



Academy of Marketing Science

THE 13th BIENNIAL WORLD MARKETING CONGRESS

Marketing Theory and Practice in an Inter-functional World

**July 11-14, 2007
The University of Verona
The Polo Zanotto Building
Verona, Italy**

Hosted by

Verona University



Welcome to the Academy of Marketing Science 13th Biennial World Marketing Congress 2007

Marketing Theory and Practice in an Inter-Functional World

Welcome to the 2007 Academy of Marketing Science World Marketing Congress, this year hosted by the University of Verona in Verona, Italy. As you will see in the Program, a total of 122 papers and ten special sessions will be presented over three and a half days. The Director of International Programs, the 21 track chairs and the Proceedings Editor handled the details and helped develop an excellent program that we believe will be remembered for its quality and for bringing together in Northern Italy both scholars and friends from the AMS community and around the world. In addition, the two plenary sessions address topics of great significance in relative to today's marketing environment. Jagdish Sheth, our first Plenary Speaker, discusses the rise of China and India in the world economy on Wednesday, July 11th, and on Friday, July 13th Gaetano Golinelli and Claudio Baccarani present the Italian Evolution of Marketing. We are very pleased to present to delegates with the opportunity to visit the beautiful city of Verona, the site of Romeo and Juliet. The people of the University of Verona, as well as Paola Signori and the entire local arrangements team have been invaluable in providing the Congress with the opportunity to visit this extraordinary venue, and in keeping the process of holding the conference manageable. During the conference, be sure not to miss the dinner cruise on Lake Garda on Thursday night July 12th, or the AMS President's Reception and Congress Gala Banquet on Friday night at the beautiful Castelvecchio Museum. In addition, there are receptions and daily luncheons which provide the perfect opportunity to network and make new friends. The walking tour of the city center on Thursday afternoon, July 12th, will give delegates a chance to get to know the history and architecture of Verona with the expert guidance of our local hosts.

Once again, thank you all for participating in the Congress and welcome to Verona.

J. Thomas Mentzer, Conference Co-chair
Mathew B. Myers, Conference Co-chair
Antonio Borghesi, Conference Co-chair

Program Chairs

J. Thomas Mentzer, University of Tennessee, USA
Matthew B. Myers, University of Tennessee, USA
Antonio Borghesi, University of Verona, Italy

Track Chairs

BUSINESS-TO-BUSINESS CHANNELS OF DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT
Tony Roath, Price College of Business, USA

CONSUMER BEHAVIOR AND CONSUMER MARKETING
Sanjaya S. Gaur, Indian Institute of Technology Bombay, India
Richard A. Spreng, Michigan State University, USA

ELECTRONIC MARKETING
Linda I. Nowak, Sonoma State University, USA

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT
Fredric Kropp, Monterey Institute of International Studies, USA

ETHICS AND SOCIAL RESPONSIBILITY
Tanuja Singh, Northern Illinois University, USA

GLOBAL & CROSS CULTURAL MARKETING
David A. Griffith, Michigan State University, USA

INTEGRATED MARKETING COMMUNICATION
Umberto Collesei, University of Venice, Italy
Tiziano Vescovi, University of Venice, Italy

MARKETING EDUCATION
Mitch Griffin, Bradley University, USA
Sergei Perov, International Market Institute, Russia

MARKETING RESEARCH AND QUANTITATIVE ANALYSIS
Mee-Shew Cheung, Xavier University, USA

MARKETING STRATEGY
Artur Baldauf, University of Bern, Switzerland
David Cravens, Texas Christian University, USA

NOT-FOR-PROFIT
Jay Weerawardena, University of Queensland, Australia

PRODUCT PLANNING AND PRICING STRATEGIES
Paul Chao, Eastern Michigan University, USA

RELATIONSHIP MARKETING
Kathleen A. Krentler, San Diego State University, USA
Albert Caruana, University of Malta, Malta

RETAILING

Gianpiero Lugli, University of Parma, Italy

Cristina Ziliani, University of Parma, Italy

SELLING & SALES MANAGEMENT

Mark Moon, University of Tennessee, USA

SERVICE MARKETING

Mathew Joseph, University of South Alabama, USA

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WORLD MARKETING CONGRESS PARTNERS



Tuesday, July 10, 2007

15:00 - 18:00

Registration (Hotel Accademia, Via Scala 12, Verona)

18:00 - 19:30

Welcome Reception (Liston 12 - Piazza Bra', 12 - First floor – reserved room)

Wednesday, July 11, 2007

8:00 - 17:00

Registration (Polo Zanotto Building Hall, Via Università)

8:30 - 10:00

Session 1.1: Business-to-Business, Channels of Distribution and Supply Chain Management

Logistics Strategies in Channel Development

Room: 1.3 (1st floor Polo Zanotto Building)

Session Chair: Beth R. Davis, University of Louisville, USA

“Returns Management as a Supply Chain Process: A Look at Marketing/Logistics Integration in Italian Firms”

Ivan Russo, University of Verona

Diane Mollenkopf, University of Tennessee

Robert Frankel, University of North Florida

“Cooperative Relationships and Supplier Involvement in Product Development: A Preliminary Study”

Mohan Pisharodi, Oakland University

“Cooperation and Trust in Environmental Logistics Channel”

Hisao Fujimoto, Osaka University of Economics

Yohei Sasakawa, Fukuoka University

Yasuhiko Kubo, Sagami Women's University

“Linking Different Types of ICT Adoption Conditions to Their Performance Outcome”

Paulina Papastathopoulou, Athens University of Economics and Business

George J. Avlonitis, Athens University of Economics and Business

Spiros Gounaris, Athens University of Economics and Business

**Session 1.2: Consumer Behavior and Consumer Marketing
Consumer Perception and Evaluation**

Room: 1.1 (1st floor Polo Zanotto Building)

Session Chair: Clay M. Voorhees, Michigan State University

“Consumer Orientations towards Risky Behavior: A Clustering Approach to Create Consumer Typology”

Dheeraj Sharma, Ball State University

“Perceptions and Consequences of Price Unfairness”

David Martín-Ruiz, University of Seville

Francisco Javier Rondán-Cataluña, University of Seville

“A Qualitative and Quantitative Investigation into the Role of Customer Attributions in Favorable Service Encounters”

Clay M. Voorhees, Michigan State University

J. Joseph Cronin, Jr. Florida State University

Ryan White, Michigan State University

Session 1.3: What More to Say Beyond Value?

