The Academy of Marketing Science
Honors

Dr. David W. Stewart
2006 AMS CUTCO/Vector
Distinguished Marketing Educator

David W. Stewart, Ph.D. is the Robert E. Brooker Professor of Marketing in the Marshall School of Business at the University of Southern California. Dr. Stewart is a past editor of the *Journal of Marketing*. He has served as Vice President, Finance and as a member of the Board of Directors of the American Marketing Association. He is a past-president of the Academic Council of the American Marketing Association, a past chairman of the Section on Statistics in Marketing of the American Statistical Association, a past president of the Society for Consumer Psychology and a Fellow of both the American Psychological Association and the American Psychological Society. He is also a past-chairman of the United States Census Bureau's Advisory Committee of Professional Associations. From 1999 to 2004 he served as Deputy Dean of the Marshall School. He has also served as the Chairman of the Department of Marketing in the Marshall School and as associate dean and associate professor of marketing at the Owen Graduate School of Management, Vanderbilt University prior to moving to USC. Dr. Stewart has authored or co-authored more than 200 publications and seven books. Professor Stewart received his B.A. from the Northeast Louisiana University (now the University of Louisiana at Monroe) and his M.A. and Ph.D. in psychology from Baylor University. Professor Stewart has been honored for innovation in teaching by the Decision Sciences Institute and he was a member of a four-person faculty team honored by the U.S. Distance Learning Association for the “Best Distance Learning Program 1996 – Continuing Education” in 1996. In 1998, he received the American Academy of Advertising Award for Outstanding Contribution to Advertising Research.
Welcome to the Academy of Marketing Science  
2006 Annual Conference

Welcome to the 2006 Academy of Marketing Science Conference at the Hyatt Regency, San Antonio, Texas, USA located on the San Antonio River Walk directly across from the Alamo! This venue provides an outstanding backdrop for this year’s conference theme of ‘Revolution in Marketing: Market Driving Changes.’ The term “Revolution” is not chosen lightly – it is clear that the role of marketing in both the firm and in society is in a period of substantial change. This change is being driven by many factors not the least of which are technology, accelerating capabilities to react to consumer preferences, and a return to focusing on serving customers as individuals through customization. It is incumbent upon both marketing academicians and practitioners to critically assess what the means by which companies can be market driving versus market driven. To this end, the goal of this year’s conference is one of creating great awareness of the issues, trends, and advances associated with developing radically new products and services, creating new markets, generating new channels, establishing new price points, and formulating new business models.

The overall program is rich with numerous sessions, papers, panels, and social gatherings all with intentions of stimulating thoughts and conversations regarding the critical issues and topics facing the marketing and management areas worldwide. The conference program and layout reflect the collective inputs of a wide array of AMS stakeholders. The program represents a blend of ideas sure to stimulate conversation and research beyond just the session room.

As in past years, AMS remains dedicated to providing a rich value-added conference experience as well as ensuring that everyone has a high ‘hedonic’ experience. There are many opportunities for networking and catching up with old friends. AMS continues its reputation of offering great social opportunities: another installment in the AMS ‘Wine Marketing Education’ experience (Wednesday afternoon - attendance limited to 50); welcome reception (Wednesday evening); on Thursday, your registration fees cover the Annual Awards Luncheon at noon and another social reception that night; and on Friday evening, you are invited to the President’s Reception and the Awards Banquet. So please attend the sessions, enjoy the great social events, and have fun!

While you are at the conference begin making plans to attend AMS 2007 at the Biltmore in Coral Gables where Steve Brown and Peter Dacin will do this all over again!

One of many terrific programs at AMS is the annual Great Marketing Teacher Award. This competition is always an outstanding aspect of the events leading up to the conference, and each year several new recipients join a growing stable of marketing educators who exhibit the finest qualities of teaching required to be considered for this prestigious honor. Watch for the session featuring the winners.

San Antonio offers many interesting activities and entertainment options, ranging from museums, historical venues, shopping, golf, restaurants, music, sight seeing adventures, sports, etc. The convenient location of the Hyatt Regency on the famed River Walk means that many of these options are only a short walk away. Enjoy the conference and your San Antonio experience!

In closing, 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 all the track chairs, session chairs, discussants, and reviewers that provided the core of this entire program. Their leadership and hard work were paramount in making this conference a success. We extend a very special
thanks to Sally Sultan (AMS Central Office); Harlan Spotts, Proceedings Editor; and everyone who worked hard to make this an exceptional program and fantastic conference experience.
We thank you and will see you in Coral Gables in 2007!

Greg W. Marshall, Rollins College, USA
Judy Siguaw, Cornell – Nanyang Institute of Hospitality Management, SINGAPORE
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Wednesday May 24, 2006

Daily Highlights

AMS Executive Committee Meeting
8:30 A.M. – 5:00 P.M.
Chula Vista Boardroom

Registration and Exhibits
10:00 A.M. – 4:30 P.M.
Pecan

“Another Look at Wine and Popular Culture – Some ‘Grounded Theory’”
Mitch Griffin, Joe Hair, and Barry J. Babin
5:15 P.M. – 6:15 P.M.
Live Oak

AMS Early Bird Reception
6:30 P.M. – 7:30 P.M.
Lone Star Palace
[In the event of inclement weather, please join us in the Rio Grande Ballroom]

Concurrent Sessions
12:00 P.M. - 1:30 P.M.

Session 1.1 – Pecos
Doctoral Colloquium Track - Double Session
Title: Consumer Behavior Issues, Part I

Session Chair: Julie Baker, Texas Christian University

Consumer Perceptions of Quality, Risk and Value: A Conceptual Framework
Pelin Bicen, Texas Tech University

The Price is Right! Or is It? A Study of Price as a Measure of Information and Its Effect on the Customer’s Decision Making Process
Komal Gyani-Karani, Drexel University

Parental and Sibling Identification: A New Theoretical Framework for the Effects of Birth Order, Sex Congruency and Ethnicity on Purchase Intention
Adriana M. Boveda-Lambie, University of Rhode Island
Session 1.2 – Frio
Retailing Track - Competitive Paper Session
Title: Store Environment and Image

Session Chair: Jingyun (Kay) Zhang, Bowling Green State University

Desire for Visual Aesthetics (DVA) in the Store Environment: Concept and Measurement
Anshu Saran, University of Texas-Pan American
Laura Serviere, University of Texas-Pan American
Morris Kalliny, University of Missouri-Rolla
Michael S. Minor, University of Texas-Pan American

Do Other Customers Matter? Examining the Impact of Other Customers in Retail/Service Settings
Jingyun (Kay) Zhang, Bowling Green State University

The Effects Of Store Image And Product Branding On The Assignment Of Responsibility For Failures Involving Multiple Firms
Ronald L. Hess, Jr., The College of William & Mary
Margaret G. Meloy, The Pennsylvania State University
William T. Ross, Jr., The Pennsylvania State University

Discussant: Lauren Skinner, University of Alabama

Session 1.3 – Nueces
Consumer Behavior Track- Competitive Paper Session
Title: Cultural Influences on Behavior

Session Chair: James H. Leigh, Texas A&M University

Religious and Cultural Animosity Model Extension: Implications for Purchase Intentions
Morris Kalliny, University of Missouri-Rolla
Angela Hausman, University of Texas-Pan American
Anshu Saran, University of Texas-Pan American

Superstitious Beliefs as Antecedents of Consumer Evaluation of Brand Logos
Yong Jian Wang, University of Texas-Pan American
Monica Hernandez, Kansas State University
Michael S. Minor, University of Texas-Pan American

China’s Changing Culture: Rural and Urban Consumers’ Favorite Things
Francis Piron, Qatar University

Discussant: Tracy R. Harmon, University of South Florida
Concurrent Sessions
1:30 P.M. - 3:00 P.M.

Session 2.1 – Pecos
Doctoral Colloquium Track – Double Session
Title: Consumer Behavior Issues, Part II

Session Chair: Rajasree K. Rajamma, University of North Texas

The Neuroscience of Consumer Behavioral Decision Making
Dante Monique Pirouz, University of California, Irvine

Fan or Fanatic: A Measure of Consumer Devotion
Mandy H. Ortiz, University of Alabama

Consumer-Based Brand Trust Scales: Validation and Assessment
Susan Brudvig, Florida State University

End of Life Care: The Need for a Cultural Transition
Mohammadali Zolfagharian, University of North Texas

Session 2.2 – Frio
Business-to-Business Marketing Track - Competitive Paper Session
Title: Branding in the B2B Marketplace

Session Chair: Christina Sichtmann, Free University of Berlin

Determinants Of Brand Sensitivity and Product/Service Choice in an Organizational Buying Context
Brian P. Brown, Georgia State University
Wesley J. Johnston, Georgia State University
Danny N. Bellenger, Georgia State University

Conceptualizing Franchisee Perceived Relationship Value: Implications for Behavioral and Performance Outcomes
Tracy R. Harmon, University of South Florida
Merlyn A. Griffiths, University of California, Irvine

Why Do Leading Brand Manufacturers Supply Private Labels?
J. Tomas Gomez-Arias, St. Mary’s College of California
Laurentino Bello-Acebron, University of A Coruña

Discussant: James Barry, Nova Southeastern University

Session 2.3 – Nueces
International-Multinational Marketing Track - Competitive Paper Session
Title: International Marketing Strategies

Session Chair: Gerald Albaum, University of New Mexico
A Dyadic Study of the Determinants of Exporter-Importer Relationship Performance  
Farid Ahmed, University of Western Sydney

