2010 Annual Conference

Achieving Balance: Research, Practice, and Career

Marriott Downtown Waterfront
Portland, OR, USA
May 26 – 29, 2010
Dhruv Grewal is the Toyota Chair in Commerce and Electronic Business and a Professor of Marketing at Babson College. His research and teaching interests focus on ebusiness, retailing, global marketing, pricing and value-based marketing strategies. He has published over 95 articles in journals such as Journal of Retailing, Journal of Marketing, Journal of Consumer Research, Journal of Marketing Research, and Journal of the Academy of Marketing Science, as well as other journals; and has consistently been ranked as one of the most productive researchers in the top-six marketing journals. He was awarded the 2005 Lifetime Achievement in Behavioral Pricing Award (Fordham University, November 2005). He is a “Distinguished Fellow” of the Academy of Marketing Science. He has served as VP Research and Conferences American Marketing Association Academic Council (1999-2001) and as VP Development for the Academy of Marketing Science (2000-2002). He served as co-editor of Journal of Retailing (2001-2007) and has guest edited numerous special issues – including JAMS. He currently serves on numerous editorial review boards, such as Journal of Retailing, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Interactive Marketing, Journal of Business Research, and Journal of Public Policy & Marketing. He has won numerous national awards for his research, teaching, and service including the Academy of Marketing Science Great Teachers in Marketing Award and the Journal of Retailing Distinguished Service Award. He also co-chaired several conferences including AMS and the 2001 AMA doctoral consortium. He has also worked with numerous firms, such as IRI, TJX, Radio Shack, Telcordia, Khimetrics, Profit-Logic, Monsanto, McKinsey, Ericsson, Council of Insurance Agents & Brokers (CIAB), Met-Life, AT&T, Motorola, Nextel, FP&L, Lucent, Sabre, Goodyear Tire & Rubber Company, Sherwin Williams, Esso International, Asahi and numerous law firms.
Welcome to the Academy of Marketing Science
2010 Annual Conference

From: Conference Co-chairs
Joseph A Cote, Washington State University
Christopher Plouffe, Florida State University

The AMS welcomes you to the 2010 annual conference in PORTLAND OREGON. Thank you for coming despite the dire economic circumstances, not to mention the distance to Portland. Ah, but then there is Portland itself, and the beautiful Pacific Northwest. We hope this venue not only gives you a chance to grow professionally, but personally as well – and we have a sneaking suspicion you will, based on the unconventional manner in which the conference has been structured. We long ago agreed that if we were to ever organize a conference, we would do at least two things to create a compelling “reason to come.”

First, we would use the conference theme to encourage significant involvement and cross-fertilization between marketing academics and practicing marketing managers. When one reviews the number of practitioners listed as co-authors on the conference papers; the number of managers and executives on various panels; and your ability to go and interact with executives at Nike's worldwide headquarters, you will hopefully agree we made good strides towards this first objective.

Second, having been to dozens and dozens of conferences ourselves, we agreed that a missing key element is often garnering some sense of the “place” you have come to – what is unique about it, what might gel with your own personal interests etc. All too often we come to a hotel that could be any place, spend almost all our time in that hotel or restaurants close by, and leave with little sense of the community. To that end, we (with the gracious cooperation of the AMS) have managed to block-off a complete half-day from the conference (Friday afternoon) for you to engage in one of five different activities that might interest you. Consistent with our conference theme, our hope is that you too achieve a sense of balance in terms of your career and personal growth as a result of attending the 2010 AMS in Portland, OR.

The AMS conference is created, first and foremost, by the Track Chairs and the submissions and reviewers they recruit. Without their incredible effort, unselfish service, and extraordinary attention to detail, there would neither be a conference nor a program. So we are truly grateful to this year’s Track Chairs. They did a wonderful job!
2010 TRACK CHAIRS

Advertising, Promotion, and Communications
Patricia Norberg, Quinnipiac University, USA
David Fortin, University of Canterbury, New Zealand

Brand, Image, and Product Management
Michelle Roehm, Wake Forest University, USA
Harper Roehm, University of North Carolina at Greensboro

Business-to-Business Marketing and CRM
Leff Bonney, Florida State University, USA
Douglas E. Hughes, Michigan State University, USA

Consumer Behavior
June Cotte, University of Western Ontario, Canada
Allison Johnson, University of Western Ontario, Canada

E-Marketing and the "Connected" Consumer
Angeline Close, University of Nevada - Las Vegas, USA
Anjala Krishen, University of Nevada - Las Vegas, USA

Global and Cross-Cultural Marketing
Clifford J. Shultz, II, Loyola University Chicago, USA
Frédéric Jallat, ESCP Europe
Detlev Zwick, York University, Canada

Inter-Disciplinary Approaches to Marketing Problems
John Hulland, University of Pittsburgh, USA

Marketing Pedagogy
Douglas J. Lincoln, Boise State University, USA
Sharyn Rundle-Thiele, Griffith University, Australia

Marketing Research, Measurement, and Metrics
James B. Wiley, Temple University, USA
Kevin E. Voss, Oklahoma State University, USA
Harry Timmermans, Eindhoven University, Netherlands

Marketing Strategy
William Baker, San Diego State University, USA
Amir Grinstein, Ben-Gurion University of the Negev, Israel

New Product Development and Design
Keven Malkewitz, Oregon State University, USA
Ulrich R. Orth, Christian-Albrechts-University Kiel, Germany

Pricing and Revenue Management
Gavin L. Fox, Texas Tech University, USA
Mayukh Dass, Texas Tech University, USA

Selling and Sales Management
Jay Mulki, Northeastern University, USA
Fernando Jaramillo, University of Texas - Arlington, USA

Services Marketing
Michael Tsiros, University of Miami, USA
Julie Lee, University of Western Australia, Australia
Anne Roggeveen, Babson College

Social, Ethical, and Public Policy Issues in Marketing
Peggy Cunningham, Dalhousie University, Canada
Maureen Bourassa, University of Saskatchewan, Canada

The Value Chain: Supply Chain, Channels, & Retail
Beth Davis-Sramek, University of Louisville, USA
Donna Davis, Texas Tech University, USA
Theory & Practice: Academics and Practitioners in Concert
Joseph A Cole, Washington State University, USA
Joan L. Giese, University of Oregon, USA

Doctoral Colloquium Track
John B. Ford, Old Dominion University, USA

Mary Kay Dissertation Award
Angela Hausman, Howard University, USA

AMS Outstanding Marketing Educator Award
Dwayne Gremler, Bowling Green State University, USA
Linda Rochford, University of Minnesota-Duluth, USA
Jerome Williams, University of Texas at Austin, USA

See you next year in Coral Gables, FL
May 24 -- May 28
2010 AMS OFFICERS

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Executive Vice President/Director
    Harold W. Berkman, University of Miami, USA
President-Elect
    Greg Marshall, Rollins College, USA
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    Barry J. Babin, Louisiana Tech University, USA
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    Angela Hausman, Howard University, USA
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    Jagdish N. Sheth, Emory University, USA
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    David W. Stewart, University of California - Riverside, USA
Wednesday May 26
Daily Highlights

AMS Executive Committee Meeting
8:00 am – 4:00 pm
Sunstone

Registration and Exhibits
10:00 am. – 4:30 pm
Salons G/H

Special Session on Wine Marketing
5:00 pm – 6:00 pm
Salon I

AMS Early Bird Reception
6:30 pm – 7:30 pm
Mount Hood

Wednesday May 26 2010
Concurrent Sessions
1:00 pm - 2:30 pm

Session 1.1 – Salon I
INFLUENCING THE INFLUENCERS: LOCATING, MEASURING AND CREATING PROGRAMS TO INFLUENCE SOCIAL MEDIA INFLUENCERS – Theory and Practice Special Session
Session Chair
Charla Mathwick, Portland State University, USA
Social Media and the Role of Professional Marketing Communication
Amber Lindsay, Koopman Ostbo Marketing Communications, USA
Social Media Measurement: Identifying the Influencers
Jascha Kaykas-Wolff, Webtrends, USA
Influencing the Influencers: Rewarding Social Media Production
Charla Mathwick, Portland State University, USA

Session 1.2 – Columbia
SERVICES MARKETING ISSUES – Doctoral Colloquium
Session Chair
Tracy Gonzalez-Padron, University of Colorado at Colorado Springs, USA
Evaluating Credence Service Quality: The Effects of Experience Service Failure and Trust
Kungpo Tao, Old Dominion University, USA

Perceived Control in Service and Pricing Strategies
Dora Schmit, Louisiana State University, USA

Implications of Remote Service Delivery on Customer Relationship Management: A Qualitative Study in a B2B Setting
Stefanie Paluch, University of Dortmund, Germany

Session 1.3 – Meadowlark/Douglas Fir
MEANINGFUL EFFORT AND LOYALTY – Consumer Behavior
Competitive Papers
Session Chair
Lei Huang, Dalhousie University, Canada

Discussant
Mahesh Gopinath, Old Dominion University, USA

Gift Card Meanings
Caroline Graham Austin, Montana State University, USA
Lei Huang, Dalhousie University, Canada
Daniel L. Huffman, Montana State University, USA

The 80/20 Rule of Customer Loyalty: Examining the Role of Share of Wallet (SOW) as a Moderator of Affect- and Trust-Mediated Effects
Ipshita Ray, Pace University, USA
Morris Holbrook, Columbia University, USA

The Motivational Effects of Recalling Unsuccessful Past Actions on the Enactment of Effortful Decisions
Mahesh Gopinath, Old Dominion University, USA
Utpal Dholakia, Rice University, USA

Session 1.4 – Portland
EXPORT-RELATED ISSUES IN CROSS-CULTURAL MARKETING – Global & Cross-Cultural Marketing Competitive Papers
Session Chair
Attila Yaprak, Wayne State University, USA

Discussant
Pelin Bicen, Pennsylvania State University - Erie, USA

Strategy Factors Associated with the Export Performance of Manufacturing Firms
Edward E. Marandu, University of Botswana, Botswana

The Facilitating Role of Export Promotion Assistance Program Efficacy on Export Performance: What We Know and What We Ought to Know
Attila Yaprak, Wayne State University, USA
Hugh M. Cannon, Wayne State University, USA

