



Academy of Marketing Science

THE 12TH BIENNIAL WORLD MARKETING CONGRESS

*Marketing in an Inter-connected World: Opportunities and
Challenges*

**July 6-9, 2005
MUENSTER, GERMANY**

Hosted by
**The Marketing Center Muenster,
University of Muenster/Germany**
at
The Movenpick Hotel Muenster

Program Chairs

Tanuja Singh, Northern Illinois University, USA
Heiner Evanschitzky, Marketing Center, University of Muenster, Germany
Ralf Schellhase, University of Applied Sciences Darmstadt, Germany

PROGRAM CHAIRS

Tanuja Singh, Northern Illinois University, USA
Heiner Evanschitzky, University of Muenster, Germany
Ralf Schellhase, University of Applied Sciences Darmstadt, Germany

TRACK CHAIRS

ADVERTISING, PROMOTION AND OTHER INTEGRATED MARKETING COMMUNICATIONS

Denise Schoenbachler, Northern Illinois University, USA
Philip J. Kitchen, The University of Hull, UK

BUSINESS-TO-BUSINESS

Richard A. Lancioni, Temple University, USA
Pervez Ghauri, Manchester School of Management, UK

CHANNELS OF DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT

Lou Pelton, University of North Texas, USA
Aric Rindfleisch, University of Wisconsin-Madison, USA

CONSUMER BEHAVIOR AND CONSUMER MARKETING

Mark Hill, Montclair State University, USA
Vince-Wayne Mitchell, Cass Business School, UK

CURRENT ISSUES IN ASIA AND AUSTRALASIA

Michel Laroche, Concordia University, Canada
Mike Ewing, Monash University, Australia

ELECTRONIC AND DIRECT MARKETING

Julie Napoli, Curtin University of Technology, Australia
Mairead Brady, University of Dublin, Ireland

ETHICS AND SOCIAL RESPONSIBILITY

John Fraedrich, Southern Illinois University, USA

INTERNATIONAL MARKETING

John Ford, Old Dominion University, USA
A. Diamantopoulos, University of Vienna, Austria

MARKETING EDUCATION

Mitch Griffin, Bradley University, USA
Patrick Poon, Lingnan University, Hong Kong

MARKETING RESEARCH AND QUANTITATIVE ANALYSIS

Gerald Albaum, University of New Mexico, USA

Arthur Money, Henley Management College, UK

MARKETING STRATEGY

Kathleen Krentler, San Diego State University, USA

Albert Caruana, University of Malta, Malta

Brendan J. Gray, University of Otago, New Zealand

NOT-FOR-PROFIT

Adrian Sargeant, Bristol Business School, UK

Sandra Mottner, Western Washington University, USA

PRODUCT PLANNING AND PRICING STRATEGIES

Jeffrey B. Schmidt, University of Illinois at Urbana-Champaign, USA

G.J. Avlonitis, Athens University of Economics and Business, Greece

RELATIONSHIP MARKETING

Bulent Menguc, Brock University, Canada

Manfred Krafft, Marketing Center Muenster, Germany

Klaus Backhaus, Marketing Center Muenster, Germany

Dieter Ahlert, Marketing Center Muenster, Germany

RETAILING AND FASHION MERCHANDISING

Barry Berman, Hofstra University, USA

Ann Fairhurst, University of Tennessee, USA

Susan Fiorito, Florida State University, USA

SELLING & SALES MANAGEMENT

Dan Weilbaker, Northern Illinois University, USA

Antonis Simintiras, University of Wales Swansea, UK

SERVICES AND TRAVEL AND TOURISM MARKETING

R. Mohan Pisharodi, Oakland University, USA

Nina Reynolds, University of Wales Swansea, UK

MARKETING IN THE EU

Thomas Salzberger, Wirtschaftsuniversitaet Wien, Austria

Biljana Crnjak-Karanovica, University of Split, Croatia

PROCEEDINGS EDITOR

Carol DeMoranville, Northern Illinois University, USA

LOCAL ARRANGEMENTS COMMITTEE

CHAIR

David Woisetschlager, Marketing Center Muenster (MCM), Germany

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David Ahlert, Marketing Center Muenster (MCM), Germany
Klaus Backhaus, Marketing Center Muenster (MCM), Germany
Manfred Kraft, Marketing Center Muenster (MCM), Germany
Peter Kenning, Marketing Center Muenster (MCM), Germany

Tuesday, July 5, 2005

15:00 – 18:00

REGISTRATION, FOYER

18:30 – 19:30

OPENING RECEPTION, FOYER

Wednesday, July 6, 2005

8:00 – 17:00

REGISTRATION, FOYER

8:30 – 10:00

Session 1.1: Marketing Communication and Advertising Standardization

PAVILLON 1

Session Chair: Aviv Shoham, University of Haifa, Israel

Marketing Events and Attitude Formation: An Empirical Study about the Influence of Advertising Activities at Events and the Dynamic of Attitude Formation

Gunnar Mau, University of Göttingen, Germany

Kerstin Weihe, University of Göttingen, Germany

Günter Silberer, University of Göttingen, Germany

Promotions with Perishable Products

Rim Lamandhi, LEGI-Ecole Polytechnique, Tunisia and ISG of Tunis

Lamia Rouached, LEGI-Ecole Polytechnique, Tunisia and ISG of Tunis

Louis-Georges Soler, INRA-LORIA, France

Marketing Communications in an Inter-connected World: Opportunities and Challenges in the Advertising Industry in Nigeria

Rotimi Williams Olatunji, Lagos State University, Nigeria

Standardization in International Advertising-An Empirical Approach for Different Advertisement Categories

Klaus Backhaus, University of Muenster, Germany

Jenny van Doorn, University of Groningen, the Netherlands

Melanie Schultze, Dimag, GmbH, Cologne, Germany

Discussion Leader: Anja Geigenmueller, University of Mining and Technology, Germany

Session 1.2: Current and Emerging Issues in B2B Markets

PAVILLON 2

Session Chair: Mohan Pisharodi, Oakland University, USA

Organizational Buyers and Conflict: The Impact of Conflict on Ongoing and New Purchasing Situations

Richard E. Plank, William Patterson University of New Jersey, USA

Stephen J. Newell, Western Michigan University, USA

David A. Reid, William Patterson University of New Jersey, USA

Relationships, Marketing Strategies and Export Performance: A Conceptual Model

Claude Obadia, Université de Paris, Sorbonne, France

How Control Mechanisms and Trust Affect Customer Commitment

Alexander Haas, University of Erlangen-Nuernberg, Germany

Björn Sven Ivens, University of Erlangen-Nuernberg, Germany

Catherine Pardo, Ecole de Management Lyon, France

Business Repurchasing Using the List of Values

Tino Fenech, Griffith University, Australia

Discussion Leader: Dirk Morschett, Saarland University, Germany

Session 1.3: Consumer Behavior and the Web

PAVILLON 3

Session Chair: Tanuja Singh, Northern Illinois University, USA

Internet Mavens, Market Mavens & Opinion Leaders: A Preliminary Examination

Kathleen A. Krentler, San Diego State University, USA

Michael A. Belch, San Diego State University, USA

Laura A. Flurry, Louisiana Tech University, USA

E-Commerce as an Alternative Distribution Technology: The Readiness of Chinese Consumers

Wai-Mum Kwok, Belt Collins International Ltd., Hong Kong

Li-Wei Mai, University of Westminster, UK

Jaafar El-Murad, University of Westminster, UK

Marketer Facilitated Interactions at Brandfests: An Analysis of Consumer-Brand Celebrity Conversations in an Online Brandfest

