



2010 Annual Conference

**Achieving Balance:
Research, Practice,
and Career**

**Marriott Downtown Waterfront
Portland, OR, USA
May 26 – 29, 2010**

The Academy of Marketing Science

Honors

Dhruv Grewal **Babson College**

**2010 AMS CUTCO/Vector
Distinguished Marketing Educator**



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. Cote, 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

Proceedings Editor

Dawn R. Deeter-Schmelz, Ohio University, USA

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

2010 AMS OFFICERS

President

John B. Ford, Old Dominion University, USA

Executive Vice President/Director

Harold W. Berkman, University of Miami, USA

President-Elect

Greg Marshall, Rollins College, USA

Immediate Past-President

Barry J. Babin, Louisiana Tech University, USA

Vice President for Publications

O.C. Ferrell, University of New Mexico, USA

Vice President for Programs

Linda Ferrell, University of New Mexico, USA

Vice President for Membership-North America

Angela Hausman, Howard University, USA

Vice President for Membership-International

Goran Svensson, Oslo School of Management, Norway

Vice President for Development

Vicky L. Crittenden, Boston College, USA

Secretary/Treasurer

Anne Balazs, Eastern Michigan University, USA

Director of International Programs

Jay D. Lindquist, Western Michigan University, USA

Board of Governors

Joseph F. Hair, Jr., Kennesaw State University, USA

S. Tamer Cavusgil, Georgia State University, USA

Jean-Charles Chebat, C Montréal, Canada

Michael R. Czinkota, Georgetown University, USA

Mike Ewing, Monash University, Australia

Michel Laroche, Concordia University, Canada

Naresh K. Malhotra, Georgia Tech & Nanyang Technological
University, Singapore

Peter J. McGoldrick, University of Manchester, UK

Robert Peterson, University of Texas - Austin, USA

Jagdish N. Sheth, Emory University, USA

Rosann L. Spiro, Indiana University, USA

David W. Stewart, University of California - Riverside, USA

2010 AMS Annual Conference Program
Marriott Downtown Waterfront – Portland, OR
May 26 – May 29

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?

Seiyoung 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. Saporito, 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 Esbjerg, 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

B2B MARKETING FROM THE BUYER'S PERSPECTIVE –

Business-to-Business Marketing and CRM Competitive Papers

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

Weiwei 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 Wilhelm, 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 Wilhelm, 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*

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*
Associate Editor TBA, *Journal of Marketing Research*
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

The Affective and Cognitive Dimensions of Country Image: Perceptions of U.S. products in Kuwait

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

Siegriend P. Gudergan, University of Technology Sydney, Australia

Christian M. Ringle, University of Hamburg, Germany

Marko Sarstedt, Ludwig-Maximilians University, 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

Customer Value Creation in B2B Markets – The State of the Art and New Empirical Findings

Andreas Hinterhuber, Katholische Universität Eichstätt-Ingolstadt, Germany

How Companies Implement KAM: A Four-Stage Model

Winner of the Wayne Delozier Award for Best Conference Paper

Iain A. Davies, Bath University, UK

Lynette J. Ryals, Cranfield University, UK

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 Atmospheric 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 ferns, 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 .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 Shneur, 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: An 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

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

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

RETALIATION, 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 Joireman, 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

Corry 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

A Critical Review of NPD Alliances: Themes, Central Issues, Theoretical Foundations, and Research Agenda

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-Haudebert, 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

Stefanie Paluch, University of Dortmund, Germany
Hartmut H. Holzmüller, University of Dortmund, Germany
Markus Blut, University of Dortmund, Germany

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

Lyle Wetsch, Memorial University of Newfoundland, Canada
Caroline Muñoz, Fairleigh Dickinson University, USA
Tracy Tuten, East Carolina University, USA

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

AMS CUTCO/Vector
Distinguished Marketing Educator
DHRUV GREWAL
Babson College, USA

AMS Distinguished Marketer
Donald R. Knauss
Chairman of the Board
Chief Executive Officer
The Clorox Company

2010 ACADEMY OF MARKETING SCIENCE
ANNUAL CONFERENCE
May 26 – 29, 2010
Marriott Waterfront Hotel, Portland OR

REGISTRATION FORM
General Information (Please Print)

Full Name: _____
First Last

Title: _____

Affiliation: _____

Department: _____

Address: _____

City State Zip

Country Zip/Country Code

Telephone: (_____) _____

Fax: (_____) _____

E-mail: _____

NEW Member of AMS? _____ Yes _____ No

1st or 2nd year Faculty Member: _____ Yes _____ No

Please check the appropriate space.

