

## **2012 Academy of Marketing Science Annual Conference**

### ***Marketing Dynamism & Sustainability: Things Change, Things Stay the Same***

We are extremely pleased to welcome you to New Orleans and the 41<sup>st</sup> AMS Annual Conference. The AMS continues to grow as the preeminent international marketing society. Authors from 51 different countries submitted 400 competitive submissions eventually leading to just over 100 sessions that will take place over the four days of the annual conference. The competitive sessions and special sessions offer every marketing researcher something of interest with many sessions presenting research that links previous marketing knowledge with present day issues. We welcome you with true *joie de vie* that not only continues from the Reims WMC, but epitomizes the Louisiana lifestyle. We hope that you find the meeting professionally engaging and we likewise hope that you have a great time during your stay.

Thanks to all who submitted papers and thanks to over 300 people who reviewed those papers. A special thanks to our Executive Vice-President and Director, Harold W. Berkman and to Florence Cazenove, Director of Marketing and Communication. Also, a special thanks to all the track chairs who oversaw the paper submission and review process within each track. Most of their work goes on behind the scenes but the program would not be possible without their efforts. Please accept our sincere thanks to all attendees for being such an important part of this outstanding program.

Conference Chairs:

Barry J. Babin, Louisiana Tech University  
Adilson Borges, Reims Management School  
Eli Jones, Louisiana State University

[Insert list of track chairs here]

[insert list of officers and BOG members]

## **2012 Academy of Marketing Science Annual Program**

Wednesday, 12:00 PM

Session 1.1. **International Consumer Behavior**

Room: Starboard

Session Chair: Ozkaya, Irkan, *Cal State Polytech*

**A Consumer Culture Theory Approach to Analyzing Beauty Culture in Iran**

Yazdanparast, Atefeh, *University of North Texas*

**Tracing the Impact of Consumer Animosity in In-groups towards Out-group Focused Endorsements in Multicultural Environments**

Khan, Mubbsher Munawar, *University of the Punjab*

Schlegelmilch, Bodo. B., *Vienna University of Economics and Business*

**Global Privacy: An International Perspective Examining Perceptions of Information Sensitivity and Consumers Willingness to Provide Personal Information**

Markos, Ereni, *Quinnipiac University*

Milne, George, *University of Massachusetts*

Keller, Lisa, *University of Massachusetts*

**Session 1.2. Managing Performance In A Sustainable Environment**

Room: Port

Session Chair: Sujan, Harish, *Tulane University*

**Effective Sales Management: What Do Sales People Think?**

Goebel, Daniel, *Illinois State University*

Deeter-Schmelz, Dawn, *Kansas State University*

Kennedy, Karen, *University of Alabama at Birmingham*

**Impact of Servant Leadership on Ethical Climate, Supervisor Conflict, and Organizational Outcomes**

Jaramillo, Fernando, *University of Texas at Arlington*

Noboa, Fabrizio, *Universidad San Francisco de Quito*

**Impact of Perfectionism and Self-Efficacy on Job Performance and Work Engagement: GenMes and Boomers**

Haudebert, Sandrine, H., *IAE Gustave Eiffel - University Paris Est*

Mulki, Jay, P., *Northeastern University - Boston*

**The Impact of Sales Performance Goals on Behaviors: Enhancing or Compromising Sustainable Performance?**

Marcos-Cuevas, Javier, *Cranfield University*

Franco-Santos, Monica, *Cranfield University*

**The Skills and Competencies of Salespeople: A Survey**

Ryals, Lynette, *Cranfield School of Management*

Abdollahi, Shahpar, *Cranfield School of Management*

Marcos, Javier, *Cranfield School of Management*

**Session 1.3. Music, Athletes, Simplicity and Organizational Engagement – A Marketing Potpourri**

Room: Compass

Session Chair: TBA,

**Music Authenticity is in the Eye (and Ear) of the Beholder: Cues of Perception and Intentions of Behavior**

Barretta, Paul, *University of Texas - Pan American*

**Examining the Visual Map of Athlete Endorsement Effectiveness: A Case of 2010 FIFA World Cup**

Chang, Yonghwan, *University of Florida*

Arai, Akiko, *University of Florida*

**Whither Simplicity? An Exploratory Study of the Antecedents of Voluntary Simplicity**

Ross, Spencer, *University of Massachusetts*

**How do Organizations Engage in Marketing Strategy Making?: An Empirical Investigation**

Browne, Sarah, *Dublin Institute of Technology*

**Session 1.4. Creating Unique Marketing Approaches**

Room: Steering

Session Chair: Braglia, Alessandro, *Leeds University Business School*

**Laying the Foundation for an Ecosystem of Creativity in Marketing**

Taillard, Marie, *ESCP Europe Business School*

Kastanakis, Minas, *ESCP Europe Business School*

**Don't Copy Off Your Neighbor: Examining the Role of Fit and Green Marketing Strategies**

Gleim, Mark, *The University of Toledo*

Lawson, Stephanie, *Suffolk University*

Robinson, Stacey, *East Carolina University*

**Intended and Realized Marketing Strategies: Adaptive Marketing Organizations in Enacted Environments**

Chari, Simos, *LUBS*

Balabanis, George, *CASS Business School, CITY University*

**Is Marketing To Individuals Targeting Segments of One?**

Bendle, Neil, *University of Western Ontario*

**Session 1.5. Mood, Religion and Market Orientation**

Room: Bridge

Session Chair: McManus, Kristy, *University of Wisconsin-La Crosse*

**Influence of Mood on Comparative Judgment: the Mediating Role of Judgment Strategy**

Wang, Zhi, *Hong Kong Baptist University*

Wang, Heping, *Hong Kong Baptist University*

**The Role of Religion on Anti-Consumption Tendencies: Religiosity as a Different Form of Consumer Resistance**

Ulusoy, Emre, *University of Texas-Pan American*

**Investigating the Mediating Role of Strategic Capabilities in the Market-Oriented-New Product Performance Linkage**

Dursun, Turkan, *West Texas A&M University*

Kilic, Ceyhan, *Marketing Consultant*

**Session 1.6. Exploring the On-line Consumer**

Room: Pelican

Session Chair: Park, Jung Kun, *University of Houston*

**Consumers' Different Website Use Patterns and Value Perceptions in the Context of Local Newspapers**

Tarkiainen, Anssi, *LUT School of Business*

Arminen, Heli, *LUT School of Business*

Kuivalainen, Olli, *LUT School of Business*

**Influence of Brand-Related Antecedents and Extraversion on Consumers' Online Brand Referrals**

Becerra, Enrique, *Texas State University-San Marcos*

Badrinarayanan, Vishag, *Texas State University-San Marcos*

**The CAPTCHA Conflict – a Consumer's Choice Between Security and Convenience**

Zorn, Steffen, *Curtin University*

Hayati, Pedram, *BAE System Stratsec*

**Session 1.7. The Online Learning Environment: Delivering Quality?**

Room: Kabacoff

Session Chair: Conchar, Margy P., *East Carolina University*

**The Quality of Online Education: Promising Conceptual Frameworks**

Conchar, Margy P., *East Carolina University*

**Intellectual Exchange in Online Learning Environments**

Meric, Havva J., *East Carolina University*

**Online Instruction Techniques: Applications for a Face-to-Face University Business Course**

Wright, Beverly, *Clayton State University*

Wednesday, May 16, 1:30 PM

**Session 2.1. Management and Marketing Collaboration I**

Room: Starboard

Session Chair: Atinc, Yasemin Ocal, *Auburn University Montgomery*

**Conditions of Departmental Power: A Strategic Contingency Exploration of Marketing's Customer Connecting Role**

Marx, Corina, *RWTH Aachen University*

Brettel, Malte, *RWTH Aachen University*

**Environmental Person-Organization Fit and the Importance of Promoting Organizational Environmental Policy Internally**

Hartley, Phillip, *Louisiana State University*

Trout, Rachel, *Louisiana State University*

**Understanding Employee Environmental Behaviour In Professional Service Firms: A Structured Abstract**

Thirlaway, Kate, *University of Bath*

Piercy, Niall, *University of Bath*

**Session 2.2. Mixing Old and New Media: Insights into Media Selection**

Room: Port

Session Chair: Helm, Amanda, *Xavier University of Louisiana*

**Efficiency of the Process and Maximization of Results from Communication Efforts: Proposition and Test of a Model to Evaluate the Mix of Conventional Media and Interactive Media**

Helena Puga Ribeiro, Aurea, *Fundação Dom Cabral*

Reis Monteiro, Plinio, *Fumec*

Robbe, Raquel, *Fundação Dom Cabral*

Silveira, Timotheo, *Fundação Dom Cabral*

Vilaça, Daniela, *Fundação Dom Cabral*

**Learning Styles and Advertising Media: Relationships and Collaborating Effects on Brand Responses**

Roswinanto, Widyarso, *University of North Texas*

**Media Guiding Consumers Across Different Stages of the Purchase Process**

Voorveld, Hilde, *Amsterdam School of Communication Research ASCoR, University of Amsterdam*  
Neijens, Peter, *Amsterdam School of Communication Research ASCoR, University of Amsterdam*  
Smit, Edith, *Amsterdam School of Communication Research ASCoR, University of Amsterdam*  
Bronner, Fred, *Amsterdam School of Communication Research ASCoR, University of Amsterdam*

### Session 2.3. **Online Behavior and Value Creation**

Room: Compass

Session Chair: Ford, John, *Old Dominion University*

#### **Development of a Scale to Measure the Perceived Interactivity of Websites**

Liu, Xia Linda, *Louisiana State University*

#### **Firm Benefits of Virtual World Performance: Examining the Effects of Site Participation on Satisfaction and Continued Viewing of Commercial Television**

Morris, John, *University of Texas-Pan American*

#### **Online Shopping as a Collectivist Movement: The Roles of Transformed Identities and Skill Contests**

Das, Prakash, *University of Calgary*

#### **Trusted Advisor: A Key Variable on the Path to Co-Creating Value with Clients**

Mangus, Stephanie M., *Louisiana State University*

### Session 2.4. **Ethnic Marketing: Understanding: Understanding Values, Attitudes and Research Issues in Diverse Populations**