The Influencing Factors of China’s Textiles and Apparel Exporting Prices
Junyi Zou, Xiamen University, China
Xing Zhou, Xiamen University, China
Session 1.5 – Eugene

SCALE DEVELOPMENT AND EVALUATION – Marketing Research, Measurement, and Metrics Competitive Papers
Session Chair
Kevin E. Voss, Oklahoma State University, USA

Reconceptualizing Consumer Perception of Relationship Quality
James Agarwal, University of Calgary, Canada

An Alternative Scale of Emotional Attachment
Fernando R. Jiménez, University of Texas - El Paso, USA
Kevin E. Voss, Oklahoma State University, USA

Examining the Construct Validity of the Lockwood Goal Orientation Scale
Amjad A. Abu ElSamen, University of Jordan, Jordan
John C. Mowen, Oklahoma State University, USA
Xiang Fang, Oklahoma State University - Tulsa, USA

Session 1.6 – Medford

THE CONTINUING SAGA OF MARKET ORIENTATION AND MARKETING DEPARTMENT INFLUENCE – Marketing Strategy
Competitive Papers
Session Chair
Tom Gillpatrick, Portland State University, USA

On the Consequences of Market Orientation
Can Uslay, Chapman University, USA
Jagdish N. Sheth, Emory University, USA

Dynamism Inside the MO Box: The Credibility of Market Information as a Key Factor in Market Orientation
Yuko Yamashita, Hitotsubashi University, Japan
Wataru Uehara, Musashino University, Japan
Masato Sasaki, Musashino University, Japan
Gen Fukutomi, Kyoto Sangyo University, Japan
Hiroyuki Fukuchi, University of Pennsylvania, USA
Tsuyoshi Numagami, Hitotsubashi University, Japan
Toshihiko Kato, Hitotsubashi University, Japan
Masaru Karube, Hitotsubashi University, Japan

Managing Marketing Employees for Superior Business Performance through High-Involvement HRM Practices: Does Marketing Department Structure Matter?
Seigyoung Auh, Thunderbird School of Global Management, USA
Bulent Menguc, Brock University, Canada

REFRESHMENT BREAK
2:30 pm – 3:00 pm
Salons G/H
Wednesday May 26 2010
Concurrent Sessions
3:00 pm - 4:30 pm

Session 2.1 – Salon I
UNDERSTANDING MARKETING-RELATED CAPABILITIES AND ADVERSARIES – Inter-Disciplinary Approaches to Market Problems Competitive Papers
Session Chair
Peggy Cunningham, Dalhousie University, Canada
Social Capital as a Micro-level Origin of Organizational Capabilities
Jan Kemper, RWTH Aachen University, Germany
Malte Brettel, RWTH Aachen University, Germany
Engaging with the Enemy: Understanding Adversarial Stakeholder Processes and Outcome
Maureen Bourassa, University of Saskatchewan, Canada
Peggy Cunningham, Dalhousie University, Canada
Deconstructing Research on Information Technology (IT) Capabilities: Implications for Marketing Strategy
Sreedhar Madhavaram, Cleveland State University, USA
Radha Appan, Cleveland State University, USA

Session 2.2 – Columbia
CORPORATE SOCIAL RESPONSIBILITY AND MARKETING – Social, Ethical, and Public Policy Issues in Marketing Competitive Papers
Session Chair
Sharyn Rundle-Thiele, Griffith University, Australia
Does CSR Influence the Taste of Chocolate? Examining the Influence of CSR Information on Consumers’ Subjective Consumption Experience
Jingzhi Shang, Simon Fraser University, Canada
Do Consumers Value Corporate Social Responsibility in an Economic Downturn?
Todd Green, Simon Fraser University, Canada
John Peloza, Simon Fraser University, Canada
Intention Attributions as a Mediator between Corporate Social Responsibility Initiatives and Stakeholder Perception
Jacqueline Go, Simon Fraser University, Canada
John Peloza, Simon Fraser University, Canada

Session 2.3 – Meadowlark/Douglas Fir
MARKETING STRATEGY AND THE PERSPECTIVE OF CUSTOMER MANAGEMENT – Marketing Strategy Competitive Papers
Session Chair
Ryan C. White, Michigan State University, USA
Relational Trust and Firm Performance  
Girish Ramani, Drexel University, USA  
Patrick A. Sarpato, St. Joseph’s University, USA  
Srinivasan Swaminathan, Drexel University, USA

Market Segmentation and Performance: A Critical Review of the Literature and a Reconceptualization as a Dynamic Capability  
Adina Poenaru, ESCP Europe

Exploring Hybrid Channels from the Customer Perspective: Offering Channels that Meet Customer’s Changing Needs  
Angela Hausman, Howard University, USA

Session 2.4 – Portland  
RELATIONSHIPS AND ON-LINE ISSUES IN RETAILING – The Value Chain: Supply Chain, Channels, and Retail Competitive Papers  
Session Chair  
Jan Owens, Carthage College, USA

An Empirical Test of an Integrative Model of Consumer Trust in an E-Retailer  
Cuiping Chen, University of Ontario Institute of Technology, Canada  
Matthew O’Brien, Bradley University, USA  
Lin Guo, University of New Hampshire, USA

An Exploratory Investigation of Two Types of Browsers  
Carolyn Sara (Casey) Findley, University of Alabama, USA  
Stephanie T. Gillison, University of Alabama, USA  
Kristy E. Reynolds, University of Alabama, USA  
Michael A. Jones, University of Tennessee – Chattanooga, USA

Loyalty Programs Building Customer-Retailer Relationships: Role of Identity Salience  
Te-Lin Chung, Purdue University, USA  
Sejin Ha, Purdue University, USA

Session 2.5 – Eugene  
SELF-GIFTING: WHAT COULD THIS MEAN FOR ME? – Consumer Behavior Special Session  
Session Chair  
Jikyeong Kang, University of Manchester, UK

‘I Deserved It!’: The Nature, Contexts and Emotions of Self-Gift Giving  
M. Teresa Heath, University of Minho, Portugal  
Caroline Tynan, University of Nottingham, UK  
Christine T. Ennew, University of Nottingham, UK

Can Giving a Gift Really Change Me? An Examination of Self-Gifting, Interpersonal Gift-Giving and the Malleable Self  
Suri Weisfeld-Spolter, Nova University, USA  
Maneesh Thakkar, Radford University, USA
Exploring Generational Differences in Ethnic Minority Consumers' Self-Gifting Behavior
Theeranuch Pusaksrikit, University of the Thai Chamber of Commerce, Thailand
Jikyeong Kang, University of Manchester, UK

Memory Creating Consumption as Self-Gift
Junko Kimura, Hosei University, Japan
Yoko Fukui, Ivory Marketing, Japan

Session 2.6 – Medford
MARKETING METRICS – Marketing Research, Measurement, and Metrics Competitive Papers
Session Chair
Naresh K. Malhotra, Georgia Tech & Nanyang Technological University, Singapore

Uncertain Travel Environments and Risk Attitudes Scales
Zhongwei Sun, Chongqing University, China and Eindhoven University, Netherlands
Theo Arentze, Eindhoven University, Netherlands
Harry Timmermans, Eindhoven University, Netherlands

Do Investors Reward Car Manufacturers
Sascha Raithel, Ludwig-Maximilians University, Germany
Sebastian Scharf, Ludwig-Maximilians University, Germany
Manfred Schwaiger, Ludwig-Maximilians University, Germany

Marketing Performance – Financial Performance
Yuhui Gao, Dublin City University, Ireland

Wednesday May 26 2010
Special Session
5:00 pm - 6:00 pm

Special Session – Salon I
WINE MARKETING
Session Chair
David J. Ortinau, University of South Florida – Tampa, USA

Do Things Come Together in Oregon or in the Bottle?
Nathalie Spielmann, Reims Management School, France
Barry J. Babin, Louisiana Tech University, USA
Mitch Griffin, Bradley University, USA

Wednesday May 26, 2010
Evening Events

AMS Early Bird Reception
6:30 pm – 7:30 pm
Mount Hood
Thursday May 27
Daily Highlights

Registration and Exhibits
8:30 am – 4:30 pm
Salons G/H

Annual AMS Awards Luncheon
12:00 pm – 1:20 pm
Mount Hood

Reception
6:00 pm – 7:00 pm
Mount Hood

Thursday May 27
Concurrent Sessions
8:30 am - 10:00 am

Session 3.1 – Salon I
UNIQUE CONSUMER SITUATIONS – Consumer Behavior
Competitive Papers
Session Chair
Ayalla A. Ruvio, Temple University, USA

Standing Out from the Crowd: Determinants of Consumers' Niche Orientation
Tobias Schaefers, European Business School (EBS), Germany

Consumers' Need for Uniqueness in the Workplace
Ayalla Ruvio, Temple University, USA

Product Information Presented as Ratios and Consumer Processing Modes: Can Analytical Processing Lead to More Biased Judgments for Certain Ratio Formats?
Dipayan Biswas, Bentley University, USA
Patricia Norberg, Quinnipiac University, USA
Donald Lehmann, Columbia University, USA

Session 3.2 – Columbia
INTERNATIONAL MARKETING/WORLD WIDE WEB ISSUES – Doctoral Colloquium
Session Chair
John B. Ford, Old Dominion University, USA

The Revelation of Wal-Mart’s Failure in China
Li Li, Bryant University, USA

The Endorsement Effect of Country leaders on the Country Brand Equity
Arne Baruca, University of Texas – Pan American, USA
Do Price Comparison Website Practices Involve Ethical Problems? A Preliminary Assessment of the Practices of Price Comparison Websites and Their Operator(s)

Jason Flores, University of Texas – Pan American, USA

Session 3.3 – Meadowlark/Douglas Fir

CHANNELS AND SUPPLY CHAINS IN CROSS-CULTURAL MARKETING – Global & Cross-Cultural Marketing Competitive Papers

Session Chair
Susan L. Golicic, Colorado State University, USA

Discussant
David Reid, Seattle University, USA

Factors Inhibiting the Standardization of Global Channel Strategy
Boryana Dimitrova, Drexel University, USA
Bert Rosenbloom, Drexel University, USA

