

2001
Academy of Marketing Science

The Tenth Biennial World Marketing Congress

Global Marketing Issues at the Turn of the Millennium

Jointly Organized with
Cardiff University



28 June - 01 July, 2001

City Hall Cardiff and The Cardiff Hilton Hotel
Cardiff, Wales, UK

Dr. Shelby Hunt
Texas Tech University

Plenary Presentation, Session 2.1,
Thursday, 10:30-12:00 p.m.
“A General Theory of
Competition”



Dr. Shelby D. Hunt is the J. B. Hoskins and P. W. Horn Professor of Marketing at Texas Tech University, Lubbock, Texas. A past editor of the *Journal of Marketing* (1985-87), he is the author of *Modern Marketing Theory: Critical Issues in the Philosophy of Marketing Science* (South-Western, 1991) and *A General Theory of Competition: Resources, Competences, Productivity, Economic Growth* (Sage Publications, 2000). He has written numerous articles on competitive theory, macromarketing, ethics, channels of distribution, philosophy of science, and marketing theory. Three of his *Journal of Marketing* articles, “The Nature and Scope of Marketing” (1976), “General Theories and Fundamental Explananda of Marketing” (1983), and “The Comparative Advantage Theory of Competition” (1995) (with Robert M. Morgan) won the Harold H. Maynard Award for the “best article on marketing theory.” His 1985 *Journal of Business Research* article with Lawrence B. Chonko, “Ethics and Marketing Management,” received the 2000 Elsevier Science Exceptional Quality and High Scholarly Impact award. His 1989 article, “Reification and Realism in Marketing: in Defense of Reason,” won the *Journal of Macromarketing* Charles C. Slater Award. For his contributions to theory and science in marketing, he received the 1986 Paul D. Converse Award from the American Marketing Association, the 1987 Outstanding Marketing Educator Award from the Academy of Marketing Science, and the 1992 American Marketing Association/Richard D. Irwin Distinguished Marketing Educator Award.

Dr. Jagdish Sheth
Emory University

Plenary Presentation, Session 6.1,
Friday, 10:30-12:00 p.m.
“The Future of Marketing”



Dr. Jagdish N. Sheth is the Charles H. Kellstadt Professor of Marketing at Goizueta Business School, Emory University. Prior to his present position, he was the Robert E. Brooker Professor of Marketing at the University of Southern California (7 years), the Walter H. Stellner Distinguished Professor of Marketing at the University of Illinois (15 years), and on the faculty of Columbia University (5 years), as well as the Massachusetts Institute of Technology (2 years). Jag has published more than 200 books and research papers in different areas of marketing. His book, The Theory of Buyer Behavior (1969) with John A. Howard is a classic in the field. He is also author and/or co-author of Winning Back Your Market (1984), Customer is Key, (1987) and Bringing Innovation to Market (1987). He has published two scholarly books: Marketing Theory: Evolution and Evaluation (1988) and Consumption Values and Market Choices (1991) and a new text book – Customer Behavior: Consumer Behavior and Beyond, (1999). Jag is an American Psychological Association Fellow and past President of APA's Consumer Psychology Division and Association for Consumer Research (ACR). He was the recipient of the Viktor Mataja Medal from the Austrian Research Society in Vienna (1977) and the 1989 Outstanding Marketing Educator Award from the Academy of Marketing Science. Jag was also awarded the P.D. Converse Award for his outstanding contributions to theory in marketing in 1992 by the American Marketing Association. He is on the editorial boards of at least a dozen scholarly journals in marketing, international business and quantitative methods, as well as Series Editor of Research in Marketing (JAI Press). Jag's research interests have shifted from consumer psychology, attitude research and multivariate methods to marketing theory, global strategy and relationship marketing. Professor Sheth has worked for numerous industries and companies in the United States, Europe and Asia, both as an Advisor and as a Seminar Leader. His clients include AT&T, BELLSOUTH, COMSTREAM, COX COMMUNICATIONS, FORD, MOTOROLA, NORTEL, Sprint, 3M, WHIRLPOOL and many more. He has offered more than 5,000 presentations in at least twenty countries.

Welcome to the
Academy of Marketing Science
Tenth Biennial World Marketing
Congress 2001
“Global Marketing Issues at the Turn of the Millennium”
Jointly Organized with
Cardiff University

Welcome to the 2001 Academy of Marketing Science Tenth Biennial World Marketing Congress, jointly organized with Cardiff University, at City Hall Cardiff and The Cardiff Hilton Hotel. The conference offers a total of 67 sessions which represents the work of over 400 different authors from 31 countries. We are delighted to have two special plenary sessions, one with Shelby Hunt discussing “A General Theory of Competition” on Thursday morning, and the other with Jag Sheth focusing on “The Future of Marketing” on Friday morning. There are 52 competitive paper sessions, six special sessions/panels, and seven works-in-progress sessions. We are confident that all attendees will get many opportunities for intellectual interaction and stimulation.

Please plan to attend the Congress Reception and Banquet on Friday evening at the Cardiff Rugby Stadium and the Cardiff City Hall Reception and Dinner on Saturday evening. We know that you will enjoy the settings as well as the opportunity to greet old and new friends. We are glad that you could get the chance to visit Cardiff, Wales, to enjoy its splendid City Hall, and we hope that you will take the time while you are here to see the rest of this great capital city as well as to visit other areas of Wales after the congress sessions have ended.

Please do not hesitate to let us know what we can do to help you during your stay. Thank you for your participation.

John Ford, Old Dominion University
Nigel Piercy, Cardiff Business School
Carolyn Strong, Cardiff Business School

Congress Program Team

Congress Program Co-Chairs:

Carolyn Strong, Cardiff Business School

Nigel Piercy, Cardiff Business School

John Ford, Old Dominion University

Local Arrangements and Web Master:

Carolyn Strong, Cardiff Business School

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Lee Meadow, Salem State College

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Business-to-Business Marketing

Robert E. Morgan, University of Wales - Aberystwyth

Douglas Vorhies, Illinois State University

Channels of Distribution

Kevin Webb, Drexel University

Ian Walker, Monash University

Communications and Promotion Strategy

Alan Miciak, University of Calgary

Douglas West, South Bank University

Consumer Behavior and Consumer Marketing

Michael S. LaTour, Auburn University

Vince-Wayne Mitchell, Manchester School of Management

Cross-Cultural Marketing

Victor Cordell, Monterey Institute of International Studies

Jeryl Whitelock, University of Salford

Current Issues in Asia, Australia and New Zealand, Marketing Transitions and Current Issues in Emerging Countries

B (Ram) Ramaseshan, Curtin University of Technology

Tanuja Singh, Northern Illinois University

Electronic Marketing

Joseph Aiyeku, Salem State College

Pierre Berthon, University of Bath

Ethics and Social Responsibility

Lou Pelton, University of North Texas

Andrew Crane, Cardiff Business School

International Marketing and Export Marketing

Paul Chao, University of Northern Iowa
Bodo Schlegelmilch, University of Vienna

Marketing Education

Lloyd Harris, Cardiff Business School

Marketing Research and Multivariate Methods

Luiz Moutinho, University of Glasgow

Marketing Strategy

Victoria Crittenden, Boston College
Kathleen Krentler, San Diego State University

New Product Development, Innovation, and Technology

P. M. Rao, Long Island University, C.W. Post Campus
George Avlonitis, Athens University of Economics and Business

Social Marketing, Not-For-Profit and Greener Marketing

Ken Peattie, Cardiff Business School
Sue Peattie, Cardiff Business School

Relationship and Direct Marketing

Martin Evans, Bristol Business School
Moirra Clark, Cranfield School of Management
Lisa O'Malley, Nottingham Business School

Retailing

Ann Fairhurst, University of Tennessee
Helen Woodruffe-Burton, Lancaster University Management School

Sales Management, Business-to-Business, and Relationship Marketing

Earl Honeycutt, Jr., Old Dominion University
Nikala Lane, Cardiff Business School

Services Marketing

Tony Henthorne, University of Southern Mississippi
Mathew Joseph, Georgia College and State University

Proposals for Special Sessions and Panels

Ajay Manrai, University of Delaware
Lalita Manrai, University of Delaware

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Editor, Journal of the Academy of Marketing Science

Rajan Varadarajan, Texas A&M University

Editor, Academy of Marketing Science Review

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**ACADEMY OF MARKETING SCIENCE
TENTH BIENNIAL WORLD MARKETING CONGRESS
JUNE 28-JULY 1, 2001
CARDIFF CITY HALL AND CARDIFF HILTON HOTEL,
CARDIFF, WALES**

Thursday, June 28, 2001
I. Parallel Sessions
8:30 - 10:00 A.M.

Session 1.1: Room A, 8:30 a.m. - 10:00 a.m.

Contemporary Issues on Export Performance and Evaluations

Chair: Bodo B. Schlegelmilch, Vienna University of Economics and Business Administration, Austria

The Contemporary Issues of Export Marketing: Sources to be Developed to Gain and Maintain Competitive Advantage

Maja Makovec Brencic, University of Ljubljana, Slovenia

How Effective are the Export Assistance Programs in Enhancing Export Performance?

G.M. Naidu, University of Wisconsin-Whitewater, USA, and Kanti Prasad, University of Wisconsin – Milwaukee, USA

Linking Export Objectives to Export Performance: An Application of the Analytic Hierarchy Process

Nickolaos Kakkos and Adamantios Diamantopoulos, Loughborough University Business School, UK

Discussant: James Agarwal, University of Regina, Canada

Session 1.2: Room B, 8:30 a.m. - 10:00 a.m.

Contemporary Issues in Services Marketing I

Chair: Rhett H. Walker, RMIT University, Australia

An Investigation of Reasons Affecting Customer Adoption and Rejection of Technologically-Facilitated Means of Service Delivery: A Summary of Preliminary Findings

Rhett H. Walker, RMIT University, Margaret Craig-Lees, University of New South Wales, Rob Hoecker and Heather Kent, University of Tasmania, Australia

Moderating Effects of Service Characteristics on the Contribution of Market Orientation, New Service Development and Brand Investment

Sheelagh Matear, Brendan Gray and Tony Garrett, University of Otago, New Zealand

Development of a Scale for Measurement of Consumer Evaluation of Quality Offered by a Product-Dominated Service

Jaime Burton, Christopher Easingwood and John Murphy, Manchester Business School, UK

Discussants: Lance Masters, Thiel College, USA

Session 1.3: Room C, 8:30 a.m. - 10:00 a.m.

Online Issues and Information Search

Chair: Jay D. Lindquist, Western Michigan University, USA

To Go Online or Not to Go Online: That is the Consumers' Question

Jason E. Lueg and Sharon E. Beatty, University of Alabama, USA

Life/Style Online: A Web-Based Consumer Research Methodology

Michael R. Solomon, Auburn University and Basil G. Englis, Berry College, USA

Expertise and Information Search Activity: A University Choice Perspective

Linda Brennan, Monash University, Australia

Discussant: Kathleen S. Micken, Roger Williams University, USA

Session 1.4: Room D, 8:30 a.m. - 10:00 a.m.

