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

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

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

[Insert list of track chairs here]
[Insert list of officers and BOG members]

2012 Academy of Marketing Science Annual Program

Wednesday, 12:00 PM

Session 1.1. International Consumer Behavior
A Consumer Culture Theory Approach to Analyzing Beauty Culture in Iran
Yazdanparast, Atefeh, University of North Texas

Tracing the Impact of Consumer Animosity in In-groups towards Out-group Focused Endorsements in Multicultural Environments
Khan, Mubbsher Munawar, University of the Punjab
Schlegelmilch, Bodo. B., Vienna University of Economics and Business

Global Privacy: An International Perspective Examining Perceptions of Information Sensitivity and Consumers Willingness to Provide Personal Information
Markos, Ereni, Quinnipiac University
Milne, George, University of Massachusetts
Keller, Lisa, University of Massachusetts

Session 1.2. Managing Performance In A Sustainable Environment
Room: Port
Session Chair: Sujan, Harish, Tulane University

Effective Sales Management: What Do Sales People Think?
Goebel, Daniel, Illinois State University
Deeter-Schmelz, Dawn, Kansas State University
Kennedy, Karen, University of Alabama at Birmingham

Impact of Servant Leadership on Ethical Climate, Supervisor Conflict, and Organizational Outcomes
Jaramillo, Fernando, University of Texas at Arlington
Noboa, Fabrizio, Universidad San Francisco de Quito

Impact of Perfectionism and Self-Efficacy on Job Performance and Work Engagement: GenMes and Boomers
Haudebert, Sandrine, H., IAE Gustave Eiffel - University Paris Est
Mulki, Jay, P., Northeastern University - Boston

The Impact of Sales Performance Goals on Behaviors: Enhancing or Compromising Sustainable Performance?
Marcos-Cuevas, Javier, Cranfield University
Franco-Santos, Monica, Cranfield University

The Skills and Competencies of Salespeople: A Survey
Ryals, Lynette, Cranfield School of Management
Abdollahi, Shahpar, Cranfield School of Management
Session 1.3. **Music, Athletes, Simplicity and Organizational Engagement – A Marketing Potpourri**  
Room: Compass  
Session Chair: TBA,

**Music Authenticity is in the Eye (and Ear) of the Beholder: Cues of Perception and Intentions of Behavior**  
Barretta, Paul, *University of Texas - Pan American*

**Examining the Visual Map of Athlete Endorsement Effectiveness: A Case of 2010 FIFA World Cup**  
Chang, Yonghwan, *University of Florida*  
Arai, Akiko, *University of Florida*

**Whither Simplicity? An Exploratory Study of the Antecedents of Voluntary Simplicity**  
Ross, Spencer, *University of Massachusetts*

**How do Organizations Engage in Marketing Strategy Making?: An Empirical Investigation**  
Browne, Sarah, *Dublin Institute of Technolog*

Session 1.4. **Creating Unique Marketing Approaches**  
Room: Steering  
Session Chair: Braglia, Alessandro, *Leeds University Business School*

**Laying the Foundation for an Ecosystem of Creativity in Marketing**  
Taillard, Marie, *ESCP Europe Business School*  
Kastanakis, Minas, *ESCP Europe Business School*

**Don’t Copy Off Your Neighbor: Examining the Role of Fit and Green Marketing Strategies**  
Gleim, Mark, *The University of Toledo*  
Lawson, Stephanie, *Suffolk University*  
Robinson, Stacey, *East Carolina University*

**Intended and Realized Marketing Strategies: Adaptive Marketing Organizations in Enacted Environments**  
Chari, Simos, *LUBS*  
Balabanis, George, *CASS Business School, CITY University*

**Is Marketing To Individuals Targeting Segments of One?**  
Bendle, Neil, *University of Western Ontario*

Session 1.5. **Mood, Religion and Market Orientation**
Influence of Mood on Comparative Judgment: the Mediating Role of Judgment Strategy
Wang, Zhi, Hong Kong Baptist University
Wang, Heping, Hong Kong Baptist University

The Role of Religion on Anti-Consumption Tendencies: Religiosity as a Different Form of Consumer Resistance
Ulusoy, Emre, University of Texas-Pan American

Investigating the Mediating Role of Strategic Capabilities in the Market-Orientation-New Product Performance Linkage
Dursun, Turkan, West Texas A&M University
Kilic, Ceyhan, Marketing Consultant

Session 1.6. Exploring the On-line Consumer
Room: Pelican
Session Chair: Park, Jung Kun, University of Houston

Consumers' Different Website Use Patterns and Value Perceptions in the Context of Local Newspapers
Tarkiainen, Anssi, LUT School of Business
Arminen, Heli, LUT School of Business
Kuivalainen, Olli, LUT School of Business

Influence of Brand-Related Antecedents and Extraversion on Consumers' Online Brand Referrals
Becerra, Enrique, Texas State University-San Marcos
Badrinarayanan, Vishag, Texas State University-San Marcos

The CAPTCHA Conflict – a Consumer’s Choice Between Security and Convenience
Zorn, Steffen, Curtin University
Hayati, Pedram, BAE System Stratsec

Session 1.7. The Online Learning Environment: Delivering Quality?
Room: Kabacoff
Session Chair: Conchar, Margy P., East Carolina University

The Quality of Online Education: Promising Conceptual Frameworks
Conchar, Margy P., East Carolina University

Intellectual Exchange in Online Learning Environments
Meric, Havva J., East Carolina University
Online Instruction Techniques: Applications for a Face-to-Face University Business Course
Wright, Beverly, Clayton State University

Wednesday, May 16, 1:30 PM

Session 2.1. Management and Marketing Collaboration I
Room: Starboard
Session Chair: Atinc, Yasemin Ocal, Auburn University Montgomery

Conditions of Departmental Power: A Strategic Contingency Exploration of Marketing's Customer Connecting Role
Marx, Corina, RWTH Aachen University
Brettel, Malte, RWTH Aachen University

Environmental Person-Organization Fit and the Importance of Promoting Organizational Environmental Policy Internally
Hartley, Phillip, Louisiana State University
Trout, Rachel, Louisiana State University

Understanding Employee Environmental Behaviour In Professional Service Firms: A Structured Abstract
Thirlaway, Kate, University of Bath
Piercy, Niall, University of Bath

Session 2.2. Mixing Old and New Media: Insights into Media Selection
Room: Port
Session Chair: Helm, Amanda, Xavier University of Louisiana

Efficiency of the Process and Maximization of Results from Communication Efforts: Proposition and Test of a Model to Evaluate the Mix of Conventional Media and Interactive Media
Helena Puga Ribeiro, Aurea, Fundação Dom Cabral
Reis Monteiro, Plinio, Fumec
Robbe, Raquel, Fundação Dom Cabral
Silveira, Timotheo, Fundação Dom Cabral
Vilaça, Daniela, Fundação Dom Cabral

Learning Styles and Advertising Media: Relationships and Collaborating Effects on Brand Responses
Roswinanto, Widyarso, University of North Texas

Media Guiding Consumers Across Different Stages of the Purchase Process
Voorveld, Hilde, Amsterdam School of Communication Research ASCoR, University of Amsterdam
Neijens, Peter, Amsterdam School of Communication Research ASCoR, University of Amsterdam
Smit, Edith, Amsterdam School of Communication Research ASCoR, University of Amsterdam
Bronner, Fred, Amsterdam School of Communication Research ASCoR, University of Amsterdam

Session 2.3. Online Behavior and Value Creation
Room: Compass
Session Chair: Ford, John, Old Dominion University

Development of a Scale to Measure the Perceived Interactivity of Websites
Liu, Xia Linda, Louisiana State University

Firm Benefits of Virtual World Performance: Examining the Effects of Site Participation on Satisfaction and Continued Viewing of Commercial Television
Morris, John, University of Texas-Pan American

Online Shopping as a Collectivist Movement: The Roles of Transformed Identities and Skill Contests
Das, Prakash, University of Calgary

Trusted Advisor: A Key Variable on the Path to Co-Creating Value with Clients
Mangus, Stephanie M., Louisiana State University

Session 2.4. Ethnic Marketing: Understanding: Understanding Values, Attitudes and Research Issues in Diverse Populations
Room: Steering
Session Chair: Villareal, Ricardo, University of San Francisco

Value Priorities and Consumer Behavior of Turkish Immigrants in Germany
Abedin, Annas, Aachen University

Villareal, Ricardo, University of San Francisco
Shelley Blozis, UC Davis

The Effect of a Muslim Endorsement on Non-Muslim’s Attitudes and Purchase Intentions
Maher, Amro, Qatar University
Session 2.5.  **Potpurri des Services**  
Room: Bridge  
Session Chair: Griffin, Mitch, *Bradley University*

**The Influence of E-Service Quality on Customer Value Perception and Satisfaction: The Case of Third Party Web Sites**  
Zhuang, Weiling, *Eastern Kentucky University*  
Babin, Barry J., *Louisiana Tech University*

**Teleological Approaches from Complexity Sciences in Services**  
Svensson, Goran, *Oslo School of Management*  
Fabeiro, Carmen Padin, *Universidad de Vigo*

**Extending the ACSI to Goodwill: Assessing Donor Satisfaction and Engagement**  
Michon, Richard, *Ryerson University*

**Alleviating Privacy Obstacle in New Mobile Service Adoption**  
Chen, Xiaoyan, *University of Rennes*  
Cliquet, Gérard, *University of Rennes*

