

2001 SMA Conference Program

TUESDAY	
<p>Tuesday, November 6 8:00 a.m. - 5:00 p.m.</p> <p><i>Rosedown</i></p>	<p>Fourth Annual Retail Strategy and Consumer Decision Research Seminar</p> <p>Co-Chairs:</p> <p>Barry Babin, The University of Southern Mississippi Jean-Charles Chebat, HEC - Montreal Robert A. Robicheaux, University of Alabama</p>
<p>Tuesday, November 6 2:00 p.m. - 6:00 p.m.</p> <p><i>Hilton Exhibition Center (HEC)</i></p>	<p>SMA Doctoral Consortium</p> <p>Co-Chairs:</p> <p>Barry Babin, The University of Southern Mississippi Faye Gilbert, University of Mississippi</p>

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WEDNESDAY	
<p>Wednesday, November 7 8:00 a.m. - 5:00 p.m.</p> <p style="text-align: center;"><i>Rosedown</i></p>	<p>Fourth Annual Retail Strategy and Consumer Decision Research Seminar</p>
<p>Wednesday, November 7 8:00 a.m. – 5:00 p.m.</p> <p style="text-align: center;"><i>Jasperwood</i></p>	<p>SMA Doctoral Consortium</p>
<p>Wednesday, November 7 1:00 p.m. – 5:00 p.m.</p> <p style="text-align: center;"><i>Magnolia</i></p>	<p>SMA Pre-Conference Workshop on Structural Equations Modeling (focusing on conceptual/statistical issues with basic confirmatory factor models and latent variable structural equation models)</p> <p>Co-sponsored by SMA and Southern Management Association</p> <p>Facilitator:</p> <p>Larry Williams, Virginia Commonwealth University</p>
<p>Wednesday, November 7 6:00 p.m. – 7:00 p.m.</p> <p style="text-align: center;"><i>Hilton Exhibition Center (HEC)</i></p>	<p>SMA Welcoming Reception All SMA Conference Attendees are invited</p>

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THURSDAY	
<p>Thursday, November 8 8:30 a.m. – 10:00 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 7</i></p>	<p>Research in Marketing Education</p> <p>Session Chair: Alexander Ellinger, University of Alabama Discussion Leader: Jesse Moore, Clemson University</p> <p><i>Enhancing Research Skill and Embracing Service Learning</i> Nora Barnes, University of Massachusetts</p> <p><i>The Eights Ds: A Framework for the Discipline of Marketing Management</i> Best Paper in Track Award Sponsored by South-Western Publishing Company Michael R. Hyman, New Mexico State University</p> <p><i>Do I Know What I Want to Do?: An Application of Marketing Planning</i> Rhea Ingram, Middle Tennessee State University Donna Mayo, Middle Tennessee State University</p>
<p>Thursday, November 8 8:30 a.m. – 10:00 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 10</i></p>	<p>Legal, Ethical and Social Issues in Marketing Management</p> <p>Session Chair: Glynn Mangold, Murray State University Discussion Leader: Scott Johnson, University of Louisville</p> <p><i>Athletics With a Cause: The Intersection of Sports and Social Responsibility</i> Donald P. Roy, Middle Tennessee State University Timothy R. Graeff, Middle Tennessee State University</p> <p><i>Legal Obligations of Celebrity Endorsers</i> Fred Morgan, University of Kentucky Carla Canada-Johnson, University of Kentucky Chris McCrory, University of Kentucky</p> <p><i>Big Brother Has a Deal for You: The Ethics of M-Commerce</i> Susan H. Godar, William Paterson University Patricia J. O'Connor, Queens College - CUNY</p>

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<p>Thursday, November 8 8:30 a.m. – 10:00 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 11</i></p>	<p>Borrowing Techniques and Knowledge from Other Disciplines for Use in Marketing Research and Practice</p> <p>Session Chair: Jeff Totten, Bemidji State University Discussion Leader: Carl McDaniel, University of Texas at Arlington</p> <p><i>Cautions and Precautions on the Use of “Borrowed” Scales in Marketing Research</i></p> <p style="text-align: center;">Best Paper in Track</p> <p>Brian Engelland, Mississippi State University Bruce Alford, Mississippi State University Ron Taylor, Mississippi State University</p> <p><i>Classification of Companies by Type and Extent of Market Research Use: An Empirical Study</i></p> <p>Ganish Raguragavan, Massey University Tony Lewis, Massey University Zane Kearns, Massey University</p> <p><i>Knowledge Borrowing: Embellishing or Eroding the Theory Base in Marketing?</i></p> <p style="text-align: center;">Best Student Paper in Track</p> <p>Daniel M. Ladik, University of South Florida</p> <p><i>‘Here’s Looking at You, Kid’: Eye Tracking Applications in Consumer Information Processing Research</i></p> <p>Reto Felix, Universidad de Monterrey Wolfgang Hinck, University of Texas-Pan American</p>
<p>Thursday, November 8 8:30 a.m. – 10:00 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 12</i></p>	<p>Situational and Personal Factors Affecting Salesperson Performance and Control</p> <p>Session Chair: John B. Ford, Old Dominion University Discussion Leader: Robert McMurrian, University of Tampa</p> <p><i>Salesperson Performance: The Effect of Salesperson-Role-Identity Salience, Commitment to Supervisor, and Job Satisfaction</i></p> <p>Mark Fish, Texas Tech University C. Michael Wittmann, University of North Texas Dennis B. Arnett, University of Texas at San Antonio</p> <p><i>The Impact of Sales Problems on Sales Unit Performance</i></p> <p>Thomas Porter, University of North Carolina at Wilmington Brian Lilly, University of Wisconsin at Oshkosh William Meo, fob.com</p> <p><i>An Examination of the Characteristics of Behaviors, Outcome-Based Canadian Salesforces</i></p> <p>A. Tansu Barker, Brock University</p>

