

## The Academy of Marketing Science

Honors

**Dr. David W. Stewart**

**2006 AMS CUTCO/Vector**

**Distinguished Marketing Educator**



**David W. Stewart, Ph.D.** is the Robert E. Brooker Professor of Marketing in the Marshall School of Business at the University of Southern California. Dr. Stewart is a past editor of the [Journal of Marketing](#). He has served as Vice President, Finance and as a member of the Board of Directors of the American Marketing Association. He is a past-president of the Academic Council of the American Marketing Association, a past chairman of the Section on Statistics in Marketing of the American Statistical Association, a past president of the Society for Consumer Psychology and a Fellow of both the American Psychological Association and the American Psychological Society. He is also a past-chairman of the United States Census Bureau's Advisory Committee of Professional Associations. From 1999 to 2004 he served as Deputy Dean of the Marshall School. He has also served as the Chairman of the Department of Marketing in the Marshall School and as associate dean and associate professor of marketing at the Owen Graduate School of Management, Vanderbilt University prior to moving to USC. Dr. Stewart has authored or co-authored more than 200 publications and seven books. Professor Stewart received his B. A. from the Northeast Louisiana University (now the University of Louisiana at Monroe) and his M. A. and Ph.D. in psychology from Baylor University. Professor Stewart has been honored for innovation in teaching by the Decision Sciences Institute and he was a member of a four-person faculty team honored by the U.S. Distance Learning Association for the "Best Distance Learning Program 1996 -- Continuing Education" in 1996. In 1998, he received the American Academy of Advertising Award for Outstanding Contribution to Advertising Research.

## **Welcome to the Academy of Marketing Science 2006 Annual Conference**

Welcome to the 2006 Academy of Marketing Science Conference at the Hyatt Regency, San Antonio, Texas, USA located on the San Antonio River Walk directly across from the Alamo! This venue provides an outstanding backdrop for this year's conference theme of 'Revolution in Marketing: Market Driving Changes.' The term "Revolution" is not chosen lightly – it is clear that the role of marketing in both the firm and in society is in a period of substantial change. This change is being driven by many factors not the least of which are technology, accelerating capabilities to react to consumer preferences, and a return to focusing on serving customers as individuals through customization. It is incumbent upon both marketing academicians and practitioners to critically assess what the means by which companies can be market driving versus market driven. To this end, the goal of this year's conference is one of creating great awareness of the issues, trends, and advances associated with developing radically new products and services, creating new markets, generating new channels, establishing new price points, and formulating new business models.

The overall program is rich with numerous sessions, papers, panels, and social gatherings all with intentions of stimulating thoughts and conversations regarding the critical issues and topics facing the marketing and management areas worldwide. The conference program and layout reflect the collective inputs of a wide array of AMS stakeholders. The program represents a blend of ideas sure to stimulate conversation and research beyond just the session room.

As in past years, AMS remains dedicated to providing a rich value-added conference experience as well as ensuring that everyone has a high 'hedonic' experience. There are many opportunities for networking and catching up with old friends. AMS continues its reputation of offering great social opportunities: another installment in the AMS 'Wine Marketing Education' experience (Wednesday afternoon - attendance limited to 50); welcome reception (Wednesday evening); on Thursday, your registration fees cover the Annual Awards Luncheon at noon and another social reception that night; and on Friday evening, you are invited to the President's Reception and the Awards Banquet. So please attend the sessions, enjoy the great social events, and have fun! While you are at the conference begin making plans to attend AMS 2007 at the Biltmore in Coral Gables where Steve Brown and Peter Dacin will do this all over again!

One of many terrific programs at AMS is the annual Great Marketing Teacher Award. This competition is always an outstanding aspect of the events leading up to the conference, and each year several new recipients join a growing stable of marketing educators who exhibit the finest qualities of teaching required to be considered for this prestigious honor. Watch for the session featuring the winners.

San Antonio offers many interesting activities and entertainment options, ranging from museums, historical venues, shopping, golf, restaurants, music, sight seeing adventures, sports, etc. The convenient location of the Hyatt Regency on the famed River Walk means that many of these options are only a short walk away. Enjoy the conference and your San Antonio experience!

In closing, we would like to thank the Academy of Marketing Science Officers and Board of Governors for their commitment and support. We are especially indebted to all the track chairs, session chairs, discussants, and reviewers that provided the core of this entire program. Their leadership and hard work were paramount in making this conference a success. We extend a very special

thanks to Sally Sultan (AMS Central Office); Harlan Spotts, Proceedings Editor; and everyone who worked hard to make this an exceptional program and fantastic conference experience.

We thank you and will see you in Coral Gables in 2007!

Greg W. Marshall, Rollins College, USA  
Judy Siguaw, Cornell – Nanyang Institute of Hospitality  
Management, SINGAPORE

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**2006 AMS Annual Conference Program  
Hyatt Regency – San Antonio, TX  
May 24 – May 27**

**Wednesday May 24, 2006**

**Daily Highlights**

**AMS Executive Committee Meeting**

8:30 A.M. – 5:00 P.M.

Chula Vista Boardroom

**Registration and Exhibits**

10:00 A.M. – 4:30 P.M.

Pecan

**“Another Look at Wine and Popular Culture –  
Some ‘Grounded Theory’”**

Mitch Griffin, Joe Hair, and Barry J. Babin

5:15 P.M. – 6:15 P.M.

Live Oak

**AMS Early Bird Reception**

6:30 P.M. – 7:30 P.M.

Lone Star Palace

[In the event of inclement weather, please join us in the Rio Grande Ballroom]

**Concurrent Sessions  
12:00 P.M. - 1:30 P.M.**

**Session 1.1 – Pecos**

**Doctoral Colloquium Track - Double Session**

Title: Consumer Behavior Issues, Part I

Session Chair: Julie Baker, Texas Christian University

**Consumer Perceptions of Quality, Risk and Value: A  
Conceptual Framework**

Pelin Bicen, Texas Tech University

**The Price is Right! Or is It? A Study of Price as a Measure of  
Information and Its Effect on the Customer’s Decision  
Making Process**

Komal Gyani-Karani, Drexel University

**Parental and Sibling Identification: A New Theoretical  
Framework for the Effects of Birth Order, Sex Congruency  
and Ethnicity on Purchase Intention**

Adriana M. Boveda-Lambie, University of Rhode Island

## **Session 1.2 – Frio**

### **Retailing Track - Competitive Paper Session**

Title: Store Environment and Image

Session Chair: Jingyun (Kay) Zhang, Bowling Green State University

#### **Desire for Visual Aesthetics (DVA) in the Store Environment: Concept and Measurement**

Anshu Saran, University of Texas-Pan American  
Laura Serviere, University of Texas-Pan American  
Morris Kalliny, University of Missouri-Rolla  
Michael S. Minor, University of Texas-Pan American

#### **Do Other Customers Matter? Examining the Impact of Other Customers in Retail/Service Settings**

Jingyun (Kay) Zhang, Bowling Green State University

#### **The Effects Of Store Image And Product Branding On The Assignment Of Responsibility For Failures Involving Multiple Firms**

Ronald L. Hess, Jr., The College of William & Mary  
Margaret G. Meloy, The Pennsylvania State University  
William T. Ross, Jr., The Pennsylvania State University

Discussant: Lauren Skinner, University of Alabama

## **Session 1.3 – Nueces**

### **Consumer Behavior Track- Competitive Paper Session**

Title: Cultural Influences on Behavior

Session Chair: James H. Leigh, Texas A&M University

#### **Religious and Cultural Animosity Model Extension: Implications for Purchase Intentions**

Morris Kalliny, University of Missouri-Rolla  
Angela Hausman, University of Texas-Pan American  
Anshu Saran, University of Texas-Pan American