Ethical Dilemmas in Marketing Mix Strategy

Chair: Nancy D. Albers-Miller, University of North Texas, USA

Consumer Response to Product Warning Statements: A Five Country Cross-Cultural Examination

Nancy D. Albers-Miller, University of North Texas, Robert D. Straughan, Washington and Lee University and

Penelope J. Preshaw, Millsaps College, USA

An Ethics Perspective of Quantity Discounts/Surcharges on Products in Australian Supermarkets

Gary Mankelov, University of Newcastle, Australia

Marketing a Sensitive Service: The Process of Objectification in Child Adoption

Matthew Higgins and Warren Smith, University of Leicester, UK

Discussant: Andrew Crane, Cardiff Business School, UK

Session 1.5: Room E, 8:30 a.m. - 10:00 a.m.

Empirical Cross-Cultural Marketing Research

Chair: Aviv Shoham, University of Haifa, Israel

Country Image and International Marketing Strategies of Firms in Developing Countries

Paul Chao, University of Northern Iowa, John Kuada, Aalborg University and Abdelghani Boukerrou, Gateway, USA

A Comparison of American and British Consumers toward Consumer Ethnocentrism and Worldmindedness

Janeen E. Olsen, Sonoma State University, USA

A Cross-Cultural Comparison of Innovative and Imitative Consumption Behavior

Sangeeta Singh, Norwegian School of Management, Norway

Discussant: William K. Darley, University of Toledo, USA

Break: 10:00 a.m. - 10:30 a.m.

Thursday, June 28, 2001
Plenary Session I
10:30 A.M. - 12:00 P.M.

Session 2.1: Room ?, 10:30 a.m. - 12:00 p.m.

Plenary Session I

**Chair: Robert A. Peterson, President,
Academy of Marketing Science**

A General Theory of Competition

Shelby D. Hunt, Texas Tech University, USA

12:00-1:30 p.m. - Lunch on your own

Thursday, June 28, 2001
III. Parallel Sessions
1:30 P.M. - 3:00 P.M.

Session 3.1: Room A, 1:30 p.m. - 3:00 p.m.

Organizational Impact & Marketing Strategy

Chair: Victoria L. Crittenden, Boston College, USA

Dimensions of Organizational learning and Business Performance: Cognitive and Behavioral Perspectives

Robert E. Morgan and Jacqueline Chimhanzi, University of Wales - Aberystwyth, UK

A Study of New Technology Adoption Elements and Their Benefits in the Korean Apparel Industry

Eunju Ko, Changwon National University, Korea

The Effectiveness of Work Structures and Processes of Sales/Marketing Types When Compared With Other Professions

G. Ronald Gilbert, Florida International University, USA

Discussant: Ken Grant, Monash University, Australia

Session 3.2: Room B, 1:30 p.m. - 3:00 p.m.

Current Issues in Australasia, Emerging Countries and Marketing Transitions I

Chair: B (Ram) Ramaseshan, Curtin University of Technology, Australia

A Model of Database Marketing and Managers' Perception of Intrusion of Privacy: An Emerging Country Perspective

Ipek Altinbasak-Ebrem and Maria Dolores Alvarez, Bogazici University, Turkey

The Role of the Interactive Marketing Plan for System-Based decision Making

Nexhmi Rexha, Curtin University of Technology, Australia

Types of Market Research and Managers' Perceptions of Its Usefulness: An Empirical Study

G. Raguragavan, A.C. Lewis and Z.A. Kearns, Massey University, New Zealand

Discussant: Beverlee Anderson, California State University - San Marcos, USA

Session 3.3: Room C, 1:30 p.m. - 3:00 p.m.

Current Issues in Electronic Marketing I

Chair: Leyland Pitt, Curtin University of Technology, Australia

Early Adopters of E-Shopping: Innovators vs. Slow Adopters

Marie-Louise Fry and Bill Merrilees, University of Newcastle, UK

Shopping Bots: Potential Impact of Artificial Shopping Agents in E-Commerce

William H. Redmond, Bowling Green State University, USA

Product Characteristics and Price Competition in an On-Line World

Ramdas Chandra, Concordia University, Canada

Best of Congress Award Winning Paper

Product Migration to Electronic Shopping Channels

Peter J. McGoldrick, Kathleen A. Keeling and Axel Toelke,
Manchester School of Business, UK

Contemporary Issues on Globalization

Chair: Naresh K. Malhotra, Georgia Institute of Technology, USA

Path to Globalization: Selective Research Propositions

Naresh K. Malhotra, Georgia Institute of Technology, USA, James Agarwal, University of Regina, Canada, Francis Ulgado, Georgia Institute of Technology, USA, and Imad Baalbaki, American University of Beirut, Lebanon

Paths to Internationalization Amongst Small to Medium-Sized Firms: A Global versus Regional Approach

Sylvie Chetty, Massey University and Colin Campbell-Hunt, Victoria University of Wellington, New Zealand

Foreign Market Entry Modes: An Empirical Study of Singapore's SMEs

Frederick A. Frost, Curtin University of Technology, Australia, and Phua Cheng Hau, Marketing Institute of Singapore, Singapore

Discussant: Amal Karunaratna, University of Adelaide, Australia

Session 3.5: Room E, 1:30 p.m. - 3:00 p.m.

Special Session: Challenges of Big Emerging Markets: Brief Overview of the Topical Area

Chair: Tanuja Singh, Northern Illinois University, USA

Participants:

Svetla Marinova, Gloucestershire Business School, UK

Marin Marinov, Gloucestershire Business School, UK

Madan Annavarjula, Northern Illinois University, USA

Bruno Grbac, University of Rijeka, Croatia

Tanuja Singh, Northern Illinois University, USA

Break: 3:00 p.m. - 3:30 p.m.

Thursday, June 28, 2001
IV. Parallel Sessions
3:30 P.M. - 5:00 P.M.

Session 4.1: Room A, 3:30 p.m. - 5:00 p.m.

Current Issues in Marketing Education: The Impact of the WWW and Technology

Chair: Gary J. Brunswick, Northern Michigan University, USA

Technology Readiness as an Antecedent to Educational Choice

Janine Hendry, Monash University, Australia

Teaching Concurrent Sections of Marketing and Information Systems Courses Focused on E-Commerce: A Synergistic Approach

Gary J. Brunswick, Leida Chen and Choton Basu, Northern Michigan University, USA

Adding Value to Marketing Teaching Through Web-Based Strategy Simulations: An Application to Mike's Bikes

Joel Van Durme and C.P. Brown, University of Auckland, New Zealand

A Spreadsheet-Based Shopping Center Layout Model for the Classroom

Michael M. Pearson and Lee Mundell, Loyola University - New Orleans, USA

Discussant: A. Coskun "Josh" Samli, University of North Florida, USA

Session 4.2: Room B, 3:30 p.m. - 5:00 p.m.

Current Issues in Marketing Research and Multivariate Methods I

Chair: Adamantios Diamantopoulos, Loughborough University, UK

Respondent Perceptions of Incentives in a Longitudinal Study

Rowan E. Bedgood and Jayne Russell, Monash University, Australia

Scale Generalisability: How to Choose Between Equally Plausible Marketing Constructs

Felix T. Mavondo, Monash University, Australia

Use of the Case Study Methodology for Theory Building Research in the Area of New Service Development

Ian Alam, University of Southern Queensland, Australia

Session 4.3: Room C, 3:30 p.m. - 5:00 p.m.

Current Issues in Electronic Marketing II

Chair: Sonny Nwankwo, University of East London, UK

A Phenomenological Investigation of the Dimensions of Internet Retail Service Quality

Philip J. Trocchia, Swinder Janda and Daniel W. Dilworth, Kansas State University, USA

Consumer Preferences in the Emerging E-Service Environment

Richard Feinburg and Cherie Keen, Purdue University, USA

Providing Added Value Using the Internet: A Case of the Airline Industry

Sangeeta Singh, Norwegian School of Management, Norway

Session 4.4: Room D, 3:30 p.m. - 5:00 p.m.

Consumer Issues from a Global Perspective

Chair: Kathleen S. Micken, Roger Williams University, USA

Fleeting Fame: Tracing the Symbolic Consumption of western products in Transition Economies

Irvine "Bud" Clarke, Oklahoma City University, USA, and Kathleen S. Micken, Roger Williams University, USA

Polychronicity Among Japanese and U.S. Students: A Study of Response to Culture in a U.S. University Setting

Jay D. Lindquist and Jodi Knieling, Western Michigan University, USA, Carol Kaufman-Scarborough, Rutgers University, USA

An Exploratory Study to Measure Customer Delight: The JEST-V Framework

Kenneth K. Kwong, City University of Hong Kong, Hong Kong

Consumer Reaction to Sponsorship Exit: The Moderating Role of Exit Strategy

Richard Speed and Peter Thompson, Melbourne Business School, Australia

Discussant: Stanley Paliwoda, Birmingham Business School, UK

Session 4.5: Room E, 3:30 p.m. - 5:00 p.m.

Contemporary Issues in Services Marketing II

Chair: Mathew Joseph, Georgia College and State University, USA

Customer Perception of Service Provided by their Insurance Agency

Krista Anderson, Mathew Joseph and George Stone, Georgia College and State University, USA

An Examination of Relative Influence of Various Media on Parents and College-Bound Students – The Case of University Promotion Media

Lance Masters and Brenda Ponsford, Thiel College, USA

Importance of Customer Comfort in Relationships with Service Providers

Deborah Spake, Western Michigan University and Sharon Beatty, University of Alabama, USA

Discussants: Noel Yee-Man Siu, Hong Kong Baptist University, Hong Kong

Welcoming Reception: Hilton Hotel, 6:00-8:00

Dinner on your own

Friday, June 29, 2001
I. Parallel Sessions
8:30 - 10:00 A.M.

Session 5.1: Room A, 8:30 a.m. - 10:00 a.m.

Special Session: Variations in Teaching the Capstone Marketing Course

Chair: Charles W. Lamb, Texas Christian University, USA

The Case Method of Instruction: Student-Led Presentations and Videotaping
Julie Baker, University of Texas-Arlington, USA

The Project Method of Instruction: A Student-Run Organization
Kathleen A. Krentler, San Diego State University, USA

Focusing on "International" in Marketing Strategy
Victoria L. Crittenden, Boston College, USA

The Capstone Course and Its Use Internationally: An Australian Perspective
Ken Grant, Monash University, Australia

Reexamining the Capstone Marketing Course
O.C. Ferrell, Colorado State University, USA

Session 5.2: Room B, 8:30 a.m. - 10:00 a.m.

Contemporary Issues on Global Marketing Mix Strategies

Chair: Beverlee Anderson, California State University - San Marcos, USA

Goal Congruence, Trust and Commitment in the Export-Foreign Channel Intermediary Relationship
Amal Karunaratna, University of Adelaide and Lester Johnson, Mt. Eliza Business School, Australia

The Effectiveness of Different Advertising Message Appeals: An Analysis of Taiwanese TV Commercials
Jyh-Shen Chiou, National Chengchi University, Taiwan

Optimal Models of International Pricing Strategies: An Alternative Approach and Application
Matthew B. Myers, University of Oklahoma, USA

Discussant: Sarath A. Nonis, Arkansas State University, USA

Session 5.3: Room C, 8:30 a.m. - 10:00 a.m.