Toni Eagar, Australian National University, Australia

The Impact of Internet as a Source of WOM on Buying Process of Consumers

Gonca Ulubapođlu, Istanbul Technical University, Turkey

Aylin Egesoy, Istanbul Technical University, Turkey

Nimet Uray, Istanbul Technical University, Turkey

Discussion Leader: Maren Wunderlich, University of Muenster, Germany

Session 1.4: Effects of Gender and Ethnicity in Consumer Behavior

SALON IV

Session Chair: Irena Vida, University of Ljubljana, Slovenia

The Moderating Role of Gender on Web Consumer Behavior

Marie-Odile Richard, École des Hautes Études Commerciales, Canada

Zhiyong Yang, Concordia University, Canada

Michel Laroche, Concordia University, Canada

Do Effects of Demographic Variables on Conflict Resolution Strategies Differ Across Ethnic Groups? A Study of Joint Purchase Decisions

Rina Makgosa, University of Botswana, Botswana

Jikyeong Kang, Manchester Business School, United Kingdom

Gender-Specific Advertising Response: The Case of Textual Information Quantity

Hans H. Bauer, University of Mannheim, Germany

Nicola E. Sauer, University of Mannheim, Germany

Verena Mnich, Europa-Fachpresse-Verlag, Germany

Word of Mouth, Brand Loyalty and the American Jewish Consumer
Jeffrey S. Podoshen, Franklin and Marshall College, USA
Jeffrey Lidicker, Temple University, USA

Discussion Leader: Irena Vida, University of Ljubljana, Slovenia

Session 1.5: Conceptualizing and Measuring Export Performance
SALON III

Session Chair: John Ford, Old Dominion University

Factors Determining Export Performance – A Survey of SME Exporters in Singapore
B. Ramaseshan, Curtin University of Technology, Australia
Nigel DeBussy, Curtin University of Technology, Australia
Hsiu-Yuan Tsao, Curtin University of Technology, Australia

Trade-Off Interactions Among Export Performance Dimensions: Empirical Evidence from UK Firms
Adamantios Diamantopoulos, University of Vienna, Austria
Nikolaos Kakkos, Loughborough University, UK

Entry Predictors and Export Market Selection of German SMEs
David Woisetschlager, University of Muenster, Germany
Heiner Evanschitzky, University of Muenster, Germany

Standardization versus Adaptation of Processes: Decentralization, Cooperation and Commitment in Exporting
Maja Makovec Brencic, University of Ljubljana, Slovenia
Aviv Shoham, University of Haifa, Israel
Vesna Virant, University of Ljubljana, Slovenia

Discussion Leader: Scott Weaven, Griffith University-Gold Coast Campus, Australia

10:00 – 10:30—BREAK, FOYER

10:30 – 12:00—2005 WMC PLENARY SESSION

Plenary Session 2.1: International Marketing and Terrorism: Managing the Unthinkable

SALON III + IV

Plenary Speaker: Michael R. Czinkota, Georgetown University

12:00 – 13:20 –LUNCH

SALON I + II

13:30 – 15:00

Session 3.1: Marketing Strategy and Market Orientation

PAVILLON 1

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

Towards Resolving Difficulties with the Conceptualisation of Market Orientation: The Role of Market-sensing Capability

Anthony Foley, Waterford Institute of Technology, Ireland

John Fahy, University of Limerick, Ireland

Market Orientation and Manufacturing Outputs

Hari Vasudevan, Dwarkadas J. Sanghvi College of Engineering, India

Sanjaya S. Gaur, Indian Institute of Technology-Bombay, India

Examining the Relationship between Diversity Management and Market Orientation

Angela Paladino, The University of Melbourne, Australia

Carol Kulik, The University of Melbourne, Australia

Discussion Leader: Brendan Gray, University of Otago, New Zealand

Session 3.2: Channel Issues in Global Markets

PAVILLON 2

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

New Waves in Global Marketing: Channel Surfing in the 21st-Century

Bert Rosenbloom, Drexel University, USA

Lou E. Pelton, University of North Texas, USA

The Deficiency of Third World Logistics in the Age of Globalization: The Need for a Paradigm Shift

A. Coskun "Josh" Samli, University of North Florida, USA

Premium Private Labels, Supply Contracts and Shelf Space Segmentation

Pascale Bazoche, INRA-LORIA, Laboratoire d' économétrie de l'école Polytechnique, France

Eric Giraud-Héraud, INRA-LORIA Ivry/Seine and Laboratoire d'Econométrie, Ecole

Polytechnique, France

Louis-Georges Soler, INRA-LORIA, Ivry/Seine, France

Discussion Leader: Aric Rindfleisch, University of Wisconsin-Madison, USA

Session 3.3: Branding and Packaging Issues in Asia-Australasia

PAVILLON 3

Session Chair: Nigel DeBussy, Curtin University of Technology, Australia

Benchmarking the Corporate Brand in Relation to Stakeholders: A Managerial Perspective

Tatiana Anisimova, Monash University, Australia

Brand Naming in China-The Empirical Investigation of the Relationship between Method of Translation and Brand Evaluation

Margit Enke, Technical University Bergakademie Freiberg, Germany
Anja Geigenmueller, Technical University Bergakademie Freiberg, Germany
Martin Reimann, Technical University Bergakademie Freiberg, Germany
Hongbo Zhang, Fraunhofer Institute Beijing, Peoples' Republic of China

Does Retailer Equity Vary Across Store Categories? Empirical Evidence from Australia

Ravi Pappu, University of New England, Australia
Pascale Quester, University of Adelaide, Australia

The Use of Packaging Cues to Segment Consumers in Food Shopping

Pinya, Silayoi Kasetsart University, Thailand
Mark Speece, University of Alaska Southeast, USA

Discussion Leader: Lefa Teng, University of Guelph, Canada

Special Session 3.4: Current Best Practices in B2B Marketing: A Research Summary and Overview

SALON III

Session Chair: Debra Zahay, Northern Illinois University, USA

Panelists:

Abbie Griffin, University of Illinois, Urbana-Champaign, USA
Wesley Johnston, Georgia State University, USA
Debra Zahay, Northern Illinois University, USA

Session 3.5: Marketing in the Nonprofit Environment

SALON IV

Session Chair: Sandra Mottner, Western Washington University, USA

Partnership and Relational Potential Between Government & the Non-Profit Sector: The Role of Ethical Climate

James Agarwal, University of Calgary, Canada
David C. Malloy, University of Regina, Canada
Ken Rasmussen, University of Regina, Canada

Environmental Dynamics, Learning and Innovation in Social Enterprises: Some Preliminary Findings

Jay Weerawardena, University of Queensland, Australia
Gillian Sullivan Mort, Griffith University, Australia

The Development of a Behavior Model for Museums: An Approach Using Environmental Psychology

Ralf Terlutter, Saarland University, Germany

Discussion Leader: Toni Hilton, Bristol Business School, UK

15:00 – 15:30—BREAK , FOYER

15:30 – 17:00

Session 4.1: Measuring Service Quality

PAVILLON 1

Session Chair: Mohan Pisharodi, Oakland University, USA

An Empirical Examination of the Moderators of the Service Recovery Paradox

Vince Magnini, Longwood University, USA

John Ford, Old Dominion University, USA

Edward Markowski, Old Dominion University, USA

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

A Contingency Framework for the Durational Component of the Service Experience: An Exploratory Study

Ayse Banu Elmadag, University of Alabama, USA

Elif Karaosmanoglu, The Middlesex University, UK

Transitioning from Services to Products: A Roadmap for Software Service Providers

G. Shainesh, Indian Institute of Management-Bangalore, India

Debanjan Dasgupta, Wipro Technologies Ltd., India

Aggressive Consumer Claiming Behavior in a Service Recovery Context

Jochen Wirtz, National University of Singapore, Singapore

Janet McColl-Kennedy, The University of Queensland, Australia

Discussion Leader: Gopalkrishnan Iyer, Florida Atlantic University, USA

Special Session 4.2: Initiating Sales Specific Short-Term International Exchange Programs for Undergraduate Students