Room: Steering

Session Chair: Villareal, Ricardo, *University of San Francisco*

#### **Value Priorities and Consumer Behavior of Turkish Immigrants in Germany**

Abedin, Annas, *Aachen University*

#### **A Latent Variable Modeling Approach To Understanding Attitudinal and Behavioral Ethnic Identity in Hispanic Consumer Behavior: A Structured Abstract.**

Villareal, Ricardo, *University of San Francisco*

Shelley Blozis, *UC Davis*

#### **The effect of a Muslim Endorsement on Non-Muslim's Attitudes and Purchase Intentions**

Maher, Amro, *Qatar University*

Session 2.5. **Potpurri des Services**

Room: Bridge

Session Chair: Griffin, Mitch, *Bradley University*

**The Influence of E-Service Quality on Customer Value Perception and Satisfaction: The Case of Third Party Web Sites**

Zhuang, Weiling, *Eastern Kentucky University*

Babin, Barry J., *Louisiana Tech University*

**Teleological Approaches from Complexity Sciences in Services**

Svensson, Goran, *Oslo School of Management*

Fabeiro, Carmen Padin, *Universidad de Vigo*

**Extending the ACSI to Goodwill: Assessing Donor Satisfaction and Engagement**

Michon, Richard, *Ryerson University*

**Alleviating Privacy Obstacle in New Mobile Service Adoption**

Chen, Xiaoyan, *University of Rennes*

Cliquet, Gérard, *University of Rennes*

Session 2.6. **Marketing Buzz and Advertising Copy: Blogs, eWOM, and Short Message Service Copy**

Room: Pelican

Session Chair: Curran-Kelly, Catherine M., *UMass Dartmouth*

**Understanding Bloggers: Opinion Leadership and Motivations to Use Blog among Bloggers and Blog Readers**

Segev, Sigal, *Florida International University*

Fiske, Rosanna, *Florida International University*

Villar, Maria Elena, *Florida International University*

**The Evolution and Impact of Online Word-of-Mouth (eWOM) Research: A Structured Review and Integrated Model**

Racherla, Pradeep, *West Texas A&M University*

King, Robert, *University of Mississippi*

**Efficacy of Ads with Short Message Service (SMS) Copy**

Sierra, Jeremy, *Texas State University - San Marcos*

Taute, Harry, *Utah Valley University*

Hyman, Michael, *New Mexico State University*

Session 2.7. **The Retail Revolution: The Impacts of Online Retail Sales on State, County, and Municipal Economies**

Room: Kabacoff

Session Chair: Robicheaux, Robert, *University of Alabama at Birmingham*

**Panel Discussion**

Robicheaux, Robert, *University of Alabama at Birmingham*

Kisska-Schulze, Kathryn, *North Carolina A&T State University*

Faulk, Dagney, *Ball State University*

Tuten, Tracy, *East Carolina University*

Hansen, John, *University of Alabama at Birmingham*

Lund, Donald, *University of Alabama at Birmingham*

**Session 2.8. Service Strategy and Product Innovation**

Room: Windward

Session Chair: Boukis, Achilleas, *Athens University of Economics and Business*

**Some Employee-Level Benefits from Manager's IMO Adoption**

Boukis, Achilleas, *Athens University of Economics and Business*

Kaminakis, Kostas, *Athens University of Economics and Business*

Lionakis, Konstantinos, *New York College, Athens*

**Living and Loving the Employer Brand**

Avello, Maria, *Universidad Complutense de Madrid*

Gavilán, Diana, *Universidad Complutense de Madrid*

Molero, Victor, *Universidad Complutense de Madrid*

Fernández, Susana, *Universidad Complutense de Madrid*

**Continuity, Change and New Product Performance**

Forti, Enrique, *University College London*

Sobrero, Maurizio, *University of Bologna*

Vezzulli, Andrea, *Universidade Técnica de Lisboa*

**Highlighting the Role of Servicescapes and Organizational Climate on Employees' Performance**

Kaminakis, Kostas, *Athens University of Economics and Business*

Boukis, Achilleas, *Athens University of Economics and Business*

Wednesday 3:00 PM Refreshment Break

Wednesday, 3:30 PM

**Session 3.1. Strategic Marketing Management**



Room: Starboard

Session Chair: Iyer, Raj, *Bradley University*

**Marketing planning and sales autonomy as a combination remedy for marketing myopathy**

Yamashita, Yuko, *Hitotsubashi University*

Uehara, Wataru, *Hitotsubashi University*

Sasaki, Masato, *Musashino University*

Fukuchi, Hiroyuki, *Toyogakuen University*

Fukutomi, Gen, *Kyoto Sangyo University*

**The Use of Management Control to Guide Marketing Department Power in Establishing Market Orientation: A Resource Dependence Perspective**

Marx, Corina, *RWTH Aachen University*

Brettel, Malte, *RWTH Aachen University*

**Complementarity of Innovation Capability and Customer-linking Capability: A Configurational Approach**

Jaakkola, Matti, *Aalto University School of Economics*

Luoma, Jukka, *Aalto University School of Economics*

Frosen, Johanna, *Aalto University School of Economics*

Aspara, Jaakko, *Aalto University School of Economics*

Tikkanen, Henriikki, *Aalto University School of Economics*

**Leadership Style & Strategic Management: An Analysis of Hierarchical Influence**

Slater, Stephanie, *Cardiff Business School, Cardiff University*

**Session 3.2. Using Private Labels and Store Atmospherics as Heuristics**

Room: Port

Session Chair: Ellinger, Alexander E., *University of Alabama*

**The Market Power of Private Labels-Retailer Brand and Industry Effect**

Verga Matos, Pedro, *Technical University of Lisbon, ISEG*

Coelho Do Vale, Rita, *Catholic University of Portugal*

**Is it Worth Copying the Leader? The Impact of Copycat Packaging Strategies on Private Label's Adoption**

Coelho Do Vale, Rita, *Catholic University of Portugal*

Verga Matos, Pedro, *Technical University of Lisbon, ISEG*

**Why is it Important for Private Labels to Innovate? The Effects of Trust and W-O-M**

Abril, Carmen, *Complutense University*

Martinez, Joaquin, *Complutense University*

Gavilan, Diana, *Complutense University*

Manzano, Roberto, *Complutense University*

Avello, Maria, *Complutense University*

**Retail Assortment Size and Customer Choice Overload:  
The Influence of Shopping Enjoyment and Time Pressure**

Kyoungmi, Kim, *University of Alabama*

Allaway, Arthur, *University of Alabama*

Ellinger, Alexander, *University of Alabama*

**The Effect of Touch on Perceived Product Freshness**

Maity, Devdeep, *Oklahoma State University*

Discussion Leader:

Kyoungmi, Kim, *University of Alabama*

**Session 3.3. Social Media and Consumer Attitudes**

Room: Compass

Session Chair: Chung, Christina, *Ramapo College of New Jersey*

**The Impact of Social Advertising Campaigns in Shaping  
Egyptian Youths Behavioral Intentions**

El-Gharbawy, Alaa, *Alexandria University*

**Social Media Marketing on Facebook: Investigating  
Determinants and Consequences of Users' Attitude  
toward the Facebook Page**

Bauer, Hans H., *University of Mannheim*

Toma, Boris, *University of Mannheim*

Fischer, Dirk, *University of the Federal Armed Forces  
Munich*

**The Strategic Influence of Firm-Created WOM: Evidence  
from the Movie Industry**

Shin, Hyunju, *The University of Alabama*

Chang, Woojung, *The University of Alabama*

**Session 3.4. Conceptualization of Value Co-creation**

Room: Steering

Session Chair: Norberg, Patricia, *Quinnipiac University*

**Ok, We Have the Resources, But What Next? A  
Conceptual Model of the Effects of Project Team  
Activities on Customer Perceived Value**

Prior, Daniel, *University of New South Wales*

**A Framework to Measure the Co-Created Concept of  
Customer Value**

Iyanna, Shilpa, *Abu Dhabi University*

**Expanding the Scope of Value Co-Creation**

Kull, Alexander J., *University of South Florida*

Discussion Leader:

Wang, Guangping (Walter), *Penn State University*

**Session 3.5. The Study of Marketing Institutions:  
Ramifications of Its Current Status on the Future  
Direction of the Field of Marketing**

Room: Bridge

Session Chair: El-Ansary, Adel I., *University of North Florida*

**Panel Discussion**

El-Ansary, Adel I., *University of North Florida*

Brown, James R., *West Virginia University*

Dant, Rajiv P., *University of Oklahoma*

Robicheaux, Robert A., *University of Alabama at  
Birmingham*

Rosenbloom, Bert, *Drexel University*

**Session 3.6. Managing the Customer Service Experience**

Room: Pelican

Session Chair: Fisk, Raymond, *Texas State University*

**Disservice: A Framework for Sources and Solutions**

Grove, Stephen, *Clemson University*

Fisk, Raymond, *Texas State University*

Harris, Lloyd, *Warwick University*

Ogbanna, Emmanuel, *Cardiff University*

John, Joby Carlson, Les Goolsby, Jerry, *University of  
Louisiana at Lafayette University of Nebraska-Lincoln*

*Loyola University New Orleans*

**Service Quality, Customer Satisfaction, Value and Loyalty:  
Investigating Problematic Encounters**

Paparoidamis, Nicholas, *Catholic University of Lille, IESEG*

Chumpitaz, Ruben, *Catholic University of Lille, IESEG*

Ford, John, *Old Dominion University*

**Service Branding: The Sign of Apparel**

Chang, Wei-Lun, *Tamkang University*

Chang, Hui-Chi, *Tamkang University*

**"I am so Embarrassed!"-How personal and empathetic  
embarrassment in personal product purchasing impacts  
sales clerk choice.**

Ekebas, Ceren, *Old Dominion University*

Arndt, Aaron, *Old Dominion University*

Discussion Leader:

Beitelspacher, Lauren, *Portland State University*

**Session 3.7. International Marketing and the Future**

Room: Kabacoff

Session Chair: Saeed, Samiee, *University of Tulsa*

**International Marketing and the Future**

Hult, Tomas, *Michigan State University*

**Dwindling Influence of Marketing in Corporate Strategy**

**Development: A Case of Outsourcing**

Kotabe, Masaaki, *Temple University*

**Cross-National Consumer Behavior in International Marketing Research: What We Know and What We Need to Know**

Attila, Yaprak, *Wayne State University*

**Performance Consequences of International Marketing Programs**

Katsikeas, Constantine, *University of Leeds*

Hultman, Magnus, *University of Leeds*

**On Resolving the Market Orientation-International Marketing Strategy Paradox**

Saeed, Samiee, *University of Tulsa*

Session 3.8. **Deans' Session**

Room: Windward

**Dean's Panel on Growing Business Schools of the Future**

Jones, Eli, *LSU*

Lumpkin, James, *Louisiana Tech University*

Locander, William, *Loyola University*

Richardson, Lynne, *University of Mary Washington*

Wednesday 5:00 PM

Explorations in Wine Marketing [TBA]

Chairs: Babin, B.J., Ortinau, D.J., Griffin, M.