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<p>Thursday, November 8 8:30 a.m. – 10:00 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 13</i></p>	<p>Critical Issues in Education</p> <p>Session Chair: Christopher D. Hopkins, Clemson University Discussion Leader: George Stone, Georgia College and State University</p> <p><i>Moderating Effects of Motivation and Optimism on the Relationship Between Ability and Performance Perceptions Among College Students</i> Sarith Norris, Arkansas State University David Wright, Arkansas State University Melodie Philhours, Arkansas State University</p> <p><i>Investigating a Dark Side of Student Behavior</i> Bruce L. Stern, Portland State University Cammie Wallbaum, Portland State University</p> <p><i>Adding Internet Technology to Classroom Pedagogy</i> Patricia A. Knowles, Clemson University Roger Gomes, Clemson University</p> <p><i>No More Retreat: Heading into the Eye of the Storm with 15 Years of Research Achievement in the Journal of Marketing</i> John Ford, Old Dominion University Tony Henthorne, The University of Southern Mississippi Michael La Tour, Auburn University</p>
<p>Thursday, November 8 8:30 a.m. – 10:00 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 14</i></p>	<p><u>Special Session</u> Future Contributions of Marketing to Higher Education</p> <p>Moderator: Mary Anne Raymond, Clemson University</p> <p>Panelists: William Moncrief, Texas Christian University J. Barry Mason, University of Alabama Charles S. Madden, Baylor University</p>
<p>Thursday, November 8 10:15 a.m. – 11:45 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 7</i></p>	<p>Establishing Competitive Advantage: Dealing With Risk, Image, and Perceptions</p> <p>Session Chair: John R. “Rusty” Brooks, Jr., Houston Baptist University Discussion Leader: Jane P. Wayland, Eastern Illinois University</p> <p><i>Exporting Entrepreneurship as a Source of Competitive Advantage: Impact of Proactiveness on Firm Performance</i> Poh-Lin Yeoh, Bentley College</p>

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<p>Thursday, November 8 10:15 a.m. – 11:45 a.m.</p>	<p><i>Who Do Consumers Blame When Hybrid Messages are Unmasked?</i> Kenneth V. Henderson, University of Kentucky Carla Canada-Johnson, University of Kentucky</p>
<p>Thursday, November 8 10:15 a.m. – 11:45 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 10</i></p>	<p>Individual and Environmental Influences on Consumer Decision-Making</p> <p>Session Chair: Ray Fisk, University of New Orleans Discussion Leader: Vicki Eveland, Mercer University</p> <p><i>Resource Theory and Marital Decision-Making Power: The Utilization of An Hedonic Modeling Approach</i> Best Paper in Track Christopher D. Hopkins, Clemson University Cynthia Webster, Mississippi State University</p> <p><i>Charitable Behavior and Public Goods: Psychographic and Demographic Differences Between Donors and Free Riders</i> Enrique Manzur, University of Chile</p> <p><i>An Investigation of Cultural Assimilation and Its Impact on Consumption Behaviors</i> J. Michael Weber, Barry University Sandra Murillo Weber, AT&T Media Services</p>
<p>Thursday, November 8 10:15 a.m. – 11:45 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 11</i></p>	<p>SMA Distinguished Teaching Competition Session: Sponsored by Sherwin Williams</p> <p>Session Chair: John Drea, Western Illinois University</p> <p>Finalists: Erika Matulich, University of Tampa Carolyn Tripp, Western Illinois University Irvine Clarke, James Madison University</p> <p>Judges: Donald P. Robin, Wake Forest University Linda E. Swayne, University of North Carolina, Charlotte Bob Robicheaux, University of Alabama</p>
<p>Thursday, November 8 10:15 a.m. – 11:45 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 12</i></p>	<p>Profiling Markets in a Globalized World</p> <p>Session Chair: Richard Cardarola, American Intercontinental University Discussion Leader: John Seffel, University of the Incarnate Word</p> <p><i>Culture and Identity: From Old Concepts to New Realities</i> Janet Morrison, University of Sunderland, Sunderland, UK</p>

