

**2001
Academy of Marketing Science
Annual Conference**

*New Meanings for Marketing
in a New Millenium*



May 30 – June 2, 2001

**Hyatt Islandia Hotel
San Diego, California**

**The Academy of Marketing Science
Honors
Marvin J. Girouard
Chairman and CEO
Pier 1 Imports**

2001 AMS Distinguished Marketer

- Elected Chairman February 28, 1999
- Named President & Chief Executive Officer June 25, 1998.
- Elected President & Chief Operating Officer in August 1988.
- Joined Pier 1 Imports in 1975 and has held various marketing position of responsibility. Was named senior vice president of merchandising in 1985, giving him responsibility over control of all merchandise, buying, advertising and inventory management.
- Extensive domestic and foreign travel to over 50 countries including East and West Europe, China, Hong Kong, Philippines, Indonesia, Malaysia, USSR, Thailand, Singapore, India, Mexico, Taiwan, Japan, Central and South America.
- Received a BBA degree in Marketing from Texas A&M University in 1961.
- Spent five active years in the U.S. Navy, including combat service in Vietnam.
- Retired from the U.S. Naval Reserve in 1983 as a Commander with 20 years service.
- Married and the father of three children. Girouard resides in Fort Worth, Texas.
- Civic and Board Involvement:
 - Board of Director for Pier 1 Imports, Inc
 - Board of Director for Tandy Brands Accessories, Inc.
 - Board of Director for Brinker International
 - Board of Director for Neptune Orient Lines (NOL) of Singapore
 - Board of Director for Fort Worth Chamber of Commerce
 - Active member of the Executive Committee for the U.S. Committee for UNICEF - The United Nations Children's Fund.
 - National Board of Visitors for the M.J. Neely School of Business at Texas Christian University.
 - Member of the College of Business Administration Development Council at Texas A&M University.
- Awards:
 - 1995 Outstanding Alumni for the College of Business Administration and Graduate School at Texas A&M University
 - 1994 Hugh Downs Award from the U.S. Committee for UNICEF
 - 2000 Father of Year Award in the Fort Worth/Dallas Metroplex

Welcome to the Academy of Marketing Science Annual Conference

Welcome to the 2001 Academy of Marketing Science Annual Conference at the Hyatt Islandia Hotel in sunny San Diego. A special welcome goes to our international participants and those who traveled far to enjoy the camaraderie of colleagues and the California coast.

The program is in keeping with our theme of new and emerging directions in marketing, with over 120 papers, 14 special sessions, poster presentations, and over 200 participants. A presidential panel on the 2000 U.S. Census and a special session with speakers from Greenpeace should stimulate debate and discussion. We also know how to have fun and opportunities for socializing, from a wine tasting to a golf outing, are part of the program.

On Wednesday evening, a welcome reception will be held in the Mission Ballroom. On Thursday, your registration fees cover the Awards Luncheon at noon and a reception in the evening at the hotel. On Friday evening, you are cordially invited to attend the President's Reception and Awards Banquet in the Regency Ballroom. Saturday afternoon, you may travel home, join in the golf outing, or explore San Diego (e.g., beaches, world famous zoo, museums, shopping, restaurants). Local arrangements chairs, Vic Johar and Cristel Russell, have put together a website link to help you choose among the recreational options. See www.ams-web.org for extracurricular choices, this program, and registration forms.

We would like to thank the Academy of Marketing Science Officers and Board of Governors for their guidance and support. Special thanks go to Bob Peterson (president), Barry Babin (vice president for programs), Kathy Krentlar (past president), and Mary Joyce and David Lambert (past program co-chairs). The credit for an excellent program goes to the track chairs, program event chairs, authors, session chairs, discussion leaders, and reviewers, who provide the substance of the Conference. Critical "behind the scenes" work was accomplished by Rise Brown at UGA, Mary Brook and Lisa Baldeosingh at MUW, Melissa and Robert Moore (Proceedings editors), Tom Stafford (web master for the conference web site), Sally Sultan (AMS central office director), and Vic Johar and Cristel Russell (local arrangements chairs).

See you next year (May 29-June 1, 2002) at the Sanibel Harbour Resort and Spa, Fort Myers, Florida!

Anne L. Balazs
*Mississippi University
for Women*

George M. Zinkhan
University of Georgia

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Anne L. Balazs, Mississippi University for Women
George M. Zinkhan, University of Georgia

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BUSINESS TO BUSINESS MARKETING

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CHANNELS AND LOGISTICS

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ETHICS

John B. Ford, Old Dominion University
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Linda Ferrell, University of Northern Colorado

GLOBAL MARKETING

Michael Czinkota, Georgetown University
Ilkka Ronkainen, Georgetown University

MARKETING EDUCATION

Lynne Richardson, University of Alabama-Birmingham
Tom Page, Jr., Michigan State University

MARKETING IN THE FUTURE

Marla Stafford, University of North Texas
Tom Stafford, Texas Woman's University

MARKETING MANAGEMENT

Russell N. Laczniak, Iowa State University
James Leigh, Texas A&M University

MARKETING STRATEGY

Charles Madden, Baylor University

MARKETING THEORY

Madeline Johnson, University of Houston-Downtown

PRICING STRATEGY

Dhruv Grewal, Babson College
Joan Lindsey-Mullikin, Babson College

PROMOTION

Les Carlson, Clemson University
Richard F. Beltramini, Wayne State University

RESEARCH METHODS

Frank J. Carmone, Jr., Wayne State University
Abhijit Biswas, Louisiana State University

RETAILING

Jack Kasulis, University of Oklahoma
Birud Sindhav, University of Nebraska-Omaha

SELLING AND SALES MANAGEMENT

Steven P. Brown, Southern Methodist University
William L. Cron, Southern Methodist University