Session 2.6.  **Marketing Buzz and Advertising Copy: Blogs, eWOM, and Short Message Service Copy**  
Room: Pelican  
Session Chair: Curran-Kelly, Catherine M., UMass Dartmouth

**Understanding Bloggers: Opinion Leadership and Motivations to Use Blog among Bloggers and Blog Readers**  
Segev, Sigal, *Florida International University*  
Fiske, Rosanna, *Florida International University*  
Villar, Maria Elena, *Florida International University*

**The Evolution and Impact of Online Word-of-Mouth (eWOM) Research: A Structured Review and Integrated Model**  
Racherla, Pradeep, *West Texas A&M University*  
King, Robert, *University of Mississippi*

**Efficacy of Ads with Short Message Service (SMS) Copy**  
Sierra, Jeremy, *Texas State University - San Marcos*  
Taute, Harry, *Utah Valley University*  
Hyman, Michael, *New Mexico State University*

Session 2.7.  **The Retail Revolution: The Impacts of Online Retail Sales on State, County, and Municipal Economies**
Room: Kabacoff  
Session Chair: Robicheaux, Robert, *University of Alabama at Birmingham*

**Panel Discussion**
Robicheaux, Robert, *University of Alabama at Birmingham*  
Kisska-Schulze, Kathryn, *North Carolina A&T State University*  
Faulk, Dagney, *Ball State University*  
Tuten, Tracy, *East Carolina University*  
Hansen, John, *University of Alabama at Birmingham*  
Lund, Donald, *University of Alabama at Birmingham*

Session 2.8. **Service Strategy and Product Innovation**  
Room: Windward  
Session Chair: Boukis, Achilleas, *Athens University of Economics and Business*

**Some Employee-Level Benefits from Manager’s IMO Adoption**
Boukis, Achilleas, *Athens University of Economics and Business*  
Kaminakis, Kostas, *Athens University of Economics and Business*  
Lionakis, Konstantinos, *New York College, Athens*

**Living and Loving the Employer Brand**
Avello, Maria, *Universidad Complutense de Madrid*  
Gavilán, Diana, *Universidad Complutense de Madrid*  
Molero, Víctor, *Universidad Complutense de Madrid*  
Fernández, Susana, *Universidad Complutense de Madrid*

**Continuity, Change and New Product Performance**
Forti, Enrique, *University College London*  
Sobrero, Maurizio, *University of Bologna*  
Vezzulli, Andrea, *Universitade Técnica de Lisboa*

**Highlighting the Role of Servicescapes and Organizational Climate on Employees’ Performance**
Kaminakis, Kostas, *Athens University of Economics and Business*  
Boukis, Achilleas, *Athens University of Economics and Business*

Wednesday 3:00 PM Refreshment Break

Wednesday, 3:30 PM  
Session 3.1. **Strategic Marketing Management**
Marketing planning and sales autonomy as a combination remedy for marketing myopathy
Yamashita, Yuko, Hitotsubashi University
Uehara, Wataru, Hitotsubashi University
Sasaki, Masato, Musashino University
Fukuchi, Hiroyuki, Toyogakuen University
Fukutomi, Gen, Kyoto Sangyo University

The Use of Management Control to Guide Marketing Department Power in Establishing Market Orientation: A Resource Dependence Perspective
Marx, Corina, RWTH Aachen University
Brettel, Malte, RWTH Aachen University

Complementarity of Innovation Capability and Customer-linking Capability: A Configurational Approach
Jaakkola, Matti, Aalto University School of Economics
Luoma, Jukka, Aalto University School of Economics
Frosen, Johanna, Aalto University School of Economics
Aspara, Jaakko, Aalto University School of Economics
Tikkanen, Henrikki, Aalto University School of Economics

Leadership Style & Strategic Management: An Analysis of Hierarchical Influence
Slater, Stephanie, Cardiff Business School, Cardiff University

Session 3.2. Using Private Labels and Store Atmospherics as Heuristics
Room: Port
Session Chair: Ellinger, Alexander E., University of Alabama

The Market Power of Private Labels-Retailer Brand and Industry Effect
Verga Matos, Pedro, Technical University of Lisbon, ISEG
Coelho Do Vale, Rita, Catholic University of Portugal

Is it Worth Copying the Leader? The Impact of Copycat Packaging Strategies on Private Label’s Adoption
Coelho Do Vale, Rita, Catholic University of Portugal
Verga Matos, Pedro, Technical University of Lisbon, ISEG

Why is it Important for Private Labels to Innovate? The Effects of Trust and W-O-M
Abril, Carmen, Complutense University
Martinez, Joaquin, Complutense University
Gavilan, Diana, Complutense University
Manzano, Roberto, Complutense University
Avello, Maria, Complutense University
Retail Assortment Size and Customer Choice Overload: The Influence of Shopping Enjoyment and Time Pressure
Kyoungmi, Kim, University of Alabama
Allaway, Arthur, University of Alabama
Ellinger, Alexander, University of Alabama

The Effect of Touch on Perceived Product Freshness
Maity, Devdeep, Oklahoma State University

Discussion Leader:
Kyoungmi, Kim, University of Alabama

Session 3.3. Social Media and Consumer Attitudes
Room: Compass
Session Chair: Chung, Christina, Ramapo College of New Jersey

The Impact of Social Advertising Campaigns in Shaping Egyptian Youths Behavioral Intentions
El-Gharbawy, Alaa, Alexandria University

Social Media Marketing on Facebook: Investigating Determinants and Consequences of Users’ Attitude toward the Facebook Page
Bauer, Hans H., University of Mannheim
Toma, Boris, University of Mannheim
Fischer, Dirk, University of the Federal Armed Forces Munich

The Strategic Influence of Firm-Created WOM: Evidence from the Movie Industry
Shin, Hyunju, The University of Alabama
Chang, Woojung, The University of Alabama

Session 3.4. Conceptualization of Value Co-creation
Room: Steering
Session Chair: Norberg, Patricia, Quinnipiac University

Ok, We Have the Resources, But What Next? A Conceptual Model of the Effects of Project Team Activities on Customer Perceived Value
Prior, Daniel, University of New South Wales

A Framework to Measure the Co-Created Concept of Customer Value
Iyanna, Shilpa, Abu Dhabi University

Expanding the Scope of Value Co-Creation
Kull, Alexander J., University of South Florida
Discussion Leader:
Wang, Guangping (Walter), Penn State University

Session 3.5. The Study of Marketing Institutions:
Ramifications of Its Current Status on the Future Direction of the Field of Marketing
Room: Bridge
Session Chair: El-Ansary, Adel I., University of North Florida

Panel Discussion
El-Ansary, Adel I., University of North Florida
Brown, James R., West Virginia University
Dant, Rajiv P., University of Oklahoma
Robicheaux, Robert A., University of Alabama at Birmingham
Rosenbloom, Bert, Drexel University

Session 3.6. Managing the Customer Service Experience
Room: Pelican
Session Chair: Fisk, Raymond, Texas State University

Disservice: A Framework for Sources and Solutions
Grove, Stephen, Clemson University
Fisk, Raymond, Texas State University
Harris, Lloyd, Warwick University
Ogbanna, Emmanuel, Cardiff University
John, Joby Carlson, Les Goolsby, Jerry, University of Louisiana at Lafayette University of Nebraska-Lincoln Loyola University New Orleans

Service Quality, Customer Satisfaction, Value and Loyalty: Investigating Problematic Encounters
Paparoidamis, Nicholas, Catholic University of Lille, IESEG
Chumpitaz, Ruben, Catholic University of Lille, IESEG
Ford, John, Old Dominion University

Service Branding: The Sign of Apparel
Chang, Wei-Lun, Tamkang University
Chang, Hui-Chi, Tamkang University

"I am so Embarrassed!"—How personal and empathetic embarrassment in personal product purchasing impacts sales clerk choice.
Ekebas, Ceren, Old Dominion University
Arndt, Aaron, Old Dominion University

Discussion Leader:
Beitelspacher, Lauren, Portland State University

Session 3.7. International Marketing and the Future
International Marketing and the Future  
Hult, Tomas, *Michigan State University*

Dwindling Influence of Marketing in Corporate Strategy Development: A Case of Outsourcing  
Kotabe, Masaaki, *Temple University*

Cross-National Consumer Behavior in International Marketing Research: What We Know and What We Need to Know  
Attila, Yaprak, *Wayne State University*

Performance Consequences of International Marketing Programs  
Katsikeas, Constantine, *University of Leeds*  
Hultman, Magnus, *University of Leeds*

On Resolving the Market Orientation-International Marketing Strategy Paradox  
Saeed, Samiee, *University of Tulsa*

Session 3.8. Deans' Session  
Room: Windward

Dean's Panel on Growing Business Schools of the Future  
Jones, Eli, *LSU*  
Lumpkin, James, *Louisiana Tech University*  
Locander, William, *Loyola University*  
Richardson, Lynne, *University of Mary Washington*

Wednesday 5:00 PM  
Explorations in Wine Marketing [TBA]  
Chairs: Babin, B.J., Ortinau, D.J., Griffin, M.

