



Academy of Marketing Science

**THE 14th BIENNIAL WORLD
MARKETING CONGRESS**

*Marketing in Transition:
Scarcity, Globalism, & Sustainability*

July 22-25, 2009

Hosted by

**Oslo School of Management -
Campus Kristiania
Oslo, Norway**



**Welcome to the Academy of Marketing Science
14th Biennial World Marketing Congress 2009
Marketing in Transition:
Scarcity, Globalism, & Sustainability**

Welcome to the 2009 Academy of Marketing Science World Marketing Congress, this year hosted by the Oslo School of Management in Norway. Over 200 papers were accepted for presentation and numerous special sessions will be presented over three and a half days. Over 450 authors from 42 countries around the globe have contributed to this program. We think you will enjoy the relevance, timeliness, and quality of the papers, special sessions, and plenary session.

We are very pleased to present you with the opportunity to visit the beautiful Scandinavian city of Oslo. The people of the Oslo School of Management and the local arrangement team, led by Sigrun Strømsøyen, have been invaluable in providing the Congress with the opportunity to visit this venue in the heart of Oslo. The team's effort allow for numerous networking opportunities as well as social activities that allow you to experience the robust culture of Norway.

There will be a reception in the evening of July 22 at the conference venue. During the conference, do not miss the dinner cruise on the beautiful Oslo fjord on Thursday afternoon (July 23) or the AMS President's Reception and Congress Gala Banquet on Friday evening (July 24) at the famous Grand Hotel where the Nobel Peace Prize Dinner is held every year. In addition, there will be several opportunities to interact and make new friends.

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

Victoria Crittenden, Conference Co-chair
Linda Ferrell, Conference Co-chair
Göran Svensson, Conference Co-chair

Program Chairs

Victoria L. Crittenden, Boston College, USA
Linda Ferrell, University of New Mexico, USA
Göran Svensson, Oslo School of Management, Norway

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BUSINESS-TO-BUSINESS MARKETING

Jeff Tanner, Baylor University, USA
Alexander Haas, University of Bern, Switzerland

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Curtis P. Haugtvedt, Ohio State University, USA
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ELECTRONIC AND INTERACTIVE MARKETING

Tanuja Singh, Northern Illinois University, USA
Wendy Wilhelm, Western Washington University, USA
John Thanopoulos, University of Piraeus, Greece

ENTREPRENEURSHIP AND SMALL BUSINESS

Fredric Kropp, Fisher Graduate School of Int. Bus, USA
Kishore Gopalakrishna Pillai, University of Leeds, UK

ENVIRONMENTAL ISSUES IN MARKETING

Peggy Cunningham, Dalhousie University, Canada
Michael Jay Polonsky, Deakin University, Australia

EXCELLENCE IN MARKETING EDUCATION AND INNOVATIVE TEACHING

Carol W. DeMoranville, Bryant University, USA
Mathew Joseph, St. Mary's University, USA

GLOBAL MARKETING

Brian Chabowski, The University of Tulsa, USA
Tomas Hult, Michigan State University, USA
Tore Mysen, Oslo School of Management, Norway

HEALTH CARE MARKETING

Stefan Lagrosen, Högskolan Väst, Sweden
Kenneth Miller, University of Technology, Australia

INNOVATION AND CREATIVITY

Kenneth B. Kahn, Purdue University, USA

Petra de Weerd-Nederhof, University of Twente, The Netherlands

INTEGRATED MARKETING COMMUNICATIONS

Diana L. Haytko, Missouri State University, USA

Joël BREE, University of Rouen, France

MARKETING ETHICS, CORPORATE GOVERNANCE, AND LEADERSHIP

William Locander, Loyola University New Orleans, USA

Bodo Schlegelmilch, Wirtschaftsuniversitaet Wien, Austria

MARKETING RESEARCH METHODS

Joseph Hair, Kennesaw State University, USA

Richard Hanna, Northeastern University, USA

MARKETING STRATEGY

William Cron, Texas Christian University, USA

Artur Baldauf, University of Bern, Switzerland

NEUROSCIENTIFIC & ANTHROPOLOGICAL METHODS

S. Adam Brasel, Boston College, USA

Martin Reimann, Stanford University, USA

PRODUCT AND PRICING STRATEGIES

Nicholas Nugent, Southern New Hampshire Univ., USA

José I. Rojas-Méndez, Carleton University, Canada

RELATIONSHIP MARKETING

Kathleen Krentler, San Diego State University, USA

Jacqueline Pels, Universidad Torcuato Di Tella, Argentina

RETAILING

Deanne Brocato, Iowa State University, USA

Chris Dubelaar, Bond University, Australia

SELLING AND SALES MANAGEMENT

Tom Ingram, Colorado State University, USA

Derek Hassay, University of Calgary, Canada

SERVICES MARKETING

Michael Brady, Florida State University, USA

Leyland Pitt, Simon Fraser University, Canada

SOCIAL ENTREPRENEURSHIP & NONPROFIT MARKETING

Charles S. Madden, Baylor University, USA

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TOURISM

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Tuesday, July 21, 2009

15:00 - 18:00

Registration

17:30 - 18:30

Welcome Reception at OSM Student Pub

19:00 – 21:00

City Tour

Wednesday, July 22, 2009

8:00 - 17:00

Registration

12:15 – 13:30

Lunch

18:00 – 19:00

Reception

8:30 - 10:00

Session 1.1: Consumers and Technology Interaction

Room: The Norwegian Oil Adventure Room

Session Chair: A.J. Kimmel, ESCP-EAP, France

“Understanding the Use of Internet in the Empowerment of French Teenage Consumers”

Wided Batat, University of Poitiers, France

“Consumers’ Technology Readiness in a Developing Country: The Role of Demographics and Attitudes

José I. Rojas-Méndez, Carleton University, Canada

A. Parasuraman, University of Miami, USA

Nicolas Papadopoulos, Carleton University, Canada

“What Drives Online Impulse Behavior? Examining the Role of Web Store Quality”

Arne Floh, Vienna University of Economics and Business, Austria

“Consumer Adoption of Alternative Fuel Vehicles: A Cluster Analytic Approach on Proenvironmental Technology Choices and Curtailment Behavior”

Johan Jansson, Umeå University, Sweden

Agneta Marell, Umeå University, Sweden

Annika Nordlund, Umeå University, Sweden

Session 1.2: Developing Issues in International Marketing

Room: The Crown Princess Room

Session Chair: Brian R. Chabowski, Univ. of Tulsa, USA

“Household Consumption in Urban China: A Case Study of Beijing, Shanghai and Tianjin”

Farhat Yusuf, Macquarie University, Australia

Gordon Brooks, Macquarie University, Australia

“Meta-national Innovation Management in Services Industries”

Intekhab (Ian) Alam, State Univ. of New York at Geneseo, USA

“The United States in the World Marketplace: Past, Present, and Future”

Thomas S. O’Connor, University of New Orleans, USA

“National Culture and National Diffusion Rates of Mobile Telephony”

Rodney L. Stump, Towson University, USA

Wen Gong, Howard University, USA

Cristian Chelariu, Suffolk University, USA

“Emerging Directions for International Marketing Research”

Brian R. Chabowski, University of Tulsa, USA

G. Tomas M. Hult, Michigan State University, USA

Session 1.3: The Role of Corporate Responsibility in Retailing

Room: The Snøhetta Room

Session Chair: Michael Richarme, University of Texas-Arlington, USA

“Accounting for Environmental Influences in Retailing Efficiency”

Ricardo Sellers, Universidad de Alicante, Spain

Juan L. Nicolau, Universidad de Alicante, Spain

“Sustainability in the Supply Chain: The Retailers’ Perspective”

Roberta Sebastiani, Catholic University, Italy

Daniela Corsaro, Catholic University, Italy
Francesca Montagnini, Catholic University, Italy
Tzannis Alessandra, Catholic University, Italy

“Sustainability as Retail Strategy: What determines Successful Enactment”