PAVILLON 2

Session Chair: Dan Weilbaker, Northern Illinois University, USA

Panelists:

Dan C. Weilbaker, Northern Illinois University, USA

Laura Cuddihy, Dublin Institute of Technology, Ireland

Session 4.3: Emerging Issues in Retailing and Fashion Merchandising

PAVILLON 3

Session Chair: Lee Stepina, Florida State University

The Language of International Retail Expansion

Nicholas Alexander, University of Wales Aberystwyth, UK

Mark Rhodes, University of Wales Aberystwyth, UK

Hayley Myers, University of Surrey, UK

Effects of Perceived Retail Environment on Consumption Emotions, Satisfaction and Behavioral Intentions: A Comparison Between Shopping Centers and Traditional Retailing

Luisa Andreu, Universitat de València, Spain

J. Enrique Bigné, Universitat de València, Spain

Ruben Chumpitaz, IESEG School of Management, France

Anna S. Mattila, Pennsylvania State University, USA

Valérie Swaen, Université Catholique de Louvain, Belgium

Moderated Effect of Situational Factors and Affect Variable on Shopping Centre Patronage

Pedro Quelhas Brito, Universidade do Porto, Portugal

Meter J. McGoldrick, UMIST-Manchester School of Management, UK

Retail Formats: Integrated Channel Strategy and its Impact on Trust, Attitude and Customer Loyalty

Hanna Schramm-Klein, Saarland University, Germany

Dirk Morschett, Saarland University, Germany

Discussion Leader: Alexander Haas, University of Erlangen-Nuernberg, Germany

Session 4.4: Issues in Marketing Education

SALON III

Session Chair: Laurie Babin, University of Southern Mississippi, USA

Marketing Education and the Recognition of Student Expectations: An Education Supply Chain Framework

Dale Miller, Griffith University, Australia

Ron Fisher, Griffith University, Australia

The Transparency of Appointment and Promotion in Swedish Higher Education Institutions: A Benchmark?

Göran Svensson, Halmstad University, Sweden

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

Session 4.5: On-Line Consumer Behavior: Challenges and Patterns

SALON IV

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

Inter-connected Doorways to Competitor's Stores? A Study of E-consumer Behaviour When Waiting for Service on the Internet

Gerard Ryan, Universitat Rovira i Virgili, Spain

Mireia Valverde, Universitat Rovira i Virgili, Spain

Investigating the Effect of Online Concerns on Online Purchase Likelihood

Swinder Janda, Kansas State University, USA

Online Shopping Diffusion Pattern in Australia: An Application of the Bass Model

Mohammad B. Naseri, Macquarie University, Australia

Service Quality in Multi Channel Retailing - Quality Management and the Web Channel

Claas Müller-Lankenau, University of Muenster, Germany

Kai Wehmeyer, University of Muenster, Germany

Discussion Leader: Debra Zahay, Northern Illinois University

18:30 – 19:30 RECEPTION, FOYER

Dinner on your own

Thursday, July 7, 2005

8:00 – 12:00

REGISTRATION, FOYER

8:30 – 10:00

Session 5.1: Issues in On-Line Research

PAVILLON 1

Session Chair: Harry Harmon, Central Missouri State University, USA

Conducting Experiments using on-Line Surveys

Scott Smith, Brigham Young University, USA

What Motivates Respondents to Participate in Online Panels

Elisabeth Deutskens, University of Maastricht, The Netherlands

Ko de Ruyter, University of Maastricht, The Netherlands

Martin Wetzels, Eindhoven University of Technology, The Netherlands

Discussion Leader: Hanna-Schramm-Klein, Saarland University, Germany

Session 5.2: Issues in Ethics and Corporate Social Responsibility

PAVILLON 2

Session Chair: Bitta Bergemann, University of Applied Sciences Furtwangen, Germany

Corporate Social Responsibility in the Financial Sector: An Exploratory Study about the Situation in Spain and Portugal

Mercedes Galán-Ladero, Universidad de Extremadura, Spain

Clementina Galera Casquet, Universidad de Extremadura, Spain

Víctor Valero Amaro, Universidad de Extremadura, Spain

Elisabeth Kastenholz, Universidade de Aveiro, Portugal

An International Comparison of Corporate Social Responsibility Perceptions

Luisa Andreu, Universitat de València, Spain

Suzanne C. Beckmann, Copenhagen Business School, Denmark

Enrique Bigné, Universitat de València, Spain

Ruben Chumpitaz, IESEG School of Management, France

Valérie Swaen, IESEG School of Management, France

Disclosure of Personal Information in the Financial Marketplace

Yelena Tsarenko, Monash University, Australia

David Stewart, Monash University, Australia

Mark Gabbott, Monash University, Australia

Discussion Leader: Martin Büscher, Institut für Kirche und Gesellschaft, Germany

Session 5.3: Sales and Sales force Management

PAVILLON 3

Session Chair: Dan Weilbaker, Northern Illinois University

Influence of Affective and Contextual Factors on Salesperson Performance Appraisal

Belén Bande Vilela, Universidad de Santiago de Compostela, Spain

José Antonio Varela González, Universidad de Santiago de Compostela, Spain

Pilar Fernández Ferrín, Universidad del País Vasco, Spain

M^a Luisa del Río Araújo, Universidad de Santiago de Compostela, Spain

How Control Systems Influence the Salesperson's Objective Performance: An Empirical Investigation

Vincent Onyemah, Boston University, USA

Erin Anderson, INSEAD, France

Identifying the Traits of High-Performing Salespeople: The Combined Effects of Affect and Cognition

Jane Z. Sojka, Ohio University, USA

Dawn R. Deeter-Schmelz, Ohio University, USA

Toward a Theory of Cross-cultural Empathy in the Personal Selling Context
Lucette B. Comer, Purdue University, USA
Sarah Maxwell, Fordham University, USA

Discussion Leader: Richard Plank, William Patterson University, USA

Session 5.4: Customer Relationship Management and Loyalty
SALON III

Session Chair: Bulent Menguc, Brock University, Canada

Why Coupon Promotions Should Be Integrated into CRM Concepts: Findings of a Retail Study in Austria, Germany and Switzerland

Sven Köhler, University of St. Gallen, Switzerland
Sven Reinecke University of St. Gallen, Switzerland
Andrea Rumler, FHTW Berlin, Germany

The Impact of Loyalty Programmes on Repeat Purchase Behaviour

Lars Meyer-Waarden, University Toulouse Paul Sabatier, France

A Review of the Determinants of Customer Loyalty

Richa Agrawal, Indian Institute of Technology, Mumbai, India
Sanjaya S. Gaur, Indian Institute of Technology, Mumbai, India
Hari Vasudevan, Dwarkadas J. Sanghvi College of Engineering, India

Moderators of the Four-Stage Loyalty Model

Maren Wunderlich, Marketing Center Muenster, Germany
Heiner Evanschitzky, Marketing Center Muenster, Germany

Discussion Leader: Björn Sven Ivens, University of Erlangen-Nuernberg, Germany

Session 5.5: Product Strategy Issues

PAVILLON 4

Session Chair: Brendan J. Gray, University of Otago, New Zealand

Further Advances of the Price Corridor Approach by Hermann Simon

Adrienne Cansier, Universität Tübingen, Germany

Service Elimination Decision-making and the Product Life Cycle Model: Project “ServDrop”

Paulina Papastathopoulou, Athens University of Economics and Business, Greece
Spiros Gounaris, Athens University of Economics and Business, Greece
George Avlonitis, Athens University of Economics and Business, Greece
Nikolaos Papavassiliou, Athens University of Economics and Business, Greece