The Tension between Business and Romance: A Qualitative Study in the Global Wine Industry
Susan L. Golicic, Colorado State University, USA
Daniel J. Flint, University of Tennessee, USA

Parallel Imports Debate and Resource-Advantage Theory
Pelin Bicen, Pennsylvania State University - Erie, USA
Dale Duhan, Texas Tech University, USA
Naveen Gudigantala, University of Portland, USA

Session 3.4 – Portland

THE HUMAN SIDE OF THE VALUE CHAIN – The Value Chain: Supply Chain, Channels, and Retail Competitive Papers

Session Chair
Casey Findley, University of Alabama, USA

Performance Impact of Integrated Downstream Supply Chain Partnerships: Mediating Role of Process Improvements
Karthik N.S. Iyer, University of Northern Iowa, USA
Zhaxi Dangzhou, University of Northern Iowa, USA

Convergence and Divergence in Meanings among Actors in the Value Chain for Potatoes
Lars Esbjer, Aarhus University, Denmark

Franchise Expansion into International Markets: The Role of Entrepreneurial Orientation and Knowledge Resources
Gopalkrishnan R. Iyer, Florida Atlantic University, USA
Dhruv Grewal, Babson College, USA
Rajshekhar (Raj) G. Javalgi, Cleveland State University, USA
Lori Radulovich, Baldwin-Wallace College, USA

Session 3.5 – Eugene

MARKETING SERVICES: VIEWS FROM AFAR – Inter-Disciplinary Approaches to Market Problems Competitive Papers

Session Chair
Marco Wolf, University of Southern Mississippi, USA
Examining Project Management through a Marketing Lens: A Literature Review and Research Agenda
Daniel Prior, Australian Defence Force Academy, Australia

How to Attract Prospective Students? On the Influence of Study Course Image on Behavioral Intentions
Tom Schoepe, Freiberg University of Technology, Germany
Anja Geigenmueller, Freiberg University of Technology, Germany
Margit Enke, Freiberg University of Technology, Germany

Session 3.6 – Medford

RELEVANCE IN THE MARKETING CURRICULUM – Marketing Pedagogy and Selling & Sales Management Competitive Papers
Session Chair
Douglas J. Lincoln, Boise State University, USA

Are Business Students Learning What Businesses Need?
Meredith E. David, Florida State University, USA
Fred R. David, Francis Marion University, USA

Service Learning with Nonprofit Organizations: The New Service-Dominant Logic in Education?
Mary Conway Dato-on, Rollins College, USA
Jule Gassenheimer, Rollins College, USA

Implementing an Older Innovation: Board Game Simulation in a Retail and Marketing Channels Course,
Howard Forman, California State University - Fullerton, USA

Session 3.7 – Salem

ETHICS AND THE ENVIRONMENT – Social, Ethical, and Public Policy Issues in Marketing Competitive Papers
Session Chair
Judith Madill, University of Ottawa, Canada

Ethical and Environmental Product Sourcing: Additional Dimensions in Measuring Country-of-Origin Images
Peter J. McGoldrick, University of Manchester, UK
Terry Newholm, University of Manchester, UK

Corporate Social Responsibility: The Role of Governance
Lenita Davis, University of Alabama - Tuscaloosa, USA
Sarah Al-Houti, University of Alabama - Tuscaloosa, USA
Vincent Myles Landers, University of Alabama - Tuscaloosa, USA

Teleology from Complexity Sciences in Business Ethics: Formative, Rationalist or Transformative?
Göran Svensson, Oslo School of Management, Norway
Greg Wood, Deakin University, Australia
REFRESHMENT BREAK
10:00 am – 10:30 am
Salons G/H

Thursday May 27
Concurrent Sessions
10:30 am – 12:00 pm

Session 4.1 – Salon I
TELLING, TELLING STORIES: CRAFTING IMPACTFUL MARKETING THEORY
Session Chair:
Victoria L. Crittenden, Boston College, USA
Panelists
Peter Dickson, Florida International University, USA
Tomas Hult, Michigan State University, USA
Linda Price, University of Arizona, USA
Bodo Schlegelmilch, Vienna University of Economics and Business, Austria
Rajan Varadarajan, Texas A&M University, USA
Manjit Yadav, Texas A&M University, USA

Session 4.2 – Columbia
Session Chair
Meredith David, Florida State University, USA
Innovation and Commoditization: Asian Cross-Border Sourcing Practices
Sudhi Seshadri, Lee Kong Chian School of Business, Singapore
Corporate Hospitality: Benefits, Challenges & Approach in Financial Services
Mohit Saluja, Lloyds TSB Corporate Markets, UK
Li-Wei Mai, University of Westminster, UK

Session 4.3 – Meadowlark/Douglas Fir
WINE, SPORT AND HANDY-PERSONS – Consumer Behavior Competitive Papers
Session Chair
Jeremy J. Sierra, Texas State University - San Marcos, USA
Having a Great Vacation and Blaming the Wines: An Attribution Theory Perspective on Consumer Attachments to Regional Brands
Ulrich R. Orth, Christian-Albrechts-University Kiel, Germany
Albert Stöckl, Burgenland University, Austria
Joëlle Brouard, ESC Dijon, France
Alessio Cavicchi, University of Macerata, Italy
Monica Faraoni, University of Florence, Italy
Mikel Larreina, Deusto Business School, Spain
Benoît Lecat, HEC Geneve, Switzerland
Janeen Olson, Sonoma State University, USA
Carmen Rodriguez-Santos, University of Leon, Spain
Cristina Santini, University of Florence, Italy
Roberta Veale, University of Adelaide, Australia
Damien Wilson, ESC Dijon, France

Personal Opinions and Beliefs as Determinants of Collegiate Football Consumption for Revered and Hated Teams
Jeremy J. Sierra, Texas State University - San Marcos, USA
Harry A. Taute, Utah Valley University, USA
Robert S. Heiser, University of Southern Maine, USA

Creating Value Through Prosumption: An Empirical Analysis of DIY Practice
Marco Wolf, University of Southern Mississippi, USA
Shaun McQuitty, Athabasca University, Canada

Session 4.4 – Portland
ISSUES IN NOT-FOR-PROFIT AND SUSTAINABLE CONSUMPTION – Social, Ethical, and Public Policy Issues in Marketing Competitive Papers
Session Chair
John Peloza, Simon Fraser University, Canada

Testing the Premise that Marketing Attitudes and Brand Orientation Correlate with Nonprofit Performance: Connecting Research and Practice
Eileen Weisenbach Keller, Northern Kentucky University, USA
Mary Conway Dato-on, Rollins College, USA

Mental Budgeting and Charitable Giving: Matching Motives with Budgets to Maximize Giving
Jeffrey L. Stinson, Central Washington University, USA
Monica LaBarge, Queen’s University, Canada

Life is Good: An Exploration of Compassionate Marketing
B. Yasanthi Perera, New Mexico State University, USA
Pia A. Albinsson, Appalachian State University, USA

Session 4.5 – Eugene
PRICING AND MODELING – Marketing Research, Measurement, and Metrics Competitive Papers
Session Chair
K. Sivakumar, Lehigh University, USA

Optimal Pricing in Tiered Markets
K. Sivakumar, Lehigh University, USA

Method Variation in Calculating Perceived Change
Winner of the William R. Darden Award for Best Marketing Research Paper
Antonis C. Simintiras, Swansea University, UK
Nina L. Reynolds, University of Bradford, UK
Session 4.6 – Medford
MARKETING STRATEGY AND INTERNATIONAL MARKET
ENTRY – Marketing Strategy Competitive Papers
Session Chair
Yuko Yamashita, Hitotsubashi University, Japan
Discussant
Gen Fukutomi, Kyoto Sangyo University, Japan
The Impact of Strategic Characteristics, and Market Potential on Born global Firms’ Choice of Entry Mode
Kalanit Efrat, Ruppin Academic Center, Israel
Aviv Shoham, University of Haifa, Israel
The Persistence of Brand Value at Country, Industry and Firm Levels
Yi-Min Chen, National University of Kaohsiung, Taiwan
The Role of Entrepreneurial Orientation in Overcoming Known and Unknown Barriers to Entry in Foreign Markets
William Baker, San Diego State University, USA
Amir Grinstein, Ben-Gurion University, Israel
Nukhet Harmancioglu, Koc University, Turkey

Thursday May 27
Noon Event

Annual AMS Awards Luncheon
12:00 pm – 1:20 pm
Mount Hood

Thursday May 27
Concurrent Sessions
1:30 pm - 3:00 pm

Session 5.1 – Salon I
THINKING ABOUT THINKING – Consumer Behavior
Competitive Papers
Session Chair
Timothy D. Butler, University of Alabama, USA
Mental Account Matters in Planning C2C Online Resale: The Influence of Endowment Effect
Tzu Ying Lee, National Cheng-Chi University, Taiwan
Shuling Liao, Yuan Ze University, Taiwan
The Impact of Consumer Nostalgias and Self Concept on Brand Evaluations
Guangzhi Zhao, University of Kansas, USA
Weimei Li, Sun Yat-sen University, China
Taihong Lu, Sun Yat-sen University, China
Confidence in Ordinal Judgments: Role of Consumer Metacognition and Implications for Bayesian Updating
Dipayan Biswas, Bentley University, USA
Guangzhi Zhao, University of Kansas, USA
Donald Lehmann, Columbia University, USA

Session 5.2 – Columbia
MARY KAY DISSERTATION AWARDS
Session Chair
Gary Frankwick, Oklahoma State University, USA
Participants
Winners of the 2010 Mary Kay Doctoral Dissertation Competition will present their papers.

