

2003
Academy of Marketing Science
Annual Conference

Creating and Delivering Value in Marketing:
Worldwide Perspectives on a Value-Centric
Orientation

May 28 – May 31, 2003
Wyndham Washington D.C. Hotel

2003 AMS Outstanding Marketer
Robert L. Tillman
President and CEO, Lowes Corporation

Lowes has been providing value for American homeowners for over 50 years. Today, Lowes is a \$22 billion retailer serving customers in 43 states with over 800 stores. Through Mr. Tillman's leadership, Lowes continues to be a model marketing organization.

Mr. Tillman exemplifies achievement through hard work. He has truly worked his way up the ladder, holding the following positions with the organization:

- President and Chief Executive Officer (Since 1996)
- Senior Executive Vice President, Chief Operating Officer
- Executive Vice President-Merchandising
- Senior Vice President-Merchandising
- Vice President-Store Operations, Southeast Region
- Regional Vice President
- Regional Marketing Manager
- Store Manager

Thus, it is with great pleasure that the Academy recognizes Mr. Tillman with our highest honor for marketing practitioners.

**Welcome to the Academy of Marketing Science
2003 Annual Conference**

Welcome to the 2003 Academy of Marketing Science Conference at the Wyndham Hotel, Washington, DC. This venue and time provide a perfect backdrop for this year's Conference theme of 'Creating and Delivering Value in Marketing: Worldwide Perspectives on a Value-Centric Orientation.' Given that the ultimate challenge for marketers globally is to seek more effective means of creating and delivering value in an ever-increasing dynamic marketplace, this year's Conference is designed to 'unlock' conceptual and practical insight surrounding this challenge.

The program is rich with sessions, papers, panels, and social gatherings all aimed at stimulating thought and conversation regarding global value perspectives. The Conference program and layout reflect the collective inputs of a wide array of AMS stakeholders. It represents a blend of ideas sure to stimulate conversation beyond the session room. The program is sure to provide high "utilitarian" value.

AMS remains dedicated to a value added conference experience. Thus, we want everybody to have a high "hedonic" value experience too. There are numerous opportunities for networking and catching up with friends. On Wednesday evening a welcome reception is planned in the Monticello Ballroom at the Wyndham. Yet another wine marketing education session is scheduled for Wednesday as well (attendance limited to first 50). On Thursday, your registration fees cover the Awards Luncheon at noon and another reception. On Friday evening you are invited to the President's Reception and the Awards Banquet. So, please attend sessions, enjoy the social exchange and make plans to attend AMS 2004 in Vancouver, B.C. where David Ortinau and Jean-Charles Chebat will do this all over again!

Washington offers a plethora of entertainment options, ranging from museums, historical venues, shopping, restaurants, music, sports, etc. The convenient location of the Wyndham means that many of these options are only a short walk away. There is never a 'dull' moment in D.C. -- Enjoy!

We would like to thank the Academy of Marketing Science Officers and Board of Governors for their commitment and support. We are especially indebted to the cadre of track chairs, program event chairs, session chairs, discussants, and reviewers that provide the 'core' of this entire program. Their leadership is paramount in making this conference a success effort. We extend a very special thanks to Sally Sultan (AMS Office), Susan Wallace of USM for assistance with editing this program booklet, Harlan Spotts, Proceedings Editor, Joe Cote for web assistance and all others that worked to make this a fantastic conference.

See you in B.C. in 2004!

Barry J. Babin and Alvin J. Williams
University of Southern Mississippi

2003 AMS PROGRAM MANAGERS:

Buyer/Consumer Behavior

Professor Kristy Reynolds, Louisiana State University

Business-to-Business Marketing and Supply Chain Management

Professor Jeffrey E. Lewin, Boston College

International Marketing

Professor Alphonso O. Ogbuehi, Bryant College

Integrated Marketing Communication

Professor David M. Hardesty, University of Miami

Marketing Strategy

Professor Nigel F Piercy, Cranfield School of Management

Selling, Sales Management, CRM (Customer Relationship Management)

Professor Annie H. Liu, Loyola Marymount University

Teaching and Marketing Education

Professor Matthew Joseph, Georgia College and State University

Retailing/Services Marketing

Professor David J. Ortinau, University of South Florida

Ethics, Trust and Responsibility in a Dynamic Marketing Environment

Professor Anusorn Singhapakdi, Old Dominion University

Research Methods

Professor K. Sivakumar, Lehigh University

Electronic Commerce

Professor Tracy A. Suter, Oklahoma State University

European Marketing Issues

Professor Ralf K. Schellhase, University of Applied Sciences, Darmstadt

Doctoral Student Competition

Professor Arthur Money, Henley Management College

Proceedings Editor

Professor Harlan Spotts, Western New England College

Local Arrangements:

Professor Salah Hassan, George Washington University

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2003 Academy of Marketing Science Annual Program

Wyndham Washington D.C.

May 28 – May 31

Meeting Room Location:

The hotel has a small 'foot-print' so you will never be far from an AMS event. However, our meeting space is on four different levels. Each meeting room is a few paces from an elevator. We will be using meeting space on the four adjacent floors listed below. Please take note of the following guide to help you in finding the room:

Hotel Floor/Level	Rooms
Conference Level	Vista-East, Vista-West, Vista B and Vista Ballroom
Upper Mezzanine	Sherwood
Lower Mezzanine	Ashlawn-North, Ashlawn-South
Lower Ballroom	Monticello Ballroom

WEDNESDAY, MAY 28, 2003
Highlights

REGISTRATION – EXHIBITS, 10:30 A.M. - 4:30 P.M.
ROOM: ASHLAWN-NORTH

AMS EXECUTIVE COUNCIL/OFFICERS' MEETING, 8:30
A.M. - 4:00 P.M.
ROOM: BERKELY

RECEPTION, 6:30 P.M. - 7:30 P.M.
ROOM: MONTICELLO BALLROOM

Initial Concurrent Sessions I

Wednesday, May 28
10:30 AM-12:00 Noon

SESSION I1: Blueprinting and Strategy for Service Providers and Buyers

Room: Vista-East

Session Chair: Mitch Griffin, Bradley University

Blueprinting Perspective to Managing Giving

Michael Jay Polonsky, Victoria University
Romana Garma, Victoria University

Relational Marketing Strategy in Corporate Chains - BCR's 'Customer Specific Marketing

Bertil Hulten, Goeteborg University

Differentiation of Retail Brand Buyers from Manufacturer Brand Buyers

Sema Kurtulus, Istanbul University
Kemal Kurtulus, Istanbul University

Discussion Leader: Michael Lockett, University of South Florida - St. Petersburg

SESSION I2: Export Strategies and Global Markets

Room: Vista-West

Session Chair: Attila Yaprak, Wayne State University

The Relationship Between Environment, Export Strategy Development Approaches and Export Performance

George Balabanis, City University of London
Chris Storey, City University of London

The Relationship Between Marketing Strategy and Performance: An Exploratory Study of British Exporters

Cristiana Lages, The University of Warwick, UK
Luis Filipe Lages, Universidade Nova de Lisboa, Portugal

Problems of Export Entrepreneurship in Sub-Sahara African Countries: Evidence from Nigeria

Aham Anyanwu, Imo State University, Nigeria
Anayo D. Nkamnebe, Nmamdi Azikiwe University, Nigeria

Discussion Leader: Clyde Walden, Chaoyang University of Technology, Taiwan

INITIAL CONCURRENT SESSIONS II

Wednesday, May 28

12 Noon to 1:30 PM

SESSION 0.1: Demographic Perspectives of Consumer Behavior

Room: Vista B

Session Chair/Discussion Leader: Karin Braunsberger, USF-St. Petersburg

Measuring Consumer Attitudes Towards Gambling: A Follow-up Study

G.G. Rousseau, University of Port Elizabeth
D. Venter, University of Port Elizabeth

A Demographic Perspective on U.S. Consumers' Out-of-Town Vacationing and Commercial Lodging Usage While on Vacation

Mark Peterson, University of Texas at Arlington
Sheri L. Lambert, Taylor Nelson Sofres

What Happens After Adolescents Leave Home? The Development of Young Adults' Brand Purchasing Patterns: The Case of College Students

Jingyun Zhang, University of Alabama

Ethics of Minorities

Ziad Swaidan, Jackson State University
Andrew Honeycutt, University of Arkansas at Pine Bluff
Ricky Warner, Jackson State University

SESSION 0.2: Special Session: European Perspectives on B2B Marketing

Room: Vista-East

Session Chair: Wim Biemans, University of Groningen, The Netherlands

Research into Business Networks – European versus American Perspectives

Kristian Möller, Helsinki School of Economics, Finland

Tension in Co-opetition

Maria Bengtsson, University of Umea, Sweden
Soren Kock, Sweden School of Economics and Business
Administration, Finland