SERVICES MARKETING

Susan Keaveney, University of Colorado at Denver

THE NATURAL ENVIRONMENT AND MARKETING

Easwar Iyer, University of Massachusetts
Edwin Stafford, Utah State University

SPECIAL SESSIONS AND PANELS

Mathew Joseph, Georgia College & State University

OTHER PROGRAM MEMBERS**WILLIAM R. DARDEN AWARD FOR BEST RESEARCH
METHODOLOGY PAPER**

Frank Carmone and Abe Biswas

M. WAYNE DELOZIER BEST CONFERENCE PAPER AWARD

Anne Balazs and George Zinkhan

DOCTORAL DISSERTATION COMPETITION

Jeff Tanner, Baylor University

JANE K. FENYO STUDENT PAPER COMPETITION

Xiao-Fung Di, Queen's University

OUTSTANDING MARKETING TEACHER PROGRAM

Jill S. Attaway, Illinois State University

PROCEEDINGS EDITORS

Melissa L. Moore, Mississippi State University
Robert S. Moore, Mississippi State University

The AMS officers, Board of Governors, conference chairs, and membership acknowledge with gratitude the continued support of representatives from the following college textbook publishers: Southwestern College Publishing and Atomic Dog Publishing.

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WEDNESDAY, MAY 30, 2001

REGISTRATION/EXHIBITS

8:30 A.M. – 4:30 P.M.

ROOM: ISLANDS A

AMS EXECUTIVE COUNCIL/OFFICERS' MEETING

8:30 A.M. – 5:00 P.M.

ROOM: GARDEN SUITE #120

RECEPTION

6:15 P.M. – 7:15 P.M.

ROOM: MISSION BALLROOM

SESSION 1 (CONCURRENT SESSIONS)

Wednesday, May 30

1:30 p.m. — 3:00 p.m.

SESSION 1.1: *Marketing Education*

Room: Garden A

Session Chair: John B. Ford, Old Dominion University

Presentations:

"The Business-to-Business vs. Consumer Marketing Debate: A Prime Opportunity for Teaching Creativity"
James G. Hutton, Fairleigh Dickinson University

A Value of Group Projects - Australian and Asian Students Compared
Tekle Shanka, Curtin University of Technology
Julie Napoli, Curtin University of Technology

A Determinant Skills for Developing Effective Marketing Curriculum
Robert M. Cosenza, Christian Brothers University
Susan Lee Taylor, Belmont University

Discussion Leader: Elise Prosser, University of San Diego

SESSION 1.2: *Teenage Purchasing Behavior*

Room: Garden C

Session Chair: Alan Shao, University of North Carolina-Charlotte

Presentations:

A Determinants of Teenagers Brand Buying Behavior - Development of a Structural Equation Model
Stephanie Magin, The University of Mainz
Frank Huber, The University of Mainz
Andreas Herrmann, The University of Mainz

A Teenagers- Perceptions of the Influence of Advertising and Price Verses Non-Marketer-Controlled Factors on Their Purchases of Brand Name Athletic Shoes and Clothing
Timothy P. Meyer, University of Wisconsin-Green Bay
Kathryn A. Meyer, The Gallup Organization
Thomas R. Donohue, Virginia Commonwealth University

AtThe Adolescent-s Influence on Family Electronic Equipment@
Benny Rigaux-Bricmont, Laval University
Pierre Balloffet, Ecole de HEC-Montreal

Discussion Leader: Daniel F. Lynch, Montana State University

SESSION 1.3: *Gaining an Edge in Marketing Strategy*

Room: Garden D

Session Chair: John R. ARusty@ Brooks, Houston Baptist University

Presentations:

AMarket Orientation, Top Management Emphasis, and Performance within
University Schools of Business: An Examination of Correlations for Three
Markets@

Kevin L. Hammond, The University of Tennessee at Martin

Robert L. Webster, Ouachita Baptist University

Harry A. Harmon, Central Missouri State University

AA Counter-Chaos Marketing Strategy: Survival and Success in Turbulent
Markets@

A. Coskun Samli, University of North Florida

AMarket Segments: Revealed or Constructed?@

Agnes Nairn, University of Bath

Pierre Berthon, University of Bath

AtThe Effectiveness of the Implementation of Competitive Marketing Strategy
- A Model@

Norman E. Marr, Huddersfield University

Essam El Din Bakr, Manchester Metropolitan University

Discussion Leader: John Crawford, University of North Texas

REFRESHMENT BREAK

3:00 P.M. – 3:30 P.M.

ROOM: ISLANDS A

SESSION 2 (CONCURRENT SESSIONS)

Wednesday, May 30

3:30 p.m. – 5:00 p.m.

SESSION 2.1: *Exploring Retail Customer Behaviors*

Room: Garden B

Session Chair: TBA

Presentations:

ADesigning Retail Shopping Experiences: An Application of Experiential
Learning Theory@

Nancy T. Frontczak, Metropolitan State College of Denver

Karen A. Loveland, Metropolitan State College of Denver

Clayton L. Daughtrey, Metropolitan State College of Denver

AA Exploration into the Potential of Empathy for the Selection of Retail
Employees@

Hung-Jen Su, Purdue University

Sanghyun Lee, Purdue University

Jing Ding, Purdue University

Lucette B. Comer, Purdue University

"Customer Automatic Thinking and Store Choice Processes Among Known Stores"

Arch G. Woodside, Boston College

Evan M. Thelen, University of Innsbruck, Austria

Discussion Leader: Melanie Wallendorf, Arizona State University

SESSION 2.2: Marketplace Behaviors

Room: Garden A

Session Chair: Michael Solomon, Auburn University

Presentations:

"Timing, Congruence, Attractiveness and Value: The Impact of Premium Characteristics on Consumers' Perceptions of Sales Promotions"

Alain d'Astous, HEC-Montreal, Canada

Valerie Landreville

Incorporating Confidence and Competition in Attitude Models to Predict Customer Intentions Toward Retailers

Jack J. Kasulis, University of Oklahoma

Fred W. Morgan, University of Kentucky

"A Conceptualization of the Influence of Culture upon Customer Value Perceptions"

Jeffrey W. Overby, Florida State University

Discussion Leader: TBA

SESSION 2.3: Contemporary Issues in Channel Management

Room: Garden C

Session Chair: Lou Pelton, University of North Texas

Presentations:

"The Dependence between Disturbances in Logistics Channels"

Göran Svensson, Växjö University

"An Integrated Model of Channel Conflict"

Kenneth A. Hunt, Fort Lewis College

William Dodds, Fort Lewis College

"An Exploratory Investigation into the Marketing Practices of Small Asian-Owned Retail Businesses in the U.K."