Session 5.3 – Meadowlark/Douglas Fir
MARKETING EDUCATION FOR SUSTAINABILITY – Marketing Pedagogy Special Session
Session Chair
Wendy Whilhelm, Western Washington University, USA
Panelist
Edwin Love, Western Washington University, USA
Eric Mais, University of Hawaii - Manoa, USA
Jill Mosteller, Portland State University, USA
Sandra Mottner, Western Washington University, USA
Erica Mina Okada, University of Hawaii - Manoa, USA
Wendy Whilhelm, Western Washington University, USA

Session 5.4 – Portland
CORPORATE BRANDING STRATEGIES – Brand, Image, & Product Management Competitive Papers
Session Chair
Sigal Segev, Florida International University, USA
A Comprehensive Approach to Brand Equity: Integrating Product and Corporate Brand Equity into Total Brand Equity Measurement
Hamed M. Shamma, The American University in Cairo, Egypt
Salah S. Hassan, The George Washington University, USA
Brand Authenticity in the Creative Industries: The Case of Sustainable Architecture in Portland Oregon
Ian D. Parkman, University of Oregon, USA
Employee Openness and Organizational Responsiveness: Examining Environmental Influences on Positive Employee Brand Behavior
Ceridwyn King, Griffith University - Gold Coast, Australia
Daniel C. Funk, Griffith University - Gold Coast, Australia

Session 5.5 – Eugene
ALTERNATIVE APPROACHES – Marketing Research, Measurement, and Metrics Competitive Papers
Session Chair
Louise Young, University of Western Sydney, Australia
Critical Review as a Method of Inquiry
Sreedhar Madhavaram, Cleveland State University, USA
Vishag Badrinarayanan, Texas State University - San Marcos, USA
Pelin Bicen, Pennsylvania State University - Erie, USA

Researching the Structures and Processes of Collaborative Academic Networks
Louise Young, University of Western Sydney, Australia
Sara Denize, University of Western Sydney, Australia

Voice of Customer
Priya Rammohan, Sorbonne Université, France
Sneha Singh, Shaadi.com, India
Prashant Saxena, National University of Singapore, Singapore
Prema Modi, Shaadi.com, India

Session 5.6 – Medford

PRICING STRATEGY – Pricing and Revenue Management
Competitive Papers
Session Chair
Mayukh Dass, Texas Tech University, USA
Discussant
Gavin L. Fox, Texas Tech University, USA

Antecedents to Pricing Strategy: Factors Driving the Selection of Pricing Strategy for New Products or Services of Technology-Based New Ventures
Jonas Kaiser, RWTH Aachen University, Germany
Malte Brettel, RWTH Aachen University, Germany

Pricing Strategies in Lotteries
Pablo Marshall, Pontificia Universidad Catolica de Chile, Chile
Rodrigo Guesalaga, Pontificia Universidad Catolica de Chile, Chile

An Examination of Price Evolution of a New Product During its Diffusion: A Case with Fine Arts
Mayukh Dass, Texas Tech University, USA

REFRESHMENT BREAK
3:00 pm – 3:30 pm
Salons G/H

Thursday May 27
Concurrent Sessions
3:30 pm - 5:00 pm

Session 6.1 – Salon I
MEET THE EDITORS
Thomas Hult, Editor Journal of the Academy of Marketing Science

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Victoria Crittenden, Robert Peterson, Co-Editors AMS Review
Barry Babin, Associate Editor Journal of Business Research
James Boles, Editor Journal of Personal Selling & Sales Management
Rajiv Dant, Editor Journal of Retailing
John Deighton, Editor Journal of Consumer Research
Gary Frazier, Co-Editor Journal of Marketing
Greg Marshall, Editor Journal of Marketing Theory & Practice
Douglas West, Executive Editor, Journal of Advertising Research
Douglas Lincoln, Editor, Journal of Marketing Education
Charles Hofacker, Co-Editor, Journal of Interactive Marketing

Session 6.2 – Columbia
SUSTAINABILITY AND MARKETING STRATEGY – Social, Ethical, and Public Policy Issues in Marketing Competitive Papers
Session Chair
Monica LaBarge, Queen’s University, Canada
Addressing Social Problems Through Social Enterprise: The Role of Marketing
Judith Madill, University of Ottawa, Canada
Towards an Integrated Strategic Sustainability Theoretical Model
Helen Borland, University of Birmingham, UK
Dynamic Capabilities for Environmental Sustainability (DCES): Antecedents and Characteristics
Rosa Maria Dangelico, Politecnico di Bari, Italy
Vito Albino, Politecnico di Bari, Italy
Devashish Pujari, McMaster University, Canada

Session 6.3 – Meadowlark/Douglas Fir
CORPORATE IMAGE AND CREATIVITY IN CROSS-CULTURAL MARKETING – Global & Cross-Cultural Marketing Competitive Papers
Session Chair
Pelin Bicen, Pennsylvania State University - Erie, USA
Discussant
Arne Baruca, University of Texas - Pan American, USA
The Relevance of Specific Corporate Associations Against Overall Corporate Image for Consumer Behavior
Bernhard Swoboda, Universität of Trier, Germany
Markus Meierer, Universität of Trier, Germany
Margot Loewenberg, Universität of Trier, Germany
Developing, Harnessing and Managing “Creative” Marketing Organizations: The Role of Creative People, Creative Communities and Macro-Environmental Characteristics
Van R. Wood, Virginia Commonwealth University, USA
Frank J. Franzak, Virginia Commonwealth University, USA
Dennis A. Pitta, University of Baltimore, USA
Tom Gillpatrick, Portland State University, USA
An Assessment of Consumers’ Willingness to Patronize Foreign-Based Business Format Franchises: An Investigation in the Fast-Food Sector
Scott Ertekin, University of North Texas, USA

Amro A. Maher, Indiana State University, USA

Session 6.4 – Portland
INTERNET ADVERTISING AND ONLINE MARKETING COMMUNICATIONS – Ecommerce and the Connected Consumer Competitive Papers
Session Chair
Angeline Close, University of Nevada - Las Vegas, USA
Discussant
Michael S. LaTour, University of Nevada - Las Vegas, USA

Consumer Skepticism and Blogs: Implications for Marketing Communicators
Leyland F. Pitt, Simon Fraser University, Canada
Peter Steyn, Lulea University of Technology, Sweden
Esmail Salehi-Sangari, Lulea University of Technology, Sweden
Gene van Heerden, University of Pretoria, South Africa
Nic Terblanche, University of Stellenbosch, South Africa

Does Your Online Advertising Work for Every Consumer?: Measuring Age-Related Advertising Effectiveness in an Internet Company
Johannes Grassmann, RWTH Aachen University, Germany
Malte Brettel, RWTH Aachen University, Germany

Political Ad Portraits: A Visual Analysis of Constituents’ Reaction to Political Spoof Ads
Colin L. Campbell, Simon Fraser University, Canada
Anjali S. Bal, Simon Fraser University, Canada
Leyland F. Pitt, Simon Fraser University, Canada

Session 6.5 – Eugene
MULTIVARIATE AND SEGMENTATION RESEARCH – Marketing Research, Measurement, and Metrics Competitive Papers
Session Chair
Edward E. Rigdon, Georgia State University, USA

Response-Based Segmentation in PLS Path Modeling
Edward E. Rigdon, Georgia State University, USA
Siegfried P. Gudergan, University of Technology Sydney, Australia
Christian M. Ringle, University of Hamburg, Germany

Market Segmentation: Validating a Qualitative Algorithm
Daniel C. Funk, Griffith University, Australia
Ceridwyn King, Griffith University, Australia
Mark P. Pritchard, Central Washington University, USA
A Scobit-Based Travel Mode Choice Model
Junyi Zhang, Hiroshima University, Japan
Harry Timmermans, Eindhoven University, Netherlands

Session 6.6 – Medford
THE IMPACT OF EMPLOYEES ON SERVICE DELIVERY –
Services Marketing Competitive Papers
Session Chair
Andrew McAuley, Griffith University, Australia
Examine Value Equity in Event Service: The Moderating Role of Event Experience
IpKin Anthony Wong, Institute for Tourism Studies, China
Mark S. Rosenbaum, Northern Illinois University, USA
Matthew Tingchi Liu, University of Macau, China
Customer Co-Production and Service Innovation Characteristics: A Conceptual Argument
Mohammad Ali Zolfagharian, University of Texas - Pan American, USA
Audhesh Paswan, University of North Texas, USA
Trustworthiness of Service Providers: A Comparison of Alternative Models
Sanjit Kumar Roy, IBS Hyderabad, India
Vaibhav Shekhar, IBS Hyderabad, India

Thursday May 27
Evening Event
Reception
6:00 pm – 7:00 pm
Mount Hood
Friday May 28
Daily Highlights

Registration and Exhibits
8:30 am – 12:00 pm
Salons G/H

AMS Review Editorial Review Board Meeting
8:00 am – 9:00 am
Sunstone

JAMS Editorial Review Board Meeting
9:00 am – 10:00 am
Sunstone

JPSSM Editorial Review Board Meeting
10:00 am – 11:00 am
Sunstone

AMS Board of Governors Meeting
11:00 am – 12:00 pm
Sunstone

Off-Site Events
12:00 pm – 6:00 pm
Hotel Lobby

AMS Review Editorial Review Board Meeting
8:00 am – 9:00 am
Sunstone

JAMS Editorial Review Board Meeting
9:00 am – 10:00 am
Sunstone

Friday May 28
Concurrent Sessions
8:00 am – 9:30 am

Session 7.1 – Salon I
HONORING OUTSTANDING MARKETING TEACHING
Chair
Jerome Williams, University of Texas at Austin, USA

Award Winners
Jule Gassenheimer, Rollins College, USA
Aysen Bakir, Illinois State University, USA
Jose Antonio Rosa, University of Wyoming, USA
Session 7.2 – Columbia
TRAUMATIZED ECONOMIES AND MARKETING PATHS TO RECOVERY AND WELL-BEING – Global & Cross-Cultural Marketing Special Session
Session Chairs
Clifford J. Shultz, II, Loyola University Chicago, USA
Frédéric Jallat, ESCP Europe
Cambodia: Navigating the Confluence of Cultures toward Societal Wellness
Clifford J. Shultz, II, Loyola University Chicago, USA
Don R. Rahtz, The College of William & Mary, USA
Exploring Consumer Attitudes toward Domestic Products and Products of Multinational Companies in the Balkan Region
Tomaž Kolar, University of Ljubljana, Slovenia
The Impact of Fear and Stress on Consumption Patterns for Luxury Goods: A Study in a Context of Low-Intensity Conflicts and Political Tensions in Lebanon
Frédéric Jallat, ESCP Europe
China’s 2010 Competitive Posture
David Reid, Seattle University, USA

