LEADING THE WAY
YESTERDAY, TODAY AND TOMORROW

2012 SMA conference

October 31–November 3, 2012
Walt Disney World Swan and Dolphin Resort / Orlando, Florida

PROGRAM CHAIR
Christopher D. Hopkins
Clemson University
chopkin@clemson.edu

Society for Marketing Advances
LEADING THE WAY
YESTERDAY, TODAY AND TOMORROW

SMA Officers

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University of Wisconsin–Eau Claire

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Society for Marketing Advances
PETER GOLDEN is Professor of Marketing at the Tuck School of Business at Dartmouth College. He received his B.S. in mechanical engineering from the University of Pennsylvania and his Ph.D. in business administration from the University of Southern California. Prior to joining Tuck, he was Professor of Marketing, George and Edythe Heyman Faculty Fellow, marketing department doctoral program coordinator, and recipient of the Executive MBA Teaching Excellence Award at New York University’s Stern School of Business. He has also held visiting faculty appointments at UCLA and Peking University.

Peter’s research focuses on the long-term effects of marketing strategies for entry timing, innovation, branding, quality, and global expansion. He has won seven best-paper awards including the O’Dell, Bass, ISMS/Marketing Science Long-Term Impact Award, and two Marketing Science Institute awards. His research has been featured multiple times in the popular press including The Wall Street Journal, The Financial Times, The Economist, Advertising Age, and other publications. He is the co-author of Will and Vision: How Latecomers Grow to Dominate Markets, which won the Berry Book prize as the best book in marketing and was also selected as one of the Top Ten Books of the Year by Harvard Business Review.

Dr. Golder’s Distinguished Scholar presentation will be held Thursday, November 1, at 2:00 pm in Southern Hemisphere I.
**Wednesday October 31, 2012**

**All Day Conference Seminars**

(Pre-registration is required for each pre-conference seminar along with registration for SMA Conference)

**Wednesday 8:00 am–4:30 pm**

**Session 1.1:** Society for Marketing Advances
24th Annual Doctoral Consortium

*Europe 2*

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

**Wednesday 9:00 am–4:30 pm**

**Session 1.2:** 6th Annual SMA Structural Equation Modeling Workshop

*Europe 3*

**Facilitators:** Barry Babin, Louisiana Tech University
Joseph F. Hair, Jr. Kennesaw State University

**Morning Pre-Conference Sessions**

**Wednesday 9:00 am–12:00 pm**

**Session 1.3:** Using “i” Technology in the Classroom

*Europe 7*

**Facilitator:** Renee Fontenot, Georgia College

**Wednesday 10:00 am–12:00 pm**

**Session 1.4:** Society for Marketing Advances Officers Meeting

*Australia 1*

**Presiding:** Robert C. Erffmeyer, University of Wisconsin–Eau Claire

**Afternoon**

**Wednesday 4:00 pm–6:00 pm**

SMA Registration and Exhibits

*Europe Foyer*

SMA Academic Placement Service

*Australia 2*

Charlene Davis, Trinity University

**Wednesday 5:30 pm–7:30 pm**

Annual SMA Welcome Reception

*Crescent Terrace*
All Day Conference Seminars

(Pre-registration is required for each pre-conference seminar along with registration for SMA Conference)

Thursday 8:00 am–5:00 pm

SMA Registration and Exhibits
Europe Foyer

SMA Academic Placement Service
Australia 2
Charlene Davis, Trinity University

Session 2.1: Society for Marketing Advances
24th Annual Doctoral Consortium
Europe 2
Session Chair: David J. Ortinau, University of South Florida

Morning Sessions

Thursday 7:30 am–9:00 pm

Society for Marketing Advances
50th Anniversary Past President and Fellow Breakfast
Oceanic 1
Program Coordinator:
Robert Robicheaux, University of Alabama–Birmingham

Thursday 8:30 am–10:00 am

Session 2.2: SPECIAL SESSION
Creating Teaching Moments
Europe 3
Teaching Moments Co-Chairs:
D. Joel Whalen, DePaul University
Jeff Tanner, Baylor University

Presenters:
Brian Bourdeau, Auburn University
John Branch, University of Michigan
Danny Butler, Auburn University
Catharine Curan-Kelly, U-Mass Dartmouth
John Drea, Western Illinois University
Charlie Drehmer, DePaul University
Charles Duke, Clemson University
Brian Engelland, Catholic University of America
Robert C. Erffmeyer, University of Wisconsin–Eau Clare

Thursday 8:30 am–10:00 am

Session 2.3: Student Performance
Europe 4
Session Chair: Kevin Shanahan, Mississippi State University

LAMB, HAIR, MCDANIEL BEST PAPER AWARD MARKETING EDUCATION TRACK

Multi-Faceted Perceptions Of Cheating Behavior:
Scale Development And Theoretical Assessment
• Kevin J. Shanahan, Mississippi State University
• Les Carlson, University of Nebraska–Lincoln
• Mary Anne Raymond, Clemson University

Do Makeup Exams Help or Harm Marketing Student Performance?
• Avery Abernethy, Auburn University
• Dan Padgett, Auburn University

Clustered Deadlines: An Exploratory Investigation of Timing, Interventions, Performance and Satisfaction
• Sarath Nonis, Arkansas State University
• Melodie Philhours, Arkansas State University

Thursday 8:30 am–10:00 am

Session 2.4: Examining Cultural Effects on Ethical Values and Systems
Europe 7
Session Chair: Imran Khan, University of South Alabama
Discussant: Mohan Menon, University of South Alabama