Wednesday 6:00 PM Early Bird Reception
Thursday, May 17

Thursday, 8:30 AM

Session 4.1. **Value Co-creation: Consumer Interactions and Technology**
Room: Starboard
Session Chair: Szocs, Courtney, *University of South Florida*

**Co-creating Value with Self-Service Technology: Helping Customers Help Themselves**
Hughes, Tim, *University of the West of England*
Little, Ed, *University of the West of England*
Hilton, Toni, *University of Westminster*
Marandi, Ebi, *University of the West of England*

**Customers Helping Customers: Payoffs for Linking Customers in Service Settings**
Black, Hulda, *Illinois State University*
Vincent, Leslie, *University of Kentucky*
Skinner, Steven, *University of Kentucky*

**Customer Experience Decomposition: A Conceptual Framework**
Sleep, Stefan, *University of Georgia*
Lam, Son, *University of Georgia*

Session 4.2. **Branding and Shoppers**
Room: Port
Session Chair: Slater, Stephanie, *Cardiff University*

**Reciprocal Effect of Store Brand Extension: Evidences from Scanner Panel Data.**
Zhang, Yi, *The University of Manchester*
Kang, Jikyeong, *The University of Manchester*

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

**Sport Celebrity Endorsement and the British consumer.**
Davies, Fiona, *Cardiff University*
Slater, Stephanie, *Cardiff University*

Session 4.3. **Brands, Governments and Corporations**
Room: Windward
Session Chair: James, Kevin, *Indiana State University*

**Restoring Brand Trust With a Corporate Apology**
O’Connor, Thomas, University of New Orleans

The Effect of Prior Outcomes on Consumer Sellers’ Evaluations of Planned On-line Resale
Lee, Crystal Tzuying, National Cheng-chi University
Liao, Shuling, Yuan Ze University, College of Management

Session 4.4. The 3 T’s: Relationship Importance for Theaters, Tribes and Tourists
Room: Steering
Session Chair: Parker, Janna M., Louisiana Tech University

Brand Tribalism: An Anthropological Perspective
Taute, Harry, Utah Valley University
Sierra, Jeremy, Texas State University- San Marcos

How Customers Respond to Firms’ Customer Relationship Norms
Voss, Zannie, Southern Methodist University/Euromed
Voss, Glenn, Southern Methodist University
Cova, Veronique, Aix Marseille Universite
Cova, Bernard, Euromed/Bocconi

A Closer Look at Destination: Image, Personality, Relationship and Loyalty
Ching-Fu, Chen, National Cheng Kung University
Sambath, Phou, National Cheng Kung University
Jyh-Fu, Jeng Don, National Cheng Kung University

Session 4.5. Consumers’ Ethical Evaluations and Behaviors
Room: Bridge
Session Chair: Darrat, Mahmoud, Auburn University Montgomery

The Modern Renegotiations of Confucian Ethics and Implications on Ethical Consumption in China
Yau, Amy, University of Bath
Davies, Iain, University of Bath

The Influence of Product Knowledge on Consumer’s Company and Product Evaluations in Product-Harm Crisis Situations
Haas-Kotzegger, Ursula, WU Vienna
Understanding Ethical Consumers: A New Approach Towards Modeling Ethical Consumer Behaviors
Papaoikonomou, Eleni, Universitat Rovira i Virgili
Paparoidamis, Nicholas G., Catholic University of Lille
Chumpitaz, Ruben, Catholic University of Lille

Session 4.6. **How Advances in Technology and Sustainability are Changing the Retail Landscape**
Room: Pelican
Session Chair: Reynolds, Kristy, University of Alabama

Assessing the Role of Service Quality of Retail Self-Checkouts on Customer Satisfaction and Loyalty: Empirical Evidence from an Emerging Market
Demirci-Orel, Fatma, Cukurova University
Kara, Ali, Penn State University, York

Designing Experience with Technology: Consumer Emotional Responses to In-Store Technology-Based Services
Theotokis, Aristeidis, Leeds University Business School

Marketing Sustainability: Consumer Responses to the Social Quality of Private Labels
Aouina-Mejri, Chiraz, Paris Est University/ IRG
Bhatli, Dhruv, Paris Est University/ IRG

Does a Multi-Channel Return Policy Affect Online Purchase Intentions?
Nakhata, Chinintorn, University of South Florida
Magi, Anne, University of South Florida

Discussion Leader:
Mangus, Stephanie, Louisiana State University

Session 4.7. **Sustainability in the Apparel Supply Chain**
Room: Kabacoff
Session Chair: Kang, Ji Hye, Kansas State University

Sustainability in the Apparel and Textiles Industry: A Conceptual Paper Addressing Previous Research Findings and Areas of Future Research
Kozar, Joy M., Kansas State University
Hiller Connell, Kim Y., Kansas State University
Swapping Stories: An Exploratory Study of Consumer Exchange Motivations and Behavior  
Matthews, Delisia, University of North Carolina at Greensboro  
Hodges, Nancy, University of North Carolina at Greensboro

Exploring the Impact of Consumers' Second-hand Clothing Motivations on Shopping Outcomes: An Investigation of Weekend Market Patronage in Thailand  
Kananukul, Chawanuan, University of North Carolina at Greensboro  
Watchravesringkan, Kittichai, University of North Carolina at Greensboro  
Hodges, Nancy, University of North Carolina at Greensboro

Understanding the R in CSR: Are Retailers or Manufacturers Most Responsible for Promoting Healthier Eating?  
Nieroda, Marzena, The University of Manchester  
McGoldrick, Peter, The University of Manchester  
Weykamp, Christiane, The University of Manchester

Session 4.8. Using Qualtrics to Create Effective Research  
Room: Compass  
Session Chair: Hair, Joseph F., Kennesaw State University

Panel Discussion  
Adams, Chris, Qualtrics  
Winkelman, Bryce, Qualtrics

Thursday 10:00 AM Refreshment Break

Thursday, 10:30 AM

Session 5.1. Materialism and Conspicuous Consumption  
Room: Starboard  
Session Chair: Obilo, Obi, Louisiana Tech University

Materialism Through a Magnifying Glass: A Comprehensive Model of the Antecedents and Consequences of Three Facets of Materialism  
Segev, Sigal, Florida International University  
Shoham, Aviv, University of Haifa  
Gavish, Yossi, Ono Academic College

Explaining Variation in Conspicuous Consumption: An Empirical Examination  
Kastanakis, Minas, ESCP Europe  
Balabanis, George, Cass Business School

Materialism: A General Hierarchical Model Perspective  
Mohan, Mayoor, Oklahoma State University
Session 5.2. **Value Co-creation and Digital Environment**  
Room: Port  
Session Chair: Biswas, Dipayan, *University of South Florida*

**Empowering Digital Information Consumers: The Effects of Self-Efficacy, Optimum Stimulation Level, and Perceived Interactivity on Willingness to Pay**  
Kirk, Colleen, *Mount Saint Mary College*  
Swain, Scott, *Northeastern University*

**Facilitating innovations and value co-creation in industrial B2B firms by combining digital marketing, social media and crowdsourcing**  
Simula, Henri, *Aalto University*  
Tollinen, Aarne, *University of Jyväskylä*  
Karjaluoto, Heikki, *University of Jyväskylä*

**The dark side of customer co-creation – What happens when technology-based co-created services fail?**  
Handrick, Matthias, *EBS University for Business and Law*  
Heidenreich, Sven, *EBS University for Business and Law*  
Thomas, Linn, *EBS University for Business and Law*

Discussion Leader:  
Weinberg, Bruce, *Bentley University*

Session 5.3. **Going “Green” and the Effects on Consumer Evaluations**  
Room: Compass  
Session Chair: Panda, Rajeev, *National Institute of Technology, Rourkela*

**Exploring Authenticity as a Policing Mechanism to Deter “Green Washing” in Sustainable Architecture**  
Parkman, Ian, *Loyola University Maryland*

**Consumers’ Inferential Evaluations of Sustainability Attributes based on Incomplete Product Information**  
Gruber, Verena, *WU Vienna*  
Schlegelmilch, Bodo B., *WU Vienna*  
Houston, Michael J., *University of Minnesota*

**Save the Planet or Save Some Money? How the Framing of Environmentally Friendly Behavior Affects Consumer**  
Green, Todd, *Simon Fraser University*  
Peloza, John, *Florida State University*

Session 5.4. **Brands and Consumers**
Room: Steering
Session Chair: Locander, David, Louisiana Tech University

Brand Personality and Athlete Identification: Predicting Consumption Behaviors
Carlson, Brad, Saint Louis University
Donavan, D. Todd, Colorado State University
Deitz, George, University of Memphis
Cumiskey, Kevin, Eastern Kentucky University

The effect of brand awareness, Internet search patterns and product-line characteristics on revenue premium.
Gui, Raluca, Universidad Carlos III de Madrid

The Effect of the Foreign Brand on Consumer Perception.
Tran, Trang, University of North Texas
Fabrize, Robert, University of North Texas

Session 5.5. Latin American Marketing Issues II
Room: Bridge
Session Chair: Svensson, Goran, Oslo School of Management

The Value Concept Over time and in the Perception of Brazilian Management Students
Brambilla, Flavio, La Salle University Center

Marketing Elements for Designing of the Integral Tourist product-Colima
Magana Carrillo, Irma, Universidad de Colima
Padin Fabeiro, Carmen, Universidad de Vigo
Jimenez Olivera, Vicente A., Universidad de Colima