Global Market Segmentation Strategy Decisions and Managerial Assessment of Performance  
Stephen H. Craft, Birmingham-Southern College  
Salah S. Hassan, The George Washington University

New Dynamics in the Global Supply Chain: Discovering Apparel Import Intermediaries  
Jung-Eun Ha, University of North Carolina at Greensboro  
Barbara Dyer, University of North Carolina at Greensboro

Discussant: Gerald Albaum, University of New Mexico

Session 2.4 – Blanco  
Services Marketing Track - Competitive Paper Session  
Title: Value Creation and Customer/Service Provider Collaboration

Session Chair: Charles Blankson, University of North Texas

Value Creation within a Service Dominant Logic for Marketing  
Sabine Moeller, WHU – Otto Beisheim School of Management  
Martin Fassnacht, WHU – Otto Beisheim School of Management

Leadership by Customers? Implications of Customer Involvement for Leadership in Service Companies  
Peter Maas, University of St. Gallen  
Albert Graf, University of St. Gallen

An Evolvement Model of Consumer-Service Provider Relationships  
Jingyun (Kay) Zhang, Bowling Green State University

Discussant: Noel Y.M. Siu, Hong Kong Baptist University

Session 2.5 – Llano  
Excellence in Marketing Education and Innovative Teaching Track - Special Session  
Title: Moving Education Theory to Practice - Experiential Learning for Part-time MBA Programs

Session Description:  
This session explores three very different models for experiential learning offered to part-time MBA’s including distant learners. The session leaders provide candid insights into student issues and faculty issues

Moderator: K. Douglas Hoffman, Colorado State University
Panel:
Vince Howe, University of North Carolina, Wilmington
Rebecca Porterfield, University of North Carolina, Wilmington
Barbara Spencer, Mississippi State University

REFRESHMENT BREAK
3:00 P.M. – 3:30 P.M.
A-Level Foyer

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

Session 3.1 – Pecos
Excellence in Marketing Education and Innovative Teaching
Track - Competitive Paper Session
Title: The Internationalization of Marketing Education
Session Chair: Victoria L. Crittenden, Boston College

Teaching Marketing in a Developing Nation: A Reflective View
Mohammed Abdur Razzaque, University of New South Wales

Marketing According to Their Professors
Fátima Cristina Trindade Bacellar, Faculdades IBMECRJ
Ana Akemi Ikeda, Universidade de São Paulo

Globalization and U.S. Universities: What Realities are Most Relevant to the Successful Internationalization of Their Institutions
Van R. Wood, Virginia Commonwealth University
Kim R. Robertson, Trinity University

Discussant: K. Douglas Hoffman, Colorado State University

Session 3.2 – Frio
Retailing Track - Competitive Paper Session
Title: Pricing, Products, and Packaging
Session Chair: Julie Guidry, Louisiana State University

Measuring Price Elasticity Differences For Private Labels And National Brands Of Dairy Products And Orange Juice
Min-Hsin Huang, National University of Kaohsiung
Eugene Jones, Ohio State University
David E. Hahn, Ohio State University
Robert Leone, Ohio State University

New Package Design: Evaluation of Consumer Experience
Gary R. Holmes, University of North Texas
Lead Products and Retail Store Choice Decisions
Pilsik Choi, Clark University

Discussant: Angeline Grace Close, University of Georgia and University of Nevada—Las Vegas

Session 3.3 – Nueces
Marketing Strategy Track - Competitive Paper Session
Title: Organizational Learning and Market Orientation

Session Chair: James Sinkula, University of Vermont

Developing and Validating an Instrument for Measuring the Driving Markets Approach
David Martín-Consuegra, University of Castilla-La Mancha
Arturo Molina, University of Castilla-La Mancha
Águeda Esteban, University of Castilla-La Mancha

Organizational Learning and New Product Outcomes: Integrating Research Approaches
Iryna Pentina, University of North Texas

Strategic Outcomes of Market Orientation and Market Segmentation
Mohammadali Zolfagharian, University of North Texas

Discussant: Gregory Whitwell, University of Melbourne

Session 3.4 – Blanco
Electronic and Interactive Marketing Track - Competitive Paper Session
Title: Impact of Technology on Consumer Behavior

Session Chair: Vishal Lala, Pace University

Enhancing Customer Trust in E-Commerce through Web Portals
Hans H. Bauer, University of Mannheim
Carmen-Maria Albrecht, University of Mannheim
Marcus M. Neumann, University of Mannheim
Tobias E. Haber, University of Mannheim

Ad Acceptance: Scale Development, Purification, and Validation of Acceptance of Advertising on Mobile Telephones
Anshu Saran, University of Texas-Pan American
Kevin Cruthirds, University of Texas-Pan American
Michael S. Minor, University of Texas-Pan American
Individual Assessment of Humanlike Consumer Robots – An Extended TAM with Aesthetics
Adesegun Oyedele, University of Texas-Pan American
Soonkwan Hong, University of Texas-Pan American
Michael S. Minor, University of Texas-Pan American

Discussant: Tim Landry, University of Oklahoma

Session 3.5 – Llano
Consumer Behavior Track - Competitive Paper Session
Title: Decisions, Decisions

Session Chair: Monica Hernandez, Kansas State University

Integration of Consumer Buying Behavioral Parameters with Signal Detection Tests
Sandra Liu, Purdue University
Robert D. Melara, City University of New York
Jie Chen, Purdue University
Raj Arangarasan, Purdue University
Francesco Massara, IULM University

A Multi-Attribute Utility Model for Consumer Decision Making and Optimal Product Configuration
Senay Solak, Southern Polytechnic State University
Serkan Bolat, University of Tennessee
Gokhan Sarpkaya, Auburn University

Individual Decision Making Under Variety: The Effects of “Attribute Alignability”
Andreas Herrmann, University of St. Gallen
Mark Heitmann, University of St. Gallen
Dorothea Schaffner, University of St. Gallen

Discussant: Tillman Wagner, Texas Tech University

Wednesday May 24, 2006
Evening Events

“Another Look at Wine and Popular Culture – Some ‘Grounded Theory’”
Mitch Griffin, Joe Hair, and Barry J. Babin
5:15 p.m. – 6:15 p.m.
Live Oak

AMS Early Bird Reception
6:30 p.m. – 7:30 p.m.
Lone Star Palace
[In the event of inclement weather, please join us in the Rio Grande Ballroom]
Thursday May 25, 2006

Daily Highlights

**Annual AMS Review Meeting**
7:15 A.M. – 8:15 A.M.
Directors Room

**Registration and Exhibits**
8:30 A.M. – 4:30 P.M.
Pecan

**Annual AMS Awards Luncheon**
12:00 P.M. – 1:30 P.M.
Regency East

**Reception**
6:30 P.M. – 7:30 P.M.
Regency East

**Concurrent Sessions**
8:30 A.M. - 10:00 A.M.

**Session 4.1 – Pecos**
**Excellence in Marketing Education and Innovative Teaching Track - Special Double Session**
Title: Market Driving Changes in College Textbooks – Perspectives from Leading Authors and Publishers, Part I

Session Description:
This double session features a panel of four prominent marketing textbook authors and a panel of four prominent editors, marketing managers, or other executives from leading textbook publishing companies. The panelists will discuss a wide range of forces currently affecting the development and marketing of teaching/learning materials for the college market, and expectations for the future. The effect of technology will be explored from several perspectives. These sessions should be particularly timely and interesting to the AMS constituencies, given the recent increased attention to the evolving role of textbooks in marketing education.

Moderator: Charles W. Lamb, Texas Christian University

Author Panel:
O. C. Ferrell, University of Wyoming
Joe F. Hair, Kennesaw State University
Roger A. Kerin, Southern Methodist University
Greg W. Marshall, Rollins College

**Session 4.2 – Frio**
**Services Marketing Track - Competitive Paper Session**
Title: Service Technology and Knowledge Management

Session Chair: Hardeep Chahal, University of Jammu, India
Toward a Conceptualization of Technology-Mediated Personalization (TMP)
Anyuan Shen, University of Nebraska
A. Dwayne Ball, University of Nebraska

A Study of Service Quality, Perceived Risk and Personal Innovativeness in Internet Banking
Noel Y.M. Siu, Hong Kong Baptist University
Ludwig M.K. Chang, Hong Kong Baptist University

Building Customer Capital through Knowledge Management Processes in the Healthcare Context
Sandra S. Liu, Purdue University
Carol Yuh-Yun Lin, National Cheng-Chi University

Discussant: Sabine Möller, Wissenschaftliche Hochschule für Unternehmensführung

Session 4.3 – Nueces
Supply Chain Management Track - Special Session
Title: Market Driving Changes in Global Supply Chains

Session Description:
The following critical question serves as the focal point for this session: How are global markets changing in terms of supply chains and what should the changes mean for research agendas in the Marketing/Supply Chain Management interface?

Moderator: John T. Mentzer, University of Tennessee

Panel:
Greg Gundlach, University of North Florida
Lou Pelton, University of North Texas
John T. Mentzer, University of Tennessee

Session 4.4 – Blanco
Marketing Research Methods Track - Special Session
Title: Tapping into the U.S. Market - Navigating the Census Bureau Website and American FactFinder

Session Description:
The session deals with U.S. market information available at the Census Bureau website. The emphasis will be on the types of information available and how to access each type of information in user friendly forms. This information would be integrated into classroom usages and research usages.