Exploratory Study of Ethical Perspectives of Future Mexican Managers
• Maria Leach, Auburn University, Montgomery
• Claire Allison Stammerjohan, University of Louisiana Monroe
• William W. Stammerjohan, Louisiana Tech University
Materialism and Brand Engagement Across Two Cultures
- Leisa Reinecke Flynn, University of Southern Mississippi
- Ronald Goldsmith, Florida State University
- Wan Min Kim, Pukyong National University

GLOBAL & CROSS-CULTURAL MARKETING TRACK

Donation Intentions and Competitive Altruism: A Comparison of East Asian and American Consumers
- Yunsik Choi, Clemson University
- Jennifer Siemens, Clemson University
- Jayoung Choi, Soongsil University

Thursday 8:30 am–10:00 am

Session 2.5: Cengage Pride/Ferrell Innovations in Teaching Competition 2012
- Europe 8

Session Chair: John Branch, Michigan State University

What’s in Vogue? Using the Vogue Archive as a Marketing Teaching Tool
- Nicole Kirpalani, LIM College

Ad-SCM Experiential Lab Game for Teaching Advertising and Supply Chain Management
- Anshu Saxena Arora, Savannah State University
- Amit Arora, Georgia Southern University

RacerGISOnline.org: An Interactive Online Learning Portal for Business GIS Applications
- Fred L. Miller, Gary Brockway, Timothy Johnston, Stefan Linnhoff, W. Glynn Mangold, Sam McNeely, Joy Roach, and Kathy Smith, Murray State University

Thursday 10:10 am–10:15 am

COFFEE BREAK

Thursday 10:15 am–11:45 pm

Session 3.1: SPECIAL SESSION
Issues in the Marketing of Spectator Sport: A Potpourri
- Europe 3

Chair: Lynn R. Kahle, University of Oregon

Presenters:
- Les Carlson, University of Nebraska
- Amanda Cooper Fine, Clemson University
- Michael J. Dorsch, Clemson University
- Stephen J. Grove, Clemson University
- Scott Jones, Stetson University
- Matt Wilson, Stetson University

Industrial Recruitment and Economic Development: A Positional Analysis of Competing Southeastern States
- Troy A. Festervand, Middle Tennessee State University

Thursday 8:30 am–10:00 am

Session 2.7: Increasing Sales Effectiveness: What Works Best with Buyers and Customers?
- Oceanic 2

Chair: James ‘Mick’ Andzulis, University of Alabama

Sales Presentations that “Keep on Ticking” The Effect of Agenda

When to Win Back: An Investigation of Sales Firm Evaluations of Reacquisition Opportunities
- Annie H. Liu, Victoria University
- Mark P. Leach, Loyola Marymount University
- Sijun Wang, Loyola Marymount University

Fishing for Silent Traits in Salesforce? An Empirical Investigation of the Role of Perspective Taking Empathy, NonVerbal Immediacy and Listening
- Yam B. Limbu, Montclair State University
- C. Jayachandran, Montclair State University
Thursday 10:15 am–11:45 pm

Session 3.2: Current Issues in Latin America
Europe 4

Session Chair: Enrique Manzur, Universidad de Chile
Discussant: Rodrigo Uribe, Universidad de Chile

Attributions and Expectations for Business Success Strategies Aimed at Low-income Consumers
• Silvana Dakduk, IESA, Caracas, Venezuela
• Luisa Angelucci, Universidad Católica Andrés Bello

Manufacturer-Dealer Relationships: The Influence of Trust and Commitment to Technological Interface Adoption
• José Roberto Concha, Universidad ICESI

Thursday 10:15 am–11:45 pm

Session 3.3: Building Connections between Customers and Brands
Europe 7

Session Chair: Nicole Kirpalani, LIM College
Discussant:

Can Hot Products Lead to Cool Brands? The Effects of Food Temperatures on Perceived Nutritional Content
• Courtney Szocs, University of South Florida
• Dipayan Biswas, University of South Florida

Thursday 10:15 am–11:45 pm

Session 3.4: The Kowloon Seafood Company, a Great Place for Scales
Europe 8

Session Chair: R. Wixel Barnwell, Mississippi State University
Discussant: Ken Graham, Mississippi State University

Dimensions of Place Brand Personality: Development and Validation of a Place Personality Scale
• Tobias Heilmann, University of Zurich
• Marc Fetschenn, Rollins College

Thursday 10:15 am–11:45 pm

Session 3.5: Social Media Relationships, Engagement, & Self-Segmentation
Europe 10

Session Chair: Theresa B. Clarke, James Madison University

Examining Information Search and Internet Usage as Determinants of Social Media Engagement
• Elif Karaosmanoglu, Istanbul Technical University

Social Customer Relationships: A Look at the Magazine Industry
• Melissa N. Clark, University of North Alabama

Thursday 10:15 am–11:45 pm

Innovation Diffusion within the Firm: The Role of Organizational Structure
• Richard L. Flight, Eastern Illinois University
• Richard J. Palmer, Southeast Missouri State University

Thursday 10:15 am–11:45 pm

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Social Customer Relationships: A Look at the Magazine Industry
• Melissa N. Clark, University of North Alabama

A Proposed Model of Antecedents of Customer Self-Segmentation in Social Networks
• Eric Boyd, James Madison University
• Theresa B. Clarke, James Madison University
• Robert Speckman, University of Virginia
Thursday 3:45 pm–5:15 pm

Session 5.1: SPECIAL SESSION
The Evolution of Sustainable Supply Chains in the Hospitality Industry: Fifty Years of Evolving Commitment to Green
Europe 3

Panelists: Babu P. George, Alaska Pacific University
Tony L. Henchman, University of Nevada, Las Vegas
Alvin J. Williams, University of South Alabama