Room: T1 (ground floor Polo Zanotto Building)

Session Chair: Barry J. Babin, President, The Academy of Marketing Science

Speakers:

Jean-Charles Chebat, HEC-Montreal

Mitch Griffin, Bradley University

Claire-Gélinas Chebat, University of Quebec

Richard Michon, Ryerson University

Christine Petr, Institut de Gestion de Rennes

Christine Gonzalez, Université de Nantes

Session 1.4: Ethics and Social Responsibility

Socially Responsible Consumption

Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Tanuja Singh, Northern Illinois University

Discussants: Mark Cleveland, University of Western Ontario

Lena Weick, Applied Sciences University, Germany

“It's Not Easy Bein' Green: Green Creeds, Green Deeds, and Environmental Locus of Control”

Mark Cleveland, University of Western Ontario

Maria Kalamas, Kennesaw State University

Michel Laroche, Concordia University

“Integrating Environmentally Friendly Behavior with Hedonic Consumption: The Case of Organic Wine”

Janeen Olsen, Sonoma State University
Linda Nowak, Sonoma State University
Liz Thach, Sonoma State University

“Fair Trade Coffee, Global Value Chains, and Ethical Marketing”

Syed Anwar, West Texas A&M University
Lal-Khan Almas, West Texas A&M University

“Using Behavioral Influence Strategies to Incite Customers to Buy Fairly-Traded Products”

Alain d'Astous, HEC Montreal
Suzanne Mathieu, Le Groupe Keyrus

**Session 1.5: Global and Cross-Cultural Marketing
Product/Service Considerations in International Marketing
Room: 1.4 (1st floor Polo Zanotto Building)**

Session Chair: Lyn S. Amine, Saint Louis University
Discussant: Rodney L. Stump, Towson University

“Determinants of Successful Internationalization of Services - A Conceptual Model”

Christina Sichtmann, Free University of Berlin
Ilka Griese, Free University of Berlin
Maren Klein, Free University of Berlin

“Exploring the Interrelationship between Materialism, Attention-to-Social-Comparison”

Joo-Gim Heaney, Griffith University
Ronald E. Goldsmith, Florida State University
Michael F. Heaney, The Southport School

10:00 - 10:30 BREAK, (Polo Zanotto Building Hall)

10:30 - 12:00 2007 WMC Plenary

**Session 1.6: Jagdish Sheth, Emory University, USA
Room: T2 (ground floor Polo Zanotto Building)**

“The Rise of Chindia (China & India) and It's Impact on World Economy”

12:00 - 13:30 Lunch (University Restaurant)

13:30 - 15:00

Session 2.1: Electronic Marketing

Improving E-Marketing Performance

Room: 1.4 (1st floor Polo Zanotto Building)

Session Chair: Tanuja Singh, Northern Illinois University

“Towards a Framework of Web Performance Evaluation: A Literature Review and Measurement Classification”

Robert Ankomah Opoku, Lulea University of Technology

Magnus Hultman, Lulea University of Technology

“The ‘Social’ in Social Marketing Applied to E-Precautions: Identifying the Social Aspect in the Decisional Balance Scale Construct”

Pei-ju Lucy Ting, University of Manchester

Peter J. McGoldrick, University of Manchester

Kathy A. Keeling, University of Manchester

“To Blog or Not to Blog: A Practitioner’s Guide to Blogging as a Marketing Communications Tool”

Tanuja Singh, Northern Illinois University

Liza Veron-Jackson, Alberto-Culver, Inc.

Session 2.2: Integrated Marketing Communication

Brand image

Room: 1.1 (1st floor Polo Zanotto Building)

Session Chair: Dan Flint, University of Tennessee

“A Longitudinal Analysis of Sponsorship Effects on Brand Perception”

David M. Woisetschläger, University of Dortmund

Heiner Evanschitzky, University of Muenster

Patrick Lentz, University of Dortmund

“The Role of Brand Awareness and Product Involvement on Choice and Recall in the Context of Product Placement”

Giacomo Gistri, Università di Pisa

Siva K. Balasubramanian, Southern Illinois University

Priyoo Manadote, Southern Illinois University

Lucio Masserini, Università di Pisa

“Branding and Diversity: The Role of Brand Personality in Positioning Business Schools”

Albert Caruana, University of Malta

Leyland F. Pitt, Simon Fraser University

Pierre Berthon, Bentley College
Jean-Paul Berthon, Lulea University of Technology

“How to Increase the Sales Volume of Private Label by a Well-designed DM?”

Wu I-Huei, National Taiwan University
Shan-Yu Chou, National Taiwan University
Ning-Hsiu Su, National Taiwan University

Session 2.3: Marketing Education

Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Laurie Babin, University of Louisiana - Monroe

“How Well Can Early Career Research Output Predict Future Success?”

Thomas L. Powers, University of Alabama, Birmingham
John E. Swan, University of Alabama, Birmingham

“Approaches to Greening Marketing Education: Environmental and Social Concerns”

Beverlee B. Anderson, California State University - San Marcos

“Creativity and Marketing Students: An Empirical Analysis”

Denny E. McCorkle, University of Northern Colorado
Janice Payan, University of Northern Colorado
James Reardo, University of Northern Colorado
Nathan Kling, University of Northern Colorado

“An Exploratory Study on the Treatment of Ethics in Undergraduate Business Principles Textbooks”

Lonnie Phelps, McNeese State University
George W. Stone, North Carolina A&T
Mathew Joseph, University of South Alabama
Ashley Berken, McNeese State University
Carmen-Maria Albrecht, University of Mannheim

Session 2.4: Marketing Research and Quantitative Analysis

Room: 1.3 (1st floor Polo Zanotto Building)

Session Chair: Teresa M. McCarthy, Lehigh University

“Customer Choice Variability and Profit Optimization Modeling in a Firm: An Analytical Framework”

Rajagopal, Monterrey Institute of Technology and Higher Education, ITESM

“Asymmetries in the Market Structure over Time – A multi-mode Approach to Unfold Spatial Maps Based on Consumer Choice Data”

Werner H. Kunz, Institute of Marketing, Humboldt-University of Berlin

“Multiple Method Research in Marketing”

Donna F. Davis, Texas Tech University

Susan L. Golicic, University of Oregon

Sabrina Sattler, Texas Tech University

Session 2.5: Marketing Strategy

Strategic Customer Relationships

Room: T1 (ground floor Polo Zanotto Building)

Session Chair: Klaus-Peter Wiedmann, Leibniz University

“A Consumer-Derived Measure of Brand Positioning Effectiveness: Development and Validation”

Christoph Fuchs, University of Vienna

Adamantios Diamantopoulos, University of Vienna

“Strategy Implementation: Building a Capable Organization”

Victoria L. Crittenden, Boston College

William F. Crittenden, Northeastern University

Olga Kehagias, OMED Medical Supplies

“Customer Prioritization: Performance Outcomes and Implementation Issues”

Christian Homburg, University of Mannheim

Mathias Droll, University of Mannheim

Dirk Totzek, University of Mannheim

15:00 - 15:30 BREAK, (Polo Zanotto Building hall)

15:30 - 17:00

Session 3.1: Product Planning and Pricing Strategies

Contemporary Issues about Product Planning and Pricing Strategies

Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Paul Chao, Eastern Michigan University

“How Mental Budgeting Affects Future Spending: the Role of Income and Framing”

Christina Homburg, University of Mannheim

Nicole Koschate, University of Mannheim

Dirk Totzek, University of Mannheim

“Frequent Markdowns, Purchase Delay, and Resale Price Maintenance, Evidence from Taiwan”

Miao-Ling Chen, Sun Yat-sen University
Guan-Ru Chen, Shi Chien University

“How Does the Mass Customization Level Affect Consumer Demand?”

Akinori Ono, Keio University
Seiji Endo, University of Mississippi

“Justifying Your Price Online: an Investigation of Some Academic Associations’ Online Communication of Membership Benefits”

Magnus Hultman, Lulea University of Technology
Marie-Louise Jung, Lulea University of Technology
Robert Opoku, Lulea University of Technology
Esmail Salehi-Sangari, Lulea University

**Session 3.2: Selling and Sales Management
Research into Salesperson Characteristics
Room: 1.1 (1st floor Polo Zanotto Building)**

Session Chair: Joseph A. Bellizzi, Arizona State University

“Quality of Working Relationships: Buyers’ Perceptions of Sellers’ Communication Skills”

Tanya Drollinger, University of Lethbridge
Lucette Comer, Purdue University

“Selling Automobiles at Retail: Is Empathy Important?”