Price Management: Qualitative Aspects of Decision-Making in the Area of Prices

Isabel María Rosa Díaz, University of Seville, Spain

Discussion Leader: Brendan J. Gray, University of Otago, New Zealand

10:00 – 10:30—BREAK, FOYER

10:30 – 12:00

Session 6.1 : Conceptualizing Consumer Behavior and Motivations

PAVILLON 1

Session Chair: Shintaro Okazaki, Autonomous University of Madrid, Spain

Developing a Measure of Consumer Well-Being in Relation to Consumer Durables

Stephan Grzeskowiak, University of St. Thomas, USA

M. Joseph Sirgy, Virginia Tech, USA

Corporate Reputation: An Attitudinal Conceptualization

Albert Caruana, University of Malta, Malta

Charlene Cohen, University of Malta, Malta

Kathleen A. Krentler, San Diego State University, USA

The Catholic Morality Approach in Buying Decision Making: A Conceptual Framework

António Azevedo, Instituto Superior de Gestão, Portugal

Madalena Abreu, Instituto Superior De Contabilidade de Administracao, Portugal

Discussion Leader: George Balabanis, City University, UK

Session 6.2: Global Marketing Issues—Strategic Challenges

PAVILLON 2

Session Chair: John Ford, Old Dominion University

Cooperative Arrangements or Wholly-Owned Units? An Investigation of Organizational Mode Choice for International Customer Service

Dirk Morschett, Saarland University, Germany

Hanna Schramm-Klein, Saarland University, Germany

Understanding the Dimensions of Country of Origin Judgments: A Preliminary Evaluation

Biljana Crnjak-Karanovic, University of Split, Croatia

Anthony Pecotich, University of Western Australia, Australia

Natasa Renko, University of Zagreb, Croatia

Discussion Leader: Harry Harmon, Central Missouri State University, USA

Session 6.3: Strategic Issues in Fashion Retailing
PAVILLON 3

Session Chair: Lee Stepina, Florida State University

Strategic Sourcing in Fashion Retailers

Margaret Bruce, The University of Manchester, UK

Lucy Daly, The University of Manchester, UK

Neil Towers, The University of Manchester, UK

A Qualitative Study of Support Methods Employed by International Retail Franchisors: The Case of Fashion Retailing

Anne Marie Doherty, University of Wales Aberystwyth, UK

Parenting Advantage within the International Luxury Fashion Sector-The Gucci Group and Armani Group Strategies

Christopher Moore, Glasgow Caledonian University, UK

Grete Birtwistle, Glasgow Caledonian University, UK

Discussion Leader: Nicholas Alexander, University of Wales, UK

Session 6.4: Emerging Issues in Asia-Australasia

SALON III

Session Chair: Michel Laroche, Concordia University, Canada

Supporting Elements and Impediments to Growth in a Maturing Franchising Sector: New Evidence from Australia

Scott Weaven, Griffith University-Gold Coast Campus, Australia

Lorelle Frazer, Griffith University-Gold Coast Campus, Australia

Product Integration in Television Programs: Issues for an Emerging Australian Industry

Claire E. Sherman, University of Adelaide, Australia

Science Marketing: Best Practice, Research Agenda and a Conceptual Framework

Thomas Baaken, Muenster University of Applied Sciences, Germany

Carolin Plewa, The University of Adelaide, Australia

Pascale Quester, The University of Adelaide, Australia

Discussion Leader: Nigel DeBussy, Curtin University of Technology, Australia

Session 6.5: Measurement Applications of Conjoint Analysis and Scale Validation Models

PAVILLON 4

Session Chair: Scott Smith, Brigham Young University, USA

Multi-Step Limit Conjoint Analysis for the Representation of Conflictary Multi-personal Buying Decisions

Markus Voeth, University of Hohenheim, Germany

Joerg Brinkmann, University of Hohenheim, Germany

An Empirical Comparison of Methods to Measure Willingness to Pay Applying Contingent Valuation and Conjoint Analysis

Klaus Backhaus, University of Muenster, Germany

Markus Voeth, University of Hohenheim, Germany

Christina Rabe, University of Hohenheim, Germany

Robert Wilken, University of Muenster, Germany

Scale Validation with Factor Analysis and Item Response Models: An Application to the Construct of Materialism

Retro Felix, Universidad de Monterrey, Mexico

Mark Wilson, University of California at Berkley, USA

Discussion Leader: Robert Wilken, University of Muenster, Germany

12:15 - 14:00—2005 WMC AWARDS LUNCHEON

SALON I + II

14:30 – 16:30—MUENSTER CITY CENTER WALKING TOUR

BUS TRANSPORTATION PROVIDED

18:30 – 19:30—RECEPTION, FOYER

Dinner on your own

Friday, July 8, 2005

8:00 – 17:00

REGISTRATION, FOYER

8:30 – 10:00

Session 7.1: Advertising Effectiveness, Public Policy, and Social Issues

PAVILLON 1

Session Chair: George Balabanis, City University, London, UK

Feminist Movement and Women's Role Portrayals: A Cross-cultural Analysis in the USA and Spain

Shintaro Okazaki, Autonomous University of Madrid, Spain

Hwiman Chung, New Mexico State University, USA

Monica Gómez-Suarez, Autonomous University of Madrid, Spain

The Other Drug Problem: Can Marketing Communications Help Improve Medication Compliance?

Lynne Eagle, Middlesex University, UK

Isobel Martin, University of Otago, New Zealand

Jacinta Hawkins, Massey University (Auckland), New Zealand

Jim Reid, University of Otago, New Zealand

Lawrence Rose, Massey University (Auckland), New Zealand

The Effectiveness of Green Advertising

Pascale Quester, University of Adelaide, Australia

Frances Lascar

An Empirical Examination of Television Advertising Effectiveness: Measuring Consumer Attitudes

Arturo Molina, Universidad de Catilla-La Mancha, Spain

David-Martin Consuegra, Universidad de Catilla-La Mancha, Spain

Agueda Esteban, Universidad de Catilla-La Mancha, Spain

Discussion Leader: Rotimi Williams Olatunji, Lagos State University, Nigeria

Special Session 7.2: Loyalty Programs in Retailing

PAVILLON 2

Session Chair: Florian von Wangenheim, University of Dortmund, Germany

Profit Maximizing Customer Retention Management in the Internet Access Business

Manfred Krafft, University of Muenster

The Dynamic Effects of Loyalty Program Rewards

Jorna Leenheer, Vrije Universiteit Amsterdam, The Netherlands

Tammo Bijmolt, Vrije Universiteit Amsterdam, The Netherlands

CLV Prediction for Multi-Service Provider with Loyalty Program

Bas Donkers, Erasmus University Rotterdam, The Netherlands

Peter Verhoef, Erasmus University Rotterdam, The Netherlands

Martijn de Jong, Maastricht University, The Netherlands

Lifetime Value Prediction from Loyalty Card Data in the Textile Retail Business

Florian von Wangenheim, University of Dortmund, Germany

Heiner Evanschitzky, University of Muenster, Germany

Discussion Leader: Heiner Evanschitzky, University of Muenster, Germany

Session 7.3: Marketing Channels and Related issues

PAVILLON 3

Session Chair: Aric Rindfleisch, University of Wisconsin- Madison, USA

The Safeguarding Role of Influence in Marketing Channels: The Moderating Effect of Relational Norms

James R. Brown, West Virginia University, USA

Stephen Grzeskowiak, University of St. Thomas, USA

Chekitan S. Dev, Cornell University, USA

The Causes and Effects of Resource Dependency Theory on Firm Performance-Controlling the Competitive Environment from a Buyer's Perspective