Thursday 3:45 pm–5:15 pm

Session 5.2 Public Policy Issues in Labeling and Advertising
Europe 4

Session Chair: Jeremy Kees, Villanova University

Evolutions in the Labeling Argument for Transgenic Food Products: Public Policy Implications for the AquAdvantage® Salmon
• Laurel A. Cook, University of Arkansas

A Retrospective Look at the Portrayals of the Female in Male-Targeted Cigarette Print Advertising
• Mark Mayer, Indiana University–Purdue University Indianapolis

On Package Nutrition Information: Important Moderators and Impediments to Population Effects
• Jeremy Kees, Villanova University

Thursday 3:45 pm–5:15 pm

Session 5.3 Responses to Branding Efforts
Europe 7

Session Chairs: Susan Baxter, Lim College

Discussant: Larry Neale, Queensland University of Technology

A New Affinity Measure based on the Personality of Brands and Newspaper/Magazine Brands: A French Perspective
• Rita Valette-Florence, Pôle de Gestion
• Pierre Valette-Florence, IAE de Grenoble

Anthropomorphic Responses to New-to-Market Logos
• Collin Payne, New Mexico State University
• Michael R. Hyman, New Mexico State University
• Mihai Niculescu, New Mexico State University
• Bruce Huhmann, New Mexico State University
Moderating Influences Of Chronic and Manipulated Conspicuousness and Rarity on How Price Impacts Luxury Brand Choice

• Yookyung Hwang, Yonsei University
• Eunju Ko, Yonsei University
• Carol M. Megehee, Coastal Carolina University

Thursday 3:45 pm–5:15 pm

Session 5.4: Cognition and Decision Making
Europe 8

Session Chair: Mark Mayer, Indiana University (IUPUI)

Discussant: Demetra Andrews, Florida State University

Causes of Confidence: The Moderating Influence of Need for Cognitive Closure on the Information Basis for Choice Confidence
• Demetra Andrews, Florida State University

Decisions, Decisions: How Bad Ones Keep Worsening Over Time
• Anjala S. Krishen, University of Nevada, Las Vegas

Contextual Effects of Humor Type in the Relationship between Cognitive Processing and Attitudinal Efficacy of Humor
• Mark Mayer, Indiana University (IUPUI)
Thursday 3:45 pm–5:15 pm

Session 5.5 St. Mary’s University Distinguished Teaching Competition
Europe 10

Session Chair: Brian Engelland, The Catholic University of America

Finalists: Michael Garver, Central Michigan University
Gary Geissler, University of Arkansas–Little Rock
Pallab Paul, University of Denver
Brian Vander Schee, Aurora University

Judges: John Branch, University of Michigan
Danny Butler, Auburn University
Doug Hoffman, Colorado State University
Mandeep Singh, Western Illinois University
Barbara Wooldridge, University of Texas at Tyler

Thursday 3:45 pm–5:15 pm

Session 5.6 Buyer-Seller Relationship Management: Trust vs Opportunism
Oceanic 2

Session Chair: Frank G. Adams, Mississippi State University

Discussant: Tyler R. Morgan, University of Alabama

Antecedents to Sales Force Job Motivation and Performance: The Critical Role of Emotional Intelligence and Affect-Based Trust

- Kyle A. Huggins, James Madison University
- Jessica Stahl, Clemson University
- Darin W. White, Samford University

Constraining Opportunism in Buyer-Supplier Exchanges: The Roles of Macro and Micro Institutions

- Shibin Simon Sheng, Univ of Alabama at Birmingham

Understanding Buyers’ Responses to Relational Transgressions: A Framework and Proposed Plan Of Study

- Donald J. Lund, University of Alabama at Birmingham
- George D. Deitz, University of Memphis
- Thomas E. De Carlo, University of Alabama at Birmingham
- John D. Hansen, University of Alabama at Birmingham
- Wendy B. McEntee, University of Memphis

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Friday November 2, 2012

All Day Conference Seminars

(Pre-registration is required for each pre-conference seminar along with registration for SMA Conference)

Friday 7:30 am–8:30 am

Society for Marketing Advances Board of Governors Meeting
Australia 1

Facilitator: Robert C. Erffmeyer,
University of Wisconsin–Eau Claire

Friday 8:00 am–12:00 pm

SMA Registration and Exhibits
Europe Foyer

Friday 8:00 am–5:00 pm

SMA Academic Placement Service
Australia 2
Charlene Davis, Trinity University

Morning Sessions

Friday 8:30 am–10:00 am

Journal of Marketing Theory and Practice
Editorial Review Board Meeting
Europe 3

Session Chair: Greg Marshall, Rollins College

Friday 8:30 am–10:00 am

Session 6.1: SPECIAL SESSION
The Psychological Dynamics of Workplace Bullying: Recognizing Internal Marketing Erosion
Europe 4

Chair: Mary F. Mobley, Augusta State University
Panelists: Peter Basciano, Augusta State University
Richard W. Easley, Baylor University
Mary F. Mobley, Augusta State University
Michel C. Mobley, Psychiatric Medicine (Savannah)
Lou E. Pelton, University of North Texas
**Friday 8:30 am–10:00 am**

**Session 6.2**  
**How Social Media and Word-of-Mouth Impacts Brands**  
*Europe 6*  
**Session Chair:** Sweta Thota, University of San Francisco  

**Hijacked Advertising: Effects on Attitudes toward the Brand**  
• Ricardo Villarreal, University of San Francisco  
• Sweta Thota, University of San Francisco  
• Shelley A. Blozis, University of California, Davis  

