



Academy of Marketing Science

International Retailing Conference

Preliminary Agenda

Understanding Shopping Behavior to Develop Effective Retail Strategies

**Reims Management School
July 1 – 2, 2005
Reims - France**

www.reimsconference.com

Conference Partners

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International
Retailing
Center

CHAIRE DE COMMERCE
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Friday July 1, 2005

8:30 am Welcome Reception (Welcome Coffee)

9:30 am Welcoming and Introduction

9:45 am Content and organisation of the conference

10:00 am Plenary Session 1: Pricing Management: Price Image and Pricing in a Category Management Approach.

Barry J. Babin, Professor of Marketing, University of Southern Mississippi

Pierre-René Tchoukriel, *Pricing Manager, Auchan*

11 :00 am Parallel Sessions 1: Consumer Behavior

Room 1

Session Chairperson: Barry Babin

“Jordanian Women in Buying-roles”

Abdel Baset I.Hasouneh

“Regularities in aggregated consumer behaviour and stock-out-prevention in retailing”

Carl-Christian Buhr

“Testing the items of the constructs of a Research Model on Consumer's Repurchase Intention for Technological Advanced Food Products In Developing Economies”

George S. Spais

Kostas Vasileiou

11 :00 am Parallel Sessions 2: Consumer Behavior

Room 2

Session Chairperson: Jean-Charles Chebat

“A Process Model of Cognitions, Emotions, Service Quality and Purchase Intentions”

Michel Laroche

Lefa Teng

Jean-Charles Chebat

Richard Michon

“Retail Trends and Challenges in Asia”

Thomas Tan Tsu Wee

“Why Do They Not Buy? Consumer Reports of Nonchoice and Nonpurchase”

Suzan Burton



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12:30 pm **Lunch**

2:00 pm **Plenary Sessions 2: Discount and Branding in Retailing**

Room 1

Adilson Borges, Auchan Professor of Marketing, Reims Management School

Renaud Sore-Larregain, CEO FCB Interpublic Group

Sylvie Joseph, Marketing Director, Conforama, PPR Group

3:30 pm **Coffee Break**

4:00 pm **Parallel Sessions 3: Consumer Behavior in Retailing**

Room 1

Session Chairperson: Jay Lindquist

“The Impact of Situational Variables on Gift Shopping Behavior”

Christine Gonzalez

Barry J. Babin

“How Sex Differences and Perceived Image Influence the Satisfaction of Audience Members”

Zanny Voss

“A Data Mining for Graph Structure Data Helps to Discover New Knowledge in Consumer Behavior and Make Profits”

Katsutoshi Yada

Hiroshi Motoda

Takashi Washio

4:00 pm **Parallel Sessions 4: Retail Channels**

Room 2

Session Chairperson: Pierre Volle

“Shelf Space Arrangements and Brand Similarity Perceptions”

Debbie Desroches

“Measuring the Impact of Consumers’ Distribution Costs on Location Strategy for Retailers”

Kenji Matsui

4:00 pm Parallel Sessions 5: Promotion

Room 3

Session Chair: Adilson Borges

“The Value of Sales Promotion on Store Choice”

Susana Marques da Cunha

José Crespo de Carvalho

“The Success of a Retailers’ Ethical Policy: To focus on local actions”

Laure Lavorata

Suzanne Pontier

“Perceived Pharmacist Expertise and Empathy, Patient Trust and Satisfaction”

Despina Karayanni

Chymas Evagenlos

Karatza Argyrw

Tsivilis Theodoros

Vardamidis Nick

5:30 pm End of Parallel Sessions

6:00pm Reims City Tour

**8:00 pm Social Event
Dinner in a Champagne Cellar**

Saturday July 2, 2005

8:00 am **Welcome coffee**

8:30 am **Parallel Sessions 6: Loyalty Related Behaviors**

Room 1

Session Chairperson: Laurie Babin

“Loyalty in E-Commerce: Impact of Business and Customer Characteristics”

Rolph E. Anderson
Srinivasan Swaminathan

“Do Satisfied Customers Buy More? The Moderating Influence of Customer, Relational, and Marketplace Characteristics on Repurchase Behavior”

Glenn Voss

“Empirical Assessment of the Benefits Obtained in a Loyalty Program Applied to Retailing”

Pedro Lara
Eva M. Reinares Lara

8:30 am **Parallel Sessions 7: Retail Image**

Room 2

Session Chairperson: Joachim Zentes

“Store Image Attributes of Department Store and Discount Store Affecting its Store Loyalty in Korea”

Young-Jae Chang
Sung-Jin Yoo
Hye-Jin Kim

“How Store Location Affects Store Choice: The Case of the Transitional Country”

Vesna Brčić-Stipčević
Sanda Renko

“Exploring Monochronic-Polychronic Tendency Impact on Shopping at Retail”

Jay Lindquist, Western Michigan
Carol-Kaufman Scarborough, Rutgers

10:00 am **Coffee Break**

10:30 pm **Plenary Session 3: StratX / RetailStrat –
Education and new pedagogical tools in Retailing**
Thibaud Claudeville, Consultant
Delphine Parmenter, Director e-learning solutions

12:00 am **Lunch**

2:00 pm **Parallel Sessions 8: Shopping and Service
Room 1**
Session Chairperson: Laurie Babin

“Understanding the Pedestrian Shopping Trips”
Aurélia Michaud-Trévinal

“Quantifying Knowledge on Consumers’ Payment Behavior in Retailing”
Carl-Christian Buhr

“Service Quality Measurement in Retail Store Contexts A Review of
Advances Made”
Richa Agrawal
Sanjaya S. Gaur

2:00 pm **Parallel Sessions 9: Shopping Today**

“Shopping Behavior in Museum Stores: Contextualizing the Experience”
Chiara Mauri
Katia Premazzi
Lidy Grimaldi
Alan Duchini
Armando Cirrincione

“Prediction of Overall Satisfaction, Affective Attitude and Future
Behavioral Intentions Using SERVQUAL – An Empirical Study of
Australian Retail Banking”
Chris Baumann
Suzan Burton
Greg Elliott
Hugo Kehr

“Attention Hedonic and Utilitarian Mall Shoppers! ... Mall Atmospheric
Triggers Approach Behavior”
Richard Michon
Jean-Charles Chebat

3:30 pm Plenary Sessions 4: Retailing and Publishing Editors

“Everything You Always Wanted to Know about Publishing in the Journal of Retailing?”

Room 1

Michael Levy, *CoEditor of the Journal of Retailing*

Barry J. Babin, *Marketing Section Editor, The Journal of Business Research*

5:30 pm End of the conference

Contact

Adilson BORGES

Auchan Professor of Marketing
Auchan Chair of Retailing
Reims Management School
59 rue Pierre Taittinger - BP 302
51061 Reims Cedex

Tél.: +33 (0)3 26 77 46 04

Fax: +33 (0)3 26 04 69 63

Marion MENAGER

Professor Assistant
Auchan Chair of Retailing
Reims Management School
59 rue Pierre Taittinger - BP 302
51061 Reims Cedex

Tél.: +33 (0)3 26 77 46 09

Fax: +33 (0)3 26 04 69 63