Session 7.3 – Meadowlark/Douglas Fir
CONSUMER RELATIONSHIPS AND ONLINE COMMUNITY – Ecommerce and the Connected Consumer Competitive Papers
Session Chair
Anjala Krishen, University of Nevada - Las Vegas, USA
Discussant
Esther Swiley, Kansas State University, USA
Consumers’ Participation in Online Communities: A Conceptual Model
Hazliza Haron, University of New South Wales, Australia
Mohammed A Razzaque, University of New South Wales, Australia
Interactivity Quality and Customer-Brand Relationship in the Virtual Brand Community
Xia Zhou, Drexel University, USA
Hyokjin Kwak, Drexel University, USA
Building the Right Online Consumer Community Platforms
Prashant Saxena, National University of Singapore, Singapore

Session 7.4 – Portland
CUSTOMER VALUE AND THE SELLING ORGANIZATION – Business-to-Business Marketing and CRM Competitive Papers
Session Chair
Lynette J. Ryals, Cranfield University, UK
Andreas Hinterhuber, Katholische Universität Eichstätt-Ingolstadt, Germany
How Companies Implement KAM: A Four-Stage Model
Session 7.5 – Eugene

**PRICING FAIRNESS** – Pricing and Revenue Management

*Competitive Papers*

*Session Chair*

Purvi Shah, Texas Tech University, USA

*Discussant*

Stacey Robinson, Florida State University, USA

**Understanding Differences in Customer Willingness to Pay (WTP): Context Effects, Attribute Framing, and Perceptions of Fairness**

Ashutosh Dixit, Cleveland State University, USA
Kenneth D. Hall, Cleveland State University, USA
Thomas W. Whipple, Cleveland State University, USA
Nicholas R. Bertram, Cleveland State University, USA

**Price Drops and Price Unfairness Perceptions**

Umit Koc, Drexel University, USA
Rajneesh Suri, Drexel University, USA

**Determining Fairness: A Cognitive Process of Price Fairness Situations**

Brooke Reavey, Drexel University, USA
Rajneesh Suri, Drexel University, USA

**Double Trouble: New Insights into Customer Evaluations of Preferential Treatment**

Clay M. Voorhees, Michigan State University, USA
Roger Calantone, Michigan State University, USA
Don Conlon, Michigan State University, USA

Session 7.6 – Medford

**RETAILING AND LUXURY** – Consumer Behavior *Competitive Papers*

*Session Chair*

Daniel Heinrich, University of Mannheim, Germany

**Consumer’s Inferences of Manipulative Intent in the Store Environment: The Effects of Atmospherics and Perceived Appropriateness**

Renaud Lunardo, Groupe ESC Troyes, France
Camille Saintives, Université de Reims, France

**Conceptualizing Independent and Interdependent Effects on Luxury Consumption**

Minas Kastanakis, ESCP Europe
George Balabanis, City University, USA

**Is all that Glitters Gold, Actually? Exploring Advertising Impact of Refined Premium Print**

Stefan Hampel, University of Bayreuth, Germany
Daniel Heinrich, University of Mannheim, Germany
Hans H. Bauer, University of Mannheim, Germany
Session 7.7 – Salem

WORKING IN CONCERT – Theory and Practice Competitive Papers

Session Chair
Jagdip Singh, Case Western Reserve University, USA

When the Twain Meets: Scholarship at the Intersection of Theory and Practice
Jagdip Singh, Case Western Reserve University, USA

The Brand Scoring Project; an Academic and Practitioner Collaboration
Jill Mosteller, Portland State University, USA
Jerry Ketel, Leopold Ketel & Partners, USA

Marketing Planning for New Ventures: The Hypercycle Concept
Peter S. Whalen, University of Denver, USA
Samuel S. Holloway, University of Portland, USA
Bryan Howe, MasterPlans, USA

REFRESHMENT BREAK
9:30 am – 10:00 am
Salons G/H

JPSSM Editorial Review Board Meeting
10:00 am – 11:00 am
Sunstone

AMS Board of Governors Meeting
11:00 am – 12:00 pm
Sunstone

Friday May 28
Concurrent Sessions
10:00 am - 11:30 am

Session 8.1 – Salon I
MEET THE REVIEWERS – Suggestions from Award Winning Reviewers on How to Get Published

Session Chair
Charles Ingene, The Hong Kong Polytechnic University, China

Panelist
Charles Ingene, The Hong Kong Polytechnic University, China
David J. Ortinau, University of South Florida – Tampa, USA
Parsu Parasuraman, University of Miami, USA
Bodo Schlegelmilch, Vienna University of Economics and Business, Austria
Joseph A Cote, Washington State University, USA
Session 8.2 – Columbia
SERVICE FAILURE AND RECOVERY – Services Marketing
Competitive Papers
Session Chair
Sou Veasna, National Cheng Kung University, Taiwan
Service Failure: Causal Attribution, Emotional Responses and Behavioral Outcomes
L. Jean Harrison-Walker, University of Houston – Clear Lake, USA
The Effect of Service Failure and Recovery on Consumer-Brand Relationships: An Attitude-Adaptation Model
David G. Taylor, University of North Texas, USA
A Multilevel-Investigation of the Moderating Role of Personality Traits to Perform Service Recovery in Cambodia, Taiwan, and Singapore
Wann Yih Wu, National Cheng Kung University and Chinese Culture University, Taiwan
Sou Veasna, National Cheng Kung University, Taiwan
Huang Chu-Hsin, National Cheng Kung University, Taiwan
Session 8.3 – Meadowlark/Douglas Fir
MESSAGE ELEMENTS II – Advertising, Communication and Promotion Competitive Papers
Session Chair
Patricia Norberg, Quinnipiac University, USA
Creativity and Visual Complexity
Christy Ashley, East Carolina University, USA
Daniel A. Sheinin, University of Rhode Island, USA
Sajeev Varki, University of South Florida, USA
The Moderating Effect of Creativity through Interference on Recall and Global Judgments
Kyle Coble, Saint Louis University, USA
Mark Arnold, Saint Louis University, USA
Kevin Lehnert, Grand Valley State University, USA
Developing an Advertising Personal Nostalgia Intensity Scale
Altaf Merchant, University of Washington - Tacoma, USA
John B. Ford, Old Dominion University, USA
Kathryn LaTour, University of Nevada - Las Vegas, USA
Michael S. LaTour, University of Nevada - Las Vegas, USA
Session 8.4 – Portland
E-TAILING: ISSUES WITH TRUST, INFORMATION OVERLOAD AND ONLINE SHOPPING – Ecommerce and the Connected Consumer Competitive Papers
Session Chair
Angeline Close, University of Nevada - Las Vegas, USA
Discussant
Naresh Malhotra, Georgia Tech & Nanyang Technological University, Singapore
Under What Conditions Does Trust Make a Consumer Re-Patronize or Even Stay Loyal to an E-Retailer?
Cuiping Chen, University of Ontario Institute of Technology, Canada
Matthew O’Brien, Bradley University, USA
Lin Guo, University of New Hampshire, USA

A Study of Customer e-Loyalty: The Role of Mediators
Shu-Ching Chen, Massey University, New Zealand

What’s in Your Cart? Influence of Individual Differences on Product Class Specific Online Shopping
Chitra Srivastava, Michigan State University, USA
Nan Kwon, Ajou University, Korea

Session 8.5 – Eugene
CULTURE AND ACCULTURATION – Consumer Behavior
Competitive Papers
Session Chair
Nizar Souiden, Laval University, Canada

Religious Commitment and Muslim Consumers: A Model to Study the Consumer Decision-Making Process
Mohammed A Razzaque, University of New South Wales, Australia
Sadia Chaudhary, University of New South Wales, Australia

Influence of Modes of Acculturation on the Consumer Behavior of West African Immigrants in Canada
Nizar Souiden, Université Laval, Canada
Riadh Ladhari, Université Laval, Canada

Consumer Loyalty Among Immigrants: The Relationship Between Ethnicity, Change-Seeking Tendency, and Consumer Loyalty and the Mediating Role of Acculturation
Sigal Segev, Florida International University, USA
Ayalla Ruvio, Temple University, USA
Aviv Shoham, University of Haifa, Israel

Session 8.6 – Medford
USING WEB RESOURCES – Marketing Pedagogy Competitive Papers
Session Chair
Wei Shao, Griffith University, Australia

Paper Incorporating Social Marketing into an Introductory Marketing Course Curriculum: A Case Study
Jane McKay-Nesbitt, Bryant University, USA
Carol W. DeMoranville, Bryant University, USA

Promoting Student Learning with Online Videos: A Research Agenda
Kerri-Ann L. Kuhn, Queensland University of Technology, Australia
Rebekah Russell-Bennett, Queensland University of Technology, Australia
Sharyn Rundle-Thiele, Griffith University, Australia

Second Best in Second Life: Teaching Marketing Cases in a Virtual World Environment
Anjali S. Bal, Simon Fraser University, Canada
Victoria L. Crittenden, Boston College, USA
Wade Halvorson, Lulea University of Technology, Sweden
Leyland F. Pitt, Simon Fraser University, Canada
Michael Parent, Simon Fraser University, Canada

Session 8.7 – Salem
TRAINING AND ASSESSING THE SALESFORCE – Selling and Sales Management Competitive Papers
Session Chair
Shikhar Sarin, Boise State University, USA

Applying Principles of Instructional Design to an Electronic Reverse Auction (e-RA) Negotiation Exercise
Jacqueline A. Williams, North Carolina A&T State University, USA
Kathryn Dobie, North Carolina A&T State University, USA
Curtis Wynn, RFQHosting, USA

Influence of Ethical Climate on Commitment and Ethical Behavior: A Study among French Salespeople
Laure Lavorata, Université Paris Est, France

Scales in JPSSM from 1980 to 2009: A Social Network Analysis
Winner of the Jane Fenyo Award for Best Student Paper
Chien-Chung Chen, University of Texas at Arlington, USA

Friday May 28

Afternoon Off-Site Events
12:00 pm – 6:00 pm
Follow Signs in Hotel Lobby to Your Transportation
Buses leave exactly at 12:00

DeVINE WINE TASTING ADVENTURE
Travel by luxury, restroom-equipped motor coach through the scenic Yamhill County wine region. Your tour guide will take you through several winery tasting rooms. Lunch, transportation, guides, and tasting fees included.

