2012
Academy of Marketing Science
Annual Conference

Marketing Dynamism & Sustainability: Things Change, Things Stay the Same…

Riverside Hilton
New Orleans, LA, USA
May 16 – 19, 2012
The Academy of Marketing Science

Honors

Anthony J. Palmer

2012 AMS Distinguished Marketer

Anthony J. Palmer has been Chief Marketing Officer and Senior Vice President of Kimberly-Clark Corp. since September 2006.

Mr. Palmer is responsible for leading the growth of enterprise-wide strategic marketing and innovation capabilities as well as the development of high-return marketing programs. In this role, he partners with the leaders of the company’s consumer, health care and professional businesses to ensure strategies are based on meaningful and actionable insights from consumers of Kimberly-Clark brands and products. Tony heads up a marketing centre of excellence focused on global brand leadership, talent and best practice development, market research and analytics and integrated marketing planning. Additionally, he leads corporate innovation, corporate research and engineering as well as global communication.

Prior to joining Kimberly-Clark, Mr. Palmer served as Managing Director for Kellogg Company in the UK and previously, he was President of Kellogg's natural, frozen and warehouse club businesses in the US. From 1996 to 2000, Tony was with Coca-Cola Company USA, in marketing and general management positions with the Minute Maid division and later as Region Director for Coca-Cola in Australia. Before Coca-Cola, he served as a Marketing Manager with CSR Refined Sugars and Mars Confectionery Australia. This followed several years in consulting with The LED Partnership and The PA Consulting Group, where he held positions as a Senior Consultant and Business Development Manager.

Mr. Palmer has been a Director of Hershey Co. since April, 2011. He holds a MBA from IMD (Switzerland) and a Bachelor of Science in Business Marketing from Monash University (Australia).
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 joi e 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 Cazenave, 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.

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Adilson Borges, Reims Management School
Eli Jones, Louisiana State University
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Emotion in Marketing
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Marketing Education
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Marketing Communication and Promotion
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Marketing Ethics
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Technology and the Marketing Discipline
Christina Chung, Ramapo College of New Jersey, USA

Internet Marketing
Nicholas Paparoidamis, IESEG Lille, France
Ruben Chumpitaz, IESEG Lille, France

Ethnic Marketing
Sweta Thota, University of San Francisco, USA
Children and Adolescent Consumers
Aysen Bakir, Illinois State University, USA

Consumer Behavior
Laura Flurry, Louisiana Tech University, USA

Fashion Merchandising, Marketing, and Retailing
Joy Kozar, Kansas State University, USA

Entrepreneurship and Small Business Management
Fredric Kropp, Monterey Institute of International Studies, USA

Relationship Marketing: Emotions, Experiences, and Friendships
Judith Anne Folse, Louisiana State University, USA

Latin America Marketing Issues
Göran Svensson, Oslo School of Management, Norway
Eliane P. Z. Brito, Fundação Getúlio Vargas, Brazil
Juan Carlos Sosa-Varela, University of Turabo, USA

Marketing Research
David J. Ortinau, University of South Florida, USA

Value Co-Creation
Bidisha Burman, Appalachian State University, USA
Dipayan Biswas, University of South Florida, USA

Marketing Strategy
Raj Iyer, Bradley University, USA

Supply Chain Management
Doug Lambert, Ohio State University, USA
Matias G. Enz, Cranfield University, England

Management and HR
Yasemin Ocal Atinc, Auburn University Montgomery, USA
Guclu Atinc, Drake University, USA

Doctoral Colloquium Track
2012 Academy of Marketing Science Annual Program

DAILY HIGHLIGHTS
Wednesday May 16, 2012

AMS Executive Committee Meeting
08:00 – 12:30 PM, Room TBA

Registration
River Entrance (Exhibit Area)

Early Bird Reception
18:00 – 19:00, River (Tentative)

Wednesday, 12:00 PM

Session 1.1. International Consumer Behavior
Room: Starboard
Session Chair: Ozkaya, Irkan, Cal State Polytech

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*
Marcos, Javier, *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 Technology*

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
Room: Bridge
Session Chair: McManus, Kristy, University of Wisconsin-La Crosse

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
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

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 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*

**A Latent Variable Modeling Approach To Understanding Attitudinal and Behavioral Ethnic Identity in Hispanic Consumer Behavior: A Structured Abstract.**  
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.  **Potpourri 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, Victor, Universidad Complutense de Madrid
Fernández, Susana, *Universidad Complutense de Madrid*

**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*  
Gounaris, Spiros, *University of Strathclyde*

Wednesday 3:00 PM Refreshment Break (River Room / Exhibit Area)

Wednesday, 3:30 PM

**Session 3.1. Strategic Marketing Management**  
Room: Starboard  
Session Chair: Iyer, Raj, *Bradley University*

**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-Ghabrawy, 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., *Univeristy 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
Room: Kabacoff
Session Chair: Samiiee, Saeed, University of Tulsa

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
Yaprak, Attila, 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
Samiiee, Saeed, 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]
DAILY HIGHLIGHTS
Thursday May 17, 2012