#### **Superstitious Beliefs as Antecedents of Consumer Evaluation of Brand Logos**

Yong Jian Wang, University of Texas-Pan American  
Monica Hernandez, Kansas State University  
Michael S. Minor, University of Texas-Pan American

#### **China's Changing Culture: Rural and Urban Consumers' Favorite Things**

Francis Piron, Qatar University

Discussant: Tracy R. Harmon, University of South Florida

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

**Session 2.1 – Pecos**

**Doctoral Colloquium Track – Double Session**

Title: Consumer Behavior Issues, Part II

Session Chair: Rajasree K. Rajamma, University of North Texas

**The Neuroscience of Consumer Behavioral Decision Making**

Dante Monique Pirouz, University of California, Irvine

**Fan or Fanatic: A Measure of Consumer Devotion**

Mandy H. Ortiz, University of Alabama

**Consumer-Based Brand Trust Scales: Validation and Assessment**

Susan Brudvig, Florida State University

**End of Life Care: The Need for a Cultural Transition**

Mohammadali Zolfagharian, University of North Texas

**Session 2.2 – Frio**

**Business-to-Business Marketing Track - Competitive Paper Session**

Title: Branding in the B2B Marketplace

Session Chair: Christina Sichtmann, Free University of Berlin

**Determinants Of Brand Sensitivity and Product/Service Choice in an Organizational Buying Context**

Brian P. Brown, Georgia State University

Wesley J. Johnston, Georgia State University

Danny N. Bellenger, Georgia State University

**Conceptualizing Franchisee Perceived Relationship Value: Implications for Behavioral and Performance Outcomes**

Tracy R. Harmon, University of South Florida

Merlyn A. Griffiths, University of California, Irvine

**Why Do Leading Brand Manufacturers Supply Private Labels?**

J. Tomas Gomez-Arias, St. Mary's College of California

Laurentino Bello-Acebron, University of A Coruña

Discussant: James Barry, Nova Southeastern University

**Session 2.3 – Nueces**

**International-Multinational Marketing Track - Competitive Paper Session**

Title: International Marketing Strategies

Session Chair: Gerald Albaum, University of New Mexico

**A Dyadic Study of the Determinants of Exporter-Importer Relationship Performance**

Farid Ahmed, University of Western Sydney

**Global Market Segmentation Strategy Decisions and Managerial Assessment of Performance**

Stephen H. Craft, Birmingham-Southern College

Salah S. Hassan, The George Washington University

**New Dynamics in the Global Supply Chain: Discovering Apparel Import Intermediaries**

Jung-Eun Ha, University of North Carolina at Greensboro

Barbara Dyer, University of North Carolina at Greensboro

Discussant: Gerald Albaum, University of New Mexico

**Session 2.4 – Blanco**

**Services Marketing Track - Competitive Paper Session**

Title: Value Creation and Customer/Service Provider

Collaboration

Session Chair: Charles Blankson, University of North Texas

**Value Creation within a Service Dominant Logic for Marketing**

Sabine Moeller, WHU – Otto Beisheim School of Management

Martin Fassnacht, WHU – Otto Beisheim School of Management

**Leadership by Customers? Implications of Customer Involvement for Leadership in Service Companies**

Peter Maas, University of St. Gallen

Albert Graf, University of St. Gallen

**An Evolvement Model of Consumer-Service Provider Relationships**

Jingyun (Kay) Zhang, Bowling Green State University

Discussant: Noel Y.M. Siu, Hong Kong Baptist University

**Session 2.5 – Llano**

**Excellence in Marketing Education and Innovative Teaching Track - Special Session**

Title: Moving Education Theory to Practice - Experiential

Learning for Part-time MBA Programs

Session Description:

This session explores three very different models for experiential learning offered to part-time MBA's including distant learners.

The session leaders provide candid insights into student issues and faculty issues

Moderator: K. Douglas Hoffman, Colorado State University



**Panel:**

Vince Howe, University of North Carolina, Wilmington  
Rebecca Porterfield, University of North Carolina, Wilmington  
Barbara Spencer, Mississippi State University

**REFRESHMENT BREAK**

3:00 P.M. – 3:30 P.M.  
A-Level Foyer

**Concurrent Sessions  
3:30 P.M. - 5:00 P.M.**

**Session 3.1 – Pecos**

**Excellence in Marketing Education and Innovative Teaching  
Track - Competitive Paper Session**

Title: The Internationalization of Marketing Education

Session Chair: Victoria L. Crittenden, Boston College

**Teaching Marketing in a Developing Nation: A Reflective  
View**

Mohammed Abdur Razzaque, University of New South Wales

**Marketing According to Their Professors**

Fátima Cristina Trindade Bacellar, Faculdades IBMECRJ  
Ana Akemi Ilkeda, Universidade de São Paulo

**Globalization and U.S. Universities: What Realities are Most  
Relevant to the Successful Internationalization of Their  
Institutions**

Van R. Wood, Virginia Commonwealth University  
Kim R. Robertson, Trinity University

Discussant: K. Douglas Hoffman, Colorado State University

**Session 3.2 – Frio**

**Retailing Track - Competitive Paper Session**

Title: Pricing, Products, and Packaging

Session Chair: Julie Guidry, Louisiana State University

**Measuring Price Elasticity Differences For Private Labels  
And National Brands Of Dairy Products And Orange Juice**

Min-Hsin Huang, National University of Kaohsiung  
Eugene Jones, Ohio State University  
David E. Hahn, Ohio State University  
Robert Leone, Ohio State University

**New Package Design: Evaluation of Consumer Experience**

Gary R. Holmes, University of North Texas

### **Lead Products and Retail Store Choice Decisions**

Pilsik Choi, Clark University

Discussant: Angeline Grace Close, University of Georgia and  
University of Nevada—Las Vegas

### **Session 3.3 – Nueces**

#### **Marketing Strategy Track - Competitive Paper Session**

Title: Organizational Learning and Market Orientation

Session Chair: James Sinkula, University of Vermont

#### **Developing and Validating an Instrument for Measuring the Driving Markets Approach**

David Martín-Consuegra, University of Castilla-La Mancha  
Arturo Molina, University of Castilla-La Mancha  
Águeda Esteban, University of Castilla-La Mancha

#### **Organizational Learning and New Product Outcomes: Integrating Research Approaches**

Iryna Pentina, University of North Texas

#### **Strategic Outcomes of Market Orientation and Market Segmentation**

Mohammadali Zolfagharian, University of North Texas

Discussant: Gregory Whitwell, University of Melbourne

### **Session 3.4 – Blanco**

#### **Electronic and Interactive Marketing Track - Competitive Paper Session**

Title: Impact of Technology on Consumer Behavior

Session Chair: Vishal Lala, Pace University

#### **Enhancing Customer Trust in E-Commerce through Web Portals**

Hans H. Bauer, University of Mannheim  
Carmen-Maria Albrecht, University of Mannheim  
Marcus M. Neumann, University of Mannheim  
Tobias E. Haber, University of Mannheim

#### **Ad Acceptance: Scale Development, Purification, and Validation of Acceptance of Advertising on Mobile Telephones**

Anshu Saran, University of Texas-Pan American  
Kevin Cruthirds, University of Texas-Pan American  
Michael S. Minor, University of Texas-Pan American

**Individual Assessment of Humanlike Consumer Robots –  
An Extended TAM with Aesthetics**

Adesegun Oyedele, University of Texas-Pan American  
Soonkwan Hong, University of Texas-Pan American  
Michael S. Minor, University of Texas-Pan American

Discussant: Tim Landry, University of Oklahoma

**Session 3.5 – Llano**

**Consumer Behavior Track - Competitive Paper Session**

Title: Decisions, Decisions

Session Chair: Monica Hernandez, Kansas State University

**Integration of Consumer Buying Behavioral Parameters  
with Signal Detection Tests**

Sandra Liu, Purdue University  
Robert D. Melara, City University of New York  
Jie Chen, Purdue University  
Raj Arangarasan, Purdue University  
Francesco Massara, IULM University