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<p>Thursday, November 8 10:15 a.m. – 11:45 a.m.</p>	<p><i>Education Level and Ethnocentrism in the Indian Market: Suggested Optimal Entry Strategies for U.S. Firms</i> Nabarun Ghose, Tiffin University</p> <p><i>Export Positions in the Apparel Commodity Value Chain and Product Import Values</i></p> <p style="text-align: center;">Best Student Paper in Track</p> <p>Eun-Ju Lee, University of Tennessee at Knoxville</p> <p><i>Can the Cultural Imperialism of American Firms Exist on the Internet?</i> Maud Tixier, ESSEC, France</p>
<p>Thursday, November 8 10:15 a.m. – 11:45 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 13</i></p>	<p><u>Special Session</u> Ph.D. Education in Marketing in the 21st Century: Perspectives of Doctoral Coordinators</p> <p>Moderator: Greg W. Marshall, Oklahoma State University</p> <p>Panelists: William O. Bearden, University of South Carolina Sharon E. Beatty, University of Alabama Miriam B. Stamps, University of South Florida</p>
<p>Thursday, November 8 10:15 a.m. – 11:45 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 14</i></p>	<p>Emerging Issues in Marketing Communication</p> <p>Session Chair: Leopoldo Arias Bolzmann, Universidad Adolfo Ibanez, Chile</p> <p>Discussion Leader: Richard Sjolander, University of West Florida</p> <p><i>Target Marketing to Vulnerable Consumers: Should Malt Liquor Advertising Be Banned?</i> Stevie Watson, Mississippi State University</p> <p><i>Websites of FORTUNE 500 Goods Retailers and Service Providers: Lavish or Limited Marketing Communications?</i> Charles Bodkin, University of North Carolina at Charlotte Monika Perry, California State University, Fullerton</p> <p><i>Comparative Advertising: Effects on the Consideration Set</i> Lisa Scribner, University of North Carolina at Wilmington</p> <p><i>Celebrity Advertising: A Study of the Relative Effectiveness</i> Mohan Menon, University of South Alabama Louis E. Boone, University of South Alabama Hudson P. Rogers, Florida Gulf Coast University</p>
<p>Thursday, November 8 1:15 p.m. – 2:45 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 7</i></p>	<p><u>Special Session</u> Social Responsibility: Strategic Implications for International Marketing</p> <p>Moderator: Janet Morrison, University of Sunderland, Sunderland, UK</p>

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<p>Thursday, November 8 1:15 p.m. – 2:45 p.m.</p>	<p>Panelists: Janet Morrison, University of Sunderland, Sunderland, UK Debbie Thorne McAlister, Southwest Texas State University Rama Yelkur, University of Wisconsin at Eau Claire</p>
<p>Thursday, November 8 1:15 p.m. – 2:45 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 10</i></p>	<p>Houghton Mifflin Pride Ferrell Award for Innovations in Teaching Competition Session I: Sponsored by Houghton Mifflin</p> <p>Session Chair: Caroline Fisher, Loyola University, New Orleans</p> <p>Finalists:</p> <p><i>Building a Web: A Multiple-Use Perspective on the Implementation of Internet-Based Educational Projects</i> Richard Easley, Baylor University</p> <p><i>The Immunity Card</i> S. J. Garner, Eastern Kentucky University</p> <p><i>Maximizing the Learning Value for Current Events Activities</i> Irvine Clarke, III, Oklahoma City University</p> <p>Theresa B. Flaherty, James Madison University</p> <p><i>Market Positioning Activity</i> Melissa Moore, Mississippi State University</p>
<p>Thursday, November 8 1:15 p.m. – 2:45 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 11</i></p>	<p>Relationships in Channel Exchanges</p> <p>Session Chair: Dolly Loyd, The University of Southern Mississippi</p> <p>Discussion Leader: Brent Cunningham, Jacksonville State University</p> <p><i>Rational Knowledge Management: The Effective Management of Knowledge Within the Buyer-Seller Relationship</i> Andy Artis, University of Tennessee Geoffrey Stewart, University of Tennessee</p> <p><i>Opportunism and the Moderating Role of Channel Structure</i> Faye S. McIntyre, State University of West Georgia Faye W. Gilbert, University of Mississippi Perng-Fei Huang, National Kaohsiung First University</p> <p><i>The Interaction of Channel Members' Satisfaction with an Exchange Relationship with Perceptions of Environmental Uncertainty</i> John Andy Wood, Georgia State University</p>
<p>Thursday, November 8 1:15 p.m. – 2:45 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 12</i></p>	<p>Management Matters and Service Quality Issues</p> <p>Session Chair: C. Michael Powell, North Georgia College</p> <p>Discussion Leader: James R. Williams, Wingate University</p>

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<p>Thursday, November 8 1:15 p.m. – 2:45 p.m.</p>	<p><i>Strategic Mergers and Acquisitions of E-Commerce Companies: An Exploratory View of Wealth Maximization and Incentive-Conflict Hypothesis</i> Stevie Watson, Mississippi State University</p> <p><i>The Management's Role in a Market-Oriented Organization: The Effect of Management Leadership Styles</i> Tung-Zong Chang, Metropolitan State College Su-Jane Chen, Metropolitan State College Jyh-Shen Chiou, National Chengchi University</p> <p><i>An Investigation Into the Moderating Effects of Customer Involvement on the Relationships Between Contact Employee Customer Orientation and Service Quality Satisfaction, and Service Quality</i> Thomas L. Baker, The University of North Carolina at Wilmington</p>
<p>Thursday, November 8 1:15 p.m. – 2:45 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 13</i></p>	<p><u>Special Session</u> The Pros and Cons of Credentialing Marketing Students: Comparisons of the United States and Europe Certification Programs</p> <p>Moderator: Danny Butler, Auburn University</p> <p>Panelists: Danny Butler, Auburn University Greg Martin, University of West Florida Ellen Moore, University of South Carolina Mary Mobley, Augusta State University Jesse Moore, Clemson University</p>
<p>Thursday, November 8 1:15 p.m. – 2:45 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 14</i></p>	<p><u>Special Session</u> Marketing Progress in China During the Economic Reform Era: 1978-2001</p> <p>Moderator: Miriam Stamps, University of South Florida</p> <p>Panelists: Richard Su, President Beijing Spenor Data Management Co., Ltd. Fan-ren Kong, Chinese Marketing Forum and Chair of Golden Tripod Award Ying-sheng Li, Chief Editor, China Marketing Magazine</p>
<p>Thursday, November 8 3:00 p.m. – 4:15 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 7</i></p>	<p>Customer Attitudes and E-Tailer Image</p> <p>Session Chair: Elizabeth Wilson Woodside, Boston College</p> <p>Discussion Leader: Pamela A. Kennett, University of New Orleans</p>