Jon Chin, University of Melbourne, Australia

Robert E. Widing II, University of Melbourne, Australia

Angela Paladino, University of Melbourne, Australia

Exploring Risk Propensity and Decisional Conflict in a Turbulent Market Context: Generation Y and the Airline Industry

Dheeraj Sharma, Louisiana Tech University, USA

Lou E. Pelton, University of North Texas, USA

An Ethnographic Analysis of The Convenience Store Supply Chain: An Example From Taiwan

Annie Liu, Loyola-Marymount University, USA

Lou Pelton, University of North Texas, USA

Discussion Leader: Harry Harmon, Central Missouri State University, USA

Session 7.4: Consumer Behavior Issues in Marketing

SALON III

Session Chair: Vince Mitchell, Cass Business School, UK

Shopping Motives, Loyalty and Satisfaction in Online Grocery Retailing Environments

George Balabanis, City University of London, UK

Vangelis Souitaris, City University of London, UK

Demographic and Motivational Characteristics of "Soft" Ecotourists: Implications for Marketers And Public Policy Advocates

Tanuja Singh, Northern Illinois University, USA

Michael H. Slotkin, Florida Institute of Technology, USA

Alex R. Vamosi, Florida Institute of Technology, USA

The Influence of Brand Communications on Brand Congruity: A Co-branding Investigation
Tara Heath, Curtin University of Technology, Australia
Sonia Dickinson, Curtin University of Technology, Australia
Julie Napoli, University of Melbourne, Australia

Discussion Leader: Antonis Simintiras, University of Wales Swansea, UK

Session 7.5: Cultural and other Aspects of E-Marketing

SALON IV

Session Chair: Debra Zahay, Northern Illinois University, USA

Experiential Value: A Hierarchical Model, the Impact of E-Loyalty and a Customer Typology
Claudia van Oppen, Maastricht University, The Netherlands
Gaby Odekerken-Schröder, Maastricht University, The Netherlands
Martin Wetzels, Technische Universiteit Eindhoven, The Netherlands

The Process of Building Loyalty in Bank Customers: Latin American versus Anglo-Saxon Perspectives

Arturo Z. Vasquez, The University of Texas-Pan American USA
Jose I. Rojas-Mendez, Universidad de Talca, Chile

Communication Factors that Influence the Adoption of Electronic Commerce for Small- and Medium-sized Enterprises in Australia

Sandy Chong, Curtin University of Technology, Australia

Discussion Leader: Gopalkrishnan Iyer, Florida Atlantic University, USA

10:00 – 10:30—BREAK, FOYER

10:30 – 12:00—2005 WMC PLENARY SESSION

SALON III + IV

Plenary Session 8.1: Strategic Marketing's Global Agenda: Challenges and Opportunities

Plenary Speaker: Dave Cravens, Texas Christian University, USA

12:15 – 13:30 – LUNCH

SALON I + II

13:30 – 15:00

Session 9.1: Electronic and Mobile Marketing

PAVILLON 1

Session Chair: Tanuja Singh, Northern Illinois University, USA

Mobile Marketing: A Multivariate Study of Young Adult Consumers

Timothy L. James, RMIT, Australia

Kathleen Griffiths, RMIT, Australia

Kosmas X. Smyrnios, RMIT, Australia

Electronic Product Code (EPC): The End-Customer's Perception at a Retailer in Monterrey, Mexico

Stephan Meinert, EGADE - Tecnológico de Monterrey, Mexico

Margarita Ibarra, EGADE - Tecnológico de Monterrey, Mexico

Consuelo Garcia, EGADE - Tecnológico de Monterrey, Mexico

Let Me Browse My Mobile: Understanding Basic Profiles of Wireless Internet Adopters

Shintaro Okazaki, Autonomous University of Madrid, Spain

Effects of Utilitarian and Hedonic Atmospheric Dimensions on Consumer Responses in an Online Shopping Environment

Carlota Lorenzo Romero, Universidad De Castilla-La Mancha, Spain

Miguel Ángel Gómez Borja, University of Castilla-La Mancha, Spain

Alejandro Mollá Descals, University of Valencia, Spain

Discussion Leader: Tino Fenech, Griffith University-Gold Coast, Australia

Session 9.2: Ethics and Social Responsibility

PAVILLON 2

Session Chair: John Fraedrich, Southern Illinois University, USA

Perceived Conduct and Ethical Issues among Faculty Members

M.G. Serap Atakan, Istanbul Bilgi University, Turkey

Sebnem Burnaz, Istanbul Technical University, Turkey

Y. Ilker Topcu, Istanbul Technical University, Turkey

Cross-National Measurement Invariance of a Workplace Ethics Scale

Paul L. Sauer, Canisius College, USA

Paul Chao, Eastern Michigan University, USA

The Influence of Values and Sexual Outlook on the Ethical Judgement of Sexual Appeals in Advertising: A Conceptual Framework

Paushali Lass, University of Strathclyde, UK

Discussion Leader: Lynne Eagle, Middlesex University, UK

Session 9.3: Travel and Tourism Issues in Global Markets
PAVILLON 3

Session Chair: Mohan Pisharodi, Oakland University, USA

Heritage Tourism: A Comparison of the Senior and Non-Senior Market

Pamela Weaver, Virginia Tech, USA

Tammie J. Kaufman, University of Central Florida, USA

Internet as a Marketing Tool for Bed & Breakfast (B&B) Operations: An Exploratory Investigation of Australian B&B Operators

Tekle Shanka, Curtin Technology of Technology, Australia

Ian Phau, Curtin Technology of Technology, Australia

Misfortunes of War? A Look at Ethnic Conflict and its Lingering Effect on Travel Preferences

Jeffrey S. Podoshen, Franklin and Marshall College, USA

The Relevance of Euro 2004 to Portugal's Tourist Destination – A Pre-Event Perspective

Elisabeth Kastenholz, University of Aveiro, Portugal

Pedro Alexandre Marques, Câmara Municipal de Santa Maria da Feira, Portugal

Discussion Leader: Mohan Pisharodi, Oakland University, USA

Session 9.4: International Marketing: National and Cultural Contexts
PAVILLON 4

Session Chair: A. Diamantopoulos, University of Vienna, Austria

A Proposed Cross-National Study: The Effects of Self-Serving Bias and Co-Production on Customer Satisfaction

Mary Conway Dato-on, Northern Kentucky University, USA

Fred Beasley, Northern Kentucky University, USA

An Empirical Study: The Influence of Culture-Related Variables on the Attitude towards Advertising in General in Different Countries

Andrei Mikhailitchenko, Cleveland State University, USA

Thomas W. Whipple, Cleveland State University, USA

Dynamic Value Perceptions in the Global Environment: Exploring the Influence of National Culture on Customer Value Change

Christopher P. Blocker, University of Tennessee, USA

Daniel J. Flint, University of Tennessee, USA

Discussion Leader: David Woisetschläger, University of Muenster, Germany

Session 9.5: A Potpourri of Issues in the Asia-Australasia Markets

SALON III

Session Chair: Ralf Schellhase, University of Applied Sciences Darmstadt, Germany

The Academic Practitioner Divide: A Malaysian Perspective

Wan Norbani Wan Noordin, Universiti Teknologi Mara, Malaysia

Nigel DeBussy, Curtin University of Technology, Australia

B. Ramaseshan, Curtin University of Technology, Australia

Need for Cognition and Product Component Country of Origin Evaluation: A Conjoint Study

Amal Karunaratna, Adelaide University Australia

Pascale Quester, Adelaide University, Australia

Interactive Effects of Appeals, Arguments and Competition across North American and Chinese Cultures

