

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**

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#### ***Business-to-Business Marketing***

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Douglas Vorhies, Illinois State University

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#### ***Communications and Promotion Strategy***

Alan Miciak, University of Calgary

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#### ***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

Moira 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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**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 Mankelow, 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*

Uta 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><b><i>Best of Congress Award Winning Paper</i></b> <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

*3<sup>rd</sup> 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 Clotey, 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 Almossawi, 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

**Session 14.5: Room E, 10:30 a.m. - 12:00 p.m.**

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

*Supply Chain Challenges of Indian Managers: An Exploratory Study*

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

**End of Congress**

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Cowley, Kim	Session 14.5, SUNDAY, 10:30-12:00 p.m.
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Egan John	Session 12.1, SATURDAY, 3:30-5:00 p.m.
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Hopkins, Patricia	Session 13.1, SUNDAY, 8:30-10:00 a.m.
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Hudson, Simon	Session 14.3, SUNDAY, 10:30-12:00 p.m.

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**J**

Jahdi, Khosro S.	Session 11.3, SATURDAY, 1:30-3:00 p.m.
Jantan, M. Asri	Session 5.3, FRIDAY, 8:30-10:00 a.m.
Janda, Swinder	Session 4.3, THURSDAY, 3:30-5:00 p.m.
Jayawardhena, Chanaka	Session 11.4, SATURDAY, 1:30-3:00 p.m.
Johnson, Lester	Session 5.2, FRIDAY, 8:30-10:00 a.m.
Johnstone, David	Session 5.5, FRIDAY, 8:30-10:00 a.m.
Joseph, Mathew	Session 4.5, THURSDAY, 3:30-5:00 p.m.
Joshi, Ashwin	Session 12.3, SATURDAY, 3:30-5:00 p.m.
Joshi, Ashwin	Session 14.4, SUNDAY, 10:30-12:00 p.m.
Juttner, Utta	Session 10.2, SATURDAY, 10:30 a.m.-12:00 p.m.

**K**

Kakkos, Nikolaos	Session 1.1, THURSDAY, 8:30-10:00 a.m.
Kalafatis, Stavros	Session 5.5, FRIDAY, 8:30-10:00 a.m.
Kalafatis, Stavros	Session 12.6, SATURDAY, 3:30-5:00 p.m.
Kalamas, Maria	Session 10.1, SATURDAY, 10:30 a.m.-12:00 p.m.
Karande, Kiran	Session 5.3, FRIDAY, 8:30-10:00 a.m.
Karatepe, Osman	Session 10.5, SATURDAY, 10:30 a.m.-12:00 p.m.
Karunaratna, Amal	Session 3.4, THURSDAY, 1:30-3:00 p.m.
Karunaratna, Amal	Session 5.2, FRIDAY, 8:30-10:00 a.m.
Kathan, Marcus	Session 11.1, SATURDAY, 1:30-3:00 p.m.
Kaufman-Scarborough, Carol	Session 4.4, THURSDAY, 3:30-5:00 p.m.
Keane, Lara	Session 11.1, SATURDAY, 1:30-3:00 p.m.
Kearns, Z.A.	Session 3.2, THURSDAY, 1:30-3:00 p.m.
Keating, Bill	Session 7.1, FRIDAY, 1:30-3:00 p.m.
Keeling, Kathleen A.	Session 3.3, THURSDAY, 1:30-3:00 p.m.
Keen, Cherie	Session 4.3, THURSDAY, 3:30-5:00 p.m.
Kelly, James	Session 5.4, FRIDAY, 8:30-10:00 a.m.
Kelly, Kathleen J.	Session 12.6, SATURDAY, 3:30-5:00 p.m.
Kelly, Stephen J.	Session 10.6, SATURDAY, 10:30 a.m.-12:00 p.m.
Kent, Heather	Session 1.2, THURSDAY, 8:30-10:00 a.m.
Kiecker, Pamela	Session 14.1, SUNDAY, 10:30-12:00 p.m.
Kim, Jae-Il	Session 14.5, SUNDAY, 10:30-12:00 p.m.
Kim, Jonghoon	Session 13.6, SUNDAY, 8:30-10:00 a.m.
Kim, Jonghoon	Session 14.5, SUNDAY, 10:30-12:00 p.m.
Kim, Wan-Min	Session 12.5, SATURDAY, 3:30-5:00 p.m.
Klassen, Michael	Session 8.3, FRIDAY, 3:30-5:00 p.m.
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.

