigating Impulse Buying and Variety Seeking: Towards a General Theory of Hedonic Purchase Behaviors

Piyush Sharma, Nanyang Technological University, Singapore

Illusion and Enhancement : Magical Thinking in Consumption

Yannik St.James, Queen's University, Canada

Discussion Leader: Wendy Bryce Wilhelm, Western Washington University, USA

Session 3.4 Product-Country Images and International Branding

Room: Garibaldi

Session Chair: Shih-Fen Chen, Brandeis University, USA

Using Complexity Theory to Explain Changes in Product-Country Images: The Case of Australian Beef Exports to Japan

Andrea Insch, Griffith University, Australia

Positioning Strategy in International Tourism Market: An Examination of Tourists' Perceptions and Satisfaction Towards Barbados as International Destination

Essam E. Ibrahim, Strathclyde University, UK

Jacqueline Gill, Tourism Consultant, Barbados

Brand Naming for Successful Korean Brands: A Linguistic Approach

Jeonpyo Noh, Yonsei University, Korea, and University of Washington, USA

Jinhee Suh, Yonsei University, Korea

Discussion Leader: George Balabanis, City University of London, UK

Session 3.5 Special Session on Market Intelligence and Strategy

Room: Galiano Island

Moderator: Paul Dishman, Brigham Young University, USA

Intelligence Processes to Expand Market Knowledge for Strategy

Paul Dishman, Brigham Young University, USA

Intelligence Research: Where are We Now?

Jonathan Calof, University of Ottawa, Canada

Traditional Market Research and Intelligence: Differences and Intersection

Phil Nitse, Idaho State University, USA

Current Issues in Intelligence Worthy of Further Investigation

Craig Flesher, University of Windsor, Editor, JCI&M

WEDNESDAY, MAY 26

5:15 P.M. – 6:15 P.M.

Special Session 3.6: FURTHER COMMENTARY ON WINE MARKETING RESEARCH – THE POWER OF THE BRAND

Room: Waddington (Limited Seating)

Panel Moderators:

Barry J. Babin, University of Southern Mississippi, USA

Mitch Griffin, Bradley University, USA

Michel Laroche, Concordia University, Canada

EARLY BIRD RECEPTION

6:30 P.M. – 7:30 P.M.

ROOM: Vancouver Island

THURSDAY, MAY 27, 2004

HIGHLIGHTS

REGISTRATION – EXHIBITS

8:30 A.M. – 4:30 P.M.

ROOM: Boardroom

BOARD OF GOVERNORS' MEETING

7:15 A.M. – 10:15 A.M.

ROOM: Gabriola Island

AMS AWARDS LUNCHEON

12:00 P.M. – 1:30 P.M.

ROOM: Saturna Island

AMS OUTSTANDING TEACHERS in MARKETING

5:00 P.M. – 6:30 P.M.

ROOM: Waddington

THURSDAY, MAY 27 – 7:15 A.M. – 10:15 A.M.

Session 4.1 AMS BOARD OF GOVERNORS' MEETING

Room: Gabriola Island

Chair: J. Thomas Mentzer, University of Tennessee, USA

THURSDAY, MAY 27 – CONCURRENT SESSIONS

8:30 A.M. – 10:00 A.M.

Session 4.2 Cross Cultural Comparison of Marketing Practices

Room: Cortes Island

Session Chair: Hiroshi Kosaka, Chuo University, Japan

Three Scales for Assessing the Antecedents of Institutionalization of Marketing Practices in Traditional Economies

Luis V. Dominguez, Florida Atlantic University, USA
Jaqueline Pels, Universidad Torcuato Di Tella, Argentina
Adolfo Arias, Universidad Adolfo Ibanez, Chile

Marketing Behaviors and Cultural Factors Behind Them in the Five Nations: Analyses in the United States, the United Kingdom, France, Germany, and Japan
Hiroshi Kosaka, Chuo University, Japan

Current Controversy about Copyrights: Product Intellectual Property in the Digital Age and the Evolving Process
Tom O'Connor, University of New Orleans, USA

Session 4.3 Services Quality Revisited
Room: Tweedsmuir

Session Chair: Kevin Shanahan, The University of Texas at Tyler, USA

Interactive Service Quality
Goran Svensson, Halmstad University, Sweden

Identifying the Accuracy of Service Quality Measures: The Effects of Question Order
Carol W. DeMoranville, Northern Illinois University, USA
Carol C. Bienstock, Radford University, USA
Kim Judson, Northern Illinois University, USA

Service Quality, Product Quality and Service Recovery as Antecedents of Client Satisfaction in a Business-to-Business Context: An Empirical Study
Ruben Chumpitaz, IESEG Management School, France
Nicholas Paparoidamis, IESEG Management School, France
Jaime Rivera, Carlos III University, Spain
Victor Molero Ayala, ESIC, Spain

Discussion Leader: Mike Lockett, University of South Florida St. Petersburg, USA

Session 4.4 Emotion in Consumer Relationships
Room: Waddington

Session Chair: Piyush Sharma, Nanyang Technological University, Singapore

Forgiveness In business relationships: the role of emotion
Yelena Tsarenko, Monash University, Australia
Mark Gabbott, Monash University, Australia

A Conceptual Framework of Emotional Dissonance: Key Issues and Implications
Brendan Phillips, Curtin University of Technology,
Australia
Thomas Tan Tsu Wee, Curtin University of Technology,
Australia

Males' Responses to Negative-Emotion Advertising Appeals: Gender Role Socialization Effects and The Moderating Role of Need for Cognition
Zhiyong Yang, Concordia University, Canada
Laurette Dubé, McGill University, Canada
Zhenfeng Ma, McGill University, Canada

Discussion Leader: Ulrich Orth, Oregon State University, USA

Session 4.5 Insights into Effective E-Marketing Strategies
Room: Galiano Island

Session Chair: Todd J. Arnold, Washington State University, USA

Retail Website Voice Application: The Moderating Effects of Gender on Disliked Voice