Shiv Chaudhry, University of Central England

David Crick, University of Central England

Discussion Leader: Thomas F. Stafford, Texas Woman's University

SESSION 2.4: Topics in Advertising Research

Room: Garden D

Session Chair: Rick Burton, University of Oregon

Presentations:

Does Intensity of Personally Felt Emotions Matter More than Nature of Emotions to Influence Attitude toward the Ad (Aad) and Attitude toward the Brand (Ab)?

Virginie de Barnier, EDHEC School of Management

Pierre-Louis Debois, University of Paris - Assas

Pierre Valette-Florence, ESA, University of Pierre Mendes France

Agency Creative Identities and Risk Taking®
Douglas C. West, South Bank University
John B. Ford, Old Dominion University
Alan Miciak, University of Calgary

Developing Effective Slogans for the African Tourism Industry: Analysis of
Cohort Perceptions and Reactions®
Tekle Shanka, Curtin University of Technology
Ian Boudeville
Julie Napoli, Curtin University of Technology

Discussion Leader: Lynn Kahle, University of Oregon

AMS WINE EDUCATION IV
"MARKETING AND WINE: DOES MARKETING ADD VALUE OR
ARE WE VICTIMS OF OURSELVES?"
HOSTS: BARRY BABIN, UNIV. OF SOUTHERN MISSISSIPPI,
ROBERT C. FULLER, BRADLEY UNIVERSITY AND MITCH
GRIFFIN, BRADLEY UNIVERSITY
(FEE CHARGED, LIMITED CAPACITY)

5:15-6:15 P.M.

ROOM: ISLANDS B

RECEPTION

6:15 – 7:15 P.M.

ROOM: MISSION BALLROOM

DINNER ON YOUR OWN

THURSDAY, MAY 31, 2001

REGISTRATION/EXHIBITS

8:30 A.M. – 4:30 P.M.

ROOM: ISLANDS A

A MENTOR'S BREAKFAST

7:15 A.M. – 8:15 A.M.

(BY INVITATION ONLY)

CHAIR: JULIE BAKER

ROOM: ISLANDS B

AMS REVIEW MEETING

7:15 A.M. – 8:15 A.M.

ROOM: GARDEN C

AWARDS LUNCHEON

12:00 P.M. – 1:30 P.M.

ROOM: ISLANDIA RESTAURANT

PLENARY SESSION

AMS PRESIDENTIAL PANEL ON THE 2000 CENSUS

1:30 P.M. – 3:00 P.M.

ROOM: REGENCY A

ISLANDIA RECEPTION - 5:30 – 7:30 P.M.

ROOM: ISLANDIA RESTAURANT

SESSION 3 (CONCURRENT SESSIONS)

Thursday, May 31

8:30 A.M. – 10:00 A.M.

SESSION 3.1: *Emerging Perspectives in Environmental Marketing*

Room: Mission A

Session Chair: Easwar Iyer, University of Massachusetts-Amherst

Presentations:

AEco-Oriented Corporate Culture: A Critical Evaluation®

George Stone, Georgia College and State University

Mathew Joseph, Georgia College and State University

AAttitudes and Behaviors of College Students in Regards to the Environment and Recycling®

Rajiv Kashyap, Purdue University

Easwar Iyer, University of Massachusetts-Amherst

ACatalyzing Environmental Collaboration: The Role of Green Alliance Entrepreneurs®

Cathy L. Hartman, Utah State University

Discussion Leader: Brenda Ponsford, Thiel College

SESSION 3.2: *Identity and Consumer Behavior*

Room: Mission B

Session Chair: Cristel Russell, San Diego State University

Presentations:

“An Exploration of Consumers’ Experiences During and After a Natural Disaster: A Case Study in Central Florida”

Denise E. DeLorme, University of Central Florida

Scott C. Hagen, University of Central Florida

“Consumer Self-Concept Clarity and Shopping Behavior: An Exploratory Study”

Maria Michelle Morrison, University of Georgia

Katherine Sirgany, University of Georgia

“Personality Correlates and the Influence of Others on Shopping Behavior”

Maria Michelle Morrison, University of Georgia

Katherine Sirgany, University of Georgia

Discussion Leader: Cristel Russell, San Diego State University

SESSION 3.3: *Pricing Issues for the 21st Century*

Room: Mission C

Session Chairs: Dhruv Grewal, Babson College

Joan Lindsey-Mullikin, Babson College

Presentations:

“Pricing Strategy in a Clearance Period”

Arthur V. Hill, University of Minnesota

Tatiana Bouzdine-Chameeva, Ecole Supérieure de Commerce

“Framing Deals to Influence Consumers’ Buying Intentions: An Exploratory Study”

William B. Dodds, Fort Lewis College

“An Analysis of Consumers’ Interpretations of the Semantic Phrases Found in Comparative Price Advertisements”

Larry D. Compeau, Clarkson University

Dhruv Grewal, Babson College

Joan Lindsey-Mullikin, Babson College

Discussion Leader: Banwari Mittal, Northern Kentucky University

SESSION 3.4: *Branding and TV Advertising*

Room: Garden D

Session Chair: David Ortinau, University of South Florida

Presentations:

“The Impact of Advertising on the Success of Brand and Line Extensions”

Nadia Ducey

Sridhar Samu, Memorial University of Newfoundland

“Enhancing Brand Preference Through Sponsorship: A Self-Congruity Model”

Marc Fischer, University of Mannheim

“Unintended Consequences of the U.S. Television Ratings System”

