

2003  
Academy of Marketing Science  
Annual Conference

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

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

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

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

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

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

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

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

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

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

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

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

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

See you in B.C. in 2004!

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

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## 2003 AMS PROGRAM MANAGERS:

### **Buyer/Consumer Behavior**

Professor Kristy Reynolds, Louisiana State University

### **Business-to-Business Marketing and Supply Chain Management**

Professor Jeffrey E. Lewin, Boston College

### **International Marketing**

Professor Alphonso O. Ogbuehi, Bryant College

### **Integrated Marketing Communication**

Professor David M. Hardesty, University of Miami

### **Marketing Strategy**

Professor Nigel F Piercy, Cranfield School of Management

### **Selling, Sales Management, CRM (Customer Relationship Management)**

Professor Annie H. Liu, Loyola Marymount University

### **Teaching and Marketing Education**

Professor Matthew Joseph, Georgia College and State University

### **Retailing/Services Marketing**

Professor David J. Ortinau, University of South Florida

### **Ethics, Trust and Responsibility in a Dynamic Marketing Environment**

Professor Anusorn Singhapakdi, Old Dominion University

### **Research Methods**

Professor K. Sivakumar, Lehigh University

### **Electronic Commerce**

Professor Tracy A. Suter, Oklahoma State University

### **European Marketing Issues**

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

### **Doctoral Student Competition**

Professor Arthur Money, Henley Management College

### **Proceedings Editor**

Professor Harlan Spotts, Western New England College

### **Local Arrangements:**

Professor Salah Hassan, George Washington University

## **2003 AMS OFFICERS**

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**2003 Academy of Marketing Science Annual Program**

**Wyndham Washington D.C.**

**May 28 – May 31**

Meeting Room Location:

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

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

**WEDNESDAY, MAY 28, 2003**  
**Highlights**

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

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

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

**Initial Concurrent Sessions I**

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

**SESSION I1: Blueprinting and Strategy for Service Providers and Buyers**

Room: Vista-East

Session Chair: Mitch Griffin, Bradley University

**Blueprinting Perspective to Managing Giving**

Michael Jay Polonsky, Victoria University  
Romana Garma, Victoria University

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

Bertil Hulten, Goeteborg University

**Differentiation of Retail Brand Buyers from Manufacturer Brand Buyers**

Sema Kurtulus, Istanbul University  
Kemal Kurtulus, Istanbul University

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

**SESSION I2: Export Strategies and Global Markets**

Room: Vista-West

Session Chair: Attila Yaprak, Wayne State University

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

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

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

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

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

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

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

**INITIAL CONCURRENT SESSIONS II**

*Wednesday, May 28*

12 Noon to 1:30 PM

**SESSION 0.1: Demographic Perspectives of Consumer Behavior**

Room: Vista B

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

**Measuring Consumer Attitudes Towards Gambling: A Follow-up Study**

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

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

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

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

Jingyun Zhang, University of Alabama

**Ethics of Minorities**

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

**SESSION 0.2: Special Session: European Perspectives on B2B Marketing**

Room: Vista-East

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

**Research into Business Networks – European versus American Perspectives**

Kristian Möller, Helsinki School of Economics, Finland

**Tension in Co-opetition**

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

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

Evert Gummesson, Stockholm University, Sweden

**Exploring Product Replacement in Business Markets**

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

Discussion Leader: Jeffrey E. Lewin, Boston College

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

Room: Vista-West

Session Chair: Van R. Wood, Virginia Commonwealth University

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

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

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

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

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

Enrique P. Becerra, Florida Atlantic University

Discussion Leader: Philemon Oyewole, Howard University

**SESSION 0.4: Developments in Sales Management**

Room: Sherwood

Session Chair: Bulent Menguc, University of Melbourne

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

Al Pelham, College of New Jersey

**Sales Career Preparation in the Philippines**

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

**Salespersons' Responses to Employer Problems**

Robert Ping, Wright State University



Discussion Leader: Karen Kennedy, University of Alabama at Birmingham

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

Session Chair: Ali Kara, Penn State University – York

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

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

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

Rajeev Airani, Old Dominion University

**SESSION 1 (CONCURRNET SESSIONS)**

*Wednesday, May 28*

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

**SESSION 1.1: e-Shopping and Website Loyalties**

Room: Vista B

Session Chair: Linda Ferrell, The University of Wyoming

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

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

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

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

**Market Orientation and Organizational Performance: A New Product Paradox?**

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

Discussion Leader: David Urban, Virginia Commonwealth University

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

Room: Vista-East

Session Chair: Varinder Sharma, Indiana University of Pennsylvania

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

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

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

Emmanuel A. Erondy, Hofstra University

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

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

SESSION 1.3: **EM Poutpourri**

Room: Vista-West

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

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

Christine Gonzalez, ESC Toulouse, France

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

Dave Crick, University of Central England

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

SESSION 1.4: **Marketing Implementation and Value Creation (continued)**

Room: Sherwood

Session Chair: Moira Clark, Cranfield University

**Marketing Strategy Implementation by Managing Marketing Processes**

Ken Kono, Pennsylvania State University at Great Valley

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

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

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

Nikala Lane, University of Warwick

Discussion Leader: Neil Hair, Cranfield University

SESSION 1.5: **Ethics and Responsibility**

Room: Ashlawn-South

Session Chair: Anusorn Singhapakdi, Old Dominion University

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

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

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

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

**Valuing Public Resources: An Integrative View**

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

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

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

**SESSION 2 (CONCURRENT SESSIONS)**

*Wednesday, May 28*

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

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

Room: Vista B

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

**Introducing Unrelated Brand Extensions Through Core Brand Sponsorship**

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

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

Sujay Dutta, Louisiana State University

**The Process of Establishing Brand Relationships: Antecedents and Outcomes**

Jamye Foster, Louisiana State University

**SESSION 2.2: AMS Doctoral Dissertation Winners**

Room: Vista-East

Session Chair: Arthur Money, Henley Management College

**Sources and Financial Consequences of Radical Innovation**

Alina Sorescu, Texas A&M

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

Kristin Rotte, University of Southern California

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

Dipayan Biswas, University of California

**The Economic Value of Customer Word-of-Mouth**

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

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

Room: Vista-West

Session Chair: Wolfgang Ulaga, University of Notre Dame

**The Bullwhip Effect: An Intra-Organizational Approach**

Göran Svensson, Halmstad University

**Multivariate Statistics in Industrial Marketing Management: A Practitioner Tool Kit**

Agnes Nairn, University of Bath, UK

Laurence Ede, Tocris Cookson Ltd., UK

Pete Naude, University of Bath, UK

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

Bin Jiang, University of Texas at Arlington

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

**SESSION 2.4: Marketing Implementation and Value Creation**

Room: Sherwood

Session Chair: Moira Clark, Cranfield University

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

Wann Yih Wu, National Cheng Kung University, Taiwan

Chih Hsiung Chou, National Cheng Kung University, Taiwan

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

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

Laurent Tournois, Université Paris XII

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

Photis M Panayides, Hong Kong Polytechnic University

Discussion Leader: Neil Hair, Cranfield University

**SESSION 2.5: Special Session: Corporate Social Responsibility**

Room: Ashlawn-South

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

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

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

Rajiv Kashyap, William Paterson University

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

Speakers: Steven Betts, William Paterson University

Zinaida Taran, Saint John Fisher College

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

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

**Who is Responsible for the Environment: The BCG Framework**

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

*Wednesday, May 28*  
**5:15 PM – 6:15 PM**

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

Room: Vista B (limited seating)

Panel:

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

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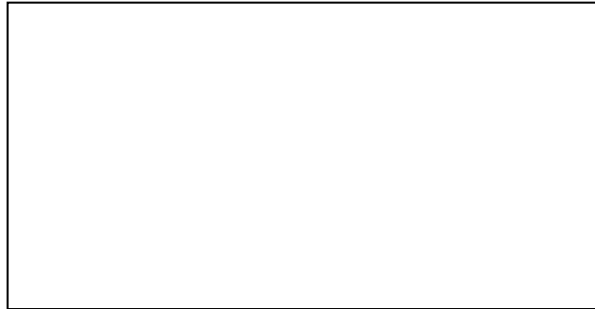
**Reception**

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

ROOM: Monticello Ballroom

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**THURSDAY, MAY 29, 2003**  
**HIGHLIGHTS**



**SESSION 3 (CONCURRENT SESSIONS)**

*Thursday, May 29*

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

**SESSION 3 (CONCURRENT SESSIONS)**

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

**SESSION 3.1: Cross-Cultural Perspectives in International Marketing**

Room: Vista B

Session Chair: Charles Quigley, Bryant College

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

Cheryl Nakata, University of Illinois-Chicago

Yili Huang, University of Illinois-Chicago

**How National Culture Shapes the Global New Product Development Process**

Elif Izberk-Bilgin, University of Illinois-Chicago

Albert L. Page, University of Illinois-Chicago

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

Sara Johnson, Federal Support Services, Chicago, IL

Carol W. DeMranville, Northern Illinois University

Discussion Leader: Kevin Ibeh, University of Strathclyde

**SESSION 3.2: Advances in Research Methodology II**

Room: Vista-East

Session Chair/Discussion Leader: Cheryl Nakata

**Social Exchange: A Scale Development of Individual Difference Orientations**

Kelly Piner, Pittsburgh, Pennsylvania

Aysen Bakir, Illinois State University

Kenji Noguchi, The University of Mississippi

Dan Landis, University of Hawaii at Hilo

**Using Comparative Case Study in International Marketing: A Qualitative Perspective**

Keatkhamjorn Meekanon, Bangkok, Thailand

**Organizational Change Capability: The Theoretical Construct and its Operational Measurement**

Tony McGuinness, University of Wales Aberystwyth, United Kingdom

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

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

Room: Ashlawn-South

Session Chair: James E. Littlefield, Virginia Tech

Panel:

Enrique Bigne, University of Valencia

Muris Cacic, University of Sarajevo

Mike Czinkota, Georgetown University

Tunc Erem, Marmara University

Minoo Farhangmehr, Universidad do Minho

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

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

Room: Sherwood

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

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

**SESSION 3.5: JAMS Review Board Meeting**

Room: Vista-West

Session Chair: George Zinkhan, University of Georgia

<p><b>REFRESHMENT BREAK</b> <b>10:00 A.M. - 10:30 A.M.</b> <b>ROOM: ASHLAWN FOYER</b></p>
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**SESSION 4 (CONCURRENT SESSIONS)**

