Academy of Marketing Science, 1971-2011
40th Anniversary Conference

AMS 40th Anniversary Conference 2011

The Sustainable Global Marketplace

The Biltmore Hotel
Coral Gables, Florida, USA
May 24 – 27, 2011
Joe is Professor of Marketing and DBA Director at Kennesaw State University. Prior to joining Kennesaw State University, Joe served the Ourso College of Business at Louisiana State University as a marketing professor, Department Chair, Copeland Endowed Chair of Entrepreneurship and Director of the Entrepreneurship Institute.


Joe has generously given his time and leadership talents in service to the AMS in practically every way imaginable. He has served as program chair, President (1996-1998), Chair of the Board of Governors, and helped shape AMS strategy and grow the Academy in size and prestige internationally.

Joe’s leadership and welcoming spirit also helped shape the AMS to ensure its friendly culture developed through camaraderie, collegiality, high quality programs and fun. AMS formally recognized his achievements with the title of Distinguished Fellow and as the 2009 recipient of the Harold W. Berkman Service Award.

Joe epitomizes the Outstanding Educator. Through Joe’s career as an educator, mentor and author he has touched countless thousands of students through his textbooks, and perhaps his best known work, Multivariate Data Analysis, has made a lasting contribution to research across all the social sciences. He has chaired and served on dissertation committees too numerous to mention and his students have in turn produced hundreds more if not thousands of publications. Perhaps nothing speaks more to Joe’s accomplishments than the many of us glad to call him a friend.
Welcome to the Academy of Marketing Science
40th Anniversary Conference 2011

The 2011 Annual Conference celebrates 40 years of Academy of Marketing Science (AMS) conferences. AMS began at C. W. Post Center at Long Island University in 1971. Under the directorship of founder Dr. Harold W. Berkman, the Academy grew into the leading association for the marketing academic community. In 1972, Dr. Berkman established the Journal of the Academy of Marketing Science (JAMS).

As AMS expanded in both scope and recognition, it became evident that more structure was needed. Consequently, in 1979 AMS was reorganized with a new Constitution and Articles of Association and Bylaws. Today, AMS has elected officers and a Board of Governors with elections held on a biennial basis. AMS has had 15 presidents since 1978 and JAMS has had 11 editors since 1972. From a small beginning, AMS and JAMS now cover the world and can be found everywhere (Twitter, LinkedIn, Wikipedia). In 2011 AMS launched the AMS Review, a new theory journal that publishes thoughtful contributions that offer insights and perspectives extending knowledge and understanding of marketing-related phenomena.

The theme for the 40th celebration conference – The Sustainable Global Marketplace – is a play on words that befits AMS and the marketplace in which we operate as marketers. Sustainability represents the longevity and, by extension, importance of AMS in the marketing profession, and especially for the marketing professorate (e.g., 40 years in operation, all with Dr. Harold Berkman at the helm as Executive Director). Global represents the scope and reach of AMS; the Academy is global with far-reaching goals and accomplishments (e.g., JAMS has more submissions from authors globally than it does in the U.S., the World Marketing Congress is a biennial conference of AMS with a strong scholarly brand). The Marketplace represents the focus of the research and activities by most, if not all, members of AMS and the worldwide marketing professorate (e.g., from AMS’ support of doctoral students to thought leadership in developing both an understanding of the marketplace for the benefit of its diverse stakeholders).

The 2011 conference is taking place at the Biltmore Hotel in Coral Gables, Florida. Minutes from South Beach and downtown Miami, the setting for the Biltmore Hotel is a remarkable piece of history. In fact, the historic Biltmore Hotel, with its luxury spa and golf, has been a favorite of world leaders, celebrities, and sports stars since its opening in the 1920s.
Working together with an outstanding team of track chairs and many other key members of AMS, we hope you will find that the program that has been put together offers a unique, inspiring, and value-added set of sessions and activities. We have built in the celebration of the AMS 40th anniversary along with celebrations of the Sheth Foundation’s 20th anniversary, the Marketing Science Institute’s 50th anniversary, and the teaching of principles of marketing’s 100th anniversary into the program. These celebratory milestones will also be the focus of a reception that is sponsored by us as program chairs.

There will be myriad learning opportunities at the AMS 40th anniversary conference, from the featured plenary session of marketing gurus to some 25 high-profile sessions covering the gamut of the marketing discipline. Overall, with more than 700 individuals on the program in some 130 sessions, we hope everyone attending will find intellectual value, fun, and networking throughout the conference.

O.C. Ferrell, Conference Co-chair and Vice President of Publications, Academy of Marketing Science

G. Tomas M. Hult, Conference Co-chair and Journal of the Academy of Marketing Science, Editor
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DAILY HIGHLIGHTS  
Tuesday May 24, 2011

AMS Executive Committee Meeting  
08:00 – 16:00, The Boardroom

Pre-Conference Workshop: Celebrating Our History...Ensuring a Viable Future for Sales Research  
8:30 – 12:00, Danielson Gallery

*Journal of Personal Selling and Sales Management*  
Editorial Review Board Meeting  
12:00 – 13:00, Danielson Gallery

More on Data Quality in the e-Survey Era: Preparing for the Appropriate Analysis Approach  
15:00 – 16:30, Stoneman Douglas

The Finer Tastes of Wine Marketing  
17:00 – 18:00, Granada Ballroom

AMS 40th Anniversary Welcome Reception  
17:30 – 19:00, Alhambra

AMS Doctoral Student Networking Dinner (by invitation)  
19:00 – 21:00, Laguna

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**Tuesday, May 24**

**Tuesday, May 24 - 08:00-16:00**

**Time:** 08:00-16:00  
**Room:** The Boardroom (Conf Ctr)

*AMS Executive Committee Meeting*

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**Tuesday, May 24 - 08:30-12:00**

**Session 0.5.P - Pre-Conference Workshop**  
**Time:** 08:30-12:00  
**Room:** Danielson Gallery
Celebrating Our History- Ensuring a Viable Future for Sales Research

Co-Chair: Andrea Dixon, Baylor University
Co-Chair: Jeff Tanner, Baylor University
Co-Chair: Michael Ahearne, University of Houston

2010-2011 represents an important academic year for sales scholars. The Academy of Marketing Science celebrates its 40th Anniversary, the Journal of Personal Selling and Sales Management (JPSSM) celebrates its 30th Anniversary, and Baylor University celebrates the 25th Anniversary of its Center for Professional Selling. JPSSM and Baylor commemorated their anniversaries through a September 2010 Research Symposium. The celebration will continue with this pre-conference Anniversary Session of the Academy of Marketing Science in May 2011. This pre-AMS-conference session brings content from 40+ sales experts from academe and industry representing nine countries to summarize the current state of our knowledge and map out directions for future research ensuring a viable future for sales research. Given AMS’ unique relationship with the Journal of Personal Selling and Sales Management, hosting a pre-conference event that draws attention to the 40-year-AMS and 25-year-JPSSM joint history is quite special.

Strategic Account Management: Conceptualizing, Integrating, and Extending the Domain From Fluid to Dedicated Accounts

Kevin D. Bradford, Notre Dame University
Goutam N. Challagalla, Georgia Tech University
Gary K. Hunter, Case Western Reserve University
William C. Moncrief, III, Texas Christian University

Building Internal Competitive Advantage: The Marketing-Sales Interface at the Interface

Douglas Hughes, Michigan State University
Joel LeBon, University of Houston
Avinash Malshe, University of St. Thomas
Jan Feddersen, Sales Labs

The Role of the Sales Force in Value Creation and Appropriation: New Directions for Research

Chris Blocker, Baylor University
Joe Cannon, Colorado State University
Nikolaos Panagopoulos, Athens University
Jeff Sager, University of North Texas

Advancing Sales Performance Research: A Focus on Five Under-Researched Topic Areas

Jim Dickie, CSO Insights
Bart Dietz, Erasmus University
Ken Evans, University of Oklahoma
Fernando Jaramillo, University of Texas-Arlington
Richard McFarland, Kansas State University

Sales Force Turnover and Retention: A Research Agenda
Jim Boles, Georgia State University
George Dudley, Behavioral Sciences Research Press
Vincent Onyemah, Babson University
Dominique Rouzies, HEC Paris
Bill Weeks, Baylor University

What Don't We Know About New Product Selling? A Job Demands-Resources (JD-R) Perspective on Knowledge Needs Within This
George Allen, Teradata
Lance Bettencourt, Strategyn
Larry Chonko, University of Texas-Arlington
Alex Haas, University of Graz
Alex Zablah, Oklahoma State University

Challenges of CRM Implementation in Business-to-Business Markets: A Contingency Perspective
Michael Ahearne, University of Houston
Shanker Ganesan, University of Arizona
B.J. Mariadoss, Washington State University
Adam Rapp, Clemson University

The Future of Sales Training: Challenges and Related Research Questions
Rita Di Mascio, University of New South Wales
Tom Ingram, Colorado State University
Florian Kraus, University of Mannheim
Felicia Lassk, Northeastern University

Effects of Incentive Systems on Corporate Strategy, Sales Managers, Sales Professionals, and Customers - What We Know and Need to Know
Thomas DeCarlo, University of Alabama-Birmingham
Manfred Krafft, University of Munster
Byron Matthews, Mercer
F. Juliet Poujol, University of Montpellier
Jeff Tanner, Baylor University

Sales Network Engineering: The Evolution of the Traditional Sales Manager
Karen Flaherty, Oklahoma State University
Son Lam, University of Georgia
Nick Lee, Ashton University
Jay Mulki, Northeastern University
Andrea Dixon, Baylor University
Tuesday, May 24 - 12:00-13:00

Session 0.7.P - Panel

Journal of Personal Selling and Sales Management, Editorial Review Board Meeting
Chair: Michael Ahearne, University of Houston

Time: 12:00-13:00
Room: Danielson Gallery

Tuesday, May 24 - 13:00-14:30

Session 1.2 - Special Session

Today’s Pain, Tomorrow’s Opportunity? Integrating Sales & CRM
Chair: Andrea Dixon, Baylor University

Time: 13:00-14:30
Track: 4 - Customer Relationship Management
Room: Granada Ballroom (Main)

Panelists:
- Michael Ahearne, University of Houston
- Alison Chandless, Salesforce.com
- Bob Kelly, Sales Management Association
- Adam Rapp, Clemson University

Session 1.3 - Competitive

Reviewing Research Methods in Marketing
Chair: M. Billur Akdeniz, University of New Hampshire
Discussant: Chang Seob Yeo, Michigan State University

Time: 13:00-14:30
Research Methodology
Room: Merrick (Conf Ctr)

Analyzing Mental Representations in Marketing: the Contribution of Cognitive Mapping
Damien Chaney, Troyes Champagne School of Management

Interpretation of Logistic Regression Models in Marketing Journals
Jesus Tanguma, University of Texas - Pan American
Roberto Saldivar, University of Texas - Pan American

"Tried and True" or "Cutting Edge": Use of Data Analytical Techniques in Marketing Research
Tracy Gonzalez-Padron, University of Colorado at Colorado Springs
Rodney C. Runyan, University of Tennessee
Session 1.4 - Special Session  
Track: 8 - Marketing Education & Pedagogy  
Room: Stoneman Douglas (Conf Ctr)  
Time: 13:00-14:30  
Social Media Applications for Marketing Educators  
Chair: Tracy Tuten, East Carolina University  
Panelists:  
Tracy Tuten, East Carolina University  
Christy Ashley, East Carolina University  
Jason Oliver, East Carolina University

Session 1.5 - Competitive  
Track: 17 - Sports Marketing  
Room: Aragon (Main)  
Time: 13:00-14:30  
Sports Marketing: Sports, Stadiums, and People  
Chair: Jeffrey Stinson, Central Washington University  
Stadium Atmosphere: Concept and Measurement  
Rajdeep Chakraborti, ICFAI Business School, Hyderabad  
M.S. Balaji, IBS Hyderabad  
Resident Involvement: The Case of the World Cup 2010  
Adele Berndt, Monash University  
H.B. Klopper, Monash South Africa  
Ilse Niemann-Struweg, Monash South Africa  
Corne Meintjes,  
University Branding: The Contribution of Intercollegiate Athletics  
Adam Marquardt, University of Richmond  
Jeffrey Stinson, Central Washington University  
Joshua Chandley, Central Washington University

Session 1.6 - Special Session  
Track: 1 - Advertising, Promotion & Communications  
Room: Anastasia (Main)  
Time: 13:00-14:30  
Sex and Advertising: Roundtable of Research on Arousal and Sexual Appeals  
Chair: Angeline Close, University of Nevada, Las Vegas
Panelists:
- Tom Reichart, University of Georgia
- Michael LaTour, University of Nevada Las Vegas

**Session 1.7 - Competitive**
**Time:** 13:00-14:30
**Track: 8 - Marketing Education & Pedagogy**
**Room:** Majorca (Main)

**Advances in Experiential Education**
Chair: Jane Wayland, University of Arkansas at Little Rock
Discussant: Brent Smith, Saint Joseph's University

Marketing Internships: Expectations and Perceptions of Students and Internship Providers
  - Scott Swanson, University of Wisconsin, Eau Claire
  - Chuck Tomkovick, University of Wisconsin, Eau Claire

Trust in Preparation of University-Industry (UI)-Collaboration: Outcomes from a Course with Focus on Developing Businesslike Capabilities
  - Håkan Perzon, Luleå University of Technology

Measuring Academic Emotions in Experiential Learning Using Qualitative and Physiological Data
  - Donna Davis, Texas Tech University
  - Joseph Derby, Texas Tech University
  - Shannon Rinaldo, Texas Tech University
  - Purvi Shah, Texas Tech University

Match/Mismatch in the College Service-Learning Experience: Influence on Attitudes, Satisfaction, and Volunteer Intentions
  - Jeananne Nichols, Kennesaw State University
  - Maria Kalamas, Kennesaw State University
  - Kurt Schimmel, Robert Morris University

**Session 1.8 - Competitive**
**Time:** 13:00-14:30
**Track: 3 - Consumer Behavior**
**Room:** Deering (Conf Ctr)

**Gifting and Resaling**
Chair: Deborah Goldring, Florida Atlantic University
Discussant: Anne Engström, Luleå University of Technology

Resaling One's Own Possessions: Resale Knowledge/Endowment
  - Tzuying Lee, National Cheng-Chi University
  - Shuling Liao, Yuan Ze University
Gift or Gift Card? Symbolism in Gift Exchange
Caroline Austin, Montana State University
Lei Huang, Dalhousie University