**Return on Relationships (ROR): Financial Aspects of
Relationship Marketing and CRM in a Business-to-Business
Network Context**

Evert Gummesson, Stockholm University, Sweden

Exploring Product Replacement in Business Markets

Wim Biemans, University of Groningen, The Netherlands
Bas Hillebrand, Nijmegen School of Management, The
Netherlands

Discussion Leader: Jeffrey E. Lewin, Boston College

**SESSION 0.3: Branding Decisions and Buyer-Seller
Relationships in Global Markets**

Room: Vista-West

Session Chair: Van R. Wood, Virginia Commonwealth University

**Company Versus Country Branding: Same, Same, Same But
Different**

Ingeborg Astrid Kleppe, Norwegian School of Economics and
Business Administration
Lena Larsson Mossberg, Gothenburg University, Sweden

**A Brand Focused Explanation of Globalization: The Meaning,
Significance and Future of BrandAmerica**

Van R. Wood, Virginia Commonwealth University
N. Michael Dudynskay, Leo Burnett Company

**Accountability in the Buyer-Seller Relationship:
Understanding the Influence of Culture on the Buyer's
Accountability to the Supplier Firm's Salesperson**

Enrique P. Becerra, Florida Atlantic University

Discussion Leader: Philemon Oyewole, Howard University

SESSION 0.4: Developments in Sales Management

Room: Sherwood

Session Chair: Bulent Menguc, University of Melbourne

**The Influence of Consulting Oriented Sales Management
Programs on Customer Retention and Long-Term Profit
Growth**

Al Pelham, College of New Jersey

Sales Career Preparation in the Philippines

Earl D. Honeycutt, Jr., Elon University
Shawn Thelen, Hofstra Univ.
Kathryn T. Cort, Elon University
Elvira A. Zamora, University of the Philippines

Salespersons' Responses to Employer Problems

Robert Ping, Wright State University

Discussion Leader: Karen Kennedy, University of Alabama at Birmingham

SESSION 0.5: **Advances in Research Methodology I**
Room: Ashlawn-South

Session Chair: Ali Kara, Penn State University – York

The Efficiency Of Heuristic Identification Of Noisy Variables (Hinov) In Data Mining

Frank J. Carmone, Jr., Wayne State University
Ali Kara, Penn State University – York

A Generalized Model for Asymmetric Effect of Price Elasticities Incorporating Neighborhood Price Effect and Income

Rajeev Airani, Old Dominion University

SESSION 1 (CONCURRENET SESSIONS)

Wednesday, May 28

1:30 p.m. - 3:00 p.m.

SESSION 1.1: e-Shopping and Website Loyalties

Room: Vista B

Session Chair: Linda Ferrell, The University of Wyoming

Quality-Value Perceptions and Satisfaction in an e-Shopping Environment: Assessing the Impact on e-Shopping Loyalty

Patricia A. Warrington, Purdue University
Mary Ann Eastlick, University of Arizona

The Effect of Service Quality and Consumer Trust on Retail Website Loyalty

Albert Caruana, University of Malta
B. Ramaseshan, Curtin University, Western Australia

Market Orientation and Organizational Performance: A New Product Paradox?

William E. Baker, San Diego State University
James Sinkula, The University of Vermont

Discussion Leader: David Urban, Virginia Commonwealth University

SESSION 1.2: The Internet, E-Commerce, and Marketing in LDCs

Room: Vista-East

Session Chair: Varinder Sharma, Indiana University of Pennsylvania

The Internet and 'Brick and Mortar' Marketing: Some Empirical Insights from both Sides of the Atlantic

Dennis P. Sakalauskas, Putnam Associates
Kevin I.N.Ibeh, University of Strathclyde, UK

The Potential for E-Commerce for E-Commerce for Consumer Marketing in Africa: A Preliminary Investigation

Emmanuel A. Erondy, Hofstra University

Socio-Cultural Embeddedness of Marketing in Transition Economies: A Case Study of the Tanzanian Banking Industry

Sonny Nwankwo, University of East London, UK
Daudi Lwiza, University of Dar Es Salaam, Tanzania

SESSION 1.3: EM Poutpourri

Room: Vista-West

Session Chair: Andrea Rumler, University of Applied Sciences - Berlin, Germany

Shopping as Work or "Shopping as Recreation" Orientation on the Web: Which Impact on Consumer Evaluative Responses?

Christine Gonzalez, ESC Toulouse, France

UK SMEs' Approach to Servicing Overseas Markets: The Concentration Versus Spreading Debate and the Importance of Managerial Commitment

Dave Crick, University of Central England

Discussion Leader: Andrea Rumler, University of Applied Sciences - Berlin, Germany

SESSION 1.4: Marketing Implementation and Value Creation (continued)

Room: Sherwood

Session Chair: Moira Clark, Cranfield University

Marketing Strategy Implementation by Managing Marketing Processes

Ken Kono, Pennsylvania State University at Great Valley

Exploratory Research on Integrated Web-Based Knowledge Management in a Customer Context

Sandra S Liu, Purdue University
Xueming Luo, State University of New York

New Marketing Strategies: The Implications of Manager Gender in Change Programmes

Nikala Lane, University of Warwick

Discussion Leader: Neil Hair, Cranfield University

SESSION 1.5: Ethics and Responsibility

Room: Ashlawn-South

Session Chair: Anusorn Singhapakdi, Old Dominion University

Job Related Ethics in Developing Countries' Organizations: An Empirical Investigation

Jamal A. Al-Khatib, University of St. Thomas
Mohammed Y.A. Rawwas, University of Northern Iowa
Scott J. Vitell, University of Mississippi

An International Comparison of the Use of Codes of Ethics in the Marketplace: Australia and Sweden

Gregory Wood, Deakin University, Australia
Göran Svensson, Halmstad University, Sweden
Michael Callaghan, Deakin University, Australia

Valuing Public Resources: An Integrative View

R. Bruce Hutton, University of Denver
Steven W. Hartley, University of Denver

Discussion Leaders: Lou E. Pelton, University of North Texas,
Tará Lopez, The University of Southern Mississippi

REFRESHMENT BREAK
3:00 P.M. - 3:30 P.M.
ROOM: ASHLAWN FOYER

SESSION 2 (CONCURRENT SESSIONS)

Wednesday, May 28

3:30 p.m. - 5:00 p.m.

SESSION 2.1: Brand Issues--Image, Extensions and Relationships

Room: Vista B

Session Chair/Discussion Leader: Sweta Chaturvedi Thota,
Louisiana State University

Introducing Unrelated Brand Extensions Through Core Brand Sponsorship

Nanda Viswanathan, Delaware State University
Sunil Erevelles, University of North Carolina--Charlotte
Stephen L. Vargo, California State University--San Luis Obispo

Modeling the Effects of Corporate Images and Brand Images on Brand Alliance Evaluation: A Contingency Approach

Sujay Dutta, Louisiana State University

The Process of Establishing Brand Relationships: Antecedents and Outcomes

Jamye Foster, Louisiana State University

SESSION 2.2: AMS Doctoral Dissertation Winners

Room: Vista-East

Session Chair: Arthur Money, Henley Management College

Sources and Financial Consequences of Radical Innovation

Alina Sorescu, Texas A&M

Destination "e": Detecting and Managing Customer Uncertainty in a Forced Migration Initiative within a Business to Business Market

Kristin Rotte, University of Southern California

The Effects of Information Partitioning on Customer Probability Judgements of Product Performance and Product Evaluation

Dipayan Biswas, University of California

The Economic Value of Customer Word-of-Mouth

Florian Wangenheim, University of Dortmund/International University in Germany, Bruchsal

SESSION 2.3: New Horizons in Business-to-Business Marketing

Room: Vista-West

Session Chair: Wolfgang Ulaga, University of Notre Dame

The Bullwhip Effect: An Intra-Organizational Approach

Göran Svensson, Halmstad University

Multivariate Statistics in Industrial Marketing Management: A Practitioner Tool Kit

Agnes Nairn, University of Bath, UK

Laurence Ede, Tocris Cookson Ltd., UK

Pete Naude, University of Bath, UK

A Tale of Two Chain Gangs: Matsushita and Sony are Rebuilding their Supply Chains

Bin Jiang, University of Texas at Arlington

Discussion Leader: Rodney L. Stump, York University, Ontario

SESSION 2.4: Marketing Implementation and Value Creation

Room: Sherwood

Session Chair: Moira Clark, Cranfield University

A Study of Strategy Implementation as Expressed Through Sun Tzu's Principles of War

Wann Yih Wu, National Cheng Kung University, Taiwan

Chih Hsiung Chou, National Cheng Kung University, Taiwan

Ya-Jung Wu, Kao Yuan Institute of Technology, Taiwan

Incomes and Outcomes of Customer Value Creation: Lessons from Dell, eBay and Hugo Boss

Laurent Tournois, Université Paris XII

Marketing Strategies for Value Creation: Testing the Influence of Resource-Based and Product-Market Approaches on Performance

Photis M Panayides, Hong Kong Polytechnic University

Discussion Leader: Neil Hair, Cranfield University

SESSION 2.5: Special Session: Corporate Social Responsibility

Room: Ashlawn-South

Session Chair/Discussion Leader: Easwar S. Iyer, University of Massachusetts, Amherst

Corporate Social Responsibility: Who is Responsible for Society, Diversity or the Environment?