Joseph Cronin, Florida State University, USA

**Session 1.4: Service Quality and the Service Encounter:
The Journey Continues**

Room: The Edvard Munch Room

Session Chair: I-Ling Ling, National Chiayi University,
Taiwan

*“Determinants of Service Quality in Cross Cultural
Research: A Meta-Analysis Perspective”*

Chitra Srivastava, Michigan State University, USA

*“Value of Education and its Interfunctional Relationship
with Quality, Satisfaction and Recommendation”*

Lesley Ledden , Kingston University, UK

Stavros P. Kalafatis, Kingston University, UK

*“An Empirical Study on the Effects of Interpersonal
Attraction in Customer-to-Customer Encounter Situations”*

Chun-Ming Yang, Ming-Chuan University, Taiwan

I-Ling Ling, National Chiayi University, Taiwan

Chih-Yun Yang, National Kaohsiung Hospitality College,
Taiwan

*“Customers’ Service Experience and Firms’ Service
Recovery: Study of Negative Emotions in the Norwegian
Tourism Industry”*

Sander Svaeri, Oslo School of Management, Norway

Göran Svensson, Oslo School of Management, Norway

Terje Slåtten, Lillehammer University College, Norway

Session 1.5: Communicating Deals

Room: The Ole Solskjaer Room

Session Chair: Igor Makienko, Univ. of Nevada-Reno, USA

*“Tourist Attractions in Norway: An Exploratory Study of
Market Communication Strategies”*

Tom Rosendahl, Norwegian School of Mgt., Norway

Peter Gottschalk, Norwegian School of Mgt., Norway

“The Concept of Effective Frequency and Local Media Planning Practice”

Igor Makienko, University of Nevada-Reno, USA

“Give me the Money...or maybe the Deal: Does Sales Promotion Proneness Influence Consumers’ Willingness to Switch from Price to Non-Price Promotions”

Mike Reid, RMIT University, Australia

Peter Thompson, Monash University, Australia

Felix Mavondo, Monash University, Australia

Karen Brunso, Aarhus School of Business, Denmark

“Referral Reward Programs: New Customer Acquisition by Opportunism”

Ian Garnefeld, University of Paderborn, Germany

Eva Muenkhoff, University of Paderborn, Germany

Jens Hogleve, University of Paderborn, Germany

Andreas Eggert, University of Paderborn, Germany

10:00 - 10:30 BREAK

10:30 - 12:00

Session 2.1: Transparency and Accountability and Sustainability Reporting as a Source of Competitive Advantage

Room: The Crown Princess Room

Session Chair: Charles Crespy, Univ. of New Mexico, USA

Panelists:

Stan Madden, Baylor University, USA

Sarah Smith, University of New Mexico, USA

Van Miller, Central Michigan University, USA

Van Gray, Baylor University, USA

Session 2.2: Consumer Brand Issues

Room: The Snøhetta Room

Session Chair: Asbjorn Rortveit, Univ. of Tromso, Norway

“Towards Conceptualizing the Consumer Cognitive Process Underlying Brand Association Transfer”

Jean Boisvert, American Univ. of Sharjah, UAE

“The Attitudinal Response to Alternative Brand Growth Strategies: The Moderating Role of Brand Stretch”
Bendik M. Samuelson, Norwegian School of Mgt, Norway
Lars Erling Olsen, Norwegian School of Mgt, Norway

“Developing a Scale to Measure Brand Values”
Hansjoerg Gaus, Chemnitz University, Germany
Jan Drengner, Chemnitz University, Germany
Steffen Jahn, Chemnitz University, Germany
Tina Kiessling, Chemnitz University, Germany

“A Test of Information Processing Models in the Credit Card Offer Context”
Igor Makienko, University of Nevada-Reno, USA
Yana Kuzmina, Louisiana State University, USA
Mousumi Godbole Bose, Louisiana State University, USA

Session 2.3: Managing Innovation and Creativity in the Course of New Product Development
Room: The Ole Solskjaer Room

Session Chair: Petra C. de Weerd-Nederhof, University of Twente, The Netherlands

“Emotional Intelligence and Creativity in New Product Development Teams”
Gloria Barczak, Northeastern University, USA
Felicia Lassk, Northeastern University, USA
Jay Mulki, Northeastern University, USA

“Enacting Change in Strategic Marketing Decisions: The Role of Regulatory Focus in Teams”
Jelena Spanjol, University of Illinois-Chicago, USA
Leona Tam, Old Dominion University, USA
William J. Qualls, University of Illinois, Urbana-Champaign, USA
Jonathan D. Bohlmann, North Carolina State Univ., USA

“To Stop Sales from Selling on Price, Innovate your Business Model”
Kay Plantés, Plantés Company, USA

Session 2.4: International Marketing Channels and Services
Room: The Norwegian Oil Adventure Room

Session Chair: Tracy Gonzalez-Padron, University of Colorado at Colorado Springs, USA

“Trust Me—I know what I’m Doing! The Impact of Salesperson Competence and Country Competence on Initial Trust in International Service Settings”

Christof Backaus, University of Muenster, Germany

Heiner Evanschitzky, University of Strathclyde, UK

Manual Michaelis, University of Muenster, Germany

Gerrit Schneider, University of Muenster, Germany

“A ‘Cross-Cultural RELQUAL-scale’ in Supplier-Distribution Relationships of Sweden and USA”

Janice M. Payan, University of North Colorado, USA

Göran Svensson, Oslo School of Management, Norway

Gabiél Awuah, Helmstad University, Sweden

Svante Andersson, Helmstad University, Sweden

“Global Account Management as an Interorganizational Network: Theory and Propositions”

Andrew J. Czaplewski, University of Colorado at Colorado Springs, USA

Tracey Gonzalez-Padron, University of Colorado at Colorado Springs, USA

Thomas W. Gruen, University of Colorado at Colorado Springs, USA

Session 2.5: New Approaches in Marketing Research Room: The Heavy Metal Room

Session Chair: Thomas Bender, Linde AG, Germany

“The Measurement of Consumers’ Attitudes towards Neuromarketing with fMRI Methodology”

Mert Uydaci, Marmara University, Turkey

Nevin Karabiyik, Marmara University, Turkey

“Package, Brand, or Price as Differentiator? A Functional Magnetic Resonance Imaging Study”

Thomas Bender, Technische Universitaet Bergakademie Freiberg, Germany

Margit Enke, Technische Universitaet Bergakademie Freiberg, Germany

Martin Reimann, University of Southern California, USA

Carolin Neuhaus, University of Bonn, Germany

Bernd Weber, University of Bonn, Germany
Judy Zaichkowsky, Simon Fraser Univ., British Columbia

“Penetrating Adolescents’ Mental Models of mp3 with ZMET”

I-Ling Ling, National Chiayi University, Taiwan
Chun-Ming Yang, Ming Chuan University, Taiwan
Yi-Fen Liu, National Sun Yat-Sen University, Taiwan

“Drowning in Data: Eyetracker Tips and Techniques for Content-Coding Video Media”

S. Adam Brasel, Boston College, USA

Session 2.6: Business Ethics and the Global Financial Crisis

Room: The Edvard Munch Room

Session Chair: O.C. Ferrell, Univ. of New Mexico, USA

Panelists:

O.C. Ferrell, University of New Mexico, USA
John Fraedrich, University of Southern IL-Carbondale, USA
Linda Ferrell, University of New Mexico, USA

12:15 - 13:30

Lunch at Posthallen Restaurant

13:30 - 15:00

Session 3.1: Relationships, Trust and Competitive Advantage

Room: The Edvard Munch Room

Session Chair: Adel El-Ansary, Univ. of N. Florida, USA

“Brands and Branding: A Source of Wholesalers’ Sustainable Competitive Advantage?”