Wednesday 6:00 PM Early Bird Reception

**Thursday, May 17**

Thursday, 8:30 AM

**Session 4.1. Value Co-creation: Consumer Interactions and Technology**

Room: Starboard

Session Chair: Szocs, Courtney, *University of South Florida*

**Co-creating Value with Self-Service Technology: Helping Customers Help Themselves**

Hughes, Tim, *University of the West of England*

Little, Ed, *University of the West of England*

Hilton, Toni, *University of Westminster*

Marandi, Ebi, *University of the West of England*

**Customers Helping Customers: Payoffs for Linking Customers in Service Settings**

Black, Hulda, *Illinois State University*

Vincent, Leslie, *University of Kentucky*

Skinner, Steven, *University of Kentucky*

**Customer Experience Decomposition: A Conceptual Framework**

Sleep, Stefan, *University of Georgia*

Lam, Son, *University of Georgia*

**Session 4.2. Branding and Shoppers**

Room: Port

Session Chair: Slater, Stephanie, *Cardiff University*

**Reciprocal Effect of Store Brand Extension: Evidences from Scanner Panel Data.**

Zhang, Yi, *The University of Manchester*

Kang, Jikyeong, *The University of Manchester*

**The Effects of Reward Type and its Likelihood in Customer Brand Co-Creation Activity on Self-Brand Connection**

Bogoviyeva, Elmira, *KIMEP*

**Sport Celebrity Endorsement and the British consumer.**

Davies, Fiona, *Cardiff University*

Slater, Stephanie, *Cardiff University*

**Session 4.3. Brands, Governments and Corporations**

Room: Windward

Session Chair: James, Kevin, *Indiana State University*

**Restoring Brand Trust With a Corporate Apology**

Knight, John, *University of Otago*  
Mather, Damien, *University of Otago*  
Mathieson, Brianne, *University of Otago*

**The Trademark Dilution Revision Act of 2006: A Rationale for Changes in the Trademark Dilution Act of 1995**

O'Connor, Thomas, *University of New Orleans*

**The Effect of Prior Outcomes on Consumer Sellers' Evaluations of Planned On-line Resale**

Lee, Crystal Tzuying, *National Cheng-chi University*  
Liao, Shuling, *Yuan Ze University, College of Management*

**Session 4.4. The 3 T's: Relationship Importance for Theaters, Tribes and Tourists**

Room: Steering

Session Chair: Parker, Janna M., *Louisiana Tech University*

**Brand Tribalism: An Anthropological Perspective**

Taute, Harry, *Utah Valley University*  
Sierra, Jeremy, *Texas State University- San Marcos*

**How Customers Respond to Firms' Customer Relationship Norms**

Voss, Zannie, *Southern Methodist University/Euromed*  
Voss, Glenn, *Southern Methodist University*  
Cova, Veronique, *Aix Marseille Universite*  
Cova, Bernard, *Euromed/Bocconi*

**A Closer Look at Destination: Image, Personality, Relationship and Loyalty**

Ching-Fu, Chen, *National Cheng Kung University*  
Sambath, Phou, *National Cheng Kung University*  
Jyh-Fu, Jeng Don, *National Cheng Kung University*

**Session 4.5. Consumers' Ethical Evaluations and Behaviors**

Room: Bridge

Session Chair: Darrat, Mahmoud, *Auburn University*  
*Montgomery*

**The Modern Renegotiations of Confucian Ethics and Implications on Ethical Consumption in China**

Yau, Amy, *University of Bath*  
Davies, Iain, *University of Bath*

**The Influence of Product Knowledge on Consumer's Company and Product Evaluations in Product-Harm Crisis Situations**

Haas-Kotzegger, Ursula, *WU Vienna*

Assiouras, Ioannis, *ESC Toulouse Business School*  
Schlegelmilch, Bodo B., *WU Vienna*  
Skourtis, George, *University of Piraeus*

**Understanding Ethical Consumers: A New Approach  
Towards Modeling Ethical Consumer Behaviors**

Papaoikonomou, Eleni, *Universitat Rovira i Virgili*  
Paparoidamis, Nicholas G., *Catholic University of Lille*  
Chumpitaz, Ruben, *Catholic University of Lille*

**Session 4.6. How Advances in Technology and  
Sustainability are Changing the Retail Landscape**

Room: Pelican

Session Chair: Reynolds, Kristy, *University of Alabama*

**Assessing the Role of Service Quality of Retail Self-  
Checkouts on Customer Satisfaction and Loyalty:  
Empirical Evidence from an Emerging Market**

Demirci-Orel, Fatma, *Cukurova University*  
Kara, Ali, *Penn State University, York*

**Designing Experience with Technology: Consumer  
Emotional Responses to In-Store Technology-Based  
Services**

Theotokis, Aristeidis, *Leeds University Business School*

**Marketing Sustainability: Consumer Responses to the  
Social Quality of Private Labels**

Aouina-Mejri, Chiraz, *Paris Est University/ IRG*  
Bhatli, Dhruv, *Paris Est University/ IRG*

**Does a Multi-Channel Return Policy Affect Online  
Purchase Intentions?**

Nakhata, Chinintorn, *University of South Florida*  
Magi, Anne, *University of South Florida*

Discussion Leader:

Mangus, Stephanie, *Louisiana State University*

**Session 4.7. Sustainability in the Apparel Supply Chain**

Room: Kabacoff

Session Chair: Kang, Ji Hye, *Kansas State University*

**Sustainability in the Apparel and Textiles Industry: A  
Conceptual Paper Addressing Previous Research Findings  
and Areas of Future Research**

Kozar, Joy M., *Kansas State University*  
Hiller Connell, Kim Y., *Kansas State University*

**Swapping Stories: An Exploratory Study of Consumer Exchange Motivations and Behavior**

Matthews, Delisia, *University of North Carolina at Greensboro*

Hodges, Nancy, *University of North Carolina at Greensboro*

**Exploring the Impact of Consumers' Second-hand Clothing Motivations on Shopping Outcomes: An Investigation of Weekend Market Patronage in Thailand**

Kananukul, Chawanuan, *University of North Carolina at Greensboro*

Watchravesringkan, Kittichai, *University of North Carolina at Greensboro*

Hodges, Nancy, *University of North Carolina at Greensboro*

**Understanding the R in CSR: Are Retailers or Manufacturers Most Responsible for Promoting Healthier Eating?**

Nieroda, Marzena, *The University of Manchester*

McGoldrick, Peter, *The University of Manchester*

Weykamp, Christiane, *The University of Manchester*

**Session 4.8. Using Qualtrics to Create Effective Research Room: Compass**

Session Chair: Hair, Joseph F., *Kennesaw State University*

**Panel Discussion**

Adams, Chris, *Qualtrics*

Winkelman, Bryce, *Qualtrics*

Thursday 10:00 AM Refreshment Break

Thursday, 10:30 AM

**Session 5.1. Materialism and Conspicuous Consumption**

Room: Starboard

Session Chair: Obilo, Obi, *Louisiana Tech University*

**Materialism Through a Magnifying Glass: A Comprehensive Model of the Antecedents and Consequences of Three Facets of Materialism**

Segev, Sigal, *Florida International University*

Shoham, Aviv, *University of Haifa*

Gavish, Yossi, *Ono Academic College*

**Explaining Variation in Conspicuous Consumption: An Empirical Examination**

Kastanakis, Minas, *ESCP Europe*

Balabanis, George, *Cass Business School*

**Materialism: A General Hierarchical Model Perspective**

Mohan, Mayoor, *Oklahoma State University*



Session 5.2. **Value Co-creation and Digital Environment**

Room: Port

Session Chair: Biswas, Dipayan, *University of South Florida*

**Empowering Digital Information Consumers: The Effects of Self-Efficacy, Optimum Stimulation Level, and Perceived Interactivity on Willingness to Pay**

Kirk, Colleen, *Mount Saint Mary College*

Swain, Scott, *Northeastern University*

**Facilitating innovations and value co-creation in industrial B2B firms by combining digital marketing, social media and crowdsourcing**

Simula, Henri, *Aalto University*

Tollinen, Aarne, *University of Jyväskylä*

Karjaluoto, Heikki, *University of Jyväskylä*

**The dark side of customer co-creation – What happens when technology-based co-created services fail?**

Handrick, Matthias, *EBS University for Business and Law*

Heidenreich, Sven, *EBS University for Business and Law*

Thomas, Linn, *EBS University for Business and Law*

Discussion Leader:

Weinberg, Bruce, *Bentley University*

Session 5.3. **Going “Green” and the Effects on Consumer Evaluations**

Room: Compass

Session Chair: Panda, Rajeev, *Natioanal Institute of Technology, Rourkela*

**Exploring Authenticity as a Policing Mechanism to Deter “Green Washing” in Sustainable Architecture**

Parkman, Ian, *Loyola University Maryland*

**Consumers’ Inferential Evaluations of Sustainability Attributes based on Incomplete Product Information**

Gruber, Verena, *WU Vienna*

Schlegelmilch, Bodo B., *WU Vienna*

Houston, Michael J., *University of Minnesota*

**Save the Planet or Save Some Money? How the Framing of Environmentally Friendly Behavior Affects Consumer**

Green, Todd, *Simon Fraser University*

Pelozo, John, *Florida State University*

Session 5.4. **Brands and Consumers**

Room: Steering

Session Chair: Locander, David, *Louisiana Tech University*

**Brand Personality and Athlete Identification: Predicting Consumption Behaviors**

Carlson, Brad, *Saint Louis University*

Donavan, D. Todd, *Colorado State University*

Deitz, George, *University of Memphis*

Cumiskey, Kevin, *Eastern Kentucky University*

**The effect of brand awareness, Internet search patterns and product-line characteristics on revenue premium.**

Gui, Raluca, *Universidad Carlos III de Madrid*

**The Effect of the Foreign Brand on Consumer Perception.**

Tran, Trang, *University of North Texas*

Fabrize, Robert, *University of North Texas*

Session 5.5. **Latin American Marketing Issues II**

Room: Bridge

Session Chair: Svensson, Goran, *Oslo School of Management*

**The Value Concept Over time and in the Perception of Brazilian Management Students**

Brambilla, Flavio, *La Salle University Center*

**Marketing Elements for Designing of the Integral Tourist product-Colima**

Magana Carrillo, Irma, *Universidad de Colima*

Padin Fabeiro, Carmen, *Universidad de Vigo*

Jimenez Olivera, Vicente A., *Universidad de Colima*

**Customers Service Experience in Hospitals: A DIP and SOS Construct of Negative Encounters**

Santos Corrada, Maria de los M., *Universidad del Turabo*

Sosa-Varela, Juan Carlos, *Universidad del Turabo*

Svensson, Goran, *Oslo School of Management*

Session 5.6. **Value Co-creation for Firms, Services, and Markets**

Room: Pelican

Session Chair: Burman, Bidisha, *Appalachian State University*

**Service Ecosystems Design in Ethnic Markets**

Abbam, Esi Elliot, *University of Illinois at Chicago*

Cherian, Joseph, *University of Illinois at Chicago*

Elaydi, Raed, *Roosevelt University*

**Co-Creation of Award Winning Advertising**

Sasser, Sheila, *Eastern Michigan University*

Kilgour, Mark, *University of Waikato*

Koslow, Scott, *Macquarie University*

**Firm Capabilities, Customer/Supplier Participation, and Firm Performance**

Wang, Guangping, *Penn State University*

Ma, Xiaoqin, *Yancheng Institute to Technology*

Dou, Wenyu, *City University of Hongkong*

Zhou, Nan, *City University of Hongkong*

**Considering the Nature of Value Capturing Mechanisms in Industrial Buyer-Supplier Exchange – A Structured Abstract**

Prior, Daniel, *University of South Wales*

**Session 5.7. Publishers Session**

Room: Kabacoff

Session Chair: TBA

**Session 5.8. Mary Kay Dissertation Award Presentations**

Room: Compass

Session Chair: Alford, Bruce, *Louisiana Tech University*

**Serving Well by Selling Well: Studies on Customer Service Representatives' Ambidexterity and Its Effectiveness**

Jasmand, Claudia, *Imperial College Business School*

**Leveraging Marketing Resources to Strengthen Stakeholder-Company Identification**

Groza, Mark D., *University of Massachusetts Amherst*

**What Drives Managerial Use of Financial and Marketing Metrics and Does Metric Use Impact Performance of Marketing Mix Activities?**

Mintz, Ofer, *Arison School of Business*

**When Humanizing Brands Goes Wrong: The Detrimental Role of Brand Anthropomorphization amidst Product Wrongdoings**

Puzakova, Marina, *Drexel University*

Thursday, 12:00 PM

**AMS Awards Luncheon**

Thursday, 1:30 PM

**Session 6.1. Journal of the Academy of Marketing Science / Sheth Foundation Best Paper Award 2011**

Room: Starboard

Session Chair: Hult, G. Tomas, *Michigan State University*

**Sustainable Marketing, Equity, and Economic Growth: a Resource-Advantage, Economic Freedom Approach**

Hunt, Shelby D., *Texas Tech University*

**Comments:**

Ferrell, OC, *University of New Mexico*

Peterson, Robert A., *University of Texas*

**Session 6.2. Issues in New Technology Usage**

Room: Port

Session Chair: Chang, En-Chi, *Perfect Translation &*

*Compunet Co., LTD*

**Social Analytics in Hedonic and Utilitarian Companies**

Fischbach, Sarah, *New Mexico State University*

Peterson, Robin, *New Mexico State University*

**MBA Students as Customers: The Kano Method and Collegiate Website Excitement Factors**

Elbeck, Matt, *Troy University*

Vander Schee, Brian, *Aurora University*

**Internet Literacy and Attitudes toward Internet Advertising: A Cross-Cultural Study**

Ulusoy, Emre, *University of Texas-Pan America*

**Social Media Strategy and Online Brand Reputation**

Cohen, Corine, *International University of Monaco*

Chapman, Alexis, *International University of Monaco*

**How to Push Consumers' Intention to Adopt Alternative Fuel Vehicles: An Integrative Adoption Model**

Petschnig, Martin, *EBS Business School*

Spieth, Patrick, *EBS Business School*

**Session 6.3. Pedagogical Techniques and the Role of Students in Marketing Education**

Room: Compass

Session Chair: Attaway, Jill, *Illinois State University*

**Bringing Cultural Diversity to Service Marketing Courses: A SERVQUAL Exercise**

Rosenbaum, Mark, *Northern Illinois University*

Labrecque, Lauren I., *Northern Illinois University*

Moraru, Iona, *Northern Illinois University*

**Applying a Business Model to Student-Institution Relationships: An Examination of Four Metaphors**

## **Applying a Business Model to Student-Institution Relationships: An Examination of Four Metaphors**

Griffin, Mitch, *Bradley University*

Cleghorn, Lyndsey, *Bradley University*

Kruger, Sarah, *Bradley University*

Nosal, Megan, *Bradley University*

Oleksiuk, Piotr, *Bradley University*

Schulz, Devon, *Bradley University*

Tolly, Drew, *Bradley University*

## **Teaching Fuzzy Front End of Service Innovation: Real Life Application with Cross-Functional and International Teams**

Jaskari, Minna-Maarit, *University of Vaasa, Finland*

## **Empowered Students - Service-oriented Universities: How to Manage Higher Education Marketing in the 21st Century**

Kindlein, Kathrin, *Ludwig-Maximilians-Universitat Munich*

Schwaiger, Manfred, *Ludwig-Maximilians-Universitat Munich*

## **Session 6.4. Marketing's Role in Supply Chain Success**

Room: Steering

Session Chair: Daugherty, Patricia, *Michigan State University*

## **Marketing's Role in Supply Chain Success-- We're in This Together, Aren't We??**

Daugherty, Patricia, *Michigan State University*

Ellinger, Alexander E., *University of Alabama*

Hummel, Anna, A. *Duie Pyle*

Piercy, Niall, *University of Bath*

## **Session 6.5. Assessing Student Learning & Required Skills**

Room: Bridge

Session Chair: Williams, Michael R., *Oklahoma City University*

## **Academics' and Practitioners' Views of Marketing Students' Required Knowledge and Skills**

Babin, Laurie, *University of Louisiana, Monroe*

Bunthorne Lopez, Tara, *Southeastern Louisiana University*

Lafleur, Elizabeth, *University of Southern Mississippi*

## **An Empirical Comparison of Measures of Multiple-Choice Question Item Difficulty**

Dickinson, John, *University of Windsor*

**A Taxonomy Assessment and Item Analysis of a Retailing Management Multiple-Choice Question Bank**

Dickinson, John, *University of Windsor*

**Session 6.6. Celebrity Endorsements and Celebrity Brands**

Room: Pelican

Session Chair: Carlson, Brad, *Saint Louis University*

**Evaluating the Impact of Celebrity Status and Character Likeability on Brand Recognition – A Structured Abstract**

Kumar, Anvita, *Cass Business School*

Balabanis, George, *Cass Business School*

**Cyber-Positioning: Bestselling Authors' Online Communicated Brand Personalities**

Bal, Anjali, *Simon Fraser University*

Mills, Adam, *Simon Fraser University*

Chakrabarti, Ronika, *Lancaster*

Terblanche, Nic, *The University of Stellenbosch*

Opoku, Robert, *King Fahd University of Petroleum and Minerals*

**The Oprah Effect: Investigating the Celebrity-Candidate Endorsement Relationship**

Van Steenburg, Eric, *University of North Texas*

**Session 6.7. Meet the Editorial Reviewers**

Room: Kabacoff

Session Chair: Ortinau, David J., *University of South Florida*

**Panel Discussion**

Ortinau, David J., *University of South Florida*

Ingene, Charles, *University of Mississippi*

Mena, Jeanette, *University of South Florida*

**Session 6.8. What Does Brand Image Tell US About Brand Stability?**

Room: Windward

Session Chair: Upshaw, Danny, *Louisiana Tech University*

**Do Methods and Lack of Content Explain Low Brand Stability Associations? No**

Koll, Oliver, *University of Innsbruck*

Kreuzer, Maria, *University of Innsbruck*

**The Antecedents of Eco-Friendly Brand Image: A Pilot Study.**

Siew, Shir Way, *The University of Texas - Pan American*

Gressel, Justin, *The University of Texas - Pan American*

**Brand Personality in Industrial Markets:  
Conceptualization and Measurement.**

Töllner, Alke, *Tu Dortmund University*

Blut, Markus, *Tu Dortmund University*

Paluch, Stefanie, *Tu Dortmund University*

Thursday, 3:00 PM Refreshment Break

Thursday, 3:30 PM

**Session 7.1. Research Frameworks, Influences, and  
Sustainability Trends**

Room: Starboard

Session Chair: Babin, Laurie, *University of Louisiana -  
Monroe, USA*

**The Influence of Shareholder Complaints on Companies'  
Product-Advertising Investments**

Weis, Simone, *Maastricht University, Netherlands*

Hoffman, Arvid, *Maastricht University, Netherlands*

Aspara, Jaakko, *Maastricht University, Netherlands*

Penning, Jeost, *Aalto University-School of Economics,  
Finland*

**A Quality Framework for Case Study Research:  
"CONVINCINGNESS"**

Farquhar, Jillian, *University of Bedfordshire, United  
Kingdom*

**Sustainability in the Business and Management  
Discipline: Twenty Years of Research**

Kordestam, Arash, *Lulea University of Technology, Sweden*

Peighambari, Kaveh, *Lulea University of Technology,  
Sweden*

Foster, Tim, *Lulea University of Technology, Sweden*

**Session 7.2. "The price made me do it!" Consumer  
Reactions to Pricing Signals**

Room: Port

Session Chair: Danny Weathers, *Clemson University*

**Comparing Consumer Reactions to Percentage and  
Absolute Values: An Analogue Magnitude Encoding  
Perspective**

Weathers, Danny, *Clemson University*

Swain, Scott, *Northeastern University*

Carlson, Jay, *Union University*

**Is there a better Price for this Good? Internet and Prevalence of Relative Thinking**

Thota, Sweta, *University of San Francisco*

**What's That Plane Ticket Worth? Responding to Dynamic Pricing Strategies**

Hanna, Richard C., *Northeastern University*

Smith, Gerald, *Boston College*

Lemon, Katherine, *Boston College*

**Session 7.3. Consumer Decision-Making and Learning**

Room: Compass

Session Chair: Byun, Kyung-Ah (Kay), *Texas Tech*

**Explaining NFL Fans' Purchase Intentions for Revered and Reviled Teams: A Dual-Process Perspective**

Sierra, Jeremy, *Texas State University - San Marcos*

Taute, Harry, *Utah Valley University*

Heiser, Robert, *University of Southern Maine*

**The Contagious Influence of Experiential Presentation in Online Negative Word-of-Mouth: A Sender's MAO Perspective**

Liao, Shuling,

**Consumer Information Search Behavior for Experiential and Material Purchases**

Aydin, Asli Elif, *Istanbul Bilgi University*

Selcuk, Elif Akben, *Bogazici University*

**Session 7.4. Product and Branding Issues**

Room: Steering

Session Chair: Lindquist, Jay, *Western Michigan University*

**Show Liking and Product Placement Execution: An Exploration of Changes in Consumer Evaluations of Television Programming**