**The Long and the Short of It: Maximizing the Impact of Public Service Announcements in the Age of the ‘Twitterverse’**  
• Michelle L. Roehm, Wake Forest University  
• Harper A. Roehm Jr., University of North Carolina at Greensboro  

**The Effects of Online Reviews on Unfamiliar Brand Perceptions**  
• Christina Chung, Ramapo College of New Jersey  
• En-Chi Chang, Perfect Translation & Compunet  
• Yam B. Limbu, Montclair State University

**Friday 8:30 am–10:00 am**

**Session 6.3:** Generations, Relationships and Emerging Research Techniques  
*Europe 7*  
**Session Chair:** Mark Pelletier, Mississippi State University  
**Discussant:** R. Wixel Barnwell, Mississippi State University  

**The Impact of Rapport Building Behaviors via Social Networking Channels**  
• Mark Pelletier, Mississippi State University  
• Nicole Ponder, Mississippi State University  

**Exploring Generational Differences in Product Expectations and Choice**  
• Allyn White, Eastern Kentucky University  

**Relationship Governance for Marketing Research Service Buyer and Provider**  
• Junhong Min, Michigan Technological University  
• Madhav N. Segal, Southern Illinois University Edwardsville

**Friday 8:30 am–10:00 am**

**Session 6.4:** Cultural Effects on Persuasiveness of Marketing Communications  
*Europe 8*  
**Session Chair:** Jack Crumbly, Tuskegee University  
**Discussant:** Claire Stammerjohan, University of Louisiana, Monroe  

**Social Networks’ Adoption & Usage in Individualistic vs. Collectivistic Societies**  
• Imran Khan, University of South Alabama  
• Mohan Menon, University of South Alabama  

The Impact of Product Type on Consumer Ethnocentrism  
• William Neese, Nichols State University  

The Consumer Ethnocentrism and Product Involvement Dynamic: Is Ethnocentrism a Central or Peripheral Cue?  
• William Neese, Nichols State University  

The Impact of Moral Identity on Country of Origin Perceptions  
• Hayden Al Marzaqchi, Qatar University  
• Amro Maher, Qatar University

**Friday 8:30 am–10:00 am**

**Session 6.5:** Effects of Product and Behavior Placement in TV and Film  
*Oceanic 1*  
**Session Chair:** Rodrigo Uribe, Universidad de Chile  

**Brand—Character Association and Attitude Toward Brands In Movie Placements**  
• Raghu Kurthakoti, Arcadia University  
• Siva K. Balasubramanian, Illinois Institute of Technology  
• Suzanne Nasco, Southern Illinois University  

**Doing Good: One Behavior and One Television Show at a Time**  
• Christine Kowalczyk, East Carolina University  
• Jennifer Martinez, University of Memphis  

**The Separate and Joint Effect of Advertising and Product Placement on TV**  
• Enrique Manzur, Universidad de Chile  
• Rodrigo Uribe, Universidad de Chile  
• Carlos Cano, Universidad de Chile  
• Karima Salas, Universidad de Chile

**Friday 8:30 am–10:00 am**

**Session 6.6:** Interorganizational Collaboration and Learning Management  
*Oceanic 2*  
**Session Chair:** Vivek Dalela, Grand Valley State University  

**Supply Chain Learning, Integration, and Flexibility Performance: An Empirical Study in India**  
• P. Geoffrey Willis, University of Central Oklahoma  
• Stefan E. Genchev, University of Central Oklahoma  
• Haozhe “Jase” Chen, East Carolina University  

**Developing a Returns Competency: The Influence of Collaboration and IT Capabilities**  
• Tyler R. Morgan, University of Alabama  
• Chad W. Autry, University of Tennessee  
• Frank G. Adams, Mississippi State University
A Responsiveness Perspective of Interorganizational Management

• Anthony S. Roath, The University of Bath
• R. Glenn Richey, Jr., University of Alabama
• Peter Ralston, Iowa State University

Friday 10:00 am–10:15 am
COFFEE BREAK

Friday 10:15 am–11:45 am
Session 7.1: Protecting Consumers from Themselves and One Another

Session Chair: Anastaisia Thyroff, University of Arkansas

Dying to be Accepted—The Marketing of Indoor Tanning to Young Adults
• Suzeanne Benet, Grand Valley State University
• Fred Kraft, Grand Valley State University
• Dustin Cole, Grand Valley State University

Product Tampering in the U.S: Some Public Policy and Marketing Implications
• Paul Sergius Koku, Florida Atlantic University
• Janek Ratnatunga, University of South Australia

From Trait to State: A Hierarchical Model to Understanding Information Privacy Concerns
• Jennifer Fries, University of Alabama at Birmingham
• Jodie Ferguson, Virginia Commonwealth University
• Pam Ellen, Georgia State University

Friday 10:15 am–11:45 am
Session 7.2: SPECIAL SESSION
Examining the History of Marketing Education with an Eye to the Future

Europe 4
Panelists:
OC Ferrell, University of New Mexico
Joe Hair, Kennesaw State University
Greg Marshall, Rollins College

Friday 10:15 am–11:45 am
Session 7.3: Sales Management Issues: The Intersection of Climate, Orientation and Technology

Europe 6
Session Chair: Adam Rapp, University of Alabama
Discussant: Ryan Mullins, Clemson University

Friday 10:15 am–11:45 am
Session 7.4: Social Media and Curriculum

Europe 7
Session Chair: James G. Gaubert, Clemson University

The Klout Challenge: Preparing Your Students for Social Media Marketing
• Todd J. Bacile, Florida State University

Facebook and Higher Education: Do College Students Prefer to Segment or Integrate Their Academic and Social Lives?*
• Michelle Bednarz Beauchamp, Middle Tennessee State University
• Lauren Deanne Nolin, Middle Tennessee State University