Giving Gift Cards: Socially Safe or Time Savers
Lei Huang, Dalhousie University
Caroline Austin, Montana State University

The Effect of Acculturation on Ethnic Minority Consumers’ Self-Gift Behavior
Theeranuch Pusaksrikit, University of the Thai Chamber of Commerce
Jikyeong Kang, University of Manchester

Session 1.9 - Competitive
Track: 7 - International Marketing
Room: Prado (Main)
Time: 13:00-14:30
International Marketing Issues
Chair: Leyland Pitt, Simon Fraser University
Discussant: Stefanie Paluch, TU Dortmund University

Internationalization of Remote Service Technologies: A Three Country Study on Perception, Adaptation and Relationship Marketing
Stefanie Paluch, TU Dortmund University
Hartmut Holzmüller, TU Dortmund University

Factors Influencing African Postgraduate International Students’ Choice of South Africa as a Study Destination
Mercy Mpinganjira, University of Johannesburg

Host Country Institutional Factors as Determinants of Direct Selling Industry Success
Charles Ragland, Kennesaw State University

Session 1.10 - Competitive
Track: 9 - Marketing, Society & Public Policy
Room: Brickell (Conf Ctr)
Time: 13:00-14:30
Stakeholders, Sponsorships, and Consumption
Chair: Jason Flores, University of Texas - Pan American
Discussant: Louise M. Hassan, Heriot-Watt University

Materialism, Conspicuous Consumption and American Hip-Hop Subculture
Jeffrey S. Podoshen, Franklin and Marshall College
Susan A. Andrzejewski, Franklin and Marshall College
James M. Hunt, Temple University
An Empirical Examination of the Financing of Social Marketing Programs Through Sponsorship: Implications for Planning and Evaluation
Judith Madill, University of Ottawa
Norm O’Reilly, University of Ottawa

The Development and Management of Organizational Partner Orientation
Barbara Caemmerer, ESSCA School of Management
Valentina Stan, ESSCA School of Management

Defining Dimensions and Motivations for Holistic Voluntary Simplification
Barbara Lafferty, University of South Florida

Session 1.12 - Competitive
Time: 13:00-14:30
Track: 3 - Consumer Behavior
Room: Marbella (Main)

Consumer Senses
Chair: Julian Clemenz, RWTH Aachen University

Role of Moods and Forgoing Need to Touch
Atefeh Yazdanparast, University of North Texas
Nancy Spears, University of North Texas

Frontal Lobe and Influences on Taste.
Charnetta Brown, Kennesaw State University
Adriane Randolph, Kennesaw State University
Janée Burkhalter, Saint Joseph's University

Brand Familiarity & Need for Touch
Subhash Jha, University of Memphis
Balaji C. Krishnan, University of Memphis

Tuesday, May 24 - 15:00-16:30

Session 2.2 - Special Session
Time: 15:00-16:30
Track: 15 - Selling & Sales Management
Room: Granada Ballroom (Main)

Organizational Identification and Sales
Chair: Michael Ahearne, University of Houston

Promoting Organizational Identification and Improving Sales Performance During a Layoff
Michael Ahearne, University of Houston
Florian Kraus, University of Mannheim
Douglas Hughes, Michigan State University
Ryan Mullins, University of Houston
Salespeople's Negative Out-group Stereotypes in Sales Organizations
Jan Wieseke, University of Bochum
Michael Ahearne, University of Houston
Florian Kraus, University of Mannheim
Sven Mikolon, University of Bochum

Antecedents and Consequences of Salesperson Identification with the Brand and Company
Bashar Gammoh, University of Toledo
Michael Mallin, University of Toledo
Ellen Pullins, University of Toledo

Session 2.3 - Competitive
Track: 20 - Latin America - Research & Teaching in Marketing
Time: 15:00-16:30
Room: Merrick (Conf Ctr)

Marketing Strategy in Latin America
Chair: Adilson Borges, Reims Management School
Discussant: Adilson Borges, Reims Management School

Marketing Innovation and Externalities: The Case of the Chilean Wine Cluster
Christian Felzensztein, Universidad Adolfo Ibáñez
German Echecopar, Universidad Adolfo Ibáñez
Kenneth R Deans, University of Otago

Consumer Perceptions of Small and Large Retail Stores: A Comparison of Mexican and Puerto Rican Consumers
Juan Carlos Sosa Varela, Universidad del Turabo
Maria de los Dolores Santarriaga Pineda, Universidad de Colima
Francisco Carlos Soto Ramírez, Universidad de Colima
Audhesh Paswan, University of North Texas

Marketing Practices and Performance in a Post-Crisis Scenario
Nora Lado, Universidad Carlos III de Madrid
Lola Duque, Universidad Carlos III de Madrid
Daniel Álvarez, Universidad Católica del Uruguay

Quality Constructs Influence on Satisfaction in Puerto Rican Business Relationships
Juan Carlos Sosa Varela, Universidad del Turabo
Göran Svensson, Oslo School of Management
Tore Mysen, Oslo School of Management

Session 2.4 - Panel
Time: 15:00-16:30
More on Data Quality in the e-Survey Era: Preparing for the Appropriate Analysis Approach
Chair: John Ford, Old Dominion University

Panelists:
- Joe Hair, Kennesaw State University
- Barry Babin, Louisiana Tech University
- Chris Adams, Qualtrics Survey Systems
- Bryce Winkelman, Qualtrics Survey Systems

Session 2.5 - Competitive
Track: 9 - Marketing, Society & Public Policy
Room: Aragon (Main)

Technology, Ethics, and Public Policy
Chair: Vince Mitchell, City University
Discussant: Judith Madill, University of Ottawa

Young Consumers within a Marketplace Surrounded by Technologies: Understanding the Domain of Teenage Consumers Vulnerability
Wided Batat, University of Lyon, France

What do Consumers Think of Neuromarketing? An Exploratory Investigation of Consumers’ Perceptions of Neuromarketing Ethics and the Associated Implications
Arne Baruca, University of Texas - Pan American
Jason Flores, University of Texas - Pan American

Consumer Use of the Internet and the Knowledge Gap in Healthcare
Yun Jung Lee, Adelphi University
Sejin Ha, Purdue University

Examining the Influence of Parents versus Peers on Gen Y Internet Ethical Attitudes
Vince Mitchell, City University
Dan Petrovici, Kent Business School
Bodo B. Schlegelmilch, Vienna University of Economics and Business
Ilona Szöcs, WU Vienna

Session 2.6 - Competitive
Track: 18 - Industrial Marketing & Supply Chains
Room: Anastasia (Main)

B2B Marketing
Chair: Stephan Henneberg, Manchester Business School
Key Account Management Orientation and its Impact on Company’s Performance – An Empirical Study
   Nektarios Tzempelikos, Athens University of Economics and Business
   Spiros Gounaris, Athens University of Economics and Business

Transactional, Project-based and ongoing Service Delivery in the B2B Context
   Daniel Prior, University of New South Wales

Dyadic Operationalization in Business Marketing
   Stephan Henneberg, Manchester Business School
   Bahar Ashnai, Manchester Business School
   Maria Smirnova, St. Petersburg State University
   Peter Naude, Manchester Business School

Customer Reference Marketing: The Construct and Research Agenda
   Anne Jalkala, Lappeenranta University of Technology
   Harri Terho, Turku School of Economics

Session 2.7 - Competitive  Time: 15:00-16:30
Track: 2 - Brand, Image, & Product Management  Room: Majorca (Main)

New Product Development and Brand Loyalty
   Chair: Tianjiao Qiu, California State University, Long Beach

The Effect of Interpersonal Counterproductive Behavior on the Performance of New Product Development Teams
   Tianjiao Qiu, California State University, Long Beach

Which Dimensions of Product Design Drive Shareholder Value? The Role of Aesthetic, Ergonomic, and Symbolic Value
   Christian Homburg, University of Mannheim
   Torsten Bornemann, University of Mannheim
   Lisa Schöler, Goethe University

Determining the Best Launch Time for New Products with Risk Considerations in a Competitive Market Situation
   Zahra Sharifonnasabi, Sharif University of Technology
   Mehdi Sheikhzadeh, Sharif University of Technology

Toward Brand Loyalty: Two Bridges of Brand and Customer Relationship Quality
   Chao-Chin Huang, National Cheng Kung University
   Shyh-Ming Huang, Southern Taiwan University
   Shyh-Rong Fang, HsuiPing Institute of Technology
### Session 2.8 - Competitive
**Time:** 15:00-16:30  
**Track:** 19 - Sustainability Issues in Marketing  
**Room:** Deering (Conf Ctr)

**Sustainability Evaluations**  
Chair: Christine Ye, Florida State University  
Discussant: Jeremy Wolter, Florida State University

- Trial-Attitude Formation for a Green Product  
  Christy Ashley, East Carolina University  
  Jason Oliver, East Carolina University  
  James Zemanek, East Carolina University

- Trust in Brands that are Publicized as Environmentally Sustainable  
  Emre Ulusoy, University of Texas - Pan American  
  Paul Barretta, University of Texas - Pan American

- The Application of Value Co-creation in Advancing Solutions to Sustainable Consumption  
  Ginny Verran, Gordon Institute of Business Science  
  Kerry Chipp, Gordon Institute of Business Science

- Does the Green Shoe Fit? Examining Consumer Perceptions of Fit and CSR Activities  
  Mark Gleim, Florida State University  
  Jeremy Wolter, Florida State University

### Session 2.9 - Special Session
**Time:** 15:00-16:30  
**Track:** 8 - Marketing Education & Pedagogy  
**Room:** Prado (Main)

**e-Projects: Global Virtual Student Teams**  
Chair: Virginia Weiler, University of Southern Indiana

Panelists:  
- Virginia Weiler, University of Southern Indiana  
- Ulrik Bisgaard, Aarhus Tech  
- Sander Schroevers, Hogeschool van Amsterdam  
- Hans Seubring-Vierveijzer, Hogeschool van Amsterdam

### Session 2.10 - Competitive
**Time:** 15:00-16:30  
**Track:** 19 - Sustainability Issues in Marketing  
**Room:** Brickell (Conf Ctr)

**Sustainability Consumption Patterns**  
Chair: Ronald Drozdenko, Western Connecticut University
Discussant: Kathy Keeling, Manchester Business School

Mindful Consumption as Marketing Competitive Advantage: The Strength of Ideology Toward the Purchase Decision
E.R. Scharf, Universidade Regional de Blumenau
Henrique Cunha, University of Blumenau

Factors Affecting the Acceptance of New Green Products
Ronald Drozdenko, Western Connecticut University
Donna Coelho, Western Connecticut State University
Marlene Jensen, Lock Haven University

Paying Premium Prices for Sustainable Tourism: An Investigation of Some Antecedents
Azadeh Kazeminia, Luleå University of Technology
Magnus Hultman, University of Leeds
Arash Kordestani, Luleå University of Technology
Esmail Salehi-Sangari, Royal Institute of Technology

Thomas Jagel, Manchester Business School
Kathy Keeling, Manchester Business School
Thorsten Gruber, Manchester Business School
Alexander Reppel, University of London

Session 2.12 - Competitive
Research Methodology
Room: Marbella (Main)

New Solutions in Marketing Research
Chair: M. Berk Talay, University of Massachusetts Lowell
Discussant: Damien Chaney, Troyes Champagne School of Management

Understanding Determinant Factors of Firm Performance: A Time Path Analysis of the Auto-Industry
Chang Seob Yeo, Michigan State University

The Good Ones Go into the Pot, the Bad Ones Go into Your Crop: How to Identify Inaccurate Response Behavior in Online Marketing Research
Boris Toma, University of Mannheim
Daniel Heinrich, University of Mannheim
Hans Bauer, University of Mannheim
Colin Campbell, Monash University

Surveys go 3D: Using Virtual Worlds to Innovate in Marketing Research
Tuesday, May 24 - 17:00-18:00

Session 2.2.2 - Panel
Track: 23 - Anniversary
Session
Room: Granada Ballroom (Main)

The Finer Tastes of Wine Marketing
Chair: Barry Babin, Louisiana Tech University

Panelists:
Barry Babin, Louisiana Tech University
David Ortinau, University of South Florida
Leyland Pitt, Simon Fraser University

Tuesday, May 24 - 17:30-19:00

AMS 40th Anniversary Welcome Reception

Room: Alhambra (Main)

Tuesday, May 24 - 19:00-21:00

AMS Doctoral Student Networking Dinner (by invitation)
Coordinator: Charles Lamb, Texas Christian University

Room: Laguna (Conf Ctr)
DAILY HIGHLIGHTS
Wednesday May 25, 2011

Market Orientation: Past, Present, and Future
8:30 – 10:00, Granada Ballroom

AMS Distinguished Fellows: Reflections on AMS Contributions to the Marketing Discipline
8:30 – 10:00, Merrick

Plenary Session
Q&A with the Marketing Gurus
10:30 – 12:00, Granada Ballroom

AMS Awards Luncheon
12:00 – 13:20, Country Club Ballroom

An Interview with Jagdish Sheth
13:30 – 15:00, Merrick

Mary Kay Doctoral Dissertation Competition – Award Winners’ Session
13:30 – 15:00, Aragon

Contributions of the Sheth Foundation to the Marketing Discipline
15:30 – 17:00, Granada Ballroom

“Celebrating Milestones” Reception
17:30 – 19:00, Country Club Courtyard

AMS “Creative Chef” Dinner
19:00 – 21:00, Country Club Ballroom
Market Orientation: Past, Present, and Future
Chair: Stanley F. Slater, Colorado State University

Panelists:
George Day, University of Pennsylvania
Rohit Deshpande, Harvard Business School
Stanley F. Slater, Colorado State University
Ahmet Kirca, Michigan State University

Session 3.3 - Panel
Time: 08:30-10:00
Track: 23 - Anniversary Session
Room: Merrick (Conf Ctr)

AMS Distinguished Fellows: Reflections on AMS Contributions to the Marketing Discipline
Chair: Charles Lamb, Texas Christian University

Panelists:
Charles Lamb, Texas Christian University
Gerald Albaum, University of New Mexico
Harold Berkman, University of Miami
Jay Lindquist, Western Michigan University
Robert Peterson, University of Texas at Austin

Partial Least Squares (PLS): Past, Present, and Future
Chair: Joe Hair, Kennesaw State University