Kevin J. Shanahan, New Mexico State University

Michael R. Hyman, New Mexico State University

Discussion Leader: Hyokjin Kwak, University of Georgia

SESSION 3.5 *Poster Presentations*

Room: Regency A

Posters:

“Industry Reconfiguration and Information Technology: Towards Customer-Oriented Activities and New Supply Chain Management”

Frederic Jallat, Paris Graduate School of Business

“Formalization of Marketing Planning and Function and the Practice of Marketing Activities: The Portuguese Case”

Mino Farhangmehr, Universidade de Minho

“Impact of Front-line Employees’ Customer Orientation on Customer Satisfaction, Loyalty and Unit Profitability”

Angela Hausman, University of Texas-Pan American

Mark A. Bonn, Florida State University

“Promotion Mix Practices in Foreign Markets: A Pilot Study”

Brian I. Connett, California State University-Northridge

“A Structural Equation Model for Measuring the Acceptance of Functional Food Innovations”

Ralf Schellhase, University of Applied Sciences-Darmstadt

Anja-Karin Herrman, University of Stuttgart-Hohenheim

“Global Marketing in the Context of Central and Eastern Europe”

Marin A. Marinov, Gloucestershire Business School

Svetla T. Marinova, Gloucestershire Business School

“Valuation of Apartments in Kiev, Ukraine: A Marketing Perspective”

Myroslaw J. Kyi, Widener University

Surendra Pal, Widener University

REFRESHMENT BREAK
SPONSORED BY SOUTHWESTERN PUBLISHING CO.
10:00 A.M. – 10:30 A.M.
ROOM: ISLANDS A

SESSION 4 (CONCURRENT SESSIONS)

Thursday, May 31

10:30 A.M. – 12:00 P.M.

SESSION 4.1 *Lifestyle and Consumer Behavior*

Room: Mission A

Session Chair: TBA

“Be All That You Can Be: Value Aspects of Lifestyle”

David Toumajian, University of Oregon

“It’s Miller Time, Then and Now: Temporal Aspects of Lifestyle”

Rick Burton, University of Oregon

“Be Like Mike, Interpersonal Action Aspects of Lifestyle”

Lynn R. Kahle, University of Oregon

SESSION 4.2 *Advertising and Promotion*

Room: Mission B

Session Chair: Margaret P. Conchar, University of North Carolina-Charlotte

Presentations:

“Attitude Toward Advertising: Race and Gender Differences”

Rachel K. Smith, University of Memphis

Graig A. Maring, University of Memphis

Paul W. Clark, University of Memphis.

“Unique Positioning to An Elusive Market: Targeting Teenagers”

Alan T. Shao, University of North Carolina, Charlotte.

“A Model to Detect the Potentiality of a Visitor as Customer in a Commercial Website.”

Mamata Jenamani

P.K.J. Mohapatra

S. Ghose, IIT, Kharagpur.

Discussion Leader: Enrique Manzur, Universidad de Chile

SESSION 4.3 *Why E-Tailer Challengers Didn’t Replace Brick and Mortar*

Retailers – The Lessons and Legacy of the Internet Boom on Retailing

Room: Mission C

Panelists:

James M. Kenderdine, University of Oklahoma

David E. Griffith, Ouachita Baptist University

A. Coskun Samli, University of North Florida

SESSION 4.4 *Current Issues in Marketing Ethics Research: Customer and*

Company Strategic Issues

Room: Garden C

Session Chair: O.C. Ferrell, Colorado State University

Presentations:

"Customer Organizational Commitment's Impact on Customer's Ethical Judgments"

Rhea Ingram, Middle Tennessee State University

"The Value of Corporate Citizenship to Business Customers: Research Directions"

Dan Flint, Florida State University

Isabelle Maignan, University of Groningen

"Need for Cognition Information and Moral Decision Making in Marketing Exchange: A Partial Model"

Nicholas McClaren, Deakin University

Robin Shaw, Deakin University

"A Conjoint Clusterwise Regression Analysis of Business Ethical Tolerance"

Jacques-Marie Aurifeille, Universite de La Reunion

Pascale G. Quester, The University of Adelaide

Discussion Leader: TBA

SESSION 4.5 *Special Session - Conflict and Collaboration: Greenpeace and the Corporate World*

Room: Regency A

Session Chairs: Edwin Stafford, Utah State University

Easwar Iyer, University of Massachusetts-Amherst

Presentations:

John Mate, Greenpeace International

Corin Millais, Greenpeace Australia and Head of the Green Games Campaign

AWARDS LUNCHEON
THURSDAY, MAY 31
12:00 P.M. – 1:30 P.M.
ROOM: ISLANDIA RESTAURANT

SESSION 5

Thursday, May 31

1:30 P.M. – 3:00 P.M.

PRESIDENTIAL SPECIAL SESSION

SESSION 5: *Marketing, the 2000 Census, and American Factfinder*

Room: Regency A

Session Chair: Robert A. Peterson, The University of Texas at Austin
Academy of Marketing Science President

Guest Speaker:

John C. Kavalunas

United States Bureau of the Census

Discussion Leader: Rosann Spiro, Indiana University

REFRESHMENT BREAK
3:00 P.M. – 3:30 P.M.
ROOM: ISLANDS A

SESSION 6 (CONCURRENT SESSIONS)

Thursday, May 31

3:30 P.M. – 5:00 P.M.

SESSION 6.1: *So You Want To Publish a Marketing Book: The Publishers' Point of View-Part I*

Room: Mission A

Session Chair: Lou Pelton, University of North Texas

Panelists:

Whitney Blake, Senior Editor-Marketing, Prentice Hall, Business Publishing Division

Marquita Flemming, Senior Acquisition Editor, Sage Publications, Inc.