**A Multi-Attribute Utility Model for Consumer Decision  
Making and Optimal Product Configuration**

Senay Solak, Southern Polytechnic State University  
Serkan Bolat, University of Tennessee  
Gokhan Sarpkaya, Auburn University

**Individual Decision Making Under Variety: The Effects  
of “Attribute Alignability”**

Andreas Herrmann, University of St. Gallen  
Mark Heitmann, University of St. Gallen  
Dorothea Schaffner, University of St. Gallen

Discussant: Tillman Wagner, Texas Tech University

**Wednesday May 24, 2006  
Evening Events**

**“Another Look at Wine and Popular Culture –  
Some ‘Grounded Theory”**

Mitch Griffin, Joe Hair, and Barry J. Babin  
5:15 p.m. – 6:15 p.m.  
Live Oak

**AMS Early Bird Reception**

6:30 p.m. – 7:30 p.m.  
Lone Star Palace

[In the event of inclement weather, please join us in the Rio  
Grande Ballroom]

Thursday May 25, 2006

**Daily Highlights**

**Annual AMS Review Meeting**

7:15 A.M. – 8:15 A.M.

Directors Room

**Registration and Exhibits**

8:30 A.M. – 4:30 P.M.

Pecan

**Annual AMS Awards Luncheon**

12:00 P.M. – 1:30 P.M.

Regency East

**Reception**

6:30 P.M. – 7:30 P.M.

Regency East

**Concurrent Sessions**

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

**Session 4.1 – Pecos**

**Excellence in Marketing Education and Innovative Teaching  
Track - Special Double Session**

Title: Market Driving Changes in College Textbooks –  
Perspectives from Leading Authors and Publishers, Part I

Session Description:

This double session features a panel of four prominent marketing textbook authors and a panel of four prominent editors, marketing managers, or other executives from leading textbook publishing companies. The panelists will discuss a wide range of forces currently affecting the development and marketing of teaching/learning materials for the college market, and expectations for the future. The effect of technology will be explored from several perspectives. These sessions should be particularly timely and interesting to the AMS constituencies, given the recent increased attention to the evolving role of textbooks in marketing education.

Moderator: Charles W. Lamb, Texas Christian University

Author Panel:

O. C. Ferrell, University of Wyoming

Joe F. Hair, Kennesaw State University

Roger A. Kerin, Southern Methodist University

Greg W. Marshall, Rollins College

**Session 4.2 – Frio**

**Services Marketing Track - Competitive Paper Session**

Title: Service Technology and Knowledge Management

Session Chair: Hardeep Chahal, University of Jammu, India

**Toward a Conceptualization of Technology-Mediated Personalization (TMP)**

Anyuan Shen, University of Nebraska

A. Dwayne Ball, University of Nebraska

**A Study of Service Quality, Perceived Risk and Personal Innovativeness in Internet Banking**

Noel Y.M. Siu, Hong Kong Baptist University

Ludwig M.K. Chang, Hong Kong Baptist University

**Building Customer Capital through Knowledge Management Processes in the Healthcare Context**

Sandra S. Liu, Purdue University

Carol Yuh-Yun Lin, National Cheng-Chi University

Discussant: Sabine Möller, Wissenschaftliche Hochschule für Unternehmensführung

**Session 4.3 – Nueces**

**Supply Chain Management Track - Special Session**

Title: Market Driving Changes in Global Supply Chains

Session Description:

The following critical question serves as the focal point for this session: How are global markets changing in terms of supply chains and what should the changes mean for research agendas in the Marketing/Supply Chain Management interface?

Moderator: John T. Mentzer, University of Tennessee

Panel:

Greg Gundlach, University of North Florida

Lou Pelton, University of North Texas

John T. Mentzer, University of Tennessee

**Session 4.4 – Blanco**

**Marketing Research Methods Track - Special Session**

Title: Tapping into the U.S. Market - Navigating the Census Bureau Website and American FactFinder

Session Description:

The session deals with U.S. market information available at the Census Bureau website. The emphasis will be on the types of information available and how to access each type of information in user friendly forms. This information would be integrated into classroom usages and research usages.

Moderator: Anne Balazs, Mississippi University for Women

Presenter:

Paula Wright, Bureau of the Census

#### **Session 4.5 – Llano**

##### **Retailing Track - Special Session**

Title: Understanding Retail Satisfaction

##### Session Description:

Although past research has identified several important issues and has shed light on several aspects of specific retail environments, retail performance, and retail satisfaction, several unexplored or under-researched areas still exist that restrict our understanding of retail satisfaction. This special session pursues some of these under-researched themes and seeks to provide a contextual and deeper understanding of consumer satisfaction in retailing.

##### Moderators:

Dhruv Grewal, Babson College

Gopalkrishnan R. Iyer, Florida Atlantic University

##### Presenters:

##### **Dimensions of Retail Satisfaction**

Gopalkrishnan R. Iyer, Florida Atlantic University

Heiner Evanschitzky, University of Muenster

##### **The Role of Salespeople in Retail Performance**

Arun Sharma, University of Miami

##### **Cognitive or Emotional Mediation of Atmospheric Factors**

Jean-Charles Chebat, HEC Montréal

##### **Retail Pricing Tactics and Customer Satisfaction**

Dhruv Grewal, Babson College

Joan Lindsey-Mullikin, Babson College

#### **REFRESHMENT BREAK**

10:00 A.M. – 10:30 A.M.

Hosted by South-Western College Publishing

A-Level Foyer

Concurrent Sessions

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

#### **Session 5.1 – Pecos**

##### **Excellence in Marketing Education and Innovative Teaching Track - Special Double Session, continued**

Title: Market Driving Changes in College Textbooks –

Perspectives from Leading Authors and Publishers, Part II

##### Session Description:

Continuation of Session 4.1 – see session description at that location in the program.

Moderator: Charles W. Lamb, Texas Christian University

**Publisher Panel:**

Neil Marquardt, Executive Editor- Marketing, Thomson Higher Education

Katie Rose, Senior Sponsoring Editor-Marketing, Houghton-Mifflin Co.

Andy Winston, Publisher-Marketing, McGraw-Hill/Irwin

**Session 5.2 – Frio****Consumer Behavior Track - Competitive Paper Session**

Title: Consumer Communication and Decision-Making

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

**Do You Hear What You Need? Hedonic-Experiential Effects in Word-of-Mouth Communications**

Lei Huang, McGill University

Sema Barlas, McGill University

**College Students Go Mobile: An Age Difference in Mobile Service Loyalty Decisions**

Archana Kumar, University of Tennessee

Heejin Lim, University of Tennessee

**Consumers' Preference Shift Under the Deletion of Common Features with Varying Attractiveness: An Examination of Competing Explanations**

Wen-bin Chiou, Kaohsiung Hospitality College

Discussant: Laura Serviere, University of Texas-Pan American

**Session 5.3 – Nueces****Business-to-Business Marketing Track – Competitive Paper Session**

Title: Pricing, Service, and Trust in B2B Relationships

Session Chair: Tim Foster, Luleå University of Technology

**Price Reduction Pressure and Trusting Relations**

John W. Henke, Jr., Oakland University

Ravi Parameswaran, Oakland University

R. Mohan Pisharodi, Oakland University

**The Impact of Service Quality, Relationship Satisfaction, Trust and Commitment on Loyalty: An Empirical Investigation in a Business-to-Business Services Context**

Ruben Chumpitaz C, Université catholique de Lille, France

Nicholas G. Paparoidamis, Université catholique de Lille, France

Christina Chung, University of Southern Mississippi

**Customer-oriented Selection and Pricing of Supplementary Services in Business Markets**

Christina Sichtmann, Free University of Berlin

Robert Wilken, University of Muenster

Discussant: J. Tomas Gomez-Arias, St. Mary's College of California

**Session 5.4 – Blanco**

**Doctoral Colloquium Track Session**

Title: Advertising Issues

Session Chair: John B. Ford, Old Dominion University

**Gender Roles in Advertising: A Perspective from Feminism**

Lilly Ye, University of North Texas

**Is It Ethical to 'Scare' a Consumer? An examination of Ethics and Fear Appeal in Advertising**

Delonia Minor, University of Memphis

**The Use of Swear Words in Print Advertising**

Brent Baker and C. Jared Broadus, University of South Florida

**Session 5.5 – Llano**

**Electronic and Interactive Marketing Track - Special Session**

Title: Online Marketing Communications

Moderator: Sandeep Krishnamurthy, University of Washington

**Panel:**

Sandeep Krishnamurthy, University of Washington

S. Umit Kucuk, Post-Doctoral Fellow, Darden School, University of Virginia

Vishal Lala, Pace University

Nancy Spears, University of North Texas

**Annual AMS Awards Luncheon**

12:00 P.M. – 1:30 P.M.