PLS Path Modeling in Marketing Research
Joe Hair, Kennesaw State University

Recent Issues in PLS Path Modeling
Christian Ringle, Hamburg University of Technology

Segmentation in PLS Path Modeling
Marko Sarstedt, Munich School of Management

Managing Internal and External Relationships in Sales
Chair: Lynette Ryals, Cranfield University
Cross-Functional Activities - Do they really reduce Inter-Functional Conflict between Sales and Marketing?
Kenneth Le Meunier-FitzHugh, University of East Anglia, Norwich
Leslie Le Meunier-FitzHugh, University of East Anglia, Norwich

Sources of Intraorganizational Conflict: A Sales perspective
James Speakman, Lille Catholic University
Lynette Ryals, Cranfield University

Salesperson’s Personality and the Relationship Quality: Differences between Customers and Friends
Kaveh Peighambari, Luleå University of Technology
Setayesh Sattari, Luleå University of Technology
Lars Bäckström, Luleå University of Technology

Salesperson Nonverbal Cue Emulation and Customer Perceptions: Conceptual Foundations and Proposed Research Program
Ryan Langan, University of South Florida
Greg Marshall, Rollins College

Session 3.6 - Competitive
Track: 1 - Advertising, Promotion & Communications
Time: 08:30-10:00
Room: Anastasia (Main)

Advances in Consumer Perception, Attitude and Affect in Advertising and Event Sponsorship
Chair: Diana Haytko, Florida Gulf Coast University

Anshu Saxena Arora, Savannah State University
Shalonda Kirkland Bradford, Savannah State University

The Influence of Ethical Intention and Value Expectation on Consumers’ Attitude toward Ads and Clients
Chulho Kim, Cheongju University

Event Sponsorship and the Impact of Corporate Social Responsibility
Angeline Close, University of Nevada, Las Vegas
Russell Lacy, University of New Orleans

Advertising Strategies for Charities: Promoting Consumers' Donation of Time vs. Money
Namin Kim, Kyonggi University

Session 3.7 - Competitive
Track: 3 - Consumer Behavior
Time: 08:30-10:00
Room: Majorca (Main)
**Consumer Materialism**  
Chair: Sigal Segev, Florida International University

**Development of Need for Prestige Scale**  
Friederike Blum, University of Bayreuth  
Stefan Hampel, University of Bayreuth  
Hajo Hippner, University of Bayreuth

**Risk as an Obstacle to Purchasing Pirated goods**  
Thomas Niemand, Technical University of Dresden  
Robert Mai, Technical University of Dresden

**Individual Well-Being and Materialism**  
Rekha Singh, Management Development Institute

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**Session 3.8 - Competitive**  
**Time:** 08:30-10:00  
**Track:** 2 - Brand, Image, & Product Management  
**Room:** Deering (Conf Ctr)

**Brand Perceptions**  
Chair: M. Billur Akdeniz, University of New Hampshire

**The Process of Consumer-Brand Engagement: A Grounded Theory Approach**  
Guendalina Graffigna, Università Cattolica del Sacro Cuore  
Rossella C. Gambetti, Università Cattolica del Sacro Cuore

**Perception versus Reality: Antecedents and Consequences of the Gap between Perceived and Actual Quality of Brands**  
M. Billur Akdeniz, University of New Hampshire  
Roger Calantone, Michigan State University

**Examining the Role of Gay Identity in Gay Consumers’ Evaluations of Gendered Brands**  
Gillian Oakenfull, Miami University

**Changing Perspectives: An Interdisciplinary and Cross-Industry Study of Consumer-Brand Relationships**  
Manfred Bruhn, University of Basel  
Falko Eichen, Prof. Bruhn & Partner, Zürich  
Daniela B. Schäfer, University of Basel

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**Session 3.9 - Competitive**  
**Time:** 08:30-10:00  
**Track:** 7 - International Marketing  
**Room:** Prado (Main)

**Internationalization Structure, Order, and Performance**  
Chair: Michael Czinkota, Georgetown University  
Discussant: M. Berk Talay, University of Massachusetts Lowell
Do Coordination Flexibility and Market Orientation Leverage Strategy to Predict Export Sales Performance?  
Nathaniel Boso, Loughborough University  
John Cadogan, Loughborough University  
Vicky Story, University of Nottingham

Sequential vs. Simultaneous Rollouts: Contingent Effects of Product Innovativeness and Order of Entry  
Nik Hazrul, National University of Malaysia  
Bryan Lukas, University of Melbourne  
Gregory Whitwell, University of Melbourne

The Absorptive Capacity of Export Information and its Impact Upon SMEs' Export Performance  
Raluca Mogos Descotes, ESSCA School of Management  
Björn Walliser, University of Nancy

Structural Factors Associated with the Export Performance of Manufacturing Firms  
Edward Marandu, University of Botswana

Session 3.10 - Competitive  
Time: 08:30-10:00  
Track: 16 - Services Marketing  
Room: Tuttle (Conf Ctr)

Group and Cultural Differences in Services  
Chair: Stephanie Lawson, Florida State University

Guanxi Meets Western Banking Systems: Trust, Bonding, and Commitment in the Context of Consumer Acculturation  
Joe Choon Yean Chai, University of Otago  
Jeffrey S. Podoshen, Franklin and Marshall College

Cross-generational Perceptions of Disciplining and the Implications for the Sustainability of Disciplining Practices of Service Providers  
Edward Kasabov, University of Bath

Overall Customer Satisfaction: A Case Study of the Bangladesh Banking Sector  
Johra Kayser Fatima, University of New South Wales  
Mohammed Razzaque, University of New South Wales

Service in the Hospitality Industry: A Chinese and American Comparison of Failures and Recovery Strategies  
Scott Swanson, University of Wisconsin – Eau Claire  
Yinghua Huang, Oklahoma State University-Stillwater  
Baoheng Wang, Xiamen University

Session 3.11 - Competitive  
Time: 08:30-10:00
**Emerging Issues in Services**
Chair: Ronald Clark, Missouri State University

Decision Making Under Stress: Comparing Pre-consumption and Consumption-related Stress  
Lola Duque, Universidad Carlos III de Madrid  
Sangeeta Singh, Norwegian School of Management

The Influence of Mental Models of Customer Service on Employee Engagement  
Carolyn (Casey) Findley Musgrove, University of Alabama  
Alexander Ellinger, University of Alabama  
Andrea Ellinger, University of Texas at Tyler

The Influence of Service Guarantees on Firm Performance  
Hyunju Shin, University of Alabama  
Alexander Ellinger, University of Alabama

When the Service Encounter Becomes a Source of Boredom: A Customer Demands-Resources Model of Service Employees’ Boreout  
Ruth Maria Stock, Technische Universität Darmstadt

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**Session 3.12 - Special Session**  Time: 08:30-10:00
Track: 11 - Marketing Theory  Room: Marbella (Main)

**Understanding, Constructing, and Testing Marketing Theory: A Doctoral Student Perspective**  
Chair: Colin Campbell, Monash University

Panelists:  
Colin Campbell, Monash University  
Kelli Crickey, Kennesaw State University  
Anjali Bal, Simon Fraser University  
Chris Archer-Brown, University of Bath  
Paul Barretta, University of Texas - Pan American
Wednesday, May 25 - 10:30-12:00

**Session 4.2 - Panel**

**Track:** 23 - Anniversary  
**Session**  
**Time:** 10:30-12:00  
**Room:** Granada Ballroom (Main)

**Question & Answer Session with the Marketing Gurus**

**Organizer:** Tomas Hult, Michigan State University  
**Facilitator:** Richard Lutz, University of Florida

**Panelists:**
- A. "Parsu" Parasuraman, University of Miami  
- Stanley F. Slater, Colorado State University  
- Jagdish Sheth, Emory University  
- V. Kumar, Georgia State University  
- Ruth Bolton, Marketing Science Institute  
- Rajan Varadarajan, Texas A&M University  
- George Day, University of Pennsylvania  
- Rohit Deshpande, Harvard Business School

Wednesday, May 25 - 12:00-13:20

**AMS Awards Luncheon**

**AMS Best Student Paper**

"The Impact of Employee Similarity to Customers on Perceptions of Service Quality"

Jason Flores, University of Texas – Pan American

**AMS CUTCO/Vector Distinguished Marketing Educator**

Joseph F. Hair, Jr., Kennesaw State University, USA

Wednesday, May 25 - 13:30-15:00

**Session 5.2 - Special Session**

**Track:** 23 - Anniversary  
**Session**  
**Time:** 13:30-15:00  
**Room:** Granada Ballroom (Main)

**An Interview with Jagdish Sheth, Charles H. Kellstadt Professor of Marketing in the Goizueta Business School at Emory University**
Interviewer:
Robert Peterson, University of Texas at Austin

Interviewee:
Jagdish Sheth, Emory University

**Session 5.3 - Special Session**
**Track:** 23 - Anniversary Session
**Time:** 13:30-15:00
**Room:** Merrick (Conf Ctr)

*Marketing and Sustainability – Select Presentations of Articles from the JAMS Special Issue*

Co-Chair: Tomas Hult, Michigan State University
Co-Chair: O.C. Ferrell, University of New Mexico

The Structure of Sustainability Research in Marketing, 1958-2008
- Brian Chabowski, University of Tulsa
- Jeannette A. Mena, University of South Florida
- Tracy Gonzalez-Padron, University of Colorado at Colorado Springs

Market-Oriented Sustainability: A Conceptual Framework and Propositions
- Victoria Crittenden, Boston College
- William Crittenden, Northeastern University
- Linda Ferrell, University of New Mexico
- O.C. Ferrell, University of New Mexico
- Christopher Pinney, Boston College

Green Marketing Strategies
- J. Joseph Cronin, Florida State University
- Jeffery S. Smith, Florida State University
- Mark Gleim, Florida State University
- Edward Ramirez, University of Texas at El Paso
- Jennifer Martinez, University of Memphis

**Session 5.4 - Special Session**
**Track:** 9 - Marketing, Society & Public Policy
**Time:** 13:30-15:00
**Room:** Stoneman Douglas (Conf Ctr)

*The Science and Practice of Forensic Research in Marketing*

Chair: Gregory T. Gundlach, University of North Florida

Panelists:
- Gregory T. Gundlach, University of North Florida
- Dhruv Grewal, Babson College
- Patricia Norberg, Quinnipiac University
- David W. Stewart, University of California, Riverside
Mary Kay Doctoral Dissertation Competition - Award Winners’ Session

Chairs: Daniel Flint, University of Tennessee
    and Kerry Tassopoulos, Mary Kay, Inc.

Complicating Choice: The Effort Compatibility Principle
Rom Y. Schrift, Columbia University

Influencing Key Account Strategy Implementation: Considering the Simultaneous Impact of Push and Pull-Through Over Time
William Bolander, University of Houston

The Design of Incentive Contracts and Its Effect on Worker Behavior
Doug J. Chung, Yale University

New Product Preannouncements-Design and Market-Based Consequences
Torsten Bornemann, University of Mannheim

Strategies for Enhancing Academic Performance and Achievement
Chair: Shannon Rinaldo, Texas Tech University
Discussant: Maria Kalamas, Kennesaw State University

Integrative Business Education Focused on the Environment: A Description of the Sophomore Scholars Program, Its Effects on Academic Performance, and the Regulatory Focus of its Participants
Jane McKay-Nesbitt, Bryant University
Elizabeth Yobaccio, Bryant University
Angela Wicks, Bryant University

Exploring the Effect of an Instruction to be Creative on Problem Solving in the Marketing Classroom
Rita Di Mascio, University of New South Wales
J. Sweller, University of New South Wales
S. Kalyuga, University of New South Wales

Social Media and Students’ Achievement: The Role of Culture and Personality
Sana Rouis, Luleå University of Technology
Branding in Latin America
Chair: Göran Svensson, Oslo School of Management
Discussant: Göran Svensson, Oslo School of Management

Stress and Brand Choices During the Purchasing Process in México
Francisco Carlos Soto Ramírez, Universidad de Colima
Maria de los Dolores Santarriaga Pineda, Universidad de Colima

When Local Brands Are Better? The Moderator Role of Self-construal On Identification With Global Or Local Brands In Brazil
Diego Costa, Reims Management School
Marlon Dalmoro, Universidade Federal do Rio Grande do Sul
Walter Nique, Universidade Federal do Rio Grande do Sul
Adilson Borges, Reims Management School

Consumer Spent Bigger Than Needed: Explaining Mobile Phone Plan-Choice Biases
Carlos André Nascimento Harada, EAESP-FGV São Paulo
André Torres Urdan, EAESP-FGV São Paulo
Melby Karina Zuniga Huertas, Centro Universitário de FEI

Environmental Forces and Employees In Retail
Chair: Daniel Hampson, University of Manchester
Discussant: Trang Tran, University of North Texas

Consumers in a Turbulent Economy: Normative, Egoistic and Economic Antecedents to Store (Dis)loyalty and Store-brand Proneness
Daniel Hampson, University of Manchester
Peter McGoldrick, Manchester Business School
Responsibly Yours: Marketing Sustainability in Retail  
Dhruv Bhatli, University Paris Est  
Chiraz Aouina Mejri, University Paris Est

Some Preliminary Evidence for the Effect of Employee Satisfaction on Relational Switching Costs  
Achilleas Boukis, Athens University of Economics and Business  
Spios Gounaris, Athens University of Economics and Business

Session 5.9 - Competitive  
Track: 7 - International Marketing  
Room: Prado (Main)

Branding in the International Marketplace  
Chair: Nicolas Papadopoulos, Carleton University  
Discussant: Lilly Ye, Frostburg State University

You Know You've Got To, Express Yourself: A Comparative Study of Self-Expression Through Brand, Women in Six Asian Nations  
Anjali Bal, Simon Fraser University  
Leyland Pitt, Simon Fraser University  
Peter Steyn, Luleå University of Technology  
Ása Wallström, Luleå University of Technology

Nora Lado, Universidad Carlos III de Madrid  
Fabrizio Cesaroni, Universidad Carlos III de Madrid  
Alberto Maydeu-Olivares, University of Barcelona  
Han Chiang Ho, Universidad Carlos III de Madrid

Religiously Motivated Consumer Boycott: The Impact on Brand Image, Product Judgment and Customer Loyalty  
Ibrahim Abosag, University of Manchester  
Maya Farah, American University of Beirut

Session 5.10 - Competitive  
Track: 1 - Advertising, Promotion & Communications  
Room: Brickell (Conf Ctr)