Forecasting: A Missing Topic in the Marketing Classroom?
• Mary Beal-Hodges, University of North Florida
• J. Holton Wilson, Central Michigan University

Friday 10:15 am–11:45 am
Session 7.5: Social Media Communication, Appeals, & Influence

Europe 8
Session Chair: Daniel M. Ladik, Seton Hall University

Scan Me If You Will: A Study of QR Code Use
• Pushkala Raman, Texas Woman’s University
• Jacklyne Kokonya, Texas Woman’s University

SALES AND SALES MANAGEMENT TRACK

Preaching to the Chair: The Double-Edged Effects of Transformational Leadership on Customer Orientation Value Congruence and Job Attitudes
• Ryan Mullins, Clemson University

Internal Marketing: The Moderating Role of Service Climate and Mediating Role of OCBs in the Relationship between Organizational Identification and Performance
• James ‘Mick’ Andzulis, University of Alabama
• Adam Rapp, University of Alabama
• Raj Agnihotri, Ohio University

• S.K. DeVecchio, East Carolina University

• J. Garry Smith, Tarleton State University

Friday 10:15 am–11:45 am
Session 7.6: Social Media Communication, Appeals, & Influence

Europe 8
Session Chair: Daniel M. Ladik, Seton Hall University

Scan Me If You Will: A Study of QR Code Use
• Pushkala Raman, Texas Woman’s University
• Jacklyne Kokonya, Texas Woman’s University
Situational Variables and Attitudes Toward Self Service Technology Choice: A Qualitative-Quantitative Approach
- Joel Collier, Mississippi State University
- Robert Moore, Mississippi State University
- Alisha Blakeney, Mississippi State University
- Melissa Moore, Mississippi State University

Relational Closeness and Its Influence upon Social Media Appeals
- Donna J. Hill, Bradley University
- Matthew O’Brien, Bradley University

Friday 10:15 am–11:45 am

Session 7.6: Understanding Retail Sales Personnel and the Role of Online Reviews
Oceanic 1

Session Chair: Kesha Coker, Eastern Illinois University

To Pursue or Not to Pursue: An Examination of the Antecedents of the Saleperson’s Desire to Approach a Customer
- Sarah Alhouti, University of Alabama
- Lenita Davis, University of Alabama

An Examination of the Factors that Influence Retail Sales Associates’ Behaviors with Customers
- Lynnea Mallalieu, University of North Carolina Wilmington

Use and Perceptions of Online Reviews: Descriptive Data from E-Tailers and Online Shoppers
- Felicia Morgan, University of West Florida
- Joshua Davis, University of West Florida
- Ronald Bush, University of West Florida

Friday 10:15 am–11:45 am

Session 7.7: Doctoral Student Research
Oceanic 2

Session Chair: Ronald D. Taylor, Mississippi State University

Discussant:

What to Convey in Anti-Drinking and Driving PSAs for College Students?
- Walter H. Henley, University of Memphis
- Heather Gollnow, Capella University
- Sampathkumar Raganathan, University of Wisconsin–Green Bay
- Mary Cherian, Kumaraguru College of Technology

Gender Differences in the Millennial Generation: An Exploratory Look at Shopping Styles and Opinion Leadership
- Stephanie Thomas, Georgia Southern University
- Sara Liao-Trath, Georgia Southern University

Friday 12:00 pm–1:30 pm

Session 8.1: SMA Awards Luncheon
Southern Hemisphere I & 2

Afternoon Sessions

Friday 1:30 pm–2:00 pm

SMA Annual Business Meeting
Oceanic 2

Presiding: Robert C. Erffmeyer, University of Wisconsin–Eau Claire

Friday 2:00 pm–3:30 pm

Session 9.1: Issues in Strategic Marketing Management
Europe 3

Session Chair: Mike Wittman, The University of Southern Mississippi

Discussant: Deborah Goldring, Florida Atlantic University

Marketing Entrepreneurship and Emergence of a Dominant Product Design Within an Industry: A Contingency Approach to Strategic Orientations
- Gordon T. Gray, University of Central Oklahoma
- Stacia Wert-Gray, University of Central Oklahoma

The Effect of Declining Lead Times on First Mover Advantage: A Twenty Year Empirical Study of New Product Announcements
- Michael Poletti, Fayetteville State University
- Howard G. Ling, UNC Pembroke

The Impact of CSR Capabilities on Sustainable Competitive Advantage
- Eun Mi Lee, Michigan State University
- Jae H. Pae, Ewha Womens University
- Hyun Jung Lee, Ewha Womens University
Friday 2:00 pm–3:30 pm

Session 9.2: Meet the Editors of Top Marketing Journals  
*Europe 4*

**Session Chair:** Barry L. Babin, Louisiana Tech University  
- Barry L. Babin, Louisiana Tech University, *Journal of Business Research*  
- Dipayan (Dip) Biswas, University of South Florida, *European Journal of Marketing*  
- Victoria Crittenden, Boston College, *AMS Review*  
- Tomas Hult, Michigan State University, *Journal of the Academy of Marketing Science*  
- Greg Marshall, Rollins College, *Journal of Marketing Theory and Practice*  
- Sajeev Varki, University of South Florida, *Journal of Service Research*  
- Doug Hoffman, Colorado State University, *Marketing Education Review*  
- Ilan Alon, Rollins College, *International Journal of Emerging Markets*

Friday 2:00 pm–3:30 pm

Session 9.3: Information Gathering Effects on Consumer Choice  
*Europe 6*

**Session Chair:** Neel Das, Appalachian State University  
**Discussant:** William Martin, University of North Dakota

**CONSUMER BEHAVIORAL ISSUES**

*Individual and Collaborative Effects of Product-Cause Fit, Donation Quantifier, and Type of Shopping on Cause-Related Exchanges*

- Neel Das, Appalachian State University  
- Anthony Kerr, Kerr Management, L.L.C.