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<p>Thursday, November 8 3:00 p.m. – 4:15 p.m.</p>	<p><i>Customer Inquiries and Complaints: The Impact of Firm Response Time to Email Communications</i> Robert Moore, Mississippi State University Melissa Moore, Mississippi State University</p> <p><i>The Impact of Internet Knowledge on Online Buying Attitudes, Behaviors, and Future Intentions: A Structural Modeling Approach</i> Leisa Reinecke Flynn, Florida State University Ronald E. Goldsmith, Florida State University</p> <p><i>A Proposed Multi-Dimensional Scale to Measure the E-Tailer Image Construct</i> Christopher D. Hopkins, Mississippi State University Bruce L. Alford, Mississippi State University</p>
<p>Thursday, November 8 3:00 p.m. – 4:15 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 10</i></p>	<p>Current Issues in Advertising and Marketing Communications</p> <p>Session Chair: Donald Roy, Middle Tennessee State University</p> <p>Discussion Leader: Elizabeth K. LaFleur, Nicholls State University</p> <p><i>Appealing to Fears for Our Children: Radon as the Phantom Menace</i> Best Paper in Track Michael S. LaTour, Auburn University Jeff Tanner, Baylor University Brent Wren, University of Alabama at Huntsville</p> <p><i>Corporate America's Web Marketing Presence: An Analysis of Fortune 500 Homepages</i> Rama Yelkur, University of Wisconsin at Eau Claire Chuck Tomkovich, University of Wisconsin at Eau Claire LaNette Flunker, University of Wisconsin at Eau Claire</p> <p><i>Sales Promotion Preferences: A Demographic Analysis</i> Michael J. Dodson, Appalachian State University Eva M. Hyatt, Appalachian State University</p>
<p>Thursday, November 8 3:00 p.m. – 4:15 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 11</i></p>	<p>Marketing Strategy and Pricing Perspectives</p> <p>Session Chair: Bill Bolen, Georgia Southern University</p> <p>Discussion Leader: David Faulds, University of Louisville</p> <p><i>Market Entry Timing, First/Late Mover Advantage, and Product Strategy: An Integrated Framework and Research Propositions</i> Best Student Paper in Track "Frank" Tian Xie, Georgia State University</p>

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<p>Thursday, November 8 3:00 p.m. – 4:15 p.m.</p>	<p><i>Future External Reference Prices: You Better Buy New</i> David M. Hardesty, University of Miami Adam Different, The University of Southern Mississippi</p> <p><i>Reputation Price Premium in Online Auctions</i> Timothy C. Johnston, University of Tennessee at Martin</p>
<p>Thursday, November 8 3:00 p.m. – 4:15 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 12</i></p>	<p>Ethical Issues in Global Marketing: Different Perspectives</p> <p>Session Chair: John Branch, Washington University</p> <p>Discussion Leader: Greg Martin, University of West Florida</p> <p><i>An Empirical Investigation of Consumer Ethics in Kuwait: A Dyadic Approach</i></p> <p style="text-align: center;">Best Paper in Track</p> <p>Adel Wugayan, University of Kuwait C. P. Rao, University of Kuwait</p> <p><i>Perceptions of Turkish Consumers About the Ethicality of Marketing Practices</i> Orhan Erdem, Sultan Qaboos University, Oman Inci Varinli, Erciyes University, Turkey</p> <p><i>Australia: Some Observations on Ethical Issues in Marketing Research</i> Madhav N. Segal, Southern Illinois University at Edwardsville Ralph W. Gliacobbe, Southern Illinois University at Edwardsville</p>
<p>Thursday, November 8 4:30 p.m. – 5:45 p.m.</p> <p style="text-align: center;"><i>Versailles Ballroom</i></p>	<p>JAI Press “Advances in Marketing Distinguished Scholar Series”</p> <p>Introduction: Arch G. Woodside, Boston College</p> <p>Presentation: Sharon E. Beatty, University of Alabama 2001 SMA Distinguished Scholar Award Recipient “Service Failures in On-Line Retailing: A Recovery Opportunity”</p> <p>Presentation: Leon G. Schiffman, St. John’s University 2001 SMA Distinguished Scholar Award Recipient “Consumer Gerontology: The Past, The Present, The Future”</p>