Lefa Teng, University of Guelph, Canada

Michel Laroche, Concordia University, Canada

Discussion Leader: Scott Weaven, Griffith University-Gold Coast Campus, Australia

15:00 – 15:30 —BREAK, FOYER

15:30 – 17:00

Session 10.1: Factors Influencing International Investment and Divestment Decisions

PAVILLON 1

Session Chair: George Balabanis, City University, UK

The Divestment Decision Dilemma: How Do Multinational Firms Choose Divestiture between Global and Local Brands

Sonia Ketkar, Temple University, USA

Jeffrey Steven Podoshen, Franklin and Marshall College, USA

The Influence of Trusting Behavior on International Joint Venture Performance: The Moderating Effect of Role Expectations

Ling-Yee Li, Lingnan University of Hong Kong, Hong Kong

Stephen (C.Y.) Li, City University of Hong Kong, Hong Kong

Forms of and Reasons for Strategy Changes as Adoptions to Foreign Markets – Empirical Evidences from European Companies

Bernhard Swoboda, University of Trier, Germany

Thomas Foscht, University of Graz, Austria

Frank Halsig, University of Trier, Germany

Discussion Leader: Amal Karunaratna, University of Adelaide, Australia

Session 10.2: Consumer Behavior, Diffusion, and Product Life-cycle Issues
PAVILLON 2

Session Chair: Vince Mitchell, Cass Business School, UK

Market Maven: An Israeli Study

Aviv Shoham, University of Haifa, Israel

Ayalla Ruvio, University of Haifa, Israel

Customer Life Cycle and its Role in Customer Satisfaction – an Empirical Investigation in the Mail-Order Retailing Industry

Thomas Foscht, University of Graz, Austria

Bernhard Swoboda, Trier University, Germany

Rudolf Schwarz, University of Graz, Austria

Exploring the Role of Death Anxiety in the Context of an End-of-Life Product

Steven W. Kopp, University of Arkansas, USA

Swinder Janda, Kansas State University, USA

Discussion Leader: Stephan Grzeskowiak, University of St. Thomas, USA

Session 10.3: Not-for-profit Marketing Issues

PAVILLON 3

Session Chair: Hester Neinaber, ABSA Bank, South Africa

The Final Gift: Motives and Barriers to Giving

Adrian Sargeant, University of the West of England, UK

Toni Hilton, University of the West of England, UK

Walter Wymer, Christopher Newport University, USA

Nonprofit Marketing Pedagogy: An Exploration and Discussion

Sandra Mottner, Western Washington University, USA

Altruism or Self-Interest: Affinity Marketing and Consumer Value

Angus Laing, Open University Business School, UK

Fiona Harris, Open University Business School, UK

Aster Mekonnen, Open University Business School, UK

Discussion Leader: P. Papastathopoulou, Athens University of Economics and Business, Greece

Session 10.4: Global Issues in Consumer Behavior

PAVILLON 4

Session Chair: A. Diamantopoulos, University of Vienna, Austria

Consumer Domestic Purchase Behavior in Newly Transitioning Post War Economies

Irena Vida, University of Ljubljana, Slovenia

Tanja Dmitroviæ, University of Ljubljana, Slovenia

James Reardon, University of Northern Colorado, USA

Investigation of Post Purchase Behavior: A Model for Turkish Consumers

E. Serra Yurtkoru, Marmara University, Turkey

Beril Sipahi, Marmara University, Turkey

The Role of the Husband in Family Syncratic Decision-Making in the United States, China, and Peru

Sindy Chapa, The University of Texas Pan-American, USA

Cesar Antuñez de Mayolo Fernandez D., Malteria Lima, Peru

Sport Spectator Violence: A Literature Review, an Emerging Process, and a Call for Action

Lia Lahav, University of Haifa, Israel

Aviv Shoham, University of Haifa, Israel

Discussion Leader: Fredric Kropp, Monterey Institute of International Studies, USA

Session 10.5: A Potpourri of Strategic Issues in Retailing

SALON III

Session Chair: N. Papavassiliou, Athens University of Economics and Business, Greece

Detecting Empty Shelves in Retailing Through Time-Oriented Analysis of Market Basket Data

Carl-Christian Buhr, Fern Universitat in Hagen, Germany

Are there “Good” Product Categories?

John Ireland, EADA, Spain

Making Unsolicited Sales Flyers Welcome

Mario J. Miranda, Victoria University, Australia

Laszlo Konya, Latrobe University, Australia

Estonia and Canada: Contrasts in Retail Service Quality

Brent McKenzie, University of Western Ontario, Canada

Bill Merrilees, Griffith University, Australia

Dale Miller, Griffith University, Australia

Discussion Leader: Alexander Haas, University of Erlangen-Nuernberg, Germany

**18:00 – 19:00—2005 ACADEMY OF MARKETING SCIENCE PRESIDENT'S
RECEPTION
MUHLENHOF – MUSEUM OF RURAL LIFE OF MUNSTERLAND**

19:00 – 21:00—2005 WMC Banquet
MUHLENHOF

Saturday, July 9, 2005

8:00 – 10:30
REGISTRATION, FOYER

8:30 – 10:00
PAVILLON 1

Session 11.1: A Potpourri of International Issues

Session Chair: John Ford, Old Dominion University, USA

City-of-Origin Effects – Exploratory Research and Development of Research Propositions in the German Beer Market

Patrick Lentz, University of Dortmund, Germany

Hartmut H. Holzmüller, University of Dortmund, Germany

Eric Schirrmann, FHM University of Applied Sciences, Germany

Prescription Drugs in the Global Pharmaceutical Industry: A Branding Study

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

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

To Standardize or Not Standardize International Marketing: Is It Still a Question?

Ana Maria Soares, University of Minho, Portugal

Mino Farhangmehr, University of Minho, Portugal

Aviv Shoham, University of Haifa, Israel

Discussion Leader: Anja Geigenmueller, University of Mining and Technology, Germany

Special Session 11.2: NeuroEconomics - New Insights for Consumer Research

PAVILLON 2

Session Chair: Wayne Hoyer, Center of Customer Insight, University of Texas at Austin, USA

Survey of Neuroscientific Technologies and Methodologies

Henrik Walter, University of Ulm, Germany

Neural Underpinnings of Shopping Choices - a Magnetoencephalographic Study

Tim Ambler, London Business School, UK

Brand Influences on Credibility Ratings – a fMRI Study

Peter Kenning, University of Muenster, Germany
Hilke Plassmann, University of Muenster, Germany
Julia Krämer University of Muenster, Germany
Harald Kugel, University of Muenster, Germany
Wolfram Schwindt, University of Muenster, Germany
Michael Deppe, University of Muenster, Germany

Harald Kuge, Institute for Clinical Radiology, University of Muenster
Wolfram Schwindt, both Institute for Clinical Radiology, University of Muenster
Michael Deppe, University of Muenster

Potential of Neuroeconomic Research for Marketing Science

Ale Smidts, Erasmus University, The Netherlands

Special Session 11.3: Ethics and Social Responsibility

PAVILLON 3

Session Chair: John Fraedrich, Southern Illinois University, USA

Panelists:

Mary McKinley, ESCEM Tours-Poitiers, France
John Fraedrich, Southern Illinois University, USA
O.C. Ferrell, Colorado State University-Fort Collins, USA
Linda Ferrell, University of Wyoming, USA
Rudiger Fox, ELCOTEQ Communications Technology GMBH, Germany

Session 11.4: Marketing Strategy and Customer Orientation

PAVILLON 4

Session Chair: Antonis Simintiras, University of Wales Swansea, UK

Reaping Efforts from Customer Orientation: The Moderating Role of Control Mechanisms

Bulent Menguc, Brock University, Canada,
Seigyoung Auh, Brock University, Canada
Aypar Uslu, Marmara University, Turkey