SESSION 6.2: *Multicultural Purchasing Behavior*

Room: Mission B

Session Chair: John B. Ford, Old Dominion University

Presentations:

“A Multicultural Investigation into Consumer Environmental Concern: A Follow up Study”

G.G. Rousseau, University of Port Elizabeth, South Africa

D.J.L. Venter, University of Port Elizabeth, South Africa

“Determinants of Ethnocentric Tendencies in Purchasing Behavior in the Republic of China”

Michael Ewing, Curtin University of Technology

Julie Napoli, Curtin University of Technology

“Awakening the Tiger: Managing South East Asian Brands in the Global Economy”

Tanja Kesic, University of Zagreb, Croatia

Durdana Ozretic Dosen

Jozo Previsic, University of Zagreb, Croatia

Discussion Leader: Monica Perry, University of North Carolina-Charlotte

SESSION 6.3 *Consumer Behavior, Retailing, and the Internet*

Room: Mission C

Session Chair: TBA

Presentations:

AA Closer Look at E-Shopping: Segmenting by Browsing and Purchasing Patterns®

Carol Kaufman-Scarborough, Rutgers University

Jay D. Lindquist, Western Michigan University

“A Comparative Study of Online Shoppers and Store-Prone Shoppers”

Yue Pan, University of Georgia

Melvin Crask, University of Georgia

“Internet-based Customer Service Systems”

Kathryn Brohman, University of Georgia

A. Parasuraman, University of Miami

Rick Watson, University of Georgia

Discussion Leader: Laura Johnston, SABRE

SESSION 6.4 *Consumer Decision-Making Processes*

Room: Garden C

Session Chair: Dale Littler, University of Manchester, England

Presentations:

"Exploring Piracy Purchase Intentions: The Case of VCD's"
Ian Phau, Curtin University of Technology

"The Decision Process of a Wedding Gown"
Francois Marticotte, University of Quebec in Montreal

"Two Strategies of Consumer Search: How Customers Find E-Commerce Sites"
Dave Sudbeck, Washington University

Discussion Leader: Charles Quigley, Bryant College

SESSION 6.5: Media & Entertainment Research
Room: Garden D

Session Chair: Srinivas Reddy, University of Georgia

Presentations: TBA

RECEPTION – 6:00 – 8:00 P.M.
ROOM: KOI POND

DINNER ON YOUR OWN

FRIDAY, JUNE 1, 2001

REGISTRATION/EXHIBITS
8:30 A.M. – 4:30 P.M.
ROOM: ISLANDS A

JAMS EDITORIAL REVIEW BOARD MEETING
7:15 A.M. – 8:30 A.M.
ROOM: GARDEN D

AMS BOARD OF GOVERNORS' MEETING
9:00 A.M. – 12:00 P.M.
ROOM: GARDEN C

AMS ANNUAL BUSINESS MEETING
5:00 – 6:00 P.M.
ROOM: GARDEN C

PRESIDENT'S RECEPTION/AWARDS BANQUET
6:00 – 10:00 P.M.
ROOM: REGENCY BALLROOM

SESSION 7 (CONCURRENT SESSIONS)

Friday, June 1, 2001

8:30 A.M. – 10:00 A.M.

SESSION 7.1 *The Future of Electronic Commerce*
Room: Mission A

Session Chair: Reto Felix, Universidad de Monterrey
Presentations:

"Establishing Strategies for Electronic Businesses: A Technological Perspective for Year 2000 and Beyond"

Tushar K. Hazra, Advanced Computing Concepts and Solutions, Inc.
Karin Braunsberger, University of South Florida, St. Petersburg

"Should We Go on the Web? The Advantages and Disadvantages"
Bill Perttula, San Francisco State University

"Satisfaction, Frustration and Delight: A Framework for Understanding How
Consumers Interact with Web Sites"
Jennifer Edson Escalas, University of Arizona
Kapil Jain, University of Arizona
Judi Strebel, San Francisco State University

Leave Me Alone: I Am Just Looking!: Examining the Relationship between
Website Visits and Purchase Intentions for Internet Shoppers"
Jason B. MacDonald, Boise State University
Mohammed N. Elahee, Quinnipiac University

Discussion Leader: Nigel M. De Bussy, Curtin University of Technology

SESSION 7.2 *Marketing and Quality of Life: Where Object Criteria Crash*
Room: Mission B

Session Chair: A. Coskun (Josh) Samli, University of North Florida

Panelists:

A. Coskun (Josh) Samli, University of North Florida
M. Joseph Sirgy, Virginia Tech University
Don R. Rahtz, College of William and Mary
Naresh Malhotra, Georgia Tech University

SESSION 7.3 *Marketing Management*
Room: Mission C

Session Chair: James Leigh, Texas A&M University

Presentations:

"Marketing Implications of Federal Trademark Dilution Act: An Empirical
Investigation of Definitional and Measurement Issues"
Steven W. Hartley, University of Denver
R. Bruce Hutton, University of Denver

"The Role of Organization Mission and Commitment to Excellence in the
Innovation Process In a Non-Profit Motivated Organization"
Robert MacDonald, University of Connecticut

"Impact of Top Management's Myopic Behavior on Organizational Market
Orientation: A Conceptual Model"
Yue Pan, University of Georgia
Anupam Jaju, University of Georgia

"A Meta-Theory of Marketing Performance Audits"
Arch G. Woodside, Boston College

Discussion Leader: Alexander E. Ellinger, Villanova University

SESSION 7.4 *Finetuning Retailer-Supplier Interactions*
Room: Regency A

Session Chair: Mathew Joseph, Georgia College & State University

Presentations:

"Local Retail Segmentation Using the CETSCALE: A Test of Comparative
Advertising Effectiveness in the Domestic versus Imported Luxury Sedan
Market"

William T. Neese, University of North Alabama
G. Thomas M. Hult, Florida State University

“Managing Promotion Program Participation: The Impact of Sales Person vs. Parent Corporation Orientation on Manufacturer-Retailer Relationships”

R. Glenn Richey, University of Oklahoma
Jack J. Kasulis, University of Oklahoma

“The Attractiveness of a Business Philosophy: The Case of ECR”
Göran Svensson, Växjö University

Discussion Leader: TBA

SESSION 7.5 *Customer Relationship Management Strategy and Programs*
Room: Garden D

Session Chair: Thomas W. Leigh, University of Georgia

Presentations:

“CRM Strategy at American Airlines”
Maya Leibman, American Airlines

“A Consulting Perspective on CRM”
Meena Puri, Price Waterhouse Coopers

“An Academic Perspective on CRM”
Jeff Tanner, Baylor University
Thomas W. Leigh, University of Georgia

REFRESHMENT BREAK
10:00 A.M. – 10:30 A.M.
ROOM: ISLANDS A

SESSION 8 (CONCURRENT SESSIONS)

Friday, June 1, 2001

10:30 A.M. – 12:00 P.M.