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<p>Thursday, November 8 6:00 p.m. – 7:30 p.m.</p> <p style="text-align: center;"><i>Elmwood</i></p>	<p>SMA RECEPTION for 2001 JAI Press Advances in Marketing Distinguished Scholars:</p> <p>Sharon E. Beatty, University of Alabama Leon G. Schiffman, St. John’s University</p> <p>(All SMA Conference Attendees are invited)</p> <p><i>SMA gratefully acknowledges and thanks Elsevier Science, Inc., publisher of the Journal of Business Research, Sherwin-Williams, sponsor of the SMA Distinguished Teaching Competition Award and Southeast Wholesalers, Inc. (St. Petersburg, FL)(www.southeastwholesalers.com), for co-sponsoring this reception.</i></p>
FRIDAY	
<p>Friday, November 9 8:30 a.m. – 10:00 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 10</i></p>	<p>Houghton Mifflin Pride Ferrell Award for Innovations in Teaching Competition Session 2: Sponsored by Houghton Mifflin</p> <p>Session Chair: Tracy Suter, Oklahoma State University</p> <p>Finalists:</p> <p><i>Using the National Trade Data Bank</i> Catherine Curran, Creighton University</p> <p><i>Experimental Learning Exercises for Marketing Problems</i> Hiram “Chip” Barksdale, Georgia State University</p> <p><i>Strengthening the Analytical and Presentation Skills of Marketing Undergraduates</i> Gopala K. Ganesh, University of North Texas</p> <p><i>A Spreadsheet Plan-O-Gram Exercise</i> Michael Person, Loyola University</p>

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<p>Friday, November 9 8:30 a.m. – 10:00 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 7</i></p>	<p>Enduring Themes in Buyer-Salesperson Interaction</p> <p>Session Chair: Al Bush, University of Memphis</p> <p>Discussion Leader: Anne L. Balazs, Mississippi University for Women</p> <p><i>Shades of Embeddedness: Tie Strength and Obligations in Direct Selling Parties</i> Scott D. Johnson, University of Louisville Patrick Migliore, University of Louisville</p> <p><i>Sales Forecasting: A ‘Job Shop’ Case Study Revisited</i> Best Paper in Track Maxwell Hsu, Tennessee State University P. Byron Pennington, Tennessee State University Festus Olorunniwo, Tennessee State University</p> <p><i>Perhaps It’s Time to Rethink the Way We Think About Sales Jobs</i> Richard T. Brown, Freed-Hardeman University Gordon C. Bruner II, Southern Illinois University at Carbondale</p> <p><i>Gender Related Effects on Buyers’ Perceptions of Salespeople: Revisited</i> Robert McMurrian, University of Tampa William L. Rhey, University of Tampa</p>
<p>Friday, November 9 8:30 a.m. – 10:00 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 11</i></p>	<p>Outsourcing and Retailing Concerns in International Marketing</p> <p>Session Leader: Elanor Maliche, West Virginia University</p> <p>Discussion Leader: Teri Kline Henley, Loyola University</p> <p><i>International Orientation of U.S. Retail Web Sites</i> Carolyn F. Siegel, Eastern Kentucky University</p> <p><i>Gender Differences in Response to Advertising: Testing the Equivalence of the Lastovicka Scale</i> Margy R. Conchar, University of North Carolina at Charlotte Alvert Caruana, University of Malta Michael T. Ewing, Western Australia Curtin University of Technology</p> <p><i>International Outsourcing Strategic Decisions</i> A. Ben Oumlil, University of Dayton</p>

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<p>Friday, November 9 8:30 a.m. – 10:00 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 12</i></p>	<p>Consumer Perceptions, Advertising, and Retailing Issues</p> <p>Session Chair: Don B. Bradley III, University of Central Arkansas</p> <p>Discussion Leader: Laurie Babin, University of Southern Mississippi</p> <p><i>Do Consumers' Perceptions of Product Quality Differ from Objective Measures of Product Quality?</i> Richard Clodfelter, University of South Carolina Deborah Fowler, University of South Carolina</p> <p><i>A Seven Dimensional Approach to Measuring the Retailing Image Construct</i> Best Paper in Track Christopher D. Hopkins, Clemson University Bruce L. Alford, Mississippi State University</p> <p><i>The Effects of National Advertising on Unit Sales and Returns to Advertising: The Case of Restaurant Chains</i> J. Duncan Herrington, Radford University</p>
<p>Friday, November 9 8:30 a.m. – 10:00 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 13</i></p>	<p>Celebrity Endorsements and Selected Issues in Global Advertising</p> <p>Session Leader: Yong Zhang, Hofstra University</p> <p>Discussion Leader: Chuck Viosca, Nicholls State University</p> <p><i>When the Tables are Turned: The Impact of Negative Company Information of Celebrity Endorsers</i> Best Student Paper in Track Stacy Landreth, Louisiana State University Supriya Jindal, Louisiana State University</p>
<p>Friday, November 9 8:30 a.m. – 10:00 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 14</i></p>	<p><i>The Impact of Celebrity Endorsers on Consumers' Product Evaluations: A Symbolic Meaning Approach</i> James B. Hunt, University of North Carolina at Wilmington</p> <p><i>Logo Selection and Modification Guides: An Empirical International Validation</i> Sergio Olavarrieta, University of Chile Roberto Friedman, University of Georgia Enrique Manzur, University of Chile</p>