*Independent versus Incentivized Word-of-Mouth*

- William Martin, University of North Dakota

*Returns to Search and Its Determinants*

- Shweta Singh, Texas Woman’s University  
- B.P.S. Murthy, The University of Texas at Dallas  
- Brian T. Ratchford, The University of Texas at Dallas

Friday 2:00 pm–3:30 pm

Session 9.4: Online and Distance Education Issues  
*Europe 7*

**Session Chair:** Claire Allison Stammerjohan, University of Louisiana–Monroe

*Information Transfer Capabilities of Video: Comparing Video Lectures to Face-to-Face Lectures*

- Claire Allison Stammerjohan, University of Louisiana–Monroe

The Effects of Peer Collaboration on Student Evaluations of Distance Education in Marketing

- James Harvey, George Mason University  
- Kevin F. Mc Crahan, George Mason University  
- Jeffrey Kulick, George Mason University  
- Frank Allen Philpot, George Mason University

Student Learning Styles as Success Factors: An Examination of Online Marketing Courses

- Susan C. Baxter, LIM College  
- Nicole Kirpalani, LIM College

Friday 2:00 pm–3:30 pm

Session 9.5: Information Channels and Customer Engagement in B-to-B Marketing  
*Europe 8*

**Session Chair:** William W. Hill, Mississippi State University–Meridian  
**Discussant:** George D. Deitz, University of Memphis

*Do Information Sources and Differentiation Enhance Loyalty for Industrial Buyers?*

- Banu Elmadag, Istanbul Technical University  
- Berna Basar, Michigan State University

*Customer Engagement: Establishing a Marketing Perspective*

- Shiri D. Vivek, Eastern Michigan University  
- Vivek Dalela, Grand Valley State University

*SKU Proliferation: A Potential Downside to Adoption of Service-Dominant Logic*

- Mert Tokman, James Madison University  
- Steve J. Hertzenberg, James Madison University

Friday 2:00 pm–3:30 pm

Session 9.6: Dissertation Competition Session 1  
*Oceanic 1*

**Session Chair:** Bob McDonald, Texas Tech University

*ROBERT ROBICHEAUX BEST SUPPLY CHAIN MANAGEMENT OR LOGISTICS MANAGEMENT PROPOSAL AWARD*

*The Role of Product Management in SMEs Shifting from Customer-driven to Market-oriented Products*

- Ruediger Klein, International Graduate School (IHI) Zittau
Friday 3:30 pm–3:45 pm
COFFEE BREAK

Friday 3:45 pm–5:15 pm
Session 10.1: SPECIAL SESSION
An Editorial Reviewing Perspective on Publishing Issues in Journals
Europe 3
Panelists: Dave Ortinau, University of South Florida
Chuck Ingene, University of Mississippi
Jeanette A. Mena, University of South Florida

Friday 3:45 pm–5:15 pm
Session 10.2: SPECIAL SESSION
Crisis in the Marketing Department: Baby Boom Retirements, Technology Needs and Competition
Europe 4
Session Chair: Jeff Tanner, Baylor University
Panelists: Richard Easley, Baylor University
O.C. Ferrell, University of New Mexico
Stan Madden, Baylor University
Bob Pitts, College of Charleston
Jeff Tanner, Baylor University

Friday 3:45 pm–5:15 pm
Session 10.3: SPECIAL SESSION
Evolving Supply Chain Pedagogy and Practice
Europe 6
Session Chair: Michael Paletti, Fayetteville State University
Improving Supply Chain Intelligence through Social Media Channels: A Sensitivity Analysis of Multi-Criteria Approach
• Chris I. Enyinda, Canadian University of Dubai
• Chris Mbah, Higher Colleges of Technology, Abu Dhabi
• Fesseha Gebremikael, Lake Sumter Community College

Friday 3:45 pm–5:15 pm
Session 10.4: SPECIAL SESSION
Service Retailing and Pricing
Europe 7
Session Chair: Joel E. Collier, Mississippi State University
Consumer Personality Trait and Provider Expertise Influence on Service Relationship Success: An Examination of the Hair Stylist-Customer Relationship
• Deborah F. Spake, University of South Alabama
• Carol M. Megehee, Coastal Carolina University

Crowd Levels in Service Settings…The Importance of Expectations and Context for Consumers’ Satisfaction
• Frank Pons, Université Laval Euromed Management
• Mehdi Mourali, University of Calgary
• Thierry Lardinoit, ESSEC

Financial Services Innovations: A Study of Pricing Strategies
• Mohammad G. Nejad, Fordham University
• Hooman Estelami, Fordham University

Vertical versus Horizontal Line Extension Strategies: When do Brands Prosper?
• Helena Allman, University of South Carolina

Frontline Employees on the Quality and Customer Perceptions of Service Recovery
• Carol Azab, Southern Illinois University

Perceived Importance of Extrinsic and Intrinsic Career Factors and Predicting SCM Career Satisfaction
• Sean Goffnett, Central Michigan University
• Richard Divine, Central Michigan University
• Robert L. Cook, Central Michigan University

Operations Management in Marketing: An Advocacy of Underutilized Tools and Techniques
• Thomas O’Connor, University of New Orleans
## FRIDAY AT-A-GLANCE