Customers Service Experience in Hospitals: A DIP and SOS Construct of Negative Encounters
Santos Corrada, Maria de los M., Universidad del Turabo
Sosa-Varela, Juan Carlos, Universidad del Turabo
Svensson, Goran, Oslo School of Management

Session 5.6. Value Co-creation for Firms, Services, and Markets
Room: Pelican
Session Chair: Burman, Bidisha, Appalachian State University

Service Ecosystems Design in Ethnic Markets
Abbam, Esi Elliot, University of Illinois at Chicago
Cherian, Joseph, University of Illinois at Chicago
Elaydi, Raed, Roosevelt University
Co-Creation of Award Winning Advertising
Sasser, Sheila, Eastern Michigan University
Kilgour, Mark, University of Waikato
Koslow, Scott, Macquarie University

Firm Capabilities, Customer/Supplier Participation, and Firm Performance
Wang, Guangping, Penn State University
Ma, Xiaoqin, Yancheng Institute to Technology
Dou, Wenyu, City University of Hongkong
Zhou, Nan, City University of Hongkong

Considering the Nature of Value Capturing Mechanisms in Industrial Buyer-Supplier Exchange – A Structured Abstract
Prior, Daniel, University of South Wales

Session 5.7. Publishers Session
Room: Kabacoff
Session Chair: TBA

Session 5.8. Mary Kay Dissertation Award Presentations
Room: Compass
Session Chair: Alford, Bruce, Louisiana Tech University

Serving Well by Selling Well: Studies on Customer Service Representatives’ Ambidexterity and Its Effectiveness
Jasmand, Claudia, Imperial College Business School

Leveraging Marketing Resources to Strengthen Stakeholder–Company Identification
Groza, Mark D., University of Massachusetts Amherst

What Drives Managerial Use of Financial and Marketing Metrics and Does Metric Use Impact Performance of Marketing Mix Activities?
Mintz, Ofer, Arison School of Business

When Humanizing Brands Goes Wrong: The Detrimental Role of Brand Anthropomorphization amidst Product Wrongdoings
Puzakova, Marina, Drexel University

Thursday, 12:00 PM
AMS Awards Luncheon

Thursday, 1:30 PM

Session 6.1. Journal of the Academy of Marketing Science / Sheth Foundation Best Paper Award 2011
Hunt, Shelby D., Texas Tech University

Comments:
Ferrell, OC, University of New Mexico
Peterson, Robert A., University of Texas

Session 6.2. Issues in New Technology Usage
Room: Port
Session Chair: Chang, En-Chi, Perfect Translation & Compunet Co., LTD

Social Analytics in Hedonic and Utilitarian Companies
Fischbach, Sarah, New Mexico State University
Peterson, Robin, New Mexico State University

MBA Students as Customers: The Kano Method and Collegiate Website Excitement Factors
Elbeck, Matt, Troy University
Vander Schee, Brian, Aurora University

Internet Literacy and Attitudes toward Internet Advertising: A Cross-Cultural Study
Ulusoy, Emre, University of Texas-Pan America

Social Media Strategy and Online Brand Reputation
Cohen, Corine, International University of Monaco
Chapman, Alexis, International University of Monaco

How to Push Consumers’ Intention to Adopt Alternative Fuel Vehicles: An Integrative Adoption Model
Petschnig, Martin, EBS Business School
Spieth, Patrick, EBS Business School

Session 6.3. Pedagogical Techniques and the Role of Students in Marketing Education
Room: Compass
Session Chair: Attaway, Jill, Illinois State University

Bringing Cultural Diversity to Service Marketing Courses: A SERVQUAL Exercise
Rosenbaum, Mark, Northern Illinois University
Labrecque, Lauren I., Northern Illinois University
Moraru, Iona, Northern Illinois University

Applying a Business Model to Student-Institution Relationships: An Examination of Four Metaphors
Applying a Business Model to Student-Institution Relationships: An Examination of Four Metaphors
Griffin, Mitch, Bradley University
Cleghorn, Lyndsey, Bradley University
Kruger, Sarah, Bradley University
Nosal, Megan, Bradley University
Oleksiuk, Piotr, Bradley University
Schulz, Devon, Bradley University
Tolly, Drew, Bradley University

Teaching Fuzzy Front End of Service Innovation: Real Life Application with Cross-Functional and International Teams
Jaskari, Minna-Maarit, University of Vaasa, Finland

Empowered Students - Service-oriented Universities: How to Manage Higher Education Marketing in the 21st Century
Kindlein, Kathrin, Ludwig-Maximilians-Universitat Munich
Schwaiger, Manfred, Ludwig-Maximilians-Universitat Munich

Session 6.4. Marketing’s Role in Supply Chain Success
Room: Steering
Session Chair: Daugherty, Patricia, Michigan State University

Marketing’s Role in Supply Chain Success-- We’re in This Together, Aren’t We??
Daugherty, Patricia, Michigan State University
Ellinger, Alexander E., University of Alabama
Hummel, Anna, A. Dule Pyle
Piercy, Niall, University of Bath

Session 6.5. Assessing Student Learning & Required Skills
Room: Bridge
Session Chair: Williams, Michael R., Oklahoma City University

Academicians’ and Practitioners’ Views of Marketing Students' Required Knowledge and Skills
Babin, Laurie, University of Louisiana, Monroe
Bunthorne Lopez, Tara, Southeastern Louisiana University
Lafleur, Elizabeth, University of Southern Mississippi

An Empirical Comparison of Measures of Multiple-Choice Question Item Difficulty
Dickinson, John, University of Windsor

A Taxonomy Assessment and Item Analysis of a Retailing Management Multiple-Choice Question Bank
Dickinson, John, University of Windsor

Session 6.6. Celebrity Endorsements and Celebrity Brands
Room: Pelican
Session Chair: Carlson, Brad, Saint Louis University

Evaluating the Impact of Celebrity Status and Character Likeability on Brand Recognition – A Structured Abstract
Kumar, Anvita, Cass Business School
Balabanis, George, Cass Business School

Cyber-Positioning: Bestselling Authors’ Online Communicated Brand Personalities
Bal, Anjali, Simon Fraser University
Mills, Adam, Simon Fraser University
Chakrabarti, Ronika, Lancaster
Terblanche, Nic, The University of Stellenbosch
Opoku, Robert, King Fahd University of Petroleum and Minerals

The Oprah Effect: Investigating the Celebrity-Candidate Endorsement Relationship
Van Steenburg, Eric, University of North Texas

Session 6.7. Meet the Editorial Reviewers
Room: Kabacoff
Session Chair: Ortinau, David J., University of South Florida

Panel Discussion
Ortinau, David J., University of South Florida
Ingene, Charles, University of Mississippi
Mena, Jeanette, University of South Florida

Room: Windward
Session Chair: Upshaw, Danny, Louisiana Tech University

Do Methods and Lack of Content Explain Low Brand Stability Associations? No
Koll, Oliver, University of Innsbruck
Kreuzer, Maria, University of Innsbruck

The Antecedents of Eco-Friendly Brand Image: A Pilot Study.
Siew, Shir Way, The University of Texas - Pan American
Gressel, Justin, The University of Texas - Pan American

Brand Personality in Industrial Markets: Conceptualization and Measurement.
Töllner, Alke, Tu Dortmund University
Blut, Markus, Tu Dortmund University
Paluch, Stefanie, Tu Dortmund University

Thursday, 3:00 PM Refreshment Break

Thursday, 3:30 PM

Session 7.1. Research Frameworks, Influences, and Sustainability Trends
Room: Starboard
Session Chair: Babin, Laurie, University of Louisiana - Monroe, USA

The Influence of Shareholder Complaints on Companies' Product-Advertising Investments
Weis, Simone, Maastricht University, Netherlands
Hoffman, Arvid, Maastricht University, Netherlands
Aspara, Jaakko, Maastricht University, Netherlands
Penning, Jeost, Aalto University-School of Economics, Finland

A Quality Framework for Case Study Research: "CONVINCINGNESS"
Farquhar, Jillian, University of Bedfordshire, United Kingdom

Sustainability in the Business and Management Discipline: Twenty Years of Research
Kordestam, Arash, Lulea University of Technology, Sweden
Peighambari, Kaveh, Lulea University of Technology, Sweden
Foster, Tim, Lulea University of Technology, Sweden

Session 7.2. "The price made me do it!" Consumer Reactions to Pricing Signals
Room: Port
Session Chair: Danny Weathers, Clemson University

Comparing Consumer Reactions to Percentage and Absolute Values: An Analogue Magnitude Encoding Perspective
Weathers, Danny, Clemson University
Swain, Scott, Northeastern University
Carlson, Jay, Union University
Is there a better Price for this Good? Internet and Prevalence of Relative Thinking
Thota, Sweta, University of San Francisco

What’s That Plane Ticket Worth? Responding to Dynamic Pricing Strategies
Hanna, Richard C., Northeastern University
Smith, Gerald, Boston College
Lemon, Katherine, Boston College

Session 7.3. Consumer Decision-Making and Learning
Room: Compass
Session Chair: Byun, Kyung-Ah (Kay), Texas Tech

Explaining NFL Fans’ Purchase Intentions for Revered and Reviled Teams: A Dual-Process Perspective
Sierra, Jeremy, Texas State University - San Marcos
Taute, Harry, Utah Valley University
Heiser, Robert, University of Southern Maine