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<p>Friday, November 9 10:15 a.m. – 11:45 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 7</i></p>	<p>Tourism and the Power of Relationship Marketing in the Service Environment</p> <p>Session Chair: Deborah Fowler, University of South Carolina</p> <p>Discussion Leader: Charles Strain, University of Houston – Downtown</p> <p><i>General Systems Theory of the Consumer Psychology of Travel Behavior: An Interdisciplinary View</i> Arch G. Woodside, Boston College</p> <p><i>When Customer Service Breaks Down Relationships Can Help</i> Randi Priluck, Pace University</p> <p><i>The Development of Cuba's Tourism Identity</i> Tony Henthorne, The University of Southern Mississippi</p>
<p>Friday, November 9 10:15 a.m. – 11:45 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 10</i></p>	<p>Merging Traditional Marketing Strategies with Emerging Technologies</p> <p>Session Chair: Melissa Moore, Mississippi State University</p> <p>Discussion Leader: Elizabeth Wilson Woodside, Boston College</p> <p><i>What Impact Will New IAB Standards Have on Internet Advertising?</i> Michelle B. Kunz, Morehead State University Peggy Osborne, Morehead State University</p> <p><i>Going, Going, Gone! An Examination of the Applicability of Traditional Pricing Theory to the 'Open Marketplace' of Online Auctions</i> Charles M. Wood, University of Tulsa Bruce L. Alford, Mississippi State University Ralph W. Jackson, University of Tulsa</p> <p><i>New Product Development: A Comparison of Traditional Creative Methods with Genetic Algorithms in the Ideation Stage</i> Claire Allison Stammerjohan, Mississippi State University David Vance, Mississippi State University</p>

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<p>Friday, November 9 10:15 a.m. – 11:45 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 11</i></p>	<p>Online Shopping and Internet Marketing Strategy</p> <p>Session Chair: Tara’ Lopez, The University of Southern Mississippi</p> <p>Discussion Leader: Gerald U. Skelly, North Georgia College and State University</p> <p><i>Innovative Online Buyers</i></p> <p style="text-align: center;">Best Paper in Track</p> <p>Ronald E. Goldsmith, Florida State University Barbara A. Lafferty, University of South Florida</p> <p><i>Website Visit Duration as a Basis for Determining Marketing Communication Effectiveness: An Empirical Investigation</i></p> <p>Jody Tsao, Curtin University of Technology Sharon Keating, Curtin University of Technology</p> <p><i>Cue-based Trust in an Online Shopping Environment: Conceptualization and Propositions</i></p> <p style="text-align: center;">Best Student paper in Track</p> <p>Sijun Wang, University of Alabama</p>
<p>Friday, November 9 10:15 a.m. – 11:45 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 12</i></p>	<p><u>Special Session</u></p> <p>Structural Change in American Transportation: Some Marketing Management Implications</p> <p>Moderator: Shelley Rinehart, University of New Brunswick at Saint John</p> <p>Discussion Leader: Glynn Mangold, Murray State University</p> <p><i>Railroads</i></p> <p>Kay Dobie, North Carolina A&T University</p> <p><i>Airlines</i></p> <p>William Cunningham, Air Force Institute of Technology</p> <p><i>Truckload (TL) Motor Freight</i></p> <p>Jim Rakowski, University of Memphis</p> <p><i>Water Transport</i></p> <p>Milt Glisson, North Carolina A&T University</p>

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<p>Friday, November 9 10:15 a.m. – 11:45 a.m.</p> <p style="text-align: center;"><i>Grand Salon # 13</i></p>	<p><u>Special Industry Session</u> Rebranding and Repositioning: The Accenture Story</p> <p>Moderator: Jennifer Levey, Marketing Director, Rapid City Regional Hospital, Rapid City, SD</p> <p>Teresa L. Poggenpohl, Global Brand, Advertising, and Research Department – Accenture</p>
<p>Friday, November 9 11:45 – 1:15 p.m.</p> <p style="text-align: center;"><i>Versailles Ballroom</i></p> <p>All SMA Conference Attendees are invited</p>	<p style="text-align: center;">Annual SMA Awards Luncheon</p>
<p>Friday, November 9 1:15 p.m. – 2:45 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 7</i></p>	<p style="text-align: center;">Annual SMA Business Meeting</p>
<p>Friday, November 9 1:15 p.m. – 2:45 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 10</i></p>	<p>The Classroom Experience</p> <p>Session Chair: Faye McIntyre, University of West Georgia</p> <p>Discussion Leader: Donna Mayo, Middle Tennessee State University</p> <p><i>The Significance of Character Traits in Experiential Learning Activities in Marketing Education</i> Nancy Frontczak, Metropolitan State College Robert Heiser, Metropolitan State College</p> <p><i>Students' Critical Evaluation of Service Quality: A Preliminary Analysis</i> Simon Valderrabano, Georgia College & State University Emily Sarrett, Georgia College & State University Robin Marchant, Georgia College & State University Karla Wilson, Georgia College & State University Mathew Joseph, Georgia College & State University George Stone, Georgia College & State University</p> <p><i>Assessing the Business Classroom: Understanding Differences in Behaviors, Attitudes, Grade Expectations and the Value of Course Tools</i> Lori S. Feldman, Purdue University at Calumet Hugh G. Daubek, Purdue University at Calumet Casimir C. Barczyk, Purdue University at Calumet</p>