Speakers: Easwar S. Iyer, University of Massachusetts, Amherst

Rajiv Kashyap, William Paterson University

C2C and P2P: Are They R2S (Responsible to Society)?

Speakers: Steven Betts, William Paterson University

Zinaida Taran, Saint John Fisher College

Who is Responsible for Diversity? A Content Analysis Across Ethnic Groups

Speaker: Charles W. Richardson, Jr., William Paterson University

Who is Responsible for the Environment: The BCG Framework

Speakers: Easwar S. Iyer, University of Massachusetts, Amherst
Rajiv Kashyap, William Paterson University

Wednesday, May 28
5:15 PM – 6:15 PM

SESSION 2.6: The Good, The Bad, The Ugly: Wine Marketing in the 00s – Insights with Observer Participation

Room: Vista B (limited seating)

Panel:

Barry J. Babin, University of Southern Mississippi
Mitch Griffin, Bradley University
Michel Laroche, Concordia University

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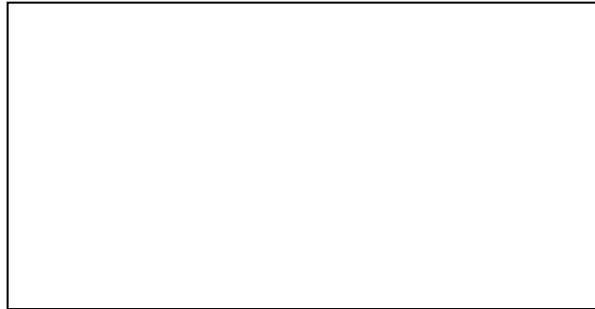
Reception

6:30 P.M. - 7:30 P.M

ROOM: Monticello Ballroom

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THURSDAY, MAY 29, 2003
HIGHLIGHTS



SESSION 3 (CONCURRENT SESSIONS)

Thursday, May 29

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

SESSION 3 (CONCURRENT SESSIONS)

Thursday, May 29
8:30 A.M. - 10:00 A.M.

SESSION 3.1: Cross-Cultural Perspectives in International Marketing

Room: Vista B

Session Chair: Charles Quigley, Bryant College

Culture Theory in Global Marketing Research: An Assessment From the Literature

Cheryl Nakata, University of Illinois-Chicago

Yili Huang, University of Illinois-Chicago

How National Culture Shapes the Global New Product Development Process

Elif Izberk-Bilgin, University of Illinois-Chicago

Albert L. Page, University of Illinois-Chicago

A Cross-Cultural Comparison of Business Students' Perceptions of Job Market Success after 9/11

Sara Johnson, Federal Support Services, Chicago, IL

Carol W. DeMranville, Northern Illinois University

Discussion Leader: Kevin Ibeh, University of Strathclyde

SESSION 3.2: Advances in Research Methodology II

Room: Vista-East

Session Chair/Discussion Leader: Cheryl Nakata

Social Exchange: A Scale Development of Individual Difference Orientations

Kelly Piner, Pittsburgh, Pennsylvania

Aysen Bakir, Illinois State University

Kenji Noguchi, The University of Mississippi

Dan Landis, University of Hawaii at Hilo

Using Comparative Case Study in International Marketing: A Qualitative Perspective

Keatkhamjorn Meekanon, Bangkok, Thailand

Organizational Change Capability: The Theoretical Construct and its Operational Measurement

Tony McGuinness, University of Wales Aberystwyth, United Kingdom

Robert E. Morgan, University of Wales Aberystwyth, United Kingdom

SESSION 3.3: How Can We Help non-North American Marketing Educators with Their Research, Teaching and Service Mission?

Room: Ashlawn-South

Session Chair: James E. Littlefield, Virginia Tech

Panel:

Enrique Bigne, University of Valencia

Muris Cacic, University of Sarajevo

Mike Czinkota, Georgetown University

Tunc Erem, Marmara University

Minoo Farhangmehr, Universidade do Minho

Salah Hassan, George Washington University
Ibrahim Hegazy, American Univesity - Cairo
Vic Johar, California State Unieversity
George Zinkhan, University of Georgia
Dong-Jin Lee, SUNY-Binghamtom
Jay Lindquist, Western Michigan
Jordi Montana, ESADE - Spain
Naoto Onzo, Waseda University
Paul Patterson, Univers
Jacqueline Pels, Argentina
C.P. Rao, Kuwait University
Josh Samli, University of North Florida
Arturo Vasquez, University of Texas Pan American
Alfred Zeyl, Univesity of Dijon

SESSION 3.4: The Web Changes Everything, The Web Changes Nothing.

Room: Sherwood

Session Chair: David M. Hardesty, The University of Miami

Guy Gangi, the Mobium Creative Group
Gordon Hochhalter, the Mobium Creative Group

SESSION 3.5: JAMS Review Board Meeting

Room: Vista-West

Session Chair: George Zinkhan, University of Georgia

<p>REFRESHMENT BREAK 10:00 A.M. - 10:30 A.M. ROOM: ASHLAWN FOYER</p>

SESSION 4 (CONCURRENT SESSIONS)

Thursday, May 29

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

SESSION 4.1: Raising the Level of a Discipline, Moving Marketing to a Higher Plateau

Room: Vista B

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

Panel:
M. Joseph Sirgy, Virginia Tech
Jagdish Sheth, Emory University

SESSION 4.2: Works-In-Progress: Ethics, Trust and Responsibility in a Dynamic Marketing Environment

Room: Vista-East

Session Chair: Jamal A. Al-Khatib , University of St. Thomas

Understanding Consumers' Ethical Perceptions and Their Influence on Purchase Intention: An Exploratory Study

Alexandra Malheiro, Polytechnic Institute of Cavado and Ave,
Portugal

Minoo Farhangmehr, University of Minho, Portugal

Ana Maria Soares, University of Minho, Portugal

Marketing Adding Extra Value through the Championing of Democratization of Corporate Purpose

John Jackson, Central Queensland University, Australia

Relevance of Indian Ethos/Ethics in Managing Organizations in the 21st Century

P. Bucha Reddy, Osmania University, India

P. Narayan Reddy, Osmania University, India

Brand Recall Level by Product Placement Type in American Films and the Attitude of Mexican "College" Students toward this Advertising Practice

Claudia Millan, Instituto Tecnológico y de Estudios Superiores de Monterrey

Aida Ojeda, Universidad Tec Milenio

Jorge Pedroza, Instituto Tecnológico y de Estudios Superiores de Monterrey

SESSION 4.3: Controversial, Peer Recommendations, and Vulnerable Consumer Issues

Room: Vista-West

Session Chair: Jan P. Owens, University of Wisconsin - Parkside

"Trust Me, Would I Steer You Wrong?" The Influence of Peer Recommendations Within Virtual Communities

Donnavieve Smith, Northern Illinois University

Satya Menon, University of Illinois at Chicago

K. Sivakumar, Lehigh University

Agents of Change Versus Stewards of Tradition: The Controversial Case of the Augusta National

Ellen M. Moore, University of South Carolina

Mary F. Mobley, Augusta State University

The Effectiveness of Credit Card Regulation for Vulnerable Consumers

Karin Braunsberger, University of South Florida - St. Petersburg

Laurie A. Lucas, Arkansas Tech University

Dave Roach, Arkansas Tech University

Discussion Leader: Laurie Babin, University of Southern Mississippi

SESSION 4.4: **Modes of Online Value Creation**
Room: Sherwood

Session Chair: Linda K. Ferrell, University of Wyoming

Generating Value Through Online Interaction: Individual and Situational Differences

Yuping Liu, Old Dominion University

Using Consumers' Decision Making Stages to Identify Value-Providing Opportunities

Sangeeta Singh, Norwegian School of Management

Internet Privacy Preference and Its Impact on Internet Behaviors: A Preliminary Analysis

Angela Hausman, University of Texas-Pan American

H. Ulas Ograk, University of Texas-Pan American

Don Lloyd Cook, Georgia State University

Discussion Leader: Tracy A. Suter, Oklahoma State University

SESSION 4.5: **Relationships and Trust in Buyer-Supplier Interactions**

Room: Ashlawn-South

Session Chair: Rodney L. Stump, York University, Ontario

The Role of Value and Trust in Buyer-Supplier Relationships

Andreas Eggert, University of Kaiserslautern, Germany

Wolfgang Ulaga, University of Notre Dame

Multiple Levels of Trust and Interfirm Dependence on Supply Chain Coordination: A Framework for Analysis

Janice M. Payan, Creighton University

Justin Tan, Creighton University

Effects of Relationship Quality in High-Technology Industry: The Moderating Role of Switching Barriers

Seigyoung Auh, University of Melbourne

Chuan-Fong Shih, Wake Forest University

Discussion Leader: Göran Svensson, Halmstad University

AWARDS LUNCHEON
THURSDAY, MAY 29, 12:00 P.M. - 1:30 P.M.
MONTICELLO BALLROOM

SESSION 5 (CONCURRENT SESSIONS)

Thursday, May 29

1:30 P.M. - 3:00 P.M.