Moderator: Anne Balazs, Mississippi University for Women

Presenter:
Paula Wright, Bureau of the Census
Session Description:
Although past research has identified several important issues and has shed light on several aspects of specific retail environments, retail performance, and retail satisfaction, several unexplored or under-researched areas still exist that restrict our understanding of retail satisfaction. This special session pursues some of these under-researched themes and seeks to provide a contextual and deeper understanding of consumer satisfaction in retailing.

Moderators:
Dhruv Grewal, Babson College
Gopalkrishnan R. Iyer, Florida Atlantic University

Presenters:
**Dimensions of Retail Satisfaction**
Gopalkrishnan R. Iyer, Florida Atlantic University
Heiner Evanschitzky, University of Muenster

**The Role of Salespeople in Retail Performance**
Arun Sharma, University of Miami

**Cognitive or Emotional Mediation of Atmospheric Factors**
Jean-Charles Chebat, HEC Montréal

**Retail Pricing Tactics and Customer Satisfaction**
Dhruv Grewal, Babson College
Joan Lindsey-Mullikin, Babson College

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**REFRESHMENT BREAK**
10:00 A.M. – 10:30 A.M.
Hosted by South-Western College Publishing
A-Level Foyer

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

Session 5.1 – Pecos
Excellence in Marketing Education and Innovative Teaching
Track - Special Double Session, continued
Title: Market Driving Changes in College Textbooks – Perspectives from Leading Authors and Publishers, Part II

Session Description:
Continuation of Session 4.1 – see session description at that location in the program.

Moderator: Charles W. Lamb, Texas Christian University
Publisher Panel:
Neil Marquardt, Executive Editor- Marketing, Thomson Higher Education
Katie Rose, Senior Sponsoring Editor-Marketing, Houghton-Mifflin Co.
Andy Winston, Publisher-Marketing, McGraw-Hill/Irwin

Session 5.2 – Frio
Consumer Behavior Track - Competitive Paper Session
Title: Consumer Communication and Decision-Making
Session Chair: Angela Hausman, University of Texas-Pan American

Do You Hear What You Need?  Hedonic-Experiential Effects in Word-of-Mouth Communications
Lei Huang, McGill University
Sema Barlas, McGill University

College Students Go Mobile: An Age Difference in Mobile Service Loyalty Decisions
Archana Kumar, University of Tennessee
Heejin Lim, University of Tennessee

Consumers’ Preference Shift Under the Deletion of Common Features with Varying Attractiveness: An Examination of Competing Explanations
Wen-bin Chiou, Kaohsiung Hospitality College

Discussant: Laura Serviere, University of Texas-Pan American

Session 5.3 – Nueces
Business-to-Business Marketing Track – Competitive Paper Session
Title: Pricing, Service, and Trust in B2B Relationships
Session Chair: Tim Foster, Luleå University of Technology

Price Reduction Pressure and Trusting Relations
John W. Henke, Jr., Oakland University
Ravi Parameswaran, Oakland University
R. Mohan Pisharodi, Oakland University

The Impact of Service Quality, Relationship Satisfaction, Trust and Commitment on Loyalty: An Empirical Investigation in a Business-to-Business Services Context
Ruben Chumpitaz C, Université catholique de Lille, France
Nicholas G. Paparoidamis, Université catholique de Lille, France
Christina Chung, University of Southern Mississippi

Customer-oriented Selection and Pricing of Supplementary Services in Business Markets
Christina Sichtmann, Free University of Berlin
Robert Wilken, University of Muenster
Session 5.4 – Blanco
Doctoral Colloquium Track Session
Title: Advertising Issues

Session Chair: John B. Ford, Old Dominion University

Gender Roles in Advertising: A Perspective from Feminism
Lilly Ye, University of North Texas

Is It Ethical to ‘Scare’ a Consumer? An examination of Ethics and Fear Appeal in Advertising
Delonia Minor, University of Memphis

The Use of Swear Words in Print Advertising
Brent Baker and C. Jared Broadus, University of South Florida

Session 5.5 – Llano
Electronic and Interactive Marketing Track - Special Session
Title: Online Marketing Communications

Moderator: Sandeep Krishnamurthy, University of Washington

Panel:
Sandeep Krishnamurthy, University of Washington
S. Umit Kucuk, Post-Doctoral Fellow, Darden School, University of Virginia
Vishal Lala, Pace University
Nancy Spears, University of North Texas

Annual AMS Awards Luncheon
12:00 P.M. – 1:30 P.M.
Regency East

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

Session 6.1 – Pecos
Mary Kay Doctoral Dissertation Competition – Award Winners’ Session

Session Chair: Lou E. Pelton, University of North Texas
Special Guest: Anne M. Crews, Mary Kay Corporation

Presenters:
The Development of Market Efficient Technological Innovation: A Holistic Study from Multiple Perspectives
Nukhet Harmancioglu, Michigan State University
How Deadlines Affect the Purchase Process for Services
James Lemieux, University of Kansas

Sales Force Control Systems – An Adaptive Selling and Customer Portfolio Perspective
C. Fred Miao, University of Missouri – Columbia

Context Effects under Prevention and Promotion Motivations
Mehdi Mourali, Concordia University

Session 6.2 – Frio
Business-to-Business Marketing Track - Competitive Paper Session
Title: B2B Marketing in the New Electronic Environment

Session Chair: Göran Svensson, Halmstad University

Virtual New Product Development Teams: An Integrated Framework of Interface Effectiveness
Vishag Badrinarayanan, Texas State University – San Marcos
Dennis B. Arnett, Texas Tech University

Increasing the Chance of Success in B2B Customer Database Management
Debra Zahay, Northern Illinois University

Industrial Marketing Communication: A (R)evolutionary Journey From Marketplace to Marketspace
Tim Foster, Luleå University of Technology

Discussant: Brian P. Brown, Georgia State University

Session 6.3 – Nueces
Excellence in Marketing Education and Innovative Teaching Track - Competitive Paper Session
Title: Revising the Marketing Curriculum

Session Chair: Vince Howe, University of North Carolina at Wilmington

Revising Courses in the Marketing Curriculum Based on Exploratory Research Using and Index of Learning Styles
Mary T. Galvan, North Central College

A Multi-Level Approach to Retail Management Education
R. Glenn Richey, Jr. University of Alabama
Lauren Skinner, University of Alabama

The Undergraduate Capstone Marketing Course: Objectives, Content, and Pedagogy
Victoria L. Crittenden, Boston College
William F. Crittenden, Northeastern University
Kevin Galligan, Boston College

Discussant: Debbie Thorne, Texas State University
Session 6.4 – Blanco
Supply Chain Management Track - Competitive Paper Session
Title: Logistics Services – Strategic Implications
Session Chair: Donna Davis, Texas Tech University

The Role of Technology in Industrial Customers’ Perceptions of Logistics Service Quality and Their Future Purchase Intentions
Carol C. Bienstock, Radford University
Marla Royne Stafford, University of Memphis
Thomas F. Stafford, University of Memphis

Towards An Integrated Theory of Logistics Service Competency: Orienting Firms Towards Service Excellence
Mert Tokman, University of Alabama
R. Glenn Richey, University of Alabama

Broadening the Concept of Relationship Marketing
Terrence Beckman, Queen's University

Discussant: Madhav Pappu, Texas A&M University

Session 6.5 – Llano
Services Marketing Track - Special Session
Title: Research on Services at the Bottom of the Economic Pyramid
Session Description:
Research on services has tended to emphasize the needs and purchasing practices of well-to-do consumers in highly developed economies. However, we need to escape the bias of affluence in service research and also address the need for affordable services among the four billion people in the bottom two-thirds of the world’s economic pyramid. This session reports preliminary findings from two ongoing projects.

Moderator: V. Venkata Ramana, University of Hyderabad

Presenters:
Mobile Telephony and Financial Services Developed by Companies for Poor Consumers
Christopher Lovelock (Yale University)
Jochen Wirtz, National University of Singapore

Services Developed and Offered by Poor Entrepreneurs in Mexico
Daniel Maranto, EGADE, Tec de Monterrey
Javier Reynoso, EGADE, Tec de Monterrey
Angel Apunte, EGADE, Tec de Monterrey

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<thead>
<tr>
<th>REFRESHMENT BREAK</th>
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<tbody>
<tr>
<td>3:00 P.M. – 3:30 P.M.</td>
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<tr>
<td>Hosted by McGraw Hill/Irwin</td>
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<td>A-Level Foyer</td>
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Concurrent Sessions
3:30 P.M. - 5:00 P.M.