COLUMBIA RIVER GORGE WATERFALL HIKE
For moderate to experienced hikers. This is a spectacular 5.4 mile (8.7 km) hike with a 1600’ (488 m) elevation gain/loss in scenic Columbia River Gorge. Hike to the top of MULTNOMAH FALLS, the second highest year-round waterfall in the United States, then along two creeks and through a lovely forest of firs, cedars, hemlocks and firs, past several waterfalls, then looping back to the tiered WAHKEENA FALLS, a Yakima Indian word meaning “most beautiful.” Bring: sturdy walking shoes/boots, comfortable hiking clothes, lightweight jacket, hat, sunglasses, sun protection, raingear, day pack/fanny pack, water, snacks, and camera. Lunch, transportation, and guides provided.
WAHCLELLA AND MULTNOMAH FALLS SHORT HIKES
For beginner or leisure hikers. Take two easy hikes in the scenic Columbia River Gorge. Hike 1 is the hidden Wahclella Falls, located at the end of an enchanting grotto (2 mile / 3.2 km; 300’ / 91m elevation gain). Hike 2 is a short 0.5-mile (.8 km) hike to the Simon Benson Bridge at Multnomah Falls (the second highest year-round waterfall in the United States). Or just stand at the base of the falls and revel in their splendor. Bring: sturdy walking shoes/boots, comfortable hiking clothes, lightweight jacket, hat, sunglasses, sun protection, raingear, day pack/fanny pack, water, snacks, and camera. Lunch, transportation, and guides provided.

URBAN HIKE TO JAPANESE & ROSE GARDENS
Your tour guides will take you to the MAX (Portland's Light rail) and the start of 2 miles (3.2 km) of easy-moderate walking to the Hoyt Arboretum Wildwood Trail in Portland’s Forest Park, (one of the largest urban parks in the US and the longest natural woodland trails winding through a city park). The forest trail winds its way under a canopy of trees to the beautiful 5.5 acre Japanese Garden’s, considered one of the most authentic outside of Japan. You'll then continue down the road to the famed International Rose Test Gardens to feast your eyes on a sea of color created by over 10,000 roses and 600 varieties at this 4 1/2 acre garden before continuing our trek back into the city and hotel (approximately 3 miles / 4.8 km). Bring comfortable walking shoes/boots, walking clothes, lightweight jacket, hat, sunglasses, sun protection, raingear, day pack/fanny pack, water, snacks, and camera. Lunch, MAX fare, garden entry fees, and guides provided.

NIKE WORLD HEADQUARTERS, PRODUCT CATEGORY OVERVIEW, AND CAMPUS TOUR
Tour and learn from one of the preeminent marketing and branding organizations in the world – Nike. This excursion will see you travel to Nike’s worldwide headquarters and campus in nearby Beaverton, OR. Once there, a Senior Category / Brand Director for one of Nike’s major product lines will make an hour-long, interactive presentation in Prefontaine Hall on their product category, the brand itself, while also discussing the overall business direction and competitive climate (as well as an overview Nike in general). After this presentation, participants will then be taken on a guided tour of much of the Nike campus, with many unique stops along the way to view and discuss rare sports memorabilia, Nike’s sponsors and athletes, the history of the company etc. This excursion will finish up with a half hour or so stop at the Boston Deli Pub (located on the Nike campus) where participants can reflect on the day’s key learnings, catch-up with colleagues etc. Lunch and transportation provided. For a campus preview see http://orionstar76.blogspot.com/2008/04/nike-campus-at-beaverton-portland.html
### Friday May 28
#### Evening Event

**Dinner on Your Own**

### Saturday May 29
#### Daily Highlights

**Poster Presentations**
8:30 am – 3:00 pm  
Salons G/H

**Annual AMS President’s Reception**
6:00 pm – 7:00 pm  
Mt Hood

**Annual AMS President’s Banquet**
7:00 pm – 9:00 pm  
Salon F

### Saturday May 29
#### Concurrent Sessions
8:30 am - 10:00 am

**Session 9.1 – Salon I**

**THE GLOBAL MARKETING AND CONSUMPTION OF SPORT**

- Global & Cross-Cultural Marketing Special Session

**Session Chairs**
- Clifford J. Shultz, II, Loyola University Chicago, USA
- Global Sports and Global Athletes: Career Trajectories and their Role in Marketing and Public Policy
  - T. Bettina Cornwell, University of Michigan, USA
  - Paul Jaspers, Hogeschool Utrecht University of Applied Sciences, Netherlands

**Social Media and the Marketing and Consumption of Sport**
- Keith W. Lambrecht, Loyola University Chicago, USA

**Football Fan Identity Construction in the 21st Century**
- Jason Healy, Dublin City University, Ireland

**The Global Marketing and Consumption of Sport: Nike Perspectives**
- Henry Rabello, Nike, USA
Session 9.2 – Columbia
BUILDING B2B RELATIONSHIPS – Business-to-Business Marketing and CRM Competitive Papers
Session Chair
James J. Zboja, University of Tulsa, USA
The Role of Norms in Early Stages of Business Relationships: An Action Research Approach
Christoph M. Ott, University of Lausanne, Switzerland
An Empirical Study of Relationship Benefit-Based Drivers of Customer Assets in the Context of China: The Mediating Role of Relationship Quality
Yonggui Wang, University of International Business and Economics, China
Fuan Li, William Paterson University, USA
Shenghui An, University of International Business and Economics, China
The Effect of Customer’s Greenness and Perceived Value on Loyalty in Industrial Relationships: The Role of Communication and Relationship Length
Nora Mustonen, University of Jyväskylä, Finland
Heikki Karjaluoto, University of Jyväskylä, Finland
Chanaka Jayawardhena, Loughborough University, UK

Session 9.3 – Meadowlark/Douglas Fir
WEBSITE LOCALIZATION, CHANNELS, AND ONLINE SALES – Ecommerce and the Connected Consumer Competitive Papers
Session Chair
Anjala Krishen, University of Nevada - Las Vegas, USA
Discussant
Naresh Malhotra, Georgia Tech & Nanyang Technological University, Singapore
The Impact of Environmental Factors on Website Localization Decision
Rotem Shneor, UiA University of Agder, Norway
Source Effects in Online Sales Situations: the Role of Avatar-Buyer (Dis)Similarity
Iryna Pentina, University of Toledo, USA
David G. Taylor, University of North Texas, USA
Ainsworth A. Bailey, University of Toledo, USA
Lilly Ye, Frostburg State University, USA
Utilizing Web Sites to Provide Information and Build Relationships with Consumers: As International Assessment of Small and Medium Size Enterprises in the Wine Industry
Judith Madill, University of Ottawa, Canada
Leighann C. Neilson, Carleton University, Canada

Session 9.4 – Portland
RELATIONSHIPS IN SALES – Selling and Sales Management Competitive Papers
Session Chair
Vishag Badrinarayanan, Texas State University - San Marcos, USA

Distal Salesperson - Supervisor Relationships: A Conceptual Integration of Self-Determination, Leadership, and Communication Theories
Vishag Badrinarayanan, Texas State University - San Marcos, USA
Ravi Jillapalli, Texas State University - San Marcos, USA
Enrique Becerra, Texas State University - San Marcos, USA

This Ad's for You: The Indirect Effect of Advertising Perceptions on Salesperson Effort and Performance
Douglas E. Hughes, Michigan State University, USA

The Relationship Between Job Liking, Selling Skills and OC
Konstantinos Georgakas, Gecon Consulting Groups Ltd, UK
Alan Watkins, Swansea University, UK
Antonis Simintiras, Swansea University, UK

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Session 9.5 – Eugene

SERVICE SATISFACTION AND LOYALTY – Services Marketing Competitive Papers
Session Chair & Discussant
Joan L. Giese, University of Oregon, USA

Does Satisfaction Lead to Loyalty? An Attributional Theory Approach
Ryan C. White, Michigan State University, USA
Clay M. Voorhees, Michigan State University, USA

The Impact of Service Quality and Service Recovery on Buying Centers’ Satisfaction and Behavioral Intentions: An Empirical Investigation
Nicholas G. Paparoidamis, Catholic University of Lille, France
Ruben Chumpitaz, Catholic University of Lille, France

Soft and Hard Benefits of Loyalty Programs and Loyalty Outcomes
Timothy D. Butler, University of Alabama, USA
Giles D’Souza, University of Alabama, USA

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Session 9.6 – Medford

SOLUTION ORIENTATION: THEORETICAL FRAMEWORKS, PRACTICAL APPLICATIONS AND CHALLENGES – Theory and Practice Special Session
Session Chair
Jay Mulki, Northeastern University, USA

Developing Customer Solutions during an Economic Downturn
Michael Marck, University of Strathclyde, UK
Jay Mulki, Northeastern University, USA
Patrick Lipovski, Continuous Coaching, Canada

Co-creating Community Solutions with Customers
Matthew Alexander, University of Strathclyde, UK
John Yellowlees, First ScotRail, UK
Providing Business-to-Business Solutions in a Public Sector Context
Barbara Caemmerer, University of Strathclyde, UK
Heiner Evanschitzky, University of Strathclyde, UK

Session 9.7 – Salem
SELF-REGULATION – Consumer Behavior Competitive Papers
Session Chair
Mahesh Gopinath, Old Dominion University, USA
Choice Between Pleasure and Function: A Cross-Cultural Perspective
Wei Shao, Griffith University, Australia
Regulatory Fit with the Benefit Level of a Goal-Vehicle and Fit with the Goal: Their Combined Influence on Purchase Behavior
Vincent Brown, University of London, UK
Sameer Hosany, University of London, UK
Isabella Chaney, University of London, UK
Choosing Healthy Foods: The Consumer Behaviors that Lead to Healthy Selections When Eating at Restaurants
Rebecca Hochradel, Delta State University, USA
Mahesh Gopinath, Old Dominion University, USA