SESSION 5.1: **New Trends in Education**

Room: Vista B

Session Chair: Katherine Harris, Babson College

A Marketing Plan for Marketing Instruction: A Satirical Look at Student Comments

Judy Siguaw, Cornell University

Penny Simpson

Distance Education in Marketing: Current Practices & Differences among Institutions

Deborah Spake, University of South Alabama

Does Marketing Management Need a Delicate Balance between Evolutionary & Spiritual Leadership to Provide Added Value

John Jackson, Central Queensland University

Discussion Leader: Early Honeycutt, Elon University

SESSION 5.2: Price Promotions and Drivers on Customer Retentions

Room: Vista-East

Session Chair: Karin Braunsberger, University of South Florida - St. Petersburg

The Effects of Price Promotions on Consumers' Price Beliefs

Michel Laroche, Concordia University

Maria Kalamas, Concordia University

Xavier Renard, Concordia University

Incomplete Retail Price Information: Consumers' Reactions and Managerial Implications

Jan P. Owens, University of Wisconsin - Parkside

An Investigation of Drivers of Customer Retention in a Continuous Purchasing Setting

Chatura Ranaweera, Wilfrid Laurier University

Jaideep Prabhu, University of Cambridge

Discussion Leader: Joel Collier, University of Memphis

SESSION 5.3: How Consumers are Affected by Advertising and What They Believe as a Result.

Room: Vista-West

Session Chair: Dave Hardesty, University of Miami

Generalized and Personalized Beliefs toward Advertising: Which are Better Predictors of Attitudes toward Advertising in General?

Xiaoli Nan, The University of Minnesota

The Effect of Length of Commercial, Type of Commercial, and Frequency of Presentation of Commercial on Advertising Effectiveness

Vidyadhar Reddy Aileni, Osmania University

Dr. Bharat, Kakatiya University

Dynamics of Consumers' Beliefs toward Advertising in the 1990s: Evidence from Longitudinal National Data

Xiaoli Nan, University of Minnesota

Discussion Leader: Danny Weathers, Louisiana State University

SESSION 5.4: Loyalty Issues

Room: Sherwood

Session Chair: Kristy Reynolds, Louisiana State University

Sunk Cost Effect, Escalation of Commitment and the Principle of Fungibility: Consumers Reactions to Membership Cards

Fernando Jaramillo, University of South Florida
Paul Spector, University of South Florida

Supplier Portfolio: A Strategic Approach

Göran Svensson, Halmstad University

The Foolish Consumer Revisited: Role of Flow Experience in Consumer Habit-Forming

Ting-Jui Chou, University of South Australia
Chih-Chen Ting, National Kaohsiung First University of Science and Technology

Discussion Leader: M. J. Miller, The University of Southern Mississippi

SESSION 5.5: Trust

Room: Ashlawn-South

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

Exploring the Meaning of Brand Trust

Fuan Li, William Paterson University

Antecedents and Implications of Trust in Small Business-Supplier Relationships

Greg Bush, University of Auckland

How Does Consumers' Gender Affect Their Perceptions about the Affective Trust of a Humanized Computer Agent?

Eun-Ju Lee, California State University

Discussion Leader: Yuping Liu, Old Dominion University
Jamal A. Al-Khatib, University of St. Thomas
Mohammed Y.A. Rawwas, University of Northern Iowa

REFRESHMENT BREAK
3:00 P.M. - 3:30 P.M.
ROOM: ASHLAWN FOYER

SESSION 6 (CONCURRENT SESSIONS)

Thursday, May 29

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

SESSION 6.1: Commitment, e-Service Quality, Personal Values on Provider-Customer Relationships

Room: Vista-B

Session Chair: Jay Lindquist, Western Michigan University

Targets of Commitment in Service-Consumer Relationships

Tim Jones, Queen's University
S. Taylor, Queen's University

A Conceptual Framework for Measuring e-Service Quality

Joel Collier, University of Memphis
Carol C. Bienstock, University of Memphis

A Multi-Item Scale for Measuring Service Personal Values

Luis Filipe Lages, Universidade Nova de Lisboa
Joana Cosme Fernandes, Ericsson Telecommunications

Discussion Leader: Linda Ferrell, The University of Wyoming

SESSION 6.2: Behavioral Issues in Advertising, CRM, and Developing Economies

Room: Vista-East

Session Chair: Alvin J. Williams, University of Southern Mississippi

Attractiveness, Trustworthiness, and Expertise: An Exploratory Study Examining College Student Evaluations of Sport Celebrities as Potential Advertising Models

George Stone, Georgia College & State University
Mathew Joseph, Georgia College & State University
Essam Ibrahim, Georgia College & State University

An Interpersonal Perspective to CRM

Byron Keating, University of Newcastle
Robert Rugimbana, University of Newcastle
Ali Quazi, University of Newcastle

Potential Benefit of Investing in East European Economies: The Ukraine Example

Sergiy Spivakovsky, Hofstra University

Practitioner Definitions and Approaches Toward Advertising Creativity

Arthur J. Kover, Fordham/Yale Universities
Douglas C. West, University of Westminster, London

SESSION 6.3: Building Industry-University Alliances: How a Sales Center Can Create Win-Win Opportunities for Your Department

Room: Vista-West

Session Chair: Jeff Kunkel, Director of Sales Development - Vector Marketing

Mike Williams, Director- Professional Sales Institute - Illinois State

Eli Jones, Director-Program for Excellence in Selling, University of Houston

Greg Marshall, Editor-*JPSSM*, Oklahoma State University

SESSION 6.4: Frameworks and Orientations for Investigating Retail Store Images and C2C Dynamics

Room: Sherwood

Session Chair: Michael Lockett, University of South Florida - St. Petersburg

Customer-to-Customer Interactions in the Service Environment: A Communication Framework for Understanding C2C Dynamics

Julie Anna Guidry, Texas A&M University

Social Orientation of a Store and Its Impact on Consumers' Perception of Store Image

Haiyan Hu, Utah State University
Cynthia Jasper, University of Wisconsin - Madison

Does Retailing Store's Strategic Philanthropy Matter?
Xueming Luo, State University of New York - Fredonia

Discussion Leader: Jan P. Owens, University of Wisconsin - Parkside

SESSION 6.5: Mobile Marketing- A European Perspective
Room: Ashlawn-South

Session Chair: Ralf Schellhase, University of Applied Sciences, Darmstadt, Germany

Speakers:
Andrea Rumler, University of Applied Sciences, Berlin, Germany
Ralf Schengber, University of Applied Sciences, Muenster, Germany

Discussion Leader: Graf Gerald, University of Applied Sciences at Mannheim, Germany

SESSION 6.6
Thursday, May 29
5:00 P.M. – 6:30 P.M.