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<p>Friday, November 9 1:15 p.m. – 2:45 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 11</i></p>	<p>Service Dynamics and Expectations</p> <p>Session Chair: Danny Butler, Auburn University</p> <p>Discussion Leader: Rich Brown, Freed-Hardman University</p> <p><i>Group Dynamics and the Service Encounter: Cohesion and Its Influence on Prosocial Service Behavior</i></p> <p style="text-align: center;">Best Paper in Track</p> <p>Tom DeWitt, Florida State University</p> <p><i>Self- vs. Full-Service: The Impact of Risk Perception on Service Choice</i> Carol M. Megehee, University of South Alabama Pamela A. Kennett, University of New Orleans</p> <p><i>Perceived Moral Intensity and Changing Expectations During Service Encounters: An Exploratory Investigation</i> James L. Thomas, Jacksonville State University</p>
<p>Friday, November 9 1:15 p.m. – 2:45 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 12</i></p>	<p><u>Special Session</u> The Use of the Internet for Conducting Marketing Research: A Joint Academic and Industry Perspective</p> <p>Moderator: Kelly Hewett, Winthrop University</p> <p>Panelists: Mary Martin, Winthrop University and MarketingInSites.com Claudio Carpano, University of North Carolina at Charlotte and MarketingInSites.com</p>
<p>Friday, November 9 1:15 p.m. – 2:45 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 13</i></p>	<p>The Euro, Acculturation Strategies, and Global Marketing Strategies</p> <p>Session Chair: Tansu Barker, Brock University, Canada</p> <p>Discussion Leader: John Branch, Washington University</p> <p><i>Acculturation Strategies: The Case of the Muslim Minority in the U.S.</i> Ziad Swaidan, Jackson State University Kimball P. Marshall, Loyola University, New Orleans</p> <p><i>The Euro: Retrospective Analysis and Future Directions</i> William J. Kehoe, University of Virginia</p> <p><i>Main Features of Vietnam's Advertising Industry</i> Thi Muoi Le, Universite Pierre Mendes, France Alain Jolibert, Universite Pierre Mendes, France</p> <p><i>An Exploration of Acculturation Patterns and Consumption Behaviors Among International Students</i> Mary Conway Data-on, Northern Kentucky University Catherine McCabe, Suffolk University Shannon L. Bridgmon, University of Kentucky</p>

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<p>Friday, November 9 3:00 p.m. – 4:15 p.m.</p> <p style="text-align: center;"><i>Grand Salon 7</i></p>	<p>B2B and E-Commerce Case Examples</p> <p>Session Chair: Kathy Lewis-Alder, University of North Alabama</p> <p>Discussion Leader: C. Michael Wittman, University of North Texas</p> <p><i>The Future of the Industrial Channel E-Commerce Revolution: Applying the Lessons of Market Deregulation</i> Roger Gomes, Clemson University Patricia A. Knowles, Clemson University</p> <p><i>The Impact of Electronic Business Methodologies on Value Chain Management</i> Robert Valco, Bryant College Ken Sousa, Bryant College</p> <p><i>A Case Analysis of Porter's Cluster Model in the Amish Furniture Industry</i> Best Student Paper in Track Tom DeWitt, Florida State University</p> <p><i>An Evaluation of Web Site Informational Content and Interactivity in the Transportation Industry</i> Best Paper in Track Alexander E. Ellinger, University of Alabama Daniel F. Lynch, Michigan State University James M. Andzulis, Villanova University Ron Smith, Washington State University</p>
<p>Friday, November 9 3:00 p.m. – 4:15 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 10</i></p>	<p>Effective Marketing Execution in Electronic Environments</p> <p>Session Chair: Jeffrey E. Lewin, Boston College</p> <p>Discussion Leader: Tracy Suter, Oklahoma State University</p> <p><i>Testing the Interactions of Atmosphere Color and Individual Differences in Processing Style in the Computer Mediated Environment</i> Best Student Paper in Track Claire Allison Stammerjohan, Mississippi State University</p> <p><i>Factors Affecting Commercial Web Site Effectiveness</i> C. Michael Powell, North Georgia College and State University Christopher Conca, Appalachian State University Gerald U. Skelly, North Georgia College and State University</p> <p><i>Electronic Management of Relationship: The Trial and Tribulation of CRM</i> Sutirtha Basu, Mississippi State University</p>

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<p>Friday, November 9 3:00 p.m. – 4:15 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 11</i></p>	<p><u>Special Session</u> Practice What We Preach: What Business Schools Should Learn From Relationship Marketing</p> <p>Moderator: Mary F. Mobley, Augusta State University</p> <p>Panelists: Mary F. Mobley, Augusta State University Lou E. Pelton, University of North Texas H. David Strutton, University of Louisiana at Lafayette Dan Sherrill, University of Memphis Larry Gresham, Texas A & M University Ellen Moore, University of South Carolina</p>
<p>Friday, November 9 3:00 p.m. - 4:15 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 12</i></p>	<p><u>Special Session</u> Customer Issues in Services Marketing</p> <p>Session Chair: Denise John, Louisiana State University</p> <p>Discussion Leader: Mike Dorsch, Clemson University</p> <p>Panelists: Stephen J. Grove, Clemson University Raymond P. Fisk, University of New Orleans Joby John, Bentley College</p>
<p>Friday, November 9 3:00 p.m. - 4:15 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 13</i></p>	<p><u>Special Session</u> Online Course Management Software: The Good, The Bad, and the Useful</p> <p>Moderator: Catharine M. Curran, Creighton University</p> <p>Panelists: Catharine M. Curran, Creighton University Elise Pookie Sautter, New Mexico State University Paul J. Hensel, University of New Orleans Jef I. Richards, University of Texas at Austin</p>
<p>Friday, November 9 3:00 p.m. - 4:15 p.m.</p> <p style="text-align: center;"><i>Grand Salon # 14</i></p>	<p>Annual SMA Meet the Editor Session</p> <p>Moderator: Jean-Charles Chebat, HEC - Montreal</p> <p>Panel: Arch G. Woodside, <i>Journal of Business Research</i>, Boston College Michel Laroche, <i>Journal of Business Research</i>, Concordia University Michael Levy, <i>Journal of Retailing</i>, Babson College Harry Timmermans, <i>Journal of Retailing and Consumer Services</i>, Eindhoven University, The Netherlands Bruce Stern, <i>Marketing Education Review</i>, Portland State University Doug Lincoln, <i>Journal of Marketing Education</i>, Boise State University</p>