The Global Sales Force

Chair: Earl D. Honeycutt, Jr., Old Dominion University, USA

Perceived Trust of Salespeople by Organizational Buyers: A U.S. and South American Comparison
Richard Plank, Western Michigan University, David A. Reid, University of Toledo, Richard Farmer, American International College, and Paul A. Dion, Susquehanna University, USA

Initial Sales Training Practices in Malaysia: Comparisons of Global and Domestic Firms
M. Asri Jantan, SUNY - Brockport, Earl D. Honeycutt, Jr. and Kiran Karande, Old Dominion University, USA

Empathy as an Antecedent of Salesperson Performance
Jack R. van Minden, Utrecht Business School/Sheffield University, Netherlands/UK

Discussant: Isabelle Szmigin, Birmingham Business School, UK

Session 5.4: Room D, 8:30 a.m. - 10:00 a.m.

Relationship Marketing Management

Chair: Francis Buttle, Manchester Business School, UK

Relationships are Two-Way: The Neglected Role of "Inbound" Contact in the Financial Services Sector
Rebecca Hughes, SmartFocus, Ltd., and Martin Evans, Bristol Business School, UK

Developing a Relationship Orientation
James Kelly, Southern Cross University, Australia

Commitment in Professional Service Relationships: Issues Relating to the Meaning of Commitment
Penelope Frow, Cranfield School of Management, UK

Discussant: Moira Clark, Cranfield School of Management, UK

Session 5.5: Room E, 8:30 a.m. - 10:00 a.m.

Issues in Marketing Strategy: Works-In-Progress

Chair: A. Coskun Samli, University of North Florida, USA

Strategic Orientation and Performance of Technology-Based Firms
Niki Hynes, Lincoln University, New Zealand

Marketing Accountability: Things Can Only Get Better
Susan Baker, Cranfield School of Management, UK

Objectives and Outcomes of Strategic Alliances Amongst Technology-Based Firms
Niki Hynes, Lincoln University, New Zealand

Toward a Composite Strategic Positioning Framework
Charles Blankson, Grand Valley State University, USA, and Stavros Kalafatis, Kingston University Business School, UK

Is Best Practice Best? A Complexity Theory Simulation
Peter November and David Johnstone, Victoria University of Wellington, New Zealand

Relationship Marketing and Commodities: The Repositioning of New Zealand Agriculture in World Markets
Michael B. Beverland, Edith Cowan University, Australia

Managing Strategic Business Units and Profit Centers: Achieving Managerial Synergism
A. Coskun Samli, University of North Florida and Eric H. Shaw, Florida Atlantic University, USA

Break: 10:00 a.m. - 10:30 a.m.

Friday, June 29, 2001
Plenary Session II
10:30 A.M. - 12:00 P.M.

Session 6.1: Room ?, 10:30 a.m. - 12:00

p.m.

Plenary Session II

**Chair: Robert A. Peterson, President,
Academy of Marketing Science**

The Future of Marketing
Jagdish N. Sheth, Emory University, USA

12:00-1:30 p.m. - Lunch on your own

Friday, June 29, 2001
III. Parallel Sessions
1:30 P.M. - 3:00 P.M.

Session 7.1: Room A, 1:30 p.m. - 3:00 p.m.

Current Issues in Australasia, Emerging Countries and Marketing Transitions II

Chair: Pervez Ghauri, Michigan State University, USA

Innovative Marketing in SMEs: A Comparative Australian Framework

Ken Grant, Bill Keating, Richard Laney, Bill Pickett, Monash University, Australia, and Daryl Cummins, Audrey Gilmore, David Carson, Aodheen O'Donnell, University of Ulster, UK

Key Factors and Marketing Strategies Impacting on Export Performance: A Comparison of Australian SMEs Exporting to Developed and Less Developed Markets

Sonia J. Dickinson and Donna L. Gill, Curtin University of Technology, Australia

Goal Orientation and Channel Support Activities in the Indian Market

Audhesh K. Paswan, Joyce A. Young, and Nadhav Pappu, University of North Texas, USA

Discussant: Madan Annavarjula, Northern Illinois University, USA

Session 7.2: Room B, 1:30 p.m. - 3:00 p.m.

Current Issues in Marketing Education: New Theories and Approaches

Chair: Lloyd Harris, Cardiff Business School, UK

Customer Satisfaction and Teaching Evaluation in Higher Education

Rowan E. Bedgood and Robin J. Pollard, Monash University, Australia

Educating Marketers in the New Millennium: A Skill-Building Approach

Linda Brennan, Australian Human Resources Institute, Australia, and Irene Powell, Monash University, Australia

Marketing Course Development Utilising the Resource-Based View of Value Advantage

Francis Farrelly and Sandra Luxton, Monash University, Australia

Session 7.3: Room C, 1:30 p.m. - 3:00 p.m.

Current Issues in Retailing

Chair: Neil C. Herndon, Hofstra University, USA

An Australian Perspective on the Relationship Between Standardization of the Retail Offer, the Retail Brand and Organizational Performance

Kerrie Bridson and Felix T. Mavondo, Monash University, Australia, and Jody Evans, Manchester Metropolitan University, UK

The Retail Greeting: Towards a New Typology

Dale Miller and Bill Merrilees, University of Newcastle, UK

Grocery Loyalty Programs: A Manager's Perspective

Kathleen A. Krentler and Kimberly Rossi, San Diego State University, USA, and Laura Williams, Louisiana Tech University, USA

Fear of Technology and Its Influence on the Diffusion of Online Shopping Behavior

Scott M. Smith and William R. Swinyard, Brigham Young University, USA

Discussant: Jan Owens, University of Wisconsin - Parkside, USA

Session 7.4: Room D, 1:30 p.m. - 3:00 p.m.

Contemporary Issues on Global Segmentation

Chair: Gerhard Fink, Vienna University of Economics and Business Administration, Austria

An Empirical Investigation into the International Consumer Market Segmentation Strategy Making Process

Stephen H. Craft, Towson University, USA

Socio-Economic Factors as Drivers of Students' Choice of Overseas Tertiary Education Destinations: An Empirical Examination

Lisa Simpson and Kim Fam, University of Otago, New Zealand

Time Management Practices in a Non-Western Culture: Relationship with Job Performance, Job Satisfaction and Burnout

Sarath A. Nonis, Arkansas State University, USA, and Uditha Liyanage, University of Sri Jayawardenapura, Sri Lanka

Discussant: R. Mohan Pisharodi, Oakland University, USA

Session 7.5: Room E, 1:30 p.m. - 3:00 p.m.

Special Session: You May be Getting Older, But are You Getting Better? An Examination of Cognitive Processing of Older Consumers

Chair: Malcolm Smith, University of Manitoba, Canada

Participants:

Aimee Drolet, UCLA, USA

Sharmistha Law, University of Toronto, Canada

Robert Tansgrud, University of North Dakota, USA

Malcolm Smith, University of Manitoba, Canada

Break: 3:00 p.m. - 3:30 p.m.

Friday, June 29, 2001

IV. Parallel Sessions

3:30 P.M. - 5:00 P.M.

Session 8.1: Room A, 3:30 p.m. - 5:00 p.m.

Ethics and Corporate Governance

Chair: Lou E. Pelton, University of North Texas, USA

Ethics Code Familiarity and Usefulness: Views of Idealist and Relativist Managers Under Varying Conditions of Environmental Turbulence

Thomas R. Wotruba, San Diego State University, Larry B. Chonko and Terry W. Loe, Baylor University, USA

Exonerating Unethical Marketing Executive Behaviors: Issues for Researchers and Practitioners

John P. Fraedrich, Southern Illinois University, John Cherry, Southeast Missouri State University, and Debbie Thorne LeClair, Mississippi State University, USA

Differences in Ethical Perceptions Between Greeks and Albanians

Bruce Seaton and John Tsalikis, Florida State University, USA

Discussant: Neil C. Herndon, Hofstra University, USA

Session 8.2: Room B, 3:30 p.m. - 5:00 p.m.

Consumer Perceptions

Chair: Vince-Wayne Mitchell, Manchester School of Management, UK

Marketing Productivity Heterogeneity in Retailing: Satisfaction and Loyalty

Moncia Cortinas, Margarita Florz, Pablo Goni, Jose M. Mugica and Maria L. Villanueva, Public University of Navarra, Spain

Contextual Factors Influencing Shoppers' Response to Price Reductions when Upgrading to Premium Brands
Mario J. Miranda, Victoria University of Technology, Australia

Consumer Perceptions of Retail Environments: A Phenomenological Exploration

Harri T. Luomala, University of Vaasa, Finland, Mika Boedeker, Tampere Polytechnic Business School, and Pirgo Laaksonen, University of Vaasa, Finland

Discussant: Isabelle Szmigin, Birmingham Business School, UK

Session 8.3: Room C, 3:30 p.m. - 5:00 p.m.

Revealing Advertising: Lessons Learned Using Content Analysis

Chair: Alan Miciak, University of Calgary, Canada

Best of Congress Award Winning Paper

A Longitudinal Study of Stereotypes of the Elderly in American TV Commercials 1950s-1990s

Darryl W. Miller, University of Wisconsin - River Falls and Teresita S. Leyell and Juliann Mazachek, Washburn University, USA

Information Content in TV Advertising: A Comparative Analysis of German and Turkish TV Advertisements
Nimet Uray, Sebnem Burnaz and Asli Can Basar, Istanbul Technical University, Turkey

Discussant: Simon Hudson, University of Calgary, Canada

Session 8.4: Room D, 3:30 p.m. - 5:00 p.m.

Special Session: International Sales Negotiations and Sales Management

Chair: Antonis Simintiras, University of Wales - Swansea, UK

Participants:

Antonis Simintiras, University of Wales - Swansea, UK

Tanuja Singh, Northern Illinois University, USA

Bill Donaldson, Strathclyde University, UK

Nina L. Reynolds, University of Wales - Swansea, UK

Sergio Roman, University of Murcia, Spain

Salvador Ruiz, University of Murcia, Spain

Session 8.5: Room E, 3:30 p.m. - 5:00 p.m.

Issues in International Marketing: Works-In-Progress

Chair: Irvine Clarke III, Oklahoma City University, USA

Student Travel Preferences: A Comparative Study of University Students in Israel, South Africa and the United States

Christine Schrage, University of Northern Iowa, USA, Aviv Shoham, University of Haifa, Israel, and Shelley van Eeden, University of Port Elizabeth, South Africa

The Contingent Effect of International Orientation on Export Performance: An Empirical Test

Rodney Morgan and Franklyn Manu, Morgan State University, Ven Sriram, University of Baltimore, and Gerard Athaide, Loyola College, USA

Trademark Dilution: A Review of the Federal Trademark Dilution Act

Irvine Clarke, II and Margaret Owens, Oklahoma City University, USA, and Kathleen Micken, Roger Williams University, USA

The Psychic Distance Paradox

Jody Evans, Manchester Metropolitan University, UK, and Felix T. Mavondo, Monash University, Australia

International networking: The Essence and Strategic Implications for Companies in Small Transitional Countries

Biljana Crnjak-Karanovic, University of Split, Croatia

Factors Influencing Importer Decisions: An Analysis and Implications for the Wine Industry

Donna Gill, Curtin University of Technology, Australia

Research Issues in International Franchising: A European Perspective

Helen Woodruffe-Burton and Eleanor Hamilton, Lancaster University, UK

Reception and Congress Banquet: Cardiff Rugby Stadium, 6:00 p.m. - 10:00 p.m.