Liz Wang, University of Texas at Arlington, USA

Julie Baker, TCU, USA

J. D. Mosley-Matchett, University of Texas at Arlington,
USA

The Role of Innovative Information Technology Competence in Decision Making

Keith Rieger, Texas Tech University, USA

Donna F. Davis, Texas Tech University, USA

Susan L. Golicic, University of Oregon, USA

The Effects of Web Addresses in Advertising in Urban China

Wen Gong, Rochester Institute of Technology, USA

Lynda M. Maddox, The George Washington University,
USA

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

Session 4.6 International Marketing: How Managers Think

Room: Lions

Session Chair: Alphonso Ogbuehi, Bryant College, USA

What Do Managers Think of Culture in International Marketing? Implications for Academics

Gopalkrishnan R. Iyer, Florida Atlantic University, USA

Jon M. Shapiro, Northeastern State University, USA

Jon E. Littlefield, Virginia Tech, USA

How Do You Picture Paradise? An Excursion into the Imagination of Two Cultures

Gabriele Morello, ISIDA, Italy

Cultural Distance and Psychic Distance: A Theoretical Model and Empirical Assessment

Carlos Sousa, University College Dublin, Ireland

Frank Bradley, University College Dublin, Ireland

Discussion Leader: Constantin Katsikeas, Cardiff University, UK

REFRESHMENT BREAK

10:00 A.M. – 10:30 A.M.

ROOM: Boardroom

Hosted by: McGraw Hill/Irwin

THURSDAY, MAY 27 – CONCURRENT SESSIONS

10:30 A.M. – 12:00 P.M.

Session 5.1 Issues in Supply Chain Management

Room: Waddington

Session Chair: Daniel Flint, University of Tennessee, USA

Collaboration and Competition in Buyer-Seller Relations: The Role of Information in Supply Chain and e-Procurement Impacted Relationships

Paulo Rita, University of Lisbon

Robert Krapfel, University of Maryland, USA

The Current State of Logistics Service Branding

Adam Marquardt, University of Oregon, USA

Susan L. Golicic, University of Oregon, USA

Donna F. Davis, Texas Tech University, USA

Examining Key Factors of Supply Chain Optimization: The Maquiladora Example

Angela Hausman, The University of Texas – Pan American, USA

Diana Haytko, Southwest Missouri State University, USA

Discussion Leader: Rodney Stump, Morgan State University, USA

Session 5.2 Distinction in Marketing Research and the Tripartite Mission: Quantity, Quality, and Teaching Impact in the Discipline

Room: Cortes Island

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

Who Provides Excellence in Marketing Doctoral Education? A Citation Analysis of Ph. D. Graduates

Larry M. Robinson, Rice University, USA

Roy D. Adler, Pepperdine University, USA

The Multiplying Literature: Moore's Law at Work in Marketing

David R. Lambert, California State Univ. at Fullerton, USA

Mary L. Joyce, California State Univ. at Fullerton, USA

Kathleen A. Krentler, San Diego State, USA

An Enlarged Vision for the Marketing Research Course: Enhancing its Relevancy and Significance for Academe and Industry

Kevin Celuch, University of Southern Indiana, USA

Meg Blair, Corporate President, The Quality Measurement

Company, USA

The Three Dichotomies of Marketing Academe

Earl D. Honeycutt, Jr., Elon University, USA

John B. Ford, Old Dominion University, USA

Shawn T. Thelen, Hofstra University, USA

Discussion Leader: Mary M. Mobley, Augusta State University, USA

Session 5.3 International Dimensions of Marketing Ethics and Social Responsibility

Room: Tweedsmuir

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

Pharmaceutical Company Gift Giving to Physicians: Some Effects on Perceived Information Value, Prescribing and Acceptance of Representative Visits

Lea Prevel Katsanis, Concordia University, Canada

Mrugank V. Thakor, Concordia University, Canada

Sharmin Nayela Ahmed, Concordia University, Canada

Pandemonium, Panic, Precautions: Brand Equity Lessons from the Pan Pharmaceuticals Product Withdrawals

Lynne Eagle, Massey University, New Zealand

Lawrence C. Rose, Massey University, New Zealand

Philip J. Kitchen, Hull University Business School, United Kingdom

Codes of Ethics in Sweden's Largest Marketing Corporations: Communicating the Ethos of the Code Within the Organization

Göran Svensson, Halmstad University, Sweden

Greg Wood, Deakin University, Australia

Michael Callaghan, Deakin University, Australia

Discussion Leader: Isabelle Maignan, Vrije Universiteit Amsterdam, Netherlands

Session 5.4 Services in International Marketing
Room: Garibaldi Island

Session Chair: Mary Conway Dato-on, Xavier University, USA

Matching Service Mixes to Internal and External Contingencies in Export Intermediary Firms: Profitability and Efficiency Implications

George Balabanis, City University of London, UK

The Interaction Effects of International Service Attributes and Consumer Characteristics on Consumer Preferences: An Ordered Probit Analysis

Najam U. Saqib, University of Manitoba, Canada

Edward R. Bruning, University of Manitoba, Canada

Entering the Market for Financial Services in China—What Needs to Work for Credit Card Issuers

Steve Worthington, Monash University, Australia

Discussion Leader: Van R. Wood, Virginia Commonwealth University, USA

Session 5.5 Methodological Advances in Marketing Research
Room: Galiano Island

Session Chair: Jean-Charles Chebat, HEC – Montreal, Canada

What Happened? Research Traps for Neophyte Researchers

Ashley Lye, Griffith University, USA

An Analysis of Nonresponse Bias in Academic Marketing Research

Joel E. Collier, University of Memphis, USA

Carol C. Bienstock, Radford University, USA

Optimal Defense Strategies Under Varying Consumer Distributional Patterns and Market Maturity

Ulrike Schuster, Vienna University of Economics and Business, Austria

Jurgen Wockl, Vienna University of Economics and Business, Austria

Understanding Relationship Value Applying a Cognitive Mapping Approach: A customer Perspective

Tatiana Bouzdine-Chameeva, Bordeaux Business School, France

Francois Durrieu, Bordeaux Business School, France

Session 5.6 Shopping Related Issues
Room: Lions

Session Chair: Lucette Comer, Purdue University, USA

On the Potential for Segmenting the Hispanic Grocery Shopping Marketing

Lucette Comer, Purdue University, USA

J.A.F. Nicholls, Florida International University, USA

Fine Tuning Customer Satisfaction to Prevent Shopper Attrition

Mario Miranda, Victoria University, USA

Laszlo Konya, LaTrobe University, USA

Inka Havrila, Victoria University, USA

Dimensions and Effects of Selling Strategies: Exploring Observable Behaviors in a Retail Environment

Alexander Haas, University of Erlangen-Nuernberg, Germany

Discussion Leader: Albert Caruana, University of Malta

AMS AWARDS LUNCHEON
THURSDAY, MAY 27, 12:00 P.M. – 1:30 P.M.
ROOM: Saturna Island

THURSDAY, MAY 27 –CONCURRENT SESSIONS
1:30 P.M. – 3:00 P.M.