Session 7.1 – Pecos
Annual AMS Meet the Editors Session
(NOTE: This session runs 3:30 P.M. – 5:30 P.M.)
Title: Navigating the Review Process- Guideposts from Journal Editors

Moderator: P. Rajan Varadarajan, Texas A&M University and AMS VP for Publications

Panel:
Academy of Marketing Science Review
Jim Gentry, University of Nebraska-Lincoln
Journal of the Academy of Marketing Science
Dave Stewart, University of Southern California
Journal of Interactive Marketing
Venky Shankar, Texas A&M University
Journal of Marketing Theory and Practice
Greg Marshall, Rollins College
Journal of Personal Selling & Sales Management
Ken Evans, University of Missouri
Journal of Retailing
Michael Levy, Babson College
Journal of Service Research
A. Parasuraman, University of Miami
Marketing Science
Steve Shugan, University of Florida

Session 7.2 – Frio
Excellence in Marketing Education and Innovative Teaching Track - Special Session
Title: Maintaining Professionalism in the Classroom

Session Description:
This intriguing session discusses the changes in student behavior and presents strategies for reestablishing and/or maintaining professionalism in the classroom

Moderator: Victoria L. Crittenden, Boston College

Panel:
Linda Ferrell, University of Wyoming
O. C. Ferrell, University of Wyoming
Debbie Thorne, Texas State University

Session 7.3 – Nueces
International-Multinational Marketing Track - Competitive Paper Session
Title: Understanding the International Retailing Customer

Session Chair: John Cadogan, Loughborough University
A Revisit of Theoretic Model of Store Image Formation and its Application in Chinese Consumers
Haiyan Hu, Utah State University
Cynthia Jasper, University of Wisconsin-Madison

A Consumer Ethnocentrism Model of Foreign Retail Store Patronage: An Initial Empirical Test of Extrinsic Cues and Moderating Effect in Beijing
Kelvin Tay, Loughborough University
Mohammed Rafiq, Loughborough University

Consumers’ Need for Uniqueness and Customization Behavior among Chinese Consumers
Judy Li Zhu, University of Gloucestershire
Charles Chi Cui, University of Manchester
Kathryn Fordham, University of Manchester

Discussant: John Cadogan, Loughborough University

Session 7.4 – Blanco
Pricing and Marketing Metrics Track – Competitive Paper Session
Title: Web Pricing and Product Sampling

Session Chair: Komal S. Karani, Drexel University

The Effect of Prices for Incidental Products in Web Page Promotions on Consumer Price Perceptions for an Unrelated Target Product
Thomas Jensen, University of Arkansas
Jeremy Kees, University of Arkansas
Scot Burton, University of Arkansas
Elyria Kemp, University of Arkansas

Congestion Pricing in an Internet Market
Jose J. Canals-Cerda, University of Colorado at Boulder

The Effect of Product Sampling on Purchase Behavior
Insaïf Ben Amor, Institute of Firms Administration, Lille, France
Francis Guilbert, Institute of Firms Administration, Lille, France
Ikram Longo, Institute of High Technological Studies, Tunis, Tunisia

Discussant: Rajasree Rajamma, University of North Texas

Session 7.5 – Llano
Marketing Strategy Track - Special Session
Title: Organizational Learning and Market Driving Change – A Research Agenda
Session Description:
Market Driving Change From the Perspectives of Organizational Learning, Resource Advantage, and Service Dominant Logic.

Moderator: Michael T. Ewing, Monash University

Panel:
William E. Baker, San Diego State University
Robert E. Morgan, University of Alabama
James Sinkula, University of Vermont
Stephen Vargo, University of Hawaii
Gregory Whitwell, University of Melbourne

Reception
6:30 P.M. – 7:30 P.M.
Regency East

Friday May 26, 2006

Daily Highlights

Registration and Exhibits
8:30 A.M. – 4:30 P.M.
Pecan

JAMS Editorial Review Board Meeting
7:30 A.M. – 9:00 A.M.
Pecos

AMS Board of Governors Meeting
10:30 A.M. – 12:00 P.M.
Directors Room

Annual AMS Business Meeting
5:00 P.M. – 6:00 P.M.
Directors Room

JPSSM Editorial Review Board Meeting
3:30 P.M. – 5:00 P.M.
Pecos Room

Annual AMS President’s Reception
6:00 P.M. – 7:00 P.M.
Regency Foyer

Annual AMS President’s Banquet
7:00 P.M. – 9:00 P.M.
Regency East
Concurrent Sessions
8:30 - 10:00

**Session 8.1 – Pecos**

*JAMS Editorial Review Board Meeting*
(NOTE: This session runs 7:30 A.M. – 9:00 A.M.)

Moderator: Dave Stewart, University of Southern California

**Session 8.2 – Frio**

*Business-to-Business Marketing Track - Competitive Paper Session*

Title: Managing B2B Relationships

Session Chair: James Barry, Nova Southeastern University

Antecedents to Relationship-specific Investments in Cross-border Marketing Channel Relationships
Mons Frøk Svendsen, Norwegian School of Economics and Business Administration
Sven A Haugland, Norwegian School of Economics and Business Administration

Modeling the Role Of Power Distance and Social Formality in Business-to-Business Relationships In India
Angelica C. Cortes, University of Texas Pan-American
Sindy Chapa, University of Texas Pan-American
Akash Dania, University of Texas Pan-American

A Conceptual Framework of Mutual and Interactive Vulnerability in Business Relationships
Göran Svensson, Halmstad University

Discussant: Tim Foster, Luleå University of Technology

**Session 8.3 – Nueces**

*Consumer Behavior Track - Competitive Paper Session*

Title: Consumption Under Uncertainty

Session Chair: Audhesh Paswan, University of North Texas

The Influence of Gambling Benefits and Acceptability on Casino Gambling Satisfaction
Gabriel Rosseau, Nelson Mandela Metropolitan University
Daniel Venter, Nelson Mandela Metropolitan University

Multiracials Versus Monoracials: Towards a Framework for Consumer Traits and Artwork Consumption
Simo Mohammadali Zolfgharian, University of North Texas
The Application of a Mutual Cyclical Growth Model of Romantic Relationships to Investigate Consumer Brand Commitment
Michael L. Coolson, Shippensburg University
Melissa L. Brandt, Shippensburg University
Kenneth C. Herbst, College of William and Mary

Discussant: Russell Adams, University of Texas-Brownsville

Session 8.4 – Blanco
Ethics, Social Responsibility Track - Special Session
Title: Governance: Corporate, Nonprofit, and University Perspectives
Session Description:
Recent corporate scandals around the world have forced regulatory change and brought the governance dialogue to new heights and domains within many industry sectors, including non-profit organizations and educational institutions. To strengthen understanding of the role of governance in a variety of organizations, panelists will discuss theoretical directions, practical approaches, and trends that have occurred in organizational governance, including perspectives and examples from the corporate, nonprofit, and university sectors.

Session Chair: Debbie Thorne, Texas State University
Panel:
Linda Ferrell, University of Wyoming
O.C. Ferrell, University of Wyoming
Debbie Thorne, Texas State University
Beverly Venable, Columbus State University

Session 8.5 – Llano
International-Multinational Marketing Track Competitive Paper Session
Title: Cross-national Comparisons of Consumers
Session Chair: Charles Chi Cui, University of Manchester
First-mover Advantages: A Cross-national Comparison of Mature and Emerging Market Consumers’ Attitudes toward Pioneer and Follower Brands
Tarek Mady, The American University in Dubai

Globalisation, Levitt and the Evidence from Japan and Singapore
Stephanie Pease, University of Cardiff
Stan Paliwoda, University of Strathclyde
Jim Slater, University of Birmingham
Modern vs. Postmodern Consumer Segmentation in International Marketing: A Comparative Analysis and Research Agenda
J. Alexander Smith, Saint Louis University
Lyn S. Amine, Saint Louis University
Discussant: Charles Chi Cui, University of Manchester

Session 8.6 – Live Oak
Selling and Sales Management, CRM Track – Competitive Paper Session
Title: Insights into Sales Management: Knowledge, Performance and Scale Development
Session Chair: Bulent Menguc, Brock University

Metaphors and Sales Management: Introducing Knowledge Grafting as a Theoretical Metaphor for Knowledge-based Sales Management Strategy
Sreedhar Madhavaram, Cleveland State University
Robert E. McDonald, Texas Tech University

A Configuration-Theory Assessment of How Incongruity in Sales Force Control Systems Drives Salesperson Performance
Vincent Onyemah, Boston University

Perceived Cannibalism: Scale Development and Validation in a Personal Selling Context
Dheera Sharma, Louisiana Tech University
Shahid N. Bhuian, Louisiana Tech University
Discussant: Rosemary Ramsey, Wright State University

REFRESHMENT BREAK
10:00 A.M. – 10:30 A.M.
Hosted by Dr. Lou E. Pelton
A-Level Foyer

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

AMS Board of Governors Meeting
Directors Room

Session 9.1 – Pecos
Doctoral Colloquium Track Session
Title: Channels, Logistics, and Industrial Marketing Issues
Session Chair: John T. Mentzer, University of Tennessee

Logistics’ Role in Interdepartmental Integration
Aaron Arndt, University of Oklahoma
The Moderating Impact of Total Quality Management on
Supply Chain Management: Implications for Competitive
Advantage
Jack Crumbly, Jackson State University

Capital Equipment Purchasing: A Stochastic Model of
Industrial Buying Behavior
J. D. J. McCabe, Warwick Business School, UK

Location Efficiency Measurements and Diagnostics: A Data
Development Analysis Approach
Joseph C. Miller, Michigan State University

Session 9.2 – Frio
Services Marketing Track - Competitive Paper Session
Title: Service Satisfaction
Session Chair: Sandra S. Liu, Purdue University

Customer Satisfaction and Price Acceptance in the Case of
the Electricity Supply
Gábor Rekettye, University of Pécs
József Pintér, University of Pécs

The Role of Choice and Gender in the Service Recovery
Process: A Comparison Between Hedonic and Utilitarian
Recovery Options
Anna S. Mattila, Pennsylvania State University

A Confirmatory Study on Customers' Perceptions towards
Airlines' Complaint Handling: An Attribution Approach
Wen-Bin Chiou, Kaoshiung Hospitality College