Saturday, June 30, 2001

I. Parallel Sessions

8:30 - 10:00 A.M.

Session 9.1: Room A, 8:30 a.m. - 10:00 a.m.

Current Issues in Marketing Education: Developing a Student Focus

Chair: A. Coskun "Josh" Samli, University of North Florida, USA

Latin American M.B.A. Students' Preferences for Instructional Methods Used in Marketing Courses

Sadrudin A. Ahmed, University of Ottawa, Canada, and Jose I. Rojas-Mendez, Manchester Business School, UK

E-moderation: Experience with Diverse Groups

Sandra Luxton, Monash University, Australia

Attitudes of Traditional and Nontraditional Students Toward the Instructional Environment: An Empirical Investigation

Victoria Seitz and Nabil Razzouk, California State University - San Bernardino, USA

Learning Through Group Projects: The Student Perspective

Tekle Shanka and Julie Napoli, Curtin University of Technology, Australia

Session 9.2: Room B, 8:30 a.m. - 10:00 a.m.

Brand and Reputation: Impact on Promotion Policy and Customer Evaluation

Chair: Darryl W. Miller, University of Wisconsin-River Falls, USA

Corporate Branding: Operationalising the Concept in a Banking Environment

Anne Daffey, ASBA Bank of Johannesburg, and Russell Abratt, University of Witwatersrand, South Africa

The Sponsorship of Major Events by Destinations: Evaluating the Impact on the Decision-Making Process of the Tourist

Simon Hudson and Don Getz, University of Calgary, Canada, and Graham Miller, University of Westminster, UK

Imitative Branding Policy: Confusion as to Source of Brands Perceived by Consumers to be Similar: Empirical Support of the Financial Impact of Knock-Off Branding Policy in Consumer Goods

Dub Ashton, University of Arkansas, USA

Discussant: Alan Miciak, University of Calgary, Canada

Session 9.3: Room C, 8:30 a.m. - 10:00 a.m.

On-Line Relationship Marketing

Chair: Martin Evans, Bristol Business School, UK

A Critical Evaluation of the Role of Trust in Direct Marketing Over the Internet

Patrick McCole, University of Ulster, and Adrian Palmer, Gloucestershire Business School, UK

The Impact of the Internet on Business Buying: Effects of Trust and Value

Thomas Tellefsen and Alan Zimmerman, College of Staten Island, USA

Cyber Dudes and Cyber Babes: Gendered Relationship Marketing Via the Internet

Alice Maltby and Lisa Ralston, Bristol Business School, UK

Discussant: Adrian Palmer, Gloucestershire Business School, UK

Session 9.4: Room D, 8:30 a.m. - 10:00 a.m.

Methods, Measures, and Dimensions in Cross-Cultural Marketing Research

Chair: Jeryl Whitelock, University of Salford, UK

Single Language Surveys: A Means to Avoid the Translation Problem in Cross-Cultural Research?

Sarah Maxwell, Fordham University, USA

An Exploratory Study of the Cultural Dimensions of Opportunism

Mary Conway Dato-On, Northern Kentucky University, USA, and A. Catherine McCabe, Suffolk University

Assessing Measurement Reliability in Cross-Cultural Consumer Research: An Ethnic-Subcultural Analysis

Nitish Singh and Ik-Whan G. Kwon, St. Louis University, USA

Discussant: Gary J. Brunswick, Northern Michigan University, USA

Session 9.5: Room E, 8:30 a.m. - 10:00 a.m.

Improving Relationships

Chair: David A. Reid, University of Toledo, USA

What Makes Relationships Important: An Analysis from the Buyer's Perspective

Amy L. Parsons, King's College, UK

The Structure of Cooperation Among Retail Pharmacists: Implications for Organisational Performance

Felicity Hardley and Felix T. Mavondo, Monash University, Australia

Consulting-Oriented Sales Management: What is it and How is it Measured?

Al Pelham, College of New Jersey, USA

Session 9.6: Room F, 8:30 a.m. - 10:00 a.m.

Current Issues in Marketing Channels I

Chair: Daniel Bello, Georgia State University, USA

Boundary Manager Personality Effects on Marketing Channel Outcomes

Gary Davies, Manchester Business School, UK, and Margarida Duarte, Technical University of Lisbon, Portugal

Behaviorism: A Neglected Paradigm in Marketing Channels Research

Shawn P. Daly, Tiffin University, USA

The Viability of Distributors in the New Economy

Susan Mudambi, Temple University, USA, and Raj Aggarwal, Kent State University, USA

Discussant: Zhan Li, University of San Francisco, USA

Break: 10:00 a.m. - 10:30 a.m.

Saturday, June 30, 2001

II. Parallel Sessions

10:30 A.M. - 12:00 P.M.

Session 10.1: Room A, 10:30 a.m. - 12:00 p.m.

Internal and External Factors: Impact on Marketing Strategy

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

The Marketing Implications of Competition and Co-Operation: Does Syncratic Market Behavior Lead to Sustainable Competitive Advantage?

Felix T. Mavondo and Felicity Hardley, Monash University, Australia

Examining Prototypical Brand Extension Strategies

Michel Laroche, Maria Kalamas and Robert Laufer, Concordia University, Canada

The Importance of the Service Encounter in Direct Selling: Examples from the Australian Marketplace

Victoria L. Crittenden, Boston College, William F. Crittenden, Northeastern University, USA, Ken Grant, Monash University, Australia, and Michael K. Brady, Boston College, USA

Discussant: Ron Gilbert, Florida International University, USA

Session 10.2: Room B, 10:30 a.m. - 12:00 p.m.

Current Issues in Sales Management I

Chair: Nikala Lane, Cardiff Business School, UK

The Role of Organizational Citizenship Behaviors in Raising the Bar of Service Quality

Simon J. Bell and Bulent Menguc, University of Melbourne, Australia

The Importance of Sales Managers and Salespeople in Achieving Sales Effectiveness: A Field Study in North Cyprus

Halil Nadiri, Eastern Mediterranean University, Turkey

The Effectiveness of Relationship Managers: A Stakeholder Perspective

Utta Juttner, Cranfield School of Management, UK

Session 10.3: Room C, 10:30 a.m. - 12:00 p.m.

Contemporary Issues in Services Marketing III

Chair: Tony L. Henthorne, University of Southern Mississippi, USA

International Customer Satisfaction: A Nontraditional Application of the SERVQUAL Model

Robert Straughan, Washington and Lee University, and Marjorie Cooper, Baylor University, USA

Travel Services Advertising: An Examination of the Travel Motivation Across 11 Different Countries

Nancy D. Albers-Miller, University of North Texas, Penelope J. Prenshaw, Millsaps College, and Robert D. Straughan, Washington and Lee University, USA

Gender in a Computer-Mediated Environment: Some Implications for Service Marketers

Janine Hendry and Mark Gabbott, Monash University, Australia

Discussants: Norman Marr, University of Huddersfield

Session 10.4: Room D, 10:30 a.m. - 12:00 p.m.

Issues of Consumer and Social Concern

Chair: Michael S. LaTour, Auburn University, USA

Compulsive Behavior: A Framework for Identifying Children at Risk

Venugopal Pingali, XLRI, India

Consumer Reactions to Pro-Environmental Business Policies: Impact on Brand Equity

Linda I. Nowak, Sonoma State University, USA

Two Approaches to the Affective Experiences and Product or Brand Equity: Value and Product

Terri Kupiainen and Marja Peltomaki, Agricultural Economics Research Institut, Helsinki, Finland

Discussant: Marylyn Carrigan, Birmingham Business School, UK

Session 10.5: Room E, 10:30 a.m. - 12:00 p.m.

Issues in Services Marketing, Electronic Marketing, High-Tech Marketing and Sales Management: Works-In-Progress

Chair: Victoria Seitz, California State University - San Bernardino, USA

Is Internet Advertising Effective? An Information Processing Approach to Develop a Model to Measure Internet Advertising: An Exploratory Model

Kevin Lee, University of Technology, Australia

The Effectiveness of Banner Advertising: An Empirical Investigation

Nabil Razzouk and Victoria Seitz, California State University - San Bernardino, USA

Conceptualizing High-Technology Products: An AHP-Based Approach

Sunsil Sahadev, Manipal Institute of Management, India

Reliability and Validity Dimensions of the SERVQUAL Scale

Osman Karatepe and Turgay Avci, Eastern Mediterranean University, Turkey

Investigating Country-Of-Origin Influences in Emerging Central European Markets: Implications for Strategy Development

Jackie DiPofi, Lori Muse and Sharon Oswald, Auburn University, USA

All That Sparkles is Not Gold: Understanding the Effects of Corporate Image on Consumers' Consumption Experiences of Services

Lorraine Friend and Cheryl Cockburn-Wooten, University of Waikato, New Zealand

Toward Understanding the Influence of Temperaments of Buyers and Sellers on Customer Satisfaction

Michael W. Preis, Long Island University, USA

Risk Taking Tendencies and Fixed Salary/Commission Rates in Salesforce Compensation Arrangements: A Prospect-Agency Theoretical Perspective

Siegfried P. Gudergan, University of Technology, Australia

Session 10.6: Room F, 10:30 a.m. - 12:00 p.m.

Current Issues in Social Marketing, Not-For-Profit and Greener Marketing

Chair: Ken Peattie, Cardiff Business School, UK

Using SERVQUAL as a Management Tool in the Provision of Welfare Services

Stephen J. Kelly, Karen McFadyen and Jennifer L. Harrison, Southern Cross University, Australia

Measure of Market Orientation in Not-For-Profit Organizations: How Has It Been Done?

Erica Brady, Monash University, Australia

First Do No Harm: The Case for Ethical Considerations in Social Marketing

Lynn MacFadyen and Gerard Hastings, Center for Social Marketing, UK

Discussant: Andrew Crane, Cardiff Business School, UK

Saturday, June 30, 2001
III. Parallel Sessions
1:30 P.M. - 3:00 P.M.

Session 11.1: Room A, 1:30 p.m. - 3:00 p.m.

Contemporary Issues on Global Decision Orientation

Chair: Saeed Samiee, University of Tulsa, USA

Consumer Ethnocentrism: A Test of Sharma, Shimp and Shin's Antecedents in Thailand
Juergen Gnoth and Lara Keane, University of Otago, New Zealand

Roads to Export Strategy Success: Cognitive Maps of Austrian Export Managers
Gerhard Wuehrer, Marcus Kathan and Hannes Fellner, Johannes Kepler Universitat, Austria

Product Complexity and Knowledge Translation
Andres Blomstormo and S. G. Choi, Uppsala University, Sweden

Discussant: Gerhard Fink, Vienna University of Economics and Business Administration, Austria

Session 11.2: Room B, 1:30 p.m. - 3:00 p.m.