Session 6.1 AMS Presidential Panel on Marketing Research
Room: Waddington

Moderator: Naresh K. Malhotra, Georgia Tech, USA

Panel Participants:

Naresh K. Malhotra, Georgia Tech, USA
Tom Mentzer, University of Tennessee, USA
Robert A. Peterson, University of Texas, Austin, USA
Joe Sirgy, Virginia Tech, USA

Session 6.2 Consumers Confront Change
Room: Cortes Island

Session Chair: Yelena Tsarenko, Monash University, Australia

Transition to Western Consumerism: How Consumers Cope with Marketing in Romania
Simona Stan, University of Oregon, USA
David M. Boush, University of Oregon, USA

What Do Consumers Feel When They Are Confused?

V. W. Mitchell, Manchester School of Management, UK
G. Welsh, Manchester School of Management, UK
R. Spratt, Manchester School of Management, UK

**Materialism and Fashion Clothing Involvement:
Exploring the Psychology of Consuming Clothes**

Aron O'Cass, The University of Newcastle, Australia

An Exploratory Investigation of Consumer Time Perception in a Developing Country

Gabriel Rousseau, Univ. of Port Elizabeth, South Africa
Daniel Venter, Univ. of Port Elizabeth, South Africa

Session 6.3 Enhancing Selling Performance and Effectiveness
Room: Tweedsmuir

Session Chair: Jule B. Gassenheimer, University of Kentucky, USA

The Need for Speed: Agility Selling

Lawrence B. Chonko, Baylor University, USA
Eli Jones, University of Houston, USA

Self-regulatory Sales Training: Providing Motivation Management Tools

Mark P. Leach, Loyola Marymount University, USA
Annie H. Liu, Loyola Marymount University, USA

Do Individual Differences Shape Salespeople's Interpretation and Behavioral Response to Failure?

Andrea L. Dixon, University of Cincinnati, USA
Susan M.B. Schertzer, University of Cincinnati, USA

Discussion Leader: Earl D. Honeycutt, Jr., Elon University, USA

Session 6.4 Classroom Technology: An Instructor's Blessing and Curse?

Room: Garibaldi

Moderator: Karen Braunsberger, University of South Florida-St. Petersburg, USA

Panel Participants:

Tom Ainscough, University of South Florida- St. Petersburg, USA
Kim Nelson, University of Arizona, USA
Michael Lockett, University of South Florida - St. Petersburg, USA
Philip Trocchia, University of South Florida - St. Petersburg, USA

Session 6.5 Understanding Cross-Cultural Markets

Room: Galiano Island

Session Chair: Michel Laroche, Concordia University, Canada

Toward an Integrative Framework of Consumer Behavior in International Marketing

Lyn S. Amine, Saint Louis University, USA
Daniel Baack, St. Louis University, USA
Mike C.H. Chao, St. Louis University, USA
Henry Yu Xie, St. Louis University, USA

The Significance of Consumers' Mode of Thought in International Marketing

S. Allen Broyles, University of Tennessee, USA
David W. Schumann, University of Tennessee, USA
Robert B. Woodruff, University of Tennessee, USA

Manifestation Issues, Fundamental Explananda and Methodological Guidelines for Cross-Cultural Marketing

Research: The Case of Market Orientation

Rajeev Airani, Old Dominion University, USA
John B. Ford, Old Dominion University, USA

Discussion Leader: Attila Yaprak, Wayne State University, USA

Session 6.6 New Product Development: Top-Down or Bottom-Up?

Room: Lions

Session Chair: Sandra Liu, Purdue University, USA

Does Senior Management Team Demography Influence New Product Development Success?

Elisa Fredericks, Northern Illinois University, USA

Tuning In the 'Tuners': Generation Y's Impact on Product Development in the Global Apparel Industry

Youn-Kung Kim, University of Tennessee, USA
Dee Knight, University of North Texas, USA
Eun Young "Sylvia" Kim, University of North Texas, USA
Judith Forney, University of North Texas, USA

The Impact of Internet-Leveraged Networks on the New Product Development Process

Jhinuk Chowdhury, University of North Texas, USA

Discussion Leader: Mark Leach, Loyola Marymount University, USA

REFRESHMENT BREAK

3:00 P.M. – 3:30 P.M.

ROOM: Boardroom

Hosted by: South-Western College Publishing

THURSDAY, MAY 27 – CONCURRENT SESSIONS

3:30 P.M. – 5:00 P.M.