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<td>Session 6.1: Special Session The Psychological Dynamics of Workplace Bullying: Recognizing Internal Marketing Erosion</td>
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<td>Session 6.4: Cultural Effects on Persuasiveness of Marketing Communicators</td>
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<td>CABANA Bar and Beach Club</td>
<td>President’s Reception</td>
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Friday 3:45 pm–5:15 pm

Session 10.5: Dissertation Competition Session 2
Oceanic 1

Session Chair: Bob McDonald, Texas Tech University

WINNER

Brand Reputation and Product Recall
• Meike Eilert, University of South Carolina

RUNNERS UP

More Possessions Make Consumers Less Happy
• Haiyang Yang, INSEAD Singapore

Individual and Social Dynamics of Self-Control
• Hristina Dzhogleva, University of Pittsburgh

Friday 3:45 pm–5:15 pm

Session 10.6: Service Marketing and Front Line Employees
Europe 8

Session Chair: Thomas L. Baker, Clemson University

SERVICES MARKETING TRACK

An Empirical Examination of How Educating Service Employees about the Brand Influences Customer Satisfaction
• Adam Rapp, University of Alabama
• Thomas L. Baker, Clemson University
• Tracy Meyer, University of North Carolina Wilmington

Employee Engagement: The Pathway from Strategic Profit Emphasis to Service Climate
• Carolyn Findley Musgrove, Indiana University Southeast
• Alexander E. Ellinger, University of Alabama
• Andrea D. Ellinger, University of Texas at Tyler

Toward a Better Understanding of Service Outcomes: The Impact of the Discrepancies between Should and Will Expectations
• Carol Azab, Southern Illinois University at Carbondale
• Martin Key, Southern Illinois University at Carbondale

Friday 5:30 pm–7:00 pm

President’s Reception
Cabana Bar and Beach Club

SPECIAL SESSION
Marketing to the Vulnerable: Legal Responses to Unethical Practices
Targeting the Elderly
Oceanic 3

Panelist: Suzanne Oliva, St. Mary’s University
Saturday 8:30 am–10:00 am

Session 11.4: Current Issues in Europe Track
Oceanic 4

Session Chair: Alexander E. Reppel, University of London

University Branding and Its Implications for College Selection among German Graduate Students
• Deborah F. Spoke, University of South Alabama
• Mathew Joseph, St Mary’s University
• Carmen Maria Albrecht, University of Mannheim

Creating Successful Service Encounters in the Banking Industry in Cyprus
• Thorsten Gruber, The University of Manchester
• Nathalie Kania, The University of Manchester

Is Social Network Privacy a Myth or Reality: A Study of German Consumers
• Melanie Zilles, Vioachem Limited
• Pushkala Raman, Texas Woman’s University

Being Green Doesn’t Rank with Universities or Students
• Jane Hemsley-Brown, University of Surrey
• Anthony Lawrie, Minnesota State University

Saturday 8:30 am–10:00 am

Session 11.5: Issues in Healthcare and Related Professional Services
Oceanic 6

Session Chair: Karen M. Hood, University of Arkansas at Little Rock

Discussant: Yam B. Limbu, Montclair State University

An Empirical Approach to Healthcare Supply Chain Risk Management
• Chris I. Enyinda, Canadian University of Dubai
• Fesseha Gebremikael, Lake Sumter Community College
• Alphonso O. Ogbeuehi, Clayton State University

Pharmaceutical Industry Data Mining Shielded by Supreme Court Ruling…For Now
• Lara W. Daniel, Middle Tennessee State University
• Katie J. Kemp, Middle Tennessee State University

Cross-Cultural Service Failures
• Hayder Al Marzaqchi, Qatar University
• Amro Maher, Qatar University

Saturday 8:30 am–10:00 am

Session 11.6: Tourism, Food, Music, and Sports Marketing Track
Oceanic 8

Session Chair: Allyn White, Eastern Kentucky University

Discussant: Christine Kowalczewski, East Carolina University

A Study of Web Use by the United States Golf Course Industry
• Richard L. Powers, Eastern Kentucky University
• Kambiz Tabibzadeh, Eastern Kentucky University

20 Years of COOL Research: A Review of the Literature from 1990–2010
• Christopher L. Newman, University of Arkansas
• Anna Turri, Texas State University–San Marcos
• Elizabeth Hawlett, University of Arkansas
• Amy M. Stokes, Missouri State University

Market Segmentation Based on Travelers’ Perceived Destination Image: A Case Study of Heritage Tourism Destination in China
• Yawei Wang, Montclair State University
• Lan Zhang, Shanghai Normal University

Saturday 8:30 am–10:00 am

Session 11.7: Technology Perspectives on Consumer Behavior
Oceanic 5

Session Chair: Molly Jensen, University of Arkansas

Discussant: Melinda McClelland, University of Southern Mississippi

College Students’ Perceptions of Mobile Phone Etiquette
• Jeff Totten, McNeese State University
• Thomas J. Lipscomb, University of Southern Mississippi
• Ashley P. Gatte, McNeese State University

Is Differentiation Better?: Consumer Memory for Online Advertisement Selection
• Keri E. Wood, University of Arkansas
• Molly Jensen, University of Arkansas

Website Trust and Its Meditational Effect
• Danielle Piacitelli, University of Louisiana at Lafayette
• Ramendra Thakur, University of Louisiana at Lafayette

Investigating Consumers’ Apparel Retail Format Choice: The Roles of Decision-Making Styles and Retail Attributes
• Phillip Frank, University of North Carolina at Greensboro
• Kittichai Watchravesringkan, University of North Carolina at Greensboro
Saturday 8:30 am–10:00 am

Session 11.8: Exploring Cultural Effects on Consumer Behavior and Strategy  
*Europe 6*