*Thursday, May 29*

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

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

Room: Vista B

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

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

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

Room: Vista-East

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

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

Alexandra Malheiro, Polytechnic Institute of Cavado and Ave,  
Portugal

Minoo Farhangmehr, University of Minho, Portugal

Ana Maria Soares, University of Minho, Portugal

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

John Jackson, Central Queensland University, Australia

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

P. Bucha Reddy, Osmania University, India

P. Narayan Reddy, Osmania University, India

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

Claudia Millan, Instituto Tecnológico y de Estudios Superiores de Monterrey

Aida Ojeda, Universidad Tec Milenio

Jorge Pedroza, Instituto Tecnológico y de Estudios Superiores de Monterrey

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

Room: Vista-West

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

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

Donnavieve Smith, Northern Illinois University

Satya Menon, University of Illinois at Chicago

K. Sivakumar, Lehigh University

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

Ellen M. Moore, University of South Carolina

Mary F. Mobley, Augusta State University

**The Effectiveness of Credit Card Regulation for Vulnerable Consumers**

Karin Braunsberger, University of South Florida - St. Petersburg

Laurie A. Lucas, Arkansas Tech University

Dave Roach, Arkansas Tech University

Discussion Leader: Laurie Babin, University of Southern Mississippi



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

Session Chair: Linda K. Ferrell, University of Wyoming

**Generating Value Through Online Interaction: Individual and Situational Differences**

Yuping Liu, Old Dominion University

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

Sangeeta Singh, Norwegian School of Management

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

Angela Hausman, University of Texas-Pan American

H. Ulas Ograk, University of Texas-Pan American

Don Lloyd Cook, Georgia State University

Discussion Leader: Tracy A. Suter, Oklahoma State University

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

Room: Ashlawn-South

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

**The Role of Value and Trust in Buyer-Supplier Relationships**

Andreas Eggert, University of Kaiserslautern, Germany

Wolfgang Ulaga, University of Notre Dame

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

Janice M. Payan, Creighton University

Justin Tan, Creighton University

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

Seigyoung Auh, University of Melbourne

Chuan-Fong Shih, Wake Forest University

Discussion Leader: Göran Svensson, Halmstad University

<p style="text-align: center;">AWARDS LUNCHEON THURSDAY, MAY 29, 12:00 P.M. - 1:30 P.M. MONTICELLO BALLROOM</p>
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**SESSION 5 (CONCURRENT SESSIONS)**

