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 D. Hunt
Texas Tech University

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


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, BELL SOUTH, COM STREAM, 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 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:
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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
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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Editor, Journal of the Academy of Marketing Science
Rajan Varadarajan, Texas A&M University

Editor, Academy of Marketing Science Review
Joseph Cote, Washington State University
Thursday, June 28, 2001
1. 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. Prentshaw, 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

Session 3.4: Room D, 1:30 p.m. - 3:00 p.m.
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.
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. Bedggood 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. Trochichia, 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
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. Bedggood 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
Sarah A. Nonis, Arkansas State University, USA, and Uditha Liyanage, University of Sri Jayawardenpura, 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 Lutton, 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

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 Hudderfield

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-Wootten, 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 McFadyn 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
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 ad 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 Fellier, Johannes Kepler Universität, Austria

*Product Complexity and Knowledge Translation*
Andres Blomstromo 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.
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.
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 Bhimy, 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.
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.
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

Best of Congress Award Winning Paper
A Study of Emotion and Reason in Products and Services
Arjun Chaudhuri, Fairfield University, USA

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 Chandrashekaran, 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 Miroslaw 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
1. 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
Debora Whitson, California State Polytechnic University - Pomona

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 Ekwlugo, 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 Clottey, Barry University, USA

On Mickey Mice and Men: Social Functions, Market Effects, and Success Factors of Themed Environments in the Leisure Industry
Hartmut H. Holzmuller, Daniela Lobin, and Herlinde Maindok, Universitat 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
Burc Ulengin 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 Papastathopoupou, 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 Akgungor, 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.

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 Aiyoku, Salem State College, USA, and Devabrate Mukhersi, 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

Shengliang Deng, Jack Dart, University of Saskatchewan, Canada, Jonghoon Kim, University of Incheon, Korea, and Jae-II 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
INDEX OF PARTICIPANTS

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Agarwal, James
  Session 1.1, THURSDAY, 8:30-10:00 a.m.
Agarwal, James
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Aggarwal, Raj
  Session 9.6, SATURDAY, 8:30-10:00 a.m.
Ahmed, Sadrudin A.
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Aiyeku, Joseph
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  Session 13.5, SUNDAY, 8:30-10:00 a.m.
Alam, Ian
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Alam, Ian
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Albers-Miller, Nancy D.
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Albers-Miller, Nancy D.
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Almossawi, Mohammed
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Alvarez, Maria Dolores
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Anderson, Beverlee
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Anderson, Beverlee
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Anderson, Krista
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Angur, Madhukar
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Annavarjula, Madan
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Ataman, Berk
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Avci, Turgay
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Avlonitis, George J.
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Avnet, Tamar
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Baalbaki, Imad
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Baker, Julie
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Baker, Susan
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Bedggood, Rowan E.
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Bedggood, Rowan E.
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Bell, Simon J.
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Bello, Daniel C.
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Berthon, Pierre
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<td>Crittenden, Victoria L.</td>
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Hendry, Janine   Session 4.1, THURSDAY, 3:30-5:00 p.m.
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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.
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Petersen, Robert A.  Session 2.1, THURSDAY, 10:30-12:00 p.m.
Petersen, 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.
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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.
Quinton, Sarah  Session 11.4, SATURDAY, 1:30-3:00 p.m.
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.
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Redmond, William H.  Session 3.3, THURSDAY, 1:30-3:00 p.m.
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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.
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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.
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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.
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<tr>
<td>Tsalikis, John</td>
<td>8.1, FRIDAY, 3:30-5:00 p.m.</td>
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<td>Tynan, Caroline</td>
<td>12.1, SATURDAY, 3:30-5:00 p.m.</td>
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<td>Uelen, Burc</td>
<td>12.2, SATURDAY, 3:30-5:00 p.m.</td>
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<td>Ulengin, Burc</td>
<td>13.4, SUNDAY, 8:30-10:00 a.m.</td>
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<td>Ulgado, Francis</td>
<td>3.4, THURSDAY, 1:30-3:00 p.m.</td>
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<td>Uray, Nimet</td>
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<td>14.3, SUNDAY, 10:30-12:00 p.m.</td>
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<td>Van Durme, Joel</td>
<td>4.1, THURSDAY, 3:30-5:00 p.m.</td>
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<td>Van Eeden, Shelleyl</td>
<td>8.5, FRIDAY, 3:30-5:00 p.m.</td>
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<td>van Minden, Jack R.</td>
<td>5.3, FRIDAY, 8:30-10:00 a.m.</td>
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<td>van’t Hul, Selma</td>
<td>14.2, SUNDAY, 10:30 a.m. – 12:00 p.m.</td>
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<td>Villanueva, Maria L.</td>
<td>8.2, FRIDAY, 3:30-5:00 p.m.</td>
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<td>Walker, Rhett H.</td>
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<td>Webb, Dave</td>
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<td>Wedande, Gamini</td>
<td>14.2, SUNDAY, 10:30 a.m. – 12:00 p.m.</td>
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<td>Whitelock, Jeryl</td>
<td>9.4, SATURDAY, 8:30-10:00 a.m.</td>
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<td>Whitson, Debbora</td>
<td>13.1, SUNDAY, 8:30-10:00 a.m.</td>
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<td>Williams, Laura</td>
<td>7.3, FRIDAY, 1:30-3:00 p.m.</td>
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<td>Wood, Van R.</td>
<td>14.1, SUNDAY, 10:30-12:00 p.m.</td>
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<td>Woodruffe-Burton, Helen</td>
<td>8.5, FRIDAY, 3:30-5:00 p.m.</td>
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<td>Wotrubca, Thomas R.</td>
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<td>Wright, Len Tiu</td>
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<td>Yandle, Jo</td>
<td>11.6, SATURDAY, 1:30-3:00 p.m.</td>
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<td>Young, Joyce A.</td>
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<td>Zimmerman, Alan</td>
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