SESSION 8.1 *Current Perspectives on Marketing Books and Literature, Part II*

Room: Mission A

Session Chair: Gerald Albaum, University of New Mexico

Presentations:

“A Retrospective of the Marketing Channels Literature, with a Bent Toward the 21st Century”
Lou Pelton, University of North Texas

"Leading Texts in International/Export Marketing"
Robert Green, Lynn University
Farideh Farazmand, Lynn University

Book Review: What If Aristotle Ran General Motors ... ?
Banwari Mittal, Northern Kentucky University

SESSION 8.2 *Branding and Perception*

Room: Mission B

Session Chair: Alexander E. Ellinger, Villanova University

Presentations:

“Individual Factors Explaining Colombian Moviegoers’ Consultation of Film Critics”

Simon Pierre Sigue, University of Los Andes, Colombia
Alain d’Astous, HEC-Montreal, Canada

“The Brand Personality as a Basis for Consumer-Brand Relationships”

J. Bryan Hayes, Mississippi College
Louis M. Capella, Mississippi State University
Bruce L. Alford, Mississippi State University

“The Impact of Name Pronunciation on Consumer Brand Evaluation: What is Best—Spanish, English or French?”

Sergio Olavarrieta, Universidad de Chile

Discussion Leader: Cara Okleshen-Peters, University of Georgia

SESSION 8.3 *Export Marketing*

Room: Regency A

Session Chair: TBA

Presentations:

“Export Sales Unit Effectiveness: The Influences of Export Sales Organization Design, Management Control, and Managerial Characteristics and Behaviors”

Eva S. Katsikea, University of Wales, Aberystwyth
Dionisis A. Skarmas, Cardiff University

“Revisiting the Concentration versus Spreading Debate: An Investigation into the Overseas Market Servicing Strategies of Queen’s Award for Export Winners”

David Crick, University of Central England
Robert Bradshaw De Montfort University
Shiv Chaudhry, University of Central England

“Differences Between Low vs. High-Performance Exporters: A Case of Chinese State-Owned Enterprises”

Bulent Menguc, University of Melbourne
Brenda Deng, Lincoln University
David L. Dean, Lincoln University.

Discussion Leader: Caroline DeRoziar, Texas Tech University

SESSION 8.4 *Variations in Teaching the Capstone Marketing Course: Keeping the Course Fresh and Dynamic*

Room: Garden D

Session Chair: Charles W. Lamb, Jr., Texas Christian University

Panelists:

Julie Baker, University of Texas-Arlington
Victoria L. Crittenden, Boston College
O. C. Ferrell, Colorado State University
Kent Grant, Monash University, Australia
Elizabeth Wilson, Boston College

LUNCH ON YOUR OWN

Friday, June 1

SESSION 9 (CONCURRENT SESSIONS)

Friday, June 1, 2001

1:30 P.M. – 3:00 P.M.

SESSION 9.1: *Perspectives on Salesperson Effectiveness and Commitment*

Room: Mission A

Session Chair: Jeff Tanner, Baylor University

Presentations:

“The Effect of Information Technology on Salesperson Performance”

Niels Shillewaert, Vlerick Leuven Gent Management School

Michael Ahearne, Penn State University

“Taking Another Look at Organizational Commitment”

Robert A. Ping, Jr., Wright State University

“Commercial Comprehension: A Viable Construct for Salesperson Selection”

Jack van Minden, Utrecht Business School

Discussion Leader:

Shankar Ganesan, University of Arizona

SESSION 9.2: *Consumer Behavior Theory*

Room: Mission B

Session Chair: Dan Innis, Ohio University

Presentations:

“Charitable Behavior and Rationality: Individual Contributions to Public Goods, The Case of the Georgia Public Television”

Enrique Manzur, Universidad de Chile

“Antecedents and Consequences of Regret”

Christian Seilheimer, Johannes Gutenberg-University

Andreas Herrmann, Johannes Gutenberg-University

Frank Huber, Johannes Gutenberg-University

“An Exploration of Consumers’ Experiences During and After a Natural Disaster: A Case Study in Central Florida”

Denise E. DeLorme, University of Central Florida

Scott C. Hagen, University of Central Florida

Discussion Leader: Sergio Olavarrieta, Universidad de Chile

SESSION 9.3: *“Learning By Doing” in Marketing Research: Perspectives from the US and Australia*

Room: Garden D

Session Chair: Joe F. Hair, Louisiana State University

Panelists:

Marion Burford, University of New South Wales, Australia

Michael Brady, Boston College

Jennifer Harris, University of New South Wales, Australia

Elizabeth J. Wilson, Boston College

SESSION 9.4: *Marketing Issues for the Future*

Room: Garden C

Session Chair: Kathleen Gruben, Georgia Southern University

Presentations:

“Online Purchase Decision and Its Implication on E-Tailing Strategies”

Melody Y. Kiangm, SCU Long Beach

Kevin H. Shang, UC Irvine

“Interactive Active Advertising: Structuration Theory and the Integration of the Marketing Mix”

Paul A. Pavlou, University of Southern California

David Stewart, University of Southern California

“Information Technology and Inventory Management: The Case for Contemporaneous Speculation in Retailing Channels”

Thomas F. Stafford, Texas Woman’s University

Discussion Leader: Srinivas Reddy, University of Georgia

SESSION 9.5: *Current Issues in Marketing Ethics Research: International Dimensions*