Helen Marks, Trinity College, Ireland
Jim Quinn, Trinity College, Ireland

“Impact of Interdependence on Fairness-Trust-Loyalty Relationship”

Tani Jambulingam, St. Joseph University, USA
Ravi Kathuria, Chapman University, USA
John Nevin, University of Wisconsin-Madison, USA

“Does Power Oppose Trust? The Implications for Supply Chain Management”

Vera Belaya, Leibniz Institute for Agricultural Development
in Central and Eastern Europe, Germany

John H. Hanf, Leibniz Institute for Agricultural
Development in Central and Eastern Europe, Germany

Timea Török, Leibniz Institute for Agricultural
Development in Central and Eastern Europe, Germany

Session 3.2: Health Care Attitudes and Relationships
Room: The Norwegian Oil Adventure Room

Session Chair: Donald R. Self, Auburn Univ-Montgomery,
USA

*“Exploring the Attitude-Behavior-Gap in Online Shopping:
The Adoption of Online Pharmacies”*

Klaus-Peter Wiedmann, Leibniz Univ of Hanover, Germany

Nadine Hennigs, Leibniz University of Hanover, Germany

Lars Pankalla, Leibniz University of Hanover, Germany

Marc-Oliver Reh, Leibniz University of Hanover, Germany

Martin Kassubek, Leibniz University of Hanover, Germany

*“Health and Fitness Marketing—The Role of Relationships
and Trust”*

Michaela Sandell, Lund University, Sweden

Stefan Lagrosen, Höskolan Väst, Sweden

*“The Dark Side Effect of Perceived Risk on Smoking
Cessation: Exploring Two Contradicting Risk Dimensions”*

Ioannis E. Chaniotakis, University of Aegean, Greece

Magdalini Soureli, University of Aegean, Greece

Ioannis Valakas, University of Aegean, Greece

Constantine Lymperopoulos, University of Aegean, Greece

*“Applying the Marketing Concept to Clinical Trials: From
Science to Marketing to Public Policy,”*

Avraham Shama, University of New Mexico

Stacey Hendrickson, University of New Mexico

Brian Kennedy, University of New Mexico

Andrew Brainard, St. Luke's Hospital Network

Lee Shama, University of Wisconsin

Session 3.3: Retailing Strategy
Room: The Ole Solskjaer Room

Session Chair: Julie Baker, TCU, USA

“Vertical Allocation of Brands in Retail Shelf-Space and its Effect up on Sales”

Valdimar Sigurdsson, Reykjavik University, Iceland

Halldor Engilbertsson, Reykjavik University, Iceland

“Prompt Gift Card Redemption could Facilitate Business Growth”

Mario J. Miranda, Victoria University, Australia

László Kónya, Victoria University, Australia

“The Provision of Financial Services by Retailers to their Customers—Is it Sustainable?”

Steve Worthington, Monash University, Australia

“The Effect of Monetary Format on the Mental Accounting of Consumption of Windfalls”

Laura Smarandescu, Iowa State University, USA

Session 3.4: Behaviour within Cultural Subgroups
Room: The Snøhetta Room

Session Chair: Bodo Schlegelmilch, Wirtschaftsuniversitat,
Austria

“Animosity towards Religious Minorities: A Conceptual Model of Antecedents and Intentions to Purchase Products with Religious Endorsements”

Bodo B. Schlegelmilch, Wirtschaftsuniversitat,
Austria

Mubbsher Munawar Khan, Wirtschaftsuniversitat,
Austria

“Antecedents to Immigrants’ Consumer Ethnocentrism: The Case of Russian Immigrants to Israel”

Dalia Velan, Haifa University, Israel

Aviv Shoham, Haifa University, Israel

AYalla Ruvio, Haifa University, Israel

Session 3.5: Effective Delivery Techniques in Marketing Education

Room: The Heavy Metal Room

Session Chair: Annie H. Liu, Loyola Marymount University, USA

“Perceptions on Student-Centered Approaches in Transitional Economies: A Case of Client-Based Group Learning in Croatia”

Elzbieta Lepkowska-White, Skidmore College, USA

Amy L. Parsons, King’s College, USA

Jurica Pavicic, University of Zagreb, Croatia

“Teaching Ethics in the Classroom: Lessons Learnt from a Business Reality Simulation Exercise”

John Fraedrich, Southern Illinois Univ at Carbondale, USA

Deepa Pillai, Southern Illinois Univ at Carbondale, USA

Kesha K. Coker, Southern Illinois Univ at Carbondale, USA

“Applying Confucius Teaching Philosophy to Marketing Classes: An Example of Active Classroom Learning Technique”

Annie H. Liu, Loyola Marymount University, USA

Anthony Patino, Loyola Marymount University, USA

Lou E. Pelton, University of North Texas, USA

Session 3.6: International Consumer Development and Brand Management

Room: The Crown Princess Room

Session Chair: Saeed Samiee, University of Tulsa, USA

“Consumer Preferences for Brands in International Markets”

Sanjoy Ghose, Univ. of Wisconsin-Milwaukee, USA

Oded Lowengart, Ben-Gurion Univ of the Negev, Israel

“Sources of Superior Brand Equity: The Effects of Country Image, Product Category and Brand Image”

Yi-Min Chen, National University of Kaohsiung, Taiwan

Yu-Ting Chiu, National University of Kaohsiung, Taiwan

Chia-Yu Shen, National University of Kaohsiung, Taiwan

I-Chun Kuo, National University of Kaohsiung, Taiwan

“The Difference between Brand Origin Knowledge and Brand Origin Perception: An Examination of Country-of-Origin Effects in the LCD TV Industry”

Peter Magnusson, Northern Illinois University, USA
Stanford A. Westjohn, Saint Louis University, USA
Srden Zdravkovic, Bryant University, USA

“Dilution on Weak Brands from Asymmetrical Brand Alliances: Do Brands Always help the Weak?”

Guo Rui, City University of Hong Kong, HK
Wang Tao, Wuhan University, China
Su Chen Ting, City University of Hong Kong, HK
Zhou Nan, City University of Hong Kong, HK
Yang Zhi Lin, City University of Hong Kong, HK

15:00 - 15:30 BREAK

15:30 - 17:00

Session 4.1: E-Marketing Theory and Practice from Around the World

Room: The Norwegian Oil Adventure Room

Session Chair: Kathleen Krentler, San Diego State University, USA

“Internet Mavens in India”

Kathleen Krentler, San Diego State University, USA
Nripendra Singh, IIIT University, India

“Investigating the Virtual World Dynamics using AST: A Research Agenda”

Esther Swilley, Kansas State University, USA

“A Proposed Conceptualization of Electronic Service Quality as a Higher Order Formative Construct”

Marios Theodosiou, University of Cyprus, Cyprus
Katerina Makri, Athens University of Economics and Business, Greece
Saeed Samiee, University of Tulsa, USA
Evangelia Katsikea, Athens University of Economics and Business, Greece

“Differences in Internet Shopping Behaviors among Korea, Japan, and China: Shopping Motivations, Perceived Risks, and Innovativeness”

Cheol Park, Korea University, Korea

Session 4.2: Emerging Issues in Global Marketing

Room: The Ole Solskjaer Room

Session Chair: Anne Balazs, Eastern Michigan Univ., USA

“Determinants of Entry Modes and Performance of Entrepreneurial Born Global Firms”

Kalanit Efrat, Ruppin Academic Center, Israel

Aviv Shoham, University of Haifa, Israel

“Values and Entrepreneurial Orientation of Early Stage Entrepreneurs”

Fredric Kropp, Monterey Institute of Int. Studies, USA

Noel Lindsay, The University of Adelaide, Australia

“Socially Responsible Practices of Australian SMEs: A Marketing Perspective”

Gary Mankelow, University of Newcastle, Australia

Ali Quazi, University of Canberra, Australia

“Sustainable SMEs Network Utilization”

Päivi Jämsä, University of Oulu, Finland

Jaana Tähtinen, University of Oulu, Finland

Annmarie Ryan, Lancaster University, UK

Maarit Pallari, MIT Agrifood Research Finland, Finland

Session 4.3: New Approaches for Measuring Consumer Experiences and Purchase Behavior

Room: The Snøhetta Room

Session Chair: S. Adam Brasel, Boston College, USA

“Real-Time Data Collection and Online Service Transactions: Matching Methodology and Marketplace”