Marketing Communications from Priming to Signaling: Emerging Research from Doctoral Students  
Chair: Angeline Close, University of Nevada, Las Vegas  
Discussant: Pia Albinsson, Appalachian State University
Primming Effect across Modalities and the Influence of Processing Fluency on Ad Designs
Tony Yan, New Mexico State University
Miguel Angel Zuniga, New Mexico State University

Crisis Management Advertising Effectiveness: The Impact of Psychological Ownership and Message Abstractness
Phillip Hartley, Louisiana State University
Jie Sun, Louisiana State University
Randle Raggio, University of Richmond

No Clipping, No Printing Required: Antecedents of Consumers’ Intention to Use SMS Coupons
Chinintorn Nakhata, University of South Florida

Signaling Quality Across Different Stages of the Organizational Life Cycle
Stefan Hattula, University of Mannheim
Maik Hammerschmidt, Georg-August-University Goettingen
Hauke Wetzel, University of Mannheim
Hans Bauer, University of Mannheim

Session 5.11 - Competitive
Track: 15 - Selling & Sales Management
Room: Flagler (Conf Ctr)

Managing Salesperson Performance
Chair: Dawn Deeter-Schmelz, Ohio University

Building an Adaptive Sales Force Through Sales Control Synergies
C. Fred Miao, Clarkson University

Managers’ Perceptions of the Effectiveness of Cash Vs. Non-cash Awards for Sales and Customer Service Employees
Dennis Kopf, University of Wisconsin- Whitewater
Jimmy Peltier, University of Wisconsin- Whitewater

Antecedents of Salesperson’s Performance: Sales Unit’s Absorptive Capacity, LMX and Salesperson’s Trust and Goal Commitment
Nicholas Paparoidamis, Catholic University of Lille
Ruben Chumpitaz, Catholic University of Lille

Session 5.12 - Competitive
Track: 14 - Retailing
Room: Marbella (Main)

The Retail Shopping Experience
Chair: Stephanie Gillison, University of Alabama
Disentangling Individual and Contextual Shopping Motivations
Julien Schmitt, LoughBorough University
Dina Rasolofoarison, Aston University

Understanding the Negative Aspects of Role Shopping
Stephanie Gillison, University of Alabama
Kristy Reynolds, University of Alabama

Singing at a Karaoke Box Shop: Antecedents and Consequences of Hedonic Retail Experiences
Stephen Chi-Tsun Huang, National Kaohsiung First University of Science and Technology
Shih-Hao Wu, National Kaohsiung First University of Science and Technology
Tung-Sheng Wang, National Kaohsiung First University of Science and Technology
Yi-Fong Chen, Great Wall Enterprise Co. Ltd

Wednesday, May 25 - 15:30-17:00

**Session 6.1 - Panel**
Track: 23 - Anniversary  
Room: Conference Center Ballroom  
**Time: 15:30-17:00**

*Direct Selling in the 21st Century: Developing a Research Partnership between Industry and Academia*
Chair: Daniel Flint, University of Tennessee

**Panelists:**
Kerry Tassopoulos, Mary Kay, Inc.
Sarah Baker Andrus, Vector Marketing Corp.
Robin Diamond, Direct Selling Education Foundation
Victoria Crittenden, Boston College
Linda Ferrell, University of New Mexico

**Session 6.2 - Panel**
Track: 23 - Anniversary  
Room: Granada Ballroom (Main)  
**Time: 15:30-17:00**

*Contributions of the Sheth Foundation to the Marketing Discipline*
Chair: Naresh Malhotra, Nanyang Technological University

**Panelists:**
Ruth Bolton, Marketing Science Institute
Tomas Hult, Michigan State University
Richard Lutz, University of Florida
Session 6.3 - Special Session  
Time: 15:30-17:00  
Track: 9 - Marketing, Society & Public Policy  
Room: Merrick (Conf Ctr)  

Is Corporate Social Responsibility a Significant Marketing Resource?  
Chair: Scott Vitell, University of Mississippi  

Panelists:  
Scott Vitell, University of Mississippi  
O.C. Ferrell, University of New Mexico  
Jeannette A. Mena, University of South Florida  
Tracy Gonzalez-Padron, University of Colorado at Colorado Springs  

Session 6.4 - Panel  
Time: 15:30-17:00  
Room: Stoneman Douglas (Conf Ctr)  

Meet the Reviewers  
Chair: Charles Ingene, Hong Kong Polytechnic University  

Panelists:  
Charles Ingene, Hong Kong Polytechnic University  
David Ortinau, University of South Florida  
A. "Parsu" Parasuraman, University of Miami  
Bodo B. Schlegelmilch, Vienna University of Economics and Business  

Session 6.5 - Competitive  
Time: 15:30-17:00  
Track: 16 - Services Marketing  
Room: Aragon (Main)  

Models of Service Evaluation and Decision Making  
Chair: Richard Hanna, Northeastern University  

Service Convenience Determinants of Consumer Continual Intention for Group Buying  
Lingyen Pan, National Taiwan University  
Shuling Liao, Yuan Ze University  

A Re-Examination of the Nature of the Service Satisfaction and Customer Loyalty Relationship through the Lens of Attribution Theory  
Birgit Leisen Pollack, University of Wisconsin Oshkosh  

Service Quality, Customer Satisfaction, Value and Loyalty: An Empirical Investigation of the Airline Services Industry
Customer’s Perceptions of Authenticity in a Service Encounter
Hyunju Shin, University of Alabama
Kyoungmi Kim, University of Alabama
Sharon Beatty, University of Alabama

Session 6.6 - Competitive
Time: 15:30-17:00
Track: 20 - Latin America - Research & Teaching in Marketing
Room: Anastasia (Main)

Understanding Different Industries in Latin America
Chair: Göran Svensson, Oslo School of Management
Discussant: Göran Svensson, Oslo School of Management

The Landscape as an Integrative Aspect of Tourism for the State of Colima and its Risk Factor Implications: Seeking Collaboration Between Parties Involved with Colima’s Volcano
Irma Magaña Carrillo, University of Colima
Carmen Padín Fabeiro, University of Vigo

Use Of Archetypes In The Colombian Fashion Industry
Lina M. Ceballos, EAFIT University
Juliana Villegas, EAFIT University

Co-creation Of Value In The Brazilian Private Higher Educational Service
Flávio Régio Brambilla, Universidade Luterana do Brasil

Electricity Demand Management in A Brazilian B-to-b Domain: Characteristics, Explanation, And Simulation
Suzane Strehlau, FEI São Paulo
Melby Karina Zuniga Huertas, Centro Universitário de FEI
André Torres Urdan, EAESP-FGV São Paulo
Edmilson Alves de Moraes, FEI São Paulo

Session 6.7 - Special Session
Time: 15:30-17:00
Track: 15 - Selling & Sales Management
Room: Majorca (Main)

Sales Research: Where is the cutting edge?
Chair: Daniel Ladik, Seton Hall University

Panelists:
Michael Ahearne, University of Houston
Andrea Dixon, Baylor University
Douglas Hughes, Michigan State University
Daniel Ladik, Seton Hall University
William Locander, Loyola University
Greg Marshall, Rollins College

Session 6.8 - Competitive  Time: 15:30-17:00
Track: 3 - Consumer Behavior  Room: Deering (Conf Ctr)

The Experience of it all
Chair: Soonkwan Hong, Michigan Technological University
Discussant: Jikyeong Kang, University of Manchester

Brand Engagement and Self-concept: Brand Experiences & Emotional Attachment
Julian Clemenz, RWTH Aachen University
Malte Brettel, RWTH Aachen University

Value Co-Creation: DIY Industry
Marco Wolf, University of Southern Mississippi
Shaun McQuitty, Athabasca University

Product Assembly Experiences: Self- Construal & Difficulty interaction
Prakash Das, University of Calgary
Katherine White, University of Calgary
James Agarwal, University of Calgary

Order Effects: Experiential Products: Role of Product Similarity
Dipayan Biswas, Bentley University
Donald Lehmann, Columbia University
Lauren Labrecque, Northern Illinois University
Ereni Markos, Quinnipiac University

Session 6.9 - Competitive  Time: 15:30-17:00
Track: 7 - International Marketing  Room: Prado (Main)

Segmentation and Emerging Markets
Chair: Matt Myers, University of Tennessee
Discussant: Ali Kara, Pennsylvania State University York Campus

Social Mobility and the Demand for Luxury in Russia: A Typology of Russian Consumers of Luxury Goods
Gregory Kivenzor, Rivier College
Roy Toffoli, University of Québec at Montréal

Emerging Markets: Service Quality versus Value in Russia

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International Market Segmentation as Practice
Jennifer Cordero, University of California, Irvine

Session 6.10 - Competitive
Time: 15:30-17:00
Track: 20 - Latin America - Research & Teaching in Marketing
Room: Tuttle (Conf Ctr)

Teaching Marketing in Latin America
Chair: Adilson Borges, Reims Management School
Discussant: Adilson Borges, Reims Management School

Managerialism In The Classroom: Quitting Or Resisting?
Cristiana Trindade Ituassu, Escola de Administração de Empresas de São Paulo

The Student As Practitioner: An Activity Theory Approach For Student Participation In Higher Education In Colombia
Mario Eduardo Giraldo Oliveros, Universidad del Norte
Marisabella De Castro Abello, Universidad del Norte

Using Simulator Markstrat In Marketing Planning Courses In Brazil
Ana Akemi Ikeda, University of São Paulo
Marcelo Barbieri Campomar, University of São Paulo
Marcos Cortez Campomar, University of São Paulo

A New Business School Model: Relevance Of Management Education In Colombia
Silvio Borrero, Universidad ICESI
Faride Crespo, Universidad ICESI
Carolina Cortes, Universidad ICESI
Olga Lucia Ramirez, Universidad ICESI

Session 6.11 - Competitive
Time: 15:30-17:00
Track: 8 - Marketing Education & Pedagogy
Room: Flagler (Conf Ctr)

Outside the Classroom: Issues that Make You Say Hmmm...
Chair: Frank Pons, Laval University
Discussant: Rita Di Mascio, University of New South Wales

Reference Letters for Students: A Legal Trap for the Uninformed Marketing Educator
Pia Albinsson, Appalachian State University
Nina Compton, New Mexico State University
Determinants of Successful Ph.D. Student Placement in Faculty Positions: The Mediating Role of Publication Record

Xin Wang, University of Cincinnati
Frank Kardes, University of Cincinnati

It is relevant, isn’t it? On the Influence of Prior Experience on a Joint Relevance Evaluation Between Marketing Scholars and Practitioners
Johannes Hattula, University of St. Gallen
Sven Reinecke, University of St. Gallen

Is PR the New Marketing or Is Marketing the New PR?
Deborah Goldring, Florida Atlantic University

Readability And Usefulness: Do The Top 100 MBA Mission Statements Say Anything?
Anjali Bal, Simon Fraser University
Leyland Pitt, Simon Fraser University
Michael Parent, Simon Fraser University

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**Session 6.12 - Competitive**
**Time: 15:30-17:00**
**Track: 12 - Pricing & Revenue**
**Management**
**Room: Marbella (Main)**

**Pricing Tactics**
Chair: Keith Coutler, Clark University
Discussant: Keith Coutler, Clark University

Price Dispersion in the Airline Industry: A Conceptual Framework and Empirical Analysis
Ed Gailey, Fairmont State University
Ashutosh Dixit, Cleveland State University
Thomas Whipple, Cleveland State University
Rajshekhar ‘Raj’ Javalgi, Cleveland State University

Do Customers Prefer Many Tariff Options? The Role of Perceived Costs and Benefits of Variety in Pricing
Christian Homburg, University of Mannheim
Dirk Totzek, University of Mannheim
Melanie Krämer, University of Mannheim

Internet Product Prices in Emerging Economies
Gopal Iyer, Florida Atlantic University
Lifan Yang, East China University of Political Science and Law
Wednesday, May 25 - 17:30-19:00

Time: 17:30-19:00
Room: Country Club Courtyard (Conf Ctr)

“Celebrating Milestones” Reception
Sponsored by Program Co-Chairs:
O.C. Ferrell, University of New Mexico and
Tomas Hult, Michigan State University

This reception is sponsored by the program chairs to celebrate the anniversaries of the following marketing-related events:

Sheth Foundation – 20th Anniversary
Academy of Marketing Science – 40th Anniversary
Marketing Science Institute – 50th Anniversary
100th Anniversary of the First Principles of Marketing Course

Wednesday, May 25 - 19:00-21:00

Time: 19:00-21:00
Room: Country Club Ballroom (Conf Ctr)

AMS "Creative Chef" Dinner

All AMS members are invited to a unique “create-your-own-dinner with the professional assistance of superb chefs from the Biltmore Hotel."
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**DAILY HIGHLIGHTS**  
**Thursday May 26, 2011**

**Future of the Marketing Academia**  
8:30 – 10:00, Granada Ballroom

**JAMS Editorial Review Board Meeting**  
08:30 – 10:00, Marbella

**Learning from the JAMS Editors**  
10:30 – 12:00, Granada Ballroom

**Meet the Editors of Marketing Journals**  
13:30 – 15:00, Granada Ballroom

**100 Years of the Principles of Marketing Course**  
15:30 – 17:00, Granada Ballroom

**AMS Annual Business Meeting**  
17:00 – 18:00, Granada Ballroom

**Annual AMS President’s Reception**  
18:00 – 19:00, Country Club Courtyard

**Annual AMS President’s Banquet**  
19:00 – 21:00, Country Club Ballroom

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**Thursday, May 26**

**Thursday, May 26 - 08:30-10:00**

**Session 7.2 - Special Session**  
Time: 08:30-10:00  
Room: Granada Ballroom (Main)

**Future of the Marketing Academia: Opportunities, Challenges, and Strategies**  
Chair: K. Sivakumar, Lehigh University

- Future of Marketing Academia: The Big Picture  
  Jagdish Sheth, Emory University

- Future of MBA and Executive Education  
  David W. Stewart, University of California, Riverside

- Future of Dissemination of Academic Marketing Research  
  Richard Lutz, University of Florida
Future of Marketing Academia: Faculty Career Management Issues
K. Sivakumar, Lehigh University

Session 7.3 - Competitive
Track: 8 - Marketing Education & Pedagogy
Room: Merrick (Conf Ctr)

Innovative Approaches for Teaching the Marketing Curriculum
Chair: Pia Albinsson, Appalachian State University
Discussant: Jane McKay-Nesbitt, Bryant University