Sharpening the Edge of Market Driven Intangibles and Innovations

Matti Tuominen, Helsinki School of Economics, Finland
Mai Anttila, Helsinki School of Economics, Finland
Saara Hyvönen, University of Helsinki, Finland
Arto Rajala, Helsinki School of Economics, Finland
Sami Kajalo, Helsinki School of Economics, Finland
Kristian Möller, Helsinki School of Economics, Finland
Sheelagh Matear, University of Otago, New Zealand
Gordon E. Greenley, Aston University, UK
Graham J. Hooley, Aston University, UK

Overcoming Services Strategy Barriers

Brendan J. Gray, University of Otago, New Zealand

Sheelagh Mearns, Lincoln University, New Zealand

Discussion Leader: Sanjaya S. Gaur, Indian Institute of Technology-Bombay, India

Session 11.5: A Potpourri of Social Issues

SALON III

Session Chair: Sandra Mottner, Western Washington University, USA

Creativity and Retail Store Performance: A Social Capital Perspective

Simon Bell, University of Cambridge, UK

Bulent Menguc, Brock University, Canada

Omar Merlo, University of Melbourne, Australia

Quality of Life and Marketing: Case of Iran

Camelia Ehteshami Akbari, University of Tehran, Iran

Organizational Innovativeness in the Public Sector: Construct Development and Validation

Ayalla Ruvio, University of Haifa, Israel

Aviv Shoham, University of Haifa, Israel

Eran Vigoda, University of Haifa, Israel

Nitza Schwabsky, University of Haifa, Israel

Discussion Leader: Fredric Kropp, Monterey Institute of International Studies, USA

10:00 – 10:30—BREAK, FOYER

10:30 - 12:00

Session 12.1: Relationship Marketing Issues

PAVILLON 1

Session Chair: Bulent Menguc, Brock University, Canada

Understanding Your Customer Portfolio: A Simple Approach to Customer Segmentation According to Lifecycle Dynamics

Patrick Lentz, Department of Marketing, University of Dortmund, Germany

Florian von Wangenheim, University of Dortmund, Germany

Modelling the Effect of Inter-firm, Communication Patterns and Primary Relations on the Development of Relational Norms

Mary T. Holden, Waterford Institute of Technology, Ireland

Tom O'Toole, Waterford Institute of Technology, Ireland

Search, Experience, and Credence Properties in the Economics of Information Theory: A Dynamic Framework for Relationship Marketing

Markus Voeth, University of Hohenheim, Germany
Christina Rabe, University of Hohenheim, Germany
Renate Weissbacher, University of Hohenheim, Germany

The Impact of Multi-Partner Bonus Programs on Customer Retention in Retailing: An Analysis Using the Example of the Payback Program in Germany

Mario Rese, Ruhr-University of Bochum, Germany
Annika Wilke, Ruhr-University of Bochum, Germany
Heiko Schimmelpennig, Ruhr-University of Bochum, Germany

Discussion Leader: Heiner Evanschitzky, University of Muenster, Germany

Session 12.2: Services and Travel and Tourism marketing

PAVILLON 2

Session Chair: Biljana Crnjak-Karanovic, University of Split, Croatia

A Construct of Sequential Service Quality in Service Encounter Chains

Goran Svensson, Växjö University, Sweden
Michael Callaghan, Deakin University, Australia

A Study of Service Quality in Internet Banking

Noel Yee-Man Siu, Hong Kong Baptist University, Hong Kong
Jeremy Chi-Wau Mou, Hong Kong Baptist University, Hong Kong

Restaurants and Cultural Tourism: Building a Relationship with Upscale Customers

Ken W. McCleary, Virginia Tech, USA
Candice E. Clemenz, Virginia Tech, USA
Charles L. Lattimer, Virginia Tech, USA

Discussion Leader: Hester Nienaber, ABSA Bank, South Africa

Session 12.3: Product Strategy and Marketing

PAVILLON 3

Session Chair: P. Papastathopoulos, Athens University of Economics and Business, Greece

Supplier Relations amidst Price Reduction Demands

John W. Henke, Jr., Oakland University, USA
Ravi Parameswaran, Oakland University, USA
R. Mohan Pisharodi, Oakland University, USA

The Formation of a 'High Quality - High Price' Inferential Belief: A Study among Young Buyers of Mobile Phones and Notebooks

Hsiu-Yuan Tsao, Ming Hsin University of Science & Technology, Taiwan (R.O.C)

Leyland F. Pitt, Simon Fraser University, Canada

Albert Caruana, University of Malta, Malta

Consumer Price Knowledge in the German Apparel Retail Market

Verena Vogel, University of Muenster, Germany

Heiner Evanschitzky, University of Muenster, Germany

Peter Kenning, University of Muenster, Germany

Discussion Leader: P. Papastathopoulo, Athens University of Economics and Business, Greece

Session 12.4: A Potpourri of Consumer Behavior Issues in Marketing

SALON III

Session Chair: N. Papavassiliou, Athens University of Economics and Business, Greece

Developing a Scale to Measure the Need for Social Identity

Anne M. Lavack, University of Regina, Canada

Fredric Kropp, Monterey Institute of International Studies, USA

David H. Silvera, The University of Tromsø, Norway

An Exploratory Study of Parental Christmas Gift Giving and Brand Evaluations

Peter Clarke, Griffith University-Gold Coast, Australia

Tino Fenech, Griffith University-Gold Coast, Australia

Using Transaction Data for Payment Analysis to Optimize Cash Handling in Retailing

Carl-Christian Buhr, Fern Universitat in Hagen, Germany

Customer Behavior and Cognitive Processes at the Point of Sale: An Integrated Process Tracing Methodology

Oliver B. Büttner, Georg-August-University Göttingen, Germany

Manuel Rauch, Georg-August-University Göttingen, Germany

Günter Silberer, Georg-August-University Göttingen, Germany

Discussion Leader: N. Papavassiliou, Athens University of Economics and Business, Greece

PARTICIPANT DIRECTORY, WITH SESSION NOTED

Abreu, Madalena, 6.1
Agarwal, James, 3.5
Agrawal, Richa, 5.4
Akbari, Camelia Ehteshami, 11.5
Alexander, Nicholas, 4.3, 6.3
Almas, Lal Khan, 11.1
Amaro, Víctor Valero, 5.2
Ambler, Tim, 11.2
Anderson, Erin, 5.3
Andreu, Luisa, 4.3, 5.2
Anisimova, Tatiana, 3.3
Anttila, Mai, 11.4
Anwar, Syed Tariq, 11.1
Araújo, Ma Luisa del Río, 5.3
Atakan, M.G. Serap, 9.2
Auh, Seigyoung, 11.4
Avlonitis, George, 5.5
Azevedo, António, 6.1

Baaken, Thomas, 6.4
Babin, Laurie, 4.4
Backhaus, Klaus, 1.1, 6.5
Balabanis, George, 6.1, 7.1, 7.4, 10.1
Bauer, Hans H., 1.4
Bazoche, Pascale, 3.2
Beasley, Fred, 9.4
Beckmann, Suzanne C., 5.2
Belch, Michael A., 1.3
Bell, Simon, 11.5
Bergemann, Bitta, 5.2
Bigné, Enrique, 4.3, 5.2
Bijmolt, Tammo, 7.2
Birtwistle, Grete, 6.3
Blocker, Christopher P., 9.4
Borja, Miguel Ángel Gómez, 9.1
Brencic, Maja Makovec, 1.5
Brinkmann, Joerg, 6.5
Brito, Pedro Quelhas, 4.3
Brown, James R., 7.3
Bruce, Margaret, 6.3
Buhr, Carl-Christian, 10.5, 12.4
Burnaz, Sebnem, 9.2
Büscher, Martin, 5.2
Büttner, Oliver B., 12.4