Morris, John, *University of Texas - Pan American*

**A Two-Step Recommendation to Improve Stability in Free Choice Brand-Attribute Associations**

Maity, Devdeep, *Oklahoma State University*

**The Transfer of Personality from Associated Spokespersons to Brand**

Obilo, Obinna, *Louisiana Tech University*

**Achieving Consumer Loyalty in Athlete Branding: Examining the Relationship between Athlete Brand Image and Consumer Loyalty**

Arai, Akiko, *University of Florida*



Chang, Yonghwan, *University of Florida*

**Session 7.5. Achieving a Sustainable Supply Chain**

Room: Bridge

Session Chair: Daugherty, Patricia, *Michigan State University*

**Environmentally Sustainable Supply Chain Management: an Evolutionary Framework**

Coyle, John J., *Pennsylvania State University*

Thomchick, Evelyn A., *Pennsylvania State University*

Ruamsook, Kusumal, *Pennsylvania State University*

**Sustainable Logistics in Brazil and the United States: An Exploratory Study**

Leuschner, Rudolf, *Rutgers University*

Rogers, Dale, *Rutgers University*

**Marriage of Inconvenience: Value Co-destruction in an Interdependent Supply Chain Relationship**

Marcos-Cuevas, Javier, *Cranfield University*

Enz, Matias G., *Cranfield University*

Bastl, Marko, *Cranfield University*

Johnson, Mark, *Cranfield University*

**Session 7.6. Consumer Welfare and Marketing Promotions**

Room: Pelican

Session Chair: Cavazos-Olson, Carmina, *University of St. Thomas - Minnesota*

**An Exploratory Study of Extreme Couponing**

Zboja, James J., *University of Tulsa*

Gatzlaff, Kevin M., *Ball State University*

**Effects of Anti-Tobacco Brands Ad Parodies on Cigarette Brands Attitude**

Parguel, Béatrice, *DRM, Université Paris-Dauphine*

Lunardo, Renaud, *Groupe ESC Troyes*

Chebat, Jean-Charles, *HEC Montreal*

**Customer Retention in Hedonic and Utilitarian Services**

Stathopoulou, Anastasia, *Birkbeck, University of London*

Balabanis, George, *Cass Business School, City University*

**Session 7.7. Meet the Editors**

Room: Kabacoff

Session Chair: Ferrell, O.C., *University of New Mexico*

**Panel Discussion**

Hult, Tomas, *JAMS*

Hulland, John, *Journal of Marketing*

Stewart, David, *Journal of Public Policy & Marketing*

Babin, Barry J., *Journal of Business Research*

Sujan, Mita, *Journal of Consumer Psychology*

Ford, John, *Journal of Advertising Research*

**Session 7.8. The Challenge of Setting Prices and the Impact to the Firm**

Room: Windward

Session Chair: Liozu, Stephen, *Case Western Reserve*

**Sequential Learning of Optimal Sales Prices**

Kaptein, Maurits, *Eindhoven University of Technology*

Parvinen, Petri, *Aalto School of Economics*

**Firm Pricing Orientation and Pricing Decisions in Industrial Markets**

Liozu, Stephan, *Case Western Reserve University*

Hinterhuber, Andreas, *Hinterhuber & Partners*

**Mindful Pricing: Transforming Organizations through Value Based Pricing**

Liozu, Stephan, *Case Western Reserve University*

Hinterhuber, Andreas, *Hinterhuber & Partners*

Thursday 6 PM

Reception

Friday, May 18

Friday, 8:30 AM

**Session 8.1. Social Marketing Research: Measures, Analyses, and Implication Issues**

Room: Starboard

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

**Revisiting Netnography: Implications for Social Marketing Research Concerning Controversial and/or Sensitive Issues**

Ulusoy, Emre, *University of Texas - Pan American*

**Social Media Analysis as a New Tool - An Exploratory Study to Determine the Reliability and Validity of Analyses on the Social Web**

Bauer, Han H., *University of Mannheim*

Toma, Boris, *University of Mannheim*

Heinrich, Daniel, *University of Mannheim*

Campbell, Colin, *Monash University*

Rauschnabel, Phillipp, *University of Bamberg*

**A Comparative Evaluation of the Different Single-Item Selection Procedures for Construct Measures**

Sarstedt, Marko, *Ludwig-Maximilians-University Munich/IMM*

Wilczynski, Petra, *Ludwig-Maximilians-University Munich/IMM*

Diamantopoulos, Adamantios, *University of Vienna*

**Session 8.2. New Frontiers in Marketing Communication**

Room: Port

Session Chair: Weathers, Danny, *Clemson University*

**The Language of Advertising – Examining the Benefit of Construal-Matching**

Easwar, Karthik, *The Ohio State University*

Yang, Lifeng, *University of Mississippi*

**Making the Rainbow Connection: Factors Influencing Gay Consumers' Evaluations of Gay-Friendly Corporate Activities**

Oakenfull, Gillian, *Miami University*

**Disparities in Professional Services Advertising - Communicated and Conceived Identity**

Goldring, Deborah, *Florida Atlantic University*

**Session 8.3. Can Climate Change Salespeople? Impact of Ethical and Organizational Climate**

Room: Compass

Session Chair: Boyle, Brett, *St. Louis University*

**How Can Salespeople's Performance Be Improved? The Role of Ethical Climate and Ethical Behavior**

Lavorata, Laure, *University of Paris - East*

**Psychological Contract: Examining Climate and Job Satisfaction**

Hartmann, Nathaniel, *Purdue University*

**Evaluating the Effectiveness of Doctors as Salespeople: The Motivating Effect of Patient-Physician Interactions**

Sujan, Harish, *Tulane University*

Harlan, Timothy, *Tulane University*

Sujan, Mita, *Tulane University*

Buhrau, Denise, *American University*

Ager, Rick, *Tulane University*

**Dynamically Adapting Sales Influence Tactics in E-Commerce**

Kaptein, Maurits, *Eindhoven University of Technology, Netherlands*

Parvinen, Petri, *Aalto School of Economics, Finland*

**Session 8.4. JAMS Editorial Board Meeting**

Room: Steering (8:30 AM)

Chair: Hult, Tomas

JAMS ERB Members Only

**Session 8.5. The Power of Emotions and Norms on Exchange Behavior**

Room: Bridge

Session Chair: Cowart, Kelly, *Grand Valley State University*

**When Norms are Violated: The Role of Consumer Guilt in Service Relationships**

Pounders, Kate, *University of Nevada, Las Vegas*

**The Impact of Unwarranted Tip Requests on Self-Conscious Emotions, Attitudes, & Repatronage Intentions**

Hiler, Jacob L., *Louisiana State University*

Rice, Dan, *Louisiana State University*

Schmit, Dora, *Louisiana State University*

**Forming Product Return Intentions to Reduce Cognitive Dissonance after Purchase**

Maity, Devdeep, *Oklahoma State University*

**Session 8.6. Entrepreneurs, Networks and Success**

Room: Pelican

Session Chair: Kropp, Frederic, *Monterey Institute of International Studies*

**Culture, Competition and Customer: Tools for SME Success**

Singh, Sonal, *Macquarie University*

**Entrepreneurial Identity Brand Management: A Brand Management Model for SMEs**

de Gomez, Maria Isabel Rodriguez, *Universidad Francisco Marroquin*

Kang, Jikyeong, *University of Manchester*

**Tie Strength Dynamics within a Business Network**

Morrish, Sussie, *University of Centerbury*

Laurence, Rowan, *Bentham Laurence Ltd.*

**A Statistical Process to Incorporate the Use of Demographics to Help Select the "Best" Number of Market Segments**

Kara, Ali, *Penn State University - York Campus*  
Carmone, Frank, *Wayne State University*  
Friday, 8:30 AM

**Session 8.7. International Branding**

Room: Kabacoff

Session Chair: Parker, Janna, *Louisiana Tech University*

**Binational study of the impact of brand image, brand personality and brand love on word of mouth: The case of fashion brands in UK and Switzerland**

Arageh, Ahmed, *Universiti Utara Malaysia*  
Melewar, Tc, *Brunel University*

**How do market characteristics influence brand country of origin effects?**

Yang, Shuang, *University of Texas at El Paso*  
Jimenez, Fernando, *University of Texas at El Paso*  
Hadjimarcou, John, *University of Texas at El Paso*  
Frankwick, Gary, *University of Texas at El Paso*

**The Interplay Between Perceived Brand Globalness, Domestic Brand Origin, and Brand Attitude**

Tasoluk, Burcu, *Sabancı University*  
Calantone, Roger J., *Michigan State University*  
Deligonul, Seyda, *St. John Fisher College*  
Cavusgil, S. Tamer, *Georgia State University*

**Challenges and Chances for International Portfolio Acquisition Brands (IPA Brands) in Developing Countries**

Heinberg, Martin, *University of Duisburg-Essen*  
Taube, Markus, *University of Duisburg-Essen*