Learning Personal Selling Through Cognitive Apprenticeship: Creating More Authentic Instruction Through the UA Sales Lab
Ryan Alverson, University of Alabama
Lenita Davis, University of Alabama
Cecil Robinson, University of Alabama

A Comparison of the Readability of Marketing Research Textbooks and Commercial Marketing Research White Papers
Jane Wayland, University of Arkansas at Little Rock
Cynthia Daily, University of Arkansas at Little Rock

"One size Fits All in the Global Marketing Classroom…Not Really": Impact of Students’ National Culture and Acculturation Levels
Frank Pons, Laval University
Annick Lavoie, Université de Montréal, Canada
Mehdi Mourali, University of Calgary

Choice and Conflict Between Sacred and Secular Music: A Conversation Piece for Teaching Marketing Ethics
Brent Smith, Saint Joseph’s University
Janée Burkhalter, Saint Joseph’s University

Session 7.4 - Competitive
Track: 10 - Marketing Strategy
Room: Stoneman Douglas (Conf Ctr)

New Perspectives on the Role of Market Orientation
Chair: John Hulland, University of Pittsburgh

Does Market Orientation Drive New Product Performance? The Mediating Role of Project-level Information Sharing Capabilities
Turkan Dursun-Kilic, West Texas A&M University
John Ford, Old Dominion University
Ceyhan Kilic,
Market Orientation, Business Strategy and Firm Performance: The Marketing Effects of Managers’ Personal Values
Yuhui Gao, Dublin City University

The Impact of Reputation Orientation on Marketing Strategy and Performance
Deborah Goldring, Florida Atlantic University

Gaining Superior Business Performance from Market Orientation: The Mediating Role of the Core Business Process Capabilities
Matti Jaakkola, Aalto University
Johanna Frosen, Aalto University
Henriikki Tikkanen, Aalto University
Antti Vassinen, Aalto University
Petri Parvinen, Aalto University
Jaakko Aspara, Aalto University

Session 7.5 - Competitive
Track: 2 - Brand, Image, & Product Management
Room: Aragon (Main)

Global Brand Issues
Chair: M. Berk Talay, University of Massachusetts Lowell

The Use of Sustainable Country Images in Organizational Branding
Niki Hynes, ESC Clermont Ferrand
Barbara Caemmerer, ESSCA School of Management
Eliot Masters, University of Liverpool

Factors Affecting Country Brand Equity: A Business Perspective
Ahmed H. Tolba, American University in Cairo

Country Image and Brand Image: An International Investigation on Made in Italy
Gaetano Aiello, University of Florence
Raffaele Donvito, University of Florence
Mike Ewing, Monash University

Liability of Localness and Cross-Cultural Variance in Conspicuous Consumption: The Case of the Global Automotive Industry
M. Berk Talay, University of Massachusetts Lowell
Janell D. Townsend, Oakland University

Session 7.6 - Competitive
Track: 4 - Customer Relationship
Room: Anastasia

Time: 08:30-10:00
Management (Main)

Commitment, Retention and Churn in Customer Relationship Management
Chair: Ruth Maria Stock, Technische Universität Darmstadt

Three-Dimensional Customer Commitment Model: Investigating Its Impact on Loyalty Relational Outcomes
Yaser Alabdi, University of Manchester
Jikyeong Kang, University of Manchester

Online C2C Knowledge Sharing and E-Loyalty: The Moderation of Relationship Length and Customer’s Roles
Shih-Hao Wu, National Kaohsiung First University of Science and Technology
Stephen Chi-Tsun Huang, National Kaohsiung First University of Science and Technology
Ching-Yi Daphne Tsai, National Kaohsiung First University of Science and Technology

A Semi-Markov Model of Customer Lifetime in the Portuguese Fixed Telecommunications Industry
Sofia Portela, UNIDE
Rui Menezes, UNIDE

Preventing Customers from Running Away! Exploring Generalized Additive Models for Customer Churn Prediction
Kristof Coussement, IESEG School of Management
Dries Frederik Benoit, Ghent University
Dirk Van den Poel, Ghent University

Session 7.7 - Competitive Time: 08:30-10:00
Track: 6 - Interactive Marketing Room: Majorca (Main)

Interactive Marketing: A Focus on Technologies
Chair: Michael Obal, Temple University

I Will If You Will: The Effect of Social Network Ties on the Adoption of Mobile Applications
David Taylor, Sacred Heart University
Troy Voelker, University of Houston-Clear Lake
Iryna Pentina, University of Toledo

Technology Cluster Effect as Moderator in the Technology Acceptance Model: The Case of Text Messaging and WIG Mobile Banking Adoption
Jacques Nel, University of the Free State
Tsietsi Raleting, University of the Free State
Christo Boshoff, Stellenbosch University
The Natives Are Restless: Understanding Consumer Satisfaction and Adoption of Digital Information Products
Colleen Kirk, Pace University
Pradeep Gopalakrishna, Pace University

Trust and New B2B Technologies: An Empirical Study Identifying the Trust Issues Related to the Adoption Rates of New Technology
Michael Obal, Temple University

Session 7.8 - Special Session
Time: 08:30-10:00
Track: 14 - Retailing
Room: Deering (Conf Ctr)

Extending Shopping Research Questions: Companions and Teens
Chair: Julie Baker, Texas Christian University

Teen Boys Mall Shopping Behaviors
Julie Baker, Texas Christian University
Diana Haytko, Florida Gulf Coast University
Greg Marshall, Rollins College

Teen Girls Shopping Companions: Moms vs Friends
Alexa Givens, University of Alabama
Stephanie Gillison, University of Alabama
Kate Kim, University of Alabama
Sharon Beatty, University of Alabama
Kristy Reynolds, University of Alabama
Julie Baker, Texas Christian University

Exploring My Shopping partner: Is S/He an Assist or a Blocker?
Jun Sang Lim, Virginia State University
Sharon Beatty, University of Alabama

Who is Buying What? Comparing Modern Household Shopping Responsibilities with the Past Research on Family Decision Making
Stephanie Gillison, University of Alabama
Kristy Reynolds, University of Alabama

Session 7.9 - Competitive
Time: 08:30-10:00
Track: 7 - International Marketing
Room: Prado (Main)

Country and Brand Origin Issues
Chair: Qin Sun, TUI University
Discussant: Khaled Aboulnasr, Florida Gulf Coast University

The Spillover Effects of Product-Harm Crises on Brands of the Same Country of Origin
Amro Maher, Qatar University
Anusorn Singhapakdi, Old Dominion University

Country Resources, Country Image and Tourism: A Panel Data Analysis
Qin Sun, TUI University
Audhesh Paswan, University of North Texas

Seeking Country of Origin Information as an Indicator of Social Status to Make Egoistical Purchase Decisions
Hina Khan, Northumbria University
Padmali Rodrigo, Northumbria University

Session 7.10 - Competitive
Time: 08:30-10:00
Track: 9 - Marketing, Society & Public Policy
Room: Brickell (Conf Ctr)

Consumer Health Issues in Marketing
Chair: Kathleen J. Kelly, Colorado State University
Discussant: Wided Batat, University of Lyon, France

Do You Really Want to Eat More Healthy or Do You Just Want to Look Good? How Different Motives Influence the Healthy Food Decision
Stefan Hoffmann, Technical University of Dresden
Robert Mai, Technical University of Dresden

The Effects of Natural Cigarette Descriptors on Adolescents’ Brand-Related Beliefs, Attitudes, and Intentions
Kathleen J. Kelly, Colorado State University
Kenneth Manning, Colorado State University

Collective and Perceived Normative Influences on Intention to Smoke Across the European Union Member States: A Multilevel Examination
Louise M. Hassan, Heriot-Watt University
Edward Shiu, University of Strathclyde

Understanding the external benefits of consumption of goods and services that might contribute to HIV / AIDS control
Jack Cadeaux, University of New South Wales
Denni Arli, University of New South Wales

Session 7.11 - Competitive
Time: 08:30-10:00
Track: 19 - Sustainability Issues in Marketing
Room: Flagler (Conf Ctr)

Reviews, Analyses, and Anti-Consumption
Chair: Jason Oliver, East Carolina University
Discussant: Zoe Morgan, Manchester Business School

Attitudinal Determinants of Recycling Behavior: At Home and on Vacation
Jason Oliver, East Carolina University
Stefanie Benjamin, East Carolina University

The Domain of Sustainable Marketing: A Framework and Research Agenda
Lynette Ryals, Cranfield University
Emma Macdonald, Cranfield School of Management

Marketing Managers’ Motivations toward Moderation of Consumption
Zoe Morgan, Manchester Business School
Peter McGoldrick, Manchester Business School

Farmers’ Markets and Sustainability Issues: A Review, Assessment, and Research Agenda
Syed Tariq Anwar, West Texas A&M University

Session 7.12 - Panel
Time: 08:30-10:00
Room: Marbella (Main)

Journal of the Academy of Marketing Science, Editorial Review Board Meeting
Chairs: Tomas Hult, Michigan State University and O.C. Ferrell, University of New Mexico

Thursday, May 26 - 10:30-12:00

Session 8.2 - Special Session
Time: 10:30-12:00
Track: 23 - Anniversary Session
Room: Granada Ballroom (Main)

Learning from JAMS Editors
Chair: Tomas Hult, Michigan State University

Robert Peterson, University of Texas at Austin

JAMS Editor 1997-2000, JSR Editor 2005-2009
A. "Parsu" Parasuraman, University of Miami

JAMS Editor 2000-2003, JM Editor 1993-1996
Rajan Varadarajan, Texas A&M University

JAMS Editor 2006-2009, JM Editor 1999-2002
David W. Stewart, University of California, Riverside
Session 8.3 - Competitive
Time: 10:30-12:00
Track: 5 - Entrepreneurial Marketing
Room: Merrick (Conf Ctr)

Fundamental Theoretical Concepts in EM
Chair: Claes Hultman, Örebro University

Entrepreneurial Marketing and its Antecedent: An Empirical Investigation of the Role of Entrepreneurial Orientation
Pitsamorn Kilenthong, University of the Thai Chamber of Commerce
Gerald Hills, Bradley University
Claes Hultman, Örebro University

Influence of Entrepreneurial Motivations on Strategic Business Decisions
Maria Petrescu, Florida Atlantic University

Towards the Development of Classificational Schemata in Entrepreneurial Marketing
Michael Bowers, Rollins College
Prateek Bajaj, Rollins College

Commercializing Science through Effectual Marketing
Peter Whalen, University of Oregon
Samuel Holloway, University of Portland

Session 8.4 - Competitive
Time: 10:30-12:00
Track: 10 - Marketing
Room: Stoneman Douglas (Conf Ctr)

Strategies for Growing the Organization
Chair: Matthew E. Sarkees, Penn State University, Great Valley

Breeds, Trick and Age: The Case of Small Business Growth and Market Choice Strategy
Joseph Miller, Rochester Institute of Technology

The Impact of M&A and Alliances on Firm Performance
Matthew E. Sarkees, Penn State University, Great Valley
John Hulland, University of Pittsburgh

What Alliance Partners are Trustworthy? The Roles of Governance and Organizational Culture
Oliver Schilke, University of California, Los Angeles
Karen Cook, Stanford University
Configuration Theory Assessment of Business Relationships
Ghasem Zaefarian, Manchester Business School
Stephan Henneberg, Manchester Business School
Peter Naude, Manchester Business School

Session 8.5 - Special Session
Time: 10:30-12:00
Track: 8 - Marketing Education & Pedagogy
Room: Aragon (Main)

AMS Outstanding Marketing Teacher Award Winners’ Presentations
Chair: Jule Gassenheimer, Rollins College

It All Comes Down to ICARE
Vassilis Dalakas, California State University-San Marcos

Getting Over Yourself: Struggles, Triumphs, and Failures in Marketing Education
Luke Kachersky, Fordham University

Engaging Students in Their Learning: Analyzing the Role of Diverse Teaching Innovations
Angela Paladino, University of Melbourne

How I Teach 1200 Students Out of a 150 Seat Classroom
Bruce Robertson, San Francisco State University

Session 8.6 - Competitive
Time: 10:30-12:00
Track: 1 - Advertising, Promotion & Communications
Room: Anastasia (Main)

Theory Development and Practice in Advertising: Explaining and Predicting Ad-Evoked Nostalgia, Recall, and Relevance
Chair: Angeline Close, University of Nevada, Las Vegas
Discussant: Michael LaTour, University of Nevada Las Vegas

The Effects of Advertising Evoked Vicarious Nostalgia on Brand Heritage
Altaf Merchant, University of Washington, Tacoma
Gregory Rose, University of Washington, Tacoma
Joel Gjuka, University of Washington, Tacoma

Can you Hear Me Now? Antecedents of Slogan Recall
Chiranjeev Kohli, California State University, Fullerton
Sunil Thomas, California State University, Fullerton
Rajneesh Suri, Drexel University
Advertising Relevance: Categorization and a Case for Scale Development

Gary Holmes, Drury University
Nancy Spears, University of North Texas

Your Best Buddy - the Case of Toyota South Africa
Adele Berndt, Monash University

Session 8.7 - Competitive
Time: 10:30-12:00
Track: 6 - Interactive Marketing
Room: Majorca (Main)

Interactive Marketing: A Focus on Self
Chair: Donnavieve Smith, North Central College

Exploring Self-Brand Connection in the Social Media Context: The Case of Twitter
Iryna Pentina, University of Toledo

Self-Presentation in Social Networks: An Exploration of Facebook and MySpace
Donnavieve Smith, North Central College

Antecedents of Customer Citizenship Behavior in Social Networking Sites: A Contingency Perspective
Shih-Hao Wu, National Kaohsiung First University of Science and Technology
Stephen Chi-Tsun Huang, National Kaohsiung First University of Science and Technology
Ching-Yi Daphne Tsai, National Kaohsiung First University of Science and Technology

Why a Few Social Networking Sites Succeed While Many Fail
Arash Kordestani, Luleå University of Technology
Moez Limayem, University of Arkansas
Esmail Salehi-Sangari, Royal Institute of Technology
Henrik Blomgren, Royal Institute of Technology

Session 8.8 - Special Session
Time: 10:30-12:00
Track: 12 - Pricing & Revenue
Management
Room: Deering (Conf Ctr)

Price-Choice Relationship
Chair: Dhruv Grewal, Babson College
Discussant: Anne Roggeveen, Babson College

