2004
ACADEMY OF MARKETING SCIENCE
CULTURAL PERSPECTIVES IN
MARKETING CONFERENCE

Host Universities:
Universidad de las Américas – Puebla
Texas A&M University
Texas Christian University

Puebla, Mexico
September 22-24
Welcome to the Academy of Marketing Science
2004 Annual Conference

Welcome to the 2004 Academy of Marketing Science Conference at the Hotel Fiesta Americana, Puebla, Mexico. This venue provides an outstanding backdrop for this year’s conference theme of ‘Shrinking the World by Enhancing Cultural Perspectives.’ This theme emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of different cultures and cross-cultural business practices, as they affect both domestic and multinational marketing strategies. The 2004 AMS Cultural Perspectives on Marketing Conference offers outstanding opportunities for business leaders and academics to share their insights and learn from the research finding and experiences of others.

While you are at the conference begin making plans to attend AMS 2005 at the Westin Innisbrook Resort in Tampa, Florida. Jim Bolles and Joe Hair have an outstanding program planned! We thank you all and we will see you in Florida in May, 2005!

2004 AMS Cultural Perspectives in Marketing Conference Organizers

Conference Chair
Professor Roberto Solano, UDLAP, Mexico

Conference Co-Chairs
Professor James Leigh, Texas A&M University, USA
Professor Richard Hise, Texas A&M University, USA
Lic. Veronica Cantu, UDLAP, Mexico
Professor Charles W. Lamb, Texas Christian University, USA

Track Chairs
Buyer-Consumer Behavior
Professor Lynn R. Kahle, University of Oregon, USA

Consumer Behavior Across Cultures
Professor Eduardo André Teixeira Ayrosa, Fundação Getúlio Vargas, Brazil

Cross-Cultural Direct Marketing and E-Commerce
Professor John Burnett, University of Denver, USA

Cross-Cultural Communication & Promotion
Dr. Rubén Rico, UCES University, Argentina

Global Marketing Strategy & Product Management
Professor Consuelo Garcia de la Torre, Tecnológico de Monterrey, Mexico

Marketing of Services Across Cultures
Professor Raul Valdez Muñoz, Universidad de las Américas, Puebla, Mexico

Cross-Cultural Ethics and Social Responsibility
Professor Shannon Shipp, Texas Christian University, USA
Global Pricing Strategies
Professor Neil Herndon, USA

Entrepreneurship Within Different Cultures
Professor Michael Hyman, New Mexico State University, USA

Supply Chain and Channel Management in Multicultural Markets
Professor Michael McGinnis, Penn State New Kensington, USA

Hispanic, African and Asian American Issues
Professor Humberto (Bert) Valencia, Thunderbird University, USA

Cross-Cultural Research Methodology
Professor José Rojas- Méndez, Universidad de Talca, Chile

Miscellaneous
Professor Jill Attaway, Illinois State University, USA

Special Session
Professor Charles Lamb, Texas Christian University, USA

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## WEDNESDAY, Sept. 22, 2004

### REGISTRATION
11:00 A.M. – 4:00 P.M.
Lobby of Hotel Fiesta Americana

### RECEPTION: 7:30 P.M.
ROOM: Lobby Bar of Hotel Fiesta Americana

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## WEDNESDAY, SEPT. 22 – CONCURRENT SESSIONS
4:00 PM – 5:30 PM

**Session A.1  Global Marketing Strategy and Product Management, Consumer Behavior Across Cultures.**

### Room: Nueva España

**Session Chair:** James Leigh, Texas A&M University, USA

- **Business Network Relationships in the Context of the Internet: Does Organizational Culture Matters?**
  Dagoberto Páramo Morales, Universidad de Norte, Colombia

- **Ethnomarketing, The Cultural Dimension of Marketing**
  Dagoberto Páramo Morales, Universidad de Norte Colombia, Columbia

- **Effects on Attitudes and Consumer Ethnocentrism en Inten tions to Buy Domestic vs Foreign Products in Croatia and Bosnia-Herzegovina**
  Tanja Kesic, University of Zagreb, Croatia
  Ed D. Rajh, University of Zagreb, Croatia
  Durdana Ozretic Dosen, University of Zagreb, Croatia

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**Session A.2  Global Marketing Strategy, Product Management and Consumer Behavior Across Cultures, Miscellaneous.**