S. Adam Brasel, Boston College, USA

“Dynamic Models for RFM Variables: A Forward Looking Approach”

Pablo Marshall, Pontificia Universidad Católica de Chile, Chile

“Preliminary Investigation to Operationalise Employee Brand Equity”

Ceridwyn King, Griffith University, Australia
Debra Grace, Griffith University, Australia

Session 4.4: Health Care Quality, Performance and Consumer Choice

Room: The Crown Princess Room

Session Chair: Stefan Lagrosen, Höskolan Väst, Sweden

“Alternative Quality Measures and Profitability of Hospital Inpatient Services Offered”

Donald R. Self, Auburn Univ-Montgomery, USA
Charles E. Hegji, Auburn Univ-Montgomery, USA
Robin M. Self, Alabama State University, USA

“Mission Statements and Performance in Non-Profit Health Care Organisations: An Exploratory Study”

Isabel Maria Macedo, Universidad de Beira Interior,
Portugal
José Carlos Pinho, Universidad de Beira Interior, Portugal

“Consumer Choice Reasons of Functional Foods”

Katja Tornberg, Tampere Univ. of Technology, Finland

Session 4.5: Relationship Marketing

Room: The Edvard Munch Room

Session Chair: Göran Svensson, Oslo School of Management, Norway

“Assessment of Relationship Quality in Supply Chains in Norway”

Tore Mysen, Oslo School of Management, Norway
Göran Svensson, Oslo School of Management, Norway

“Extra-Role Behavior in a Channel Context: Its Predictors and Consequences”

Esther Li Ling Yee, Lingnan University of Hong Kong, HK

“Brand Retention in B2B Markets—The Role of Prior Experience and Choice Context in Repurchase Decision”

Dorith Mayer, Technische Universität München, Germany
Christoph Ihl, Technische Universität München, Germany
Ralf Reichwald, Technische Universität München, Germany

“Is There More to Sales than Inertia? Marketing Activities, Purchase Intentions, and Sales”

Heiner Evanschitzky, University of Strathclyde, UK

David Woisetschlager, University of Dortmund, Germany

Alexander Eiting, University of Dortmund, Germany

Verena Vogel, Bayer Business Services GmbH, Germany

18:00 – 19:00

Reception at OSM

Dinner on your own

Thursday, July 23, 2009

8:00 - 12:00

Registration

12:30-14:00

Awards Luncheon

15:00-22:00

Fjord Cruise, Castle Tour and Dinner

8:30 - 10:00

Session 5.1: The Marketing Strategy and Performance Relationship

Room: The Norwegian Oil Adventure Room

Session Chair: Artur Baldauf, Univ. of Bern, Switzerland

“Market Driving and Firm Performance”

Markus Stolper, ARDEX, Germany

Markus Blut, University of Dortmund, Germany

Hartmut H. Holzmueller, University of Dortmund, Germany

“The Effect of Organizational Capabilities on Marketing Strategy Performance”

Tomokazu Kubo, Chuo University, Japan

“The Two-Fold Effects of Advertising on Systematic Risk—The Dynamic Contingent Claims Model and an Empirical Study”

Miao-Ling Chen, National Sun Yat-sen University, Taiwan

Guan-Ru Chen, National Sun Yat-sen University, Taiwan

“OMED Medical Supplies: Driven by Implementation”

Victoria L. Crittenden, Boston College, USA

William F. Crittenden, Northeastern University, USA

Olga Kehagias, OMED, Greece

Deanne Brocato, Iowa State University, USA

Session 5.2: Green Marketing & Sustainable Practices

Room: The Ole Solskjaer Room

Session Chair: Jean Boisvert, American Univ. of Sharjah,
UAE

“Ecolabelling: A Development Framework”

Heather K. Mak, Canadian Business for Social
Responsibility, Canada

Andrew Crane, York University, Canada

*“What is Sustainable Apparel Consumption? An
Exploratory Study of the UK Consumers”*

Pei-Ju Lucy Ting, University of Manchester, UK

Chia-chun Jenny Chen, University of Manchester, UK

*“Shades of Green—A Content Analysis of Green
Advertising, and Proposed Experimental Research on
Consumer Perceptions”*

David Di Zhang, University of Saskatchewan, Canada

Marjorie A. Delbaere, University of Saskatchewan, Canada

*“An Interaction and Networks Approach to Sustainable
Marketing: A Research Agenda”*

Annmarie Ryan, Lancaster University, UK

Ingrid Kajzer Mitchell, Royal Roads University, Canada

Sofia Daskou, Hellenic American University, Greece

Session 5.3: BtB Relationship and Management Issues

Room: The Crown Princess Room

Session Chair: Klaus-Peter Wiedmann, Leibniz University
of Hanover, Germany

*“Asymmetrical Power Distribution in Supply Chain
Networks: Is there a Right Measurement Method?”*

Vera Belaya, Leibniz Institute of Agricultural

Development in Central and Eastern Europe, Germany

Taras Gagalyuk, Leibniz Institute of Agricultural

Development in Central and Eastern Europe, Germany

Jon Hanf, Leibneiz Institute of Agricultural
Development in Central and Eastern Europe, Germany

*“The Challenge of Functional Integration and the Returns
Management Process: An International Perspective”*

Diane Mollenkopf, University of Tennessee, USA

Robert Frankel, University of North Florida, USA

Ivan Russo, University of Verona, Italy

*“A Cross-Organizational Study of Working Relationship:
Initial Findings”*

R. Mohan Pisharodi, Oakland University, USA

John W. Henke, Jr., Oakland University and Planning

Perspectives, Inc., USA

Ravi Parameswaran, Oakland University, USA

*“Factors that Influence Franchisor’s Tendency to use
Multi-unit Franchising”*

Dildar Hussain, University of Vienna, Austria

Session 5.4: Consumer Behavior in Retailing

Room: The Edvard Munch Room

Session Chair: Hanna Klein, Saarland University, Germany

*“Proposing a New Approach to the Study of Micro Spatial
Behaviors in the Retailing Context”*

Chun-Yao Huang, National Taiwan University, Taiwan

Po-Chien Li, Yuan Ze University, Taiwan

Hua-Ning Chen, National Taiwan University, Taiwan

*“The Moderating Effect of Age in the Attitude Behavior
Model of Gendered Consumption”*

Yelena Tsarenko, Monash University, Australia

Yuliya Strizhakova, Rutgers University, USA

*“Can Hedonic Store Environments help Retailers Overcome
Low Store Accessibility?”*

Christy Ashley, East Carolina University, USA

Mark Ligas, Fairfield University, USA

Arjun Chaudhuri, Fairfield University, USA

*“Using Virtual Shopping to gain a Better Understanding of
Consumer Purchase Decisions”*

Michael T. Richarme, Univ. of Texas-Arlington, USA

John V. Colias, Univ. of Dallas, USA

Session 5.5: Topics in World Tourism

Room: The Snøhetta Room

Session Chair: Thomas S. O'Connor, University of New Orleans, USA

“Hedonic Hotel Pricing and Quality Signals: Which are the Market Value Drivers in a Transition Phase?”