_____ I will attend the Luncheon (Thursday)

_____ I will attend the Banquet (Saturday evening)

_____ Vegetarian

REGISTRATION FEES (all in U.S. dollars) – (Includes current year membership)

REGISTRATION FEE – Please complete the appropriate space(s) and indicate the total fee paid. *Fee is to be paid in U.S. Dollars.* Refunds are subject to a \$40 cancellation fee.

	Early Bird! - by 4/23/2010	Regular Registration - after 4/23/2010
Active / Current Member	\$225.00	275.00
Inactive Registration + 1 YR Membership	\$315.00	\$365.00
Inactive Registration + 2 YR Membership	\$380.00	\$430.00
Registration + 5 Year Membership (Best Value)	\$585.00	\$635.00
AMS Active Student Registration	\$180.00	\$200.00
Inactive AMS Student Registration	\$215.00	\$235.00

Please check the appropriate space.

Friday Afternoon Tours \$ 45.00 _____

Check which tour you will attend:

_____ Wine Tasting Adventure

_____ Multnomah Falls to Wahkeena Falls Hike

_____ Wahclella and Multnomah Falls Short Hikes

_____ Urban Hike with Stops at Japanese & Rose Gardens

_____ Nike Campus w/ talks by Nike brand managers

Spouse/Guest each:

Lunch (Thursday) \$ 60.00 _____

Friday Afternoon Tours \$ 70.00 _____

Banquet (Saturday evening) \$ 75.00 _____

TOTAL: \$ _____

Make check/money order payable to: Academy of Marketing Science

Only VISA and MasterCard are acceptable as credit cards.

If paying by credit card please provide the following:

Visa or MasterCard Number:

Name on Card

Expiration Date:

Signature:

Mail This Form and Check/Money Order to

AMS Annual Conference
College of Business, Louisiana Tech University
PO Box 3072
Ruston, LA 71272
Phone: (318) 257-2612
E-mail: ams@latech.edu

You may also register on-line at: www.ams-web.org

HOTEL REGISTRATION

Marriott Downtown Waterfront, Portland, Oregon
1401 SW Naito Parkway
Portland, Oregon 97201 USA

Contact the hotel via any of these ways:

On the AMS Web site for direct, online registration at the conference rates: Go to www.ams-web.org, then find "Hotel Reservation/Information"

or use the link below to go directly to the hotel
(the group code will be entered automatically)

<http://www.marriott.com/hotels/travel/pdxor-portland-marriott-downtown-waterfront/?toDate=5/30/10&groupCode=amsamsa&fromDate=5/23/10&app=r>

For general hotel information
Direct Hotel Phone: 1-503-226-7600
Toll Free Number: 1-800-546-9513
Fax: 1-503-221-1789

<http://www.marriott.com/hotels/travel/pdxor-portland-marriott-downtown-waterfront/>

If requested, provide the following information:

Group Code:
amsamsa

CONFERENCE PROCEEDINGS

Conference proceedings are now being prepared under the editorship of Dawn R. Deeter-Schmelz of Ohio University. The registration fee covers the cost of the proceedings that should be available at the time of registration/check-in at the conference. For additional copies, you may use the form below.

Developments in Marketing Science, Volume 33, Dawn R. Deeter-Schmelz, ed. (Coral Gables, Florida: The Academy of Marketing Science, 2010), ISSN IS 0149-7421; ISBN: 0-939783-35-5.

- \$ 15.00 (U.S.) CD (I SBN 0-939783-34-7)
- \$ 30.00 (U.S.) Extra copy at the conference
- \$ 30.00 (U.S.) Fellows of the Academy of Marketing Science
- \$ 50.00 (U.S.) Library copies

NOTE TO LIBRARY ACQUISITION DEPARTMENTS:

This volume will have been published by June 2010, with copies distributed to the participants at the 2010 Annual Conference. Copies are in hand ready for shipment, and it is not necessary to verify publication from secondary sources.

TO ORDER:

Please send _____ copies of DEVELOPMENTS IN MARKETING SCIENCE, VOLUME XXXIV

NAME:

ADDRESS:

CITY, STATE, ZIP

PROVINCE, COUNTRY

Enclosed is check/money order payable to the Academy of Marketing Science in the amount of \$ _____. Add \$ 5.00 (US) for postage and handling and \$15.00 for out of U.S. (by air).