Theory and Qualitative Research in Cross-Cultural Marketing

Chair: Mary Conway Dato-On, Northern Kentucky University, USA

The Links Between Cultural Dimensions, Self, and Advertising Message Choice
Tamar Avnet, New York University, USA, Aviv Shoham, University of Haifa, Israel, Miriam Eerez, Technion-Israel Institute of Technology, Israel, and Gregory M. Rose, University of Mississippi, USA

Culture, Context, and the Consumer: A Cross-Cultural Exploratory Investigation
Jeffrey W. Overby, Florida State University, USA

Dimensions of African Culture: Managerial Implications
William K. Darley, University of Toledo, USA

Discussant: Sarah Maxwell, Fordham University, USA

Session 11.3: Room C, 1:30 p.m. - 3:00 p.m.

Social Responsibility Issues in the Global Marketplace

Chair: Lou E. Pelton, University of North Texas, USA

Communicating Corporate Responsibility Over the Web: A Cross-Country Comparison
Isabelle Maignan, University of Groningen, Sweden

Some Key Elements Important to Increasing Stakeholder Perceptions of Corporate Social Responsibility
Neil C. Herndon, Hofstra University, USA

Marketing Ethics and Green Marketing
Khosro S. Jahdi, Bradford Business School, UK

Discussant: Marylyn Carrigan, Birmingham Business School, UK

Session 11.4: Room D, 1:30 p.m. - 3:00 p.m.

Direct and Relationship Marketing

Chair: Moira Clark, Cranfield School of Management, UK

Netting the Consumer: The E-Direct Marketing Imperative

Len Tiu Wright, De Montfort University, UK, and Chanaka Jayawardhena, Keele University, UK

Global Relationship Management: The Next Challenge for Global Business

Sue Holt and Malcolm McDonald, Cranfield School of Management, UK

Does On-Line Direct Marketing of Wine Employ the Principles of Relationship Marketing?

Sarah Quinton and Sally Harridge-March, Oxford Brookes University, UK

Discussant: Lisa O'Malley, Nottingham Business School, UK

Session 11.5: Room E, 1:30 p.m. - 3:00 p.m.

Social Marketing, Not-For-Profit and Greener Marketing: Works-In-Progress I

Chair: Ken Peattie, Cardiff Business School, UK

Tackling Smoking in Low Income Communities Through a Social Marketing Framework

Martine Stead, Susan MacAskill, Anne Marie MacKintosh and Douglas Eadie, University of Strathclyde, UK

Clarification of the Efficacy Construct in Health-Related Social Marketing Research and Practice

Andrew Bhimiy, Michael Sherrard and Christina Kwai-Choi Lee, University of Auckland, New Zealand

Image Congruency and Smoking Among Adolescents

Christina Kwai-Choi Lee, Margo Buchannan-Oliver and Lisa Anne Heinzen, University of Auckland, New Zealand

The Persuasive Effectiveness of Negative versus Positive Road Safety Appeals: An Anti-Speeding Advertising Experiment

Jennifer Thornton and John Rossiter, University of Wollongong, Australia

Modeling Social Product Diffusion in Electronic Social Networks

Josephine Previte and Greg Hearn, Queensland University of Technology, Australia

Session 11.6: Room F, 1:30 p.m. - 3:00 p.m.

Current Issues in Sales Management II

Chair: Jim Blythe, University of Glamorgan, UK

Pre-Interview Impressions of the Cross-Cultural Sales Interaction Between Hispanics and Anglo-Americans in the United States

Lucette B. Comer, Purdue University, USA, and J.A.F. Nicholls, Florida International University, USA

Conflict and Communication Between Sales and Marketing Personnel in a Solutions Selling Environment: A Grounded Theory Approach

Jim Blythe, University of Glamorgan, UK, and Jo Yandle, Target Financial Systems, UK

The Role of Manufacturer-Retailer Relationships: A Preliminary Investigation

Mark S. Glynn and Roderick J. Brodie, University of Auckland, New Zealand

Break: 3:00 p.m. - 3:30 p.m.

Saturday, June 30, 2001
IV. Parallel Sessions
3:30 P.M. - 5:00 P.M.

Session 12.1: Room A, 3:30 p.m. - 5:00 p.m.

Customer Response to Relationship Marketing

Chair: Lisa O'Malley, Nottingham Business School, UK

An Investigation into the Influence of Locus of Control Orientation on Complaint Functions
Sean McGuire and Dave Webb, University of Western Australia, Australia

Consumer Responses to Relationship Marketing: Enjoyment, Indifference and Antipathy
Lisa O'Malley and Caroline Tynan, Nottingham Business School, UK

Developing a Cross Cultural View of Relationship Marketing
Caroline Tynan, Christopher Lewis and Ibrahim Abosag, Nottingham Business School, UK

The Power of Inertia
John Egan, Middlesex University, UK

Discussant: Moira Clark, Cranfield School of Management, UK

Session 12.2: Room B, 3:30 p.m. - 5:00 p.m.

Delving into the Consumer Psyche

Chair: Phil Harris, Manchester Metropolitan University, UK

Assurance Schemes: Their Influence on Consumer Buying Behavior
Patricia A. W. Parrott, Harper Adams University College, UK

<p><i>Best of Congress Award Winning Paper</i> <i>A Study of Emotion and Reason in Products and Services</i> Arjun Chaudhuri, Fairfield University, USA</p>
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The Effect of Current and Future Mood on Consumption: A Panel of Households
Burc Ulengin and Berk Ataman, Istanbul Technical University, Turkey

Session 12.3: Room C, 3:30 p.m. - 5:00 p.m.

Researching Antecedent Impacts of Attitude Toward the Ad

Chair: Ashwin Joshi, York University, Canada

Antecedents to the Attitude Toward the Advertisement (Aad): The Moderating Effect of Involvement
Enrique Bigne, Javier Sanchez and Luisa Andreu, Universitat Jaume I, Spain

Assessing Temporality as an Antecedent of Attitude Toward Advertising
Jose I. Rojas-Mendez, University of Talca, Chile, and Manchester Business School, UK, and Gary Davies,
Manchester Business School, UK

Does the Mere Presence of Comparison Prices in Retail Ads Influence Evaluations?
Rajesh Chandrashekar, Farleigh Dickinson University, USA

Discussant: Darryl W. Miller, University of Wisconsin - River Falls

Session 12.4: Room D, 3:30 p.m. - 5:00 p.m.

Current Issues in Electronic Marketing III

Chair: Joseph Aiyeku, Salem State College, USA

Recruiting College Students with Web-Based Promotions: What Attracts and Affects Them

Brian V. Larson and Mirosław Kyj, Widener University, USA

Web-Based Surveys for Academic Research: Evaluation and Suggestions

Kenneth Griggs, California Polytechnic, USA, and Nina M. Ray, Boise State University, USA

A Comparative Examination of E-Commerce: Trends and Diffusion in the Academic Realm

Choton Basu, Gary J. Brunswick and Leida Chen, Northern Michigan University, USA

Session 12.5: Room E, 3:30 p.m. - 5:00 p.m.

Issues in Cross-Cultural Marketing Research: Works-In-Progress

Chair: John B. Ford, Old Dominion University, USA

Differential Thresholds for Price Discounts in an Unfamiliar Currency: A Comparison Between Consumers from Countries with High and Low Denomination Currencies

Michael A. Callow, Morgan State University, and Dawn B. Lerman, Fordham University, USA

Values, Susceptibility to Interpersonal Influence, and Role Relaxation: Managers in an Organizational Setting

Aviv Shoham, University of Haifa, Israel, Frederic Kropp, Monterey Institute of International Studies, USA, and Gregory M. Rose, University of Mississippi, USA

An Assessment of the Perception of International Long-Term Business Relationships Using Multidimensional Scaling

Bjorn Sven Ivens, University of Erlangen-Nuremberg and Hinnerk Donath, e-SAP AG, Germany

3rd Age Consumers: An Exploratory Analysis of Technology and Computer Usage in a Cross-Cultural Context

Gary J. Brunswick, Northern Michigan University, USA, and Robert Hadland, University of Luton, UK

Emerging Market Forces and Their Influence on the Global College Student Market: A Preliminary Assessment of American and Korean Students

S. Scott Nadler and Sharon E. Beatty, University of Alabama, USA, and Wan-Min Kim, Pukyong National University, Korea

Dimensions in Scales Measuring the Exploratory Tendencies and Stimulation Levels in Consumers: A Cross-Cultural Comparison of the USA and Spain

Ildefonso Grande, Universidad Publica de Navarra, Spain

The Role of Family in Consumer Behavior: A Cross-Cultural Study Between Asian Indians, British Caucasians and British Indians

Andrew Lindridge, University of Warwick, UK

Session 12.6: Room F, 3:30 p.m. - 5:00 p.m.

Social Marketing, Not-For-Profit and Greener Marketing: Works-In-Progress II

Chair: Sue Peattie, Cardiff Business School, UK

The Dimensions of Environmental Behavior

Linda R. Stanley and Kathleen J. Kelly, Colorado State University, USA

Green Products: Generalizations About Determinants of Purchasing Intention

Michael Pollard, Stavros P. Kalafatis, Hiba Binzagr and Maria J. Carrasco, Kingston Business School, UK

Social Marketing: Potential Within the Turkish Illumination Sector

Yonca Karapazar Aslanbay, Bilgi University, Turkey, and Taka Tunili Esra, Marmara University, Turkey

Quality and Satisfaction in Multi-Service Organizations: Public Services

Enrique Bigne, Miguel A. Molinet and Javier Sanchez, Universitat Jaume I, Spain

Discussant: Ken Peattie, Cardiff Business School, UK

Reception and Dinner at the City Hall

Sunday, July 1, 2001

I. Parallel Sessions

8:30 A.M. - 10:00 A.M.

Session 13.1: Room A , 8:30 a.m. - 10:00 a.m.

Special Session: Activities to Enhance International Business Education: Effective Classroom Pedagogical Tools for International Marketing Classes

Chair: Juanita Roxas, California State Polytechnic University - Pomona, USA

Participants:

Patricia Hopkins, California State Polytechnic University - Pomona

Juanita Roxas, California State Polytechnic University - Pomona

Helena Czepiec, California State Polytechnic University - Pomona

Vernon Stauble, California State Polytechnic University - Pomona

Delores Barsellotti, California State Polytechnic University - Pomona

Debbora Whitson, California State Polytechnic University - Pomona, USA

Session 13.2: Room B, 8:30 a.m. - 10:00 a.m.

Current Issues in Electronic Marketing IV

Chair: Alphonso Ogbuehi, Saint Joseph University, USA

E-Commerce in Asia: A Reality Check

Tanuja Singh, Northern Illinois University, USA

Moderating Effects of the Internet on Marketing Development: Sub-Saharan Africa

Frances Ekwulugo, Westminster University, UK, Sonny Nwankwo, University of East London, UK, Joseph Aiyeku, Salem State College, USA, and Alphonso Ogbuehi, Saint Joseph's University, USA

Bases of E-Store: The Interaction Between Switching Costs and Satisfaction

Nina L. Reynolds, University of Wales - Swansea, UK, George Balabanis, City University, UK, and Antonis Simintiras, University of Wales - Swansea, UK

Session 13.3: Room C, 8:30 a.m. - 10:00 a.m.