Discussant: Jingyun (Kay) Zhang, Bowling Green State
University

Session 9.3 – Nueces
Marketing Promotions and Communications Track –
Competitive Paper Session
Title: Advertising in Twenty-First Century: New Media, New
Consumer Responses
Session Chair: Michael Lynn, University of South Carolina

Exploring Factors Affecting Consumer Intention to Use
Mobile Advertising
Kenneth C. C. Yang, University of Texas at El Paso

Direct to Consumer Advertising: Market Driving Changes in
the Pharmaceutical Industry
Deborah Spake, University of South Alabama
Matthew Joseph, University of South Alabama
On-Line Interaction Readiness: Measurement, Antecedents and Consequences
Yuping Liu, Old Dominion University

Discussant: David Stewart, University of Southern California

Session 9.4 – Blanco
Retailing Track - Special Session
Title: Current Perspectives on Retailing and Shopping Research

Moderator: Kristy Reynolds, University of Alabama

Presenters:
Shopping Together: A Romantic Interlude or a Dreaded Event?
Jun Sang Lim, University of Alabama
Sharon E. Beatty, University of Alabama

New Directions in Retail Research
Julie Baker, Texas Christian University
E. Deanne Brocato, University of Texas—Arlington

Cathartic Consumption: Understanding Why Consumers Seek Social Support in Third Places
Mark S. Rosenbaum, University of Hawaii at Manoa

Malls’ Value Equity: Different Perspectives from Adolescent and Adult Shoppers
Marie-Claude Massicotte, HEC Montréal
Jean-Charles Chebat, HEC Montréal
Claire Gélinas-Chebat, Université du Québec à Montréal

Session 9.5 – Llano
Marketing Research Methods Track - Special Session
Title: Cognitive Response Research Practices - New Evidence that Impacts Critical Reliability and Cognitive Intent Validity Issues

Session Description:
This session identifies and discusses several critical issues concerning the reliabilities and cognitive intent validity issues focal in conducting cognitive response research endeavors. The session will create an interesting and meaningful discussion with [and among] the session attendees regarding the practices of using “independent” outside raters for conducting the coding tasks of classifying original subjects’ initial responses into post-facto classification schemas.

Presenters:
Barry J. Babin, University of Southern Mississippi
Karin Braunsberger, University of South Florida, St. Petersburg
James S. Boles, Georgia State University
David J. Ortinau, University of South Florida, Tampa
LUNCH ON YOUR OWN
12:00 P.M. – 1:30 P.M.

Concurrent Sessions
1:30 - 3:00

Session 10.1 – Pecos
Business-to-Business Marketing Track - Competitive Paper
Session
Title: Strategic Management in B2B Contexts
Session Chair: Brian P. Brown, Georgia State University

The Impact of Industry Conditions and Consulting Oriented Sales Training on Consulting Time and Consulting Effectiveness
Al Pelham, College of New Jersey

Integrating Sales Force into Marketing Strategic Planning
Sandra S. Liu, Purdue University
Yiwen Tian, Novartis Pharma K.K.

Operationalizing Relationship Value: A Cross-Cultural Empirical Study of Antecedents, Outcomes and Construct Dimensions
James Barry, Nova Southeastern University
Tamara Terry, D.B.A., Nova Southeastern University

Discussant: Vishag Badrinarayanan, Texas State University – San Marcos

Session 10.2 – Frio
Marketing Strategy Track - Competitive Paper Session
Title: Capabilities and Competitive Advantage
Session Chair: Robert Morgan, University of Alabama

Corporate Entrepreneurship and Resource Recombination: A Dynamic Capabilities Approach to Innovation
Tanawat Hirunyawipada, University of North Texas
Mohammadali Zolfagharian, University of North Texas

The Effect of Scanning Behaviors on Marketing Managers' Representations of Competitive Advantage
Tianjiao Qiu, University of Illinois at Urbana-Champaign

Alliance Marketing Competence and Technology Sensing in Marketing Alliances: The Performance Implications for Alliance Participant Firms
Youngtae Choi, University of North Florida

Discussant: Michael Ewing, Monash University
Session 10.3 – Nueces
Doctoral Colloquium Track Session
Title: CRM Issues

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

Employee Blogging: Building Buzz from the Inside
Karen E. Mishra, University of North Carolina at Chapel Hill

CRM in Professional Services Organizations: A Strategic Approach Towards Sustainable Competitive Advantage
Hamed M. Shamma, George Washington University

The Impact of Organizational Culture on the Outcomes of Customer Relationship Management (CRM) Systems Implementations
Reiny Iriana, Macquarie University, Australia

Session 10.4 – Blanco
Services Marketing Track - Special Session
Title: Teaching Services Marketing - Multiple Approaches from Different Texts

Session Description:
Interest in courses in services marketing is growing around the world. Unlike introductory marketing management textbooks, most of which follow a broadly similar framework, texts in services marketing take more diverse approaches. In this session, authors of texts that are used both within and outside the US will briefly describe their underlying philosophy of teaching services marketing and how their approach to structuring the content and sequence of materials in the book shapes the nature of the resulting course. Instead of giving formal presentations, each presenter will respond in turn to a series of predetermined questions.

Moderator: Anna S. Mattila, Pennsylvania State University

Panel:
Steve Grove, Clemson University
K. Douglas Hoffman, Colorado State College
Christopher Lovelock, Yale University

Session 10.5 – Llano
International-Multinational Marketing Track - Special Session
Title: Driving International Markets - New Directions in International Marketing Thought and Practice
Session Description:
Issues for discussion during this session include:

- What kinds of international market-driving activities/strategies are most common/rare/successful?
- What makes market-driving activities successful?
- What are the key benefits accruing from international market-driving activities?
- Is market-driving more common than being market-driven in overseas markets?
- Are there circumstances/environmental conditions in which international market-driving is more beneficial than others?
- Is product standardization a form of market-driving?
- What are the likely requirements for internationally active firms if they wish to become market-driving?
- Overall, where is research effort required in this field? And what methods should we be looking to adopt?

Moderator: John Cadogan, Loughborough University

Panel:
Gerald Albaum, University of New Mexico
John Cadogan, Loughborough University
Bulent Menguc, Brock University
J Alexander Smith, Saint Louis University

REFRESHMENT BREAK
3:00 P.M. – 3:30 P.M.
A-level Foyer

Concurrent Sessions
3:30 - 5:00

Session 11.1 - Pecos
**JPSSM Editorial Review Board Meeting**

Moderator: Ken Evans, University of Missouri

Session 11.2 - Frio
**AMS Outstanding Marketing Teacher Award Winners’ Presentations**

Session Chairs:
Linda Ferrell, University of Wyoming
O.C. Ferrell, University of Wyoming

Award Recipients:
Leonard L. Berry, Texas A&M University
K. Douglas Hoffman, Colorado State University
Mark B. Houston, University of Missouri-Columbia
Session 11.3 – Nueces
Ethics, Social Responsibility Competitive Paper Session
Title: Marketing and Society

Session Chair: Debbie Thorne, Texas State University

Slotting Fees and the Market Power of Manufacturers
Sandra Mottner, Western Washington University
Steven H. Smith, Western Washington University

Cigarette Placement in Movies: Priming Tobacco Risk-Related Warnings and Its Social Effects on French Youths
Adilson Borges, Reims Management School
Jean-Charles Chebat, HEC Montreal
Claire Gélinas-Chebat, Université du Québec à Montréal

Need, Want and Advertising
Mohammadali Zolfagharian, University of North Texas

Discussant: Arturo Z. Vasquez, University of Texas-Pan American

Session 11.4 – Blanco
Doctoral Colloquium Track Session
Title: Strategic Marketing Issues

Session Chair: Charles W. Lamb, Texas Christian University

Upper Echelons Theory and Market Orientation: TMT Characteristics as Antecedents to a Market Orientation
Esther Swilley, Florida State University

Structural Antecedents of Market, Learning and Entrepreneurial Orientations
Horace L. Melton, Florida State University

The Importance of Cost Savings Factors vs. Strategic Factors in Outsourcing Decisions
Ravi Jillapalli, Texas Tech University

Session 11.5 – Llano
Excellence in Marketing Education and Innovative Teaching Track - Competitive Paper Session
Title: Key Issues for the Marketing Educator

Session Chair: Mohammed Abdur Razzaque, University of New South Wales

Ph.D. Students’ Value Perceptions of Their Education: An Application of Means-End Chain Model
Serkan Bolat, University of Tennessee, Knoxville
Ann E. Fairhurst, University of Tennessee, Knoxville
Youn-Kyung Kim, University of Tennessee, Knoxville
Relationships between Article References and Subsequent Citations of Marketing Journal Articles
Eugene Sivadas, University of Washington
Mark S. Johnson, Montclair State University

A New Statistic for Item Analysis
John R. Dickinson, University of Windsor

Discussant: S. Adam Brasel, Boston College

Session 11.6 – Live Oak
Electronic and Interactive Marketing Track - Competitive Paper Session
Title: Online Consumer Behavior

Session Chair: Sandeep Krishnamurthy, University of Washington

Expected Value Sharing, Switching Barriers, Satisfaction, and Repurchase Intentions: An Illustration from Online Contexts
Hsien-Tung Tsai, National Taiwan University
Lichung Jen, National Taiwan University

Theoretical Perspectives of Online Community: Managerial Insights and Research Agenda
Timothy D. Landry, University of Oklahoma
Todd J. Arnold, Oklahoma State University
Tracy A. Suter, Oklahoma State University