MAIL THIS ORDER TO:

Academy of Marketing Science
Central Office
College of Business, Louisiana Tech University
PO Box 3072, Ruston, LA 71272
Phone: (318) 257-2612
Email: ams@latech.edu
www.ams-web.org

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.

Academy Membership

Annual AMS Membership dues are \$90 (U.S. dollars) for members and \$60 (U.S.) for students. You may become a member by writing to:

Academy of Marketing Science
College of Business, Louisiana Tech University
PO Box 3072
Ruston, LA 71272
Phone: (318) 257-2612
www.ams-web.org

Important Notice Regarding Conference Registration

All attendees must pay the conference registration fee. This includes special guest speakers, members of the press, participants who can attend only one session, students working at the conference to assist with local arrangements, and officers of the Academy. Strict adherence to rules regarding payment of the registration fee is necessary to prevent the Academy from incurring a financial loss on the conference. Given the theme of this conference, the Board of Governors granted a special one-time exception for practitioners who participate only in the session in which they present. If they attend any other sessions, events, or activities, they must register.

Alphabetical Index of Program Participants

A

Agarwal, James	1.5
Albaum, Gerald	11.4
Albino, Vito	6.2
Albinsson, Pia A.	4.4
Al-Enazi, Sultan A.	10.2
Alexander, Matthew	9.6
Al-Houti, Sarah	3.7
An, Shenghui	9.2
Anwar, Syed Tariq	12.6
Appan, Radha	2.1
Arentze, Theo	2.6
Arnold, Mark	8.3
Ashley, Christy	8.3
Auh, Seigyoung	1.6
Austin, Caroline Graham	1.3

B

Babin, Barry J.	p6, Special, 6.1, 10.2
Badrinarayanan, Vishag	5.5, 9.4
Bailey, Ainsworth A.	9.3
Baker, William	p4, 4.6
Bakir, Aysen	7.1
Bal, Anjali S.	6.4, 8.6
Balabanis, George	7.6
Balazs, Anne	p6
Baruca, Arne	3.2, 6.3, 11.6
Bauer, Hans H.	7.6, 12.3
Becerra, Enrique	9.4
Berkman, Harold W.	p6
Berry, Tim	7.7
Bertram, Nicholas R.	7.5
Bicen, Pelin	1.4, 3.3, 5.5, 6.3, 10.6
Biswas, Dipayan	3.1, 5.1, 10.7
Blut, Markus	12.2
Boles, James	6.1
Bonney, Leff	p4
Borland, Helen	6.2
Bourassa, Maureen	p4, 2.1
Brettel, Malte	2.1, 6.4, 7.4, 5.6
Brockett, Patrick	11.4
Brouard, Joëlle	4.3
Brown, Vincent	9.7
Bryant, Melchior D.	12.3
Butler, Timothy D.	5.1, 9.5

C

Caemmerer, Barbara	9.6
--------------------	-----

Calantone, Roger	7.5
Campbell, Colin I.	6.4
Canning, Louise	12.3
Cannon, Hugh M.	1.4
Cavicchi, Alessio	4.3
Cavusgil, S. Tamer	p6
Chai, Junwu	12.1
Challagalla, Goutam	12.1
Chaney, Isabella	9.7
Chang, Connie	10.8/11.8
Chaudhary, Sadia	8.5
Chebat, Jean-Charles	p6
Chen, Chien-Chung	8.7
Chen, Cuiping	2.4, 8.4
Chen, Shu-Ching	8.4
Chen, Shu-Hui	11.1
Chen, Yi-Min	4.6
Choi, Pilsik	10.1
Chumpitaz, Ruben	9.5
Chung, Te-Lin	2.4
Clark, Ronald A.	11.2
Close, Angeline	p4, 6.4, 8.4
Cobbs, Joe	12.4
Coble, Kyle	8.3
Conlon, Don	7.5
Cornwell, T. Bettina	9.1
Cote, Joseph A	p3, p5, 8.1
Cotte, June	p4
Crittenden, Victoria L.	p6, 4.1, 6.1, 8.6
Cromer, Corry	10.5
Cunningham, Peggy	p4, 2.1, 12.6
Czinkota, Michael R.	p6