Graziano Abrate, University of Eastern Piedmont, Italy
Antonella Capriello, University of Eastern Piedmont, Italy
Giovanni Fraquelli, University of Eastern Piedmont, Italy

“North Atlantic Islands’ Locations in Tourists Minds: Iceland, Greenland, and the Faroe Islands”

Thorhallur Gudlaugsson, University of Iceland, Iceland
Gunnar Magnusson, University of Iceland, Iceland

“Marketing Domestic Destinations to the International Visitor in the New Century (The American Case): Enhancing the Positives and Diminishing the Negatives”

Thomas S. O'Connor, University of New Orleans, USA

“It was the Trip of a Lifetime”: Viking Ancestors, Their Descendants and Their Legacy Tourism Motivations and Behavior”

Nina M. Ray, Boise State University, USA
Gary McCain, Boise State University, USA

“Stages of Integrated Marketing Communication: The Case of Tourist Attractions in Norway”

Tom Rosendahl, Norwegian School of Management, Norway
Peter Gottschalk, Norwegian School of Management, Norway

Session 5.6: Research in Marketing Ethics:

Developments and Trends

Room: The Heavy Metal Room

Session Chair: Bill Locander, Loyola University, USA

“Half a Century of Marketing Ethics: Shifting Perspectives and Emerging Trends”

Bodo B. Schlegelmitch, Vienna University of Economics and Business, Austria
Magdalena Oberseder, Vienna University of Economics

and Business, Austria

“Bringing Meaning to the Sales Job: The Effect of Ethical Climate and Customer Demandingness”

Fernando Jaramillo, University of Texas at Arlington, USA

Jay Prakash Mulki, Northeastern University, USA

James S. Boles, Georgia State University, USA

“To Shop or Not to Shop: Consumers’ Privacy Concerns and Their Impact on Online Shopping”

Deborah F. Spake, University of South Alabama, USA

R. Zachary Finney, University of South Alabama, USA

Mathew Joseph, St. Mary’s University, USA

Carmen-Maria Albrecht, University of Mannheim, Germany

“Disposal of Items Returned could be Influenced by the Future Buying Behavior of Consumers”

Mario J. Miranda, Victoria University, Australia

Kandiah Jegasoathy, Victoria University, Australia

10:00 - 10:30 BREAK

10:30 - 12:00

Session 6.1: Methodological Issues Relating to Internet-Based Surveys

Room: The Norwegian Oil Adventure Room

Session Chair: Gerald Albaum, Univ. of New Mexico, USA

“Trials, Tribulations, and Trust: Addressing Issues in Internet Security”

Patrick Brockett, University of Texas at Austin, USA

Linda Golden, University of Texas at Austin, USA

“Effects of Using Highly Interesting Questions on Data Quality and Survey Completion Rates”

Jared M. Hansen, Univ. of North Carolina Charlotte, 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

“Item Omissions in Internet-Based Survey Data Collection”

Gerald Albaum, University of New Mexico, USA
Catherine Roster, University of New Mexico, USA

Session 6.2: Capabilities-Based Internationalization and Ownership

Room: The Ole Solskjaer Room

Session Chair: Tore Mysen, Oslo School of Mgt, Norway

“Marketing Capabilities in the Transition Economy of Cuba: The Impact on Ownership Structure”

Joan Llonch, Autonomous University of Barcelona, Spain
Josep Rialp, Autonomous University of Barcelona, Spain

“Managing Host Country Environmental Challenges with Marketing Linking Capability: Effects on Foreign Ownership Choice”

Chiung-Hui Tseng, National Cheng Kung Univ., Taiwan
Ruby P. Lee, Florida State University, USA

“The Relationship between Export Marketing Competency and Market Orientation: The Significance for Export Market Ventures”

Osman Mohamat, University of Sains, Malaysia
Craig C. Julian, Southern Cross University, Australia
Zafer U. Ahmed, Prince Sultan University, Saudi Arabia
Sefnedi, Universiti Sains, Malaysia

“Foreign Entry Mode Choice of Knowledge-Based Service Firms and International Performance—A Resource-Based Perspective”

Maren Klein, Freie Univeritet Berlin, Germany
Christian Sichtmann, Freie Universitat Berlin, Germany

Session 6.3: Ethics and Ethical Consumption

Room: The Snøhetta Room

Session Chair: Luiz Moutinho, University of Glasgow, Scotland, UK

“Consumer Attitudes and Intentions Regarding Environmental Behaviors: Effects of Firm-Related Motives”

David Raska, Washington State University, USA
David E. Sprott, Washington State University, USA
Jeff Joireman, Washington State University, USA
Eric R. Spangenberg, Washington State University, USA

“Valuing Green in Consumer Consumption Experiences”
Chris Koch, University of Tennessee, USA

“An Investigation of Consumer’s Perceptions of Counterfeit Branded Products, Original Branded Products, and Purchase Intention”
Xuemei Bian, University of Hull, UK
Luiz Moutinho, University of Glasgow, Scotland, UK

Session 6.4: New Product Development Strategy
Room: The Crown Princess Room

Session Chair: Margaret Bruce, Univ. of Manchester, UK

“Marketing and New Product Development”
Ziqi Liao, Hong Kong Baptist University, China
Wing-Keung Wong, Hong Kong Baptist University, China

“Signaling through Craftsmanship: Managerial and Strategic Implications”
Paul Sergius Koku, Florida Atlantic University, USA
Allen E. Smith, Florida Atlantic University, USA

“Stabilizing Customer Preferences for Really New Products through Internal and External Learning: The Role of Different Information Contributions”
Mario Rese, University of Bochum, Germany
Wolf-Christian Strotmann, University of Bochum, Germany
Markus Karger, University of Bochum, Germany

Session 6.5: Branding and its Effects
Room: The Edvard Munch Room

Session Chair: Lars Erling Olsen, Norwegian School of Management, Norway

“Brands in Text—Attitudinal Effects of Brand Placements in Narrative Fiction”
Lars Erling Olsen, Norwegian School of Mgt., Norway
Even Johan Lanseng, Norwegian School of Mgt., Norway
Heidi Baalerud, Norwegian School of Mgt., Norway
Helene Holtman, Norwegian School of Mgt., Norway

“Corporate Social Responsibility (CSR)—Corporate Branding Relationship: An Empirical Comparative Study”
Julia Ouzounova, University of Economics-Varna, Bulgaria

Bistra Vassileva, University of Economics-Varna, Bulgaria

“Effects of Personal Nostalgia on Cognition, Attitudes, and Intentions”

Chris Marchegiani, Curtin Univ. of Technology, Australia

Ian Phau, Curtin Univ. of Technology, Australia

Session 6.6: Evolution and Change in Wholesaling Systems

Room: The Heavy Metal Room

Session Chair: Bert Rosenbloom, Drexel University, USA

“Changing Role of Wholesaling”

Camille Schuster, California State Univ. San Marcos, USA

“Format and Channel Evolution in Wholesaling”

Jim Quinn, Trinity College, Ireland

Leigh Sparks, University of Stirling, Scotland, UK

“A New Quest for Efficiency: The Post-War Programme of the Swedish Federation of Wholesalers”

Fredrik Sandgren, Uppsala University, Sweden

“Problems of Distribution and Market Orientation in the Fishery Sector in Greece”

Nikolaos Papavassiliou, Athens University of Economics and Business, Greece

12:30 - 14:00

Awards Luncheon at Café Christiania

15:00-22:00

Fjord Cruise, Fortress Tour and Dinner

Friday, July 24, 2009

8:00 - 17:00

Registration

12:15 - 13:30

Lunch

18:00 – 19:00

AMS President’s Reception

19:00 – 21:00

Congress Banquet

8:30 - 10:00

Session 7.1: Age, Ageing, and Ages

Room: The Norwegian Oil Adventure Room

Session Chair: Curtis Haugtvedt, Ohio State Univ., USA

“Understanding Cognitive Age: The Boomers’ Perspective”

Rajesh Iyer, Bradley University, USA

Timothy Reisenwitz, Valdosta State University, USA

“Not the Equal: The Impact of Age on Older Consumers’ Brand Relationships”

Hansjoerg Gaus, Chemnitz University, Germany

Steffen Jahn, Chemnitz University, Germany

Tina Kiessling, Chemnitz University, Germany

“Consumer Decision-Making Styles in Turkey”

Bahar Yasin, Istanbul University, Turkey

Session 7.2: Are You Linked in Yet? The Power of Weak Ties on Social Networks and the Emergence of New Media for Marketing

Room: The Edvard Munch Room

Session Chair: Tanuja Singh, St. Mary’s University, USA

Panelists:

Kathleen Krentler, San Diego State University, USA

Joe Cullinane, Northern Illinois University, USA

Tanuja Singh, St. Mary’s University, USA

Session 7.3: Environmental & Social Issues in Marketing

Room: The Ole Solskjaer Room

Session Chair: David M. Gray, Macquarie University, Australia

“Responsible Waste Disposal: An Exploratory Study of Affluent British and Brazilian Consumers”