David G. Spaulding, Northwood University
Richard E. Plank, University of South Florida
Larry Chiagouris, Pace University
Mary Long, Pace University

“A Study of Work-Family Conflict, Family-Work Conflict and the Contingent Effect of Self-Efficacy of Retail Salespeople in a Transitional Economy”

Rodney Stump, Towson University
Cristian Chelariu, York University
Ravi Mehta, York University

“A Study of Aggressiveness of Salespersons, Consumers’ Attitude towards Product Brand, Store Image and Purchase Intentions”

Amy Y.K. Mak, Hong Kong Baptist University
Noel Y.M. Siu, Hong Kong Baptist University
C.L. Or, Hong Kong Baptist University

**Session 3.3: Service Marketing
Services and Strategy**
Room: 1.4 (1st floor Polo Zanotto Building)

Session Chair: Janet McColl-Kennedy, University of Queensland

“A Comparison of Service Quality Attributes Weights Across Service Experiences”

Tracey Dagger, University of Queensland
Jillian Sweeney, University of Western Australia

“The Effects of Counterfactual Thinking and Time Orientation in Service Failure and Recovery Encounters”

Janet McColl-Kennedy, University of Queensland
Amy K. Smith, George Washington University
Doan Nguyen, University of Queensland

“Conceptualizing the New Service Development Based Competitive Strategy in Project-Oriented Service Firms”

Sandeep Salunke, University of Queensland
Jay Weerawardena, University of Queensland
Janet McColl-Kennedy, University of Queensland

Session 3.4: Entrepreneurship
Room: 1.3 (1st floor Polo Zanotto Building)

Session Chair: Fredric Kropp, Monterey Institute of International Studies

“An Empirical Study of Israeli Social Entrepreneurships”

Ayalla Ruvio, Graduate School of Management, University of Haifa
Aviv Shoham, Graduate School of Management, University of Haifa

“Network Behaviors, Social Capital, & Organizational Learning in High-Growth Entrepreneurial Firms”

Mathew Hughes, Nottingham University
Robert E. Morgan, Cardiff University
R. Duane Ireland, Texas A&M University
Paul Hughes, Loughborough University

“Entrepreneurial Orientation and Organizational Performance in the Military”

Fredric Kropp, Monterey Institute of International Studies
Roxanne Zolin, Naval Postgraduate School
Noel Lindsay, The University of Adelaide

Session 3.5: Relationship Marketing
Issues in Relationship Marketing
Room: T1 (ground floor Polo Zanotto Building)

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

“How to Initiate Trust in Business Relationships? Theoretical Framework and Empirical Investigation”

Margit Enke, Freiberg University of Technology
Larissa Greschuchna, Informan AG
Anja Geigenmueller, Freiberg University of Technology

“Toward an Identification-Based Understanding of Consumer Relationship Quality: An Empirical Investigation”

James Agarwal, University of Calgary
Stephen Pieroway, University of Calgary

“The Role of Employee Satisfaction in Managing Customer Satisfaction in Franchise Networks”

Heiner Evanschitzky, University of Muenster
Maren Wunderlich, Premiere Fernsehen GmbH & Co. KG
Catia Prykop, Credit Swiss

“Key Issues in CRM Implementation: Some Evidence from Scandinavian Businesses”

B. “Ram” Ramaseshan, Curtin University of Technology
Jan Mattsson, Roskilde University

17:00 - 18:00 Wine Tasting; The Wines of Northern Italy

Location: T1 (ground floor Polo Zanotto Building)

18:00 - 19:00 Reception (Polo Zanotto Building Hall)

Dinner on your own

Thursday, July 12, 2007

8:00 - 12:00

Registration (Polo Zanotto Building Hall)

8:30 - 10:00

Session 4.1: Retailing

Room: T1 (ground floor Polo Zanotto Building)

Session Chair: Beth Davis, University of Louisville

“The Ten Dimensions of the Luxury Fashion Brand”
Christopher M. Moore, Heriot Watt University

“Pricing Strategies and Retailing Competition: An Exploratory Analysis of the Italian market”
Davide Pellegrini, University of Parma
Marcello Viola, University of Parma

“Distribution Intensity Level as an Antecedent of Brand Equity of Food Products”
Angel Fco. Villarejo-Ramos, University of Seville
Manuel Jesús Sanchez-Franco, University of Seville
Francisco J. Rondan-Cataluna, University of Seville

Session 4.2: Business-to-Business, Channels of Distribution and Supply Chain Management
Channels of Distribution and Supply Chain Management

Room: 1.3 (1st floor Polo Zanotto Building)

Session Chair: Thomas Page, Michigan State University

“A Model of Knowledge Calibration in Global Supply Chain Management”
Kishore Gopalakrishna Pillai, University of Leeds
Soonhong Min, University of Oklahoma

“Negotiation Relationship Outcome Perceptions Based on Geographic Origin”
Thomas J. Page, Jr., Michigan State University
Lloyd M. Rinehart, University of Tennessee

“Opportunism as an Inhibitor in the Development of Western-Chinese Business Relationships”
Bradley R. Barnes, University of Leeds
Noel Y.M. Siu, Hong Kong Baptist University
Leonidas C. Leonidou, University of Cyprus

“An Economics of Information Perspective of Industrial Buyer-Seller Relationships - A Theoretic Framework”
Christina Sichtmann, Free University of Berlin

Session 4.3: Consumer Behavior
Issues in the Processing of Advertising
Room: 1.1 (1st floor Polo Zanotto Building)

Session Chair: Scott Rader, University of Tennessee

“Psychological Antecedents of Media Consumption and Information Exposure”

Jason Stella, Deakin University
Stewart Adam, Deakin University

“All Political Advertisement Are Not Created Equal: Influences of Political Sophistication and Candidate Credibility on Political Advertising”

Chun-Tuan Chang, National University of Kaohsiung
Yu-Kang Lee, National Sun Yat-sen University

“The Phenomenon of Personal Technology Consumption: Reinterpretation of Means-End Theory through Extensions of Man”

Scott Rader, University of Tennessee

“Advertising and Children’s Request: The Role of the Age and the Presence of Television in the Kids’ Bedroom”

Rodrigo Uribe, University of Chile
Carolina Martínez, University of Chile
Ricardo Muñoz, University of Chile
Valeska Hidalgo, University of Chile
Juan Eduardo Gorigoitia, University of Chile

Session 4.4: Theory and Measurement Issues in Ethics
Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Ralf Schellehase, University of Applied Sciences, Darmstadt
Discussant: John Cherry, Southeast Missouri University

“Cultural Measurement Invariance of a Workplace Ethics Scale: Four Chinese Sub-Cultures”

Paul L. Sauer, Canisius College
Paul Chao, Eastern Michigan University

“Marketing Orientation, Privatization and Performance: Evidence from a Developing Economy”

Anthony Pecotich, University of Split
Biljana Crnjak-Karanović, University of Split
Nataša Renko, University of Zagreb

“The Influence of Our World on Student Ethics: Does Time Matter?”