D

D'Souza, Giles	9.5
Dahl, Darren W.	11.5
Dalakas, Vassilis	12.6
Dangelico, Rosa Maria	6.2
Dangzhou, Zhaxi	3.4
Dant, Rajiv	6.1
Dass, Mayukh	p4, 5.6
Dato-on, Mary Conway	3.6, 4.4
David, Fred R.	3.6
David, Meredith E.	3.6, 12.2
Davies, Iain A.	, 7.4
Davis, Donna	p4
Davis, Lenita	3.7
Davis-Sramek, Beth	p4, 11.7
Deeter-Schmelz, Dawn R.	p5
Deighton, John	6.1
DeMoranville, Carol W.	8.6
Denize, Sara	5.5

Deshpande, Sameer	12.6
Devezer, Berna	10.4
Dholakia, Utpal	1.3
Dibb, Sally	10.8/11.8
Dickson, Peter	4.1
Dimitrova, Boryana	3.3
Dixit, Ashutosh	7.5
Dobie, Kathryn	8.7
Duhan, Dale	3.3
Durmus, Beril	10.5, 12.2
Dwyer, Paul	11.1

E

Efrat, Kalanit	4.6
EISamen, Amjad A. Abu	1.5
Elste, Rainer	10.7
Enke, Margit	3.5
Ennew, Christine T.	2.5
Ertekin, Scott	6.3
Esbjerg, Lars	3.4
Esch, Franz-Rudolf	10.7, 11.3
Essegaier, Skander	4.5
Evanschitzky, Heiner	9.6
Ewing, Mike	p6

F

Fang, Xiang	1.5
Faraoni, Monica	4.3
Farris, Paul W.	10.1
Ferrell, Linda	p6
Ferrell, O.C.	p6
Findley, Carolyn Sara (Casey)	2.4
Flaherty, Theresa B.	11.7
Flint, Daniel J.	3.3
Flores, Jason	3.2
Ford, John B.	p5, p6, 3.2, 8.3
Forman, Howard	3.6
Fortin, David	p4, 10.7, 11.1
Fournier, Christophe	11.2
Fox, Gavin L.	p4, 5.6
Fransen, Marieke L.	12.3
Franzak, Frank J.	6.3
Frazier, Gary	6.1
Friske, Wes	10.8/11.8
Fukuchi, Hiroyuki	1.6
Fukui, Yoko	2.5
Fukutomi, Gen	1.6, 4.6
Funk, Daniel C.	5.4, 6.5

G

Gammoh, Bashar S.	12.4
Gao, Yuhui	2.6
Gassenheimer, Jule	3.6, 7.1
Geigenmueller, Anja	3.5
Georgakas, Konstantinos	9.4
Giese, Joan L.	p5, 9.5
Gillison, Stephanie T.	2.4, 12.4
Gillpatrick, Tom	1.6, 6.3
Go, Jacqueline	2.2
Golden, Linda	11.4
Goldring, Deborah	10.2
Golicic, Susan L.	3.3
Gonzalez-Padron, Tracy	1.2
Gopinath, Mahesh	1.3, 9.7
Grassmann, Johannes	6.4
Green, Todd	2.2
Grégoire, Yany	10.4
Gremler, Dwayne	p5
Grewal, Dhruv	3.4
Griffin, Mitch	Special
Grimwood, Sam	11.1, 12.3
Grinstein, Amir	p4, 4.6
Groza, Mark	12.4
Gudergan, Siegfried P.	6.5
Gudigantala, Naveen	3.3
Guesalaga, Rodrigo	5.6
Guo, Lin	2.4, 8.4

H

Ha, Sejin	2.4
Hah, Hye-Young	10.8/11.8
Hair, Joseph F.	p6
Haithem, Zourrig	10.4
Hall, Kenneth D.	7.5
Halvorson, Wade	8.6
Hampel, Stefan	7.6
Han, Vallen	11.4
Harmancioglu, Nukhet	4.6
Haron, Hazliza	7.3
Harrison, Mary	10.8/11.8
Harrison-Walker, L. Jean	8.2
Hassan, Salah S.	5.4
Hausman, Angela	p5, p6, 2.3, 5.2
Healy, Jason	9.1
Heath, M. Teresa	2.5
Heinrich, Daniel	7.6, 12.3
Heiser, Robert S.	4.3
Hidayat, Anas	12.7
Hinterhuber, Andreas	7.4
Hochradel, Rebecca	9.7
Hoegg, JoAndrea	11.5
Hofacker, Charles	6.1