**Session 8.8. The Teaching of Social Media Marketing**

Room: Windward

Session Chair: Tuten, Tracy, *East Carolina University*

**Primary Forms of Social Media Marketing**

Tuten, Tracy, *East Carolina University*

**Developing Courses in Social Media Marketing**

Solomon, Michael, *St. Joseph's University and University of Manchester, UK*

**Social Media Marketing Projects & Activities**

Ladik, Daniel, *Seton Hall University*

Friday 10:00 AM Refreshment Break

Friday, 10:30 AM

Session 9.1. **Social Media**

Room: Starboard

Session Chair: Archer-Brown, Chris, *University of Bath, UK*

**Exploring Social Media Marketing Strategies in SMEs**

Pentina, Iryna, *University of Toledo*

Koh, Anthony, *University of Toledo*

**Web Analytics and Social Media Monitoring in Industrial Marketing: Tools for Improving Marketing**

**Communication Measurement**

Järvinen, Joel, *Jyväskylä University School of Business and Economics, Finland*

Töllinen, Aarne, *Jyväskylä University School of Business and Economics, Finland*

Karjaluoto, Heikki, *Jyväskylä University School of Business and Economics, Finland*

Platzer, Elisabeth, *Evolaris, Austria*

**Fostering Social Media Relationships: The Role of Parasocial Interaction**

Labrecque, Lauren, *Northern Illinois University*

Session 9.2. **Perspectives on Source Effects: Negative Publicity, Company Transgressions, and Misattribution**

Room: Port

Session Chair: Moulard, Julie Guidry, *Louisiana Tech University*

**Negative Spokesperson Publicity: Comparing the Reactions of Investors and Firms**

Raithel, Sascha, *Ludwig Maximilians University*

Hock, Stefan, *Virginia Tech*

**Consider the Source: Comparing Customer Reactions to Hearing about a Company Transgression by Word-of-Mouth vs. through the Media**

Landers, V. Myles, *University of Alabama*

Harrison, Mary P., *Birmingham-Southern College*

Northington, William Magnus, *University of Alabama*

**Source Misattribution for the Sake of Attitude Change: A Conceptualization of the Role of Social Identity in Inducing Dissociative Processing**

Foos, Adrienne, *University of Manchester*

Keeling, Kathy, *University of Manchester*

Keeling, Debbie, *University of Manchester*

Friday, 10:30 AM

**Session 9.3. Corporate Social Responsibility**

Room: Compass

Session Chair: Darrat, Mahmoud, *Auburn University Montgomery*

**The Role of Corporate Social Responsibility in Consumer Evaluation of Nutrition Information Provision by Restaurants**

Ye, Christine, *Florida State University*

Pelozo, John, *Florida State University*

Cronin, Joseph, *Florida State University*

**The "Bigger" Company Responsibility - When One Bad Product Harms a Country's Image**

Huber, Frank, *Johannes Gutenberg - University Mainz*

Meyer, Frederik, *Johannes Gutenberg - University Mainz*

Weihrauch, Andrea, *Johannes Gutenberg - University Mainz*

**Is CSR Important For All Types of Fans? : The Value of Corporate Social Responsibility in Sport**

Giroux, Marilyn, *Concordia University*

Pons, Frank, *Laval University*

Mourali, Medhi, *University of Calgary*

**Session 9.4. Buyers and Sellers**

Room: Windward

Session Chair: Wu, Yinglu, *Louisiana State University*

**Structural Equation Model for Restaurant-related Attributes, Perceived Overall Service Quality, Perceived Value and Customer Behavioral Intention**

Chen, Shiu Chun, *Graduate School of Business and Operations Management, Chang Jung Christian University*

Wang, Cheng-Hua, *Chang Jung Christian University*

Chen, Kuan-Yu, *National Ping tung University of Science and Technology*

**The Flea Markets and Marketing at the Bottom of the Pyramid**

Petrescu, Maria, *Florida Atlantic University*

Bhatli, Dhruv, *IRG, Universite Paris Est*

**Persuasion Knowledge Model as a Framework for Researching Loyalty Dynamism Using Critical Incident Technique**

Thiele, Sharyn Rundle, *Griffith University*

Siemieniako, Dariusz, *Bialystok University of Technology*

Urban, Wieslaw, *Bialystok University of Technology*

Session 9.5. **Intelligence and Salesperson's Effectiveness:  
What Intelligence?**

Room: Bridge

Session Chair: Hollet-Haudebert, Sandrine, *University of Paris  
- East*

**Cultural Intelligence and Emotional Intelligence in External  
and Internal Sales Relationships**

Lassk, Felicia, *Northeastern University*

Lee, Yang, *Northeastern University*

**Marketing Intelligence Fosters Ownership Among  
Salespersons to Improve Their Service Quality: A Role of  
Marketing**

Fukutomi, Gen, *Kyoto Sangyo University*

**Helping Teammates During New Product Selling: When  
Does It Pay Off?**

Van Der Borgh, Michel, *Tilburg University, Netherlands*

De Jong, Ad, *Eindhoven University of Technology*

Nijssen, Edwin, J., *Eindhoven University of Technology*

**Empowering Salespeople: Does It Work?**

Yim, Frederick, *Hong Kong Baptist University*

Swaminathan, Srinivasan, *Drexel University*

Anderson, Rolph, *Drexel University*

Session 9.6. **Understanding Customer Loyalty and Customer  
Value Perceptions**

Room: Pelican

Session Chair: Kara, Ali, *Penn State University, York Campus*

**Customer Relationship Management: The Evolving Role of  
Customer Data**

Saarijarvi, Hannu, *University of Tampere*

Karjaluoto, Heikki, *University of Jyväskylä*

Kuusela, Hannu, *University of Tampere*

**Toward an Understanding of Customer Negotiation  
Behavior**

Holmes, Yvette, *Florida State University*

Bonney, Leff, *Florida State University*

**What Consumers Value: Relationships and Quality**

Mangus, Stephanie, *Louisiana State University*

Hiler, Jacob L., *Louisiana State University*

Black, William C., *Louisiana State University*

Folse, Judith Anne Garretson, *Louisiana State University*

Waltz, Anna M., *Grand Valley State University*

Discussion Leader:



Hiler, Jacob, *Louisiana State University*

**Session 9.7. Marketing Professoriate of the Future:  
Landscape and Strategies**

Room: Kabacoff

Session Chair: Sivakumar, K., *Lehigh University*

**Marketing Faculty Career Management Issues of the Future**

Sivakumar, K., *Lehigh University*

**Future Challenges in the Teaching of Marketing**

Crittenden, Victoria, *Boston College*

**Future of Marketing Knowledge Creation and Dissimination**

Hult, G. Tomas M., *Michigan State University*

**Session 9.9. Board of Governors Meeting**

Room: Steering

Session Chair: Hair, Joseph and Babin, Barry

BOG Members Only

Friday, 12:00 PM

**Session 10.0. AMSReview Editorial Review Board Meeting**

Room: Bridge

Session Chair: Crittentent, Vicky; Peterson, Robert

A.**AMSReview** ERB Members

**Session 10.01 JPSSM Editorial Review Board Meeting**

Room: Windward

**JPSSM** ERB Members

Lunch On Your Own

Friday, 1:30 PM

**Session 10.1. When Consumers Get Emotional**

Room: Starboard

Session Chair: Pounders, Kate, *University of Nevada, Las Vegas*

**Affect and Self-Expression as Determinants of a Lasting  
Purchase: The Case of the Tattoo Patron**

Sierra, Jeremy, *Texas State University - San Marcos*

Jillapalli, Ravi, *Texas State University - San Marcos*

Badrinarayanan, Vishag, *Texas State University*

### **Mortality Salience, Mood Regulation and Materialism**

Lehnert, Kevin, *Grand Valley State University*

Cowart, Kelly, *Grand Valley State University*

### **How do Fine-grained Emotion Affect Helpfulness Vote of a Product Review? Evidence from User Generated Content Using Latent Semantic Analysis**

Ahmad, Shimi, *Concordia University*

Laroche, Michel, *Concordia University*

### **Session 10.2. Corporate Social Responsibility: Social and Sustainable Marketing**

Room: Port

Session Chair: Atinc, Guclu, *Drake University*

### **How to Adopt Social Behavior to Achieve Efficient Social Marketing**

Chang, Kuei-Feng, *Da-yeh University*

Yang, Hao-Wei, *Chaoyang University of Technology*

### **Customer-Driven Benchmarking: A Strategic Approach Leading to Sustainable Marketing Performance**

Shamma, Hamed, *The American University in Cairo*

Hassan, Salah, *The George Washington University*

### **Social Mobility and the Demand for Luxury in Russia: A Typology of Russian Consumers of Luxury Goods**

Kivenzor, Gregory J., *Rivier College*

Toffoli, Ray, *University of Quebec*

### **Session 10.3. Marketing Controversies**

Room: Compass

Session Chair: Borges, Adilson, *Reims Management School*

### **Panel Discussion**

Babin, Barry J., *Louisiana Tech University*

### **Marketing of Marketing in a Market Economy**

Samli, A. Coskun, *University of North Florida*

Gray, James, *University of North Florida*

### **Marketing and Logistics in Context**

El-Ansary, Adel I., *University of North Florida*

### **Globalization: Boon or Bane**

Sussan, Fiona, *George Mason University*

### **Session 10.4. AFM Special Session: Best Papers from RAM**

Room: Steering

Session Chair: Herrmann, Jean-Luc, *University of Metz*

**Brand Loyalty Intention of Virtual Brand Community Members: the Dual Role of Commitment**

Raies, Karine, *Business School of Saint-Etienne, CERAG Research Center*

Gavard-Perret, Marie-Laure, *University of Grenoble, CERAG Research Center*

**On the Influence of Web Users' Opinions: the Role of Social Presence and Expertise**

Ardelet, Caroline, *University of Paris-Dauphine, DRM research center*

Brial, Bérangère, *University of Paris-Dauphine, DRM Research Center*

**Using Postmodernism to Better Understand Virtual Worlds as a Consumption Experience: the Second Life Case**

El Kamel, Leila, *UQAM Montréal Québec*

Rigaux-Bricmont, Benny, *UQAM Montréal Québec*

**Session 10.5. Managing Supply Chain Relationships**

Room: Bridge

Session Chair: Ellinger, Alexander E., *University of Alabama*

**Supply Chain Alertness: A Relational View**

and Marie-Laure Gavard-Perret (University of Grenoble, CERAG research center, France), *Nicholls State University*