Caroline Moraes, University of Birmingham, UK

Marylyn Carrigan, The Open University, UK
Isabelle Szmigin, University of Birmingham, UK

“Environmental Marketing and Competitiveness: The Moderating Role of Environmental Orientation”
Elena Fraj-Andres, University of Zaragoza, Spain

“Can Social Marketing Initiatives Increase Household Electricity Conservation?”
David M. Gray, Macquarie University, Australia

“Corporate Social Responsibility?—An Investigation of the Impact of CSR Activities on Consumer Behavior”
Hanna Schramm-Klein, Saarland University, Germany
Joachim Zentes, Saarland University, Germany
Dirk Morschett, University of Fribourg, Switzerland
Bernhard Swoboda, Saarland University, Germany
Sandra Pocsay, Saarland University, Germany

Session 7.4: International Culture and Individual Effects

Room: The Crown Princess Room

Session Chair: Mark Cleveland, University of Western Ontario, Canada

“Individual and Cultural Values as Precursors of Cosmopolitanism”
Mark Cleveland, Univ. of Western Ontario, Canada
Christine Yip, Univ. of Western Ontario, Canada

“The Role and Importance of Country of Origin in the Purchase of Small Kitchen Appliances: An Empirical Analysis”
Thomas J. Maronick, Towson University, USA

“Acculturation and Isomorphism: Modeling Global Consumer Culture”
Stephanie Slater, University of Cardiff, UK

“Uniformity in Global Markets: Defining the Standardization Construct and Related Problems”
Peter Walters, Hong Kong Polytechnic University, HK

“International Consumer Admiration: An Extension of the International Consumer Animosity Model”

Amro A. Maher, Indiana State University, USA
Ahmed Maher, Kuwait University, Kuwait

Session 7.5: Retailing and Loyalty
Room: The Snøhetta Room

Session Chair: Charles W. Lamb, TCU, USA

“Analyzing Loyalty-Based Consumer Segments to Budget for Loyalty and Promotion Programs and Maximize Market Share”

Hsiu-Yuan Tsao, Takming University of Science and Technology, China

“Retail Recovery from Disaster: Which Stores Return First?”

Tom Hickman, Loyola University, USA
Kate Lawrence, Loyola University, USA
Michael M. Pearson, Loyola University, USA

“An Individual Difference Approach to Understanding Loyalty Program Effects: Customer Loyalty Program Involvement”

Sejin Ha, Purdue University, USA
Leslie Stoel, Purdue University, USA

Session 7.6: Nonprofit and Social Issues
Room: The Heavy Metal Room

Session Chair: Fabio Cassia, University of Bergamo, Italy

“Explaining Citizen Surveys Non-Adoption in Local Governments”

Fabio Cassia, University of Bergamo, Italy
Francesca Magno, University of Bergamo, Italy

“Defining and Measuring Supporter Loyalty”

Walter Wymer, University of Lethbridge, Canada
Sharyn Rundle-Thiele, University of Southern Queensland, Australia

“Adapting For-Profit Branding Models to Small Nonprofit Organizations: A Theoretical Discussion and Model Proposition”

Mary Conway Dato-on, Rollins College, USA
Eileen Weisenbach Keller, University of Northern

Kentucky, USA
Doris Shaw, University of Northern Kentucky, USA

“Why Don’t NGOs have a Marketing Strategy? An Attempt to Answer Using an Example of Polish NGOs Activity”
Joanna Hernik, West Pomeranian Technological University,
Poland

10:00 - 10:30 BREAK

10:30 - 12:00 Plenary

“Service Logic and Service Productivity”

Christian Grönroos, Hanken School of Economics, Finland
Honorary Professor, Oslo School of Mgmt, Norway
A. (Parsu) Parasuraman, University of Miami, USA
Honorary Professor, Oslo School of Mgmt, Norway
Room: co joint the Edvard Munch Room and the Crown Princess Room

12:15 - 13:30

Lunch at Posthallen Restaurant

13:30 - 15:00

Session 8.1: International Entrepreneurship and Market Assessment

Room: The Norwegian Oil Adventure Room

Session Chair: Carol Finnegan, University of Colorado at Colorado Springs, USA

“International Corporate Entrepreneurship of Chinese Exporters”

Lance Mac, University of Macau, Portugal
Felicitas Evangelista, Univ. of Western Ontario, Canada

“Environmental Uncertainty and Market Attractiveness: Do Regions Matter?”

Rodney C. Runyan, University of Tennessee, USA
Carol Finnegan, University of Colorado at Colorado Springs, USA

Alexandre M. Rodrigues, European Business School, Germany

“An Examination of the Effects of Family Training on Expatriate Marketing Managers’ Performance”
Berrin Dosoglu-Guner, Rowan University, USA
Nevin Deniz, Marmara University, Turkey

“Signaling and Attribute Effects of Country-of-Origin Information: Role of Consumer Knowledge and Involvement”
Yaqin Sh, Hakuhoodo, Japan
Akinori Ono, Keio University, Japan

Session 8.2: Studying Advertising Effects around the World

Room: The Ole Solskjaer Room

Session Chair: Margaret Bruce, Manchester Business School, UK

“Extent to which Hispanics Promotion-Orientation affects their Purchasing Behavior”
Margaret Bruce, Manchester Business School, UK
Andrew Mitchell, Manchester Business School, UK

“A General Perception of Advertising in a Global Market: A Comparison of Perceptions of Chinese and United States Consumers”
Richard S. Parker, Missouri State University, USA
Diana L. Haytko, Florida Gulf Coast University, USA
Charles M. Hermans, Missouri State University, USA

“Applying to Higher Education: The Role of Information Sources”
Ana Maria Soares, University of Minho, Portugal
Cláudia Simões, University of Minho, Portugal

Session 8.3: Measuring Consumer Perceptions of New Products, Concepts, Brand Value, and Brand Name Confusion

Room: The Snøhetta Room

Session Chair: Jay Mulki, Northeastern University, USA

“Item Efficiency and DIF Assessment in New Product Concept Testing”
Peng Li, Lingnan University, HK

Xiang Wan, University of Science & Technology, HK

“Trademark Infringement: When is Similarity Confusing to Consumers”

Scott Swain, Northeastern University, USA

Jonathan D. Hibbard, Boston University, USA

Richard Hanna, Northeastern University, USA

“The Finance/Marketing Interface: Intangible Asset Management—Don’t Leave it to the Accountants”

Rachel Sherrard, University of Ulster, Northern Ireland

Session 8.4: Retail Management

Room: The Edvard Munch Room

Session Chair: Christy Ashley, East Carolina Univ., USA

“Retail Co-Branding—A Case Study Analysis”

Owen Wright, Griffith University, Australia

Peter Clarke, Griffith University, Australia

“The Low Price Guarantee in a General Merchandise Setting: The Moderating Role of the Burden of Proof”

Adilson Borges, Reims Management School, France

Barry J. Babin, Louisiana Tech University, USA

“Does the Impact of Retailer Attributes on Store Image vary between Retail Formats? Insights from the Romanian Grocery Retail Market”

Bernhard Swoboda, University of Trier, Germany

Bettina Berg, University of Trier, Germany

Hanna Schramm-Klein, Univ. of Saarbrücken, Germany

Nicolae A. Pop, Academy of Economic Studies, Romania

Christian Dabija, Academy of Economic Studies, Romania

“Managing the Retail Format Portfolio: An Application of Modern Portfolio Theory”

James R. Brown, West Virginia University, USA

Session 8.5: Services Marketing and Service Employees: Critical Links

Room: The Crown Princess Room

Session Chair: Dheeraj Sharma, Athabasca Univ., Canada

“Network Strength in Service Employee Teams: Implications for Information Processing and Customer Orientation”

Bülent Mengüç, Brock University, Canada

Simon J. Bell, University of Melbourne, Australia

Seigyoung Auh, Yonsei University, South Korea

Jan B. Heide, University of Wisconsin, USA

Omar Merlo, University of Cambridge, UK

Paul Tracey, University of Cambridge, UK

“Customer Orientation and Job Satisfaction of Service Middle Managers: A Research on the Directionality of the Relationship and on its Boundary Conditions”