Session 7.1 Brands and Brand Advertising

Room: Waddington

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

Effects of Comparative Advertising: Moderating Role of Attribute Typicality and Commitment

Kishore Gopalakrishna Pillai, Florida State University,
USA

Ronald E. Goldsmith, Florida State University, USA

A Theoretical Framework for Establishing and Managing Mutual Brand Knowledge

Michael T. Ewing, Monash University, Australia

Creating a Message that Resonates: How Perceived Risk Can Aid in the Design of Effective Consumer Advertising

Ellen Day, University of Georgia, USA

Discussion Leader: Patricia B. Rose, Florida International University, USA

Session 7.2 Action and Implementation Issues

Room: Cortes Island

Session Chair: Stern Neill, University of Washington - Tacoma, USA

Dialectic Levers to Decisional Ambiguity and Strategic Action: Results from a Pilot Study

Stern Neill, University of Washington - Tacoma USA

The Resource-Based View as a Foundation for a Market Segmentation Theory: Development of Theoretical Constructs and a Conceptual Framework

Karsten Sausen, University of St. Gallen, Switzerland

Torsten Tomczak, University of St. Gallen, Switzerland

The Impact of Strategic Plan Quality and Implementation on Firm Performance

William Hahn, Southeastern College, USA

Thomas Powers, University of Alabama--Birmingham, USA

Discussion Leader: Donald Chang, Metropolitan State College, USA

Session 7.3 Macromarketing: What Really Are They Talking About? An Overview of the Field and Opportunities to Contribute

Room: Tweedsmuir

Moderator: Clifford J. Shultz, II, Arizona State University, USA

Panel Participants:

Stan Shapiro, Simon Fraser University, Canada

Robert W. Nason, Michigan State University, USA

Sanford Grossbart, University of Nebraska, USA

Session 7.4 Customer Equity Management, Relationship Marketing, and Customer Commitment

Room: Garibaldi

Session Chair: Carol W. DeMoranville, Northern Illinois University, USA

Customer Equity Management: To Jump or Not to Jump (on the Bandwagon)

AnnA-Marie Harhay, Queen's University, Ontario, Canada

Relationship Marketing: An Innovation in Marketing Theory and Practice

Sabine Flambard-Ruaud, Edhec Business School, France

The Nature and Dimensionality of the Commitment Construct: Does Who or What We Are Committed to Matter?

Tim Jones, McMaster University, Ontario, Canada

S. Taylor, Queen's University, Ontario, Canada

Discussion Leader: Philip J. Trocchia, University of South Florida St. Petersburg, USA

Session 7.5 International Market Selection and Segmentation

Room: Galiano Island

Moderator: Salah S. Hassan, George Washington University, USA

Advances in International Market Selection: Review and Research Agenda

Nicolas Papadopoulos, Carleton University, Canada

From International Market Selection to Selection of Target Segments in International Markets: A Logical Flow of Considerations and Dimensions

Van R. Wood, Virginia Commonwealth University, USA

Linking International Segmentation to Performance

Stephen H. Craft, Towson University, USA

Analysis of International Market Selection Bases Used by Egyptian Companies: Comparative Evaluation of Public and Private Firms Involved in International Marketing

Ibrahim A. Hegazy, American University in Cairo, Egypt

Session 7.6 Online Adoption and Loyalty Issues

Room: Lions

Session Chair: K. Douglas Hoffman, Colorado State University, USA

E-Health Services Adoption by European General Practitioners

José Manuel Ortega Egea, University of Almería, Spain

María Victoria Román González, University of Almería,
Spain

Manuel Recio Menéndez, University of Almería, Spain

Understanding the Adoption of Mobile Commerce in Singapore with the Technology Acceptance Model (TAM)

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

Gerald Ng Soon Chye, National University of Singapore,
Singapore

Jeannie Chan Su Fern, National University of Singapore,
Singapore

Yowei Kang, National Taiwan University of Arts, Taiwan

Understanding E-Commerce Loyalty Formation

Enrique P. Becerra, Florida Atlantic University, USA

Discussion Leader: Timothy D. Landry, University of Oklahoma, USA

Session 7.7 AMS REVIEW BOARD MEETING,

5:00 P.M. – 6:30 P.M.

Room: Garibaldi

Host: James Gentry, University of Nebraska, USA

SPECIAL SESSION

THURSDAY, MAY 27

5:00 P.M. –6:30 P.M.

AMS Outstanding Teachers in Marketing
(Sponsored by Lamb, Hair, and McDaniel)
ROOM: Waddington

Moderator: Jill S. Attaway, Illinois State University, USA

Winners: Joe Hair, Louisiana State University, USA Jon Hawes, University of Akron, USA Carol Kaufman-Scarborough, Rutgers University, USA James Simpson, University of Alabama in Huntsville, USA

THURSDAY EVENING RECEPTION
6:30 P.M – 7:30 P.M.
ROOM: Vancouver Island

FRIDAY, MAY 28, 2004
HIGHLIGHTS

FRIDAY, MAY 28 – 8:00 A.M. – 10:00 A.M.

REGISTRATION AND EXHIBITS
8:30 A.M. – 4:30 P.M.
ROOM: Boardroom

JAMS EDITORIAL REVIEW BOARD MEETING
8:00 A.M. – 10:00 A.M.
ROOM: Waddington

AMS ANNUAL BUSINESS MEETING
5:00 P.M. – 6:00 P.M.
ROOM: Gabriola

PRESIDENT'S RECEPTION-AWARDS BANQUET
6:00 P.M. – 10:00 P.M.
ROOM: Pacific Ballroom

Session 8.1 JAMS EDITORIAL REVIEW BOARD MEETING
Room: Waddington
Editor: George Zinkhan, University of Georgia, USA

FRIDAY, MAY 28 – CONCURRENT SESSIONS
8:30 A.M. – 10:00 A.M.

Session 8.2 Environmental and Social Marketing Issues
Room: Cortes Island

Session Chair: Linda Ferrell, University of Wyoming, USA

Deciding on Environmentally-Safe Packaging
W. Wossen Kassaye, Metropolitan State College of
Denver, USA

The Use of The Theory of Planned Behavior to Establish Social Marketing Strategies
Ricardo Teixeira Veiga, Universidade Federal de Minas
Gerais, Brazil
Plínio Rafael Reis Monteiro, Universidade Federal de
Minas Gerais, Brazil

Fernanda Pereira de Magalhães, Universidade Federal de Minas Gerais, Brazil
Áurea Helena Puga Ribeiro, Fundação Dom Cabral, Brazil

Sustainable Development: A New Life-Cycle Analysis

Caroline Gauthier, Grenoble Ecole de Management, France

Discussion Leader: Peggy Cunningham, Queen's University, Canada

Session 8.3 Applying Marketing Concepts with and to Students: Values and Relationships

Room: Tweedsmuir

Session Chair: James Gray, Florida Atlantic University, USA

University Students are not Customers: When Marketing Goes Awry!