Special Session 6.6: **The Academy of Marketing Science Outstanding Teachers in Marketing Presentations: Sponsored by Lamb, Hair and McDaniel.**
Room: Vista-B

Presenters:
Neeli Bendapudi, The Ohio State University
Roberto (Bobby) Friedman, The University of Georgia
Debra A. Laverie, Texas Tech University
Naresh K. Malhotra, Georgia Tech University

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Thursday Evening Reception
6:30 P.M. - 7:30 P.M.
ROOM: Monticello Ballroom
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FRIDAY, MAY 30, 2003

Friday, May 30: 7:30-10:30

SESSION 7.1: **AMS Board of Governor's**

Room: Vista B

Chair: Tom Mentzer, University of Tennessee

SESSION 7 (CONCURRENT SESSIONS)

Friday, May 30, 2003

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

SESSION 7.2: **Meet the Editors**

Room: Vista-B

Session Chair: Barry J. Babin, University of Southern Mississippi,
The Journal of Business Research - Marketing Editor

Panel:

George Zinkhan, University of Georgia, *The Journal of the Academy of Marketing Science*

Ruth Bolton, Vanderbilt University, *The Journal of Marketing*

Michel Laroche, Concordia University, *The Journal of Business Research* – Managing Editor

Michael Levy, Babson College, *The Journal of Retailing*

Joe Cote, University of Washington, *Academy of Marketing Science Review*

Greg W. Marshall, Oklahoma State University, *The Journal of Personal Selling and Sales Management*

Wagner Kamakura, Duke University, *The Journal of Marketing Research*

William E. Baker, San Diego State University, *The Journal of Market Focused Management*

Roland T. Rust, University of Maryland, *Journal of Service Research*

SESSION 7.3: **Direct Marketing is on Target in a Value-Conscious World.**

Room: Vista-West

Session Chair: Marilyn Liebrez-Himes, The George Washington University

Hal Malchow, Chairman, Crouse Malchow Shlackman and Hoppey

Geoffrey Caldwell, President, Bridgewell Associates

Karen Rice Gardiner, Associate Creative Director, National Geographic Society

Sue Tomasso, Partners for Response, Inc.

Jim Doyle, The Fisher Group

SESSION 7.4: **CRM: Furthering Customer Relations**

Room: Sherwood

Session Chair: Mark Moon, University of Tennessee

A Longitudinal Examination of Individual,Organiz. & Contextual Factors on Technology Adoption & Job Performance

Michael Ahearne, University of Connecticut
Ron Jelinek, University of Connecticut
John Mathieu, University of Connecticut
Niels Schillewaert, Vlerick Leuven Ghent Management School

An Investigation of Customer Retention Activities Strategies of Food and Clothing Retailers in the Bloemfontein Area, South Africa

Lorene Erwee, Technikon Free State

The Gap Between Trust in Salesperson and Trust in Selling Organization: Antecedents & Consequences

Sijun Wang, University of Alabama

Discussion Leader: Shahid Bhuian, Louisiana Tech Univ.

SESSION 7.5: Critical Issues in Strategic Marketing

Room: Ashlawn-South

Session Chair: Lynette Ryals, Cranfield University

An Expository View of Marketing Effectiveness

Kenneth B Kahn, University of Tennessee
Matthew B Myers, University of Tennessee

Market Strategies Applied by Selected Food Manufacturers in the Period 1996 to 1999: An Exploratory Study

Hester Nienaber, Learning and Development absa

Taxonomy of Organizations by Market Segmentation Strategies: An Exploratory Study

Karsten Sausen, University of St Gallen

Discussion Leader: Stephen H. Craft, Towson University

<p>REFRESHMENT BREAK 10:00 A.M. - 10:30 A.M. ROOM: ASHLAWN FOYER</p>

SESSION 8 (GENERAL SESSIONS)

Friday, May 30, 2003

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

SESSION 8.1: **Crafting Manuscripts and Reviewing for Journals: Some Guideposts from JAMS Outstanding Reviewer Award Recipients**

Room: Vista B

Session Chair: Rajan Varadarajan, Texas A&M University

Christian Homburg, University of Manheim, Germany

Debbie MacInnis, University of Southern California

Cheryl Nakata, University of Illinois at Chicago

A. Parasuraman, University of Miami

Shirley Taylor, Queen's University

Bob Woodruff, University of Tennessee

SESSION 8.2: **Marketing Research Guided by the Better Business Bureau**

Room: Ashlawn-South

Session Chair: Joe Sirgy, *Virginia Tech*

Speakers:

Ken Hunter, President of the Council of the Better Business Bureau

Jim Guthrie, President of the National Advertising Review Council

SESSION 9 (CONCURRENT SESSIONS)

Friday, May 30, 2003

1:30 P.M. - 3:00 P.M.

SESSION 9.1: **Pricing Issues and E-Marketing**

Room: Vista B

Session Chair: Roland Rust, University of Maryland

Why Aren't the Prices the Same at Me.com and You.com: Drivers of Price Dispersion Among e-Tailors

Xing Pan, Indiana University

Brian Ratchford, University of Maryland

Venkatesh Shankar, University of Maryland

The Future of E-Service: Insights from the National Technology Readiness Surveys 1999-2002

Charles L. Coby, Rockbridge Associates

A. Parasuraman, University of Miami

Pricing for Online Publishing

P.K. Kannan, University of Maryland

Sanjay Jain, University of Maryland

The Business Impact of e-Government on Small Firms

Roland T. Rust, University of Maryland

Debora Viana, University of Maryland

SESSION 9.2: **European and American Perspectives on Marketing**

Room: Vista-East

Panel:
Ralf Schellhase, University of Applied Sciences, Darmstadt,
Germany
Andreas Herrmann, University of St. Gallen, Switzerland
Frank Huber, University of Mainz, Germany

SESSION 9.3: Issues and Decisions in Emerging Markets
Room: Vista-West

Session Chair: Sonny Nwankwo, University of East London, UK

**Structural Adjustment Program Induced Business
Environment and Market Orientation on Firm Performance:
Empirical Evidence from Ghana**
Charles Blankson, Long Island University
Chris Mbah, Cornerstone University

Moral Ideologies and Ethical Beliefs of Minorities
Ziad Swaidan, Jackson State University
Mihai Nica, Jackson State University
V. Natasha Wilkins, Jackson State University

**Regional Policy and Economic Development in Nigeria:
Perspectives from the Private and Public Sectors**
Alphonso O. Ogbuehi, Bryant College
Eugene Opara, Imo State Government, Nigeria
Ben M. C. Obi, Central Bank of Nigeria
Eugene Nwigwe, Chaos Limited, Port Harcourt Nigeria

**SESSION 9.4: The Contextual Interface of Online
Consumption**
Room: Sherwood

Session Chair: Rhea Ingram, Columbus State University

**Vital Interface Components' Relative Importance in Online
Shopping Tasks**
Clyde A. Warden, Chaoyang University of Technology
Wann-Yih Wu, National Cheng Kung University
Dungchun Tsai, National Chen Kung University

**Gender Differences in Online Buying Attitudes and
Behavior: An Exploratory Analysis**
Ah Keng Kau, National University of Singapore
Edwin Ying-Chan Tang, National University of Singapore
Sanjoy Ghose, University of Wisconsin-Milwaukee

**Contextual Marketing: The New Business Model for
Electronic Commerce**
Xueming Luo, State University of New York, Fredonia

**SESSION 9.5: Emerging Issues in Business to Business
Marketing**
Room: Ashlawn-South

Session Chair: Jeffrey E. Lewin, Boston College

**Supplier Diversity Programs and Their Impact on Purchasing
Agent Negotiation Strategies: A Role Theoretic Model**
Rodney L. Stump, York University, Ontario
Ashwin W. Joshi, York University, Ontario

Stephen Keysuk Kim, Oregon State University

Enhancing Interfirm Performance Through Internet Driven Management of Interorganizational Knowledge and Resources

Samit Chakravorti, Florida International University

Vincent Daniels, Florida International University

Walfried M. Lassar, Florida International University

Organizational Learning as a Strategic Tool: Operationalizing and Index of Learning

A. Coskun Samli, The University of North Florida

Scott Fisher, The University of North Florida

Discussion Leader: Wolfgang Ulaga, University of Notre Dame

SESSION 10 (CONCURRENT SESSIONS)

Friday, May 30, 2003

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

SESSION 10.1: Critical Evaluations of Educational Issues

Room: Vista B

Session Chair: Michael Polonsky, Victoria University

Australian Coursework-Focused Marketing Masters Degrees

Michael Polonsky, Victoria University

Jeffrey Kidd, Victoria University

Are Marketing Students Different? A study of Information Economics Beliefs

Elizabeth Elam, Western New England College

Faculty Evaluation of Marketing Research Streams and Self Serving

Dheeraj Sharma, University of North Texas

Discussion Leader: Deborah Spake, University of South Alabama

SESSION 10.2: **Chinese and Japanese Marketing Practices**
Room: Vista-East

Session Chair: Shih-Fen Chen, Brandeis University

**Market Orientation and Organizational Performance in
Mainland China: Test of the Market Orientation Scale
(MARKOR)**

Erdener Kaynak, Pennsylvania State University, Harrisburg
Ali Kara, Pennsylvania State University, York

**Institutional, Organizational, and Strategic Antecedents of
Firm Entrepreneurship in Chinese Transitional Economy**

Xueming Luo, SUNY, Fredonia
Lianxi Zhou, University of Guelph, Ontario, Canada
Sandra S. Liu, Purdue University