Joan Llonch, Autonomous University of Barcelona, Spain

M. Pilar López, Autonomous Univ. of Barcelona, Spain

“How to Enrich the Service Encounter? Empirical Insights into the Relationships between Customer Performance, Interaction Quality, and Customer Satisfaction”

Alexander Leischnig, Freiberg University of Technology, Germany

Anja Geigenmueller, Freiberg University of Technology, Germany

Margit Enke, Freiberg University of Technology, Germany

Session 8.6: Design and Choice in the Supply Chain Room: The Heavy Metal Room

Session Chair: Trina Larsen Andras, Drexel Univ., USA

“Channel Choice in Foreign Markets: Capabilities and Transaction Cost Approaches”

Hidesuke Takata, Keio University, Japan

“Design of a Multi-Retailer Single Product Distribution System”

K. Pitsa, University of Piraeus, Greece

S. Sofianopoulou, University of Piraeus, Greece

“Knowledge Calibration Capability for Supply Chain Management”

Soonhong Min, University of Oklahoma, USA

Kishore Gopalakrishna Pillai, University of Leeds, UK

“Why are Network Goals Important for Chain Management?”

Taras Gagalyuk, Leibniz Institute Agricultural Development
in Central and Eastern Europe, Germany

Jon Hanf, Leibniz Institute Agricultural Development in
Central and Eastern Europe, Germany

15:00 - 15:30 BREAK

15:30 - 17:00

**Session 9.1: Inclusive Capitalism—Emerging Topics on
the Base-of-the-Pyramid Model in Global Marketing
Room: *The Norwegian Oil Adventure Room***

Session Chairs:

Sammy K. Bonsu, York University, Canada

Pia Polsa, Hanken School of Economics, Finland

*“Power, Poverty, and Consumer Strategies for Marketing
and Corporate Social Responsibility at the Base-of-the-
Pyramid”*

Pia Polsa, Hanken School of Economics, Finland

Sammy K. Bonsu, York University, Canada

*“Policies for Strengthening Productive Capacities and
Strategies at the Base-of-the-Pyramid”*

Kent Wilska, Ministry of Foreign Affairs, Finland

*“An Examination of UK Business Activity at the ‘Bottom of
the Pyramid’”*

Ravinder Panesar, Jaguar and Land Rover, UK

Mary Conway Data-on, Rollins College, USA

*“What Do We Know About Base-of-the-Pyramid Marketing:
A Review of the BOP Literature”*

Mee-Shew Cheung, Xavier University, USA

Matthew B. Myers, University Tennessee, USA

**Session 9.2: Sales Management Perspectives:
Communications, Leadership, and Control Systems
Room: *The Ole Solskjaer Room***

Session Chair: Mark P. Leach, Loyola Marymount
University, USA

“An Examination of Feedback that is Consistent and Inconsistent with Sales Performance”

Mark P. Leach, Loyola Marymount University, USA

“Sales Leaders as Senior Level Management: Application of Upper Echelon Theory for High Growth Companies”

Michael Rodriguez, Elon University, USA

“A Multi-Level Approach to Field Sales Management Control Systems: Exercised Control vs. Perceived Control”

Anssi Tarkianen, Lappeenranta Univ. of Technology,
Finland

Sanna Sundqvist, Lappeenranta Univ. of Technology,
Finland

John W. Cadogan, Loughborough Business School, UK

Nick Lee, Aston Business School, UK

Session 9.3: Behavioral Aspects of Services Marketing Room: The Crown Princess Room

Session Chair: Hsiu-Yuan Tsao, Takming University of
Science and Technology, Taiwan

“Identifying the Sources of Consumer Worry in Service Settings: A Critical Incident Study”

Mary Harrison, University of Alabama, USA

Sharon Beatty, University of Alabama, USA

“The Forgiving Customer: Commitment, Intentions, and Behavior after Critical Incidents”

Heiner Evanschitzky, University of Strathclyde, UK

Christian Brock, Westfälische Wilhelms-Universität,
Germany

“The Temporal Stability of Affective and Cognitive Predictors of Behavior Intention”

Adrian Palmer, Swansea University, UK

Nicole Koenig-Lewis, Swansea University, UK

“Earning Customer Loyalty: The Role of Satisfaction, Trust, Delight, Commitment and Involvement”

Jana Bowden, Macquarie University, Australia

Tracey Dagger, University of Queensland, Australia

Greg Elliot, Macquarie University, Australia

Session 9.4: Emerging Issues in Entrepreneurship

Room: The Snøhetta Room

Session Chair: Gillian Sullivan-Mort, La Trobe University,
Australia

*“Unattended Basic Necessities and Consuming Habits in
the Rural and Urban Mexican Base of the Pyramid: An
Exploratory Cross-Sectional Study”*

Rene Diaz-Pichardo, Monterrey Tech, Mexico

Consuelo García de la Torre, Monterrey Tech, Mexico

*“Macroentrepreneurship: An Expanded Context for
Entrepreneurship”*

Max Briggs, Queensland Univ. of Technology, Australia

*“Social Entrepreneurship and Value Creation in Not-for-
Profit Organizations”*

Gillian Sullivan-Mort, La Trobe University, Australia

Jay Weerawardena, University of Queensland, Australia

Adrian Sargeant, Indiana University, USA

Roger Bennett, London Metropolitan University, UK

Session 9.5: International Retailing

Room: The Heavy Metal Room

Session Chair: Halldor Engilbertsson, University
Reykjavik, Iceland

*“Swom: A Delphi Study of the Content and Valence of Staff
Word of Mouth within Social Networks”*

Kathleen A. Keeling, Manchester Business School, UK

Peter J. McGoldrick, Manchester Business School, UK

Petroula Charavitsidou, Manchester Business School, UK

Hannah Thompson, Manchester Business School, UK

“A Study on the Changing Trends of Retailing in India”

K.K. Ramachandran, GRD School of Commerce &
International Business, India

*“Always Well Advised: Analyzing the Impact of Adaptive
Selling on Consumer Behavior”*

Isabel Martin, University of Mannheim, Germany

Daniel Heinrich, University of Mannheim, Germany

Hans H. Bauer, University of Mannheim, Germany

“The Emergence, Importance and Implementation of Own Label in Developing Retail Markets: A One Nation Perspective—Colombia”

Octavio Ibarra, Universidad del Norte Barranaquilla,
Colombia

Philip J. Kitchen, Hull University, UK

Session 9.6: Emerging Thoughts on Innovation and Creativity Research: A Panel Discussion

Room: The Edvard Munch Room

Session Chair: Kenneth Kahn, Purdue University, USA

Panelists:

Margaret Bruce, Manchester Business School, UK

Petra de Weerd-Nederhof, Univ. of Twente, Netherlands

Geir Kaufman, Norwegian School of Management, Norway

18:00 – 19:00

AMS President’s Reception at Grand Hotel

19:00 – 21:00

Congress Banquet in Mirror Room of Grand Hotel

Saturday, July 25, 2009

8:00 - 10:00

Registration

12:00

Congress Ends

8:30 - 10:00

Session 10.1: Product and Pricing Strategies

Room: The Norwegian Oil Adventure Room

Session Chair: Nicholas Nugent, Southern New Hampshire University, USA

“Using the Rational Expectation Model to Investigate the Relationship between New Product Introductions and Resale Price Maintenance”

Guan-Ru Chen, I-Shou University, Taiwan

“Which Laws do your Marketers Know? Some Legal Issues on Price Discrimination”

Paul Sergius Koku, Florida Atlantic University, USA

“The Mega-Event Sport Product: Marketing Strategies for Bidding and Hosting”

Nicholas Nugent, Jr., Florida Southern College, USA

Philip Fellman, Southern New Hampshire University, USA

Nicholas Nugent, Southern New Hampshire Univ., USA

“Consumer Processing of Bundle Prices: When do Discounts Matter?”