Kathleen Krentler, San Diego State University
Sara L. Appleton-Knapp, San Diego State University

**Session 4.5: Electronic Marketing
Designing Successful Web-Sites
Room: 1.4 (1st floor Polo Zanotto Building)**

Session Chair: Sandra Newton, Sonoma State University

“Consumer Evaluations of Online Retail Sites: The Relationship of Attitude Toward the Site and Credibility”

Richard E. Plank, University of South Florida

Larry Chiagouris, Pace University

Mary Long, Pace University

“Internet for Franchising: Something New or Just a Different Way of Communicating?”

Elena Cedrola, Università degli Studi di Macerata

Sabrina Memmo, Università degli Studi di Macerata

“The Effects of Locus of Control on the Concern for Privacy on the Internet”

Desmond Lam, University of Macau

10:00 - 10:30 BREAK, (Polo Zanotto Building Hall)

10:30 - 12:00

**Session 5.1: Non-for-Profit Marketing
Room: 1.4 (1st floor Polo Zanotto Building)**

Session Chair: Jay Weerawardena, University of Queensland

“Framing Charity Advertising: Influences of Vividness Valence and Number Size Framing”

Yu-Kang Lee, National Sun Yat-sen University, Taiwan

Chun-Tuan Chang, National University of Kaohsiung, Taiwan

“Brand Personality and Nonprofit Heritage: A case of Surf Life Saving Australia”

Gillian Sullivan Mort, Griffith University

Jay Weerawardena, University of Queensland

Brett Williamson, Surf Life Saving

“Personal Characteristics and Social Exchange: An Intrapersonal Exchange Perspective”

Deborah Griffin, Griffith University

Aron O’ Cass, University of Newcastle

**Session 5.2: Integrated Marketing Communication
Advertising**

Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Susan L. Golicic, University of Oregon

“The Impacts of Resale Price Maintenance on Advertising: Does Resale Price Maintenance Encourage Manufacturers to Advertise? Using a Real Options Analysis”

Miao-Ling Chen, National Sun Yat-sen University
Guan-Ru Chen, Shih Chien University

“An Investigation of Multi-sensory Experience and Interactivity in Communication led Activities of European Football Clubs on the Web”

George S. Spais, University of Peloponnese
Vasiliki T. Avgerinou, University of Peloponnese

“Advertising and Promotions Budgeting, Taking Risks and the Current State of Practice”

Douglas West, University of Birmingham

Session 5.3: Global and Cross-Cultural Marketing

A Role of Culture and a Country-of-Origin in International Marketing

Room: 1.1 (1st floor Polo Zanotto Building)

Session Chair: Piyush Sharma, Hong Kong Polytechnic University

“Country-of-Origin, Animosity and Consumer Response: A Study of Anti-Americanism and Francophobia”

Lyn S. Amine, St. Louise University

“The Personality of Countries: Positioning and Preference Analysis Applications”

Lilia Boujbel, HEC Montréal
Alain d’Astous, HEC Montréal

“Identical Brand – Different Culture – Different Perception: How Culture Can Influence the Perception of a Brand”

Thomas Foscht, California State University, East Bay
Bernhard Swoboda, Trier University
Cesar Maloles, California State University, East Bay
Manfred Hammerl, University of Graz, Austria

“Exploring the Role of Cultural Intelligence in Inter-cultural Service Encounters”

Piyush Sharma, Hong Kong Polytechnic University
Leslie Yip, Hong Kong Polytechnic University
Sherriff Luk, Hong Kong Polytechnic University
Alison Lloy, Hong Kong Polytechnic University

Session 5.4: Marketing Research and Quantitative Analysis
Room: 1.3 (1st floor Polo Zanotto Building)

Session Chair: Donna F. Davis, Texas Tech University

“PLS Path Modeling: Some Recent Methodological Developments, a Software Integrated in XLSTAT and Its Application to Customer Satisfaction Studies”

Vincenzo Esposito Vinzi, Università degli Studi di Napoli

Thierry Fahmy, Addinsoft

Yves-Marie Chatelin, Institut de l'Élevage, Paris

Michel Tenenhaus, HEC School of Management (GREGHEC)

“Interfirm Demand Integration: Integrating Supply Chain Structure and Process”

Teresa M. McCarthy, Lehigh University

John T. Mentzer, University of Tennessee

“Using the Partial Least Squares Method to Investigate a Model of Determining and Moderating Influences of the Sponsorship Effect”

Frank Huber, University of Mainz

Isabel Matthes, University of Mainz

Andreas Herrmann, University of St. Gallen

Michael Johnson, University of Michigan

Session 5.5: Marketing Strategy

Product-Market Strategies

Room: T1 (ground floor Polo Zanotto Building)

Session Chair: Chuck Ingene, University of Mississippi

Discussant: Hester Nienabar, University of Pretoria

“Why Do Product-market Strategies Fail? An Examination Under Conditions of Adherence”

Paul Hughes, Loughborough University

Rob E. Morgan, Cardiff University

Mathew Hughes, Nottingham University

Nigel Piercy, University of Warwick

“New Product Announcements and the Stock Market Reaction: The Case of the Computer Industry”

Paul Sergius Koku, Florida Atlantic University

“Has Terrorism an Effect on Brand Value? An Empirical Study on the 100 Biggest World Brands”

Gabriele Suder, CERAM Sophia Antipolis, France

Claude Chailan, CERAM Sophia Antipolis, France

D. Suder, CCI Nice, France

12:15 - 14:00 Awards Luncheon

University Restaurant

14:30 - 16:30 - Verona Walking Tour

(departures from the “AMS” hotels – general meeting point in front of the Gran Guardia Palace - Piazza Bra’)

18:00 - Bus Transportation to Peschiera - Lake Garda

(BUS Meeting point: in front of the Gran Guardia palace - Piazza Bra’)

19:30 - 23:00 MOTONAVE ITALIA Cruise

Reception and Dinner Cruise on Lake Garda

23:00 - Bus Transportation from Peschiera to Hotels

BUS Meeting point: in front of the Boat – Peschiera Port

Friday, July 13, 2007

8:00 - 17:00

Registration (Polo Zanotto Building hall)

8:30 - 10:00

Session 6.1: Retailing

Room: T1 (ground floor Polo Zanotto Building)

Session Chair: Beth Davis, University of Louisville

“Enhancing Customer-Based Retail Brand Equity: A Comparison of the Influence of Different Retail Marketing Instruments in DIY and Textile Retailing”

Bernhard Swoboda, Trier University

Frank Haelsig, Trier University

Dirk Morshett, University of Saarland

Hanna Schramm-Klein, University of Saarland

Thomas Foscht, California State University, East Bay

“Contacts between Retailers and Customers as a Basis for Customer Segmentation”

Guenter Silberer, University of Goettingen

Sascha Steinmann, University of Goettingen

Gunnar Mau, University of Goettingen

“On How Retailers Approach the Buying Negotiation Process: A Case in Understanding Retailer Buying Behavior”

Elena Bonel, Università degli Studi di Trento

“Recreational Retailing and Consumer Behavior towards Leisure Shopping: An Empirical Study in Mexico”

Rajagopal, Monterrey Institute of Technology and Higher Education, ITESM

Session 6.2: Selling and Sales Management
Research into Sales Manager Behaviors
Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Mark A. Moon, University of Tennessee

“Disciplining Unethical Sales Force Behavior: Honoring Explanations of Top Sales Performers and Poor Sales Performers”

Joseph A. Bellizzi, Arizona State University

“Sales Managers’ Learning Orientation and Salespeople’s Goal Orientation: The Impact on Organisational Performance”