Regency East

**Concurrent Sessions**

**1:30 P.M. - 3:00 P.M.**

**Session 6.1 – Pecos**

**Mary Kay Doctoral Dissertation Competition – Award Winners' Session**

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

Special Guest: Anne M. Crews, Mary Kay Corporation

Presenters:

**The Development of Market Efficient Technological Innovation: A Holistic Study from Multiple Perspectives**

Nukhet Harmancioglu, Michigan State University



**How Deadlines Affect the Purchase Process for Services**  
James Lemieux, University of Kansas

**Sales Force Control Systems – An Adaptive Selling and Customer Portfolio Perspective**  
C. Fred Miao, University of Missouri – Columbia

**Context Effects under Prevention and Promotion Motivations**  
Mehdi Mourali, Concordia University

**Session 6.2 – Frio**  
**Business-to-Business Marketing Track - Competitive Paper Session**  
Title: B2B Marketing in the New Electronic Environment

Session Chair: Göran Svensson, Halmstad University

**Virtual New Product Development Teams: An Integrated Framework of Interface Effectiveness**  
Vishag Badrinarayanan, Texas State University – San Marcos  
Dennis B. Arnett, Texas Tech University

**Increasing the Chance of Success in B2B Customer Database Management**  
Debra Zahay, Northern Illinois University

**Industrial Marketing Communication: A (R)evolutionary Journey From Marketplace to Marketspace**  
Tim Foster, Luleå University of Technology

Discussant: Brian P. Brown, Georgia State University

**Session 6.3 – Nueces**  
**Excellence in Marketing Education and Innovative Teaching Track - Competitive Paper Session**  
Title: Revising the Marketing Curriculum

Session Chair: Vince Howe, University of North Carolina at Wilmington

**Revising Courses in the Marketing Curriculum Based on Exploratory Research Using and Index of Learning Styles**  
Mary T. Galvan, North Central College

**A Multi-Level Approach to Retail Management Education**  
R. Glenn Richey, Jr. University of Alabama  
Lauren Skinner, University of Alabama

**The Undergraduate Capstone Marketing Course: Objectives, Content, and Pedagogy**  
Victoria L. Crittenden, Boston College  
William F. Crittenden, Northeastern University  
Kevin Galligan, Boston College

Discussant: Debbie Thorne, Texas State University

**Session 6.4 – Blanco**

**Supply Chain Management Track - Competitive Paper Session**

Title: Logistics Services – Strategic Implications

Session Chair: Donna Davis, Texas Tech University

**The Role of Technology in Industrial Customers' Perceptions of Logistics Service Quality and Their Future Purchase Intentions**

Carol C. Bienstock, Radford University

Marla Royne Stafford, University of Memphis

Thomas F. Stafford, University of Memphis

**Towards An Integrated Theory of Logistics Service Competency: Orienting Firms Towards Service Excellence**

Mert Tokman, University of Alabama

R. Glenn Richey, University of Alabama

**Broadening the Concept of Relationship Marketing**

Terrence Beckman, Queen's University

Discussant: Madhav Pappu, Texas A&M University

**Session 6.5 – Llano**

**Services Marketing Track - Special Session**

Title: Research on Services at the Bottom of the Economic Pyramid

Session Description:

Research on services has tended to emphasize the needs and purchasing practices of well-to-do consumers in highly developed economies. However, we need to escape the bias of affluence in service research and also address the need for affordable services among the four billion people in the bottom two-thirds of the world's economic pyramid. This session reports preliminary findings from two ongoing projects.

Moderator: V. Venkata Ramana, University of Hyderabad

Presenters:

**Mobile Telephony and Financial Services Developed by Companies for Poor Consumers**

Christopher Lovelock (Yale University)

Jochen Wirtz, National University of Singapore

**Services Developed and Offered by Poor Entrepreneurs in Mexico**

Daniel Maranto, EGADE, Tec de Monterrey

Javier Reynoso, EGADE, Tec de Monterrey

Angel Apunte, EGADE, Tec de Monterrey

**REFRESHMENT BREAK**

3:00 P.M. – 3:30 P.M.

Hosted by McGraw Hill/Irwin

A-Level Foyer

**Concurrent Sessions**  
**3:30 P.M. - 5:00 P.M.**

**Session 7.1 – Pecos**

**Annual AMS Meet the Editors Session**

(NOTE: This session runs 3:30 P.M. – 5:30 P.M.)

Title: Navigating the Review Process- Guideposts from Journal Editors

Moderator: P. Rajan Varadarajan, Texas A&M University and AMS VP for Publications

**Panel:**

***Academy of Marketing Science Review***

Jim Gentry, University of Nebraska-Lincoln

***Journal of the Academy of Marketing Science***

Dave Stewart, University of Southern California

***Journal of Interactive Marketing***

Venky Shankar, Texas A&M University

***Journal of Marketing Theory and Practice***

Greg Marshall, Rollins College

***Journal of Personal Selling & Sales Management***

Ken Evans, University of Missouri

***Journal of Retailing***

Michael Levy, Babson College

***Journal of Service Research***

A. Parasuraman, University of Miami

***Marketing Science***

Steve Shugan, University of Florida

**Session 7.2 – Frio**

**Excellence in Marketing Education and Innovative Teaching**

**Track - Special Session**

Title: Maintaining Professionalism in the Classroom

Session Description:

This intriguing session discusses the changes in student behavior and presents strategies for reestablishing and/or maintaining professionalism in the classroom

Moderator: Victoria L. Crittenden, Boston College

**Panel:**

Linda Ferrell, University of Wyoming

O. C. Ferrell, University of Wyoming

Debbie Thorne, Texas State University

**Session 7.3 – Nueces**

**International-Multinational Marketing Track - Competitive**

**Paper Session**

Title: Understanding the International Retailing Customer

Session Chair: John Cadogan, Loughborough University

**A Revisit of Theoretic Model of Store Image Formation and its Application in Chinese Consumers**

Haiyan Hu, Utah State University

Cynthia Jasper, University of Wisconsin-Madison

**A Consumer Ethnocentrism Model of Foreign Retail Store Patronage: An Initial Empirical Test of Extrinsic Cues and Moderating Effect in Beijing**

Kelvin Tay, Loughborough University

Mohammed Rafiq, Loughborough University

**Consumers' Need for Uniqueness and Customization Behavior among Chinese Consumers**

Judy Li Zhu, University of Gloucestershire

Charles Chi Cui, University of Manchester

Kathryn Fordham, University of Manchester

Discussant: John Cadogan, Loughborough University

**Session 7.4 – Blanco**

**Pricing and Marketing Metrics Track – Competitive Paper Session**

Title: Web Pricing and Product Sampling

Session Chair: Komal S. Karani, Drexel University

**The Effect of Prices for Incidental Products in Web Page Promotions on Consumer Price Perceptions for an Unrelated Target Product**

Thomas Jensen, University of Arkansas

Jeremy Kees, University of Arkansas

Scot Burton, University of Arkansas

Elyria Kemp, University of Arkansas

**Congestion Pricing in an Internet Market**

Jose J. Canals-Cerda, University of Colorado at Boulder

**The Effect of Product Sampling on Purchase Behavior**

Insaf Ben Amor, Institute of Firms Administration, Lille, France

Francis Guilbert, Institute of Firms Administration, Lille, France

Ikram Longo, Institute of High Technological Studies, Tunis,

Tunisia

Discussant: Rajasree Rajamma, University of North Texas

**Session 7.5 – Llano**

**Marketing Strategy Track - Special Session**

Title: Organizational Learning and Market Driving Change – A Research Agenda

Session Description:  
Market Driving Change From the Perspectives of Organizational Learning, Resource Advantage, and Service Dominant Logic.