Room: Garden D

Session Chair: Linda Ferrell, University of Northern Colorado

Presentations:

“Female Gender Images in Australian Advertising: A Comparison of Magazines Targeting Children and Teenagers”

Julie Napoli, Curtin University of Technology

Marie Murgalo-Poore, Curtin University of Technology

“Advertising Imagery Employed by Disaster Relief Organizations and Media Stereotyping of the Recipients of Aid”

Roger Bennett, London Guildhall University

Rita Kottasz, London Guildhall University

“A Three-Country Study of Consumers’ Ethical Ideology: Brunei, Britain and Hong Kong”

Anis Faudzulani Hj Dzulkiflee, Manchester Business School

Vince-Wayne Mitchell, Manchester Business School

Ka-Lun Joseph Chan, Manchester Business School

Charles Cui Hui, Manchester Business School

Discussion Leader: TBA

SESSION 10 (CONCURRENT SESSIONS)

Friday, June 1

3:30 – 5:00 P.M.

SESSION 10.1: *So You Want to Publish a Marketing Book: The Authors’ Point of View-Part III*

Room: Mission C

Session Chair: Abe Biswas, Louisiana Tech University

Panelists:

Roger A. Kerin, Southern Methodist University

Charles W. Lamb, Jr., Texas Christian University

Naresh K. Malhotra, Georgia Institute of Technology

William M. Pride, Texas A&M University

Jagdish N. Sheth, Emory University

SESSION 10.2: *Business-To-Business Marketing Trends*

Room: TBA

Session Chair: Mark Moon, University of Tennessee-Knoxville

Presentations:

“The Influence of Gender on Buyer-Seller Relationships in Business-to-Business”

Kamilia Bahia, University of Ottawa

Line Richard, HEC Montreal

Marjorie Biraben, University of Quebec in Montreal
Jean Perrien, University of Quebec in Montreal
"ISO 9000-Is It Important in Supplier Selection?"
Frederick A. Frost, Curtin University of Technology
Fiona Long, Curtin University of Technology

"Commercialising Innovations in SME's: Insights into Australian Marketing Innovation"
Ken Grant, Monash University
Richard Laney, Monash University
Bill Pickett, Monash University

Discussion Leader: Mark Leach, Loyola Marymount University, Los Angeles

SESSION 10.3: Outstanding Marketing Teacher Program

Session Chair: Jill S. Attaway, Illinois State University

Winners:

Peggy Cunningham, Queen's University
Goan Giese, Washington State University
Eli Jones, University of Houston
John "Tom" Mentzer, University of Tennessee

SESSION 10.4: Current Topics in Services

Room:

Session Chair: TBA

Presentations:

"An Introduction to E-Services: The ABCs of an E-CRM Ecosystem"
Jeremy Galbreath, Allegiant Technology, Denver
K. Douglas Hoffman, Colorado State University

"Service Reliability and the Market Orientation-Performance Link"
Albert Caruana, University of Malta
Leyland Pitt, Curtin University of Technology
Michael Ewing, Curtin University of Technology

"Soliciting Charity as Supplemental Revenue: An Integrated Model of Service Delivery and Philanthropic Factors"
Michael K. Brady, Boston College
Charles H. Noble, Boston College
Gerald E. Smith, Boston College
Deborah J. Utter, Boston College

Discussion Leader: Marla Royne Stafford, University of North Texas

SESSION 10.5: Advertising Special Session

Room: TBA

Presentation:

"Awareness and Attitudinal Sales Effects of TV Campaigns"

Flemming Hansen, Copenhagen Business School
Charlotte Madsen, Copenhagen Business School

AMS ANNUAL BUSINESS MEETING

Friday, June 1

5:00 P.M. – 6:00 P.M.

ROOM: GARDEN C

PRESIDENT'S RECEPTION

Friday, June 1

6:00 P.M. – 7:00 P.M.

ROOM: REGENCY BALLROOM

AWARDS BANQUET

Friday, June 1

7:00 P.M. – 10:00 P.M.

ROOM: REGENCY BALLROOM

SATURDAY, JUNE 2, 2001

SESSION 11 (CONCURRENT SESSIONS)

8:30 A.M. – 10 A.M.

SESSION 11.1: *Pitfalls of Distance Learning*

Room: Mission A

Session Chair: Warren A. French, University of Georgia

Panelists:

Warren A. French, University of Georgia

John B. Ford, Old Dominion University

Thomas W. Leigh, University of Georgia

SESSION 11.2: *Emerging Issues in Internet Marketing and Consumer Behavior*

Room: Mission B

Session Chair: Bill Perttula, San Francisco State University

Presentations:

"Familiarity With and Evaluation of "E" versus Brick and Mortar Stores: An Exploratory Investigation

Audhesh K. Paswan, University of North Texas

Gopala Ganesh, University of North Texas

"The Internet, Role Overload, and Convenience Consumption: Evidence from Australia"

Nigel M. De Bussy, Curtin University of Technology

Leyland F. Pitt, Curtin University of Technology

Shiu Shan Low, Curtin University of Technology

Marie Murgolo-Poore, Curtin University of Technology

Philip Samouel, Kingston University Business School

"The Use of the Internet as a Subjective Leisure Experience: A Study of Australian University Students"

Leyland Pitt, Curtin University of Technology

Mike Ewing, Curtin University of Technology

Fen Tao, Curtin University of Technology

Ian Phau, Curtin University of Technology

"Managing Business Relationships in the 21st Century: The Effect of the Internet on the Creation of Partnership Value"

D. Eric Boyd, University of Virginia

Robert E. Spekman, University of Virginia

Discussion Leader: Banwari Mittal, Northern Kentucky University

SESSION 11.3: *Contemporary Issues in Sports Marketing* Room: Mission C

Session Chair: John Eaton, University of North Carolina-Charlotte

“The Role of Spectators’ Attitudes Towards Commercialization on the Effectiveness of Corporate Sponsorship of Sporting Events”

John Eaton, University of North Carolina-Charlotte

Kevin Gwinner, Kansas State University

Brian Larson, Widener University

Scott Swanson, University of Wisconsin-Whitewater

“Pursuing the Ultimate Fee Agents in the New Millenium: FANS”

William A. Sutton, University of Massachusetts

“Sports Marketing: Services Marketing 20 Years Later?”