Goldsby, Thomas J., *Ohio State University*

Holsapple, Clyde W., *University of Kentucky*

Goldsby, Michael G., *Ball State University*

**A Framework for Relational Behaviors in Supply Chains: A Social Exchange and Strategic Alignment 'Fit' Perspective**

Iyer, Karthik, *University of Northern Iowa*

Firouzi, Azam, *University of Northern Iowa*

**Authenticity in the Channel**

Beckman, Terry, *Athabasca University*

**Session 10.6. Exploring the On-line Offering**

Room: Pelican

Session Chair: Zorn, Steffen, *Curtin University, Australia*

**The Price of Customer Engagement: How Substitution in Online Services Leads to Decreasing Revenues**

Lindholm, Jerry, *Aalto School of Economics*

Parvinen, Petri, *Aalto School of Economics*

Kaptein, Maurits, *Eindhoven University of Technology*

**Managing Information Overload: The Case of Online Product Review Categorization**

Coussement, Kristof, *IESEG School of Management, France*

Antioco, Michael, *EM Lyon Business School, France*

**Towards the Measurement of Online Influence**

Archer-Brown, Chris, *University of Bath, UK*

Piercy, Niall, *University of Bath, UK*

Joinson, Adam, *University of Bath, UK*

**Factors Affecting Consumers' Willingness to Adopt E-Health Information**

Park, Jung Kun, *University of Houston*

Amendah, Eklou, *Southern New Hampshire University*

Chung, Christina, *Ramapo College of New Jersey*

**Session 10.7. Meet the Editors**

Room: Kabacoff

Session Chair: Ferrell, O.C., *University of New Mexico*

**Panel Discussion**

Crittenden, Victoria, *AMS Review*

Brée, Joël, *Research and Applications in Marketing (RAM)*

Ganesan, Shankar, *Journal of Retailing*

Marshall, Greg, *Journal of Marketing Theory and Practice*

Ahearne, Michael, *Journal of Personal Selling & Sales Management*

Beatty, Sharon, *Journal of Services Research*

**Session 10.8. eCommerce II**

Room: Windward

Session Chair: Srinivasan, Swaminathan, *Drexel University*

**Is More Information Content Always Good? Investigating the Impact of Website Interface Features on E-Retailer's Sales Performance**

Ashraf, Abdul, *Brock University*

Thongpapanl, Narongsak, *Brock University*

**Online Shopping Experiences: The Use and Appropriation of Commercial Websites Through a Qualitative Survey Carried Out in France**

Trevinal, Aurelia Michaud, *University of La Rochelle - IUT*

Stenger, Thomas, *University of Poitiers - IAE*

**Use and Adaptation of International Internet Marketing Communications: A Conceptual Model**

Boutin, Philip, *University of Tennessee*

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Friday, 3:30 PM

**Session 11.1. The Influence of Perceived Control on Consumer Attitudes and Behaviors**

Room: Starboard

Session Chair: Sierra, Jeremy, *Texas State University - San Marcos*

**A Modified Social Cognitive Model Predicting Patient Health Behaviors: The Mediating Role of Hope**

Makarem, Suzanne, *Virginia Commonwealth University*

**Consumer Locus of Control: Assessment Instrument Construction and Validation**

Tobacyk, Jerome C., *Louisiana Tech University*

Babin, Barry J., *Louisiana Tech University*

**Am I Being Manipulated? The Effects of Co-Creation and Sales Person Orientation on Customer Affect**

Zhuang, Weiling, *Eastern Kentucky University*

Obilo, Obi, *Louisiana Tech University*

Locander, David, *Louisiana Tech University*

Moulard, Julie, *Louisiana Tech University*

**Session 11.2. Marketing Theory and Strategy**

Room: Port

Session Chair: Ford, John, *Old Dominion University*

**Marketing as Science: Does it Matter?**

Upshaw, Danny, *Louisiana Tech University*

**Blueprint of a General Theory -- Marketing Literature Review**

Wei, Hua, *Old Dominion University*

**Marketing Dynamic Capabilities: A Review of Conceptualization and Development, Theoretical Foundations and Future Research Agenda**

Khantimirov, Denis, *Old Dominion University*

**Revisiting Marketing Strategy: Towards Detecting the Main Factors in Developing a Marketing Strategy**

Ulusoy, Emre, *University of Texas - Pan American*

**Session 11.3. Managing Complexity and Risk in Supply Chains**

Room: Compass

Session Chair: Enz, Matias G., *Cranfield University*

**Towards a Modular Unit of Analysis in Supply Chain Management**

Miller, Jason, *Ohio State University*

Schwieterman, Matthew, *Ohio State University*

**Evaluating Supply Chain Risk Mitigation Strategy**

Chang, Woojung, *University of Alabama*

Ellinger, Alexander E., *University of Alabama*

**The Sources of Purchase Risks of a New Packaging Technology from a Supply Network Perspective: A Structured Abstract**

Hakola, Jenni, *University of Jyväskylä*

Munnukka, Juha, *University of Jyväskylä*

**Session 11.4. Young Consumers**

Room: Steering

Session Chair: Aysen Bakir, *Illinois State University*

**Young Children as Parents' Extended Selves**

Hughes, Mine Ucok, *Woodbury University*

Kaigler-Walker, Karen, *Woodbury University*

Bendoni, Wendy, *Woodbury University*

**Coping with Each Other: An Exploration of the Thoughts and Interactions of Retail Employees and Teen Shoppers Co-Existing at the Mall**

Mallalieu, Lynnea, *University of North Carolina Wilmington*

**Adolescents' Perceptions and Attitudes Towards Smoking**

Sonal Singh, *Macquarie University*

**Addressing Childhood & Adolescent Obesity: Misperceptions of Weight Status**

Desrochers, Debbie, *University of Westminster*

Dahl, Stephan, *University of Hull*

**Session 11.5. Consumer Identity and Sense of Self**

Room: Bridge

Session Chair: Hartley, Phillip, *Louisiana State University*

**Who Am I to You? An Existential-Phenomenological Study of Romance, Sense of Self and Cosmetics Use**

Liu, Chihling, *University of Manchester, Manchester Business School*

Keeling, Debbie, *University of Manchester, Manchester Business School*

Hogg, Margaret, *University of Lancaster, Lancaster Business School*

**The Postmodern Consumer: An Identity Constructor?**

Hamouda, Manel, *Faculty of Economics Sciences and Management*

**Any User Can be any Self that They Want so Long as it is what they 'Ought' to Be**

Marder, Ben, *University of Bath*

Joinson, Adam, *University of Bath*

Shankar, Avi, *University of Bath*

Archer Brown, Chris, *University of Bath*

**My Values or Our Identity? The Moderating Role of Identities on Values-Behavior Congruence and Green Consumption Decisions.**

Costa Pinto, Diego, *Reims Management School, V&P Behavioral Lab*

Nique, Walter, *UFRGS*

Borges, Adilson, *Reims Management School, V&P Behavioral Lab*

Herter, Marcia Maurer, *Reims Management School*

**Session 11.6. Consumer Response to Product Texture, Packaging and Process**

Room: Pelican

Session Chair: James, Kevin, *Louisiana Tech University*

**How Smooth does it feel? The Effects of Food Texture on Consumer Nutritional Perceptions**

Szocs, Courtney, *University of South Florida*

Biswas, Dipayan, *University of South Florida*

Lehmann, Donald, *Columbia University*

**Biased Evaluation of Products caused by Targeting Effect of Multilingual Product Packaging**

Gopinath, Mahesh, *Old Dominion University*

Glassman, Myron, *Old Dominion University*

Nyer, Prashanth, *Chapman University*

**How to Make Non-Natural Products Appear More Natural? Changes in Process Work Better Than Changes in Content**

Gomez, Pierrick, *Reims Management School*

**Session 11.7. eCommerce I**

Room: Kabacoff

Session Chair: Järvinen, Joel, *Jyväskylä University School of Business and Economics*

**Satisfaction and Loyalty in E-Commerce: The Moderating Role of Nationality**

Thijis, Van Den Haak, *Woger Trading International*

Srinivasan, Swaminathan, *Drexel University*

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Nesbitt, Jane Mckay, *Bryant University*  
Ryan, Chad, *Bryant University*

**Clicking or Buying? Determinants of E-Impulse Buying**

Jeon, Sua, *University of North Texas*

Kim, Haejung, *University of North Texas*

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Room: Windward

Session Chair: Kozar, Joy M., *Kansas State University*

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Cho, Sooeun, *University of North Carolina at Greensboro*

Hodges, Nancy, *University of North Carolina at Greensboro*

Watchravesringkan, Kittichia, *University of North Carolina at Greensboro*

**Attitudinal Segmentation and Loyalty of Retailer Online Community Users**

McGoldrick, Peter, *Manchester Business School*

Hampson, Daniel, *Manchester Business School*

Nanakida, Kaori, *Manchester Business School*

**Positive Consumption Emotion to Purchase Intention: Cross-Cultural Evidence from China and India**

Kang, Ji Hye, *Kansas State University*

Jin, ByoungHo, *University of North Carolina at Greensboro*

**Profiling Thailand's Retail Industry: An Analysis of Market Change and Opportunities for Future Growth**

Kananukul, Chawanuan, *University of North Carolina at Greensboro*

Hodges, Nancy, *University of North Carolina at Greensboro*

Watchravesringkan, Kittichai, *University of North Carolina at Greensboro*

5:00 PM Steering

AMS Business Meeting

5:30 PM Versailles Ballroom

AMS President's

Reception

6:30 PM Versailles Ballroom

Key Note Speakers:

Lt. Governor Jay Dardenne, State of Louisiana



Anthony J. Palmer, CMO Kimberly-Clark, 2012 AMS  
Outstanding Marketer

Banquet Follows Immediately

Music: Stevey Riley and the Mamou Playboys  
Dancing: AMS Fellows

Saturday, May 19

Saturday, 8:30 AM

**Session 12.1. Consumer Emotion and Empowerment**

Room: Starboard

Session Chair: Schmit, Dora E., *Louisiana State University*

**The Effect of Social Influence on Consumer Regret**

Kuo, Hsiao-Ching, *University of South Florida*

**La Vie Boheme? The Role of an Operatic Flash Mob on  
Consumer Behavior**

Grant, Philip, *The Royal Institute of Technology*

Bal, Anjali, *Simon Fraser University*

Pitt, Leyland, *Simon Fraser University*

Mills, Adam, *Simon Fraser University*

Chan, Anthony, *The Lulea University of Technology*

**Female consumers: Empowerment through DIY  
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Wolf, Marco, *University of Southern Mississippi*