Judy Harris, Towson University, USA

Edward A. Blair, University of Houston, USA

Session 10.2: Nonprofit Marketing

Room: The Ole Solskjaer Room

Session Chair: Anne M. Lavack, Univ. of Regina, Canada

“Social Marketing Campaigns Aimed at Preventing Drinking and Driving: A Review and Recommendations”

Magdalena Cismaru, Univ. of Regina, Canada

Anne M. Lavack, Univ. of Regina, Canada

“Church Marketing: An Investigation of the Role of Market Orientation in Church Participation”

Riza Casidy Mulyanegara, Monash University, Australia

Yelena Tsarenko, Monash University, Australia

Felix T. Mavondo, Monash University, Australia

“Marketing by the Rules: Exploring Modern Monastic Business Practices in the Perspective of Religious Rules and Traditions”

Sandra Mottner, Western Washington University, USA

David Gilbertson, Western Washington University, USA

Session 10.3: Brands as People?

Room: The Snøhetta Room

Session Chair: Rajeev Batra, University of Michigan, USA

“What is Love? Investigating Consumers Love for their Brands”

Hans H. Bauer, University of Mannheim, Germany
Daniel Heinrich, University of Mannheim, Germany
Carmen-Maria Albrecht, University of Mannheim, Germany

“Brand Personality and the Utilitarian Brand”

Adrian Peretz, Oslo School of Management, Norway
Magne Supphellen, The Norwegian School of Economics
and Business Administration, Norway

“Exploring Country of Manufacture Effect on Strong and Weak Brands”

Kemal Kurtulus, Istanbul University, Turkey
Zehra Bozbay, Istanbul University, Turkey

Session 10.4: Interactional Issues in BtB

Room: The Crown Princess Room

Session Chair: Jorge A. Wise, ITESM, Mexico

“Beyond the Buying Center—Industrial Lifestyles and their Implications on Price Negotiations”

Marc M. Kuhn, Baden-Württemberg Cooperative State University, Germany

The Role of Service Quality Perceptions and Service Failure/Recovery Episodes in the Formation of B2B Loyalty: An Empirical Investigation in the Greek IT Industry”

Nicholas G. Pappas, Catholic Univ. of Lille, France
Ruben Chumpitaz, Catholic Univ. of Lille, France

“Trade Show Performance: Exploring Interpersonal & Non-Personal Interaction Dimensions”

Klaus-Peter Wiedmann, Leibniz University of Hanover, Germany
Martin Kassubek, Leibniz University of Hanover, Germany
Sascha Langner, Leibniz University of Hanover, Germany

“Power to None: Conceptualising the Role of Power and Control in Asymmetrical Inter-Firm Relationships”

Stephane Bignoux, Macquarie University, Australia
David Gray, Macquarie University, Australia

Session 10.5: Codes of Ethics and Values

Room: The Edvard Munch Room

Session Chair: Bodo B. Schlegelmilch,
Wirtschaftsuniversitaet, Austria

“An Investigation of the Effects of Corporate Ethical Values on Employee Commitment and Performance: Examining the Moderating Role of Perceived Fairness”

Dheeraj Sharma, Athabasca University, Canada

“A Longitudinal and Cross-Cultural Study of Codes of Ethics of Australian, Canadian and Swedish Corporations”

Jang Singh, University of Windsor, Canada

Göran Svensson, Oslo School of Management, Norway

Greg Wood, Deakin University, Australia

Michael Callaghan, Deakin University, Australia

“Ethical Dimensions of Social Marketing: Does Trying to do Good Equate to Doing no Harm?”

Lynne Eagle, University of West England, UK

Sara Bird, University of West England, UK

Fiona Spotswood, University of West England, UK

Alan Tapp, University of West England, UK

10:00 - 10:30 BREAK

10:30 - 12:00

Session 11.1: Consumer Norms within Societies

Room: The Norwegian Oil Adventure Room

Session Chair: Vince Mitchell, City University, UK

“The Interplay of Local and Global Cultural Influences on Japanese Consumer Behavior”

Mark Cleveland, University of Western Ontario, Canada

Michel Laroche, Concordia University, Canada

Ikuo Takahashi, Keio University, Japan

“Self Gifts from a Regulatory Focus Perspective”

Mengkuan Lai, National Chen Kung University, Taiwan

Tzu-Ling Yang, National Chen Kung University, Taiwan

“The Wholesaler as Concept Provider—Consequences of Structural Customer Bonds on Competitive Advantage and Relationship Quality”

Sandra Pocsay, Saarland University, Germany

Hanna Schramm-Klein, Saarland University, Germany

Joachim Zentes, Saarland University, Germany

Session 11.2: New Developments in E-Marketing
Room: The Ole Solskjaer Room

Session Chair: Ed Petkus, Ramapo College of New Jersey,
USA

“Person Place Congruency in On-Line Shopping Context”

Spiros Gounaris, Athens University of Economics &
Business, Greece

Christos D. Koritos, Athens University of Economics &
Business, Greece

Giannis G. Kostopoulos, Athens University of Economics &
Business, Greece

*“Consequences of Interactivity and Social Presence for
Trust and Flow in On-Line Luxury Goods Sector”*

Kathleen Keeling, University of Manchester, UK

Laura Salciuviene, University of Manchester, UK

*“Generating Trust in E-Services Through Service Quality:
The Moderating Role of Technology Readiness”*

Keyoor Purani, Indian Institute of Mgt. Kozhikode, India

Sunil Sahadev, University of Sheffield, UK

*“Electronic Marketing in the Sustainable Tourism Industry:
Are Sustainability Criteria Reflected in Website Content”*

Ed Petkus, Ramapo College of New Jersey, USA

**Session 11.3: The Role of Wholesaling Intermediaries in
Global Marketing Channels**
Room: The Edvard Munch Room

Session Chair: Bert Rosenbloom, Drexel University, USA

Panelists:

Adel El-Ansary, University of North Florida, USA

Trina Larsen Andras, Drexel University, USA

James Quinn, Trinity College, Ireland

Session 11.4: Environmental Issues in Marketing
Room: The Snøhetta Room

Session Chair: Klaus-Peter Wiedmann, Leibniz University
of Hanover, Germany

*“Technology Management of Natural Gas Vehicles:
Exploring Customers’ Perceived Risk Factors”*

Klaus-Peter Wiedmann, Leibniz University of Hanover,
Germany

Martin Kassubek, Leibniz University of Hanover, Germany

Nadine Hennigs, Leibniz University of Hanover, Germany

Lars Pankalla, Leibniz University of Hanover, Germany

“An Evaluation of Trends in Environmental Advertising”

Leonidas C. Leonidou, University of Cyprus, Greece

Constantinos N. Leonidou, Leeds University, UK

“The Piracy Paradox Persists in Cyber Space”

Peggy E. Chaudhry, Villanova University, USA

Session 11.5: Entrepreneurship and Strategy

Room: The Crown Princess Room

Session Chair: B. Ramaseshan, Curtin University, Australia

*“Italian Small and Medium Enterprises Abroad: Current
Situation and Future Perspectives”*

Elena Cedrola, University of Macerata, Italy

Loretta Battaglia, Catholic University, Italy

Alessandra Tzannis, Catholic University, Italy

*“Factors Influencing Loyalty to Rewards in Small
Business”*

B. Ramaseshan, Curtin University, Australia

Andrew Guilfoyle, Curtin University, Australia

*“Implementing Service Excellence to Become a Winning
Organization”*

Hina Khan, Newcastle Business School, UK

Katie Hedley, Newcastle Business School, UK

*“The Development of Internal Trust in Service Branding: A
Comparison of Large Organizations and SMEs”*

Barbara Caemmerer, Univ. of Strathclyde, Scotland, UK

Edgar Centeno, Univ. of Strathclyde, Scotland, UK

Michael Marck, Univ. of Strathclyde, Scotland, UK

Congress Ends

Thanks for being part of the 2009 World Marketing Congress! We hope to see you in Reims, France, September 1-4, 2011 for the 15th Biennial World Marketing Congress.

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