### Room: Conquistadores

**Session Chair:** Arminda Maria Finisterra do Paço, Universidad de Beira Interior, Portugal

- **The Influence of Demographic and Ease-of-Use Factors on M-Commerce Adoption**
  Morris Kalliny, University of Texas Pan-American, USA
  Michael Minor, University of Texas Pan-American, USA

- **Working in Virtual Teams: Taking Advantage of Cultural Diversity**
  Raquel Castaño, ITESM, Campus Monterrey, Mexico
  Maria Eugenia Pérez, ITESM, Campus Monterrey, Mexico
Estudio de los Estilos de Vida y de las Actitudes de Compra – Una Aplicación al Caso de Los Consumidores Residentes en Zona Urbana y en Zonas Rurales
Arminda Maria Finisterra do Paço, Universidad de Beira Interior, Portugal

Session A.3 Consumer Behavior Across Cultures
Room: Las Americas

Session Chair: Charles Lamb, Texas Christian University, USA

Values and Motivations for Business Study Abroad: A Cross-Cultural Study
Carol Sanchez, Grand Valley State University, USA
Dr. Marianela Fornerino, Groupe Grenoble Ecole de Management, France
Dr. Mengxia Zhang, The Capital University of Business & Economics, China

A Comparison of two Communities of Interest of Their Influence on Brand Attitude and Buying Behavior
Catja Prykop, University of ST. Gallen Switzerland

Consumer Socialization Agents on Children and Adolescents: The Impact of Cultural Context
Monali Hota, University of Western Australia
Robyn McGuiggan, Sydney Graduate School of Management, Australia

WEDNESDAY, SEPT. 22 – CONCURRENT SESSIONS
5:30 PM- 7:00 PM

Session B.1 Cross-Cultural Research Methodology
Room: Nueva España

Session Chair: Roberto Solano, UDLAP, Mexico

Data Collection for Marketing Research Purposes on the Internet: A Comparative Response Rate Analysis
Silvia González, ITESM, Campus Monterrey, Mexico
Claudia Quintanilla, ITESM, Campus Monterrey, Mexico

Selective Marketing Research Regarding the Use of Promotional Activities
Fekete Ildiko, University “Eftimie Murgu” Resita, Romania

Advertising Creativity: The View Across Cultures and Across the Conference Room
Lester W. Johnson, Mt. Eliza Business School, Australia
Railton Hill, Seinburne University of Technology, Australia
Kevin Pryor, Auckland University of Technology, New Zealand
Helmi Abd. Rahim, University Kebangsaan, Malaysia

Session B.2 Cross-Cultural Ethics and Social Responsibility
Room: Conquistadores

Session Chair: Denise T. Ogden, Penn State Berks/Lehigh Valley, USA
Why Do People Purchase Pirated Software? A Theoretical Inquiry on Chinese Consumers
Fang Wang, Wilfred Laurier University, Canada
Hongxia Zhang, Peking University, China
Hengjia Zang, Peking University, China
Ming Ouyang, University of New Brunswick, Canada

Corporate Social Responsibility: The Case of Supplying Firms
Philippe Robert Demontrond, University of Rennes: Economics and Management Centre of Rennes, France
Quynh-Lien Duong

Investigating the Link between Subculture, Acculturation, and Moral Philosophies
Denise T. Ogden, Penn State Berks/Lehigh Valley, USA
James R. Ogden, Penn State Berks/Lehigh Valley, USA
Douglas L. Nay, Penn State Berks/Lehigh Valley, USA

Session B.3 Consumer Behavior Across Cultures.
Room: Las Americas

Session Chair: Stephen Holden, Bond University, Australia

The Influence of the Religious and Cultural Values and Fatalism on Consumer’s Adoption of Innovation: A Conceptual Model
Morris Kalliny, University of Texas-Pan American, USA
Angela Husman, University of Texas-Pan American, USA

Sex Cells: How the Use of Sex in Advertising Varies Across Eight Countries
Stephen Holden, Bond University Australia.
Marilyn Jones, Bond University Australia.
Joanna Gabler, Bond University Australia.