The Contagious Influence of Experiential Presentation in Online Negative Word-of-Mouth: A Sender’s MAO Perspective
Liao, Shuling,

Consumer Information Search Behavior for Experiential and Material Purchases
Aydin, Asli Elif, Istanbul Bilgi University
Selcuk, Elif Akben, Bogazici University

Session 7.4. Product and Branding Issues
Room: Steering
Session Chair: Lindquist, Jay, Western Michigan University

Show Liking and Product Placement Execution: An Exploration of Changes in Consumer Evaluations of Television Programming
Morris, John, University of Texas - Pan American

A Two-Step Recommendation to Improve Stability in Free Choice Brand-Attribute Associations
Maity, Devdeep, Oklahoma State University

The Transfer of Personality from Associated Spokespersons to Brand
Obilo, Obinna, Louisiana Tech University

Achieving Consumer Loyalty in Athlete Branding: Examining the Relationship between Athlete Brand Image and Consumer Loyalty
Arai, Akiko, University of Florida
Chang, Yonghwan, University of Florida

Session 7.5. Achieving a Sustainable Supply Chain  
Room: Bridge  
Session Chair: Daugherty, Patricia, Michigan State University

Environmentally Sustainable Supply Chain Management: an Evolutionary Framework  
Coyle, John J., Pennsylvania State University  
Thomchick, Evelyn A., Pennsylvania State University  
Ruamsook, Kusumal, Pennsylvania State University

Sustainable Logistics in Brazil and the United States: An Exploratory Study  
Leuschner, Rudolf, Rutgers University  
Rogers, Dale, Rutgers University

Marriage of Inconvenience: Value Co-destruction in an Interdependent Supply Chain Relationship  
Marcos-Cuevas, Javier, Cranfield University  
Enz, Matias G., Cranfield University  
Bastl, Marko, Cranfield University  
Johnson, Mark, Cranfield University

Session 7.6. Consumer Welfare and Marketing Promotions  
Room: Pelican  
Session Chair: Cavazos-Olson, Carmina, University of St. Thomas - Minnesota

An Exploratory Study of Extreme Couponing  
Zboja, James J., University of Tulsa  
Gatzlaff, Kevin M., Ball State University

Effects of Anti-Tobacco Brands Ad Parodies on Cigarette Brands Attitude  
Parguel, Béatrice, DRM, Université Paris-Dauphine  
Lunardo, Renaud, Groupe ESC Troyes  
Chebat, Jean-Charles, HEC Montreal

Customer Retention in Hedonic and Utilitarian Services  
Stathopoulou, Anastasia, Birkbeck, University of London  
Balabanis, George, Cass Business School, City University

Session 7.7. Meet the Editors  
Room: Kabacoff  
Session Chair: Ferrell, O.C., University of New Mexico

Panel Discussion
Session 7.8. **The Challenge of Setting Prices and the Impact to the Firm**  
Room: Windward  
Session Chair: Liozu, Stephen, *Case Western Reserve*

**Sequential Learning of Optimal Sales Prices**  
Kaptein, Maurits, *Eindhoven University of Technology*  
Parvinen, Petri, *Aalto School of Economics*

**Firm Pricing Orientation and Pricing Decisions in Industrial Markets**  
Liozu, Stephan, *Case Western Reserve University*  
Hinterhuber, Andreas, *Hinterhuber & Partners*

**Mindful Pricing: Transforming Organizations through Value Based Pricing**  
Liozu, Stephan, *Case Western Reserve University*  
Hinterhuber, Andreas, *Hinterhuber & Partners*

Thursday 6 PM  
Reception

Friday, May 18

Friday, 8:30 AM

Session 8.1. **Social Marketing Research: Measures, Analyses, and Implication Issues**  
Room: Starboard  
Session Chair: Pelton, Lou E., *University of North Texas*

**Revisiting Netnography: Implications for Social Marketing Research Concerning Controversial and/or Sensitive Issues**  
Ulusoy, Emre, *University of Texas - Pan American*

**Social Media Analysis as a New Tool - An Exploratory Study to Determine the Reliability and Validity of Analyses on the Social Web**  
Bauer, Han H., *University of Mannheim*  
Toma, Boris, *University of Mannheim*  
Heinrich, Daniel, *University of Mannheim*  
Campbell, Colin, *Monash University*
A Comparative Evaluation of the Different Single-Item Selection Procedures for Construct Measures
Rauschnabel, Phillipp, University of Bamberg
Sarstedt, Marko, Ludwig-Maximilians-University Munich/IMM
Wilczynski, Petra, Ludwig-Maximilians-University Munich/IMM
Diamantopoulos, Adamantios, University of Vienna

Session 8.2. New Frontiers in Marketing Communication
Room: Port
Session Chair: Weathers, Danny, Clemson University

The Language of Advertising – Examining the Benefit of Construal-Matching
Easwar, Karthik, The Ohio State University
Yang, Lifeng, University of Mississippi

Making the Rainbow Connection: Factors Influencing Gay Consumers’ Evaluations of Gay-Friendly Corporate Activities
Oakenfull, Gillian, Miami University

Disparities in Professional Services Advertising - Communicated and Conceived Identity
Goldring, Deborah, Florida Atlantic University

Session 8.3. Can Climate Change Salespeople? Impact of Ethical and Organizational Climate
Room: Compass
Session Chair: Boyle, Brett, St. Louis University

How Can Salespeople’s Performance Be Improved? The Role of Ethical Climate and Ethical Behavior
Lavorata, Laure, University of Paris - East

Psychological Contract: Examining Climate and Job Satisfaction
Hartmann, Nathaniel, Purdue University

Evaluating the Effectiveness of Doctors as Salespeople: The Motivating Effect of Patient-Physician Interactions
Sujan, Harish, Tulane University
Harlan, Timothy, Tulane University
Sujan, Mita, Tulane University
Buhrau, Denise, American University
Ager, Rick, Tulane University

Dynamically Adapting Sales Influence Tactics in E-Commerce
Kaptein, Maurits, *Eindhoven University of Technology, Netherlands*
Parvinen, Petri, *Aalto School of Economics, Finland*

Session 8.4. **JAMS Editorial Board Meeting**
Room: Steering (8:30 AM)
Chair: Hult, Tomas

JAMS ERB Members Only

Session 8.5. **The Power of Emotions and Norms on Exchange Behavior**
Room: Bridge
Session Chair: Cowart, Kelly, *Grand Valley State University*

*When Norms are Violated: The Role of Consumer Guilt in Service Relationships*
Pounders, Kate, *University of Nevada, Las Vegas*

*The Impact of Unwarranted Tip Requests on Self-Conscious Emotions, Attitudes, & Repatronage Intentions*
Hiler, Jacob L., *Louisiana State University*
Rice, Dan, *Louisiana State University*
Schmit, Dora, *Louisiana State University*

*Forming Product Return Intentions to Reduce Cognitive Dissonance after Purchase*
Maity, Devdeep, *Oklahoma State University*

Session 8.6. **Entrepreneurs, Networks and Success**
Room: Pelican
Session Chair: Kropp, Frederic, *Monterey Institute of International Studies*

*Culture, Competition and Customer: Tools for SME Success*
Singh, Sonal, *Macquarie University*

*Entrepreneurial Identity Brand Management: A Brand Management Model for SMEs*
de Gomez, Maria Isabel Rodriguez, *Universidad Francisco Marroquin*
Kang, Jikyeong, *University of Manchester*

*Tie Strength Dynamics within a Business Network*
Morrish, Sussie, *University of Centrebury*
A Statistical Process to Incorporate the Use of Demographics to Help Select the "Best" Number of Market Segments
Kara, Ali, Penn State University - York Campus
Carmone, Frank, Wayne State University
Friday, 8:30 AM

Session 8.7. International Branding
Room: Kabacoff
Session Chair: Parker, Janna, Louisiana Tech University

Binational study of the impact of brand image, brand personality and brand love on word of mouth: The case of fashion brands in UK and Switzerland
Arageh, Ahmed, Universiti Utara Malaysia
Melewar, Tc, Brunel University

How do market characteristics influence brand country of origin effects?
Yang, Shuang, University of Texas at El Paso
Jimenez, Fernando, University of Texas at El Paso
Hadjimarcou, John, University of Texas at El Paso
Frankwick, Gary, University of Texas at El Paso

The Interplay Between Perceived Brand Globalness, Domestic Brand Origin, and Brand Attitude
Tasoluk, Burcu, Sabanci University
Calantone, Roger J., Michigan State University
Deligonul, Seyda, St. John Fisher College
 Cavusgil, S. Tamer, Georgia State University

Challenges and Chances for International Portfolio Acquisition Brands (IPA Brands) in Developing Countries
Heinberg, Martin, University of Duisburg-Essent
Taube, Markus, University of Duisburg-Essent

Session 8.8. The Teaching of Social Media Marketing
Room: Windward
Session Chair: Tuten, Tracy, East Carolina University

Primary Forms of Social Media Marketing
Tuten, Tracy, East Carolina University

Developing Courses in Social Media Marketing
Solomon, Michael, St. Joseph's University and University of Manchester, UK

Social Media Marketing Projects & Activities
Ladik, Daniel, Seton Hall University

Friday 10:00 AM Refreshment Break
Friday, 10:30 AM

Session 9.1. Social Media
Room: Starboard
Session Chair: Archer-Brown, Chris, University of Bath, UK