Nicholas G. Paparoidamis, Catholic University of Lille

Ruben Chumpitaz, Catholic University of Lille

“Cultural Training: An Analysis of the Effects of Sales Manager and Family Training on Job Performance in a Foreign Assignment”

Berrin Guner, Rowan University

Nevin Deniz, Marmara University

Rolph Anderson, Drexel University

Session 6.3: Service Marketing
Customer Related Issues
Room: 1.4 (1st floor Polo Zanotto Building)

Session Chair: Tracey Dagger, University of Queensland

“The Customer-based Corporate Reputation Scale: Replication and Development of a Short Form”

Gianfranco Walsh, University of Koblenz-Landau

Sharon E. Beatty, University of Alabama

“Customers as Social Spatial Influencers”

Alastair Tombs, University of Queensland

Janet McColl-Kennedy, University of Queensland

“Relationship Marketing, Human Resource Management, and the Service-Profit Chain: A Conception of Key Linkages”

Carmel Herington, Griffith University

Lester W. Johnson, University of Melbourne

Session 6.4: Business-to-Business, Channels of Distribution and Supply Chain Management
Special Session: Marketing Strategies in Multi-Channel Environments
Room: 1.3 (1st floor Polo Zanotto Building)

Session Chair: Arun Sharma, University of Miami

Arun Sharma, University of Miami
Gopalkrishnan R. Iyer, Florida Atlantic University
R. Krishnan, University of Miami

Session 6. 5: Business-to-Business, Channels of Distribution and Supply Chain Management
Special Session

Room: 1.1 (1st floor Polo Zanotto Building)

“Linking Marketing Management and Supply Chain Management: The Demand-Supply Integration Framework”

Kenneth B. Kahn, University of Tennessee
Theodore P. Stank, University of Tennessee

10:00 - 10:30 BREAK, (Polo Zanotto Building Hall)

Session: 6.6. 10:30 - 12:00 Plenary: Gaetano Golinelli, University of Rome, Sapienza
Giancarlo Ferrero, University of Urbino
Room: T2 (ground floor Polo Zanotto Building)

“The Italian Evolution of Marketing and Marketing Research”
Greetings from our hosts.

12:00 - 13:30 Lunch (University Restaurant)

13:30 - 15:00

Session 7.1. Consumer Behavior and Consumer Marketing
Consumer Decision-making

Room: 1.3 (1st floor Polo Zanotto Building)

Session Chair: Gonca Ulubasoglu, Istanbul Technical University

“Observing the Role of Differentiation in Air-conditioning Decisions”
Sharyn Rundle-Thiele, Griffith University
Wei Shao, Griffith University
Ashley Lye, Griffith University

“A Multi Criteria Analysis of Factors Influencing Organic Food Marketing”
Y. Ilker Topcu, Istanbul Technical University
Sebnem Burnaz, Istanbul Technical University
Suha Urgan, London School of Economics

“Exploring Shopping Paths and Attention Behavior at the Point of Sale”
Günter Silberer, Georg-August-Universität Göttingen
Oliver B. Büttner, Georg-August-Universität Göttingen
Alexander Gorbach, Georg-August-Universität Göttingen

“Underlying Motives of Online Information Search Behavior of Consumers: A Means-end Chain Analysis”
Gonca Ulubasoglu, Istanbul Technical University

Session 7.2: Consumer Behavior and Consumer Marketing
Social Influences on Consumer Behavior
Room: 1.1 (1st floor Polo Zanotto Building)

Session Chair: Richard A. Spreng, Michigan State University

“The Impact of Negative Messages and Perceived Social Relationships on Online Information Trust”
Lee-Yun Pan, Feng Chia University
Jyh-Shen Chiou, National Chengchi University

“An Exploratory Study of Parental Christmas Request Communications”
Peter Clarke, Griffith University
Mary-Lou Clarke, Bond University
Tino Fenech, Griffith University

“A Typology of WOM Referral Behavior: Individual and Social Capital as Basic Drivers/Qualities of Social Influences”
Klaus-Peter Wiedmann, Leibniz University of Hanover
Nadine Hennings, Leibniz University of Hanover
Sascha Langner, Leibniz University of Hanover

“When Brand Communities Collide: Moral Judgments and Pseudo-Relationships in Cross-Community Conflicts”
Toni Eagar, Australian National University

Session 7.3: Non-for-Profit Marketing
Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Gillian Sullivan Mort, Griffith University

“Measuring Health Care Performance from Patient’s Perspective”

Sandra S. Liu, Purdue University

Jie Chen, Purdue University

“Cause-related Marketing: Relationship with Collective Self-esteem and Impulse Buying”

Anne M. Lavack, University of Regina

Patrick Cooper, University of Regina

Fredric Kropp, Monterrey Institute of International Studies

David H. Silvera, University of Texas at San Antonio

Session 7.4: Entrepreneurship

Room: T1 (ground floor Polo Zanotto Building)

Session Chair: Van R. Wood, Virginia Commonwealth University

“Effects of Entrepreneurs’ Innovativeness and Personality on the Intention to Adopt Innovations: A Survey on Italian SMEs”

Alberto Marcati, LUISS University of Rome

Gianluigi Guido, University of Lecce and LUISS University of Rome

Alessandro M. Peluso, University of Lecce

“Progressive Decision Making for Strategic Alliances – The PRODEMSTRA Model: A Method For Determining International Strategic Alliance Feasibility For Small To Medium Sized Enterprises”

Van R. Wood, Virginia Commonwealth University

“Assessing the Most Influential Entrepreneurs’ Features on New Firms Growth: A Longitudinal Study”

Virginia Barba-Sanchez, University of Castilla-La Mancha

Maria Del Pilar Martinez-Ruiz, University of Valencia

15:00 - 15:30 BREAK (Polo Zanotto Building Hall)

15:30 - 17:00

**Session 8.1: Electronic Marketing
Consumer Behavior in E-Marketing
Room: 1.4 (1st floor Polo Zanotto Building)**

Session Chair: Linda Nowak, Sonoma State University

“Critical Success Factors in E-Tailing and Priority Differences between Alternative Online Consumer Tendencies”

Unsal Hakan Nikbay, Bogazici University

Hande Kimiloglu, Bogazici University

“Beyond the Reputation System: An Investigation into Valuable Signals Affecting Auction Outcome”

Chung-Chi Shen, Providence University

Jyh-shen Chiou, National Chengchi University

Biing-Shen Kuo, National Chengchi University

“An Effort to Reduce Web Based Cart Abandonment”

Tino Fenech, Griffith University, Gold Coast

**Session 8.2: Global and Cross-Cultural Marketing
Consumer Decision Making Considerations in International Marketing
Room: 1.1 (1st floor Polo Zanotto Building)**

Session Chair: Stephen L. Vargo, University of Hawaii

Discussant: Christina Sichtmann, Free University of Berlin

“Mobile Phone Adoption Levels across Countries”

Rodney L. Stump, Towson University

Wen Gong, Howard University

Zhan Li, University of San Francisco

Gewei Ye, Towson University

“Young People Purchase-Decision Patterns: A European Comparative Analysis”

Stéphane Ganassali, University of Savoie

Paola Cerchiello, University of Pavia

Nadine Hennings, University of Hannover

Ines Kuster, University of Valencia

Jean Moscarola, University of Savoie

Carmen Rodrigues Santos, University of Leon

Astrid Siebels, University of Hannover

Natalia Vila, University of Valencia

Antonella Zucchella, University of Pavia

“Foreign Product Evaluations: The Case of Involvement”
Ivonne M. Torres, New Mexico State University