Culture and Emotion: A Brand That Fits
Marilyn Jones, Bond University, Australia
Christine Vallaster, Bond University, Australia

WELCOME COCKTAIL
7:30 P.M.
Hotel Lobby Bar- Fiesta Americana

THURSDAY, SEPT. 23
REGISTRATION 8:00 AM- 9:00 A.M.
Fiesta Americana Hotel Lobby

THURSDAY, SEPT. 23
9:00 AM-10:00 AM
KEY NOTE SPEAKER:
OC Ferrell, Colorado State University, USA
Global Dimensions of Marketing Ethics

REFRESHMENT BREAK
10:00 AM- 10:30 AM
Session C.1 Consumer Behavior Across Cultures, Global Marketing Strategy and Product Management Room: Nueva España
Session Chair: Roberto Solano, UDLAP, Mexico

Is Preference for Impression-Motivated Heuristics or Systematic Processing of Information Determined by Culture? Maria Eugenia Pérez, ITESM, Campus Monterrey, Mexico Raquel Castaño, ITESM, Campus Monterrey, Mexico

The Colour Shines: The Factors Influencing the Purchase of Cosmetics by Young Women in the UK Li-Wei Mai, University of Westminster, UK Sharon Yap, United Overseas Bank, Singapore

Dynamic Theory of Marketing Fernando Buendia, UDLA, Mexico

Session C.2 Cross-Cultural Direct Marketing and E-Commerce Room: Conquistadores
Session Chair: Verónica Cervantes, ITESM Campus Monterrey, Mexico

Culture’s Influence on Web Content: Guidance for the Adaptation of Website Design Rick T. Wilson, St. Louis University, USA Nitish Singh, California State University, Chico, USA Daniel W. Baack, St. Louis University, USA

Some Online-Consumers are More Equal then Others- An Intercultural Customer Typology for the Internet Hans H. Bauer, University of Mannheim, Germany Marcus M. Neumann, University of Mannheim, Germany Frank Huber, University of Mannheim, Germany

Contraste de la Importancia del Precio en el Contexto Mexicano en el Mercado Tradicional y el Mercado Electrónica Verónica Cervantes, ITESM Campus Monterrey, Mexico Silvia González, ITESM Campus Monterrey, Mexico Carmina Cavazos, ITESM Campus Monterrey, Mexico

Session C.3 Cross-Cultural Communication and Promotion Cross Cultural Ethics and Social Responsibility Room: Las Americas
Session Chair: José I. Rojas Méndez, Universidad de Talca, Chile

Gender Differences in Attitudes Toward Advergames: A Mexican, Peruvian and American Comparison Mónica D. Hernandez, University of Texas-Pan American, USA Sindy Chapa, University of Texas-Pan American, USA

Comunicación, Satisfacción y Compromiso en las Organizaciones de la Sociedad Civil Mexicanas Eva María Guerra, ITESM Campus Monterrey, Mexico César Sepúlveda, ITESM Campus Monterrey, Mexico
Mirando el Espejo Chileno: Como se Reflejan los Valores Culturales en la Publicidad en Revistas
José I. Rojas Méndez, Universidad de Talca, Chile

Session C.4 Special Session
Cross-Cultural Variation in Service Quality Delivery: Impacts on Service Strategic Decision Making

Session Chair: J. Joseph Cronin, Florida State University, USA

Panel Participants:
J. Joseph Cronin Jr., Florida State University, USA
Brian L. Boudreau, Florida State University, USA
Julie Baker, Texas Christian University, USA
E. Deanne Brocato, University of Texas-Arlington, USA

THURSDAY, SEPT. 23 – CONCURRENT SESSIONS
12:00 PM- 1:30 PM

Session D.1 Marketing of Services Across Cultures
Room: Nueva España

Session Chair: E. Deanne Brocato, University of Texas
Arlington, USA

Cultural Dimensions of Relationship Value in Exchange Relationship
Neeru Sharma, University of Western Sydney, Australia

Positioning Strategies of International Service Brands
Charles Blankson, Long Island University, USA
Stavros P. Kalafatis, Long Island University, USA

National Culture as a Predictor of B2B Behaviors in a Services Context
James M. Barry, Florida Atlantic University, USA

Session D.2 Global Marketing Strategy and Product Management, Global Pricing Strategies, Cross-Cultural Direct Marketing and E-Commerce
Room: Conquistadores

Session Chair: José M. Sanchez, EGADE Monterrey Tech, Mexico

Integrated Product Development for Global Marketing: A Supply Chain Perspective
José M. Sanchez, EGADE Monterrey Tech, Mexico

Price Difference of Wine across Countries: A Multicultural Perspective
Demián Castillo, Universidad de las Américas, Puebla, Mexico
Room: Las Américas.