Holbrook, Morris	1.3
Hollet-Haudebert, Sandrine	11.2
Holloway, Samuel S.	7.7
Holzmüller, Hartmut h.	12.2
Hood, Karen	10.1, 11.7
Hosany, Sameer	9.7
Huang, Chu-Hsin	8.2
Huang, Lei	1.3
Hughes, Douglas	p4, 9.4
Hulland, John	p4
Hult, Tomas	4.1, 6.1

I

Ingene, Charles	8.1
Ishida, Chiharu	10.8/11.8
Iyer, Gopalkrishnan R.	3.4
Iyer, Karthik N. S.	3.4

J

Jallat, Frédéric	p4, 7.2
Jaramillo, Fernando	p4
Jaspers, Paul	9.1
Javalgi, Rajshekhar (Raj) G.	3.4
Jayawardhena, Chanaka	9.2
Jean-Charles, Chebat	10.4
Jiang, Lan	11.5
Jillapalli, Ravi	9.4
Jiménez, Fernando R.	1.5
Johnson, Allison	p4, 10.4, 12.7
Joireman, Jeff	10.4
Jones, Michael A.	2.4

K

Kahle, Lynn R.	11.5
Kaiser, Jonas	5.6
Kang, Jikyeong	2.5
Karjaluo, Heikki	9.2
Karube, Masaru	1.6
Kassim, Norizan M.	11.6
Kastanakis, Minas	7.6
Kato, Toshihiko	1.6
Kaufman, Peter	10.8/11.8
Kaykas-Wolff, Jascha	1.1
Kemper, Jan	2.1
Ketel, Jerry	7.7
Khan, Mubbsher M.	11.6
Kimura, Junko	2.5
King, Ceridwyn	5.4, 6.5
King, Jesse	11.5
Koc, Umit	7.5

Koh, Anthony C.	12.4
Kohli, Ajay K.	12.1
Koku, Paul Sergius	12.2
Kolar, Tomaž	7.2
Krishen, Anjala	p4, 7.3, 9.3
Kucuk, S. Umit	10.1
Kuhn, Kerri-Ann L.	8.6
Kulikov, Alexander	10.7
Kwak, Hyokjin	7.3
Kwon, Nan	8.4

L

LaBarge, Monica	4.4, 6.2
Ladhari, Riadh	8.5
Lambrecht, Keith W.	9.1
Landers, Vincent Myles	3.7
Landwehr, Jan	10.6
Langrehr, Frederick W.	10.8/11.8
Laroche, Michel	p6
Larreina, Mikel	4.3
LaTour, Kathryn	8.3
LaTour, Michael S.	6.4, 8.3
Lavorata, Laure	8.7, 10.3
Lecat, Benoît	4.3
Lee, Julie	p4
Lee, Tzu Ying	5.1
Lehmann, Donald	3.1, 5.1
Lehnert, Kevin	8.3, 10.7
Li, Fuan	9.2
Li, Li	3.2
Li, Weiwei	5.1
Liao, Shuling	5.1
Lincoln, Douglas J.	p4, 3.6, 6.1
Lindquist, Jay D.	p6
Lindsay, Amber	1.1
Lipovski, Patrick	9.6
Littel, Sandra	10.8/11.8
Loewenberg, Margot	6.3
Love, Edwin	5.3
Lu, Hsiao-Yun	11.1
Lu, Taihong	5.1
Lui, Matthew Tingchi	6.6
Lunardo, Renaud	7.6

M

Maddux, Robert C.	10.1
Madhavaram, Sreedhar	2.1, 5.5, 10.6
Madill, Judith	3.7, 6.2, 9.3
Maher, Amro A.	6.3
Maheshwari, Vishwas	11.3
Mai, Li-Wei	4.2