The Influence of Resale Reference Prices on Choice Behavior: Risk Factors as Moderators
Anthony Miyazaki, Florida International University
Yi Ju Chen, Florida International University
When to Present Price Information: Before and After Experiencing a Product?
Keith Wilcox, Babson College
Anne Roggeveen, Babson College
Dhruv Grewal, Babson College

Convexity Neglect in Consumer Decision Making
Haipeng (Allan) Chen, Texas A&M University
Alina Sorescu, Texas A&M University
Sorin Sorescu, Texas A&M University
Michael Tsiros, University of Miami

Session 8.9 - Competitive
Track: 7 - International Marketing
Room: Prado (Main)
Time: 10:30-12:00

Country of Origin, Ethnocentrism, and Value Creation
Chair: Attila Yaprak, Wayne State University
Discussant: Frederik Meyer, University of Mainz

Understanding the Fundamental Mechanisms of Origin-Based Brand Value Creation: An Empirical Analysis
Frank Huber, University of Mainz
Frederik Meyer, University of Mainz
Katrin Stein, Johannes Gutenberg University Mainz

Ethnocentrism and Consumer Ethnocentrism: The Role of Perceived Threat and Social Capital
Daniel Friesen, Wayne State University
Attila Yaprak, Wayne State University

The Effect of Stereotype Incongruent Information on Consumers’ Evaluations: Does Favorable Foreign Product Mean Favorable Country of Origin?
Khaled Aboulnasr, Florida Gulf Coast University

Session 8.10 - Panel
Room: Brickell (Conf Ctr)
Time: 10:30-12:00

AMS Board of Governors Meeting
Chairs: Joe Hair, Kennesaw State University
and Barry Babin, Louisiana Tech University

Session 8.11 - Competitive
Track: 11 - Marketing Theory
Room: Flagler (Conf Ctr)
Time: 10:30-12:00

Theoretical Development with respect to Marketing’s Strategic Relationships
Chair: Lucas Hopkins, Kennesaw State University
Discussant: Mike Simmons, Kennesaw State University
Theory in Cross-Functional Relationships: Looking Out to Look In
Niall Piercy, University of Bath
Alexander Ellinger, University of Alabama

On the Innovation Consequences of Market Orientation
Can Uslay, Chapman University
Jagdish Sheth, Emory University

The Impact of Technology on Marketing - Introducing a New Marketing DNA
Paul Harrigan, University of Southampton
Beth Hulbert, University of Southampton

Socialization 2.0: Innovative Socializaton Agents in a Complex Service Industry
Andrew Rohm, Northeastern University

Session 8.12 - Doctoral Colloquium Time: 10:30-12:00
Track: 21 - Doctoral Student Colloquium Room: Marbella (Main)

Online/Source Creativity Issues
Chair: Todd Donavan, Colorado State University

Moral Identity in Online Environments: the Roles of ‘Sense of Place’ and Moral Emotions in Indian Consumers
Prakash Das, University of Calgary

Think About It: Online Partitioned Pricing and the Effect of Instant and Delayed Incentives on High and Low Cognition Customers
G. David Shows, Louisiana Tech University

Investigating Sources of Creativity in the Fashion Industry: Make, Buy or Steal
Shuyu Lin, Manchester Metropolitan University

Thursday, May 26 - 13:30-15:00

Session 9.1 - Special Session Time: 13:30-15:00
Track: 5 - Entrepreneurial Marketing Room: Conference Center Ballroom

Entrepreneurship within Marketing Academia
Chair: Can Uslay, Chapman University

Panelists:
Can Uslay, Chapman University
Jagdish Sheth, Emory University
V. Kumar, Georgia State University
Session 9.2 - Special Session  
Time: 13:30-15:00  
Room: Granada Ballroom (Main)  

Meet the Editors  
Chair: O.C. Ferrell, University of New Mexico

Journal of the Academy of Marketing Science  
Tomas Hult, Michigan State University

Academy of Marketing Science Review (AMS Review)  
Victoria Crittenden, Boston College

Journal of Advertising  
Julie Roth, Rutgers University

Journal of Business Research  
Barry Babin, Louisiana Tech University

Journal of Interactive Marketing  
Charlie Hofacker, Florida State University

Journal of Marketing Theory and Practice  
Greg Marshall, Rollins College

Journal of Personal Selling and Sales Management  
Michael Ahearne, University of Houston

Session 9.3 - Competitive  
Time: 13:30-15:00  
Track: 10 - Marketing Strategy  
Room: Merrick (Conf Ctr)

Dealing with Environmental Uncertainty  
Chair: Matti Jaakkola, Aalto University

Market-driven Innovation Capability and Financial Performance: Moderating Effect of Environmental Turbulence  
Matti Jaakkola, Aalto University

Market Environments as a Source of Information: The Effects of Uncertainty on Intended and Realized Marketing Strategy  
Simos Chari, Leeds University

Exploring Outcomes of Different Layers from an Innovation-oriented Culture in Uncertain Environments: Insights from a Multisource Data Analysis  
Ruth Maria Stock, Technische Universität Darmstadt  
Bjoern Six, Darmstadt University of Technology

Session 9.4 - Competitive  
Time: 13:30-15:00  
Track: 15 - Selling & Sales  
Room: Stoneman Douglas

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The Evolving Role of the Salesperson
Chair: Charlotte Mason, University of Georgia

The Changing Role of Salespeople and Consequences for Required Capabilities: A Review and Empirical Exploration
Lynette Ryals, Cranfield University
Javier Marcos-Cuevas, Cranfield School of Management

Whom to Outperform when Part of a Selling Team? A Multilevel Exploration
Bart Dietz, Erasmus University
Daan van Knippenberg, Erasmus University
Giles Hirst, Monash University

Individual, Organizational and Relational Factors Influence on Salesperson Competitive Intelligence
Adam Rapp, Clemson University
Raj Agnihotri, William Paterson University
Tom Baker, Clemson University

Beyond Performance: The Reseller Salesperson as Brand Evangelist
Roger Calantone, Michigan State University
Douglas Hughes, Michigan State University
Brian Baldus, Michigan State University

Session 9.5 - Competitive Time: 13:30-15:00
Track: 5 - Entrepreneurial Marketing Room: Aragon (Main)

Practice of Marketing in Entrepreneurial Firms
Chair: Heiner Evanschitzky, University of Aston

The Franchise Dilemma: Agent Motivations, Contracting and Opportunism in Hybrid Governance
Heiner Evanschitzky, University of Aston
Barbara Caemmerer, ESSCA School of Management

The Value Relevance of Chief Marketing Officers for the IPO of Startups
Christian Homburg, University of Mannheim
Alexander Hahn, University of Mannheim
Torsten Bornemann, University of Mannheim

Entrepreneurial Marketing in Small Firms: A Comparative Study of Small Software Technology Firms in Central Finland, Wales, UK and Silicon
Rosalind Jones, Bangor University
Mari Souranta, University of Jyvaskyla
Branding in SMEs
Mari Souranta, University of Jyvaskyla

Session 9.6 - Competitive
Track: 2 - Brand, Image, & Product Management
Time: 13:30-15:00
Room: Anastasia (Main)

Advertising and Brand Management
Chair: Matthew E. Sarkees, Penn State University, Great Valley

Branding in E-Mails Enhances Advertising Effectiveness
Stefan Hampel, University of Bayreuth
Larissa Hammon, University of Bayreuth
Hajo Hippner, University of Bayreuth

Identification with a Learning Institution through Communication of the Brand
E.R. Scharf, Universidade Regional de Blumenau
R.B. Correia, Universidade Regional de Blumenau

Requiem for a Brand: Consumer Response to Brand Elimination
Setayesh Sattari, Luleå University of Technology
Kaveh Peighambari, Luleå University of Technology
Esmail Salehi-Sangari, Royal Institute of Technology

Session 9.7 - Competitive
Track: 10 - Marketing Strategy
Time: 13:30-15:00
Room: Majorca (Main)

Creativity and Organizational Value Creation
Chair: John Hulland, University of Pittsburgh

Creativity and Innovation for New Product Ventures in the Emerging Context
Fu-Mei Chuang, Loughborough University
Robert Morgan, Cardiff University
Matthew Robson, Leeds University

The Consumption-system Wireless Telecommunications and the Perceived Value – Loyalty Intentions Link
Alexander Zauner, WU Vienna
Arne Floh, WU Vienna
Monika Koller, WU Vienna

The Role of Creative Awards in the Advertising Industry: A Signaling Perspective
Dimitri Kapelis, University of New Mexico
Andre Liebenberg, University of Mississippi
Session 9.8 - Competitive
Track: 3 - Consumer Behavior
Room: Deering (Conf Ctr)

**Satisfaction and Shopping**
Chair: Jikyeong Kang, University of Manchester
Discussant: Jagdip Singh, Case Western Reserve

Word of Mouth: Tourists? Decisions--Islamic Destinations
Mohamad Jalivand

Immigrants’ Approaches to Shopping
Sigal Segev, Florida International University
Ayalla Ruvio, Temple University
Aviv Shoham, University of Haifa

Dissatisfaction & Retaliatory Behavior: Participation as a Moderator
Paul Barretta, University of Texas - Pan American
Mohammad Zolfagharian, University of Texas - Pan American

Bargain Shopping: Perceived Value, Satisfaction, Intentions
Chae Lim, Philadelphia University
Youn-Kyung Kim, University of Tennessee

Session 9.9 - Competitive
Track: 7 - International Marketing
Room: Prado (Main)

**International Consumer Sentiment, Animosity, and Boycott**
Chair: Hina Khan, Northumbria University
Discussant: Piyush Sharma, Hong Kong Polytechnic University

The Boycott of Offshoring Companies: How the Fit Between the Consumers’ Home Country and the Company’s Origin Influences the Boycott Decision
Stefan Hoffmann, Technical University of Dresden
Robert Mai, Technical University of Dresden

Dehumanization and Global Advertising: A Study of African American Depictions
Lenita Davis, University of Alabama
Mia Long, University of Alabama
Myles Landers, University of Alabama

Consumer Boycotts in International Marketing: A Multidisciplinary Assessment and Review
Syed Tariq Anwar, West Texas A&M University

Consumer Animosity: A Comparative Perspective
Nicolas Papadopoulos, Carleton University
Session 9.10 - Competitive  Time: 13:30-15:00  
Track: 7 - International Marketing  Room: Brickell (Conf Ctr)

Cross-Cultural Market Orientation in International Marketing  
Chair: Ahmet Kirca, Michigan State University  
Discussant: M. Billur Akdeniz, University of New Hampshire

Effects of Country Culture on the Use of Signals in the Motion Picture Industry: A Hierarchical Growth Modeling Approach  
M. Billur Akdeniz, University of New Hampshire  
M. Berk Talay, University of Massachusetts Lowell

The Role of Cultural Context in the Implementation of Market Orientation: Insights from the Cumulative Evidence  
Ahmet Kirca, Michigan State University

What Triggers Pro-Environmental Behavior Cross-Culturally? An Empirical Investigation in Five Nations  
Katja Soyez, Technical University of Dresden  
Maria Smimova, St. Petersburg State University  
June Francis, Simon Fraser University

Session 9.11 - Competitive  Time: 13:30-15:00  
Track: 11 - Marketing Theory  Room: Flagler (Conf Ctr)

Theory Development and the Customer  
Chair: Amy Henley, Kennesaw State University  
Discussant: Kirk Plangger, Simon Fraser University

Customers are Seldom Customers: Customer Designations as Labels and their Implications for Marketing Strategy  
Leyland Pitt, Simon Fraser University  
Pierre Berthon, Bentley University  
Deon Nel, Flinders University

Consumer Identities: Veganism or Carnism?  
Karin Braunsberger, University of South Florida, St. Petersburg  
Richard Flamm, University of South Florida, St. Petersburg

Green Purchasing Criteria vs. Conspicuous Consumption – A Marketer’s Paradox  
Lucas Hopkins, Kennesaw State University  
Mike Simmons, Kennesaw State University
Suggestions are Welcome: Provider Responses to Unsolicited Advice Feedback
Paul Fombelle, Northeastern University
Sterling Bone, Brigham Young University
Katherine Lemon, Boston College

**Session 9.12 - Competitive**
Time: 13:30-15:00
Track: 21 - Doctoral Student Colloquium
Room: Marbella (Main)

**Quality/Settings Issues**
Chair: John Ford, Old Dominion University

An Examination of the Real Effect of Country-of-Origin on Perceived Quality: A Product Category Approach
Hajar Maazia, Old Dominion University

The Impact of Employee Similarity to Customers on Perceptions of Service Quality
Jason Flores, University of Texas - Pan American

The Effects of Age, Gender and Consumer Susceptibility in Purchase Recommendations: An Analysis of Three Different Recommended Settings
Arne Baruca, University of Texas - Pan American
Roberto Saldivar, University of Texas - Pan American

The Influence of Regular Sports Participation on Consumer Psychology
Steven J. Andrews, University of Oregon
Catherine Armstrong-Soule, University of Oregon

**Thursday, May 26 - 15:30-17:00**

**Session 10.1 - Special Session**
Time: 15:30-17:00
Track: 11 - Marketing Theory
Room: Conference Center Ballroom

**Telling ‘Telling’ Stories: Crafting Impactful Marketing Theory**
Chair: Victoria Crittenden, Boston College

Panelists:
Victoria Crittenden, Boston College
Peter Dickson, Florida International University
Linda Price, University of Arizona
Bodo B. Schlegelmilch, Vienna University of Economics and Business
Rajan Varadarajan, Texas A&M University
Manjit Yadav, Texas A&M University
**Session 10.2 - Panel**

Track: 23 - Anniversary

Session Time: 15:30 - 17:00

Room: Granada Ballroom (Main)

**100 Years of the Principles of Marketing Course: A Retrospective and Future**

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

Panelists:

- Joe Hair, Kennesaw State University
- David Kurtz, University of Arkansas
- Greg Marshall, Rollins College
- Roger Kerin, Southern Methodist University

**Session 10.3 - Competitive**

Track: 19 - Sustainability Issues in Marketing

Session Time: 15:30 - 17:00

Room: Merrick (Conf Ctr)

**Sustainability Strategies**

Chair: Brian Bourdeau, Auburn University

Discussant: Vishwas Maheshwari, Leeds Metropolitan University

**Marketing of Business Sustainability: A Case Illustration**

- Göran Svensson, Oslo School of Management
- Beverly Wagner, University of Strathclyde

**Beyond Corporate Boundaries**

**Competition-Motivated Sustainability: When Corporate Social Responsibility Increases Marketing’s Effect on Firm Performance**