Exploring Social Media Marketing Strategies in SMEs
Pentina, Iryna, University of Toledo
Koh, Anthony, University of Toledo

Web Analytics and Social Media Monitoring in Industrial Marketing: Tools for Improving Marketing Communication Measurement
Järvinen, Joel, Jyväskylä University School of Business and Economics, Finland
Töllinen, Aarne, Jyväskylä University School of Business and Economics, Finland
Karjaluoto, Heikki, Jyväskylä University School of Business and Economics, Finland
Platzer, Elisabeth, Evolaris, Austria

Fostering Social Media Relationships: The Role of Parasocial Interaction
Labrecque, Lauren, Northern Illinois University

Session 9.2. Perspectives on Source Effects: Negative Publicity, Company Transgressions, and Misattribution
Room: Port
Session Chair: Moulard, Julie Guidry, Louisiana Tech University

Negative Spokesperson Publicity: Comparing the Reactions of Investors and Firms
Raithel, Sascha, Ludwig Maximilians University
Hock, Stefan, Virginia Tech

Consider the Source: Comparing Customer Reactions to Hearing about a Company Transgression by Word-of-Mouth vs. through the Media
Landers, V. Myles, University of Alabama
Harrison, Mary P., Birmingham-Southern College
Northington, William Magnus, University of Alabama

Source Misattribution for the Sake of Attitude Change: A Conceptualization of the Role of Social Identity in Inducing Dissociative Processing
Foos, Adrienne, University of Manchester
Keeling, Kathy, University of Manchester
Keeling, Debbie, University of Manchester
Friday, 10:30 AM

Session 9.3. Corporate Social Responsibility
Room: Compass
Session Chair: Darrat, Mahmoud, Auburn University
Montgomery

The Role of Corporate Social Responsibility in Consumer Evaluation of Nutrition Information Provision by Restaurants
Ye, Christine, Florida State University
Peloza, John, Florida State University
Cronin, Joseph, Florida State University

The "Bigger" Company Responsibility - When One Bad Product Harms a Country's Image
Huber, Frank, Johannes Gutenberg - University Mainz
Meyer, Frederik, Johannes Gutenberg - University Mainz
Weihrauch, Andrea, Johannes Gutenberg - University Mainz

Is CSR Important For All Types of Fans? : The Value of Corporate Social Responsibility in Sport
Giroux, Marilyn, Concordia University
Pons, Frank, Laval University
Mourali, Medhi, University of Calgary

Session 9.4. Buyers and Sellers
Room: Windward
Session Chair: Wu, Yinglu, Louisiana State University

Structural Equation Model for Restaurant-related Attributes, Perceived Overall Service Quality, Perceived Value and Customer Behavioral Intention
Chen, Shiu Chun, Graduate School of Business and Operations Management, Chang Jung Christian University
Wang, Cheng-Hua, Chang Jung Christian University
Chen, Kuan-Yu, National Ping tung University of Science and Technology

The Flea Markets and Marketing at the Bottom of the Pyramid
Petrescu, Maria, Florida Atlantic University
Bhatli, Dhruv, IRG, Universite Paris Est

Persuasion Knowledge Model as a Framework for Researching Loyalty Dynamism Using Critical Incident Technique
Thiele, Sharyn Rundle, Griffith University
Siemieniako, Dariusz, Bialystok University of Technology
Urban, Wieslaw, Bialystok University of Technology
Session 9.5. **Intelligence and Salesperson's Effectiveness: What Intelligence?**
Room: Bridge
Session Chair: Hollet-Haudebert, Sandrine, *University of Paris East*

**Cultural Intelligence and Emotional Intelligence in External and Internal Sales Relationships**
Lassk, Felicia, *Northeastern University*
Lee, Yang, *Northeastern University*

**Marketing Intelligence Fosters Ownership Among Salespersons to Improve Their Service Quality: A Role of Marketing**
Fukutomi, Gen, *Kyoto Sangyo University*

**Helping Teammates During New Product Selling: When Does It Pay Off?**
Van Der Borgh, Michel, *Tilburg University, Netherlands*
De Jong, Ad, *Eindhoven University of Technology*
Nijsen, Edwin, J., *Eindhoven University of Technology*

**Empowering Salespeople: Does It Work?**
Yim, Frederick, *Hong Kong Baptist University*
Swaminathan, Srinivasan, *Drexel University*
Anderson, Rolph, *Drexel University*

Session 9.6. **Understanding Customer Loyalty and Customer Value Perceptions**
Room: Pelican
Session Chair: Kara, Ali, *Penn State University, York Campus*

**Customer Relationship Management: The Evolving Role of Customer Data**
Saarijarvi, Hannu, *University of Tampere*
Karjaluoto, Heikki, *University of Jyvaskyla*
Kuusela, Hannu, *University of Tampere*

**Toward an Understanding of Customer Negotiation Behavior**
Holmes, Yvette, *Florida State University*
Bonney, Leff, *Florida State University*

**What Consumers Value: Relationships and Quality**
Mangus, Stephanie, *Louisiana State University*
Hiler, Jacob L., *Louisiana State University*
Black, William C., *Louisiana State University*
Folse, Judith Anne Garretson, *Louisiana State University*
Waltz, Anna M., *Grand Valley State University*

Discussion Leader:
Hiler, Jacob, *Louisiana State University*

Session 9.7. **Marketing Professoriate of the Future: Landscape and Strategies**  
Room: Kabacoff  
Session Chair: Sivakumar, K., *Lehigh University*

**Marketing Faculty Career Management Issues of the Future**  
Sivakumar, K., *Lehigh University*

**Future Challenges in the Teaching of Marketing**  
Crittenden, Victoria, *Boston College*

**Future of Marketing Knowledge Creation and Dissimination**  
Hult, G. Tomas M., *Michigan State University*

Session 9.9. **Board of Governors Meeting**  
Room: Steering  
Session Chair: Hair, Joseph and Babin, Barry  

BOG Members Only

Friday, 12:00 PM

Session 10.0. **AMSRreview Editorial Review Board Meeting**  
Room: Bridge  
Session Chair: Crittenden, Vicky; Peterson, Robert  
*A.MSRreview* ERB Members

Session 10.01 **JPSSM Editorial Review Board Meeting**  
Room: Windward  
*JPSSM* ERB Members

Lunch On Your Own

Friday, 1:30 PM

Session 10.1. **When Consumers Get Emotional**  
Room: Starboard  
Session Chair: Pounders, Kate, *University of Nevada, Las Vegas*

**Affect and Self-Expression as Determinants of a Lasting Purchase: The Case of the Tattoo Patron**  
Sierra, Jeremy, *Texas State University - San Marcos*  
Jillapalli, Ravi, *Texas State University - San Marcos*  
Badrinarayanan, Vishag, *Texas State University*
Mortality Salience, Mood Regulation and Materialism  
Lehnert, Kevin, Grand Valley State University  
Cowart, Kelly, Grand Valley State University

Ahmad, Shimi, Concordia University  
Laroche, Michel, Concordia University

Session 10.2. Corporate Social Responsibility: Social and Sustainable Marketing  
Room: Port  
Session Chair: Atinc, Guclu, Drake University

How to Adopt Social Behavior to Achieve Efficient Social Marketing  
Chang, Kuei-Feng, Da-yeh University  
Yang, Hao-Wei, Chaoyang University of Technology

Customer-Driven Benchmarking: A Strategic Approach Leading to Sustainable Marketing Performance  
Shamma, Hamed, The American University in Cairo  
Hassan, Salah, The George Washington University

Social Mobility and the Demand for Luxury in Russia: A Typology of Russian Consumers of Luxury Goods  
Kivenzor, Gregory J., Rivier College  
Toffoli, Ray, University of Quebec

Session 10.3. Marketing Controversies  
Room: Compass  
Session Chair: Borges, Adilson, Reims Management School

Panel Discussion  
Babin, Barry J., Louisiana Tech University

Marketing of Marketing in a Market Economy  
Samli, A. Coskun, University of North Florida  
Gray, James, University of North Florida

Marketing and Logistics in Context  
El-Ansary, Adel I., University of North Florida

Globalization: Boon or Bane  
Sussan, Fiona, George Mason University

Session 10.4. AFM Special Session: Best Papers from RAM  
Room: Steering  
Session Chair: Herrmann, Jean-Luc, University of Metz
Brand Loyalty Intention of Virtual Brand Community Members: the Dual Role of Commitment
Raies, Karine, Business School of Saint-Etienne, CERAG Research Center
Gavard-Perret, Marie-Laure, University of Grenoble, CERAG Research Center

On the Influence of Web Users' Opinions: the Role of Social Presence and Expertise
Ardelet, Caroline, University of Paris-Dauphine, DRM research center
Brial, Bérangère, University of Paris-Dauphine, DRM Research Center

Using Postmodernism to Better Understand Virtual Worlds as a Consumption Experience: the Second Life Case
El Kamel, Leila, UQAM Montréal Québec
Rigaux-Bricmont, Benny, UQAM Montréal Québec

Session 10.5. Managing Supply Chain Relationships
Room: Bridge
Session Chair: Ellinger, Alexander E., University of Alabama

Supply Chain Alertness: A Relational View
and Marie-Laure Gavard-Perret (University of Grenoble, CERAG research center, France), Nicholls State University
Goldsby, Thomas J., Ohio State University
Holsapple, Clyde W., University of Kentucky
Goldsby, Michael G., Ball State University