Goran Svensson, Halmstad University, Halmstad, Sweden

Greg Wood, Deakin University, Victoria, Australia

Some Motivational and Attitudinal Predictors of Interest in and Intention of Enrolling in Online Masters

Nora Lado, Universidad Carlos III de Madrid and European

University Institute, Florence, Italy

Mercedes Martos, Universidad Carlos II de Madrid, Madrid

James Nelson, University of Colorado at Boulder, USA

Student Assessment of Peer Evaluations Forms

Philip S. Nitse, Idaho State University, USA

Digging Deeper: Providing Business Students with a Tool for 'Surfacing' Values

Philip J. Torcchia, University of South Florida at St.

Petersburg, USA

Diane Swanson, Kansas State University, USA

Discussion Leader: Carol Demoranville, Northern Illinois University, USA

Session 8.4 Contemporary Marketing Practices in West Africa

Room: Garibaldi

Co- Moderators: Kofi Q. Dadzie, Georgia State University, USA; Wesley J. Johnston, Georgia State University, USA

The Contemporary Marketing Group and Contemporary Marketing Practices in West Africa

Wesley J. Johnston, Georgia State University, USA

Kofi Q. Dadzie, Georgia State University, USA

How Firms Relate to their Customers in West Africa: Some Empirical Insights From Nigeria and the Ivory Coast

Alphonso Ogboehi, Bryant College, USA

How Firms Relate to their Customers in the Ivory Coast: Does Organizational Culture Matter?

Evelyn Winston, Clark Atlanta University, USA

Contemporary Marketing Practices in Africa: Is It Market Orientation or Relational Marketing

Kofi Q. Dadzie, Georgia State University, USA.

Session 8.5 Online Auctions, Trust and Jurisdiction Issues

Room: Galiano Island

Session Chair: Sandeep Krishnamurthy, University of Washington, USA

A Critical Review of Online Auction Models

Subir Bandyopadhyay, Indiana University Northwest, USA
Julie Wolf, Indiana University Northwest, USA

A Typology of Online Retail Assurance: Implications for Managers and Ideas for Future Research

Todd J. Arnold, Washington State University, USA
Timothy D. Landry, University of Oklahoma, USA
J. Kenneth Reynolds, Louisiana State University, USA

Jurisdiction in B2C E-Commerce Redress

Chin Eang, Ong, Monash University, Malaysia

Discussion Leader: Donna F. Davis, Texas Tech University, USA

Session 8.6 Consumption Contexts: Smell, Hell, and Travel

Room: Lions

Session Chair : Judith Lynne Zaichkowsky, Groupe HEC, France

Consumer Behavioral Response to Scent-Evoked Nostalgia

Ulrich R. Orth, Oregon State University, USA
Aurelie Bourrain, ISARA, Lyon, France

Still Fighting the Civil War? An Exploratory Study of the Motivations and Consumption Behaviors of Civil War Re-Enactors

Sandra Mottner, Western Washington University, USA
Wendy Bryce Wilhelm, Western Washington University, USA

Thinking Straight about Generational Marketing: Lessons from Analyzing US Consumers' Vacationing

Mark Peterson, University of Texas at Arlington, USA
Sheri Lambert, Taylor Nelson Sofres, USA

Discussion Leader: Scott Jones, Clemson University, USA

REFRESHMENT BREAK

10:00 A.M. – 10:30 A.M.

ROOM: Boardroom

FRIDAY, MAY 28 – CONCURRENT SESSIONS

10:30 A.M. – 12:00 P.M.

Session 9.1 Control and Cooperation in B2B Relationships

Room: Tweedsmuir

Session Chair: Angela Hausman, The University of Texas - Pan American, USA

Enforcement Structures in Business-to-Business Relationships: An Exploratory Study

Rodney L. Stump, Morgan State University, USA
Stephen Keysuk Kim, Oregon State University, USA
Aswin W. Joshi, York University, USA
Cristian Chelariu, York University, USA
Zhan Li, University of San Francisco, USA

The Delineation of Coordination, Cooperation, Compliance, and Specific Assets in Channels of Distribution

Janice M. Payan, University of Northern Colorado, USA
Neeraj Bharadwaj, University of Texas at Austin, USA

The Bullwhip Effect: Refined and Re-defined

Goran Svensson, Vaxjo University, Sweden

Discussion Leader: Jennifer Pope, Grand Valley State University, USA

Session 9.2 Beyond Being a Respondent: Involving Students in Conducting High Quality Social Science Research

Room: Cortes Island

Moderator: Nancy D. Albers-Miller, Berry College, USA

Panel Participants:

Robert D. Straughan, Washing and Lee University, USA

Nancy D. Albers-Miller, Berry College, USA

Penelope J. Prenshaw, Millsaps College, USA

Session 9.3 MEET THE JOURNAL EDITORS

Room: Waddington

Moderator: David J. Ortinau, University of South Florida, USA

Editors:

George Zinkhan, Journal of the Academy of
Marketing Science [JAMS]

Michael Levy and Dhruv Grewal, Journal of Retailing [JR]

Greg W. Marshall, Journal of Professional Selling and
Sales Management [JPSSM]

Ruth Bolton, Journal of Marketing [JM]

Michel Laroche and Barry Babin, Journal of Business
Research [JBR]

Clifford J. Schultz, II, Journal of MarcoMarketing [JMM]

Steven M. Shugan, Marketing Science [MMK]

Iraj Fooladi, Mary Brooks, The Canadian Journal of
Administrative Sciences [CJAS]

Chuck Chakrapani, The Canadian Journal of Marketing
Research [CJMR]

Session 9.4 Perceptual Fit and Consistency Issues

Room: Garibaldi

Session Chair: Michel Laroche, Concordia University, Canada

Cooperative Branding: The Transfer of an Identity

Sonia Dickinson, Curtin University of Technology, Curtin,
Australia

Tara Heath, Curtin University of Technology, Curtin,
Australia

The Critical Role of Congruency in Prototypical Brand Extensions

Maria Kalamas, Concordia University, Canada

Mark Cleveland, Concordia University, Canada

Michel Laroche, Concordia University, Canada

Robert Laufer, Concordia University, Canada

Platform Strategy: Understanding the Inter-Relationship Between Platform Variants and Corporate Success