*Thursday, May 29*

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

SESSION 5.1: **New Trends in Education**

Room: Vista B

Session Chair: Katherine Harris, Babson College

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

Judy Siguaw, Cornell University

Penny Simpson

**Distance Education in Marketing: Current Practices & Differences among Institutions**

Deborah Spake, University of South Alabama

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

John Jackson, Central Queensland University

Discussion Leader: Early Honeycutt, Elon University

**SESSION 5.2: Price Promotions and Drivers on Customer Retentions**

Room: Vista-East

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

**The Effects of Price Promotions on Consumers' Price Beliefs**

Michel Laroche, Concordia University

Maria Kalamas, Concordia University

Xavier Renard, Concordia University

**Incomplete Retail Price Information: Consumers' Reactions and Managerial Implications**

Jan P. Owens, University of Wisconsin - Parkside

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

Chatura Ranaweera, Wilfrid Laurier University

Jaideep Prabhu, University of Cambridge

Discussion Leader: Joel Collier, University of Memphis

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

Room: Vista-West

Session Chair: Dave Hardesty, University of Miami

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

Xiaoli Nan, The University of Minnesota

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

Vidyadhar Reddy Aileni, Osmania University

Dr. Bharat, Kakatiya University

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

Xiaoli Nan, University of Minnesota

Discussion Leader: Danny Weathers. Louisiana State University

**SESSION 5.4: Loyalty Issues**

Room: Sherwood

Session Chair: Kristy Reynolds, Louisiana State University

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

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

**Supplier Portfolioment: A Strategic Approach**

Göran Svensson, Halmstad University

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

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

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

**SESSION 5.5: Trust**

Room: Ashlawn-South

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

**Exploring the Meaning of Brand Trust**

Fuan Li, William Paterson University

**Antecedents and Implications of Trust in Small Business-Supplier Relationships**

Greg Bush, University of Auckland

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

Eun-Ju Lee, California State University

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

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

**SESSION 6 (CONCURRENT SESSIONS)**

*Thursday, May 29*

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

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

Room: Vista-B

Session Chair: Jay Lindquist, Western Michigan University

**Targets of Commitment in Service-Consumer Relationships**

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

**A Conceptual Framework for Measuring e-Service Quality**

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

**A Multi-Item Scale for Measuring Service Personal Values**

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

Discussion Leader: Linda Ferrell, The University of Wyoming

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

Room: Vista-East

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

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

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

**An Interpersonal Perspective to CRM**

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

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

Sergiy Spivakovsky, Hofstra University

**Practitioner Definitions and Approaches Toward Advertising Creativity**

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

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

Room: Vista-West

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

Mike Williams, Director- Professional Sales Institute - Illinois State

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

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

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

Room: Sherwood

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

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

Julie Anna Guidry, Texas A&M University

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Room: Vista B

Chair: Tom Mentzer, University of Tennessee

**SESSION 7 (CONCURRENT SESSIONS)**

*Friday, May 30, 2003*

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

SESSION 7.2: **Meet the Editors**

Room: Vista-B

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

Panel:

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

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

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

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

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

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

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

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

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

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

Room: Vista-West

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

Hal Malchow, Chairman, Crouse Malchow Shlackman and Hoppey

Geoffrey Caldwell, President, Bridgewell Associates

Karen Rice Gardiner, Associate Creative Director, National Geographic Society

Sue Tomasso, Partners for Response, Inc.

Jim Doyle, The Fisher Group

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

Room: Sherwood

Session Chair: Mark Moon, University of Tennessee

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

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

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

Lorene Erwee, Technikon Free State

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

Sijun Wang, University of Alabama

Discussion Leader: Shahid Bhuian, Louisiana Tech Univ.

**SESSION 7.5: Critical Issues in Strategic Marketing**

Room: Ashlawn-South

Session Chair: Lynette Ryals, Cranfield University

**An Expository View of Marketing Effectiveness**

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

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

Hester Nienaber, Learning and Development absa

**Taxonomy of Organizations by Market Segmentation Strategies: An Exploratory Study**

Karsten Sausen, University of St Gallen

Discussion Leader: Stephen H. Craft, Towson University

<p><b>REFRESHMENT BREAK</b> <b>10:00 A.M. - 10:30 A.M.</b> <b>ROOM: ASHLAWN FOYER</b></p>
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**SESSION 8 (GENERAL SESSIONS)**

*Friday, May 30, 2003*

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

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

Room: Vista B

Session Chair: Rajan Varadarajan, Texas A&M University

Christian Homburg, University of Manheim, Germany

Debbie MacInnis, University of Southern California

Cheryl Nakata, University of Illinois at Chicago

A. Parasuraman, University of Miami

Shirley Taylor, Queen's University

Bob Woodruff, University of Tennessee

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

Room: Ashlawn-South

Session Chair: Joe Sirgy, *Virginia Tech*

Speakers:

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

Jim Guthrie, President of the National Advertising Review Council

**SESSION 9 (CONCURRENT SESSIONS)**

*Friday, May 30, 2003*

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

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

Room: Vista B

Session Chair: Roland Rust, University of Maryland

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

Xing Pan, Indiana University

Brian Ratchford, University of Maryland

Venkatesh Shankar, University of Maryland

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

Charles L. Coby, Rockbridge Associates

A. Parasuraman, University of Miami

**Pricing for Online Publishing**

P.K. Kannan, University of Maryland

Sanjay Jain, University of Maryland

**The Business Impact of e-Government on Small Firms**

Roland T. Rust, University of Maryland

Debora Viana, University of Maryland

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

Room: Vista-East



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

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

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

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

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

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

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

Session Chair: Rhea Ingram, Columbus State University

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

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

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

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

Session Chair: Jeffrey E. Lewin, Boston College

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

Stephen Keysuk Kim, Oregon State University

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

Samit Chakravorti, Florida International University

Vincent Daniels, Florida International University

Walfried M. Lassar, Florida International University

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

A. Coskun Samli, The University of North Florida

Scott Fisher, The University of North Florida

Discussion Leader: Wolfgang Ulaga, University of Notre Dame

**SESSION 10 (CONCURRENT SESSIONS)**

*Friday, May 30, 2003*

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

**SESSION 10.1: Critical Evaluations of Educational Issues**

Room: Vista B

Session Chair: Michael Polonsky, Victoria University

**Australian Coursework-Focused Marketing Masters Degrees**

Michael Polonsky, Victoria University

Jeffrey Kidd, Victoria University

**Are Marketing Students Different? A study of Information Economics Beliefs**

Elizabeth Elam, Western New England College

**Faculty Evaluation of Marketing Research Streams and Self Serving**

Dheeraj Sharma, University of North Texas

Discussion Leader: Deborah Spake, University of South Alabama

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

Session Chair: Shih-Fen Chen, Brandeis University

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

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

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

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

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

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

Discussion Leader: Chris Mbah, Cornerstone University

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

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

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

Mary Conway Dato-on, Northern Kentucky University

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

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

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

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

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

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

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

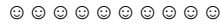
Room: Ashlawn-South

Session Chair: K. Sivakumar, Lehigh University

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

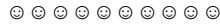
Jagdish Sheth, Emory University  
Bart Weitz, University of Florida

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



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

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



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

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

Session Chairs: Victoria L. Crittenden, Boston College

**SESSION 11.2: Issues in education**  
Room: Vista-East

Session Chair: Essam Ibrahim, Strathclyde University

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

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

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

Neeraj Bharadwaj, Babson College  
Katherine Harris, Babson College

**Web Enhanced Case Discussions**

Ravi Parameswaran, Oakland University  
Mohan Pisharodi, Oakland University

Discussion Leader: John Ford, Old Dominion University

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

Session Chair: Lucette Comer, Purdue University

**An Examination of Salesperson Specialization**  
Mark Leach, Loyola Marymount University

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

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

Discussion Leader: Al Pelham, College of New Jersey

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

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

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

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

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

Discussion Leader: Frank Huber, University of Mainz, Germany

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

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

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

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

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

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

Discussion Leader: Deborah Spake, University of South Florida

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

**SESSION 12 (CONCURRENT SESSIONS)**

*Saturday, May 31, 2003*

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

**SESSION 12.1: Current Research in Marketing Doctoral Programs I**

Room: Vista-B

Session Chair: Victoria L. Crittenden, Boston College

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

Julie Anna Guidry, Texas A&M University

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

Blaine J. Branchik, Florida Atlantic University

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

Gustavo E. de Mello, University of Southern California

**NPD Cycle Time in Strategic Alliance Context**

Tianjiao Qiu, University of Illinois

**The Death of a Mall**

Venessa Martin Funches, The University of Alabama

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

Richard Hanna, Boston University

**Obstacles to Organizational Participation in the B2B Electronic Marketplace**

George Deitz, The University of Alabama

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

Carmina Cavozaos, Tec de Monterrey

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

Room: Vista-East

Session Chair: Kenneth B Kahn, University of Tennessee

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

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

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

Discussion Leader: Sandra Liu, Purdue University

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

Session Chair: Sujay Dutta, Louisiana State University

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

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

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

Discussion Leader: Maria Kalamas, Concordia University

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

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

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

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

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

Discussion Leader: Christine Gonzalez, ESC Toulouse, France

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

Session Chair: Kevin Ibeh, University of Strathclyde, UK

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

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

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

Discussion Leader: Emmanuel Erondu, Hofstra University

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

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

Session Chair: Victoria L. Crittenden, Boston College

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

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

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

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

**The Consumer Acculturation Process**  
Jeffrey S. Podoshen, Temple University

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

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

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



**SESSION 13.2: Relationship Marketing: Strategy and Innovation**

Room: Vista-East

Session Chair: Kenneth B Kahn, University of Tennessee

**The Strategic Marketing Imperative of a Tailored CRM Strategy**

Stephen H. Craft, Towson University

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

Jeong Eun Park, University of Alabama

Discussion Leader: Sandra Liu, Purdue University

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### **Dr. Rajan Varadarajan**

**2003 AMS CUTCO/Vector Distinguished Marketing Educator**

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

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

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