A Characterisation of Consumer Empowerment Drawn from Three Views of Power
Haitham Al Shibly, University of Newcastle
Janet Aisbett, University of Newcastle
Guilherme Pires, University of Newcastle

Discussant: Osama J. Butt, University of Texas-Pan American

Friday May 26, 2006
Evening Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual AMS Business Meeting</td>
<td>5:00 P.M. – 6:00 P.M.</td>
<td>Directors Room</td>
</tr>
<tr>
<td>Annual AMS President’s Reception</td>
<td>6:00 P.M. – 7:00 P.M.</td>
<td>Regency Foyer</td>
</tr>
<tr>
<td>Annual AMS President’s Banquet</td>
<td>7:00 P.M. – 9:00 P.M.</td>
<td>Regency East</td>
</tr>
</tbody>
</table>

31
Saturday May 27, 2006
Concurrent Sessions
8:30 A.M. - 10:00 A.M.

**Session 12.1 – Pecos**
Ethics, Social Responsibility Track - Competitive Paper Session
Title: International Marketing Ethics and Nonprofit Issues
Session Chair: P. Bucha Reddy, A.V. College of Arts, Science, and Commerce

**Alternative Perspectives on Brand Personality: The Case of the Nonprofit Brand**
Maureen Bourassa, Queen’s University

**Global Ethics Versus Local Ethics: How Do Marketing Managers Make Ethical Decisions Across Cultures**
Arturo Z. Vasquez, University of Texas-Pan American

**Open Skies Treaty, Competition Policy and Regulatory Issues: An Exploratory Analysis in Marketing and Public Policy**
Syed Tariq Anwar, West Texas A&M University

Discussant: Eyad Youssef, Old Dominion University

**Session 12.2 – Frio**
Consumer Behavior Track - Competitive Paper Session
Title: Foundations of Desire
Session Chair: Penny Simpson, University of Texas-Pan American

**All Desires are not Created Equal: Toward a Typology of Desire in Consumer Research**
Alexandra Aguirre Rodruqiez, University of Illinois at Urbana-Champaign

**Correlates of Materialism: A Comparative Study of Balgladeshis in Bangladesh and First Generation Migrant Balgladeshis in Sydney**
Mohammad Abdur Razzaque, University of New South Wales

**Exploring the Relationship Between Market Mavenism and Resistance to Change**
Melinda L. Andrews, Florida State University
Ray L. Benedicktus III, Florida State University

Discussant: Anshu Saran, University of Texas-Pan American
Session 12.3 – Nueces
Potpourri - Competitive Paper Session
Title: Customer Relationships Across Contexts
Session Chair: Dheeraj Sharma, Ball State University

Mutual and Interactive Vulnerability in Supply Chain Dyads
Göran Svensson, Halmstad University

The Scholarly Book Buyer’s Decision Process: A National Survey of University Faculty
Hooman Estelami, Fordham University
Albert N. Greco, Fordham University
Robert M. Wharton, Fordham University

Building Fan Identification in Minor League Sport Organizations: Individual Player vs. Team Approach
Jennifer Wegmeyer - Millward Brown
Carol W. DeMoranville - Bryant University
Kimberly M. Judson - Northern Illinois University

Discussant: Thomas Brashear, University of Massachusetts, Amherst

Session 12.4 – Blanco
Doctoral Colloquium Track Session
Title: International Marketing Issues
Session Chair: John B. Ford, Old Dominion University

Analysis of the Reforms in Chinese State-Owned Enterprises: A Principal-Agent Approach
Emily Yang, Warwick Business School, UK

When Cultural Variables Explain the Perception of Online Communication Trust: The Comparison of American and Japanese Online Consumer Trust in Dynamic Pricing
Christina Chung, University of Southern Mississippi

Perceived Supervisory Support: A Meta-Analytic Review
Stefanie Boyer and Diane R. Edmondson, University of South Florida

Session 12.5 – Llano
Services Marketing Track - Competitive Paper Session
Title: Purchase Behavior and Cross Selling of Services
Session Chair:
V.Venkata Ramana, University of Hyderabad

An Analytical Framework to Stimulate Cross-Selling and Retention in the UK Financial Services Industry: a case study
Maria T. Salazar, University of Edinburgh
Tina Harrison, University of Edinburgh
Factors Influencing Students' Selection of Credit Cards:
Some Initial Results
Charles Blankson, University of North Texas
Sylvia J. Long-Tolbert, University of Toledo

Cross-buying Evaluations: The Moderating Role of Similarity
Tsung-Chi Liu, National Cheng Kung University
Li-Wei Wu, National Cheng Kung University

Discussant: Anna S. Mattila, Pennsylvania State University

REFRESHMENT BREAK
10:00 A.M. – 10:30 A.M.
A-level Foyer

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

Session 13.1 – Pecos
Electronic and Interactive Marketing Track - Competitive Paper Session
Title: Online Advertising Effects
Session Chair: Vishal Lala, Pace University

A Model Of Flow Experience As Determinant Of Positive Attitudes Toward Online Advergames
Monica D. Hernandez, Kansas State University
Osama J. Butt, University of Texas-Pan American

Visual Perception of In-Game Advertising: Diagnostic Information Search and the Role of Expertise
S. Adam Brasel, Boston College

Does WEB Log Data Reveal Consumer Behavior by Integrating Data Mining Techniques?
Katsutoshi Yada, Kansai University
Naohiro Matsumura, Osaka University
Daigo Naito, Kansai University
Kosuke Ohno, Kansai University
Hiroshi Tamura, Kansai University
Kohei Yamamoto, Kansai University

Discussant: Nancy Spears, University of North Texas

Session 13.2 – Frio
Selling and Sales Management, CRM Track - Special Session
Title: Diverse Research Methodologies for Sales Force Research
Session Description:
The predominant method used for sales force and personal selling research over the last two decades has involved self-report surveys. While this has generated a well-accepted body of knowledge in some areas, other topics of interest in the sales area—particularly for sales managers—may not be well served by this research method. This session highlights several alternative approaches to sales force research that may generate knowledge that cannot be obtained through current survey methods.

Moderator: Jim Boles, Georgia State University

Presenters:
**Qualitative Methods**
Angela Hausman, University of Texas-Pan American

**International Research**
Thomas Brashear, University of Massachusetts, Amherst

**Experimental Methods**
James Boles, Georgia State University

Session 13.3 – Nueces
**Ethics, Social Responsibility Track - Special Session**
Title: Research Validation in Marketing Ethics

Session Description:
A number of theoretical frameworks and theories have been proposed in the marketing ethics literature in response to ethical problems, concerns, and policies. Despite the usefulness and appeal of any such proposals, the question of how much progress we have collectively accomplished in marketing ethics research remains unanswered. In addition, there is a common concern about the individual variability in ethical judgments—across stimuli, measures, and time. The clarification of these issues will certainly have useful implications for both theory and research methods in ethics research.

This session aims at attempting to answer the above question and to advance knowledge that benefits research progress in marketing ethics. Specific points regarding the frameworks and theories already proposed will be evaluated and discussed on the basis of journal, book and proceedings publications.

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

Panel:
George R. Franke, University of Alabama
Anusorn Singhapakdi, Old Dominion University
Arturo Z. Vasquez-Parraga, University of Texas-Pan American
Session 13.4 – Blanco
Marketing Research Methods Track - Competitive Paper Session
Title: Improving the Application of Research Methods

Session Chair: Dheeraj Sharma, Ball State University

Can Mediator Latent Variables be Moderators? If so, How can They be Estimated?
Robert Ping, Wright State University

Aggregating Individual Willingness-to-Pay by Different Utility Functions: Do Cluster Solutions Loose Essential Information?
Christina Sichtmann, Free University of Berlin
Robert Wilken, Free University of Berlin

The Influence of Common Method Variance in Marketing Research: Reanalysis of Past Studies Using a Marker-Variable Technique
Tracey King, Georgia Institute of Technology
Naresh Maholtra, Georgia Institute of Technology

Discussant: Laura Flurry, Louisiana Tech University

Session 13.5 – Llano
International-Multinational Marketing Track – Competitive Paper Session
Title: International/Foreign Consumer Perspectives

Session Chair: Stephanie Pease, University of Cardiff

Determinants of Foreign Product and Country of Origin Evaluations: The Role of Involvement and Information Type
Khaled Aboulnasr, Fairfield University

A Consumer Perspective of Small (Mom-and-Pop) versus Large Department Stores: An Investigation in an Emerging Market – MEXICO
Audhesh Paswan, University of North Texas
Maria de los Dolores Santarriaga Pineda, Universidad de Colima
Francisco Carlos Soto Ramirex, University de Colima

Predicting Taiwanese Viewers’ Attitudes toward Foreign Television Programs: A Country of Origin Perspective
Kenneth C. C. Yang, University of Texas – El Paso
Tim K. Tso, Shih-Chien University

Discussant: Stephanie Pease, University of Cardiff
REGISTRATION FORM

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Please check the appropriate space.

  _____ I will attend the luncheon (Thursday)

  _____ I will attend the banquet (Friday evening)

  _____ My spouse/guest will attend Thursday’s Luncheon/Friday’s Banquet (add $45 each to fee)

Vegetarian ________

37
REGISTRATION FEES
(Includes current year membership)

REGISTRATION FEE – Please complete the appropriate space(s) and indicate the total fee paid. Fee is to be paid in U.S. Dollars. You are entitled to the Early-Bird Discount **prior to April 25th**. Only new (first time membership) non-student members are eligible for the discounted two year membership. Refunds are subject to a $40 cancellation fee.