Session Chair: TBA

Analysis of the Nature of Retailer Salesperson Relationship in the Context of Indian Watch Companies.
Rajnish Tuli Arya Management Development Institute INDIA
Nidhi V. Srivastava Management Development Institute INDIA

Modelo de Venta Directa por Multinivel como Estrategia de Posicionamiento Político.
Marilú Fernández UDLA, Mexico
Isabel Huerta UDLA, Mexico.

Session D.4  Special Session
A World of Differences-Using Sexy Advertising

Session Chair: Marilyn Y. Jones, Bond University, Australia

Panel Participants:
Marilyn Y. Jones, Bond University, Australia
Andrea Stanaland, Bond University, Australia
Stephen Holden, Bond University, Australia
Joanna Gabler, Bond University, Australia
Gad Saad, Concordia University, Canada
Jacqueline Cambiase, Thunderbird University, USA

LUNCH
1:30 P.M. – 3:00 P.M.
Hotel Fiesta Americana

THURSDAY, SEPT. 23 – CONCURRENT SESSIONS
3:00 P.M. - 4:30 P.M.

Session E.1  Hispanic, African, and Asian American Issues
Room: Nueva España

Session Chair: Ivonne M. Torres, New Mexico State University, USA

Shopping While Black “An Examination of Perceived Discrimination in Retail Settings”
Edith R. Davidson, Texas A&M International University, USA
Courting Customers: A Content Analysis of Consumer Racial Profiling Court Cases
Geraldine R. Henderson, University of Virginia, USA

Hispanic-Targeted Advertising—Does it Work on Every Product?
Ivonne M. Torres, New Mexico State University, USA

Session E.2 Consumer Behavior Across Cultures
Room: Conquistadores

Session Chair: Morris Kalliny, University of Texas-Pan American, USA

Influencia de los Valores y Estilos de Vida en el Comportamiento del Consumidor Ecológico en España
Elena Fraj Andrés, CICYT Generes, Spain
Eva Martínez Salinas, CICYT Generes, Spain

An Examination of the Role of the Child in the Decision-Making Process Concerning Family Purchases in the US China and Peru.
Sindy Chapa, University of Texas Pan-American USA.
César Antúnez de Mayolo, Instituto de Analisis del Consumidor, Peru

Internet Addiction and Psychiatric Comorbidity: Evidence from Northern Mexico
Reto Felix, University of Monterrey, Mexico

Session E.3 Cross-Cultural Direct Marketing and E-Commerce, Supply Chain & Channel Management in Multicultural Markets
Room: Las Americas

Session Chair: Wendy Bryce Wilhelm, Western Washington University, USA

Análisis Comparativo del B2C Ente España y México: Una Relación Empresa-Consumidor
José Antonio Lastres Segret, Universidad de la Laguna, Spain
Rocio del Carmen Moreno Sanabria, Universidad de las Americas, Mexico
Maria Josefina Rivero Viliar, Universidad Popular Autónoma del Estado del Puebla, Mexico

Determinants of Influence Strategies in Distribution Channel: An Examination of Dealer And Manufacturer Related Power in the PVC Pipe Industry in Turkey.
Ozcan Kilic, Isik University, Istanbul, Turkey
Murat Ferman, Isik University, Istanbul, Turkey
Emrah Cengiz, Isik University, Istanbul, Turkey

NAFTA and E-Marketing: Underlying Opportunities, Challenges and Implications for Business Managers and Public Policy Makers
Ashraf M. Attia, State University of New York at Oswego, USA
Paula E. Bobrowski, State University of New York at Oswego USA
Rana A. Fakhr, Syracuse University, USA
BANQUET
7:30 P.M.

MUSEO DE VIRREYNAL
Transportation leaving the Hotel Fiesta Americana 7:00 P.M.

FRIDAY, SEPT. 24 – LA UNIVERSIDAD DE LAS AMÉRICAS, PUEBLA
Transportation leaving Hotel Fiesta Americana- 8:30 A.M.

9:00 A.M.- 11:00 A.M.