REFRESHMENT BREAK
10:00 am – 10:30 am
Salons G/H

Saturday May 29
Concurrent Sessions
10:30 am - 12:00 pm

Session 10.1 – Salon I
MARKET PERFORMANCE IN RETAILING – The Value Chain: Supply Chain, Channels, and Retail Competitive Papers
Session Chair
Karen Hood, University of Arkansas at Little Rock, USA
Marketing Profits as a New Profitability Metric Based on Lead Products: Comparison with Accounting Profits and Implications for Retailers
Pilsik Choi, Clark University, USA
Interconnected Operant Resources and Market Performance: The Retailers’ Perspective
Winner of the Stanley C. Hollander Award for Best Retailing Paper
Lauren Skinner, University of Alabama at Birmingham, USA
Mert Tokman, James Madison University, USA
R. Glenn Richey, Jr., University of Alabama, USA
Retail Free-Riding: The Case of the Wallpaper Industry
Paul W. Farris, University of Virginia, USA
S. Umit Kucuk, Central Washington University, USA
Robert C. Maddux, University of Richmond, USA

Session 10.2 – Columbia
PERCEPTUAL ISSUES IN MARKETING – Doctoral Colloquium
Session Chair
Barry J. Babin, Louisiana Tech University, USA
Consumer Understanding and Use of Numeric Information in Product Claims
Namika Sagara, University of Oregon, USA
Ellen Peters, University of Oregon, USA
Warranty and Price as Quality Signals: The Effect of Signal Consistency/Inconsistency and Signal Unexpectedness on Product Perception
Sultan A. Al-Enazi, Old Dominion University, USA
Closer Than You Think: Outshopping Intentions and the Perception of Distance
G. David Shows, Louisiana Tech University, USA
Dimensions of Commitment in the Relationship Development Process: An Exploratory Study
Deborah Goldring, Florida Atlantic University, USA

Session 10.3 – Meadowlark/Douglas Fir
IMPROVING SALESFORCE PERFORMANCE – Selling and Sales Management Competitive Papers
Session Chair
Laure Lavorata, Université Paris Est, France
The Impact of Servitization on Sales: Complex Selling and Sales Opportunity Selection
Lynette J. Ryals, Cranfield University, UK
Neil Rackham, Cranfield University, UK
Knowledge Transfer: Effects of Casual Attributions for Sales Manage’ Expertise
Jane McKay-Nesbitt, Bryant University, USA
Malcolm Smith, University of Manitoba, Canada
Impact of CRM on Sales Performance for Virtual Sales Professionals
Michael Rodriguez, Elon University, USA
Frederick H. K. Yim, University of Akron, USA

Session 10.4 – Portland
RETAILATION, RETRIBUTION, AND FORGIVENESS – Consumer Behavior Special Session
Session Chair
Allison Johnson, University of Western Ontario, Canada
What Is It about Me That Makes Me Want to Hurt You? Examining Attachment Style as a Predictor of Consumers’ Harmful Actions
Allison Johnson, University of Western Ontario, Canada  
Matthew Thomson, University of Western Ontario, Canada  
Jodie Whelan, University of Western Ontario, Canada  

In-Group Love and Out-Group Hate?: A Cross Cultural Study on Customers' Revenge, Avoidance and Forgiveness Behaviours Following Interpersonal Conflicts in Service Encounters  
Zourrig Haithem, HEC Montréal, Canada  
Chebat Jean-Charles, HEC Montréal, Canada  
Toffoli Roy, Université du Québec à Montréal, Canada  

Can a Firm Get Away with a Double Deviation? The Role of Firm Motives in Consumer Revenge and Reconciliation  
Berna Devezer, Michigan State University, USA  
Yany Grégoire, HEC-Montreal, Canada  
Jeff Jiereman, Washington State University, USA  
Thomas M. Tripp, Washington State University, USA  

Session 10.5 – Eugene  
SOCIAL NETWORKING AND INFORMATION OVERLOAD – Ecommerce and the Connected Consumer Competitive Papers  
Session Chair  
Corry Taylor Cromer, Oregon State University, USA  

Why Do They Use Social Networking Sites: Social Capital and Transaction Cost Perspectives  
C.C. Shen, National Chiayi University, Taiwan  

Social Networking as a Marketing Tool  
Yeşim Ulusu, Bahçeşehir University, Turkey  
Beril Durmuş, Marmara University, Turkey  
E. Serra Yurtkoru, Marmara University, Turkey  

Consumer e-Commerce Dissonance: Innovating without Alienating Before Information Overload  
Cory Taylor Cromer, Oregon State University, USA  

Session 10.6 – Medford  
DESIGN, INFORMATION, AND ALLIANCES IN NPD – New Product Development and Design Competitive Papers  
Session Chair  
Keven Malkewitz, Oregon State University, USA  

Intrinsic, Prime, and Individual Influences on Contextual Design Fluency  
Jan Landwehr, University of St. Gallen, Switzerland  
Ulrich R. Orth, Christian Albrechts-University Kiel, Germany  

Pelin Bicen, Pennsylvania State University - Erie, USA  
Sreedhar Madhavaram, Cleveland State University, USA  

Benchmarking Design Brief Information Elements in New Product Development  
Ian D. Parkman, University of Oregon, USA
Session 10.7 – Salem
MESSAGE ELEMENTS I – Advertising, Communication and Promotion Competitive Papers
Session Chair
Dipayan Biswas, Bentley University, USA
Skin Tone in Advertising: An Exploratory Study of the Factors Influencing Advertising Effectiveness
Kevin Lehnert, Grand Valley State University, USA
Rick T. Wilson, Hofstra University, USA
Srdan Zdravkovic, Bryant University, USA
Influencing Consumer Perceptions of a Social Issue: An Experiment on the Effects of Credibility of the Source, Message Sidedness and Inward/Outward Focus on Consumer Attitudes Toward Genetically Modified Foods
Michelle Renton, Victoria University of Wellington, New Zealand
David Fortin, University of Canterbury, New Zealand
Kevin Voges, University of Canterbury, New Zealand
The Impact of Unique Attribute Information on the Evaluation of Branded Products
Rainer Elste, University of Gießen, Germany
Franz-Rudolf Esch, University of Gießen, Germany
Alexander Kulikov, University of Gießen, Germany

Session 10.8 – Salons G/H
POSTER PRESENTATIONS – Authors will staff their posters either this session or session 11.8
Crazy Little Thing Called Love: A Consumer-Retailer Relationship
Mandy Ortiz, University of San Francisco, USA Mary Harrison, University of Alabama, USA
A Comparison of the Relationships of a Market Orientation, Agreeableness, Openness to Experience, Gratitude and Forgiveness to a Salesperson’s Customer Orientation
J. Garry Smith, Middle Tennessee State University, USA
E-Service Evaluation Dimensions by Listening Virtual Community: Measuring Retailer-Specific Service Quality
Hye-Young Hah, Purdue University, USA
JungKun Park, University of Houston, USA
Conceptualising Customer-Perceived Value in the Online Context
Connie Chang, Meiji University, Japan
Sally Dibb, Open University, UK
Perceived Credibility of Online Consumer Reviews: An Investigation Across Three Service Categories
Pradeep Racherla, West Texas A&M University, USA
Wes Friske, West Texas A&M University, USA
Bimodal Package Design Effects of Vision and Touch on Consumer’s Brand Evaluations
Sandra Littel, Christian Albrechts-Universität, Germany
Ulrich R. Orth, Christian Albrechts-University Kiel, Germany
Saturday May 29
12:00 pm – 1:30 pm
Lunch on Your Own

Saturday May 29
Concurrent Sessions
1:30 pm - 3:00 pm

Session 11.1 – Salon I
ONLINE ISSUES IN AD RESEARCH – Advertising, Communication and Promotion Competitive Papers
Session Chair
David Fortin, University of Canterbury, New Zealand
Measuring Collective Cognition in Online Conversations
Paul Dwyer, Willamette University, USA
The Moderating Roles of Perceived Risk and Social Influences with Regard to the Effects of Consumers Perceived Value and Online Purchasing
Wann-Yih Wu, National Cheng Kung University, Taiwan
Shu-Hui Chen, National Cheng Kung University, Taiwan
Hsiao-Yun Lu, National Cheng Kung University, Taiwan
An Investigation into Who Pass Along Viral Marketing Messages
Sam Grimwood, University of Canterbury, New Zealand
Lucie Ozanne, University of Canterbury, New Zealand

Session 11.2 – Columbia
MOTIVATING THE SALESFORCE – Selling and Sales Management Competitive Papers
Session Chair
Ian Speakman, Lille Catholic University, France
Rewards - Can They be Used to Help the Coordination of Sales and Marketing Activities?
Kenneth Le Meunier-FitzHugh, University of East Anglia, UK
Leslie Le Meunier-FitzHugh, City College Norwich, UK
Designing Sales Contests in Call Centers: Understand Telemarketers’ Preferences and Recommendations for Compensation
Sandrine Hollet-Haudébert, University Paris Est, France
Christophe Fournier, University Montpellier, France
Juliet Poujol, Université Valenciennes, France
Perceptions of Sales Pressure: A Qualitative Study
James J. Zboja, University of Tulsa, USA
Ronald A. Clark, Missouri State University, USA
Session 11.3 – Meadowlark/Douglas Fir
CONSUMER RESPONSE TO BRANDING – Brand, Image, & Product Management Competitive Papers
Session Chair
Charles Ragland, University of Tennessee – Chattanooga, USA

Examining the Relationship Between Branding a Place and Sustainable Development
Vishwas Maheshwari, Liverpool Hope University, UK
Ian Vandewalle, Liverpool Hope University, UK

How Do Limited Editions Work in FMCG Context
Franz-Rudolf Esch, University of Gießen, Germany
Kai Winter, University of Gießen, Germany

How Consumer Relevance Creates Brand Value: ESCP Europe Business School
Marie Taillard, ESCP Europe

Session 11.4 – Portland
INTERNET-BASED SURVEYS: METHODOLOGICAL ISSUES – Marketing Research, Measurement, and Metrics Special Session
Session Chair
Gerald Albaum, University of New Mexico, USA

Discussant
Patrick Brockett, University of Texas at Austin, USA

Data Quality Evidence for Internet Survey Use in Intellectual Property Law
Linda Golden, University of Texas at Austin, USA
Scott M. Smith, Brigham Young University, USA

Using a Theory of Survey Response Behavior to Design Internet Surveys
James Wiley, Temple University, USA
Vallen Han, New Zealand Post Office, New Zealand