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________________________________________

Exp. Date: _______________________

Name on Card:
________________________________________

Signature:
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# Alphabetical Index of Program Participants

<table>
<thead>
<tr>
<th>Name</th>
<th>Page Numbers</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams, R</td>
<td>8.3</td>
<td></td>
</tr>
<tr>
<td>Adams, S</td>
<td>11.5</td>
<td></td>
</tr>
<tr>
<td>Ahmed, H</td>
<td>2.3</td>
<td></td>
</tr>
<tr>
<td>Aisbett, J</td>
<td>11.6</td>
<td></td>
</tr>
<tr>
<td>Al Shibly, H</td>
<td>11.6</td>
<td></td>
</tr>
<tr>
<td>Albaum, G</td>
<td>2.3, 10.5</td>
<td></td>
</tr>
<tr>
<td>Amine, L</td>
<td>8.5</td>
<td></td>
</tr>
<tr>
<td>Amor, I</td>
<td>7.4</td>
<td></td>
</tr>
<tr>
<td>Andrews, M</td>
<td>12.2</td>
<td></td>
</tr>
<tr>
<td>Anwar, S</td>
<td>12.1</td>
<td></td>
</tr>
<tr>
<td>Apunte, A</td>
<td>6.5</td>
<td></td>
</tr>
<tr>
<td>Arangarasan, J</td>
<td>3.5</td>
<td></td>
</tr>
<tr>
<td>Arndt, A</td>
<td>9.1</td>
<td></td>
</tr>
<tr>
<td>Arnett, D</td>
<td>6.2</td>
<td></td>
</tr>
<tr>
<td>Arnold, T</td>
<td>11.6</td>
<td></td>
</tr>
<tr>
<td>Babin, B</td>
<td>Wine Session, 9.5</td>
<td></td>
</tr>
<tr>
<td>Bacellar, F</td>
<td>3.1</td>
<td></td>
</tr>
<tr>
<td>Badirnarayanan, A</td>
<td>6.2, 10.1</td>
<td></td>
</tr>
<tr>
<td>Baker, B</td>
<td>5.4</td>
<td></td>
</tr>
<tr>
<td>Baker, J</td>
<td>1.1, 9.4</td>
<td></td>
</tr>
<tr>
<td>Baker, W</td>
<td>7.5</td>
<td></td>
</tr>
<tr>
<td>Balazs, A</td>
<td>4.4</td>
<td></td>
</tr>
<tr>
<td>Ball, D</td>
<td>12.3, 13.4</td>
<td></td>
</tr>
<tr>
<td>Barlas, S</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>Barry, J</td>
<td>2.2, 8.2, 9.5, 10.1</td>
<td></td>
</tr>
<tr>
<td>Bauer, H</td>
<td>3.4</td>
<td></td>
</tr>
<tr>
<td>Beatty, S</td>
<td>9.4</td>
<td></td>
</tr>
<tr>
<td>Beckman, T</td>
<td>6.4</td>
<td></td>
</tr>
<tr>
<td>Bellenger, D</td>
<td>2.2</td>
<td></td>
</tr>
<tr>
<td>Bello-Acebron, L</td>
<td>2.2</td>
<td></td>
</tr>
<tr>
<td>Benedicktus III, R</td>
<td>12.2</td>
<td></td>
</tr>
<tr>
<td>Berry, L</td>
<td>11.2</td>
<td></td>
</tr>
<tr>
<td>Bhuian, S</td>
<td>8.5</td>
<td></td>
</tr>
<tr>
<td>Bicen, P</td>
<td>1.1</td>
<td></td>
</tr>
<tr>
<td>Bienstock, C</td>
<td>6.4</td>
<td></td>
</tr>
<tr>
<td>Blankson, C</td>
<td>2.4, 12.5</td>
<td></td>
</tr>
<tr>
<td>Bolat, S</td>
<td>3.5, 11.5</td>
<td></td>
</tr>
<tr>
<td>Boles, J</td>
<td>9.5, 13.2</td>
<td></td>
</tr>
<tr>
<td>Borges, A</td>
<td>11.5</td>
<td></td>
</tr>
<tr>
<td>Bourassa, M</td>
<td>12.1</td>
<td></td>
</tr>
<tr>
<td>Boveda-Lambie, A</td>
<td>1.1</td>
<td></td>
</tr>
<tr>
<td>Boyer, S</td>
<td>12.4</td>
<td></td>
</tr>
<tr>
<td>Brandt, M</td>
<td>8.3</td>
<td></td>
</tr>
<tr>
<td>Brasel, S</td>
<td>11.5, 13.1</td>
<td></td>
</tr>
<tr>
<td>Brashear, T</td>
<td>12.3, 13.2</td>
<td></td>
</tr>
<tr>
<td>Braunsberger, K</td>
<td>9.5</td>
<td></td>
</tr>
<tr>
<td>Broadus, C</td>
<td>5.4</td>
<td></td>
</tr>
<tr>
<td>Brocato, E</td>
<td>9.4</td>
<td></td>
</tr>
<tr>
<td>Brown, B</td>
<td>2.2, 6.2, 10.1</td>
<td></td>
</tr>
<tr>
<td>Brudvig, S</td>
<td>2.1</td>
<td></td>
</tr>
<tr>
<td>Burton, S</td>
<td>7.4</td>
<td></td>
</tr>
<tr>
<td>Butt, O</td>
<td>11.6, 13.1</td>
<td></td>
</tr>
<tr>
<td>Cadogen, J</td>
<td>7.2, 7.3, 10.3</td>
<td></td>
</tr>
<tr>
<td>Canals-Cerda, J</td>
<td>7.4</td>
<td></td>
</tr>
<tr>
<td>Chahal, H</td>
<td>4.2</td>
<td></td>
</tr>
<tr>
<td>Chang, L</td>
<td>4.2</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Contributions</td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>---------------</td>
<td></td>
</tr>
<tr>
<td>Chebat, C</td>
<td>9.4, 11.3</td>
<td></td>
</tr>
<tr>
<td>Chebat, J</td>
<td>4.5, 9.4, 11.3</td>
<td></td>
</tr>
<tr>
<td>Chen, J</td>
<td>3.5</td>
<td></td>
</tr>
<tr>
<td>Chiu, W</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>Choi, P</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>Choi, Y</td>
<td>10.2</td>
<td></td>
</tr>
<tr>
<td>Chung, C</td>
<td>5.3, 12.4</td>
<td></td>
</tr>
<tr>
<td>Coolsen, M</td>
<td>8.3</td>
<td></td>
</tr>
<tr>
<td>Cortes, A</td>
<td>8.2</td>
<td></td>
</tr>
<tr>
<td>Chumpitaz, R</td>
<td>5.3</td>
<td></td>
</tr>
<tr>
<td>Close, A</td>
<td>3.2</td>
<td></td>
</tr>
<tr>
<td>Crittenden, V</td>
<td>3.1, 6.3, 7.2</td>
<td></td>
</tr>
<tr>
<td>Crittenden, W</td>
<td>6.3</td>
<td></td>
</tr>
<tr>
<td>Craft, S</td>
<td>2.3</td>
<td></td>
</tr>
<tr>
<td>Crews, A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crumbly, J</td>
<td>9.1</td>
<td></td>
</tr>
<tr>
<td>Cruthirds, K</td>
<td>3.4</td>
<td></td>
</tr>
<tr>
<td>Cui, C</td>
<td>7.3, 8.3</td>
<td></td>
</tr>
<tr>
<td>Dania, A</td>
<td>8.2</td>
<td></td>
</tr>
<tr>
<td>Davis, D</td>
<td>6.4</td>
<td></td>
</tr>
<tr>
<td>DeMoranville, C</td>
<td>12.3</td>
<td></td>
</tr>
<tr>
<td>Dickinson, J</td>
<td>11.5</td>
<td></td>
</tr>
<tr>
<td>Dyer, B</td>
<td>2.3</td>
<td></td>
</tr>
<tr>
<td>Edmondsen, D</td>
<td>12.4</td>
<td></td>
</tr>
<tr>
<td>Esteban, A</td>
<td>3.3</td>
<td></td>
</tr>
<tr>
<td>Estelami, H</td>
<td>12.3</td>
<td></td>
</tr>
<tr>
<td>Evans, K</td>
<td>4.5, 7.1, 11.1</td>
<td></td>
</tr>
<tr>
<td>Evanschitzsky, H</td>
<td>4.5, 11.1</td>
<td></td>
</tr>
<tr>
<td>Ewing, M</td>
<td>7.5, 10.2</td>
<td></td>
</tr>
<tr>
<td>Fairhurst, A</td>
<td>11.5</td>
<td></td>
</tr>
<tr>
<td>Fassnacht, M</td>
<td>2.4</td>
<td></td>
</tr>
<tr>
<td>Ferrell, L</td>
<td>7.2, 8.4, 11.2</td>
<td></td>
</tr>
<tr>
<td>Ferrell, O.C.</td>
<td>4.1, 7.2, 8.4, 11.2</td>
<td></td>
</tr>
<tr>
<td>Flurry, L</td>
<td>13.4</td>
<td></td>
</tr>
<tr>
<td>Fordham, K</td>
<td>7.3, 12.3</td>
<td></td>
</tr>
<tr>
<td>Ford, J</td>
<td>5.4, 12.4</td>
<td></td>
</tr>
<tr>
<td>Foster, T</td>
<td>5.3, 6.2, 8.2</td>
<td></td>
</tr>
<tr>
<td>Franke, K</td>
<td>13.3</td>
<td></td>
</tr>
<tr>
<td>Galligan, K</td>
<td>6.3</td>
<td></td>
</tr>
<tr>
<td>Galvan, M</td>
<td>6.3</td>
<td></td>
</tr>
<tr>
<td>Gélinas-Chebat</td>
<td>9.4, 11.3</td>
<td></td>
</tr>
<tr>
<td>Gentry, J</td>
<td>7.1</td>
<td></td>
</tr>
<tr>
<td>Gomez-Arias</td>
<td>2.2, 5.3</td>
<td></td>
</tr>
<tr>
<td>Graf, A</td>
<td>2.4</td>
<td></td>
</tr>
<tr>
<td>Greco, A</td>
<td>12.3</td>
<td></td>
</tr>
<tr>
<td>Greweal, D</td>
<td>4.5</td>
<td></td>
</tr>
<tr>
<td>Griffin, M</td>
<td>Wine Session</td>
<td></td>
</tr>
<tr>
<td>Griffiths, S</td>
<td>2.2</td>
<td></td>
</tr>
<tr>
<td>Grove, S</td>
<td>10.4</td>
<td></td>
</tr>
<tr>
<td>Guidry, J</td>
<td>3.2</td>
<td></td>
</tr>
<tr>
<td>Guilbert, F</td>
<td>7.4</td>
<td></td>
</tr>
<tr>
<td>Gundlach, G</td>
<td>4.3</td>
<td></td>
</tr>
<tr>
<td>Gyani-Karani, K</td>
<td>1.1</td>
<td></td>
</tr>
</tbody>
</table>
Ha, J ................................................................. 2.3
Haber, T ......................................................... 3.4
Hahn, D .......................................................... 3.2
Hair, J ............................................................. Wine Session, 4.1
Harmancioglu, N ............................................. 6.1
Harmon, T ........................................................ 1.3
Harrison, T ..................................................... 12.5
Hassan, S ........................................................ 2.3
Haugland, S .................................................... 8.2
Hausman, A ..................................................... 13.2
Heitmann, M ................................................... 3.5
Henke, Jr., J ..................................................... 5.3
Herbst, K ......................................................... 8.3
Hernandez, M ............................................... 1.3, 13.1
Herrmann, A ................................................... 3.5
Hess, Jr., R ....................................................... 1.2
Hoffman, D ..................................................... 2.5, 3.1, 10.4, 11.2
Holmes, G ........................................................ 3.2
Hong, S ............................................................. 3.4
Houston, M ..................................................... 11.2
Hu, H ............................................................... 7.3
Huang, I ........................................................... 5.2
Huang, M ........................................................ 3.2
Howe, V .......................................................... 2.5, 6.3
Ilkeda, A .......................................................... 3.1
Iriana, R ........................................................... 10.3
Iyer, G ............................................................. 4.5
Jasper, C ........................................................... 7.3
Jen, L ............................................................... 11.6
Jensen, T ........................................................... 7.4
Jillapalli, R ....................................................... 11.4
Jones, E ........................................................... 3.2
Johnston, W .................................................... 2.2
Johnson, M ..................................................... 11.5
Joseph, M ....................................................... 9.3
Judson, K .......................................................... 12.3
Kalliny, M ....................................................... 1.2, 1.3
Karani, K .......................................................... 7.4
Kees, J ............................................................. 7.4
Kemp, E ........................................................... 7.4
Kerin, R ........................................................... 4.1
Kim, Y ............................................................. 11.5
Kim, T ............................................................. 13.4
King, T ............................................................ 13.4
Krishnamurthy, S ............................................ 5.5, 11.6
Kucuk, S .......................................................... 5.5
Kumar, A .......................................................... 5.2
Lala, V ............................................................ 5.5, 13.1
Lamb, C ........................................................... 4.1, 5.1, 11.4
Landry, T ........................................................ 3.4, 11.6
Leigh, J ............................................................ 1.3
Leone, R ........................................................... 3.2
Lemieux, J ........................................................ 6.1
Levy, M ........................................................... 7.1