A Journey into Consumer Travel, Tourism and Leisure

Chair: Richard Speed, Melbourne University, Australia

Rolling Along: Preliminary Investigations into the Tourism Needs and Motivations of the Mobility Disabled
Nina M. Ray, Boise State University, USA

A Test of a Theoretical Model of Consumer Travel Behavior: German Consumers' Perception of Lithuania as a Tourist Destination

Ron Lennon and Ruth Clotney, Barry University, USA

On Mickey Mice and Men: Social Functions, Market Effects, and Success Factors of Themed Environments in the Leisure Industry

Hartmut H. Holzmüller, Daniela Lobin, and Herlinde Maindok, Universität Dortmund, Germany

Session 13.4: Room D, 8:30 a.m. - 10:00 a.m.

Current Issues in Marketing Communications and Research Methods

Chair: Darryl W. Miller, University of Wisconsin - River Falls

Integrating Marketing Communication: A Case of the Emperor's New Clothes
Susan Baker, Cranfield School of Management, UK

Towards a New Paradigm in Word-Of-Mouth Communication: Exploration of Cross-National Cultural Influence within the International Education Industry

Vaughan R. Gray and Kim S. Fam, University of Otago, New Zealand

Market Classification Based on the 80/20 Law: The Rate of New Product Entry and the Expected Growth Rate
H. Kumakura, Japan

The Effect of Brand Image on Sales

Burç Ülengin and Berk Ataman, Istanbul Technical University, Turkey

Discussant: Jose I. Rojas-Mendez, University of Manchester, UK

Session 13.5: Room E, 8:30 a.m. - 10:00 a.m.

Current Issues in Services and Business-to-Business Marketing: A Marketing Potpourri

Chair: George Stone, Georgia College and State University, USA

A Study of Service Quality and Technology-Based Self Service Options

Jeff Tak-Hing Cheung and Noel Yee-Man Siu, Hong Kong Baptist University, Hong Kong

An Integrative Model of New Service Performance: Evidence from the Greek Financial Services Market
Paulina Papastathopoulou, George J. Avlonitis and Spiros Gounaris, Athens University, Greece

Vertical Market Networks and Innovative Culture: An Empirical Examination of the Turkish Fruit and Vegetable Industry

Sedef Akgüngör, Funda Barbaros, and Nese Kumral, Ege University, Turkey

An Examination of Effective and Ineffective Relationships in a Business-to-Business Setting

Thomas J. Page, Jr. and Lloyd M. Rinehart, Michigan State University, James A. Eckert, Western Michigan University, Robert B. Handfield, North Carolina State University, and Thomas Atkin, Michigan State University, USA

Discussants: Rhett H. Walker, RMIT University, Australia

Session 13.6: Room F, 8:30 a.m. - 10:00 a.m.
Current Issues in Marketing Channels Research II
Chair: R. Mohan Pisharodi, Oakland University, USA

Export Motives and Export Distribution Channels
Jonghoon Kim, Simon Fraser University, Canada

Single versus Multiple Channel Strategies: A Discussion of Some Alternative Classification Heuristics
Filipe Coelho, Universidade de Coimbra, Portugal, and Christopher Easingwood, Manchester School of Business, UK

Measuring Supply Chain Efficiency within Horticultural Marketing Channels
Margaret Matanda, Felix T. Mavondo and Bill Schroder, Monash University, Australia

Break: 10:00 a.m. - 10:30 a.m.

Sunday, July 1, 2001
II. Parallel Sessions
10:30 A.M. - 12:00 P.M.

Session 14.1: Room A , 10:30 a.m. - 12:00 p.m.
Special Session: Opportunities for Grant Monies from the U.S. Department of Education to Help Marketing Faculty at American Universities to Internationalize
Chair: John B. Ford, Old Dominion University, USA

Participants:

John B. Ford, Old Dominion University, USA
Pamela Kiecker, Virginia Commonwealth University, USA
Van R. Wood, Virginia Commonwealth University, USA

Session 14.2: Room B , 10:30 a.m. - 12:00 p.m.
Current Issues in Electronic Marketing V
Chair: Pierre Berthon, University of Bath

Commercial Opportunities for Virtual Communities
Martin Evans, Lisa Ralston, Selma van't Hul, and Gamini Wedande, Bristol Business School, UK

Comparison Shopping on the Internet: A Cross Cultural Study of Australian and U.S. College Students
Michael L. Klassen, University of Northern Iowa, USA

Marketing in Small Business Contacts: A Preliminary Review
Sonny Nwankwo, University of East London, UK, Joseph Aiyeku, Salem State College, USA, and Devabrate Mukherji, University of East London, UK, and Frances Ekwulugo, University of Westminster, UK and

Session 14.3: Room C , 10:30 a.m. - 12:00 p.m.

International Aspects of Advertising

Chair: Simon Hudson, University of Calgary, Canada

Advertising Targeted at Chinese Canadians in Canada: A Comparison of Their Effectiveness in Canada and Hong Kong

Lori Padley, C.L. Hung and Simon Hudson, University of Calgary, Canada

The New Market Opportunities in the Gulf Countries

Mohammed Almosawi, University of Bahrain, Bahrain

Advertising Choice of the Firms: A Game Theoretic Approach

Benan Zeki Orbay and Nimet Uray, Istanbul Technical University, Turkey

Session 14.4: Room D , 10:30 a.m. - 12:00 p.m.

Current Issues in New Product Development and Innovation

Chair: P. M. Rao, Long Island University/C. W. Post Campus, USA

A Model of Joint New Product Development Relationships in Technology-Based Industrial Markets

Gerard A. Athaide, Loyola College, Rodney L. Stump, Morgan State University, USA, and Ashwin W. Joshi, York University, Canada

Consulting Engineering Firms: A Beneficial Resource for New Product Development

Ian Alam, University of Southern Queensland, Australia

Globalization of Multinational Enterprise R&D: Implications for Product Strategy

P.M. Rao, Long Island University/C. W. Post Campus, USA

Articulating a Process Model of Innovation in Small Firms: A Case Study Approach

Kim Cowley and Bill Merrilees, University of Newcastle, UK

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Current Issues in Australasia, Emerging Countries and Marketing Transitions: Works-In-Progress

Chair: John P. Fraedrich, Southern Illinois University, USA

Insight into Links Between Intelligence Gathering, Primary Strategy and Performance in Small Firms

Kim Cowley, University of Newcastle, UK

Review and Analysis of Structural Changes in the Marketing of Industrial Products in India

Sanjaya S. Gaur and Vinod S. Puri, Indian Institute of Technology, India

National Economic Development and Firm Market Orientation: An Empirical Investigation of Canada, Korea and China

Shengliang Deng, Jack Dart, University of Saskatchewan, Canada, Jonghoon Kim, University of Incheon, Korea, and Jae-Il Kim, Seoul National University, Korea

Cooperative Marketing Strategy: A Contingency Investigation

Sonia Dickinson, Curtin University of Technology, Australia

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R. Mohan Pisharodi and Madhukar Angur, Oakland University, USA

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Klassen, Michael	Session 13.4, SUNDAY, 8:30-10:00 a.m.
Knieling, Jody	Session 4.4, THURSDAY, 3:30-5:00 p.m.
Ko, Eunju	Session 3.1, THURSDAY, 1:30-3:00 p.m.
Krentler, Kathleen A.	Session 5.1, FRIDAY, 8:30-10:00 a.m.
Krentler, Kathleen A.	Session 7.3, FRIDAY, 1:30-3:00 p.m.
Krentler, Kathleen A.	Session 10.1, SATURDAY, 10:30 a.m.-12:00 p.m.
Kropp, Frederic	Session 12.5, SATURDAY, 3:30-5:00 p.m.
Kuada, John	Session 1.5, THURSDAY, 8:30-10:00 a.m.
Kumakura, H.	Session 13.4, SUNDAY, 8:30-10:00 a.m.
Kumral, Nese	Session 13.5, SUNDAY, 8:30-10:00 a.m.
Kupiainen, Terri	Session 10.4, SATURDAY, 10:30 a.m.-12:00 p.m.
Kwon, Ik-Whan G.	Session 9.4, SATURDAY, 8:30-10:00 a.m.
Kwong, Kenneth K.	Session 4.4, THURSDAY, 3:30-5:00 p.m.
Kyj, Miroslaw	Session 12.4, SATURDAY, 3:30-5:00 p.m.

L

Laaksonen, Pirgo	Session 8.2, FRIDAY, 3:30-5:00 p.m.
Lamb, Charles W.	Session 5.1, FRIDAY, 8:30-10:00 a.m.
Lane, Nikala	Session 10.2, SATURDAY, 10:30 a.m.-12:00 p.m.
Laney, Richard	Session 7.1, FRIDAY, 1:30-3:00 p.m.
Laroche, Michel	Session 10.1, SATURDAY, 10:30 a.m.-12:00 p.m.
Larson, Brian V.	Session 12.4, SATURDAY, 3:30-5:00 p.m.
LaTour, Michael S.	Session 10.4, SATURDAY, 10:30 a.m.-12:00 p.m.
Laufer, Robert	Session 10.1, SATURDAY, 10:30 a.m.-12:00 p.m.
Law, Sharmistha	Session 7.5, FRIDAY, 1:30-3:00 p.m.
LeClair, Debbie Thorne	Session 8.1, FRIDAY, 3:30-5:00 p.m.
Lee, Christina Kwai-Choi	Session 11.5, SATURDAY, 1:30-3:00 p.m.
Lee, Kevin	Session 10.5, SATURDAY, 10:30 a.m.-12:00 p.m.
Lennon, Ron	Session 13.3, SUNDAY, 8:30-10:00 a.m.
Lerman, Dawn B.	Session 12.5, SATURDAY, 3:30-5:00 p.m.
Lewis, A.C.	Session 3.2, THURSDAY, 1:30-3:00 p.m.
Lewis, Christopher	Session 12.1, SATURDAY, 3:30-5:00 p.m.
Leyell, Teresita S.	Session 8.3, FRIDAY, 3:30-5:00 p.m.
Li, Zhan	Session 9.6, SATURDAY, 8:30-10:00 a.m.
Liyanage, Uditha	Session 7.4, FRIDAY, 1:30-3:00 p.m.
Lindquist, Jay D.	Session 1.3, THURSDAY, 8:30-10:00 a.m.
Lindquist, Jay D.	Session 4.4, THURSDAY, 3:30-5:00 p.m.
Lindridge, Andrew	Session 12.5, SATURDAY, 3:30-5:00 p.m.
Lobin, Daniela	Session 13.3, SUNDAY, 8:30-10:00 a.m.
Loe, Terry W.	Session 8.1, FRIDAY, 3:30-5:00 p.m.
Lueg, Jason E.	Session 1.3, THURSDAY, 8:30-10:00 a.m.
Luomala, Harri T.	Session 8.2, FRIDAY, 3:30-5:00 p.m.
Luxton, Sandra	Session 7.2, FRIDAY, 1:30-3:00 p.m.
Luxton, Sandra	Session 9.1, SATURDAY, 8:30-10:00 a.m.