Moderator: Michael T. Ewing, Monash University

**Panel:**

William E. Baker, San Diego State University  
Robert E. Morgan, University of Alabama  
James Sinkula, University of Vermont  
Stephen Vargo, University of Hawaii  
Gregory Whitwell, University of Melbourne

**Reception**  
6:30 P.M. – 7:30 P.M.  
Regency East

**Friday May 26, 2006**

**Daily Highlights**

**Registration and Exhibits**  
8:30 A.M. – 4:30 P.M.  
Pecan

**JAMS Editorial Review Board Meeting**  
7:30 A.M. – 9:00 A.M.  
Pecos

**AMS Board of Governors Meeting**  
10:30 A.M. – 12:00 P.M.  
Directors Room

**Annual AMS Business Meeting**  
5:00 P.M. – 6:00 P.M.  
Directors Room

**JPSSM Editorial Review Board Meeting**  
3:30 P.M. – 5:00 P.M.  
Pecos Room

**Annual AMS President's Reception**  
6:00 P.M. – 7:00 P.M.  
Regency Foyer

**Annual AMS President's Banquet**  
7:00 P.M. – 9:00 P.M.  
Regency East

**Concurrent Sessions  
8:30 - 10.00**

**Session 8.1 – Pecos**

**JAMS Editorial Review Board Meeting**

(NOTE: This session runs 7:30 A.M. – 9:00 A.M.)

Moderator: Dave Stewart, University of Southern California

**Session 8.2– Frio**

**Business-to-Business Marketing Track - Competitive Paper Session**

Title: Managing B2B Relationships

Session Chair: James Barry, Nova Southeastern University

**Antecedents to Relationship-specific Investments in Cross-border Marketing Channel Relationships**

Mons Freng Svendsen, Norwegian School of Economics and Business Administration

Sven A Haugland, Norwegian School of Economics and Business Administration

**Modeling the Role Of Power Distance and Social Formality in Business-to-Business Relationships In India**

Angelica C. Cortes, University of Texas Pan-American

Sindy Chapa, University of Texas Pan-American

Akash Dania, University of Texas Pan-American

**A Conceptual Framework of Mutual and Interactive Vulnerability in Business Relationships**

Göran Svensson, Halmstad University

Discussant: Tim Foster, Luleå University of Technology

**Session 8.3 – Nueces**

**Consumer Behavior Track - Competitive Paper Session**

Title: Consumption Under Uncertainty

Session Chair: Audhesh Paswan, University of North Texas

**The Influence of Gambling Benefits and Acceptability on Casino Gambling Satisfaction**

Gabriel Rosseau, Nelson Mandela Metropolitan University

Daniel Venter, Nelson Mandela Metropolitan University

**Multiracials Versus Monoracials: Towards a Framework for Consumer Traits and Artwork Consumption**

Simo Mohammadali Zolfgharian, University of North Texas

**The Application of a Mutual Cyclical Growth Model of Romantic Relationships to Investigate Consumer Brand Commitment**

Michael L. Coolson, Shippensburg University  
Melissa L. Brandt, Shippensburg University  
Kenneth C. Herbst, College of William and Mary

Discussant: Russell Adams, University of Texas-Brownsville

**Session 8.4 – Blanco**

**Ethics, Social Responsibility Track - Special Session**

Title: Governance: Corporate, Nonprofit, and University Perspectives

Session Description:

Recent corporate scandals around the world have forced regulatory change and brought the governance dialogue to new heights and domains within many industry sectors, including non-profit organizations and educational institutions. To strengthen understanding of the role of governance in a variety of organizations, panelists will discuss theoretical directions, practical approaches, and trends that have occurred in organizational governance, including perspectives and examples from the corporate, nonprofit, and university sectors.

Session Chair: Debbie Thorne, Texas State University

**Panel:**

Linda Ferrell, University of Wyoming  
O.C. Ferrell, University of Wyoming  
Debbie Thorne, Texas State University  
Beverly Venable, Columbus State University

**Session 8.5 – Llano**

**International-Multinational Marketing Track Competitive Paper Session**

Title: Cross-national Comparisons of Consumers

Session Chair: Charles Chi Cui, University of Manchester

**First-mover Advantages: A Cross-national Comparison of Mature and Emerging Market Consumers' Attitudes toward Pioneer and Follower Brands**

Tarek Mady, The American University in Dubai

**Globalisation, Levitt and the Evidence from Japan and Singapore**

Stephanie Pease, University of Cardiff  
Stan Paliwoda, University of Strathclyde  
Jim Slater, University of Birmingham

**Modern vs. Postmodern Consumer Segmentation in International Marketing: A Comparative Analysis and Research Agenda**

J. Alexander Smith, Saint Louis University  
Lyn S. Amine, Saint Louis University

Discussant: Charles Chi Cui, University of Manchester

**Session 8.6 – Live Oak  
Selling and Sales Management, CRM Track – Competitive Paper Session**

Title: Insights into Sales Management: Knowledge, Performance and Scale Development

Session Chair: Bulent Menguc, Brock University

**Metaphors and Sales Management: Introducing Knowledge Grafting as a Theoretical Metaphor for Knowledge-based Sales Management Strategy**

Sreedhar Madhavaram, Cleveland State University  
Robert E. McDonald, Texas Tech University

**A Configuration-Theory Assessment of How Incongruity in Sales Force Control Systems Drives Salesperson Performance**

Vincent Onyemah, Boston University

**Perceived Cannibalism: Scale Development and Validation in a Personal Selling Context**

Dheera Sharma, Louisiana Tech University  
Shahid N. Bhuian, Louisiana Tech University

Discussant: Rosemary Ramsey, Wright State University

**REFRESHMENT BREAK**

10:00 A.M. – 10:30 A.M.