**General and Specialized Trading Companies of Japan:
Market Behavior and Performance Patterns**

Syed Tariq Anwar, West Texas A&M University
Lal Khan Almas, West Texas A&M University

Discussion Leader: Chris Mbah, Cornerstone University

SESSION 10.3: **New Findings in Consumer Behaviour and
(Corporate) Brand Management**
Room: Vista-West

Session Chair/Discussion Leader: Ralf Schellhase, University of
Applied Sciences, Darmstadt, Germany

**ICBS: A Promising Measurement for Consumer Behavior?
Russia and the United States**

Mary Conway Dato-on, Northern Kentucky University

**Applying Issues Management to Meet the Challenges of
Corporate Brand Management - An Empirical Investigation in
Europe**

Catja Prykop, University of St. Gallen, Switzerland
Sabine Einwiller, University of St. Gallen, Switzerland
Diana Ingenhoff, University of St. Gallen, Switzerland

**The why of buying Nike - Findings of a Causal analytical
study**

Robert Morgan, University of Aberystwyth, United Kingdom
Stephanie Magin, University of Mainz, Germany
Frank Huber, University of Mainz, Germany
Andreas Herrmann, University of St. Gallen, Switzerland

SESSION 10.4: **JPSSM Review Board Meeting**
Room: Sherwood

Host: Greg W. Marshall, Oklahoma State University; Harry
Briggs, M.E. Sharpe Publishing

SESSION 10.5: **Future of Marketing Academia: Challenges
and Opportunities**

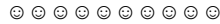
Room: Ashlawn-South

Session Chair: K. Sivakumar, Lehigh University

A. Parasuraman, University of Miami
Robert A. Peterson, University of Texas at Austin

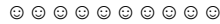
Jagdish Sheth, Emory University
Bart Weitz, University of Florida

Friday, May 30: 5:00 P.M. - 6:00 P.M.
AMS ANNUAL BUSINESS MEETING
ROOM: Sherwood



Friday, May 30: 6:00 P.M. - 7:00 P.M.
President's Reception
Room: Vista Ballroom

Friday, May 30; 7:00 P.M. - 10:00 P.M.
Awards Banquet
Room: Vista Ballroom



SATURDAY, MAY 31, 2003
SESSION 11 (CONCURRENT SESSIONS)
8:30 A.M. - 10:00 A.M.

**SESSION 11.1: AMS Doctoral Student Breakfast (7:35 AM –
By Invitation Only)**
Room: Vista-B

Session Chairs: Victoria L. Crittenden, Boston College

SESSION 11.2: Issues in education
Room: Vista-East

Session Chair: Essam Ibrahim, Strathclyde University

**Antecedents to Student Preferences for Web-Based and
Traditional Classes**

Concha Ramsey-Neeley, University of North Texas
Rajasree Rajamma, University of North Texas

**A Pedagogically-Effective Use of Internet-Based
Technologies to Host a Virtual Class**

Neeraj Bharadwaj, Babson College
Katherine Harris, Babson College

Web Enhanced Case Discussions

Ravi Parameswaran, Oakland University
Mohan Pisharodi, Oakland University

Discussion Leader: John Ford, Old Dominion University

SESSION 11.3: **Exploring Issues in Field Sales**
Room: Ashlawn-South

Session Chair: Lucette Comer, Purdue University

An Examination of Salesperson Specialization
Mark Leach, Loyola Marymount University

Critical Examination of Salesforce Commitment and Job Involvement as Contributors to Organizational Performance
Tansu Barker, Brock University
Bulent Menguc, University of Melbourne

Personality-Task Interdependence Interaction in Predicting Salespeople's Organizational Citizenship Behavior
James Conway- Central Connecticut State Univ.
Kaushik Mitra, IBM Corp.
Richard Brzostek, Univ. of Connecticut

Discussion Leader: Al Pelham, College of New Jersey

SESSION 11.4: **The Euro and the European Union - New Challenges for Marketing**
Room: Sherwood

Session Chair: Andreas Herrmann, University of St. Gallen, Switzerland

Doing Business in the European Union: Does one Marketing Approach Fit All?
Susanne Greschner, Old Dominion University

The Euro and Customers' Price Perceptions: Exploring Changes in German Consumer Behaviour after the Introduction of the Euro
Gabriele Brambach, University of Erlangen-Nuernberg, Germany

The Irish Consumer Current Sentiments Toward Marketing
William B, Dodds, Ft. Lewis College
Anne Sinnott, Dublin City University, Ireland
Naoimh O'Reilly, Dublin City University, Ireland
Joanne Lynch, Dublin City University, Ireland
Michael Gannon, Dublin City University, Ireland

Discussion Leader: Frank Huber, University of Mainz, Germany

SESSION 11.5: **Cross-Cultural Comparisons**
Room: Vista-West

Session Chair: Michael Lockett, University of South Florida - St. Petersburg

Brand-Luxury Index: Scale Development and Cross-National Validation Between Australia and USA
Franck Vigneron, California State University Northridge
Lester W. Johnson

Consequences of Impulse Buying Cross-Culturally: Or What Will My Friends Think if I Buy That?
Venessa Martin-Funches, University of Alabama
Jeong Eun Park, University of Alabama

Identity and Consumption of Scottish Migrants Residing in England: A Tale of Two Halves?

Julie Tinson, University of the West of England
Yasmin K. Sekhon, London Institute

Discussion Leader: Deborah Spake, University of South Florida

**REFRESHMENT BREAK
10:00 A.M. - 10:30 A.M.
ROOM: ASHLAWN FOYER**

SESSION 12 (CONCURRENT SESSIONS)

Saturday, May 31, 2003

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

SESSION 12.1: Current Research in Marketing Doctoral Programs I

Room: Vista-B

Session Chair: Victoria L. Crittenden, Boston College

Hope, Fear, and...Suspense: An Examination of Anticipatory Emotions and their Impact on Satisfaction

Julie Anna Guidry, Texas A&M University

Transaction Value: Synthesizing and Strengthening Transaction Cost and Transaction Utility Theories to Explain and Predict Buyer Decision-Making

Blaine J. Branchik, Florida Atlantic University

In Need of a Favorable Conclusion: The Role of Motivated Reasoning in the Perception of Goal Attainment

Gustavo E. de Mello, University of Southern California

NPD Cycle Time in Strategic Alliance Context

Tianjiao Qiu, University of Illinois

The Death of a Mall

Venessa Martin Funches, The University of Alabama

E-mail Coupon Promotional Strategies: The Optimization of Discount Size and Time Limit for E-mail Offers

Richard Hanna, Boston University

Obstacles to Organizational Participation in the B2B Electronic Marketplace

George Deitz, The University of Alabama

Managers' Intentions to Support the Entry of their Firm into Strategic Alliances: A Theory of Planned Behavior Perspective

Carmina Cavozaos, Tec de Monterrey

SESSION 12.2: Relationship Marketing: Strategy and Innovation (continued)

Room: Vista-East

Session Chair: Kenneth B Kahn, University of Tennessee

The Loyalty effect and Zero Defections: Are You Sure You Want To Keep Your Customers Forever?
Lynette Ryals, Cranfield University

Reviewing the Suitability of Core Relationship Marketing Constructs in Computer-Mediated Environments: A Virtual Ethnography Research Agenda
Neil Hair, Cranfield University
Maira Clark, Cranfield University

The Relationship of Organizational Size to Strategic Classifications in the Financial Services Industry
Larry B. Pleshko
Nizar Souidan, United Arab Emirates University

Discussion Leader: Sandra Liu, Purdue University

SESSION 12.3: Consumer Choice and Decision Making
Room: Vista-West

Session Chair: Sujay Dutta, Louisiana State University

The Effect of Choice and Rewards on Customers' Emotions
Chia-Chi Chang, Purdue University
Lucette B. Comer, Purdue University

Dimensions of Brand Attitude and Their Effect on Purchase Intention
Andreas Herrmann, University of St. Gallen
Frank Kressman, University of St. Gallen
Stephanie Magin, University of Mainz
Frank Huber, University of Mainz

Increasing Value Delivered to Customers by Better Understanding Consumer Decision Processes: A Literature Review and Empirical Study
Katharina J. Srnka, University of Vienna
Marc Rutschmann, University of St. Gallen

Discussion Leader: Maria Kalamas, Concordia University

SESSION 12.4: International Issues, Information Search, and Advertising.
Room: Sherwood

Session Chair: Anne L. Balazs, Mississippi University for Women

The Role of International Economic Development in the Use of Integrated Marketing Communications
Timothy Brotherton, Montana State University