- Jan Kemper, RWTH Aachen University
- Martin Reimann, University of Southern California
- Oliver Schilke, University of California, Los Angeles
- Andreas Engelen, RWTH Aachen University
- Xuyi Wang, Tongji University
- Malte Brettel, RWTH Aachen University

**The Strategic Agenda of Corporate Europe - Sustainability or Not?**

- Henrik Blomgren, Royal Institute of Technology
- Setayesh Sattari, Luleå University of Technology
- Kaveh Peighambari, Luleå University of Technology
- Fabian Levihn, Royal Institute of Technology

**Can Sustainability be Achieved by Effective Branding of a Place?**

- Vishwas Maheshwari, Leeds Metropolitan University
- Ian Vandewalle, Liverpool Hope University

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**Session 10.4 - Competitive**  
**Research Methodology**  
**Time: 15:30-17:00**  
**Room: Stoneman Douglas (Conf Ctr)**

**Models for Consumer Research**
Chair: K. Sivakumar, Lehigh University  
Discussant: Tracy Gonzalez-Padro, University of Colorado at Colorado Springs

A Cross National Study of Topic Sensitivity: Implications for Web-Based Surveys  
Gerald Albaum, University of New Mexico  
Catherine Roster, University of New Mexico  
Scott M. Smith, Brigham Young University

Modeling the Influence of Changes in Consumer Reservation Price Structure on Inter-Tier Retail Competition  
K. Sivakumar, Lehigh University

Do Signs Matter? Consumers' Cognitive, Affective, and Behavioral Responses Toward Exterior Retail Store Signage  
Stevie Watson, Rutgers University

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**Session 10.5 - Competitive**  
**Track: 18 - Industrial Marketing & Supply Chains**  
**Time: 15:30-17:00**  
**Room: Aragon (Main)**

**Learning in the Supply Chain**
Chair: Donna Davis, Texas Tech University

Influence of Organizational Learning on Trust in Strategic Supply Chains  
Trang Tran, University of North Texas

A Theory of Captive Relationships in Distribution Channels  
Donna Davis, Texas Tech University  
Beth Davis-Sramek, University of Louisville  
Susan Golicic, Colorado State University  
Teresa McCarthy-Byrne, Bryant University

Performance Outcomes In Learning Orientated Supply Chains: Exploring the Role of Process Capabilities  
Khartik Iyer, University of Northern Iowa

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**Session 10.6 - Competitive**  
**Track: 6 - Interactive Marketing**  
**Time: 15:30-17:00**  
**Room: Anastasia (Main)**

**Interactive Marketing: A Focus on Choice, Evaluation, Emotions, and Authenticity**
Chair: Charlie Hofacker, Florida State University
Factors Affecting Choice of Information vs. Transactional Websites: An Examination in an Emerging Market
Lifan Yang, East China University of Political Science and Law
Jie Guo, Fudan University

Consumer Evaluation of Search Advertising and Search Engine Effectiveness: The Role of Frustration
Qin Sun, TUI University
Nancy Spears, University of North Texas

The Impact of Emotions on the Effectiveness of Viral Marketing Campaigns
Ellen Binggeser, University of Bayreuth
Stefan Hampel, University of Bayreuth
Larissa Hammon, University of Bayreuth
Hajo Hippner, University of Bayreuth

Authenticity in Online Communications: Examining Antecedents and Consequences
Shabnam Zanjani, University of Massachusetts
Lauren Labrecque, Northern Illinois University
George Milne, University of Massachusetts

Session 10.7 - Competitive Time: 15:30-17:00
Track: 6 - Interactive Marketing Room: Majorca (Main)

Interactive Marketing: A Focus on Building Brands
Chair: Mohammed Razzaque, University of New South Wales

Building Brand Commitment in Virtual Brand Communities
Sahar Mousavi, University of Manchester
Margaret Bruce, University of Manchester
Kathy Keeling, Manchester Business School

Antecedents of Virtual Community Participation: An Empirical Investigation
Hazliza Haron, University of New South Wales
Mohammed Razzaque, University of New South Wales

Promoting Higher Education Institutions through Facebook
Yioula Melanthiou, University of Nicosia
Sophia Fantis, University of Stirling

Understanding Motivation and Influence in Online Communities
Chris Archer-Brown, University of Bath
Niall Piercy, University of Bath
Adam Joinson, University of Bath
Session 10.8 - Competitive
Track: 16 - Services Marketing
Room: Deering (Conf Ctr)

Service Innovativeness and Technology
Chair: Joseph Miller, Rochester Institute of Technology

Perceived Service Quality in Health Services Employing Virtual Channels
Shahriar Akter, Australian School of Business
John D'Ambra, Australian School of Business
Pradeep Ray, Australian School of Business

Remote Service Technologies - a Framework and Factors influencing Adoption in b2b relationships
Stefanie Paluch, TU Dortmund University

The Secret of Service Innovativeness – A Comparative Investigation of Different Modes of Customer Involvement
Ruth Maria Stock, Technische Universität Darmstadt
Sebastian Dreher, Technische Universität Darmstadt

Technology Dominant Service Interfaces: Challenges, CRM, and Key IT Capabilities
Vishag Badrinarayanan, Texas State University – San Marcos
Sreedhar Madhavaram, Cleveland State University

Session 10.9 - Special Session
Track: 8 - Marketing Education & Pedagogy
Room: Prado (Main)

Course Management System: Moodle
Chair: Christina Chung, Ramapo College of New Jersey

Panelists:
Christina Chung, Ramapo College of New Jersey
Laurie Babin, University of Louisiana Monroe

Session 10.10 - Competitive
Track: 7 - International Marketing
Room: Brickell (Conf Ctr)

Cross-Cultural Empiricism
Chair: John Ford, Old Dominion University
Discussant: Charles Blankson, University of North Texas

A Cross-National Comparison of U.S. and Turkish Consumer Satisfaction with Dental Care Services
Session 10.11 - Competitive  Time: 15:30-17:00
Track: 3 - Consumer Behavior  Room: Flagler (Conf Ctr)

Consumer Self-Concept
Chair: Marco Wolf, University of Southern Mississippi
Discussant: Julian Clemenz, RWTH Aachen University

Consuming Extremes: Hyper-authenticity & Its Corollary
Soonkwan Hong, Michigan Technological University

Seeking Distinction through Snobbery
Minas Kastanakis, ESCP Europe
George Balabanis, City University

Narcissistic Proenvironmental Behavior
Iman Naderi, University of North Texas

Store Brand Proneness: Generic, Store-specific, Category-specific and Brand-specific Determinants
Yi Zhang, University of Manchester
Jikyeong Kang, University of Manchester

Session 10.12 - Competitive  Time: 15:30-17:00
Track: 21 - Doctoral Student Colloquium  Room: Marbella (Main)

Beliefs, Attitudes and Behavioral Issues
Chair: Barry Babin, Louisiana Tech University

An Exploratory Study of Consumer Attitudes toward Mobile Coupons in Relationship Marketing
Jie Sun, Louisiana State University

Sitcoms Make You laugh and Change Your Behavior
Green Labels, Perceived Benefits, and Purchase Decisions: An Examination of Sustainability from the Consumer’s Perspective
Phillip Hartley, Louisiana State University

Thursday, May 26 - 17:00-18:00

Session 10.2.2 - Panel
Time: 17:00-18:00
Room: Granada Ballroom (Main)

AMS Annual Business Meeting
AMS President: Greg Marshall, Rollins College

Thursday, May 26 - 18:00-19:00

Time: 18:00-19:00
Room: Country Club Courtyard (Conf Ctr)

Annual AMS President’s Reception

Thursday, May 26 - 19:00-21:00

Time: 19:00-21:00
Room: Country Club Ballroom (Conf Ctr)

Annual AMS President’s Banquet

AMS Distinguished Marketer
Robbie Brozin
Nando’s Co-founder
**DAILY HIGHLIGHTS**
**Friday May 27, 2011**

*Marketing Science Institute 50th Anniversary Session*
8:30 – 10:00, Granada Ballroom

**The Challenges and Rewards of Growing Theory as a Junior Faculty**
10:30 – 12:00, Granada Ballroom

**Marketing at the Base of the Pyramid**
10:30 – 12:00, Merrick

**AMS Review Editorial Review Board Meeting**
08:30 – 10:00, Marbella

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**Friday, May 27**

**Friday, May 27 - 08:30-10:00**

**Session 11.2 - Special Session**
Time: 08:30-10:00
Track: 23 - Anniversary
Session
Room: Granada Ballroom (Main)

*Marketing Science Institute 50th Anniversary Session*
Chair: Rajan Varadarajan, Texas A&M University

Panelists:
Rajan Varadarajan, Texas A&M University
Ruth Bolton, Marketing Science Institute
A. "Parsu" Parasuraman, University of Miami
Roland Rust, University of Maryland

**Session 11.3 - Competitive**
Time: 08:30-10:00
Track: 1 - Advertising, Promotion & Communications
Room: Merrick (Conf Ctr)

*Netvertising and New Media: E-merging Issues of E-Communication*
Chair: Angeline Close, University of Nevada, Las Vegas
Experimental Insights into the Advertising Effectiveness of the Integration of Videos in E-Mails  
Stefan Hampel, University of Bayreuth

Managing New Media - Tools for Brand Management in Social Media  
Adam Mills, Simon Fraser University  
Elsamari Botha, Simon Fraser University  
Colin Campbell, Monash University

Drawing Meaning from Online User Discussions about Brands: A Study of Comments in Response to Luxury Advertisements on YouTube  
Adam Mills, Simon Fraser University  
Mignon Reynecke, Luleå University of Technology  
Leyland Pitt, Simon Fraser University  
Colin Campbell, Monash University

Integrating the Website into Marketing Communications: An Empirical Examination of Magazine Ad Emphasis of Website Direct Response Opportunities over Time  
Stephan Grove, Clemson University  
Michael Dorsch, Clemson University  
Les Carlson, Clemson University

**Session 11.4 - Competitive**  
Time: 08:30-10:00  
Track: 19 - Sustainability Issues in Marketing  
Room: Stoneman Douglas (Conf Ctr)

**Sustainability Messages**  
Chair: Tracy Gonzalez-Padron, University of Colorado at Colorado Springs  
Discussant: Kerry Chipp, Gordon Institute of Business Science

Consumers' Biased Perceptions of the Environmental Impact of Products, and Their Influence on Advertising Efficiency  
Ganael Bascoul, Extended Values Lab  
Julien Schmitt, LoughBorough University  
Dina Rasolofoarison, Aston University

Sustainability Marketing Strategies in Advertising Campaigns – Boon or Bane?  
Marc Kuhn, Baden-Wurttemberg Cooperative State University Stuttgart  
Yvonne Zajontz, Baden-Wurttemberg Cooperative State University Stuttgart  
Vanessa Kollmann, Baden-Wurttemberg Cooperative State University Stuttgart
Exploring the Impact of Message Framing on Sustainable Consumption Choices
   Kerry Chipp, Gordon Institute of Business Science
   Dhatchani Naidoo,
Consuming Sustainably by Buying Organic Food: The Effect of Certified Third-Party Labels on Perceived Risk
   Simon Brach, University of Koblenz-Landau
   Gianfranco Walsh, University of Koblenz-Landau
   Patrick Hille, University of Koblenz-Landau

Session 11.5 - Competitive  Time: 08:30-10:00
Track: 1 - Advertising, Promotion & Communications  Room: Aragon (Main)

Marketing Communications and Consumer Behavior: Issues with Credibility, Chronic Conditions, Counterfeits, and Consumers
   Chair: Diana Haytko, Florida Gulf Coast University

Genuine Counterfeit Luxury Apparel in Egypt: Who Buys Them and Why
   Shefira Helmy, The American University in Cairo
   Harned Shamma, The American University in Cairo

Patients as Consumers: The Right Message at the Right Time Matters for Consumers With Chronic Conditions
   Karen Hood, University of Arkansas at Little Rock

Credibility as a Key to Sustainable Advertising Success
   Frank Huber, University of Mainz
   Frederik Meyer, University of Mainz
   Stefan Vollmann, University of Mainz

New Product Perannouncement, Advertising Spending and Firm Performance
   Chi-Lin Yang, National Cheng Kung University

Session 11.6 - Competitive  Time: 08:30-10:00
Track: 16 - Services Marketing  Room: Anastasia (Main)

Managing Service Failures and Recovery
   Chair: Jeremy Wolter, Florida State University
   Co-Chair: Lei Huang, Dalhousie University

The Forgetful Customer: Regeneration of Sales after Service Failure
   Markus Blut, TU Dortmund University
   Christian Brock, Zeppelin University
   Heiner Evanschitzky, University of Aston

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The Impact of Variability of Front-line Service Employees on the Customer Perceptions of Service Quality
Emre Ulusoy, University of Texas - Pan American

Capturing the Agile Service Encounter: A Qualitative Approach to the Manager/Employee Dyad
Joseph Miller, Rochester Institute of Technology
Clay Voorhees, Michigan State University
Roger Calantone, Michigan State University
Richard Spreng, Michigan State University

Consumer Choice Between Hedonic and Utilitarian Recovery Options in Service Failures: A Mood Regulation Perspective
Meltem Tugut, Saint Louis University
Mark Arnold, Saint Louis University
Brad Carlson, Saint Louis University

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**Session 11.7 - Competitive**

**Time:** 08:30-10:00
**Track:** 2 - Brand, Image, & Product
**Room:** Majorca (Main)

*Brand Personality*
Chair: Julian Clemenz, RWTH Aachen University

How the Traits of Brand Personality are Related to Consumer Perception of Specific Quality Dimensions for Durable Consumer Goods
Julian Clemenz, RWTH Aachen University
Malte Brettel, RWTH Aachen University

Measuring the Cognitive and Emotional Relationships between Readers and Print Media Brands
Rita Valette-Florence, IMUS & IREGE
Imene Bécheur, Wesford Business School
Pierre Valette-Florence, IAE & CERAG

The Effects of Celebrity Endorsers on Brand Personality, Brand Trust, Brand Preference, and Purchase Intention
Phou Sambath, National Cheng Kung University
Don Jun-Fu Jenk, National Cheng Kung University

Brand Personality of a City: Identity vs. Image
Tim Foster, Luleå University of Technology
Setayesh Sattari, Luleå University of Technology
Lars Bäckström, Luleå University of Technology

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**Session 11.8 - Competitive**