Callaghan, Michael, 12.2
Cansier, Adrienne, 5.5
Caruana, Albert, 6.1, 11.4, 12.3
Casquet, Clementina Galera, 5.2
Chao, Paul, 9.2
Chapa, Sindy, 10.4
Chin, Jon, 7.3
Chong, Sandy, 7.5
Chumpitaz, Ruben, 4.3, 5.2
Chung, Hwiman, 7.1
Clarke, Peter, 12.4
Clemenz, Candice E., 12.2
Cohen, Charlene, 6.1
Comer, Lucette B., 5.3
Consuegra, David-Martin, 7.1
Cravens, Dave, 8.1
Crnjak-Karanovic, Biljana, 6.2, 12.2
Cuddihy, Laura, 4.2
Czinkota, Michael R., 2.1

Daly, Lucy, 6.3
Dasgupta, Debanjan, 4.1
Dato-on, Mary Conway, 9.4
Debussy, Nigel, 1.5, 3.3, 6.4, 9.5
Deeter-Schmelz, Dawn R., 5.3
Deppe, Michael, 11.2
Descals, Alejandro Mollá, 9.1
Deutskens, Elisabeth, 5.1
Dev, Chekitan S., 7.3
Diamantopoulos, A., 1.5, 9.4, 10.4
Díaz, Isabel María Rosa, 5.5
Dickinson, Sonia, 7.4
Dmitroviæ, Tanja, 10.4
Doherty, Anne Marie, 6.3
Donkers, Bas, 7.2
Doorn, Jenny van, 1.1

Eagar, Toni, 1.3
Eagle, Lynne, 7.1, 9.2
Egesoy, Aylin, 1.3
Elmadag, Ayse Banu, 4.1
El-Murad, Jaafar, 1.3
Enke, Margit, 3.3
Esteban, Agueda, 7.1
Evanschitzky, Heiner, 1.5, 5.4, 7.2, 12.1, 12.3

Fahy, John, 3.1
Farhangmehr, Minoos, 11.1
Felix, Retro, 6.5
Fenech, Tino, 1.2, 12.4
Fernandez D, Cesar Antuñez de Mayolo, 10.4
Ferrell, Linda, 11.3
Ferrell, O.C., 11.3
Ferrín, Pilar Fernández, 5.3
Fisher, Ron, 4.4
Flint, Daniel J., 9.4
Flurry, Laura A., 1.3
Foley, Anthony, 3.1
Ford, John, 1.5, 4.1, 6.2, 11.1
Foscht, Thomas, 10.1, 10.2
Fox, Rudiger, 11.3
Fraedrich, John, 9.2, 11.3
Frazer, Lorelle, 6.4
Frioas, Roberto, 4.3

Gabbott, Mark, 5.2
Galán-Ladero, Mercedes, 5.2
Garcia, Consuelo, 9.1
Gaur, Sanjaya S., 3.1, 5.4, 11.4
Geigenmueller, Anja, 1.1, 3.3, 11.1
Giraud-Héraud, Eric, 3.2
Gómez-Suarez, Monica, 7.1
González, José Antonio Varela, 5.3
Gounaris, Spiros, 5.5
Gray, Brendan J., 3.1, 5.5, 11.4
Greenley, Gordon E., 11.4
Griffin, Abbie, 3.4
Griffiths, Kathleen, 9.1
Grzeskowiak, Stephan, 6.1, 7.3, 10.2

Haas, Alexander, 1.2, 4.3, 10.5
Halsig, Frank, 10.1
Harmon, Harry, 5.1, 6.2, 7.3
Harris, Fiona, 10.3
Heath, Tara, 7.4
Henke, Jr., John W., 12.3
Hilton, Toni, 3.5, 10.3
Holden, Mary T., 12.1
Holzmüller, Hartmut H., 11.1
Hooley, Graham J., 11.4
Hoyer, Wayne, 11.2

Hyvönen, Saara, 11.4

Ibarra, Margarita, 9.1

Ireland, John, 10.5

Ivens, Björn Sven, 1.2, 5.4

James, Timothy L., 9.1

Janda, Swinder, 4.5, 10.2

Johnston, Wesley, 3.4

Jong, Ad de, 7.2

Kajalo, Sami, 11.4

Kakkos, Nikolaos, 1.5

Kang, Jikyeong, 1.4

Karaosmanoglu, Elif, 4.1

Karunaratna, Amal, 9.5, 10.1

Kastenholz, Elisabeth, 5.2, 9.3

Kaufman, Tammie J., 9.3

Kenning, Peter, 11.2, 12.3

Ketkar, Sonia, 10.1

Köhler, Sven, 5.4

Kopp, Steven W., 10.2

Krafft, Manfred, 7.2

Krämer, Julia, 11.2

Krentler, Kathleen A., 1.3, 3.1, 4.5, 6.1

Kropp, Fredric, 10.4, 11.5, 12.4

Kuge, Harald, 11.2

Kulik, Carol T., 3.1

Kwok, Wai-Mum, 1.3

Lahav, Lia, 10.4

Laing, Angus, 10.3

Lamandhi, Rim 1.1

Laroche, Michel, 1.4, 6.4, 9.5

Lass, Paushali, 9.2

Lattimer, Charles L., 12.2

Lavack, Anne M., 12.4

Leenheer, Jorna, 7.2

Lentz, Patrick, 11.1, 12.1

Li, Ling-Yee, 10.1

Li, Stephen (C.Y.), 10.1

Lidicker, Jeffrey, 1.4

Liu, Annie, 7.3

Magnini, Vince, 4.1

Mai, Li-Wei, 1.3

Makgosa, Rina, 1.4
Malloy, David C. 3.5
Markowski, Edward, 4.1
Marques, Pedro Alexandre, 9.3
Matear, Sheelagh, 11.4
Mattila, Anna S. 4.3
Mau, Gunnar, 1.1
Maxwell, Sarah, 5.3
McCleary, Ken W., 12.2
McColl-Kennedy, Janet R., 4.1
McKenzie, Brent, 10.5
McKinley, Mary, 11.3
Meinert, Stephan, 9.1
Mekonnen, Aster, 10.3
Menguc, Bulent, 5.4, 11.4, 11.5 12.1
Merlo, Omar, 11.5
Merrilees, Bill, 10.5
Meyer-Waarden, Lars, 5.4
Mikhailitchenko, Andrei, 9.4
Miller, Dale, 4.4, 10.5
Miranda, Mario J., 10.5
Mitchell, Vince, 7.4, 10.2
Mnich, Verena, 1.4
Molina, Arturo, 7.1
Möller, Kristian, 11.4
Moore, Christopher, 6.3
Morschett, Dirk, 1.2, 4.3, 6.2
Mort, Gillian Sullivan, 3.5
Mottner, Sandra, 3.5, 10.3, 11.5
Mou, Jeremy Chi-Wau, 12.2
Müller-Lankenau, Claas, 4.5
Myers, Hayley, 4.3

Napoli, Julie, 7.4
Naseri, Mohammad B., 4.5
Neinaber, Hester, 10.3, 12.2
Newell, Stephen J., 1.2
Nienaber, Hester, 12.2
Noordin, Wan Norbani Wan, 9.5

O'Toole, Tom, 12.1
Obadia, Claude, 1.2
Odekerken-Schröder, Gaby, 7.5
Okazaki, Shintaro, 6.1, 7.1, 9.1
Olatunji, Rotimi Williams, 1.1, 7.1
Onyemah, Vincent, 5.3

Oppen, Claudia van, 7.5

Paladino, Angela, 3.1, 7.3
Papastathopoulos, Paulina, 5.5, 10.3, 12.3
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