Asian Americans and Advertisements: Identifying Gaps in the Literature
Rhea Ingram, Columbus State University
Troy A. Festervand, Middle Tennessee State University
Samantha Chow, University of Phoenix

Consumer Motivations and Effects on Information Search Behavior Using Internet Advertising: A Uses and Gratifications Approach
Kenneth C. C. Yang, The University of Texas at El Paso

Discussion Leader: Christine Gonzalez, ESC Toulouse, France

SESSION 12.5: Overseas Entry of SMEs, Services Marketers, and Joint Ventures
Room: Ashlawn-South

Session Chair: Kevin Ibeh, University of Strathclyde, UK

Marketing Origin and Organic Labeled Food Products in Europe: Trade-off between Conviction and Convenience Stores
Georges Giraud, ENITA of Clermont-Ferrand, France

Service Failures Away from Home: Benefits in Intercultural Service Encounters
Clyde Walden, Chaoyang University of Technology, Taiwan
Tsun-Chi Lee, National Cheng Kung University, Taiwan
Chi-Hsun Lee, National Lien Ho Institute of Technology, Taiwan
Chi-Tsun Huang, Kun Shan University of Technology, Taiwan

The Role of Costs in International Joint Ventures Formation: An Empirical Study of Bahrain Manufacturing Industries
Ali bin Khalifa Al Khalifa, University of Bahrain

Discussion Leader: Emmanuel Erondu, Hofstra University

12 Noon – 1:30 PM (each is a continuous session from earlier)

SESSION 13.1: Current Research in Marketing Doctoral Programs I
Room: Vista-B

Session Chair: Victoria L. Crittenden, Boston College

Madison Avenue Hits the Streets: Consumer-Based Marketing Concepts in a Fragmented Marketplace
Caroline Graham Austin, University of Georgia

Perceived Information Subjectivity Mediating the Extent of Information Search
Kyoungmi Lee, University of Illinois

The Moderating Effects of Knowledge and Attribute Typicality on Attitude Change
Cecilia Alvarez, Florida International University

The Nomological Nets of Market-based Organizational Learning Process: Determinants and Consequences
Jeong Eun Park, The University of Alabama

The Consumer Acculturation Process
Jeffrey S. Podoshen, Temple University

Crossing Cultural Boundaries: A Feng Shui Phenomenology
Angeline Grace Close, University of Georgia

Features of Web Site Design, Perceptions of the Web Site Quality, and Patronage Behavior: A Conceptual Model
Ji Hee Song, University of Georgia

Cross-Functional Project Groups and New Product Success: What is the Missing Link?"
Khaled Aboulnasr, University of Houston

SESSION 13.2: Relationship Marketing: Strategy and Innovation

Room: Vista-East

Session Chair: Kenneth B Kahn, University of Tennessee

The Strategic Marketing Imperative of a Tailored CRM Strategy

Stephen H. Craft, Towson University

The Differences Between Product and Process Innovation and Implications for Marketing Strategy

Jeong Eun Park, University of Alabama

Discussion Leader: Sandra Liu, Purdue University

SESSION INDEX OF PARTICIPANTS

A

Aboulnasr, K. - 12.1
Ahearne, M. - 7.4
Aileni, V. - 5.3
Airani, R. - 0.5
Al-Khatib, J. - 1.5, 5.5
Almas, L. - 10.2
Alvarez, C. - 12.1
Anwar, S. - 10.2
Anyanwu, A. - 12
Atuahene-Gima, K. - 13.2
Auh, S. - 4.5
Austin, C. - 12.1

B

Babin, B. - 2.6, 7.2
Babin, L. - 4.3
Bakir, A. - 3.2
Balabanis, G. - 12
Barker, T. - 11.3
Becerra, E. - 0.3
Bendapudi, N. - 6.6
Bengtsson, M. - 0.2
Betts, S. - 2.5
Bharadwaj, N. - 11.2
Bharat - 5.3
Bhuiyan, S. - 7.4
Biemans, W. - 0.2
Bienstock, C. - 6.1
Bigne, E. - 3.3
Biswas, D. - 2.2
Blankson, C. - 9.3
Bolton, R. - 7.2
Brambach, G. - 11.4
Branchik, B. - 13.1
Braunsberger, K. - 0.1, 4.3, 5.2
Brotherton, T. - 12.4
Brzostek, R. - 11.3
Bush, G. - 5.5

C

Callaghan, M. - 1.5
Carmone, F. - 0.5
Caruana, A. - 1.1
Cavazos, C. - 13.1
Chakravorti, S. - 9.5
Chang, C. - 12.3

Chen, S. - 10.2
Chou, C. - 1.4
Chou, T. - 5.4
Chow, S. - 12.4
Cicic, M. - 3.3
Clark, M. - 1.4, 2.4, 12.2
Close, A. - 12.1
Coby, C. - 9.1
Collier, J. - 5.2, 6.1
Comer, L. - 11.3, 12.3
Conway, J. - 11.3
Cook, D. - 4.4
Cort, K. - 0.4
Cote, J. - 7.2
Craft, S. - 7.5, 13.2
Crick, D. - 12.5
Crittenden, V. - 11.1, 12.1, 13.1
Cunningham, P. - 11.1
Czinkota, M. - 3.3

D

Daniels, V. - 9.5
Dato-on, M. - 10.3
Deitz, G. - 13.1
DeMranville, C. - 3.1
Dodds, W. - 11.4
Dudynskay, N. - 0.3
Dutta, S. - 2.1, 12.3

E

Eastlick, M. - 1.1
Ede, L. - 2.3
Eggert, A. - 4.5
Einwiller, S. - 10.3
Elam, E. - 10.1
Erem, T. - 3.3
Erevelles, S. - 2.1
Erondy, E. - 1.2, 12.5
Erwee, L. - 7.4

F

Farhangmehr, M. - 3.3
Fernandes, J. - 6.1
Ferrell, L. - 1.1, 6.1, 4.4
Festervand, T. - 12.4
Fisher, S. - 9.5
Ford, J. - 11.2
Foster, J. - 2.1

Friedman, R. – 6.6
 Funches, V. - 13.1
G
 Gangi, G. - 3.4
 Gannon, M. – 11.4
 Garma, R. - 11
 Gerald, G. - 6.5
 Ghose, S. - 9.4
 Giraud, G. - 1.3
 Gonzalez, C. - 1.3, 12.4
 Greschner, S. - 11.4
 Griffin, M. - 11, 2.6
 Guidry, J. - 6.4, 13.1
 Guthrie, J. – 8.2
 Gummesson, E. - 0.2
H
 Hair, N. – 1.4, 2.4, 12.2
 Hanna, R. - 13.1
 Hardesty, D. - 3.4
 Harris, K. - 5.1
 Hartley, S. – 1.5
 Hassan, S. - 3.3
 Hausman, A. - 4.4
 Hegazy, I. – 3.3
 Herrmann, A. - 9.2, 10.3, 11.4, 12.3
 Hillebrand, B. - 0.2
 Hochhalter, G. - 3.4
 Homburg, C. - 8.1
 Honeycutt, A. - 0.1
 Honeycutt, E. - 0.4, 5.1
 Hu, H. - 6.4
 Huang, C. - 12.5
 Huang, Y. – 3.1
 Huber, F. - 9.2, 10.3, 11.4, 12.3
 Hulten, B. - 11
 Hunter, K. – 8.2
 Hutton, R. – 1.5
I
 Ibeh, K. – 1.2, 3.1, 12.5
 Ibrahim, E. – 11.2
 Ingenhoff, D. – 10.3
 Ingram, R. – 9.4, 12.4
 Iyer, E. - 2.5
 Izberk-Bilgin, E. - 3.1
J
 Jackson, J. - 5.1
 Jain, S. – 9.1
 Jaramillo, F. - 5.4
 Jasper, C. – 6.4
 Jelinek, R. – 7.4
 Jiang, B. - 2.3
 Johar, V. - 3.3
 Johnson, S. – 3.1
 Jones, E. - 6.3
 Jones, T. - 6.1
 Joseph, M. – 6.2
 Joshi, A. - 9.5
K
 Kahn, K. - 7.5, 12.2, 13.2
 Kalamas, M. - 5.2, 12.3
 Kamakura, W. – 7.2
 Kannan, P. – 9.1
 Kara, A. - 0.5, 10.2
 Kashyap, R. - 2.5
 Kau, A. - 9.4
 Kaynak, E. - 10.2
 Keating, B. – 6.2
 Kennedy, K. - 0.4
 Khalifa, A. – 12.5
 Kidd, J. - 10.1
 Kim, S. - 9.5
 Kleppe, I. – 0.3
 Kock, S. - 0.2
 Kono, K. - 2.4
 Kover, A. - 6.2
 Kressman, F. - 12.3
 Kunkel, J. – 6.3
 Kurtulus, K. – 11
 Kurtulus, S. – 11
L
 Lages, C. - 12
 Lages, L. - 12, 6.1
 Lambert, S. - 0.1
 Landis, D. - 3.2
 Lane, N. - 2.4
 Laroche, M. – 2.6, 5.2, 7.2
 Lassar, W. - 9.5
 Laverie, D. – 6.6
 Leach, M. – 11.3
 Lee, C. - 12.5
 Lee, D. - 3.3
 Lee, E. - 5.5