Hosted by Dr. Lou E. Pelton

A-Level Foyer

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

**AMS Board of Governors Meeting**

Directors Room

**Session 9.1 – Pecos**

**Doctoral Colloquium Track Session**

Title: Channels, Logistics, and Industrial Marketing Issues

Session Chair: John T. Mentzer, University of Tennessee

**Logistics' Role in Interdepartmental Integration**

Aaron Arndt, University of Oklahoma



**The Moderating Impact of Total Quality Management on Supply Chain Management: Implications for Competitive Advantage**

Jack Crumbly, Jackson State University

**Capital Equipment Purchasing: A Stochastic Model of Industrial Buying Behavior**

J. D. J. McCabe, Warwick Business School, UK

**Location Efficiency Measurements and Diagnostics: A Data Development Analysis Approach**

Joseph C. Miller, Michigan State University

**Session 9.2 – Frio**

**Services Marketing Track - Competitive Paper Session**

**Title: Service Satisfaction**

Session Chair: Sandra S. Liu, Purdue University

**Customer Satisfaction and Price Acceptance in the Case of the Electricity Supply**

Gábor Rekettye, University of Pécs

József Pintér, University of Pécs

**The Role of Choice and Gender in the Service Recovery Process: A Comparison Between Hedonic and Utilitarian Recovery Options**

Anna S. Mattila, Pennsylvania State University

**A Confirmatory Study on Customers' Perceptions towards Airlines' Complaint Handling: An Attribution Approach**

Wen-Bin Chiou, Kaoshiung Hospitality College

Discussant: Jingyun (Kay) Zhang, Bowling Green State University

**Session 9.3 – Nueces**

**Marketing Promotions and Communications Track – Competitive Paper Session**

Title: Advertising in Twenty-First Century: New Media, New Consumer Responses

Session Chair: Michael Lynn, University of South Carolina

**Exploring Factors Affecting Consumer Intention to Use Mobile Advertising**

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

**Direct to Consumer Advertising: Market Driving Changes in the Pharmaceutical Industry**

Deborah Spake, University of South Alabama

Matthew Joseph, University of South Alabama

**On-Line Interaction Readiness: Measurement, Antecedents and Consequences**

Yuping Liu, Old Dominion University

Discussant: David Stewart, University of Southern California

**Session 9.4 – Blanco**

**Retailing Track - Special Session**

Title: Current Perspectives on Retailing and Shopping Research

Moderator: Kristy Reynolds, University of Alabama

Presenters:

**Shopping Together: A Romantic Interlude or a Dreaded Event?**

Jun Sang Lim, University of Alabama

Sharon E. Beatty, University of Alabama

**New Directions in Retail Research**

Julie Baker, Texas Christian University

E. Deanne Brocato, University of Texas—Arlington

**Cathartic Consumption: Understanding Why Consumers Seek Social Support in Third Places**

Mark S. Rosenbaum, University of Hawaii at Manoa

**Malls' Value Equity: Different Perspectives from Adolescent and Adult Shoppers**

Marie-Claude Massicotte, HEC Montréal

Jean-Charles Chebat, HEC Montréal

Claire Gélinas-Chebat, Université du Québec à Montréal

**Session 9.5 – Llano**

**Marketing Research Methods Track - Special Session**

Title: Cognitive Response Research Practices - New Evidence that Impacts Critical Reliability and Cognitive Intent Validity Issues

Session Description:

This session identifies and discusses several critical issues concerning the reliabilities and cognitive intent validity issues focal in conducting cognitive response research endeavors. The session will create an interesting and meaningful discussion with [and among] the session attendees regarding the practices of using “independent” outside raters for conducting the coding tasks of classifying original subjects’ initial responses into post-facto classification schemas.

**Presenters:**

Barry J. Babin, University of Southern Mississippi

Karin Braunsberger, University of South Florida, St. Petersburg

James S. Boles, Georgia State University

David J. Ortinau, University of South Florida, Tampa

**LUNCH ON YOUR OWN**  
12:00 P.M. – 1:30 P.M.

**Concurrent Sessions**  
**1:30 - 3:00**

**Session 10.1 – Pecos**  
**Business-to-Business Marketing Track - Competitive Paper**  
**Session**

Title: Strategic Management in B2B Contexts

Session Chair: Brian P. Brown, Georgia State University

**The Impact of Industry Conditions and Consulting Oriented**  
**Sales Training on Consulting Time and Consulting**  
**Effectiveness**

Al Pelham, College of New Jersey

**Integrating Sales Force into Marketing Strategic Planning**

Sandra S. Liu, Purdue University  
Yiwen Tian, Novartis Pharma K.K.

**Operationalizing Relationship Value: A Cross-Cultural**  
**Empirical Study of Antecedents, Outcomes and Construct**  
**Dimensions**

James Barry, Nova Southeastern University  
Tamara Terry, D.B.A., Nova Southeastern University

Discussant: Vishag Badrinarayanan, Texas State University – San  
Marcos

**Session 10.2 – Frio**  
**Marketing Strategy Track - Competitive Paper Session**  
Title: Capabilities and Competitive Advantage

Session Chair: Robert Morgan, University of Alabama

**Corporate Entrepreneurship and Resource Recombination:**  
**A Dynamic Capabilities Approach to Innovation**

Tanawat Hirunyawipada, University of North Texas  
Mohammadali Zolfagharian, University of North Texas

**The Effect of Scanning Behaviors on Marketing Managers'**  
**Representations of Competitive Advantage**

Tianjiao Qiu, University of Illinois at Urbana-Champaign

**Alliance Marketing Competence and Technology Sensing in**  
**Marketing Alliances: The Performance Implications for**  
**Alliance Participant Firms**

Youngtae Choi, University of North Florida

Discussant: Michael Ewing, Monash University

**Session 10.3 – Nueces**  
**Doctoral Colloquium Track Session**

Title: CRM Issues

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

**Employee Blogging: Building Buzz from the Inside**  
Karen E. Mishra, University of North Carolina at Chapel Hill

**CRM in Professional Services Organizations: A Strategic Approach Towards Sustainable Competitive Advantage**  
Hamed M. Shamma, George Washington University

**The Impact of Organizational Culture on the Outcomes of Customer Relationship Management (CRM) Systems Implementations**  
Reiny Iriana, Macquarie University, Australia

**Session 10.4 – Blanco**  
**Services Marketing Track - Special Session**

Title: Teaching Services Marketing - Multiple Approaches from Different Texts

Session Description:

Interest in courses in services marketing is growing around the world. Unlike introductory marketing management textbooks, most of which follow a broadly similar framework, texts in services marketing take more diverse approaches. In this session, authors of texts that are used both within and outside the US will briefly describe their underlying philosophy of teaching services marketing and how their approach to structuring the content and sequence of materials in the book shapes the nature of the resulting course. Instead of giving formal presentations, each presenter will respond in turn to a series of predetermined questions.

Moderator: Anna S. Mattila, Pennsylvania State University

**Panel:**

Steve Grove, Clemson University  
K. Douglas Hoffman, Colorado State College  
Christopher Lovelock, Yale University

**Session 10.5 – Llano**  
**International-Multinational Marketing Track - Special Session**

Title: Driving International Markets - New Directions in International Marketing Thought and Practice

Session Description:

Issues for discussion during this session include:

- What kinds of international market-driving activities/strategies are most common/rare/successful?
- What makes market-driving activities successful?
- What are the key benefits accruing from international market-driving activities?
- Is market-driving more common than being market-driven in overseas markets?
- Are there circumstances/environmental conditions in which international market-driving is more beneficial than others?
- Is product standardization a form of market-driving?
- What are the likely requirements for internationally active firms if they wish to become market-driving?
- Overall, where is research effort required in this field? And what methods should we be looking to adopt?

Moderator: John Cadogan, Loughborough University

**Panel:**

Gerald Albaum, University of New Mexico

John Cadogan, Loughborough University

Bulent Menguc, Brock University

J Alexander Smith, Saint Louis University

**REFRESHMENT BREAK**

3:00 P.M. – 3:30 P.M.