Mais, Eric	5.3
Malhotra, Naresh K.	p6, 2.6, 8.4, 9.3
Malkewitz, Keven	p4, 10.6
Marandu, Edward E.	1.4
Marck, Michael	9.6
Marshall, Greg	p6, 1.2, 6.1
Marshall, Pablo	5.6
Mathwick, Charla	1.1
McAuley, Andrew	6.6
McGoldrick, Peter J.	p6, 3.7
McKay-Nesbitt, Jane	8.6, 10.3
McQuitty, Shaun	4.3
Meierer, Markus	6.3
Menguc, Bulent	1.6
Mentzer, J. Thomas	p6
Merchant, Altaf	8.3
Meunier-FitzHugh, Kenneth Le	11.2
Meunier-FitzHugh, Leslie Le	11.2
Mizerski, Katherine	12.7
Modi, Prema	5.5
Mosteller, Jill	5.3, 7.7
Mottner, Sandra	5.3
Mowen, John C.	1.5
Mulki, Jay	p4, 9.6
Muñoz, Caroline	12.5
Mustonen, Nora	9.2
Neilson, Leighann C.	9.3
Newholm, Terry	3.7

N

Ng, Thomas W. H.	12.1
Norberg, Patricia	p4, 3.1, 8.3
Numagami, Tsuyoshi	1.6

O

O'Brien, Matthew	2.4, 8.4
Okada, Erica Mina	5.3
Okoroafo, Sam C.	12.4
Olson, Janeen	4.3
Orth, Ulrich	p4, 4.3, 10.6, 10.8/11.8
Ortinou, David J.	Special, 8.1
Ortiz, Mandy	10.8/11.8
Ott, Christoph M.	9.2
Owen, Scott	11.5
Owens, Jan	2.4
Ozanne, Lucie	11.1

P

Paluch, Stefanie	1.2, 12.2
Paparoidamis, Nicholas G.	9.5

Parasuraman, Parsu	8.1
Parent, Michael	8.6
Park, JungKun	10.8/11.8
Parkman, Ian D.	5.4, 10.6
Paswan, Audhesh	6.6
Peloza, John	2.2, 4.4
Pennemann, Karin	12.7
Pentina, Iryna	9.3
Perera, B. Yasanthi	4.4
Peters, Ellen	10.2
Peterson, Robert	p6, 6.1
Phillips, Joanna	12.6
Pitt, Leyland F.	6.4, 8.6
Pitta, Dennis A.	6.3
Plouffe, Christopher	p3
Poenaru, Adina	2.3
Pope, Nat	10.8/11.8
Poujol, Juliet	11.2
Price, Linda	4.1
Prior, Daniel	3.5
Pritchard, Mark P.	6.5
Pujari, Devashish	6.2
Pusaksrikit, Theeranuch	2.5

R

Rabello, Henry	9.1
Racherla, Pradeep	10.8/11.8
Rackham, Neil	10.3
Radulovich, Lori	3.4
Ragland, Charles	11.3
Rahtz, Don R.	7.2
Raithel, Sascha	2.6
Ramani, Girish	2.3
Rammohan, Priya	5.5
Ray, Ipshita	1.3
Razzaque, Mohammed A	7.3, 8.5
Reavey, Brooke	7.5
Reid, David	3.3, 7.2
Renton, Michelle	10.7
Reynolds, Kristy E.	2.4, 12.4
Reynolds, Nina L.	4.5
Rhee, Eddie	12.7
Richey, R. Glenn	10.1
Rigdon, Edward E.	6.5
Ringle, Christian M.	6.5
Robinson, Stacey	7.5
Rochford, Linda	p5
Rodriguez, Michael	10.3
Rodriguez-Santos, Carmen	4.3
Roehm, Harper	p4
Roehm, Michelle	p4
Roggeveen, Anne	p4

Rosa, Jose Antonio	7.1
Rosenbaum, Mark S.	6.6
Rosenbloom, Bert	3.3
Roster, Catherine	11.4
Roy, Sanjit Kumar	6.6
Roy, Toffoli	10.4
Rundle-Thiele, Sharyn	p4, 2.2, 8.6, 12.6
Russell-Bennett, Rebekah	8.6
Ruvio, Ayalla A.	3.1, 8.5
Ryals, Lynette J.	7.4, 10.3, 12.1