**Session 8.3: Marketing Research and Quantitative Analysis,
Special Session: Recent Developments in Partial Least Squares Path Analysis
Room: 1.3 (1st floor Polo Zanotto Building)**

Session Chair: Mee-Shew Cheung, Xavier University

Andreas Eggert, University of Paderborn
Joerg Henseler, Radboud University
Christian M. Ringle, University of Hamburg

**Session 8.4: Marketing Strategy
Market-oriented Strategies
Room: T1 (ground floor Polo Zanotto Building)**

Session Chair: Paolo Guenzi, SDA Bocconi

“Leveraging IT Resources for Comparative Advantage in Trade Relationships: The Mediating Role of Market-Oriented IT Competence”

Donna F. Davis, Texas Tech University
Susan L. Golicic, University of Oregon

“Strategic Store Location: Structural Determinants of Retail Market Potential in Japan”
Chuck Ingene, University of Mississippi
Ikuo Takahashi, Keio University

**Session 8.5: Service Marketing
Current Issues in Services
Room: 1.2 (1st floor Polo Zanotto Building)**

Session Chair: Mirella Kleijnen, Vrije Universiteit Amsterdam

“Dimensions of Customer Organizational Citizenship Behavior in Services”
Romana Garma, Victoria University
Lilian Bove, University of Melbourne
Virginia Bratton, University of Melbourne

“Mobile Social Networks and the Adoption of Mobile Service Innovations”
Mirella Kleijnen, Vrije Universiteit Amsterdam
Annouk Lievens, Antwerpen University
Ko de Ruyter, Maastricht University
Martin Wetzels, Maastricht University

“Events as Marketing Tools: Impacts on Tourist Destination Image”

Sonia Ferrari, University of Calabria

Giuseppe Emanuele Adamo, University of Calabria

Anna Rita Veltri, University of Calabria

19:00 – 19:30

Welcome from the AMS President - Castelvecchio Museum

President’s remarks and short visit at the museum

19:30 - 22:00

Presidential Reception and Congress Banquet

(Circolo Ufficiali, Castelvecchio, Verona)

Saturday, July 14, 2007

8:00 - 10:00

Registration (Polo Zanotto Building hall)

8:30 - 10:00

Session 9.1: Consumer Behavior and Consumer Marketing

Customer Loyalty and Brands

Room: 1.1 (1st floor Polo Zanotto Building)

Session Chair: Sharyn Rundle-Thiele, Griffith University

“Analysis of the Influence of Customer's Shopping Motives on the Impact of Retailer Attributes on Customer-Based Retail Brand Equity”

Frank Haelsig, Trier University

Bernhard Swoboda, Trier University

Dirk Morschett, Saarland University

Hanna Schramm-Klein, Saarland University

“A Comprehensive Model of Customer Loyalty”

Richard A. Spreng, Michigan State University

Thomas J. Page, Jr., Michigan State University

Bridget Behe, Michigan State University

“The Entry and Exit of Airline Brands in Network Alliances: The Impact on Consumer Perceptions”

David Woisetschlaeger, University of Muenster

Manuel Michaelis, University of Muenster

Christof Backhaus, University of Muenster

Dieter Ahlert, University of Muenster

“The Effects of the Corporate Brand on Consumer Loyalty”
Tatiana Anisimova, Monash University

Session 9.2: Electronic Marketing

Special Session

Room: 1.4 (1st floor Polo Zanotto Building)

Session Chair: Carol DeMoranville, Bryant University

*“Current Issues in Customer Data Management and Measurement in Electronic Environments:
A Research Summary and Overview”*

Elisa Fredericks, Northern Illinois University

Abbie Griffin, University of Utah

Sharon Shavitt, University of Illinois, Urbana-Champaign

Helge Thorbjornsen, Norwegian School of Economics and Business Administration

Tiffany Barnett White, University of Illinois

Debra Zahay, Northern Illinois University

George Zinkhan, University of Georgia

Session 9.3: Entrepreneurship

Special Session: Values and Entrepreneurship

Room: 1.3 (1st floor Polo Zanotto Building)

Session Chair: Noel J. Lindsay, University of Adelaide

*“Exploring the Values - Entrepreneurial Attitude Relationships of Necessity-Based Nascent
Entrepreneurs”*

Wendy A. Lindsay, University of Adelaide

Noel J. Lindsay, University of Adelaide

Anton Jordaan, University of Adelaide

Gary Hancock, University of Adelaide

“Values of Entrepreneurs and Non Entrepreneurs”

Noel Lindsay, University of Adelaide

Fredric Kropp, Monterey Institute of International Studies

“Entrepreneurial Materialism”

Gregory Rose, University of Washington - Tacoma

Session 9.4: Global and Cross-Cultural Marketing

Special Session

Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Robert F. Lusch, University of Arizona
Stephen L. Vargo, University of Hawaii

“The 4 Freedoms of the European Union: Whatever Happened to Services?”
Evert Gummesson, Stockholm University School of Business, Sweden

“Marketing as a Social Science: From Service-Dominant Logic to Marketing Systems to Global Well-Being”
Roger Layton, University of New South Wales

“Rethinking Strategies for the Bottom of the Pyramid: Argentine Cases”
Jacqueline Pels, University Torcuato Di Tella, Argentina

Title to be announced
Richard Varey, Waikato Management School, New Zealand

“Resources Revised: S-D Logic and Well-Being”
Gunter Wessels, University of Arizona

“Rethinking the Logic of National Wealth and Well-Being”
Stephen L. Vargo, University of Hawaii

10:00 - 10:30 BREAK, (Polo Zanotto Building Hall)

10:30 - 12:00

Session 10. 1: Service Marketing,
Special Session: Interaction and Curvilinear Mechanisms in Service Evaluation Structures:
Theoretical and Methodological Perspectives
Room: 1.4 (1st floor Polo Zanotto Building)

Fan-Yang Wallentin, University of Uppsala
Clara Agustin, Instituto de Empresa
Pavlos A. Vlachos, Athens University of Economics and Business

Session 10.2: Entrepreneurship,
Special Session: Indigenous Entrepreneurship
Room: 1.3 (1st floor Polo Zanotto Building)

Session Chair: Robert Anderson, University of Regina

Aldene Meis Mason, University of Regina Saskatchewan
Leo Paul Dana, University of Canterbury
Robert Anderson, University of Regina Saskatchewan
Kevin G. Hindle, Swinburne University of Technology

Special Session 10.3: Interpersonal Relationship in International Cultures
Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Leyland Pitt, Simon Fraser University

Greece: Constantine Katsikeas, Leeds University
Iran: Esmail Salehi-Sangari, Lulea University of Technology
South Africa: Nic Terblanche, University of Stellenbosch
Arien Strashein, University of South Africa
China: Colleen Dodd, Simon Fraser University
Sweden: Lars Backstrom, Lulea University of Technology

Session 10.4: Marketing Strategy
Strategic Marketing Capabilities
Room: 1.1 (1st floor Polo Zanotto Building)

Session Chair: Hester Nienabar, University of Pretoria
Discussant: Donna F. Davis, Texas Tech University

“Operant Resource-Based Capabilities as Antecedents to Firm Performance”
Liem Viet Ngo, The University of Newcastle
Aron O’Cass, The University of Newcastle

“Rigidity and Interdependency Effects of Learning Capabilities”
Diane Rutter, University of Queensland
Jay Weerawardena, University of Queensland
Len Coote, University of Queensland

“Inter-functional Customer Portfolio Strategies as Antecedents of Firm Performance”
Suvi Nenonen, Hanken Swedish School of Economics and Business
Kaj Storbacka, Nyenrode Business Universiteit

12:00 - Congress Ends

Thanks for being part of this conference. We hope to see you in Norway in 2009.