James Agarwal, The University of Calgary, Canada

Andreas Herrmann, University of St. Gallen, Switzerland

Frank Huber, University of St. Gallen, Switzerland

Discussion Leader: James Agarwal, The University of Calgary, Canada

Session 9.5 Firm Performance in International Markets

Room: Galiano Island

Session Chair: Van R. Wood, Virginia Commonwealth University, USA

Performance of International Joint Ventures: An Empirical Study in Tunisia

Fatma Kamoun Abdelkefi, Faculté des Sciences Economiques et de Gestion de Sfax, Tunisia

Social Capital's Relative and Synergistic Influence on Firm Performance in China

Xueming Luo, State University of New York, USA

David A. Griffith, University of Hawaii, USA

Sandra S. Liu, Purdue University, USA

Yi-Zheng Shi, Hong Kong Baptist University, Hong Kong

S.A.R., China

Retail Internationalization and Corporate Performance: An Exploratory Study

Syed Tariq Anwar, West Texas A&M University, USA

Lal Khan Almas, West Texas A&M University, USA

Discussion Leader: Leslie Szamosi, University of Sheffield City College, Greece

Session 9.6. Codes of Ethics for Business Educators and Business Practitioners

Room: Lions

Moderator: Joe Sirgy, Virginia Tech, USA

Panel Participants:

Minoos Farhangmehr, Universidad Do Minho, Portugal

Ron Hill, University of Florida-St. Petersburg, USA

Vic Johar, California State University-San Bernardino,

USA

LUNCH ON YOUR OWN

12:00 P.M. – 1:30 P.M.

Friday, May 28

FRIDAY, MAY 28 – CONCURRENT SESSIONS

1:30 P.M. – 3:00 P.M.

Session 10.1 Marketing In Latin America and Ibero America

Room: Lions

Session Chair: Consuelo García-de-la-Torre, Mexico

Strategy Marketing Ibero-Latin American Perspective : Redefining Marketing Orientation – an Organization View

Jaime Rivera Camino, Universidad Carlos III de Madrid, Spain

Victor Molero Ayala, ESIC, Spain

Brand Loyalty Using Discrete Choice Models : An Application to the Spanish Market

Mercedes Martos, Universidad Carlos III de Madrid, Spain

Nora Lado

Mexican Profile of Consumer as Sustainable Consumer

Karina Budar Mejia, EGADE-ITESM, Mexico

Marisela Monterrosa, EGADE-ITESM, Mexico

Roberto Arteaga Alamilla, EGADE-ITESM, Mexico

Consuelo Garcia-de-la-Torre, EGADE-ITESM, Mexico

The Impact of Public Opinion on the Spread of RFID Technology : A Study of Mexican Consumers

Steffen Schnorzingger, EGADE-ITESM, Mexico

Consuelo Garcia-de-la-Torre, EGADE-ITESM, Mexico

Session 10.2 Product-Country Images in Emerging Markets

Room: Cortes Island

Session Chair: Gerald Hampton, New Mexico State University, USA

Exporting to Morocco: Consumer Perceptions of Countries of Origin

Sadrudin A. Ahmed, University of Ottawa, Canada

Alain d'Astous, HEC Montréal, Canada

Jean Brice Yoou, HEC Montréal, Canada

Consumer Ethnocentrism in Emerging Markets: A Five-Country Study

Attila Yaprak, Wayne State University, USA

Hugh M. Cannon, Wayne State University, USA

Wooing Partners to the Dance: Who Wants to Be in a FTA Agreement?

Louise A. Heslop, Carleton University, Canada

Nicolas Papadopoulos, Carleton University, Canada

José I. Rojas-Méndez, Universidad de Talca, Chile

Roberto Solano Méndez, Universidad de las Américas, Mexico

Jason Baillargeon, Agriculture and Agri-Food Canada, Canada

Discussion Leader: John B. Ford, Old Dominion University, USA

Session 10.3 Salesperson Enhancement of Client Relationships

Room: Tweedsmuir

Session Chair: Keun S. Lee, Hofstra University, USA

Communication is Key: Delivering Customer-Perceived Value and Satisfaction in Key Account Relationships

Laurent Georges, EDHEC School of Management,

Andreas Eggert, University of Kaiserslautern,

Gilles N'Goala, EDHEC School of Management,

Slogans of Self-Promotion: A Content-Analysis of Sales Agent Advertisements

Derek N. Hassay, University of Calgary, Canada

The Sales Agent versus the Company Sales Force: Some Issues and Insights

John C. Crawford, University of North Texas, USA

Richard A. Dunipace, University of North Texas, USA

George W. Wynn, James Madison University, USA

Discussion Leader: Mark P. Leach, Loyola Marymount University, USA

Session 10.4 Personality and High/Low Consumption Contexts

Room: Garibaldi

Session Chair: Lynn R. Kahle, University of Oregon, USA

Consumer Susceptibility to Interpersonal Influence and the Importance of Brands in a High- versus a Low-Context Culture

Gregory M. Rose, University of Washington, USA

Erin Baca, University of Texas El Paso, USA

Linda Horton, University of Mississippi, USA

Jeffrey Blodgett, University of Mississippi, USA

Personality and Personal Values in Travel Destination

Jeffrey Stinson, University of Oregon, USA

Yukiko Matsuura, University of Oregon, USA

Lynn R. Kahle, University of Oregon, USA

Brand Personality as a Differentiation Tool

Adam Marquardt, University of Oregon, USA

Discussion Leader: David M. Boush, University of Oregon, USA

Session 10.5 Creating Value for Service Workers: Elements of the Work Environment and Service Worker's Quality of Work and Life

Room: Galiano Island

Moderator: Barry J. Babin, University of Southern Mississippi, USA

Panel Participants:

Julie Baker, Texas Christian University, USA

Adilson Borges, Reims Management School, France

Jean-Charles Chebat, HEC – Montreal, Canada

Claire Gelinat Chebat, University of Quebec, Canada

Christine Gonzalez, ESC Toulouse,

Mitch Griffin, Bradley University, USA

David J. Ortinau, University of South Florida, USA

Graham H. Roberts and Anne Maeder, Lille Graduate School of Management,
France

Session 10.6 International Perspectives on IMC Related Issues

Room: Waddington

Session Chair: TBA

Sponsorship Evaluation in South Africa

Adele Berndt, RAU

Understanding Value of Investments of Analyst Relations Programs – A Framework for Indian Software Vendors

Arunangshu Sharma, Patni Computers Systems Limited

Advertising Budgeting Methods and Processes in China

Douglas West, University of Westminster, UK

Yi-Zheng Shi, Hong Kong Baptist University

Discussion Leader: Laurie Babin, University of Southern Mississippi, USA

REFRESHMENT BREAK

3:00 P.M. – 3:30 P.M.