Foster, Jamye, *University of Southern Mississippi*

Albinsson, Pia, *Appalachian State University*

**Session 12.2. Management & Marketing Collaboration II**

Room: Port

Session Chair: Ocal, Yasemin, *Louisiana Tech University*

**The Role of Individual-Level Factors in Explaining Marketing  
Power**

Marx, Corina, *RWTH Aachen University*

**How Do Ambidextrous Minds Create New Products?**

**Analogical Thinking as a Key to Achievement of**

**Ambidexterity in New Product Creation**

Viola, Loredana, *WU Vienna*

Karhu, Päivi, *WU Vienna*

**Consumer = Prospective Employee? The Influence of  
Organizational Products/Services on the Perception of the  
Employer Brand**

Hochegger, Simone, *Alpen-Adria-University of Klagenfurt*

Terlutter, Ralf, *Alpen-Adria-University of Klagenfurt*

**The Role of Need of Cognition on Responses to Catalogs**

Jones, Joseph, *North Dakota State University*

Saturday, 8:30 AM

**Session 12.3. Internationalization and Methodology**

Room: Compass

Session Chair: Ozkaya, Erkan, *CSPU*

**An Assessment of Hierarchical Linear Modeling in International Business**

Ozkaya, Erkan, *California State Polytechnic University Pomona*

Hult, Tomas, *Michigan State University*

Srivastava, Chitra, *California State Polytechnic University Pomona*

Kolev, Kalin, *Michigan State University*

Dahlquist, Steven / Manjeshware, Sonia, *Michigan State University / Michigan State University*

**Understanding Factors that Impact Firms' Intent to Export in the Future**

Oyedele, Adesegun, *St. Cloud State University*

**Internationalization Patterns of Fast Fashion Retailers: Does it Follow Uppsala Model?**

Childs, Michelle, *University of North Carolina Greensboro*

Jin, Byoungho, *University of North Carolina Greensboro*

**Session 12.4. Organizational Technology Usage**

Room: Steering

Session Chair: Chinje, Nathalie, *University of the Witwatersrand, Johannesburg*

**Social Media Marketing in B2B-Companies: An Empirical Investigation of the Actual Usage, Challenges and Future Expectations of B2B Social Network Activities**

Paluch, Stefanie, *TU Dortmund University*

Holzmüller, Hertmut, *TU Dortmund University*

**Risk perception in remote service encounters**

Paluch, Stefanie, *TU Dortmund University*

Wuenderlich, Nancy, *University of Paderborn*

**Market Turbulence and Electronic Approaches to Marketing in Wine Sector SMEs**

Madill, Judith, *University of Ottawa*

Neilson, Leighann, *Carleton University*

**An Investigation of Factors Affecting Marketing Information Systems' Use**

Khodakarami, Farnoosh, *University of North Carolina at Chapel Hill*

Chan, Yolande, *Queen's University*

**A Framework for Examining B2B Digital Communication**

Murphy, Micah, *Florida Atlantic University*

**Session 12.5. Consumer Concerns, Beliefs, Values, and Attitudes toward Technology**

Room: Bridge

Session Chair: Park, Jungkun, *University of Houston*

**Effects of National Culture on the Development of Consumer Social e-Shopping: Two Country Individual and National-Cultural Comparison**

Xu-Priour, Dong Ling, *ESC Rennes*

**Technology Acceptance Model, Consumer Personality and Smartphone Users' Satisfaction**

Chang, Enchi, *Perfect Translation & Compunet*

Huang, Chiaying, *Manchester Business School*

**A Study of Understanding When Technology Attributes Can Increase Preference**

Min, Junhong, *Michigan Technological University*

Segal, Madhav, *Southern Illinois University Edwardsville*

**Generational Differences in Online Trust Development: Millennials v. Baby Boomers**

Obal, Michael, *Temple University*

**Session 12.7. Cross Cultural Consumer Behavior**

Room: Kabacoff

Session Chair: Labrecque, Lauren, *Northern Illinois University*

**The Proper Meal, Social Capital, and Jia Ren Guanxi in Urban China**

Burns, Alvin, *Louisiana State University*

Veeck, Ann, *Western Michigan University*

Yu, Hongyan, *Sun Yat-Sen University*

Liu, Linda, *Louisiana State University*

**The Exploratory Study of Drinking Motives Among Polish Female Undergraduate Students**

Kubacki, Krzysztof, *Griffith University*

Siemieniako, Dariusz, *Bialystok University of Technology*

**Values as Antecedents for Ecologically Conscious Consumer Behavior Among Seniors: A Cross-Cultural Comparison**

Riley, Lynn S., *Liverpool John Moores University*  
Kohlbacher, Florian, *German Institute for Japanese Studies*  
*Tokyo*

Saturday, 10:00 AM Break

Saturday, 10:30 AM

**Session 13.1. Research Issues in Branding, Proliferations and Segments**

Room: Starboard

Session Chair: Mena, Jeanette, *University of South Florida*

**Value, Brand, and Relationship Drivers in Cellular Phone Markets**

Nel, Deon, *Flinders University*

Plangger, Kirk, *Simon Fraser University*

**Modeling the Effects of Brand Proliferation on Category Expansion and Cannibalization**

Sivakumar, K., *Lehigh University*

**Customized Communication Incongruity (CCI) through the Activation of African-American Stereotypes**

Arora, Anshu, *Savannah State University*

**Session 13.2. Understanding Retail Employees and Their Impact on Sales Performance**

Room: Port

Session Chair: Rapp, Adam, *University of Alabama*

**IMO Diffusion, Employee Outcomes and Perceived Service Quality**

Boukis, Achilleas, *Athens University of Economics and Business*

Gounaris, Spiros, *Athens University of Economics and Business*

Kostopoulos, Giannis, *Athens University of Economics and Business*

Kaminakis, Kostas, *Athens University of Economics and Business*

**Predictors of Retail Salesperson Creativity and Associated Performance Implications**

Rapp, Adam, *University of Alabama*

Agnihotri, Raj, *William Patterson University*

Andzuliz, James 'Mick', *University of Alabama*

Gabler, Colin, *University of Alabama*

**Session 13.3. Orientations, Norms and Experiences:  
Antecedents of Loyalty or Commitment in Relationships**

Room: Compass

Session Chair: Parker, Janna M., *Louisiana Tech University*

**Value Generation and Impact on Commitment in Business  
to Business Relationships**

Ribeiro, Aurea Helena Puga, *Fundação Dom Cabral*

Pereira, Leda Lima, *Fundação Dom Cabral*

Robbe, Raquel, *Fundação Dom Cabral*

**Social Networking Sites vs. Traditional Advertising:  
Examining Influence over Information**

Martinez, Jennifer, *University of Memphis*

Royne, Marla, *University of Memphis*

Kowalczyk, Christine, *East Carolina University*

**Session 13.4. Issues on Consumer Motivation**

Room: Steering

Session Chair: Garrity, Carolyn, *Louisiana State University*

**The Relationship between Motivation, Self-Control, and  
Locus of Control within Gambling**

Northington, William M., *University of Alabama*

Beatty, Sharon, *University of Alabama*

Lindridge, Andrew, *The Open University*

**Preliminary Results on Free Toys and Fast Food: A  
Structured Abstract**

Jones, Joseph, *North Dakota State University*

**Gone but Not Forgotten: Exploring the Underlying Meaning  
and Motives in Gift-Giving to the Deceased**

Drenten, Jenna, *University of Georgia*

McManus, Kristy, *University of Wisconsin- La Crosse*

Labrecque, Lauren, *Northern Illinois University*

**Session 13.6. Latin American Marketing Issues I**

Room: Pelican

Session Chair: Sosa-Varela, Juan C., *Universidad del Turabo*

**Beer Advertising on TV and Occurrence of Traffic Accidents  
in Peru**

Lau, Milos, *Pontificia Universidad Catolica de Peru*

Botelho, Delane, *EAESP-FGV*

**Corporate Social Responsibility and High and Low Income  
Customers: different perceptions of benefit, value, price  
and purchase intent**

Quintao, Ronan, *CEFET-MG/EAESP-FGV*

Giuliana, Isabella, *EAESP-FGV/ESAGS*

## **Commercial Interventions in Blogs**

Zanette, Maria Carolina, *FGV-EAESP*

## **Session 13.7. Excellence in Action: 2012 AMS Outstanding Marketing Teacher Award Winners' Presentations**

Room: Kabacoff

Session Chair: Robertson, Bruce, *San Francisco State University*

## **"Creating and Delivering Curriculum-based Experiential Learning Courses - 120 Students At A Time."**

Oakenfull, Gillian, *Miami University*

## **Getting Students to Buy What We Sell: Product Involvement, Customer Relationship Management, and Customer Satisfaction**

Rinaldo, Shannon, *Texas Tech University*

## **Improving the MBA Student Education Experience: Action Points for Instructors and Other Key Stake Holders**

Wirtz, Jochen, *National University of Singapore*

## **Session 13.8. Emotions, Intentions and Impulses**

Room: Windward

Session Chair: Ford, John, *Old Dominion University*

## **From Desire to Necessity: The Role of Emotions, Attitudes, Perception of Loss, and Subjective Norms**

Cruz-Milan, Oliver, *University of Texas - Pan American*

## **The Role of Guilty and Shame on Conspicuous Consumption**

Locander, David, *Louisiana Tech University*

## **Search: An Expense or an Experience? Exploring the Impact of Search on Product Return Intentions**

Maity, Devdeep, *Oklahoma State University*

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Goolsby, Jerry	3.6	Hassan, Salah	10.2
Gopinath, M.	11.6	Haudebert, Sandrine, H.	1.2
Gounaris, Spiros	13.2	Hayati, Pedram	1.6
Grant, Philip	12.1	Heidenreich, S.	5.2
Gray, James	10.3	Heinberg, M.	8.7
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Gressel, Justin	6.8	Heiser, Robert	7.3
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Grove, Stephen	3.6	Helm, Amanda	2.2
Gruber, Verena	5.3	Herrmann, Jean-Luc	10.4
Gui, Raluca	5.4	Herter, Marcia Maurer	11.5
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