Evening on your Own: Opera at L’Arena – Il Barbiere di Siviglia by Gioachino Rossini

PARTICIPANTS DIRECTORY, *with session noted*

Adam, Stewart, 4.3.
Adamo, Giuseppe Emanuele, 8.5.
Agarwal, James, 3.5.
Agustin, Clara, 10.1.
Ahlert, Dieter, 9.1.
Albrecht, Carmen-Maria, 2.3.
Almas, Lal-Khan, 1.4.
Amine, Lyn S., 1.5., 5.3.
Anderson Rolph, 6.2.
Anderson, Beverlee B., 2.3.
Anderson, Robert, 10.2.
Anisimova, Tatiana, 9.1.
Anwar, Syed, .4.
Appleton-Knapp, Sara L., 4.4
Avgerinou, Vasiliki T., 5.2.
Avlonitis, George J., 1.1.
Babin, Barry, 1.3.
Babin, Laurie, 2.3.
Backhaus, Christof, 9.1.
Backstrom, Lars, 10.3.
Baker, Julie, 1.3.
Balasubramanian, Siva K., 2.2 .
Barnes, Bradley R., 4.2.
Beatty, Sharon E., 6.3.
Behe, Bridget, 9.1.
Bellizzi, Joseph A., 3.2., 6.2.
Berken, Ashley, 2.3.
Berthon, Jean-Paul, 2.2.
Berthon, Pierre, 2.2.
Bonel, Elena, 6.1.
Borges, Adilson, 1.3.
Boujbel, Lilia, 5.3.
Bove, Lilian, 8.5.
Bratton, Virginia, 8.5.
Burnaz, Sebnem, 7.1.
Büttner Oliver B., 7.1.
Carol DeMoranville, 9.2.
Caruana, Albert, 2.2.
Cedrola, Elena, 4.5.
Cerchiello, Paola, 8.2.
Chailan, Claude, 5.5.
Chang, Chun-Tuan, 4.3., 5.1.
Chao, Paul, 3.1., 4.4.
Chatelin, Yves-Marie, 5.4.
Chebat, Jean-Charles, 1.3.

Chelariu, Cristian, 3.2.
Chen, Guan-Ru, 3.1., 5.2.
Chen, Jie, 7.3.
Chen, Miao-Ling, 3.1, 5.2.
Cherry, John, 4.4.
Cheung, Mee-Shew, 8.3.
Chiagouris, Larry, 3.2., 4.5.
Chiou, Jyh-Shen, 7.2., 8.1.
Chou, Shan-Yu, 2.2.
Chumpitaz, Ruben, 6.2.
Clarke, Mary-Lou, 7.2.
Clarke, Peter, 7.2.
Cleveland, Mark, 1.4.
Comer, Lucette, 3.2.
Cooper, Patrick, 7.3.
Coote, Len, 10.4.
Crittenden, Victoria L., 2.5.
Crittenden, William F., 2.5.
Crnjak-Karanović, Biljana, 4.4.
Cronin, J. Joseph Jr., 1.2.
d'Astous, Alain 1.4., 5.3.
Dagger, Tracey, 3.3.
Dana, Leo Paul, 10.2.
Davis, Beth, 1.1., 4.1., 6.1.
Davis, Donna F., 2.4., 5.4., 8.4., 10.4.
de Ruyter, Ko, 8.5.
Del Pilar, Martinez-Ruiz Maria, 7.4.
Deniz, Nevin 6.2.
Diamantopoulos, Adamantios, 2.5.
Dodd, Colleen, 10.3.
Droll, Mathias, 2.5.
Drollinger, Tanya, 3.2.
Eagar, Toni, 7.2.
Eggert, Andreas, 8.3.
Endo, Seiji, 3.1.
Enke, Margit, 3.5.
Evanschitzky, Heiner, 2.2., 3.5.
Fahmy, Thierry, 5.4.
Fenech, Tino, 7.2., 8.1.
Ferrari, Sonia, 8.5.
Flint, Dan, 2.2.
Foscht, Thomas, 5.3., 6.1.
Frankel, Robert, 1.1.
Fredericks, Elisa, 9.2.
Fuchs, Christoph, 2.5.
Fujimoto, Hisao, 1.1.

Ganassali, Stéphane, 8.2.
Garma, Romana, 8.5.
Geigenmueller, Anja, 3.5.
Gistri, Giacomo, 2.2.
Goldsmith, Ronald E., 1.5.
Golicic, Susan L., 2.4., 5.2., 8.4.
Gong, Wen, 8.2.
Gorbach, Alexander, 7.1.
Gorigoitía, Juan Eduardo, 4.3.
Gounaris, Spiros, 1.1.
Voorhees, Clay M., 1.2.
Greschuchna, Larissa, 3.5.
Griese, Ilka, 1.5.
Griffin, Abbie, 9.2.
Griffin, Deborah, 5.1.
Guenzi, Paolo, 8.4.
Guido, Gianluigi, 7.4.
Guner, Berrin, 6.2.
Haelsig, Frank, 6.1., 9.1.
Hammerl, Manfred, 5.3.
Hancock, Gary, 9.3.
Heaney, Joo-Gim, 1.5.
Heaney, Michael F., 1.5.
Hennings, Nadine, 7.2., 8.2.
Henseler, Joerg, 8.3.
Herington, Carmel, 6.3.
Herrmann, Andreas, 5.4.
Hidalgo, Valeska, 4.3.
Hindle, Kevin G., 10.2.
Homburg, Christian, 2.5., 3.1.
Huber, Frank, 5.4.
Hughes, Mathew, 3.4., 5.5.
Hughes, Paul, 3.4., 5.5.
Hultman, Magnus, 2.1., 3.1.
I-Huei, Wu, 2.2.
Ingene, Chuck, 5.5., 8.4.
Ireland, R. Duane, 3.4.
Iyer, Gopalkrishnan R., 6.4.
Johnson, Lester W., 6.3.
Johnson, Michael, 5.4.
Jordaan, Anton, 9.3.
Joseph, Mathew, 2.3.
Jung, Marie-Louise, 3.1.
Kahn, Kenneth B., 6.5.
Kalamas, Maria, 1.4.
Katsikeas, Constantine, 10.3.