44
Pentina, I ................................................................................... 3.3
Ping, R .................................................................................... 13.4
Pintér, J ..................................................................................... 9.2
Pires, G ................................................................................... 11.6
Pisjarodi, R .............................................................................. 5.3
Pirouz, D ................................................................................... 2.1
Porterfield, R ............................................................................ 2.5

Q
Qiu, T ...................................................................................... 10.2

R
Rafiq, M .................................................................................... 7.3
Rajamma, R .............................................................................. 2.1
Ramana, V .............................................................................. 6.5, 12.5
Ramsey, R .............................................................................. 8.6
Razzak, M ................................................................................ 3.1, 11.5, 12.2
Reddy, P .................................................................................. 12.1
Rekeyte, G .............................................................................. 9.2
Reynolds, K ............................................................................. 9.4
Reynoso, J .............................................................................. 6.5
Richey, Jr., R ........................................................................... 6.3, 6.4
Robertson, K ........................................................................... 3.1
Rodriquez, A ........................................................................... 12.2
Rose, K ..................................................................................... 5.1
Rosenbaum, M ......................................................................... 9.4
Ross, Jr., W .............................................................................. 1.2
Rosseau, G .............................................................................. 8.3

S
Salazar, M .............................................................................. 12.5
Saran, A .............................................................................. 1.2, 1.3, 3.4, 12.2
Sarpkaya, G .............................................................................. 3.5
Schaffner, D ........................................................................... 3.5
Serviere, L .............................................................................. 1.2, 5.2
Shamma, H .............................................................................. 10.3
Shankar, V ............................................................................. 7.1
Sharma, A .............................................................................. 4.5
Sharma, D .............................................................................. 8.6, 12.3, 13.4
Shen, A .................................................................................. 4.2
Shugan, S .............................................................................. 7.1
Sichtmann, C .......................................................................... 2.2, 5.3, 13.4
Skinner, L .............................................................................. 1.2, 6.3
Simpson, P ........................................................................... 12.2
Singh, A .................................................................................. 13.3
Sinkula, J .............................................................................. 3.3, 7.5
Siu, N ................................................................................... 2.4, 4.2
Sivadas, E .............................................................................. 11.5
Slater, J ................................................................................... 8.5
Smith, J .............................................................................. 8.5, 10.5
Smith, S .................................................................................. 11.3
Solak, S .................................................................................. 3.5
Spake, D ................................................................................ 9.3
Spears, N .............................................................................. 5.5, 13.1
Spencer, B .............................................................................. 2.5
Stafford, M ............................................................................. 6.4
Stafford, T .............................................................................. 6.4
Stewart, D .............................................................................. 7.1, 8.1, 9.3
Suter, T ................................................................................. 11.6
Svensson, G .......................................................................... 6.2, 8.2, 12.3
Swendsen, M .......................................................................... 8.2
Swilley, E .............................................................................. 11.4
Dr. Joseph Plummer is the Chief Research Officer of the Advertising Research Foundation. Previously, he was Executive Vice President, Director of Research & Insight Development for McCann-Erickson WorldGroup. In this post, which he assumed in 2002, he was WorldGroup's top knowledge officer with regard to insight-development methods, strategic research quality and employee training and standards. He oversaw the McCann Pulse global consumer insight network, WorldGroup's ongoing dialogue process engaging consumers in more than 70 countries that keeps it in the forefront of understanding worldwide consumer trends. He also directed Brand Clout optimization research, WorldGroup analytics, the integration of all of consumer research and knowledge activities across all marketing communications disciplines, and the Human Futures Development (HFD) program, a worldwide all-communications training program that is the marketing communication industry’s largest and most extensive. Before his role as Executive Vice President, Director of Research & Insight Development, Dr. Plummer was Executive Vice President, Director of Brand Strategy on Global Accounts for McCann-Erickson WorldGroup. His responsibilities included helping global clients develop brand vision and values, creating growth strategies for the future and developing communication strategies to build brand equity. Prior to joining McCann-Erickson in 1997, Dr. Plummer was Vice Chairman and Worldwide Planning Director at DMB&B advertising and a member of the DMB&B Board of Directors and the Executive Committee. Earlier, from 1995-1997, he was Vice Chairman of ASW, a worldwide research firm, and a Board Director of the firm from 1995-1999. Dr. Plummer served as Managing Director of Paine Webber/Young & Rubicam Ventures, a marketing and consumer-driven investment bank from 1986 to 1989. Prior to that, he was Worldwide Research Director of Young & Rubicam, Inc. He began his career at Leo Burnett in Chicago, where he rose to Senior Vice President of Research before joining Y&R in 1979. Dr. Plummer earned a B.A. from Westminster College and a master's and doctorate from Ohio State University. He was Chairman of the Research Committees for the American Association of Advertising Agencies and the American Marketing Association, and a Trustee of the Marketing Science Institute. He was also President of the Youth Guidance Board of Directors in Chicago, a past Trustee of Episcopal Charities and of Westminster College. Currently, Dr. Plummer is involved with New Alternatives for Children, CARE, the
Hudson Highlands Land Trust and is on the President's Advisory Council of Ohio State University. He has published in numerous publications, including the *Journal of Advertising*, *Journal of Business Research*, *Journal of Marketing* and *Journal of Marketing Research*. He is on the Board of Directors of Unisunstar BV. Dr. Plummer holds an appointment as an adjunct professor of marketing at Columbia Business School where he teaches Advertising and integrated communications in the MBA Program.