M

MacAskill, Susan	Session 11.5, SATURDAY, 1:30-3:00 p.m.
MacFadyen, Lynn	Session 10.6, SATURDAY, 10:30 a.m.-12:00 p.m.
MacKintosh, Anne Marie	Session 11.5, SATURDAY, 1:30-3:00 p.m.
Maignan, Isabelle	Session 11.3, SATURDAY, 1:30-3:00 p.m.
Maindok, Herlinde	Session 13.3., SUNDAY, 8:30-10:00 a.m.
Malhotra, Naresh K.	Session 3.4, THURSDAY, 1:30-3:00 p.m.
Maltby, Alice	Session 9.3, SATURDAY, 8:30-10:00 a.m.
Mankelov, Gary	Session 1.4, THURSDAY, 8:30-10:00 a.m.
Manu, Franklyn	Session 8.5, FRIDAY, 3:30-5:00 p.m.
Marinov, Marin	Session 3.5, THURSDAY, 1:30-3:00 p.m.
Marinova, Svetla	Session 3.5, THURSDAY, 1:30-3:00 p.m.
Marr, Norman	Session 10.3, SATURDAY, 10:30 a.m.-12:00 p.m.
Masters, Lance	Session 1.2, THURSDAY, 8:30-10:00 a.m.
Masters, Lance	Session 4.5, THURSDAY, 3:30-5:00 p.m.
Matanda, Margaret	Session 13.6, SUNDAY, 8:30-10:00 a.m.
Matear, Sheelagh	Session 1.2, THURSDAY, 8:30-10:00 a.m.
Mavondo, Felix T.	Session 4.2, THURSDAY, 3:30-5:00 p.m.
Mavondo, Felix T.	Session 7.3, FRIDAY, 1:30-3:00 p.m.
Mavondo, Felix T.	Session 8.5, FRIDAY, 3:30-5:00 p.m.
Mavondo, Felix T.	Session 9.5, SATURDAY, 8:30-10:00 a.m.
Mavondo, Felix T.	Session 10.1, SATURDAY, 10:30 a.m.-12:00 p.m.
Mavondo, Felix T.	Session 13.6, SUNDAY, 8:30-10:00 a.m.
Maxwell, Sarah	Session 9.4, SATURDAY, 8:30-10:00 a.m.
Maxwell, Sarah	Session 11.2, SATURDAY, 1:30-3:00 p.m.
Mazachek, Juliann	Session 8.3, FRIDAY, 3:30-5:00 p.m.
McCabe, A. Catherine	Session 9.4, SATURDAY, 8:30-10:00 a.m.
McCole, Patrick	Session 9.3, SATURDAY, 8:30-10:00 a.m.
McDonald, Malcolm	Session 11.4, SATURDAY, 1:30-3:00 p.m.
McFadyen, Karen	Session 10.6, SATURDAY, 10:30 a.m.-12:00 p.m.
McGoldrick, Peter J.	Session 3.3, THURSDAY, 1:30-3:00 p.m.
McGuire, Sean	Session 12.1, SATURDAY, 3:30-5:00 p.m.

Menguc, Bulent	Session 10.2, SATURDAY, 10:30 a.m.-12:00 p.m.
Merrilees, Bill	Session 3.3, THURSDAY, 1:30-3:00 p.m.
Merrilees, Bill	Session 7.3, FRIDAY, 1:30-3:00 p.m.
Meerilees, Bill	Session 14.4, SUNDAY, 10:30-12:00 p.m.
Miciak, Alan	Session 8.3, FRIDAY, 3:30-5:00 p.m.
Miciak, Alan	Session 9.2, SATURDAY, 8:30-10:00 a.m.
Micken, Kathleen S.	Session 1.3, THURSDAY, 8:30-10:00 a.m.
Micken, Kathleen S.	Session 4.4, THURSDAY, 3:30-5:00 p.m.
Micken, Kathleen S.	Session 8.5, FRIDAY, 3:30-5:00 p.m.
Miller, Dale	Session 7.3, FRIDAY, 1:30-3:00 p.m.
Miller, Darryl W.	Session 8.3, FRIDAY, 3:30-5:00 p.m.
Miller, Darryl W.	Session 9.2, SATURDAY, 8:30-10:00 a.m.
Miller, Darryl W.	Session 12.3, SATURDAY, 3:30-5:00 p.m.
Miller, Darryl W.	Session 13.4, SUNDAY, 8:30-10:00 a.m.
Miller, Graham	Session 9.2, SATURDAY, 8:30-10:00 a.m.
Miranda, Mario J.	Session 8.2, FRIDAY, 3:30-5:00 p.m.
Mitchell, Vince-Wayne	Session 8.2, FRIDAY, 3:30-5:00 p.m.
Molinet, Miguel A.	Session 12.6, SATURDAY, 3:30-5:00 p.m.
Morgan, Robert E.	Session 3.1, THURSDAY, 1:30-3:00 p.m.
Morgan, Rodney	Session 8.5, FRIDAY, 3:30-5:00 p.m.
Mudambi, Susan	Session 9.6, SATURDAY, 8:30-10:00 a.m.
Mugica, Jose M.	Session 8.2, FRIDAY, 3:30-5:00 p.m.
Mukhershi, Devabrata	Session 14.2, SUNDAY, 10:30-12:00 p.m.
Mundell, Lee	Session 4.1, THURSDAY, 3:30-5:00 p.m.
Murphy, John	Session 1.2, THURSDAY, 8:30-10:00 a.m.
Muse, Lori	Session 10.5, SATURDAY, 10:30 a.m.-12:00 p.m.
Myers, Matthew B.	Session 5.2, FRIDAY, 8:30-10:00 a.m.

N

Nadiri, Halil	Session 10.2, SATURDAY, 10:30 a.m.-12:00 p.m.
Nadler, S. Scott	Session 12.5, SATURDAY, 3:30-5:00 p.m.
Naidu, G. M.	Session 1.1, THURSDAY, 8:30-10:00 a.m.
Napoli, Julie	Session 9.1, SATURDAY, 8:30-10:00 a.m.
Nicholls, J. A. F.	Session 11.6, SATURDAY, 1:30-3:00 p.m.
Nonis, Sarath A.	Session 5.2, FRIDAY, 8:30-10:00 a.m.
Nonis, Sarath A.	Session 7.4, FRIDAY, 1:30-3:00 p.m.
November, Peter	Session 5.5, FRIDAY, 8:30-10:00 a.m.
Nowak, Linda I.	Session 10.4, SATURDAY, 10:30 a.m.-12:00 p.m.
Nwankwo, Sonny	Session 4.3, THURSDAY, 3:30-5:00 p.m.
Nwankwo, Sonny	Session 13.2, SUNDAY, 8:30-10:00 a.m.
Nwankwo, Sonny	Session 14.2, SUNDAY, 10:30-12:00 p.m.

O

O'Donnell, Aodheen	Session 7.1, FRIDAY, 1:30-3:00 p.m.
Ogbuehi, Alphonso	Session 13.2, SUNDAY, 8:30-10:00 a.m.
Olson, Janeen E.	Session 1.5, THURSDAY, 8:30-10:00 a.m.
O'Malley, Lisa	Session 11.4, SATURDAY, 1:30-3:00 p.m.
O'Malley, Lisa	Session 12.1, SATURDAY, 3:30-5:00 p.m.
Orbay, Benan Zeki	Session 14.3, SUNDAY, 10:30-12:00 p.m.
Oswald, Sharon	Session 10.5, SATURDAY, 10:30 a.m.-12:00 p.m.
Overby, Jeffrey W.	Session 11.2, SATURDAY, 1:30-3:00 p.m.
Owens, Jan	Session 7.3, FRIDAY, 1:30-3:00 p.m.
Owens, Margaret	Session 8.5, FRIDAY, 3:30-5:00 p.m.

P

Padley, Lori	Session 14.3, SUNDAY, 10:30-12:00 p.m.
Page, Thomas J., Jr.	Session 13.5, SUNDAY, 8:30-10:00 a.m.
Paliwoda, Stanley	Session 4.4, THURSDAY, 3:30-5:00 p.m.
Palmer, Adrian	Session 9.3, SATURDAY, 8:30-10:00 a.m.
Papastathopoupou, Paulina	Session 13.5, SUNDAY, 8:30-10:00 a.m.
Pappu, Nadhav	Session 7.1, FRIDAY, 1:30-3:00 p.m.
Parrott, Patricia A. W.	Session 12.2, SATURDAY, 3:30-5:00 p.m.

Parsons, Amy L.	Session 9.5, SATURDAY, 8:30-10:00 a.m.
Paswan, Audhesh K.	Session 7.1, FRIDAY, 1:30-3:00 p.m.
Pearson, Michael M.	Session 4.1, THURSDAY, 3:30-5:00 p.m.
Peattie, Ken	Session 10.6, SATURDAY, 10:30 a.m.-12:00 p.m.
Peattie, Ken	Session 11.5, SATURDAY, 1:30-3:00 p.m.
Peattie, Ken	Session 12.6, SATURDAY, 3:30-5:00 p.m.
Peattie, Sue	Session 12.6, SATURDAY, 3:30-5:00 p.m.
Pelham, Al	Session 9.5, SATURDAY, 8:30-10:00 a.m.
Peltomaki, Marja	Session 10.4, SATURDAY, 10:30 a.m.-12:00 p.m.
Pelton, Lou E.	Session 8.1, FRIDAY, 3:30-5:00 p.m.
Pelton, Lou E.	Session 11.3, SATURDAY, 1:30-3:00 p.m.
Peterson, Robert A.	Session 2.1, THURSDAY, 10:30-12:00 p.m.
Peterson, Robert A.	Session 6.1, FRIDAY, 10:30-12:00 p.m.
Pickett, Bill	Session 7.1, FRIDAY, 1:30-3:00 p.m.
Pingali, Venugopal	Session 10.4, SATURDAY, 10:30 a.m.-12:00 p.m.
Pisharodi, R. Mohan	Session 7.4, FRIDAY, 1:30-3:00 p.m.
Pisharodi, R. Mohan	Session 13.6, SUNDAY, 8:30-10:00 a.m.
Pisharodi, R. Mohan	Session 14.5, SUNDAY, 10:30-12:00 p.m.
Pitt, Leyland	Session 3.3, THURSDAY, 1:30-3:00 p.m.
Plank, Richard	Session 5.3, FRIDAY, 8:30-10:00 a.m.
Pollard, Michael	Session 12.6, SATURDAY, 3:30-5:00 p.m.
Pollard, Robin J.	Session 7.2, FRIDAY, 1:30-3:00 p.m.
Ponsford, Brenda	Session 4.5, THURSDAY, 3:30-5:00 p.m.
Powell, Irene	Session 7.2, FRIDAY, 1:30-3:00 p.m.
Prasad, Kanti	Session 1.1, THURSDAY, 8:30 – 10:00 a.m.
Preis, Michael W.	Session 10.5, SATURDAY, 10:30 a.m.-12:00 p.m.
Prenshaw, Penelope J.	Session 1.4, THURSDAY, 8:30-10:00 a.m.
Prenshaw, Penelope J.	Session 10.3, SATURDAY, 10:30 a.m.-12:00 p.m.
Previte, Josephine	Session 11.5, SATURDAY, 1:30-3:00 p.m.
Puri, Vinod S.	Session 14.5, SUNDAY, 10:30-12:00 p.m.