Keeling, Kathy A., 2.1.
Kehagias, Olga, 2.5.
Kimiloglu, Hande, 8.1.
Kleijnen, Mirella, 8.5.
Klein, Maren, 1.5.
Kling, Nathan, 2.3.
Koku, Paul Sergius, 5.5.
Koschate, Nicole, 3.1.
Krentler, Kathleen A., 3.5., 4.4.
Krishnan, R., 6.4.
Kropp, Fredric, 3.4., 7.3., 9.3.
Kubo, Yasuhiko, 1.1.
Kunz, Werner H., 2.4.
Kuo, Biing-Shen, 8.1.
Kuster, Ines, 8.2.
Lam, Desmond, 4.5.
Langner, Sascha, 7.2.
Laroche, Michel, 1.4.
Lavack, Anne M., 7.3.
Layton, Roger, 9.4.
Lee, Yu-Kang, 4.3. 5.1.
Lentz, Patrick, 2.2.
Leonidou, Leonidas C., 4.2.
Leyland, Pitt, 10.3.
Li, Zhan, 8.2.
Lievens, Annouk, 8.5.
Lindsay, Noel, 3.4., 9.3.
Lindsay, Wendy A., 9.3.
Liu, Sandra S., 7.3.
Lloy, Alison, 5.3.
Long, Mary, 3.2., 4.5.
Luk, Sherriff, 5.3.
Lusch, Robert F., 9.4.
Lye, Ashley, 7.1.
Mak, Amy Y.K., 3.2.
Maloles, Cesar, 5.3.
Manadote, Priyoo, 2.2.
Marcati, Alberto, 7.4.
Martínez, Carolina, 4.3.
Martín-Ruiz, David, 1.2.
Mason, Aldene Meis, 10.2.
Masserini, Lucio, 2.2.
Mathieu, Suzanne, 1.4.
Matthes, Isabel, 5.4.
Mattsson, Jan, 3.5.
Mau, Gunnar, 6.1.

McCarthy, Teresa M., 2.4., 5.4.
McCull-Kennedy, Janet, 3.3., 6.3.
McCorkle, Denny E., 2.3.
McGoldrick, Peter, 2.1. J.
Mehta, Ravi, 3.2.
Memmo, Sabrina, 4.5.
Mentzer, John T., 5.4.
Michaelis, Manuel, 9.1.
Michon, Richard, 1.3.
Min, Soonhong, 4.2.
Mollenkopf, Diane, 1.1.
Moon, Mark A., 6.2.
Moore, Christopher M., 4.1.
Morgan, Rob E., 5.5., 3.4.
Morschett, Dirk 6.1., 9.1.
Mort, Gillian Sullivan 5.1., 7.3.
Moscarola, Jean, 8.2.
Muñoz, Ricardo, 4.3.
Nenonen, Suvi, 10.4.
Newton, Sandra, 4.5.
Ngo, Liem Viet, 10.4.
Nguyen, Doan, 3.3.
Nienabar, Hester, 5.5., 10.4.
Nikbay, Unsal Hakan, 8.1.
Nowak, Linda, 1.4., 8.1.
O' Cass, Aron, 5.1., 10.4.
Olsen, Janeen, 1.4.
Ono, Akinori, 3.1.
Opoku, Robert Ankomah 2.1., 3.1.
Or, C.L., 3.2.
Page, Thomas J. Jr. 4.2., 9.1.
Page, Thomas, 4.2.
Pan, Lee-Yun, 7.2.
Paparoidamis, Nicholas G., 6.2.
Papastathopoulou, Paulina, 1.1.
Payan, Janice, 2.3.
Pecotich, Anthony, 4.4.
Pellegrini, Davide, 4.1.
Pels, Jaqueline, 9.4.
Peluso, Alessandro M., 7.4.
Petr, Christine, 1.3.
Phelps, Lonnie, 2.3.
Piercy, Nigel, 5.5.
Pieroway, Stephen, 3.5.
Pillai, Kishore Gopalakrishna, 4.2.
Pisharodi, Mohan, 1.1.

Pitt, Leyland F., 2.2.
Plank, Richard E., 3.2., 4.5.
Powers, Thomas L., 2.3.
Prykop, Catia, 3.5.
Rader, Scott, 4.3.
Rajagopal, 2.4., 6.1.
Ramaseshan, B. “Ram”, 3.5.
Reardo, James, 2.3.
Renko, Nataša, 4.4.
Rinehart, Lloyd M., 4.2.
Ringle, Christian M., 8.3.
Rondán-Cataluña, Francisco Javier, 1.2., 4.1.
Rose, Gregory, 9.3.
Rundle-Thiele, Sharyn, 7.1., 9.1.
Russo, Ivan, 1.1.
Rutter, Diane, 10.4.
Ruvio, Ayalla, 3.4.
Salehi-Sangari, Esmail, 3.1., 10.3.
Salunke, Sandeep, 3.3.
Sánchez-Franco, Manuel J., 4.1.
Santos, Carmen Rodrigues, 8.2.
Sasakawa, Yohei, 1.1.
Sattler, Sabrina, 2.4.
Sauer, Paul L. 4.4.
Schellehase, Ralf, 4.4.
Schramm-Klein, Hanna, 6.1., 9.1.
Shao, Wei, 7.1.
Sharma, Arun, 6.4.
Sharma, Dheeraj, 1.2.
Sharma, Piyush, 5.3.
Shavitt, Sharon, 9.2.
Shen, Chung-Chi, 8.1.
Sheth, Jagdish, 1.6.
Shoham, Aviv, 3.4.
Sichtmann, Christina, 1.5., 4.2., 8.2.
Siebels, Astrid, 8.2.
Silberer, Guenter, 6.1., 7.1.
Silvera, David, H. 7.3.
Singh, Tanuja, 1.4., 2.1.
Siu, Noel Y.M., 3.2., 4.2.
Smith, Amy K., 3.3.
Spais, George S. 5.2.
Spaulding, David G., 3.2.
Spreng, Richard A., 7.2., 9.1.
Stank, Theodore P., 6.5.
Steinmann, Sascha, 6.1.

Stella, Jason, 4.3.
Stone, George W., 2.3.
Storbacka, Kaj, 10.4.
Strashein, Arien, 10.3.
Stump, Rodney L., 1.5., 3.2., 8.2.
Su, Ning-Hsiu, 2.2.
Suder, D., 5.5.
Suder, Gabriele, 5.5.
Swan, John E., 2.3.
Sweeney, Jillian, 3.3.
Swoboda, Bernhard, 5.3., 6.1., 9.1.
Takahashi, Ikuo, 8.4.
Tenenhaus, Michel, 5.4.
Terblanche, Nic, 10.3.
Thach, Liz, 1.4.
Thorbjornsen, Helge, 9.2.
Ting, Pei-ju Lucy, 2.1.
Tombs, Alastair, 6.3.
Topcu, Y. Ilker, 7.1.
Torres, Ivonne M., 8.2.
Totzek, Dirk, 2.5., 3.1.
Tracey, Dagger, 6.3.
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Varey, Richard, 9.4.
Vargo, Stephen L., 8.2., 9.4.
Veltri, Anna Rita, 8.5.
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Vila, Natalia, 8.2.
Villarejo-Ramos, Ángel F., 4.1.
Vinzi, Vincenzo Esposito, 5.4.
Viola, Marcello, 4.1.
Virginia, Barba-Sanchez, 7.4.
Vlachos, Pavlos A., 10.1.
Voorhees, Clay M., 1.2.
Wallentin, Fan-Yang, 10.1.
Walsh, Gianfranco, 6.3.
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Weick, Lena, 1.4.
Wessels, Gunter, 9.4.
West, Douglas, 5.2.
Wetzels, Martin, 8.5.
White, Ryan, 1.2.
White, Tiffany Barnett, 9.2.
Wiedmann, Klaus-Peter, 2.5., 7.2.

Williamson, Brett, 5.1.
Woisetschlaeger, David, 9.1.
Woisetschläger, David, 2.2.
Wood, Van R., 7.4.
Wunderlich, Maren, 3.5.
Ye, Gewei, 8.2.
Yip, Leslie, 5.3.
Zahay, Debra, 9.2.
Zinkhan, George, 9.2.
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Zucchella, Antonella, 8.2.