A Framework for Relational Behaviors in Supply Chains: A Social Exchange and Strategic Alignment ‘Fit’ Perspective
Iyer, Karthik, University of Northern Iowa
Firouzi, Azam, University of Northern Iowa

Authenticity in the Channel
Beckman, Terry, Athabasca University

Session 10.6. Exploring the On-line Offering
Room: Pelican
Session Chair: Zorn, Steffen, Curtin University, Australia

The Price of Customer Engagement: How Substitution in Online Services Leads to Decreasing Revenues
Lindholm, Jerry, Aalto School of Economics
Parvinen, Petri, Aalto School of Economics
Kaptein, Maurits, Eindhoven University of Technology

Managing Information Overload: The Case of Online Product Review Categorization
Coussement, Kristof, IESEG School of Management, France
Towards the Measurement of Online Influence
Archer-Brown, Chris, University of Bath, UK
Piercy, Niall, University of Bath, UK
Joinson, Adam, University of Bath, UK

Factors Affecting Consumers' Willingness to Adopt E-Health Information
Park, Jung Kun, University of Houston
Amendah, Eklou, Southern New Hampshire University
Chung, Christina, Ramapo College of New Jersey

Session 10.7. Meet the Editors
Room: Kabacoff
Session Chair: Ferrell, O.C., University of New Mexico

Panel Discussion
Crittenden, Victoria, AMS Review
Brée, Joël, Research and Applications in Marketing (RAM)
Ganesan, Shankar, Journal of Retailing
Marshall, Greg, Journal of Marketing Theory and Practice
Ahearne, Michael, Journal of Personal Selling & Sales Management
Beatty, Sharon, Journal of Services Research

Session 10.8. eCommerce II
Room: Windward
Session Chair: Srinivasan, Swaminathan, Drexel University

Ashraf, Abdul, Brock University
Thongpapanl, Narongsak, Brock University

Online Shopping Experiences: The Use and Appropriation of Commercial Websites Through a Qualitative Survey Carried Out in France
Trevinal, Aurelia Michaud, University of La Rochelle - IUT
Stenger, Thomas, University of Poitiers - IAE

Use and Adaptation of International Internet Marketing Communications: A Conceptual Model
Boutin, Philip, University of Tennessee

Friday 3:00 PM Refreshment Break

Friday, 3:30 PM
Session 11.1. The Influence of Perceived Control on Consumer Attitudes and Behaviors
Room: Starboard
Session Chair: Sierra, Jeremy, Texas State University - San Marcos

A Modified Social Cognitive Model Predicting Patient Health Behaviors: The Mediating Role of Hope
Makarem, Suzanne, Virginia Commonwealth University

Consumer Locus of Control: Assessment Instrument Construction and Validation
Tobacyk, Jerome C., Louisiana Tech University
Babin, Barry J., Louisiana Tech University

Am I Being Manipulated? The Effects of Co-Creation and Sales Person Orientation on Customer Affect
Zhuang, Weiling, Eastern Kentucky University
Obilo, Obi, Louisiana Tech University
Locander, David, Louisiana Tech University
Moulard, Julie, Louisiana Tech University

Session 11.2. Marketing Theory and Strategy
Room: Port
Session Chair: Ford, John, Old Dominion University

Marketing as Science: Does it Matter?
Upshaw, Danny, Louisiana Tech University

Blueprint of a General Theory -- Marketing Literature Review
Wei, Hua, Old Dominion University

Marketing Dynamic Capabilities: A Review of Conceptualization and Development, Theoretical Foundations and Future Research Agenda
Khantimirov, Denis, Old Dominion University

Revisiting Marketing Strategy: Towards Detecting the Main Factors in Developing a Marketing Strategy
Ulusoy, Emre, University of Texas - Pan American

Session 11.3. Managing Complexity and Risk in Supply Chains
Room: Compass
Session Chair: Enz, Matias G., Cranfield University

Towards a Modular Unit of Analysis in Supply Chain Management
Miller, Jason, Ohio State University
Schwieterman, Matthew, Ohio State University

Evaluating Supply Chain Risk Mitigation Strategy
Chang, Woojung, University of Alabama
Ellinger, Alexander E., University of Alabama

The Sources of Purchase Risks of a New Packaging Technology from a Supply Network Perspective: A Structured Abstract
Hakola, Jenni, University of Jyväskylä
Munnukka, Juha, University of Jyväskylä

Session 11.4. Young Consumers
Room: Steering
Session Chair: Aysen Bakir, Illinois State University

Young Children as Parents’ Extended Selves
Hughes, Mine Ucok, Woodbury University
Kaigler-Walker, Karen, Woodbury University
Bendoni, Wendy, Woodbury University

Coping with Each Other: An Exploration of the Thoughts and Interactions of Retail Employees and Teen Shoppers Co-Existing at the Mall
Mallalieu, Lynnea, University of North Carolina Wilmington

Adolescents’ Perceptions and Attitudes Towards Smoking
Sonal Singh, Macquarie University

Addressing Childhood & Adolescent Obesity: Misperceptions of Weight Status
Desrochers, Debbie, University of Westminster
Dahl, Stephan, University of Hull

Session 11.5. Consumer Identity and Sense of Self
Room: Bridge
Session Chair: Hartley, Phillip, Louisiana State University

Who Am I to You? An Existential-Phenomenological Study of Romance, Sense of Self and Cosmetics Use
Liu, Chihling, University of Manchester, Manchester Business School
Keeling, Debbie, University of Manchester, Manchester Business School
Hogg, Margaret, University of Lancaster, Lancaster Business School

The Postmodern Consumer: An Identity Constructor?
Hamouda, Manel, Faculty of Economics Sciences and Management
Any User Can be any Self that They Want so Long as it is what they 'Ought' to Be
Marder, Ben, University of Bath
Joinson, Adam, University of Bath
Shankar, Avi, University of Bath
Archer Brown, Chris, University of Bath

My Values or Our Identity? The Moderating Role of Identities on Values-Behavior Congruence and Green Consumption Decisions.
Costa Pinto, Diego, Reims Management School, V&P Behavioral Lab
Nique, Walter, UFRGS
Borges, Adilson, Reims Management School, V&P Behavioral Lab
Herter, Marcia Maurer, Reims Management School

Session 11.6. Consumer Response to Product Texture, Packaging and Process
Room: Pelican
Session Chair: James, Kevin, Louisiana Tech University

How Smooth does it feel? The Effects of Food Texture on Consumer Nutritional Perceptions
Szocs, Courtney, University of South Florida
Biswas, Dipayan, University of South Florida
Lehmann, Donald, Columbia University

Biased Evaluation of Products caused by Targeting Effect of Multilingual Product Packaging
Gopinath, Mahesh, Old Dominion University
Glassman, Myron, Old Dominion University
Nyer, Prashanth, Chapman University

How to Make Non-Natural Products Appear More Natural? Changes in Process Work Better Than Changes in Content
Gomez, Pierrick, Reims Management School

Session 11.7. eCommerce I
Room: Kabacoff
Session Chair: Järvinen, Joel, Jyväskylä University School of Business and Economics

Satisfaction and Loyalty in E-Commerce: The Moderating Role of Nationality
Thijis, Van Den Haak, Woger Trading International
Srinivasan, Swaminathan, Drexel University

Effects of Product Type and Gender on Online Purchase Attitudes and Intentions
Nesbitt, Jane Mckay, 
Ryan, Chad, 

**Clicking or Buying? Determinants of E-Impulse Buying**
Jeon, Sua, University of North Texas
Kim, Haejung, University of North Texas

Session 11.8. **Retailing in the Digital Age and Global Marketplace**
Room: Windward
Session Chair: Kozar, Joy M., Kansas State University

**An Investigation of Motivational Factors and the Moderating Effect of Familiarity on Intention to Use Self-Service Technology to Purchase Apparel**
Cho, Sooeun, University of North Carolina at Greensboro
Hodges, Nancy, University of North Carolina at Greensboro
Watchravesringkan, Kittichai, University of North Carolina at Greensboro

**Attitudinal Segmentation and Loyalty of Retailer Online Community Users**
McGoldrick, Peter, Manchester Business School
Hampson, Daniel, Manchester Business School
Nanakida, Kaori, Manchester Business School

**Positive Consumption Emotion to Purchase Intention: Cross-Cultural Evidence from China and India**
Kang, Ji Hye, Kansas State University
Jin, Byoungho, University of North Carolina at Greensboro

**Profiling Thailand's Retail Industry: An Analysis of Market Change and Opportunities for Future Growth**
Kananukul, Chawanuan, University of North Carolina at Greensboro
Hodges, Nancy, University of North Carolina at Greensboro
Watchravesringkan, Kittichai, University of North Carolina at Greensboro

5:00 PM Steering
AMS Business Meeting

5:30 PM Versailles Ballroom
AMS President’s Reception

6:30 PM Versailles Ballroom
Key Note Speakers:
Lt. Governor Jay Dardenne, State of Louisiana
Anthony J. Palmer, CMO Kimberly-Clark, 2012 AMS Outstanding Marketer

Banquet Follows Immediately

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

Saturday, May 19

Saturday, 8:30 AM

Session 12.1. Consumer Emotion and Empowerment
Room: Starboard
Session Chair: Schmit, Dora E., Louisiana State University