ROOM: Boardroom

FRIDAY, MAY 28 – CONCURRENT SESSION 11

3:30 P.M. – 5:00 P.M.

Session 11.1 International Marketing in a Changing World

Room: Waddington

Session Chair: Xueming Luo, State University of New York, USA

Terrorism's Role in International Marketing: Research Propositions

Gary A. Knight, Florida State University, USA

Michael R. Czinkota, Georgetown University, USA

Product-Country Images in a Turbulent Environment: Evidence from a War-torn Country

Leslie Szamosi, University of Sheffield City College,
Greece
Bohan Cica, Consultant, Serbia-Montenegro

Institutional Environment and Marketing Practices in Transitional Economies: Testable Hypotheses

Luis V. Dominguez, Florida Atlantic University, USA
Jaqueline Pels, Universidad Torcuato Di Tella, Argentina
Adolfo Arias, Universidad Adolfo Ibáñez, Chile

Discussion Leader: Gerald Hampton, New Mexico State University, USA

Session 11.2 Understanding the Customer

Room: Cortes Island

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

Corporate Reputation, Customer Satisfaction and Customer Loyalty: What is the Relationship?

Albert Caruana, University of Malta, Malta
B. Ramaseshan, Curtin University of Technology, Australia
Kathleen Krentler, San Diego State University, USA

Modeling Customer Retention: A Value Based Perspective of Market Orientation

Shu-Ching Chen, University of Adelaide, Australia

Antecedents of Store Brand Image

Archana Vahie, University of North Texas, USA
Audhesh Paswan, University of North Texas, USA

Discussion Leader: Kristy Reynolds, Louisiana State University, USA

Session 11.3 Exploring the Analytical Dimension of the Research Process

Room: Tweedsmuir

Session Chair: Carl McDaniel, University of Texas-Arlington, USA

Modeling Determinants of Performance: Pooling Regression Application

Chih-Wen Wu, University of Glasgow, Scotland

A Note on Estimating Second Order Interactions and Quadratics in Latent Variables

Robert A. Ping, Jr., Wright State University, USA

Derivation of Stationary Optimal Defense Strategies Using a Continuous Market Model

Ulrike Schuster, Vienna University of Economics and
Business, Austria
Jurgen Wockl, Vienna University of Economics and
Business, Austria

Session 11.4 Customer Satisfaction in Healthcare Settings, and Impulse Buying in Services Contexts

Room: Garibaldi

Session Chair: Sabine Flambard-Ruaud, Edhec Business School, France

Attributions of Credit? A Reexamination of the Role of Customer Attributions Across Both Successful and Unsuccessful Service Encounters

Brian L. Boudreau, Florida State University, USA
Ronald A. Clark, Florida State University, USA
J. Joseph Cronin, Jr., Florida State University, USA
Clay M. Voorhees, Florida State University, USA

Why Should Impulse Buying Be Restricted to Product Purchases? Exploring its Relevance and Incidence in Services Contexts

Piyush Sharma, Nanyang Business School, Singapore

Short-Term Reduction in Anxiety versus Efficacy of Long-Term Treatment as Drivers of Customer Satisfaction in Healthcare Settings

George Miaoulis, Jr., Robert Morris University, USA

Jonathan Gutman, University of New Hampshire, USA

Discussion Leader: Kim Nelson, The University of Arizona, USA

Session 11.5 Market Orientation and Stakeholder Orientation: How can Businesses Responsibly Manage their Relationships with Businesses' Diverse Publics?

Room: Galiano Island

Moderator: O.C. Ferrell, Colorado State University, USA

Panel Participants:

Jay Handelman, Queen's University, Canada

Jean Johnson, Washington State University, USA

Isabelle Maignan, Vrije Universiteit Amsterdam,
Netherlands

Stan Slater, Colorado State University, USA

Session 11.6 JPSSM REVIEW BOARD MEETING

Room: Lions

Host: Greg W. Marshall, Editor, Rollins College, USA

Harry Briggs, M.E. Sharpe Publishing, USA

FRIDAY, MAY 28; 5:00 P.M. – 6:00 P.M.

AMS ANNUAL BUSINESS MEETING

ROOM: Gabriola Island

FRIDAY, MAY 28; 6:00 P.M. – 7:00 P.M.

PRESIDENT'S RECEPTION

ROOM: Pacific Ballroom Foyer

FRIDAY, MAY 28; 7:00 P.M. – 10:00 P.M.

AMS AWARDS BANQUET

ROOM: Pacific Ballroom

SATURDAY, MAY 29, 2004 - CONCURRENT SESSION 12

8:30 A.M. – 10:00 A.M.