A-level Foyer

**Concurrent Sessions**

**3:30 - 5:00**

**Session 11.1 - Pecos**

***JPSSM* Editorial Review Board Meeting**

Moderator: Ken Evans, University of Missouri

**Session 11.2 - Frio**

**AMS Outstanding Marketing Teacher Award Winners' Presentations**

Session Chairs:

Linda Ferrell, University of Wyoming

O.C. Ferrell, University of Wyoming

Award Recipients:

Leonard L. Berry, Texas A&M University

K. Douglas Hoffman, Colorado State University

Mark B. Houston, University of Missouri-Columbia

**Session 11.3 – Nueces**

**Ethics, Social Responsibility Competitive Paper Session**

Title: Marketing and Society

Session Chair: Debbie Thorne, Texas State University

**Slotting Fees and the Market Power of Manufacturers**

Sandra Mottner, Western Washington University

Steven H. Smith, Western Washington University

**Cigarette Placement in Movies: Priming Tobacco Risk-Related Warnings and Its Social Effects on French Youths**

Adilson Borges, Reims Management School

Jean-Charles Chebat, HEC Montreal

Claire G linas-Chebat, Universit  du Qu bec   Montr al

**Need, Want and Advertising**

Mohammadali Zolfagharian, University of North Texas

Discussant: Arturo Z. Vasquez, University of Texas-Pan American

**Session 11.4 – Blanco**

**Doctoral Colloquium Track Session**

Title: Strategic Marketing Issues

Session Chair: Charles W. Lamb, Texas Christian University

**Upper Echelons Theory and Market Orientation: TMT Characteristics as Antecedents to a Market Orientation**

Esther Swilley, Florida State University

**Structural Antecedents of Market, Learning and Entrepreneurial Orientations**

Horace L. Melton, Florida State University

**The Importance of Cost Savings Factors vs. Strategic Factors in Outsourcing Decisions**

Ravi Jillapalli, Texas Tech University

**Session 11.5 – Llano**

**Excellence in Marketing Education and Innovative Teaching Track - Competitive Paper Session**

Title: Key Issues for the Marketing Educator

Session Chair: Mohammed Abdur Razzaque, University of New South Wales

**Ph.D. Students' Value Perceptions of Their Education: An Application of Means-End Chain Model**

Serkan Bolat, University of Tennessee, Knoxville

Ann E. Fairhurst, University of Tennessee, Knoxville

Youn-Kyung Kim, University of Tennessee, Knoxville

**Relationships between Article References and Subsequent Citations of Marketing Journal Articles**

Eugene Sivadas, University of Washington  
Mark S. Johnson, Montclair State University

**A New Statistic for Item Analysis**

John R. Dickinson, University of Windsor

Discussant: S. Adam Brasel, Boston College

**Session 11.6 – Live Oak**

**Electronic and Interactive Marketing Track - Competitive Paper Session**

Title: Online Consumer Behavior

Session Chair: Sandeep Krishnamurthy, University of Washington

**Expected Value Sharing, Switching Barriers, Satisfaction, and Repurchase Intentions: An Illustration from Online Contexts**

Hsien-Tung Tsai, National Taiwan University  
Lichung Jen, National Taiwan University

**Theoretical Perspectives of Online Community: Managerial Insights and Research Agenda**

Timothy D. Landry, University of Oklahoma  
Todd J. Arnold, Oklahoma State University  
Tracy A. Suter, Oklahoma State University

**A Characterisation of Consumer Empowerment Drawn from Three Views of Power**

Haitham Al Shibly, University of Newcastle  
Janet Aisbett, University of Newcastle  
Guilherme Pires, University of Newcastle

Discussant: Osama J. Butt, University of Texas-Pan American

**Friday May 26, 2006  
Evening Events**

**Annual AMS Business Meeting**

5:00 P.M. – 6:00 P.M.

Directors Room

**Annual AMS President's Reception**

6:00 P.M. – 7:00 P.M.

Regency Foyer

**Annual AMS President's Banquet**

7:00 P.M. – 9:00 P.M.

Regency East

**Saturday May 27, 2006**

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

**Session 12.1 – Pecos  
Ethics, Social Responsibility Track - Competitive Paper  
Session**

Title: International Marketing Ethics and Nonprofit Issues

Session Chair: P. Bucha Reddy, A.V. College of Arts, Science,  
and Commerce

**Alternative Perspectives on Brand Personality: The Case of  
the Nonprofit Brand**

Maureen Bourassa, Queen's University

**Global Ethics Versus Local Ethics: How Do Marketing  
Managers Make Ethical Decisions Across Cultures**

Arturo Z. Vasquez, University of Texas-Pan American

**Open Skies Treaty, Competition Policy and Regulatory  
Issues: An Exploratory Analysis in Marketing and Public  
Policy**

Syed Tariq Anwar, West Texas A&M University

Discussant: Eyad Youssef, Old Dominion University

**Session 12.2 – Frio  
Consumer Behavior Track - Competitive Paper Session**

Title: Foundations of Desire

Session Chair: Penny Simpson, University of Texas-Pan  
American

**All Desires are not Created Equal: Toward a Typology of  
Desire in Consumer Research**

Alexandra Aguirre Rodruqiez, University of Illinois at  
Urbana/Champaign

**Correlates of Materialism: A Comparative Study of  
Balgladeshis in Bangladesh and First Generation Migrant  
Balgladeshis in Sydney**

Mohammad Abdur Razzaque, University of New South Wales

**Exploring the Relationship Between Market Mavenism and  
Resistance to Change**

Melinda L. Andrews, Florida State University  
Ray L. Benedicktus III, Florida State University

Discussant: Anshu Saran, University of Texas-Pan American



**Session 12.3 – Nueces**

**Potpourri - Competitive Paper Session**

Title: Customer Relationships Across Contexts

Session Chair: Dheeraj Sharma, Ball State University

**Mutual and Interactive Vulnerability in Supply Chain Dyads**

Göran Svensson, Halmstad University

**The Scholarly Book Buyer's Decision Process: A National Survey of University Faculty**

Hooman Estelami, Fordham University

Albert N. Greco, Fordham University

Robert M. Wharton, Fordham University

**Building Fan Identification in Minor League Sport Organizations: Individual Player vs. Team Approach**

Jennifer Wegmeyer - Millward Brown

Carol W. DeMoranville - Bryant University

Kimberly M. Judson - Northern Illinois University

Discussant: Thomas Brashear, University of Massachusetts, Amherst

**Session 12.4 – Blanco**

**Doctoral Colloquium Track Session**

Title: International Marketing Issues

Session Chair: John B. Ford, Old Dominion University

**Analysis of the Reforms in Chinese State-Owned Enterprises: A Principal-Agent Approach**

Emily Yang, Warwick Business School, UK

**When Cultural Variables Explain the Perception of Online Communication Trust: The Comparison of American and Japanese Online Consumer Trust in Dynamic Pricing**

Christina Chung, University of Southern Mississippi

**Perceived Supervisory Support: A Meta-Analytic Review**

Stefanie Boyer and Diane R. Edmondson, University of South Florida

**Session 12.5 – Llano**

**Services Marketing Track - Competitive Paper Session**

Title: Purchase Behavior and Cross Selling of Services

Session Chair:

V.Venkata Ramana, University of Hyderabad

**An Analytical Framework to Stimulate Cross-Selling and Retention in the UK Financial Services Industry: a case study**

Maria T. Salazar, University of Edinburgh

Tina Harrison, University of Edinburgh

**Factors Influencing Students' Selection of Credit Cards:  
Some Initial Results**

Charles Blankson, University of North Texas  
Sylvia J. Long-Tolbert, University of Toledo

**Cross-buying Evaluations: The Moderating Role of Similarity**

Tsung-Chi Liu, National Cheng Kung University  
Li-Wei Wu, National Cheng Kung University

Discussant: Anna S. Mattila, Pennsylvania State University

**REFRESHMENT BREAK**

10:00 A.M. – 10:30 A.M.