Q

Quinton, Sarah	Session 11.4, SATURDAY, 1:30-3:00 p.m.
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R

Raguragavan, G.	Session 3.2, THURSDAY, 1:30-3:00 p.m.
Ralston, Lisa	Session 9.3, SATURDAY, 8:30-10:00 a.m.
Ralston, Lisa	Session 14.2, SUNDAY, 10:30 a.m. – 12:00 p.m.
Ramaseshan, B (Ram)	Session 3.2, THURSDAY, 1:30-3:00 p.m.
Rao, P. M.	Session 14.4, SUNDAY, 10:30-12:00 p.m.
Ray, Nina M.	Session 12.4, SATURDAY, 3:30-5:00 p.m.
Ray, Nina M.	Session 13.3, SUNDAY, 8:30-10:00 a.m.
Razzouk, Nabil	Session 9.1, SATURDAY, 8:30-10:00 a.m.
Razzouk, Nabil	Session 10.5, SATURDAY, 10:30 a.m.-12:00 p.m.
Redmond, William H.	Session 3.3, THURSDAY, 1:30-3:00 p.m.
Reid, David A.	Session 5.3, FRIDAY, 8:30-10:00 a.m.
Reid, David A.	Session 9.5, SATURDAY, 8:30-10:00 a.m.
Rexha, Nexhmi	Session 3.2, THURSDAY, 1:30-3:00 p.m.
Reynolds, Nina L.	Session 8.4, FRIDAY, 3:30-5:00 p.m.
Reynolds, Nina L.	Session 13.2, SUNDAY, 8:30-10:00 a.m.
Rinehart, Lloyd M.	Session 13.5, SUNDAY, 8:30-10:00 a.m.
Rojas-Mendez, Jose I.	Session 9.1, SATURDAY, 8:30-10:00 a.m.
Rojas-Mendez, Jose I.	Session 12.3, SATURDAY, 3:30-5:00 p.m.
Rojas-Mendez, Jose I.	Session 13.4, SUNDAY, 8:30-10:00 a.m.
Roman, Sergio	Session 8.4, FRIDAY, 3:30-5:00 p.m.
Rooney, Tara	Session 11.4, SATURDAY, 1:30-3:00 p.m.
Rose, Gregory M.	Session 11.2, SATURDAY, 1:30-3:00 p.m.
Rose, Gregory M.	Session 12.5, SATURDAY, 3:30-5:00 p.m.
Rossi, Kimberly	Session 7.3, FRIDAY, 1:30-3:00 p.m.
Rossiter, John	Session 11.5, SATURDAY, 1:30-3:00 p.m.
Roxas, Juanita	Session 13.1, SUNDAY, 8:30-10:00 a.m.
Ruiz, Salvador	Session 8.4, FRIDAY, 3:30-5:00 p.m.

Russell, Jayne

Session 4.2, THURSDAY, 3:30-5:00 p.m.

S

Sahadev, Sunsil
Samiee, Saeed
Samli, A. Coskun (Josh)
Samli, A. Coskun (Josh)
Samli, A. Coskun (Josh)
Sanchez, Javier
Sanchez, Javier
Schrage, Christine
Schroder, Bill
Sclegelmilch, Bodo B.
Seaton, Bruce
Seitz, Victoria
Seitz, Victoria
Shanka, Tekle
Shaw, Eric H.
Sherrard, Michael
Sheth, Jagdish N.
Shoham, Aviv
Shoham, Aviv
Shoham, Aviv
Shoham, Aviv
Simintiras, Antonis
Simintiras, Antonis
Simpson, Lisa
Singh, Nitish
Singh, Sangeeta
Singh, Sangeeta
Singh, Tanuja
Singh, Tanuja
Singh, Tanuja
Siu, Noel Yee-Man
Siu, Noel Yee-Man
Smith, Malcolm
Smith, Scott M.
Smith, Warren
Solomon, Michael R.
Spake, Deborah
Speed, Richard
Speed, Richard
Sriram, Ven
Stanley, Linda R.
Stauble, Vernon
Stead, Martine
Stone, George
Stone, George
Straughan, Robert D.
Straughan, Robert D.
Stump, Rodney L.
Swinyard, William R.
Szmigin, Isabelle
Szmigin, Isabelle

Session 10.5, SATURDAY, 10:30 a.m.-12:00 p.m.
Session 11.1, SATURDAY, 1:30-3:00 p.m.
Session 4.1, THURSDAY, 3:30-5:00 p.m.
Session 5.5, FRIDAY, 8:30-10:00 a.m.
Session 9.1, SATURDAY, 8:30-10:00 a.m.
Session 12.3, SATURDAY, 3:30-5:00 p.m.
Session 12.6, SATURDAY, 3:30-5:00 p.m.
Session 8.5, FRIDAY, 3:30-5:00 p.m.
Session 13.6, SUNDAY, 8:30-10:00 a.m.
Session 1.1, THURSDAY, 8:30-10:00 a.m.
Session 8.1, FRIDAY, 3:30-5:00 p.m.
Session 9.1, SATURDAY, 8:30-10:00 a.m.
Session 10.5, SATURDAY, 10:30 a.m.-12:00 p.m.
Session 9.1, SATURDAY, 8:30-10:00 a.m.
Session 5.5, FRIDAY, 8:30-10:00 a.m.
Session 11.5, SATURDAY, 1:30-3:00 p.m.
Plenary Session 6.1, FRIDAY, 10:30 a.m.-12:00 p.m.
Session 1.5, THURSDAY, 8:30-10:00 a.m.
Session 8.5, FRIDAY, 3:30-5:00 p.m.
Session 11.2, SATURDAY, 1:30-3:00 p.m.
Session 12.5, SATURDAY, 3:30-5:00 p.m.
Session 8.4, FRIDAY, 3:30-5:00 p.m.
Session 13.2, SUNDAY, 8:30-10:00 a.m.
Session 7.4, FRIDAY, 1:30-3:00 p.m.
Session 9.4, SATURDAY, 8:30-10:00 a.m.
Session 1.5, THURSDAY, 8:30-10:00 a.m.
Session 4.3, THURSDAY, 3:30-5:00 p.m.
Session 3.5, THURSDAY, 1:30-3:00 p.m.
Session 8.4, FRIDAY, 3:30-5:00 p.m.
Session 13.2, SUNDAY, 8:30-10:00 a.m.
Session 4.5, THURSDAY, 3:30-5:00 p.m.
Session 13.5, SUNDAY, 8:30-10:00 a.m.
Session 7.5, FRIDAY, 1:30-3:00 p.m.
Session 7.3, FRIDAY, 1:30-3:00 p.m.
Session 1.4, THURSDAY, 8:30-10:00 a.m.
Session 1.3, THURSDAY, 8:30-10:00 a.m.
Session 4.5, THURSDAY, 3:30-5:00 p.m.
Session 4.4, THURSDAY, 3:30-5:00 p.m.
Session 13.3, SUNDAY, 8:30-10:00 a.m.
Session 8.5, FRIDAY, 3:30-5:00 p.m.
Session 12.6, SATURDAY, 3:30-5:00 p.m.
Session 13.1, SUNDAY, 8:30-10:00 a.m.
Session 11.5, SATURDAY, 1:30-3:00 p.m.
Session 4.5, THURSDAY, 3:30-5:00 p.m.
Session 13.5, SUNDAY, 8:30-10:00 a.m.
Session 1.4, THURSDAY, 8:30-10:00 a.m.
Session 10.3, SATURDAY, 10:30 a.m.-12:00 p.m.
Session 14.4, SUNDAY, 10:30-12:00 p.m.
Session 7.3, FRIDAY, 1:30-3:00 p.m.
Session 5.3, FRIDAY, 8:30-10:00 a.m.
Session 8.2, FRIDAY, 3:30-5:00 p.m.

T

Tansgrud, Robert
Tellefsen, Thomas
Thompson, Peter
Thornton, Jennifer
Toelke, Axel
Trocchia, Philip J.

Session 7.5, FRIDAY, 1:30-3:00 p.m.
Session 9.3, SATURDAY, 8:30-10:00 a.m.
Session 4.4, THURSDAY, 3:30-5:00 p.m.
Session 11.5, SATURDAY, 1:30-3:00 p.m.
Session 3.3, THURSDAY, 1:30-3:00 p.m.
Session 4.3, THURSDAY, 3:30-5:00 p.m.

Tsalikis, John Session 8.1, FRIDAY, 3:30-5:00 p.m.
Tynan, Caroline Session 12.1, SATURDAY, 3:30-5:00 p.m.

U

Ulengin, Burc Session 12.2, SATURDAY, 3:30-5:00 p.m.
Ulengin, Burc Session 13.4, SUNDAY, 8:30-10:00 a.m.
Ulgado, Francis Session 3.4, THURSDAY, 1:30-3:00 p.m.
Uray, Nimet Session 8.3, FRIDAY, 3:30-5:00 p.m.
Uray, Nimet Session 14.3, SUNDAY, 10:30-12:00 p.m.

V

Van Durme, Joel Session 4.1, THURSDAY, 3:30-5:00 p.m.
Van Eeden, Shelley Session 8.5, FRIDAY, 3:30-5:00 p.m.
van Minden, Jack R. Session 5.3, FRIDAY, 8:30-10:00 a.m.
van't Hul, Selma Session 14.2, SUNDAY, 10:30 a.m. – 12:00 p.m.
Villanueva, Maria L. Session 8.2, FRIDAY, 3:30-5:00 p.m.

W

Walker, Rhett H. Session 1.2, THURSDAY, 8:30-10:00 a.m.
Walker, Rhett H. Session 13.5, SUNDAY, 8:30-10:00 a.m.
Webb, Dave Session 12.1, SATURDAY, 3:30-5:00 p.m.
Wedande, Gamini Session 14.2, SUNDAY, 10:30 a.m. – 12:00 p.m.
Whitelock, Jeryl Session 9.4, SATURDAY, 8:30-10:00 a.m.
Whitson, Debbora Session 13.1, SUNDAY, 8:30-10:00 a.m.
Williams, Laura Session 7.3, FRIDAY, 1:30-3:00 p.m.
Wood, Van R. Session 14.1, SUNDAY, 10:30-12:00 p.m.
Woodruffe-Burton, Helen Session 8.5, FRIDAY, 3:30-5:00 p.m.
Wotruba, Thomas R. Session 8.1, FRIDAY, 3:30-5:00 p.m.
Wright, Len Tiu Session 11.4, SATURDAY, 1:30-3:00 p.m.
Wuehrer, Gerhard Session 11.1, SATURDAY, 1:30-3:00 p.m.

Y

Yandle, Jo Session 11.6, SATURDAY, 1:30-3:00 p.m.
Young, Joyce A. Session 7.1, FRIDAY, 1:30-3:00 p.m.

Z

Zimmerman, Alan Session 9.3, SATURDAY, 8:30-10:00 a.m.