**Time:** 08:30-10:00
**Track:** 2 - Brand, Image, & Product
**Room:** Deering (Conf Ctr)

*Brand Identity and Evaluation*
Chair: Samuel K. Doss, Florida Institute of Technology

Green Branding: Do Local and Global Brands Benefit from Organic Labeling?
Daniela B. Schäfer, University of Basel
Daniel Heinrich, University of Mannheim
Hans Bauer, University of Mannheim

The Antecedents of Green Brand Image
Shir Way Siew, University of Texas - Pan American

Spreading the Good Word: Toward an Understanding of Brand Evangelism
Samuel K. Doss, Florida Institute of Technology

From Hi Tech to Hi Touch: The Emotional Way to Technology
Luca Petruzzellis, University of Bari

Session 11.9 - Special Session
Time: 08:30-10:00
Track: 5 - Entrepreneurial Marketing
Room: Prado (Main)

Entrepreneurial Marketing: Is Entrepreneurship the Way Forward for Marketing?
Chair: Sussie Morrish, University of Canterbury

Panelists:
Sussie Morrish, University of Canterbury
Andrew McAuley, Southern Cross University
Nicole Coviello, Wilfrid Laurier University
Morgan Miles, Georgia Southern University

Session 11.10 - Competitive
Time: 08:30-10:00
Track: 4 - Customer Relationship Management
Room: Brickell (Conf Ctr)

Innovativeness, Liking and Advocacy in Customer Relationship Management
Chair: Jikyeong Kang, University of Manchester

Does It Really Hurt to Overestimate Your Innovativeness? An Analysis of Perception Differences between Companies and Customers
Ruth Maria Stock, Technische Universität Darmstadt
Nicolas Andy Zacharias, Technische Universität Darmstadt

The Bridging Role of Brand Liking: from Brand Equity to Customer Relationship with a Brand that does not Exist in the Market

Ibrahim Abosag, University of Manchester
Oleksii (Al) Bekh, University of Manchester

Incorporating Customer Advocacy in the Customer Satisfaction Model
Sanjit Roy, IFHE University
Rajdeep Chakrabarti, ICFAI Business School, Hyderabad

Assessing the Nomological Validity of the Net Promoter Index Question (NPI)
Birgit Leisen Pollack, University of Wisconsin Oshkosh

Session 11.11 - Competitive Time: 08:30-10:00
Track: 3 - Consumer Behavior Room: Flagler (Conf Ctr)

Technology
Chair: Gopal Iyer, Florida Atlantic University
Discussant: Charles Yeager, Argosy University

Online Group Buying Influential Factor Model
Matthew Liu, University of Macau
James Brock, Pacific Lutheran University
James Shi, Macau University of Science and Technology

Desired Consumer Value with Three Mobile Services
Anne Engström, Luleå University of Technology
Maria Styvén, Luleå University of Technology
Åsa Wallström, Luleå University of Technology
Esmail Salehi-Sangari, Royal Institute of Technology

Emerging Trends in Consumption–Netnography
Can Uslay, Chapman University
Gokcen Coskuner-Balli, Chapman University
 Dhruv Bhatli, University Paris Est

Consumer Path Dependence in High-Tech Markets
Alexandra Langer, Freie Universität Berlin

Globalization of Innovations: Disseminating High Technological Advancement
A. Coskun Samli, University of North Florida

Session 11.12 - Panel Time: 08:30-10:00
Room: Marbella (Main)

AMS Review, Editorial Review Board Meeting
Co-Editor: Victoria Crittenden, Boston College
Co-Editor: Robert Peterson, University of Texas at Austin

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Session 12.2 - Special Session  
Track: 11 - Marketing Theory  
Room: Granada Ballroom (Main)  
Time: 10:30-12:00  

The Challenges and Rewards of Growing Theory as Junior Faculty  
Chair: S. Adam Brasel, Boston College

Panelists:  
S. Adam Brasel, Boston College  
Scott Swain, Northeastern University  
Koert Van Ittersum, Georgia Tech University  
Niall Piercy, University of Bath

Session 12.3 - Special Session  
Track: 7 - International Marketing  
Room: Merrick (Conf Ctr)  
Time: 10:30-12:00  

Marketing at the Base of the Pyramid  
Chair: Ravi Sarathy, Northeastern University

Panelists:  
Cheryl Nakata, University of Illinois at Chicago  
Julie Ruth, Rutgers University - Camden  
Ravi Sarathy, Northeastern University

Session 12.4 - Competitive  
Track: 18 - Industrial Marketing & Supply Chains  
Room: Stoneman Douglas (Conf Ctr)  
Time: 10:30-12:00  

Purchasing and Industrial Marketing  
Chair: Mohammad Amini, University of Memphis

The Role of Modularity in Providing Corporation-to-Corporation Solutions: A Knowledge Based View  
Edward Bond, Bradley University  
Mark Houston, Texas Christian University

The Relationship Between Supplier Development and Firm Performance: Utilizing the Market-based Asset Framework  
Anthony Asare, Quinnipiac University  
Thomas Brashear, University of Massachusetts-Amherst  
Jing Yang, Pennsylvania State University at Harrisburg
Linking Supply Chain Visibility to Firm Performance: An Empirical Investigation
Sergey Ponomarov, University of Tennessee
Mary Holcomb, University of Tennessee

Corporate Sustainability: A Framework to Guide Future Academic Research and Corporate Practice
Mohammad Amini, University of Memphis
Carol Bienstock, Radford University
Hyeong-Gyu Choi, University of Memphis

Session 12.5 - Competitive Time: 10:30-12:00
Track: 1 - Advertising, Promotion & Communications Room: Aragon (Main)

Experimental Insights in Advertising and Product Placement
Chair: Diana Haytko, Florida Gulf Coast University
Discussant: Adam Mills, Simon Fraser University

Package Advertising Claims on New Products: Impact on Firm Value
Nora Lado, Universidad Carlos III de Madrid
Ester Martinez-Rios, Mercedes Martos-Partal,

Hotel Advertising: Consumer Evaluations through Price Cues
Pia Albinsson, Appalachian State University
Bidisha Burman, Appalachian State University

Incorporating Social Context into Product Placement Research: The Impact of Group Composition and Co-viewing Context on Brand Recall and Attitudes
Kesha Coker, Eastern Illinois University
Siva Balasubramanian, Illinois Institute of Technology

Mental Stimulation and Consumer Evaluations of Really New Products (RNPs): The Role of Product Type
Stephanie Feiereisen, Cass Business School
Steve Hoeffler, Vanderbilt University

Session 12.6 - Competitive Time: 10:30-12:00
Track: 14 - Retailing Room: Anastasia (Main)

Technology in Retailing
Chair: Charles Lamb, Texas Christian University
Discussant: Richarme Michael, University of Texas at Arlington
Using Supermarket Loyalty Card Data to Analyse Impact of Promotions: a Case Study using Tesco ClubCard in the UK
Melanie Felgate, University of Kent
Andrew Fearne, University of Kent

The Wallpaper Matters: Digital Signage Informative vs. Emotional Adverts; or: a Moving Picture Tells a Million Words
Charles Dennis, Brunel University
J. Josko Brakus, Brunel University
Andrew McCall, Brunel University

Online Consumer Perceptions on Retailer Familiarity and Price Discrimination
Christina Chung, Ramapo College of New Jersey
Barry Babin, Louisiana Tech University

Session 12.7 - Competitive
Time: 10:30-12:00
Track: 17 - Sports Marketing
Room: Majorca (Main)

Sports Marketing: Constructs, Communications, and Stakeholders
Chair: Ania Rynarzewska, Florida State University
Co-Chair: Mark Groza, University of Massachusetts-Amherst

Examining a Word-of-Mouth Model in Participant Sport
Jeffrey Stinson, Central Washington University
Mark Pritchard, Central Washington University

The Use of Sports Related Emotions as a Sustainable Marketing Strategy
Ania Rynarzewska, Florida State University

Attenuating the Negative Effects of a Low-fit Sponsorship on the Role of Concurrent Sponsors
Mark Groza, University of Massachusetts-Amherst
Joe Cobb, Northern Kentucky University

How Sport Events contribute to Internal Marketing: The critical Role of Teambuilding – Evidence from seven Corporate Runs
Tatjana König, Saarland Business School, HTW, Saarbruecken

Relational Resources as a Builder of B2B Service Brand Equity
Adam Marquardt, University of Richmond

Session 12.8 - Special Session
Time: 10:30-12:00
Track: 12 - Pricing & Revenue Management
Room: Deering (Conf Ctr)
Price-Value Relationship  
Chair: Anne Roggeveen, Babson College  
Discussant: Dhruv Grewal, Babson College

When More is Less: Base Value Neglect and Consumer Preferences for Changes in Price and Quantity  
Haipeng (Allan) Chen, Texas A&M University  
Howard Marmorstein, University of Miami  
Michael Tsiros, University of Miami  
Akshay Rao, University of Minnesota

Shades of Green': Impact of Product's Greenness on Consumers' Willingness to Pay?  
Rajneesh Suri, Drexel University  
Prabakar PK Kotahandaraman, William Paterson University  
Monil Cheda, Drexel University  
Wenling Wang, Drexel University

When are Semantic Price Cues Effective in Influencing Perceptions of Quality?  
Dhruv Grewal, Babson College  
Anne Roggeveen, Babson College  
Joan Lindsey-Mullikin, California Polytechnic State University

Session 12.9 - Competitive  Time: 10:30-12:00  
Track: 10 - Marketing Strategy  Room: Prado (Main)

Segmentation and Strategic Choice  
Chair: Art Weinstein, Nova Southeastern University

What is Market Segmentation Capability?  
Adina Poenaru, ESCP Europe

Using Psychographics to Segment B2B Technology Markets: An Exploratory Study  
Art Weinstein, Nova Southeastern University

Mission Statements: Distinction Tool or Wasted Effort  
Kirk Plangger, Simon Fraser University  
Dianne Bevelander, Erasmus University  
Leyland Pitt, Simon Fraser University  
Colin Campbell, Monash University

Best Kept Secrets: How Optimal Distinctiveness Influences Identification Behavior in Unexpected Ways  
Jeremy Wolter, Florida State University  
Stephanie Lawson, Florida State University

Session 12.10 - Competitive  Time: 10:30-12:00  
Track: 3 - Consumer Behavior  Room: Brickell (Conf Ctr)
Financials
Chair: Sigal Segev, Florida International University
Discussant: Matthew Liu, University of Macau

Branding and Attitudes: Banking
Mohamad Jalivand,

Product-Featuring Stock Ads and Investment Interest
Jaakko Aspara, Aalto University
Amitav Chakravarti, New York University

Mortgage Underwriting & Residential Foreclosures
(Chicago)
Charles Yeager, Argosy University

Want to Successfully Introduce Innovative Products? You Need to Know Your Consumers First!
Ruth Maria Stock, Technische Universität Darmstadt
Christian Schultz, Darmstadt University of Technology
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Robbie Brozin, co-founder of Nando’s may have been born in a small country town, but that certainly didn’t stop him from thinking and dreaming big. After completing a B.Com degree followed by two years of articles for a leading accountancy firm in Johannesburg, Robbie decided accountancy was not for him and joined his father at his electronics company, Teltron. As Teltron’s sales and marketing manager, Robbie relished the opportunity to be innovative, but he felt he wanted to make a contribution to society and build a people-centric business that would deliver a unique product in a unique way.

When colleague and friend Fernando Duarte introduced him to Chickenland – a Portuguese café in the south of Johannesburg, he began to realise his dream. It was at this humble eatery, after tasting the best chicken he’d ever tasted, that Robbie envisaged building a global brand – one that would not just be built on the delicious traditional Portuguese-style chicken, but one where people would be the cornerstone of the business strategy.

Robert’s influence was most visible in formulating the marketing strategy and ensuring that staff members are treated as family members. Nando’s values, ‘pride, passion, courage, integrity and family’ are evident in each country in which the company trades. The marketing strategy has always been to be seen as irreverent, fun and topical, and even though each country operates and markets independently, these guidelines reflect a common thread.

Early on in Nando’s history, Robert commented that he would not wear a tie to work, wouldn’t sit in traffic for hours each day, and most importantly people within the company should “have fun and make money”. With this in mind, opportunities have
been given to numerous staff members who, prior to their Nando’s jobs, had very little to look forward to.

Today Nando’s is one of the most visible high street retailers to have emerged from South Africa and the unique taste of flame-grilled Peri-Peri chicken is, after only 24 years, served in some 950 restaurants in 32 countries such as the UK, USA, Canada, Australia, South Africa, numerous African and Middle Eastern countries, by over 26 000 Nandocas (the special name given to a member of the Nando’s Family).

Nando’s was proclaimed the “Best company to work for” in the UK. Advertising Age magazine – Adage Insights Global Report (published in the USA and China) named Nando’s a member of the elite club “Top 30 Hottest Marketing Brands in 2010”. In addition to these mentions, Nando’s was also recently voted the winner of the prestigious “European Foodservice Award” in Hamburg, Germany.

On the humanitarian side, Nando’s has, under Robert’s leadership, embarked on a number of initiatives to improve the lives of the underprivileged in Africa. Nando’s is involved, in conjunction with the Global Fund, in the distribution of mosquito nets to pregnant women in sub-Saharan Africa. This is done through the sale of hand-made, beaded bracelets in the restaurants. Bracelets sell for the equivalent of $3, one dollar for beads, one dollar for the unemployed person making the bracelet, and one dollar for the Global Fund. Mosquito nets are distributed by Kingsley Holgate, an explorer and adventurer who travels extensively throughout Africa by Land Rover, and who has visited every country on the continent. Kingley’s association with Nando’s is a long-standing one, and had grown from strength to strength with each successive expedition.

Nando’s has also pioneered an internal initiative to raise awareness of HIV/AIDS among the 7000 South African staff members. HIV/AIDS is rife in Southern Africa, and Nando’s has an annual cycle ride over a six day period, ending on December 1st each year (World Aids Day). The cyclists (of which Robert is one) cover approximately 200 kms per day, and visit Nando’s restaurants en route, encouraging staff members to find out their HIV status, live responsibly and to take counselling and medication should they prove to be HIV positive. This ride is also a fund-raising effort which enables Nando’s to pay for Anti-Retro-Virals for staff members, and any necessary hospitalisation they might require. To date, almost 100 lives have been saved by the annual Aids Ride.

Robbie, who is married with three children, lives in Johannesburg, South Africa.