A-level Foyer

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

**Session 13.1 – Pecos**

**Electronic and Interactive Marketing Track - Competitive  
Paper Session**

Title: Online Advertising Effects

Session Chair: Vishal Lala, Pace University

**A Model Of Flow Experience As Determinant Of Positive  
Attitudes Toward Online Advergemes**

Monica D. Hernandez, Kansas State University  
Osama J. Butt, University of Texas-Pan American

**Visual Perception of In-Game Advertising: Diagnostic  
Information Search and the Role of Expertise**

S. Adam Brasel, Boston College

**Does WEB Log Data Reveal Consumer Behavior by  
Integrating Data Mining Techniques?**

Katsutoshi Yada, Kansai University  
Naohiro Matsumura, Osaka University  
Daigo Naito, Kansai University  
Kosuke Ohno, Kansai University  
Hiroshi Tamura, Kansai University  
Kohei Yamamoto, Kansai University

Discussant: Nancy Spears, University of North Texas

**Session 13.2 – Frio**

**Selling and Sales Management, CRM Track - Special Session**

Title: Diverse Research Methodologies for Sales Force Research

Session Description:

The predominant method used for sales force and personal selling research over the last two decades has involved self-report surveys. While this has generated a well-accepted body of knowledge in some areas, other topics of interest in the sales area – particularly for sales managers – may not be well served by this research method. This session highlights several alternative approaches to sales force research that may generate knowledge that cannot be obtained through current survey methods.

Moderator: Jim Boles, Georgia State University

Presenters:

**Qualitative Methods**

Angela Hausman, University of Texas-Pan American

**International Research**

Thomas Brashear, University of Massachusetts, Amherst

**Experimental Methods**

James Boles, Georgia State University

**Session 13.3 – Nueces**

**Ethics, Social Responsibility Track - Special Session**

Title: Research Validation in Marketing Ethics

Session Description:

A number of theoretical frameworks and theories have been proposed in the marketing ethics literature in response to ethical problems, concerns, and policies. Despite the usefulness and appeal of any such proposals, the question of how much progress we have collectively accomplished in marketing ethics research remains unanswered. In addition, there is a common concern about the individual variability in ethical judgments--across stimuli, measures, and time. The clarification of these issues will certainly have useful implications for both theory and research methods in ethics research.

This session aims at attempting to answer the above question and to advance knowledge that benefits research progress in marketing ethics. Specific points regarding the frameworks and theories already proposed will be evaluated and discussed on the basis of journal, book and proceedings publications.

Moderator: Arturo Z. Vasquez-Parraga, University of Texas-Pan American

**Panel:**

George R. Franke, University of Alabama

Anusorn Singhapakdi, Old Dominion University

Arturo Z. Vasquez-Parraga, University of Texas-Pan American

**Session 13.4 – Blanco**  
**Marketing Research Methods Track - Competitive Paper**  
**Session**

**Title: Improving the Application of Research Methods**

Session Chair: Dheeraj Sharma, Ball State University

**Can Mediator Latent Variables be Moderators? If so, How  
can They be Estimated?**

Robert Ping, Wright State University

**Aggregating Individual Willingness-to-Pay by Different  
Utility Functions: Do Cluster Solutions Loose Essential  
Information?**

Christina Sichtmann, Free University of Berlin

Robert Wilken, Free University of Berlin

**The Influence of Common Method Variance in Marketing  
Research: Reanalysis of Past Studies Using a Marker-  
Variable Technique**

Tracey King, Georgia Institute of Technology

Naresh Maholtra, Georgia Institute of Technology

Discussant: Laura Flurry, Louisiana Tech University

**Session 13.5 – Llano**  
**International-Multinational Marketing Track – Competitive  
Paper Session**

**Title: International/Foreign Consumer Perspectives**

Session Chair: Stephanie Pease, University of Cardiff

**Determinants of Foreign Product and Country of Origin  
Evaluations: The Role of Involvement and Information Type**

Khaled Aboulnasr, Fairfield University

**A Consumer Perspective of Small (Mom-and-Pop) versus  
Large Department Stores: An Investigation in an Emerging  
Market – MEXICO**

Audhesh Paswan, University of North Texas

María de los Dolores Santarriaga Pineda, Universidad de Colima

Francisco Carlos Soto Ramirex, University de Colima

**Predicting Taiwanese Viewers' Attitudes toward Foreign  
Television Programs: A Country of Origin Perspective**

Kenneth C. C. Yang, University of Texas – El Paso

Tim K. Tso, Shih-Chien University

Discussant: Stephanie Pease, University of Cardiff

2006 ACADEMY OF MARKETING SCIENCE  
ANNUAL CONFERENCE  
May 24-27  
Hyatt Regency San Antonio  
San Antonio, Texas

**REGISTRATION FORM**

**General Information (Please Print)**

Full Name:

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First

Last

Title:

\_\_\_\_\_

Affiliation:

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Department:

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Address:

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City

State

Zip

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Country other than USA

Telephone: (\_\_\_\_\_) \_\_\_\_\_

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Fax: (\_\_\_\_\_) \_\_\_\_\_

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E-mail:

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**NEW** Member of AMS? \_\_\_\_\_ Yes \_\_\_\_\_ No

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## The Academy of Marketing Science

The Academy of Marketing Science is an organization comprised of both marketing practitioners and marketing knowledge. *The Journal of the Academy of Marketing Science*, published quarterly, offers a forum for fellows of the academy to publish both empirically and conceptually oriented marketing papers. The annual conference provides fellows of the academy an opportunity to exchange ideas, present research results, and interact with one another on matters of professional interest. Both academicians and marketing practitioners oriented toward the development of basic knowledge in marketing are cordially invited to inquire concerning affiliation with the academy. Corporate memberships are available and may be of special interest to firms with two or more marketers wanting to affiliate with the academy.

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# The Academy of Marketing Science

Honors

**Dr. Joseph Plummer**

**2006 AMS Distinguished Marketer**



**Dr. Joseph Plummer** is the Chief Research Officer of the Advertising Research Foundation. Previously, he was Executive Vice President, Director of Research & Insight Development for McCann-Erickson WorldGroup. In this post, which he assumed in 2002, he was WorldGroup's top knowledge officer with regard to insight-development methods, strategic research quality and employee training and standards. He oversaw the McCann Pulse global consumer insight network, WorldGroup's ongoing dialogue process engaging consumers in more than 70 countries that keeps it in the forefront of understanding worldwide consumer trends. He also directed Brand Clout optimization research, WorldGroup analytics, the integration of all of consumer research and knowledge activities across all marketing communications disciplines, and the Human Futures Development (HFD) program, a worldwide all-communications training program that is the marketing communication industry's largest and most extensive. Before his role as Executive Vice President, Director of Research & Insight Development, Dr. Plummer was Executive Vice President, Director of Brand Strategy on Global Accounts for McCann-Erickson WorldGroup. His responsibilities included helping global clients develop brand vision and values, creating growth strategies for the future and developing communication strategies to build brand equity. Prior to joining McCann-Erickson in 1997, Dr. Plummer was Vice Chairman and Worldwide Planning Director at DMB&B advertising and a member of the DMB&B Board of Directors and the Executive Committee. Earlier, from 1995-1997, he was Vice Chairman of ASW, a worldwide research firm, and a Board Director of the firm from 1995-1999. Dr. Plummer served as Managing Director of Paine Webber/Young & Rubicam Ventures, a marketing and consumer-driven investment bank from 1986 to 1989. Prior to that, he was Worldwide Research Director of Young & Rubicam, Inc. He began his career at Leo Burnett in Chicago, where he rose to Senior Vice President of Research before joining Y&R in 1979. Dr. Plummer earned a B.A. from Westminster College and a master's and doctorate from Ohio State University. He was Chairman of the Research Committees for the American Association of Advertising Agencies and the American Marketing Association, and a Trustee of the Marketing Science Institute. He was also President of the Youth Guidance Board of Directors in Chicago, a past Trustee of Episcopal Charities and of Westminster College. Currently, Dr. Plummer is involved with New Alternatives for Children, CARE, the



HudsonHighlands Land Trust and is on the President's Advisory Council of Ohio State University. He has published in numerous publications, including the Journal of Advertising, Journal of Business Research, Journal of Marketing and Journal of Marketing Research. He is on the Board of Directors of Unisunstar BV. Dr. Plummer holds an appointment as an adjunct professor of marketing at Columbia Business School where he teaches Advertising and integrated communications in the MBA Program.