Lee, K. - 12.1
Lee, T. - 12.5
Levy, M. - 7.2
Lewin, J. - 0.2, 9.5
Li, F. - 5.5
Liu, Y. - 5.5
Liebrenz-Himes, M. - 7.3
Lindquist, J. - 3.3, 6.1
Littlefield, J. - 3.3
Liu, S. - 2.4, 10.2, 12.2, 13.2
Liu, Y. - 4.4, 5.5
Lopez, T. - 5.5
Lucas, L. - 4.3
Luckett, M. - 11, 6.4, 11.5
Luo, X. - 2.4, 6.4, 9.4, 10.2
Lwiza, D. - 1.2
Lynch, J. - 11.4

M

MacInnis, D. - 8.1
Magin, R. - 10.3
Magin, S. - 10.3, 12.3
Malholtra, N. - 6.6
Marshall, G. - 6.3, 7.2, 10.4
Martin, M. - 5.3
Martin-Funches, V. - 11.5
Mathieu, J. - 7.4
Mbah, C. - 9.3, 10.2
McGuinness, T. - 3.2
Meekanon, K. - 3.2
Mello, G. - 13.1
Menguc, B. - 0.4, 11.3
Menon, S. - 4.3
Mentzer, T. - 7.1
Miller, M. - 5.4
Mitra, K. - 11.3
Mobley, M. - 4.3
Möller, K. - 0.2
Money, A. - 2.2
Montana, J. - 3.3
Moon, M. - 7.4
Moore, E. - 4.3
Morgan, R. - 3.2
Mossberg, L. - 0.3
Myers, M. - 7.5

N

Nairn, A. - 2.3

Nakata, C. - 3.1, 3.2, 8.1
Nan, X. - 5.3
Naude, P. - 2.3
Nica, M. - 9.3
Nienaber, H. - 7.5
Nkamnebe, A. - 12
Noguchi, K. - 3.2
Nwankwo, S. - 1.2, 9.3
Nwigwe, E. - 9.3

O

Obi, B. - 9.3
Ogbuehi, A. - 9.3
Ograk, H. - 4.4
Onzo, N. - 3.3
Opara, E. - 9.3
O'Reilly, N. - 11.4
Owens, J. - 4.3, 5.2, 6.4
Oyewole, P. - 0.3

P

Page, A. - 3.1
Pan, X. - 9.1
Panayides, P. - 1.4
Parameswaran, R. - 11.2
Parasuraman, A. - 8.1, 9.1, 10.5
Park, J. - 12.1, 11.5, 13.2
Patterson, P. - 3.3
Payan, J. - 4.5
Pelham, A. - 0.4, 11.3
Pels, J. - 3.3
Pelton, L. - 1.5, 5.5
Peterson, M. - 0.1
Peterson, R. - 10.5
Piner, K. - 3.2
Ping, R. - 0.4
Pisharodi, M. - 11.2
Pleshko, L. - 12.2
Podoshen, J. - 12.1
Polonsky, M. - 11, 10.1
Prabhu, J. - 5.2
Prykop, C. - 10.3

Q

Qiu, T. - 13.1
Quazi, A. - 6.2
Quigley, C. - 3.1

R

Rajamma, R. - 11.2

Ramsey-Neeley, C. - 11.2
Ranaweera, C. - 5.2
Rao, C. - 3.3
Ratchford, B. - 9.1
Rawwas, M. - 1.5, 5.5
Renard, X. - 5.2
Reynolds, K. - 5.4
Richardson, C. - 2.5
Roach, D. - 4.3
Rotte, K. - 2.2
Rousseau, G. - 0.1
Rugimbana, R. - 6.2
Rumler, A. - 1.3, 6.5
Rust, R. - 9.1
Rutschmann, M. - 12.3
Ryals, L. - 7.5, 12.2
S
Sakalauskas, D. - 1.2
Samli, A. - 0.3, 3.3, 4.1, 9.5
Sausen, K. - 7.5
Schellhase, R. - 6.5, 9.2, 10.3
Schengber, R. - 6.5
Schillewaert, N. - 7.4
Sekhon, Y. - 11.5
Shanka, V. - 9.1
Sharma, D. - 10.1
Sharma, V. - 1.2
Sheth, J. - 4.1, 10.5
Shih, C. - 4.5
Simpson, P. - 5.1
Singh, S. - 4.4
Singhapakdi, A. - 1.5
Sinnott, A. - 11.4
Sirgy, J. - 4.1, 8.2
Sivakumar, K. - 4.3, 10.5
Smith, D. - 4.3
Sofres, T. - 0.1
Song, J. - 12.1
Sorescu, A. - 2.2
Souidan, N. - 12.2
Spake, D. - 5.1, 10.1
Spector, P. - 5.4
Spivakovsky, S. - 6.2
Srnka, K. - 12.3
Stone, G. - 6.2
Wu, W. - 1.4, 9.4

Storey, C. - 12
Stump, R. - 2.3, 9.5, 4.5
Suter, T. - 4.4
Svensson, G. - 1.5, 2.3, 5.4, 4.5
Swaidan, Z. - 0.1, 9.3
T
Tan, J. - 4.5
Tang, E. - 9.4
Taran, Z. - 2.5
Taylor, S. - 6.1, 8.1
Thelen, S. - 0.4
Thota, S. - 2.1
Ting, C. - 5.4
Tinson, J. - 11.5
Tournois, L. - 1.4
Tsai, D. - 9.4
U
Ulaga, W. - 2.3, 9.5, 4.5
Urban, D. - 1.1
V
Varadarajan, R. - 8.1
Vargo, S. - 2.1
Vasquez, A. - 3.3
Venter, D. - 0.1
Viana, D. - 9.1
Vigneron, F. - 11.5
Viswanathan, N. - 2.1
Vitell, S. - 1.5
W
Wagenheim, F. - 2.2
Walden, C. - 12, 12.5
Wang, S. - 7.4
Warden, C. - 9.4
Warner, R. - 0.1
Warrington, P. - 1.1
Weathers, D. - 5.3
Weitz, B. - 10.5
West, D. - 6.2
Wilkins, V. - 9.3
Williams, A. - 6.2
Williams, M. - 6.3
Wood, G. - 1.5
Wood, V. - 0.3
Woodruff, B. - 8.1

Wu, Y. - 1.4

Y

Yang, K. - 12.4

Yaprak, A. – 12

Z

Zamora, E. – 0.4

Zeyl, A. - 3.3

Zhang, J. - 0.1

Zhou, L. - 10.2

Zinkhan, G. – 3.5, 7.2

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Rajan Varadarajan (B.E., Indian Institute of Science, Bangalore, M. Tech., Indian Institute of Technology, Madras, and Ph.D., University of Massachusetts, Amherst) is Distinguished Professor of Marketing and holder of the Ford Chair in Marketing and E-Commerce at the Mays Business School, Texas A&M University. His teaching and research interests are in the areas of strategy, international marketing and e-commerce. Dr. Varadarajan's research has been published in the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Academy of Management Journal*, *Strategic Management Journal*, *Sloan Management Review*, *California Management Review*, *Business Horizons*, and other journals. His research has been recognized with a number of awards including the *Journal of Marketing* Maynard best paper award and the American Marketing Association and the Academy of Marketing Science best conference paper awards.

Dr. Varadarajan served as editor of the *Journal of Marketing* from 1993 to 1996, and as editor of the *Journal of the Academy of Marketing Science* from 2000 to 2003. He currently serves on the Board of Governors of the Academy of Marketing Science and the Editorial Review Boards of the *Journal of Marketing*, *Journal of International Marketing*, *Journal of Strategic Marketing* and *Journal of Marketing Management*.

In recognition of his research and publications and other contributions to the marketing discipline, in 2002 Dr. Varadarajan was selected for the honorary designation of "Distinguished Fellow of the Academy of Marketing Science." In 1994, he was awarded the Texas A&M University Distinguished Achievement Award for Research, the highest honor the University bestows. Prior to that, he received the Texas A&M University, Mays Business School of Business Distinguished Research Award in 1985 and 1990.