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SATURDAY	
<p>Saturday, November 10 8:30 a.m. - 10:00 a.m.</p> <p style="text-align: center;"><i>Compass</i></p>	<p>Current Issues in Social Marketing</p> <p>Session Chair: Susan Harmon, Middle Tennessee State University</p> <p>Discussion Leader: Zachary Finney, Valdosta State University</p> <p><i>Mass Media and Direct Contact Influences on School System Image and Tax Support: A Social marketing Perspective</i></p> <p style="text-align: center;">Best Paper in Track</p> <p>Kimball P. Marshall, Loyola University, New Orleans William S. Piper, Alcorn State University Lisa Micich, Jackson State University</p> <p><i>Water, Water Everywhere and None to Drink? A Marketing Examination of a Growing Environmental Issue</i></p> <p>Faye S. McIntyre, State University of West Georgia Deborah J. Webb, State University of West Georgia</p> <p><i>Triangulatory Reciprocal Benefit in Social Marketing: Measuring Motivation at Cause-Related Fitness Events</i></p> <p style="text-align: center;">Best Student paper in Track</p> <p>Andrea Scott, University of South Florida Doreen Sams, University of South Florida</p> <p><i>Variation in Environmental Concern & Action</i></p> <p>Ralph Jackson, University of Tulsa Gail Zank, Texas A&M University</p>
<p>Saturday, November 10 8:30 a.m. - 10:00 a.m.</p> <p style="text-align: center;"><i>Steering</i></p>	<p>Making Choices: Markets and Site Selection</p> <p>Session Chair: Shelley M. Rinehart, University of New Brunswick</p> <p>Discussion Leader: Carolyn F. Siegel, Eastern Kentucky University</p> <p><i>Understanding Consumer Choice of Secondary Markets</i></p> <p>Duncan Herrington, Radford University</p> <p><i>Retail-Site Selection in a Mall Context</i></p> <p>Beverly K. Brockman, Western Kentucky University Gary L. Benton, Western Kentucky University L. W. Turley, Western Kentucky University</p> <p><i>A Comparative Analysis of Banks Versus Credit Unions in Perth, Australia</i></p> <p>Marty Beyers, University of Wisconsin at Stevens Point Gary E. Mullins, University of Wisconsin at Stevens Point</p>

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<p>Saturday, November 10 10:15 a.m. - 11:45 a.m.</p> <p style="text-align: center;"><i>Compass</i></p>	<p>New Dimensions in Retailing: Web Atmospherics, Venue Choices, Advertising Effects, and Student Ventures</p> <p>Session Chair: Barry Babin, The University of Southern Mississippi</p> <p>Discussion Leader: William S. Piper, Alcorn State University</p> <p><i>An Exploratory Investigation of the Irritants of Web Site Atmospherics</i> Craig A. Kelley, California State University at Sacramento</p> <p><i>Is It Worth Clicking Or Driving To The Retailer</i> Kenneth V. Henderson, Morehead State University Michelle B. Kunz, Morehead State University</p> <p><i>Starving Student Productions Creating and Operating a New Business Venture: Lessons Learned</i> Linda E. Parry, Northeastern University Felicia G. Lasik, Northeastern University Douglas Fugate, Western University</p>
<p>Saturday, November 10 10:15 a.m. - 11:45a.m.</p> <p style="text-align: center;"><i>Steering</i></p>	<p>The Evolving E-Marketplace</p> <p>Session Chair: Robert Moore, Mississippi State University</p> <p>Discussion Leader: Vernon Murray, Marist College</p> <p><i>Exchange Technology and Governance: A Typology of Business-to-Business E-Marketplaces</i> Vinita Sangrani, Georgia State University Cristian Chelariu, York University Daniel C. Bello, Georgia State University</p> <p><i>Ten Ways to Create and Maintain Killer E-Commerce Websites</i> Allen C. Reddy, Valdosta State University Rajesh Iyer, Valdosta State University</p> <p><i>I-Market Orientation: An Internet-Mediated Market Orientation</i> Soonhong Min, Georgia Southern University Seokwoo Song, Georgia Southern University</p> <p><i>Brand Loyalty and CRM on the Internet</i> Horng-Der Leu, Chung Yuan Christian University Sharon H.J. Chung – Chung Yuan Christian University Ben K.H. Wang, Chung Yuan Christian University</p>

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<p>Saturday, November 10 10:15 a.m. – 11:45 a.m.</p> <p><i>Bridge</i></p>	<p>Assessment of the Marketing Program: The Eastern Illinois University Experience</p> <p>Panelists: Jane Wayland, Eastern Illinois University Sid Dudley, Eastern Illinois University Christie Roszkowski, Eastern Illinois University</p>
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