S

Sagara, Namika	10.2
Saintives, Camille	7.6
Salehi-Sangari, Esmail	6.4
Saluja, Mohit	4.2
Santini, Cristina	4.3
Saparito, Patrick A.	2.3
Sarin, Shikhar	8.7, 12.1
Sarstedt, Marko	6.5
Sasaki, Masato	1.6
Saxena, Prashant	5.5, 7.3
Schaefers, Tobias	3.1
Scharf, Sebastian	2.6
Schlegelmilch, Bodo B.	4.1, 8.1, 11.6
Schmit, Dora	1.2
Schoepe, Tom	3.5
Schulz, Cliff	p4, 7.2, 9.1
Schwaiger, Manfred	2.6
Segev, Sigal	5.4, 8.5
Sego, Trina	12.1
Seshadri, Sudhi	4.2
Shah, Purvi	7.5
Shamma, Hamed M.	5.4
Shang, Jingzhi	2.2
Shao, Wei	8.6, 9.7
Sheinin, Daniel A.	8.3
Shekhar, Vaibhav	6.6
Shen, C.C.	10.5
Sheth, Jagdish N.	p6, 1.6
Shneor, Rotem	9.3
Shoham, Aviv	4.6, 8.5
Shows, G. David	10.2
Sierra, Jeremy J.	4.3
Simintiras, Antonis C.	4.5, 9.4
Singh, Jagdip	7.7
Singh, Sneha	5.5
Sivakumar, K.	4.5
Skinner, Lauren	10.1
Smith, J. Garry	10.8/11.8
Smith, Malcolm	10.3
Smith, Scott M.	11.4

Souiden, Nizar	8.5
Speakman, Ian	11.2, 12.1
Spielmann, Nathalie	Special
Spiro, Rosann L.	p6
Srivastava, Chitra	8.4
Stewart, David W.	p6
Steyn, Peter	6.4
Stinson, Jeffrey L.	4.4
Stöckl, Albert	4.3
Sulaiman, Noor Fauziah	11.6
Sun, Zhongwei	2.6
Suri, Rajneesh	7.5
Svensson, Goran	p6, 3.7
Swaminathan, Srinivasan	2.3
Swiley, Esther	7.3
Swoboda, Bernhard	6.3, 12.7

T

Taillard, Marie	11.3
Tao, Kungpo	1.2
Taube, Markus	12.7
Taute, Harry A.	4.3
Taylor, David G.	8.2, 9.3
Terblanche, Nic	6.4
Thomson, Matthew	10.4
Timmermans, Harry	p4, 2.6, 6.5
Tokman, Mert	10.1
Toms, Lisa	11.7
Tripp, Thomas M.	10.4
Tsiros, Michael	p4
Tuten, Tracy	12.5
Tynan, Caroline	2.5

U

Uehara, Wataru	1.6
Ulusu, Yesim	10.5, 12.2
Uslay, Can	1.6

V

van der Plas, Nicole	12.3
van Heerden, Gene	6.4
van Rompay, Thomas J. L.	12.3
Vandewalle, Ian	11.3
Varadarajan, Rajan	4.1
Varki, Sajeev	8.3
Veale, Roberta	4.3
Veasna, Sou	8.2
Voges, Kevin	10.7
Voorhees, Clay M.	7.5, 9.5
Voss, Kevin E.	p4, 1.5

W

Wang, Yonggui	9.2
Watkins, Alan	9.4
Wayland, Jane P.	11.7
Weisenbach-Keller, Eileen	4.4
Weisfeld-Spolter, Suri	2.5
West, Douglas	6.1, 12.3
Wetsch, Lyle	12.5
Whalen, Peter S.	7.7
Whelan, Jodie	10.4
Whilhelm, Wendy	5.3
Whipple, Thomas W.	7.5
White, Ryan C.	2.3, 9.5
Wiley, James B.	p4, 11.4
Williams, Jacqueline A.	8.7
Williams, Jerome	p5, 7.1
Wilson, Damien	4.3
Wilson, Rick T.	10.7
Winter, Kai	11.3
Wolf, Marco	3.5, 4.3
Wong, IpKin Anthony	6.6
Wood, Greg	3.7
Wood, Van R.	6.3
Wu, Wann-Yih	8.2, 11.1
Wynn, Curtis	8.7

Y

Yadav, Manjit	4.1
Yamashita, Yuko	1.6, 4.6
Yaprak, Attila	1.4, 11.6
Ye, Lilly	9.3
Yellowlees, John	9.6
Yim, Frederick H. K.	10.3, 12.1
Young, Louise	5.5
Yurtkoru, E. Serra	10.5, 12.2

Z

Zboja, James J.	9.2, 11.2
Zdravkovic, Srdan	10.7
Zhang, Junyi	6.5
Zhao, Guangzhi	5.1, 12.1
Zhou, Xia	7.3
Zhou, Xing	1.4
Zolfagharian, Mohammad Ali	6.6, 11.6
Zou, Junyi	1.4
Zwick, Detlev	p4

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.