WELCOME SPEECH
Dr. Nora Lustig, Dean of the Universidad de las Américas, Puebla, Mexico

KEY NOTE SPEAKERS
Dr. Nicolas Papadopoulos, Carleton University, USA
Place Images and Place Equity and Marketing in a Multicultural World

Dr. Robert F. Lusch, University of Arizona, USA
The Service Dominant Logic of Marketing: Universal or Culturally Specific

11:30 A.M. - 1:00 P.M.

Session F.1
Room: Derecha

Session Chair: Harold Cassab, University of Washington, USA

Acculturation, Advertising Attitudes and TV Mediation Behaviors: A Study of Hispanic Mothers
Joynta Mukherji, Texas A&M International University.

Drivers and Outcomes of Usage of Technology-Based Self Service: A Longitudinal Study with Hispanic Customers
Harold Cassab, University of Washington, USA

Session F.2 Marketing of Services Across Cultures, Miscellaneous, Cross – Cultural Direct Marketing & E-Commerce.
Room: Izquierda

Session Chair: Michel Laroche, Concordia University, Canada

Buyer-Supplier Commitment Determinants in International After-Sales: A Cross-Cultural Empirical Study
James J. Barry, Florida Atlantic University, USA
Johnson C. William, Nova Southeastern University, USA

Development and Validation of a Chinese Family-Triadic Acculturation Scale
Michel Laroche, Concordia University, Canada
Chinese Consumer’s Perception About the Effects of Web Addresses
Lynda Maddox, The George Washington University, USA
Wen Gong, Morgan State University USA.

Session F.3  Special Session
What US and Latin American Schools Can Learn from Each Other

Session Chair: James Leigh, Texas A&M University, USA

Panel Participants:
Arturo Vasquez, University of Texas Pan- American, USA
Humberto Valencia Thunderbird University USA.
Rajan Varadarajan, Texas A&M University, USA
Pablo Antonio Lesевич, Universidad San Ignacio de Loyola,
Mexico
Roberto Solano, Universidad de las Américas, Puebla

LUNCH
1:30 P.M. – 3:00 P.M.
UDLA Rose Gardens

Concurrent Sessions: 3:00 to 4:30 PM

Session G.1  Cross- Cultural Research Methodology, Miscellaneous
Room: Derecha

Session Chair: Bert Valencia, Thunderbird School of Management, USA

The Language Bias of Researchers and Pollsters
Suzanne Irizarry de Lopez, Bilingual Research Services, USA

Developing a Marketing Intelligence System for Companies’ European Operations: The Mary Kay Cosmetics Experience
Richard T. Hise, Texas A&M University, USA
Richard C. Bartlett, Texas A&M University, USA

Consumer Attitudes Across Ethnic Groups: The Influence of Product Ethnic Origin and Racism
Jean Francois Ouellet, Ecole des Hautes Etudes Commerciales, Canada

Session G.2  Global Marketing Strategy and Product Management
Room: Izquierda

Session Chair: Juan Eduardo Cros Ramos, Docente de Marketing y Estrategia, Mexico

Towards the Implementation of RFID and EPC Technology: Possible Challenges in Mexico
Gerardo Alberto Olivar Obregón, University of Patras, Greece
Alberto Rodriguez Rodriguez, Tec de Monterrey EGADE, Mexico
Elisa Cobas Flores, Tec de Monterrey EGADE, Mexico
Estrategias de Cadenas de Restaurantes Multinacionales en Uruguay. Éxitos y Fracados
Juan Eduardo Cros Ramos, Docente de Marketing y Estrategia, Mexico

¿Portafolio de Marcas: Una Meta-Dimensión Estratégica de la Marca? Primera Aproximación al Portafolio de Marcas en la Industria de los Cosméticos
Claude Chailan, CERAM Sofia-Antipolis, France
Luis Felipe Calderon, CERAM Sofia-Antipolis, France

Session G.3  Special Session
Global Dimensions of Marketing Ethics

Session Chair: O.C. Ferrell, Colorado State University, USA

Panel Participants:
O.C. Ferrell, Colorado State, USA
Linda Ferrell, University of Wyoming, USA
Barry J. Babin, University of Southern Mississippi, USA

4:30 PM Transportation back to Hotel Fiesta.

CULTURAL DINNER
7:30 P.M.
Hotel Fiesta Americana
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