**Session Chair:** William T. Neese, Nichols State University  
**Discussant:** Kristy McManus, University of Wisconsin–LaCrosse

The Impact of Cross Cultural Relationships in Supply Chain Management Organization Succession Procedures  
- Jack B. Crumbly, Tuskegee University  
- Alisa Mosley, Jackson State University  
- Claire Allison Stammerjohan, University of Louisiana–Monroe

An Exploratory Study in Understanding the Importance of Cross-Cultural Awareness in Sales  
- Duleep S Delpechitre, University of Louisiana–Lafayette  
- Geoffrey Stewart, University of Louisiana–Lafayette  
- David Baker, University of Louisiana–Lafayette

Instrumental and Terminal Materialism and the Good Life: Print Ad Images in the U.S. and India  
- Kristy McManus, University of Wisconsin–La Crosse  
- Alan C. Bernstein, Electronic Arts

A Customer Relationship Model under Confucius Influence  
- Shirley Ye Sheng, Barry University  
- Lijuan Wang, Liaoning Technical University

Saturday 10:00 am–10:15 am  
**COFFEE BREAK**

Saturday 10:15 am–11:45 am

Session 12.1: Programs and Processes  
*Oceanic 1*

**Session Chair:** William T. Neese, Nichols State University

Two Birds with One Stone: Rubrics as Tools for Grading Student Assignments  
- Rex McClure, Marshall University

A Review and Cross-National Factor Analyses of Motivators and Deterrents to Study Abroad  
- Janice M. Payan, University of Northern Colorado  
- Göran Svensson, Halmstad University  
- Nils M. Hagevold, Halmstad University

Exploring Stakeholder Relationships in a University Internship Program: A Qualitative Study  
- Jeffrey Hoyle, Central Michigan University

Session 12.2: Canadian Consumer Insights  
*Oceanic 4*

**Session Chair:** Kirby L. J. Shannahan, Memorial University of Newfoundland  
**Discussant:** Richard A. Rocco, DePaul University

An Inconvenient Truth: How Can I Be Green If You Are Grey?  
- Maria Kalamas, Kennesaw State University  
- Mark Cleveland, University of Western Ontario  
- Michel Laroche, Concordia University

Dilemma or Delight: An Overview of Marketing in Canada’s Aquaculture Industry  
- Reginald G. Sheppard, University of New Brunswick

Salesperson Competitiveness: A US-Canadian Perspective  
- Rachelle J. Shannahan, Memorial University of Newfoundland  
- Richard A. Rocco, DePaul University  
- Kirby L. J. Shannahan, Memorial University of Newfoundland

Session 12.3: Religion, Materialism, and Disney  
*Oceanic 4*

**Session Chair:** Alexander J. Kull, University of South Florida

Profiling Disney Pin Collectors: An Exploratory Study  
- Alexander J. Kull, University of South Florida  
- Erika Matulich, University of Tampa  
- Barbara A. Lafferty, University of South Florida

Materialistic Values Scale (MVS): A Cross-Cultural Comparison between the US and Thailand  
- Kittichai (Tu) Watchravesringkan, The University of North Carolina at Greensboro  
- Phillip M. Frank, The University of North Carolina at Greensboro

Influence of Religion and Religiosity on Consumer Behavior—An Integrative Model  
- Maria Petrescu, Barry University

Session 12.4: Applications and Implications of Technology Utilization  
*Oceanic 4*

**Session Chair:** Matthew Joseph, St Mary’s University

Students as “Customers”  
- Alan Chow, University of South Alabama  
- Melanie Sumerlin, University of South Alabama
Use of Technology in Higher Education: A Preliminary Analysis of Student Views
• Danielle Borboa, SWBC Investments
• Mathew Joseph, St Mary’s University
• Deborah Spake, University of South Alabama

Saturday 10:15 am–11:45 am

Session 12.5: Two Examinations of the Consumer Styles Inventory and a Discussion of Taiwanese Women Entrepreneurs
Europe 5

Session Chair: Jacqueline Eastman, Georgia Southern University

The Impact of Status Consumption on Shopping Styles: An Exploratory Look at the Millennial Generation
• Jacqueline Eastman, Georgia Southern University
• Rajesh Iyer, Foster College of Business
• Stephanie Thomas, Georgia Southern University

A Descriptive Study of Taiwanese Women Entrepreneurs: Their Networks and Concerns
• Maxwell K. Hsu, University of Wisconsin–Whitewater
• G. M. Naidu, University of Wisconsin–Whitewater
• Choton Basu, University of Wisconsin–Whitewater
• Stephen W. Wang, National Taiwan Ocean University

Saturday 10:15 am–11:45 am

Session 12.6: Mobile Commerce, Quick Response Codes & Loyalty
Europe 6

Session Chair: Ramendra Thakur, University of Louisiana at Lafayette

Quick Response Code: A Review of its Applications and Factors Inhibiting its Adoptions
• Justin Lane, Southeast Missouri State University
• Sandipan Sen, Southeast Missouri State University
• Alisha Alexandrov, University of Wisconsin–Oshkosh
• Sampathkumar Ranganathan, University of Wisconsin–Green Bay
• John R. Brooks, Houston Baptist University
• Vivek Madupu, Missouri Western State University

Customer Loyalty: An In-Depth Analysis
• Danelle Piacitelli, University of Louisiana at Lafayette
• Ramendra Thakur, University of Louisiana at Lafayette

An Exploratory Analysis of Customer Engagement with Mobile Channels of Communication
• Suzanne Altobello-Nasco, Southern Illinois University
• Kesha K. Coker, Eastern Illinois University

SATURDAY AT-A-GLANCE
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