Scott W. Kelley, University of Kentucky

SESSION 11.4: Dissertation Award Winners

Room: Regency A

Session Chair: Jeff Tanner, Baylor University

Presentations:

First Place:

“Competitive Marketing Strategy: An Integrated Investigation of the Formulation Process, Implemented Strategy and Business Performance of Car Manufacturers in the UK Market”

Essam Ibrahim, Manchester Metropolitan University

Second Place:

“Strategic Decision Making by Multicultural Groups”

Christine Vllaster

SESSION 11.5: Research Methods

Room: Garden C

Session Chair: Gerald Albaum, University of New Mexico

Presentations:

“The Moderating Role of Service Environment Design on the Customer Share, Customer Commitment Relationship”

Barry Babin, University of Southern Mississippi

Jim Boles, Georgia State University

Mitch Griffin, Bradley University

“An Integrated Framework to Achieve Effective Problem Solving: From Basic Research to Decision Making and Vice Versa”

Arturo Z. Vasquez-Parraga, University of Texas - Pan American

“Alcoholic Consumption, Advertising and Exchange Theory”

John F. Wellington, Gannon University

Michael J. Messina, Gannon University

Discussion Leader: Xiao-Fung Di, Queen’s University

REFRESHMENT BREAK

10:00 A.M. – 10:30 A.M.

ROOM: ISLANDS A

SESSION 12 (CONCURRENT SESSIONS)

Saturday, June 2, 2001

10:30 A.M. – 12 P.M.

SESSION 12.1: Ethics and Marketing

Room: Mission A

Session Chair: TBA

Presentations:

“The Value of Corporate Citizenship to Business Customers: Research Directions”

Dan Flint, Florida State University
Isabelle Maignan, University of Groningen

“Need for Cognition Information and Moral Decision Making in Marketing Exchange: A Partial Model”

Nicholas McClaren, Deakin University
Robin Shaw, Deakin University

“A Conjoint Clusterwise Regression Analysis of Business Ethical Tolerance”

Jacques-Marie Aurifeille, Universite de La Reunion
Pascale G. Quester, The University of Adelaide

Discussion Leader: TBA

SESSION 12.2: *Measuring Group Level Constructs in Sales and Marketing Research*

Room: Mission B

Session Chair: William L. Cron, Southern Methodist University

Presentations:

“Challenges in Measuring and Modeling Sales Team Behaviors and Attitudes”

Michael Ahearne, Penn State University
Joel Le Bon, ESSEC

“Functional Relations Among Constructs at Different Levels of Analysis: Theoretical and Empirical Observations”

Shankar Ganesan, University of Arizona

“The Probability of Influence: A Bayesian Approach to Model Selection”

John Liechty, Penn State University

"A Hierarchical Linear Modeling Approach to Estimating Multi-Level Relationships"

Steven P. Brown, Southern Methodist University

Discussion Leader: TBA

SESSION 12.3: *Current Issues in Modeling and Measurement*

Room: Mission C

Session Chair: Frank Carmone, Wayne State University

Presentations:

“Data Mining: An Evaluative Study of Clustering and Predictive Modeling”
George W. Wynn

“The Incorporation of a Trend Dimension in Multi-Item Measures”

Göran Svensson, Växjö University

“A Suggested Standard Error for Interaction Coefficients in Latent Variable Regression”

Robert A. Ping, Jr., Wright State University

“MEC Restrictions: Interpretations, Analysis and Solution”

Chin-Feng Lin

Discussion Leader: Abe Biswas, Louisiana State University

SESSION 12.4: *Influences on Service Customers' Intentions: The Physical Environment, Satisfaction, and Value*

Room: Regency A

Session Chair: TBA

Presentations:

"Do Satisfaction Claims Affect Consumers' Responses in Service Physical Environments?"

Myra Perez, University of Puerto Rico

"Waiter, There's a Dead Fly in My Soup: Facility-Based Failures and Service Recovery Strategies"

K. Douglas Hoffman, Colorado State University

Scott W. Kelley, University of Kentucky

Beth C. Chung, San Diego State University

"Emotions as Tools: A Conceptual Framework of Consumers' Use of Emotions in Service Contexts"

Frank Pons, Concordia University

Discussion Leader: TBA

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SPECIAL NOTE ON THE REGISTRATION FEE

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2001 AMS Outstanding Marketing Educator

A. Parasuraman ("Parsu") is a Professor and Holder of the James W. McLamore Chair in Marketing at the University of Miami. He obtained his B. Tech. and MBA degrees from leading universities in India. In 1975 he received a DBA degree from Indiana University. Parsu teaches and does research in the areas of services marketing, service-quality measurement and improvement, and technology's role in marketing to and serving customers.

In 1988 Parsu was selected as one of the "Ten Most Influential Figures in Quality" by the editorial board of The Quality Review, co-published by the American Quality Foundation and the American Society for Quality Control. He has received many distinguished teaching and research awards, including the Best Professor Award given by Executive MBA classes in 1996, 1998 and 2000, and the Provost's Award for Scholarly Research in 1998. In 1998 he also received the AMA's "Career Contributions to the Services Discipline Award."

Parsu has written numerous articles in journals such as JM, JMR, JAMS, JR, and Sloan Management Review. He has served as editor of JAMS for a 3-year term (1997-2000). He serves on the editorial review boards of six journals. Parsu is the author of Marketing Research, a college textbook, and is a co-author of three other business books: Delivering Quality Service: Balancing Customer Perceptions and Expectations, Marketing Services: Competing Through Quality, and Techno-Ready Marketing: How and Why Customers Adopt Technology. He has conducted dozens of executive seminars on service quality, customer satisfaction and the role of technology in service delivery in many countries.