The Effect of Social Influence on Consumer Regret
Kuo, Hsiao-Ching, University of South Florida

La Vie Boheme? The Role of an Operatic Flash Mob on Consumer Behavior
Grant, Philip, The Royal Institute of Technology
Bal, Anjali, Simon Fraser University
Pitt, Leyland, Simon Fraser University
Mills, Adam, Simon Fraser University
Chan, Anthony, The Lulea University of Technology

Female consumers: Empowerment through DIY consumption
Wolf, Marco, University of Southern Mississippi
Foster, Jamye, University of Southern Mississippi
Albinsson, Pia, Appalachian State University

Session 12.2. Management & Marketing Collaboration II
Room: Port
Session Chair: Ocal, Yasemin, Louisiana Tech University

The Role of Individual-Level Factors in Explaining Marketing Power
Marx, Corina, RWTH Aachen University

How Do Ambidextrous Minds Create New Products?
Analogical Thinking as a Key to Achievement of Ambidexterity in New Product Creation
Viola, Loredana, WU Vienna
Karhu, Päivi, WU Vienna

Consumer = Prospective Employee? The Influence of Organizational Products/Services on the Perception of the Employer Brand
Hochegger, Simone, Alpen-Adria-University of Klagenfurt
Terlutter, Ralf, Alpen-Adria-University of Klagenfurt

The Role of Need of Cognition on Responses to Catalogs
Jones, Joseph, North Dakota State University

Saturday, 8:30 AM

Session 12.3. Internationalization and Methodology
Room: Compass
Session Chair: Ozkaya, Erkan, CSPU

An Assessment of Hierarchical Linear Modeling in International Business
Ozkaya, Erkan, California State Polytechnic University Pomona
Hult, Tomas, Michigan State University
Srivastava, Chitra, California State Polytechnic University Pomona
Kolev, Kalin, Michigan State University
Dahlquist, Steven / Manjeshware, Sonia, Michigan State University / Michigan State University

Understanding Factors that Impact Firms’ Intent to Export in the Future
Oyedele, Adesegun, St. Cloud State University

Internationalization Patterns of Fast Fashion Retailers: Does it Follow Uppsala Model?
Childs, Michelle, University of North Carolina Greensboro
Jin, Byoungho, University of North Carolina Greensboro

Session 12.4. Organizational Technology Usage
Room: Steering
Session Chair: Chinje, Nathalie, University of the Witwatersrand, Johnnesburg

Paluch, Stefanie, TU Dortmund University
Holzmüller, Hertmut, TU Dortmund University

Risk perception in remote service encounters
Paluch, Stefanie, Tu Dortmund University
Wuenderlich, Nancy, University of Paderborn

Market Turbulence and Electronic Approaches to Marketing in Wine Sector SMEs
Madill, Judith, University of Ottawa
Neilson, Leighann, Carleton University
An Investigation of Factors Affecting Marketing Information Systems’ Use
Khodakarami, Farnoosh, University of North Carolina at Chapel Hill
Chan, Yolande, Queen's University

A Framework for Examining B2B Digital Communication
Murphy, Micah, Florida Atlantic University

Session 12.5. Consumer Concerns, Beliefs, Values, and Attitudes toward Technology
Room: Bridge
Session Chair: Park, Jungkun, University of Houston

Effects of National Culture on the Development of Consumer Social e-Shopping: Two Country Individual and National-Cultural Comparison
Xu-Priour, Dong Ling, ESC Rennes

Technology Acceptance Model, Consumer Personality and Smartphone Users’ Satisfaction
Chang, Enchi, Perfect Translation & Compunet
Huang, Chiaying, Manchester Business School

A Study of Understanding When Technology Attributes Can Increase Preference
Min, Junhong, Michigan Technological University
Segal, Madhav, Southern Illinois University Edwardsville

Generational Differences in Online Trust Development: Millennials v. Baby Boomers
Obal, Michael, Temple University

Session 12.7. Cross Cultural Consumer Behavior
Room: Kabacoff
Session Chair: Labrecque, Lauren, Northern Illinois University

The Proper Meal, Social Capital, and Jia Ren Guanxi in Urban China
Burns, Alvin, Louisiana State University
Veeck, Ann, Western Michigan University
Yu, Hongyan, Sun Yat-Sen University
Liu, Linda, Louisiana State University

The Exploratory Study of Drinking Motives Among Polish Female Undergraduate Students
Kubacki, Krzysztof, Griffith University
Siemieniako, Dariusz, Bialystok University of Technology

Values as Antecedents for Ecologically Conscious Consumer Behavior Among Seniors: A Cross-Cultural Comparison
Riley, Lynn S., Liverpool John Moores University
Kohlbacher, Florian, German Institute for Japanese Studies
Tokyo

Saturday, 10:00 AM Break

Saturday, 10:30 AM

Session 13.1. **Research Issues in Branding, Proliferations and Segments**
Room: Starboard
Session Chair: Mena, Jeanette, University of South Florida

**Value, Brand, and Relationship Drivers in Cellular Phone Markets**
Nel, Deon, Flinders University
Plangger, Kirk, Simon Fraser University

**Modeling the Effects of Brand Proliferation on Category Expansion and Cannibalization**
Sivakumar, K., Lehigh University

**Customized Communication Incongruity (CCI) through the Activation of African-American Stereotypes**
Arora, Anshu, Savannah State University

Session 13.2. **Understanding Retail Employees and Their Impact on Sales Performance**
Room: Port
Session Chair: Rapp, Adam, University of Alabama

**IMO Diffusion, Employee Outcomes and Perceived Service Quality**
Boukis, Achilleas, Athens University of Economics and Business
Gounaris, Spiros, Athens University of Economics and Business
Kostopoulos, Giannis, Athens University of Economics and Business
Kaminakis, Kostas, Athens University of Economics and Business

**Predictors of Retail Salesperson Creativity and Associated Performance Implications**
Rapp, Adam, University of Alabama
Agnihotri, Raj, William Patterson University
Andzuliz, James ‘Mick’, University of Alabama
Gabler, Colin, University of Alabama
Session 13.3. Orientations, Norms and Experiences: Antecedents of Loyalty or Commitment in Relationships
Room: Compass
Session Chair: Parker, Janna M., Louisiana Tech University

Value Generation and Impact on Commitment in Business to Business Relationships
Ribeiro, Aurea Helena Puga, Fundação Dom Cabral
Pereira, Leda Lima, Fundação Dom Cabral
Robbe, Raquel, Fundação Dom Cabral

Social Networking Sites vs. Traditional Advertising: Examining Influence over Information
Martinez, Jennifer, University of Memphis
Royne, Marla, University of Memphis
Kowalczyk, Christine, East Carolina University

Session 13.4. Issues on Consumer Motivation
Room: Steering
Session Chair: Garrity, Carolyn, Louisiana State University

The Relationship between Motivation, Self-Control, and Locus of Control within Gambling
Northington, William M., University of Alabama
Beatty, Sharon, University of Alabama
Lindridge, Andrew, The Open University

Preliminary Results on Free Toys and Fast Food: A Structured Abstract
Jones, Joseph, North Dakota State University

Gone but Not Forgotten: Exploring the Underlying Meaning and Motives in Gift-Giving to the Deceased
Drenten, Jenna, University of Georgia
McManus, Kristy, University of Wisconsin-La Crosse
Labrecque, Lauren, Northern Illinois University

Session 13.6. Latin American Marketing Issues I
Room: Pelican
Session Chair: Sosa-Varela, Juan C., Universidad del Turabo

Beer Advertising on TV and Occurrence of Traffic Accidents in Peru
Lau, Milos, Pontificia Universidad Catolica de Peru
Botelho, Delane, EAESP-FGV

Corporate Social Responsibility and High and Low Income Customers: different perceptions of benefit, value, price and purchase intent
Quintao, Ronan, CEFET-MG/EAESP-FGV
Giuliana, Isabella, EAESP-FGV/ESAGs
Commercial Interventions in Blogs  
Zanette, Maria Carolina, FGV-EAESP

Session 13.7. Excellence in Action: 2012 AMS Outstanding Marketing Teacher Award Winners’ Presentations  
Room: Kabacoff  
Session Chair: Robertson, Bruce, San Francisco State University

"Creating and Delivering Curriculum-based Experiential Learning Courses - 120 Students At A Time."  
Oakenfull, Gillian, Miami University

Getting Students to Buy What We Sell: Product Involvement, Customer Relationship Management, and Customer Satisfaction  
Rinaldo, Shannon, Texas Tech University

Improving the MBA Student Education Experience: Action Points for Instructors and Other Key Stake Holders  
Wirtz, Jochen, National University of Singapore

Session 13.8. Emotions, Intentions and Impulses  
Room: Windward  
Session Chair: Ford, John, Old Dominion University

From Desire to Necessity: The Role of Emotions, Attitudes, Perception of Loss, and Subjective Norms  
Cruz-Milan, Oliver, University of Texas - Pan American

The Role of Guilty and Shame on Conspicuous Consumption  
Locander, David, Louisiana Tech University

Search: An Expense or an Experience? Exploring the Impact of Search on Product Return Intentions  
Maity, Devdeep, Oklahoma State University

Rewarding Impulse and Unplanned Purchasing  
Brewer, Lauren, Louisiana Tech University
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