Session 12.1 AMS Doctoral Student Breakfast (7:30 A.M)

Room: Waddington (By Invitation Only)

9:00 A.M. Current Research in Marketing Doctoral Programs

Session Chair: Donald L. Cook, Georgia State University, USA

Session 12.2 Marketing Education Thoughts and Directions

Room: Cortes Island

Moderators: Ellen M. Moore, University of South Carolina, USA, Mary F. Mobley, Augusta State University, USA

New Dimensions in Teaching International Marketing – Didactical and Technological Concept of a Blended Learning Course

Ralf K. Schelhase, University of Applied Sciences
Darmstadt, Germany

Multifaceted Perspectives of Diversity Management: Major Implications for Business Education
Panel Participants:

Mary F. Mobley, Augusta State University, USA
Ellen M. Moore, University of South Carolina, USA
Peter Basciano, Augusta State University, USA
Michael C. Mobley, MD, Psychiatric Medicine, USA

Session 12.3 Advances in International Marketing
Room: Tweedsmuir

Moderator: Nicolas Papadopoulos, Carleton University, Canada

The Rich, the Poor, and the Terrorists

Michael R. Czinkota, Georgetown University, USA

Rethinking Consumer Segmentation for a Borderless World

Lyn S. Amine, Saint Louis University, USA

The Internationalization of the Firm: A Critical Review and Hopeful Research Agenda

Attila Yaprak, Wayne State University, USA

Developing Successful Trust-Based International Buyer-Seller Relationships

Constantin Katsikeas, Cardiff University, UK

Country Image, Country/Place Equity, and International Brand Architecture

Nicolas Papadopoulos, Carleton University, Canada

Session 12.4 Market Orientation and Firm Success
Room: Garibaldi

Session Chair: Donald Chang, Metropolitan State University, USA

An Exploration of Relationships Among Perceived Market Orientation, Strategic Flexibility, and Customer Value in the Supply Chain Under Different Conditions of Environmental Turbulence

Kevin Celuch, University of Southern Indiana, USA
Chickery Kasouf, Worcester Polytechnic Institute, USA

The Effects of Corporate Cultural Factors on Service Quality

Donald Chang, Metropolitan State College, USA
Jyh-Shen Chiou, National Chengchi University, Taipei,
Taiwan
Su-Jane Chen, Metropolitan State College, USA

Rethinking the Market-Orientation Construct: Toward Reconciling the Culture Versus Behavior Debates

David Allbright, Georgia College and State University,
USA

Discussion Leader: David Allbright, Georgia College and State University, USA

Session 12.5 Factors of Successful B2B Exchanges
Room: Lions

Session Chair: Kishore Gopalakrishna Pillai, Florida State University

Functional/Dysfunctional Business-to Business Exchanges

Beth Davis, University of Tennessee, USA
Brian Fugate, University of Tennessee, USA
Barbara Marshall, University of Tennessee, USA

Joint Venture Dissolution in Developed and Less Developed Countries: Exploring Political Stability and Types of Termination

Jennifer Pope, Grand Valley State, USA
Sindy Chapa, University of Texas - Pan American, USA
Angela Hausman, University of Texas - Pan American,
USA

Role of Expectations, Behaviors, Dyadic Perception of Success and Relationship Quality on Relationship Exchange

Dr. Sanjaya S. Gaur, Shailesh J. Mehta School of
Management, India
Amit Kaushik, Shailesh J. Mehta School of Management,
India

Discussion Leader: Mee-Shew Cheung, University of Tennessee, USA

REFRESHMENT BREAK

10:00 A.M. – 10:30 A.M.

ROOM: Boardroom

SATURDAY, MAY 29 – CONCURRENT SESSION 13

10:30 A.M. – 12:00 P.M.

Session 13.1 Current Research in Marketing Doctoral Programs

Room: Waddington

Session Chair: Donald L. Cook, Georgia State University, USA

Session 13.2 Visitor Communities, Contextual and Temporal Cues, and Purchase Intentions

Room: Tweedsmuir

Session Chair: Thomas L. Ainscough, University of South Florida St. Petersburg, USA

Visitor Communities: Extending the Brand Community Concept to Tourism

Stuart Levy, University of Calgary, Canada
Derek N. Hassay, University of Calgary, Canada

Determinants of the Use of Contextual and Temporal Cues in Service Settings

Vincent P. Magnini, Old Dominion University, USA
Kiran Karande, Old Dominion University, USA

The Effect of Service Provision, Perceived Value for Money, Satisfaction and Self-Image Congruence on Purchase Intentions of Retail Customers

Aron O'Cass, The University of Newcastle, Australia
Debra Grace, Griffith University, Australia

Discussion Leader: Mark Peterson, The University of Texas at Arlington, USA

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The Academy of Marketing Science Honors

Dr. Valarie Zeithaml 2004 AMS CUTCO/Vector
Distinguished Marketing Educator



Valarie Zeithaml is the Roy and Alice H.Richards Bicentennial Professor and MBA Associate Dean at the Kenan-Flagler Business School of the University of North Carolina, Chapel Hill. Since receiving her MBA and Ph.D. in marketing from the Robert H. Smith School of Business at the University of Maryland in 1980, Professor Zeithaml has devoted her career to researching and teaching the topics of service quality and services management. She is the author of three books: *Delivery Quality Service: Balancing Customer Perceptions and Expectations* (Free Press, 1990), now in its thirteenth printing, *Driving Customer Equity: How Customer Lifetime Value Is Reshaping Corporate Strategy* (with Roland Rust and Katherine Lemon, Free Press, 2000), and *Services Marketing: Integrating Customer Focus across the Firm* (with Mary Jo Bitner, McGraw-Hill/Irwin,

2003), a textbook now in its third edition. In 2002, *Driving Customer Equity* won the first Berry-American Marketing Association Book Prize for the best marketing book of the past three years.

In 2004, Professor Zeithaml received both the Innovative Contributor to Marketing Award given by the Marketing Management Association and the Outstanding Marketing Educator Award given by the Academy of Marketing Science. In 2001, she received the American Marketing Association's Career Contributions to the Services Discipline Award.

Professor Zeithaml has won five teaching awards including the Gerald Barrett Faculty Award from the University of North Carolina and the The Fuqua School Outstanding MBA Teaching Award from Duke University. She is also the recipient of numerous research awards including the Robert Ferber Consumer Research Award from the Journal of Consumer Research, the Harold H. Maynard Award from the Journal of Marketing, the Jagdish Sheth Award from the Journal of the Academy of Marketing Science, and the William F. O'Dell Award from the Journal of Marketing Research. She has consulted with over 50 service and product companies.

Professor Zeithaml served on the Board of Directors of the American Marketing Association from 2000-2003 and is currently an Academic Trustee of the Marketing Science Institute.