Variations in Sensitivity of Topics Among Nations: Implications for Internet-Based Surveys
Gerald Albaum, University of New Mexico, USA
Catherine Roster, University of New Mexico, USA

Session 11.5 – Eugene
BALANCED INNOVATIONS IN NEW PRODUCT DEVELOPMENT: SUNNY FACES, SUNNY TECHNOLOGY – New Product Development and Design Special Session
Session Chair
Lynn R. Kahle, University of Oregon, USA

Seeing Smiles: Consumers’ Adoption of Anthropomorphized New Products
Lan Jiang, University of British Columbia, Canada
JoAndrea Hoegg, University of British Columbia, Canada
Darren W. Dahl, University of British Columbia, Canada

Moving Forward in the Dark: New Product Development in Nascent Markets
Jesse King, University of Oregon, USA
Matthew Metzger, University of Oregon, USA
Stage-gate, Visualization, and Self-determination in Developing New Solar Products
Scott Owen, University of Oregon, USA
Lynn R. Kahle, University of Oregon, USA

Session 11.6 – Medford
CROSS-CULTURAL CONSUMPTION – Global & Cross-Cultural Marketing Competitive Papers
Session Chair
Arne Baruca, University of Texas - Pan American, USA
Discussant
Attila Yaprak, Wayne State University, USA
The Impact of Halal Endorsements on Purchase Intent of Non-Muslim Consumers
Bodo B. Schlegelmilch, Vienna University of Economics and Business, Austria
Mubbsher M. Khan, Vienna University of Economics and Business, Austria
Cross-Border Shopping: Mexican Shoppers in the US and American Shoppers in Mexico
Arne Baruca, University of Texas - Pan American, USA
Mohammad Ali Zolfagharian, University of Texas - Pan American, USA
Exploring the Quality of Life and Luxury Goods Consumption From a Middle Eastern Country Perspective
Norizan M. Kassim, Qatar University, Qatar
Noor Fauziah Sulaiman, Qatar University, Qatar

Session 11.7 – Salem
THE ACADEMIC CAREER STAGES IN 2010: INSIGHTS AND OBSERVATIONS – Marketing Pedagogy Special Session
Session Chair
Jane P. Wayland, University of Arkansas at Little Rock, USA
Panelist
Theresa Flaherty, James Madison University, USA
Karen Hood, University of Arkansas at Little Rock, USA
Lisa Toms, Southern Arkansas University, USA
Beth Davis-Sramek, University of Louisville, USA
Jane P. Wayland, University of Arkansas at Little Rock, USA

Session 11.8 – Salons G/H
POSTER PRESENTATIONS
See list of papers in session 10.8
REFRESHMENT BREAK
3:00 pm – 3:30 pm
Salons G/H

Saturday May 29
Concurrent Sessions
3:30 pm - 5:00 pm

Session 12.1 – Salon I
**GUIDING THE SALESFORCE – Selling and Sales Management**
Competitive Papers

Session Chair
Lynette J. Ryals, Cranfield University, UK

Making the Transition from Student to Salesperson: A Role Identity Approach
Thomas W. H. Ng, Hong Kong University, China
Frederick H. K. Yim, University of Akron, USA

Characteristics that Enhance Training Effectiveness in Implementing Technological Change in Sales Strategy
Shikhar Sarin, Boise State University, USA
Trina Sego, Boise State University, USA
Ajay K. Kohli, Georgia Institute of Technology, USA
Goutam Challagalla, Georgia Institute of Technology, USA

Impact of Goal Orientation on Salespeople’s Adaptive Selling: The Mediating Effect of Perceived Sales Force Obsolescence
Junwu Chai, University of Electronic Science and Technology of China, China
Guangzhi Zhao, University of Kansas, USA

When the Going Gets Tough, the Tough Get Dynamic: How Key Account Managers Use Adaptive Behavior in the Management of Conflicts
Ian Speakman, Lille Catholic University, France
Lynette Ryals, Cranfield University, UK

Session 12.2 – Columbia
**THE IMPACT OF TECHNOLOGY ON SERVICE DELIVERY – Services Marketing Competitive Papers**

Session Chair & Discussant
Meredith E. David, Florida State University, USA

Service Quality on Internet Banking
E. Serra Yurtkoru, Marmara University, Turkey
Beril Durmuş, Marmara University, Turkey
Yeşim Ulusu, Bahçeşehir University, Turkey

Consumer Boycotts through the Internet
Paul Sergius Koku, Florida Atlantic University, USA

Remote Service Delivery and Relationship Management: Results of a Qualitative Study in a B2B Setting
Session 12.3 – Meadowlark/Douglas Fir
SPONSORSHIP AND EVENTS – Advertising, Communication and Promotion Competitive Papers
Session Chair
Sam Grimwood, University of Canterbury, New Zealand
Event Marketing as a Marketing Communication Tool: What is It? And How is It Perceived?
Marieke L. Fransen, University of Amsterdam, Netherlands
Thomas J. L. Van Rompay, University of Twente, Netherlands
Nicole van der Plas, University of Amsterdam, Netherlands
Neglected Success Factors of TV-Sponsorship
Hans H. Bauer, University of Mannheim, Germany
Melchior D. Bryant, University of Mannheim, Germany
Daniel Heinrich, University of Mannheim, Germany
The Celebrity “Spokesorganization”
Douglas West, University of Birmingham, UK
Louise Canning, University of Birmingham, UK

Session 12.4 – Portland
BRAND POSITIONING AND THE EFFECTS OF SPONSORSHIP AND ENDORSEMENTS – Brand, Image, & Product Management Competitive Papers
Session Chair
Bashar S. Gammoh, University of Toledo, USA
Global vs. Local Brand Positioning Strategies: The Moderating Effect of Belief in Global Citizenship
Bashar S. Gammoh, University of Toledo, USA
Anthony C. Koh, University of Toledo, USA
Sam C. Okoroafo, University of Toledo, USA
A Portfolio Approach to Sponsorship Alliances: Challenging Unilateral Brand Spillover Effects
Mark Groza, University of Massachusetts - Amherst, USA
Joe Cobbs, Northern Kentucky University, USA
Celebrity Branded Products: An Exploratory Investigation into Consumer Purchase Motivation and General Attitudes toward the Brand
Stephanie T. Gillison, University of Alabama, USA
Kristy E. Reynolds, University of Alabama, USA

Session 12.5 – Eugene
CONVERSATION BEYOND THE CLASSROOM: SOCIAL MEDIA AND MARKETING EDUCATION – Marketing Pedagogy
Special Session
Session Chair
Tracy Tuten, East Carolina University, USA
Panelist
Session 12.6 – Medford

**ETHICS ISSUES IN MARKETING – Social, Ethical, and Public Policy Issues in Marketing Competitive Papers**

Session Chair
Peggy Cunningham, Dalhousie University, Canada

**Increasing Alcohol Knowledge**
Sharyn Rundle-Thiele, Griffith University, Australia
Sameer Deshpande, University of Lethbridge, Canada

**CPSC, Product-Harm Crisis, and Product Recalls: An Exploratory Study**
Syed Tariq Anwar, West Texas A&M University, USA

**Consumer Misbehavior: The Dark Side of Brand Loyalty**
Vassilis Dalakas, California State University - San Marco, USA
Joanna Phillips, Western Kentucky University, USA

Session 12.7 – Salem

**COUNTERFEITING – Consumer Behavior Competitive Papers**

Session Chair
Allison Johnson, University of Western Ontario, Canada

**The Effects of Extrinsic Cues and Product Involvement Toward Willingness to Buy Non-Deceptive Counterfeit Branded Products: The Case Study of Indonesian Consumers**
Anas Hidayat, Islamic University of Indonesia, Indonesia
Katherine Mizerski, Edith Cowan University, Australia

**Investigation of Antecedents of Purchase Intention toward Counterfeits: Implications from Culturally Diverse Countries**
Bernhard Swoboda, Universität of Trier, Germany
Karin Pennemann, Universität of Trier, Germany
Markus Taube, University of Duisburg-Essen, Germany

**What Factors Influence Consumers to Buy or Rent DVDs? The Role of Consumer Perceptions and Implications to Movie Studios**
Eddie Rhee, Stonehill College, USA
Saturday May 29
Evening Events

Annual AMS Business Meeting
5:00 pm – 6:00 pm
Salons G/H

Annual AMS President’s Reception
6:00 pm – 7:00 pm
Mt Hood

Annual AMS President’s Banquet
7:00 pm – 9:00 pm
Salon F

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The Academy of Marketing Science

Honors

Donald R. Knauss
2010 AMS Distinguished Marketer

Donald R. Knauss is Chairman of the Board and Chief Executive Officer for The Clorox Company. As CEO, he has overall responsibility for directing the company's worldwide business, which generated revenues of $5.3 billion in fiscal year 2008.

Prior to joining Clorox, Knauss spent 12 years with The Coca-Cola Company. He joined the company in 1994 as senior vice president of marketing for The Minute Maid Company, and, in 1996, was promoted to senior vice president and general manager for Minute Maid's U.S. retail operations. Beginning in 1998, Knauss served nearly two years managing Coca-Cola's businesses in 10 countries of Southern Africa. In 2000, he was named president and chief executive officer of The Minute Maid Company. He became president and chief operating officer of Coca-Cola North America in 2004.

Knauss previously held a variety of positions in marketing and sales with the Frito-Lay and Tropicana divisions of PepsiCo, Inc. He began his business career as a brand manager in the paper products division at Procter & Gamble. Prior to that, he served as an officer of the United States Marine Corps.

A native of Highland, Ind., Knauss holds a bachelor's degree in history from Indiana University. He serves on the Kellogg Company Board of Directors; Indiana University, Dean's Advisory Board, College of Arts & Sciences; University of San Diego, Board of Trustees; Morehouse College, Board of Trustees; and Marine Corp University Foundation, Board of Trustees.

Knauss has a long-standing commitment to promoting workplace equality and embracing diversity. In 2006, he received The Jackie Robinson Foundation's ROBIE Award for industry achievement. The ROBIE Award is the foundation's highest tribute to an individual who has promoted and expanded opportunities for minorities in the corporate world.