Mary Kay Dissertation Competition
- Award Winner’s Session
10:30 – 12:00, Compass

AMS Awards Luncheon
12:00 – 13:00, Versailles (Tentative)

Reception
18:00 – 19:00, River Room

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
Knight, John, *University of Otago*
Mather, Damien, *University of Otago*
Mathieson, Brianne, *University of Otago*

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*
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  
Assiouras, Ioannis, ESC Toulouse Business School  
Schlegelmilch, Bodo B., WU Vienna  
Skourtis, George, University of Piraeus

Understanding Ethical Consumers: A New Approach Towards Modeling Ethical Consumer Behaviors  
Papaioikonomou, 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, Chintorn, 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 (River Room)

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: Windward
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, Xiaqin, 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. Insights from Marketing Publishers: Key Trends in Technology and the Impact on Student Learning and Professor Teaching
Room: Kabacoff
Session Chair: Greg W. Marshall, Rollins College

Presenters:
Xu, Donielle, McGraw-Hill
Philipson, Nick, Springer
Whitfield, Richard, Emerald Group
Roche, Michael, Cengage Learning
Hunt, Rick, AcademicPub/SharedBook
Hinrichs, Curt, JMP/SAS
Golan, Sharon, Routledge/Taylor and Francis
Chapman, Randy, LINKS Simulations
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
Room: Starboard
Session Chair: Hult, G. Tomas, Michigan State University

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
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
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. Duie 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
Hult, Tomas, JAMS
Hulland, John, Journal of Marketing
Stewart, David, Journal of Public Policy & Marketing
Babin, Barry J., Journal of Business Research
Sujan, Mita, Journal of Consumer Psychology
Ford, John, Journal of Advertising Research

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

DAILY HIGHLIGHTS
Friday May 18, 2012

JAMS Editorial Board Meeting
08:30 – 10:00, Steering

Board of Governors Meeting
10:30 – 12:00, Steering

AMS Review Editorial Review Board Meeting
12:00 – 13:30, Bridge

JPSSM Editorial Review Board Meeting
12:00 – 13:30, Windward

Annual AMS President’s Reception
5:30 – 6:30 PM, Versailles Ballroom

Annual AMS President’s Banquet
6:30 – 10:00 PM, Versailles Ballroom

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 Studdy 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
Rauschnabel, Phillipp, University of Bamberg

A Comparative Evaluation of the Different Single-Item Selection Procedures for Construct Measures
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 Canterbury*  

*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 (River)

Friday, 10:30 AM

Session 9.1. **Social Media**
Room: Starboard
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
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

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

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
Nijssen, 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. AMS Review Editorial Review Board Meeting
Room: Bridge
Session Chair: Crittenden, Vicky; Peterson, Robert A.
AMS Review 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
Badrinayanan, 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
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, Laval University

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), Nichols 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
Antioco, Michael, EM Lyon Business School, 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 (River)

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, Bryant University
Ryan, Chad, Bryant University

Clicking or Buying? Impacts of Website Quality and Website Attitude on 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

**DAILY HIGHLIGHTS**  
Saturday May 19, 2012  
**AMS Outstanding Teacher Presentations**  
10:30 AM

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, University of Strathclyde
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
Mendoza, Manuel, Pontificia Universidad Catolica de Peru

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*

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**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*

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**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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Rosann Spiro is a Professor of Marketing and Executive Director of the Center for Global Sales Leadership at the Kelley School of Business, Indiana University where she teaches Sales Management, Advanced Personal Selling, Marketing Strategy, International Marketing, Business to Business Marketing, and Managerial Research in Marketing, and Sales for Social Impact. Dr. Spiro has also held positions as a Visiting Professor at the University of Aarhus in Denmark and at I.E.S.E., the leading Graduate Business School in Spain.

Dr. Spiro served as the Chair of the Marketing Department at the Kelley School of Business from 2006-2009. She formerly served as the Chairperson of the Board of the American Marketing Association and on the Marketing Advisory Board for the United States Census Bureau, and on the Board of Governors for the Academy of Marketing Science. Currently, she is President Elect of the Global Sales Science Institute and serves on the Boards of the University Sales Educational Foundation and the University Sales Center Alliance. Prior to entering Academia, Professor Spiro served as a senior industrial salesperson and a senior economist for Shell Oil Company.

Dr. Spiro is a well-known author whose work in marketing and sales has appeared in numerous publications including the Journal of Marketing Research, Journal of Marketing, Journal of Business, Journal of Consumer Research, Journal of Personal Selling and Sales Management, and Marketing Letters. She is also the co-author of one of the most widely cited textbooks in the world, Management of a Sales Force, 12th ed. She won the Pi Sigma Epsilon Award for the Outstanding Article in the Journal of Personal Selling and Sales Management in 1996, 1986, and 1981 as well as the American Marketing Association Sales SIG’s Excellence in Research Award in 2002. She was awarded the Lifetime Achievement Award by the Selling and Sales Management Strategic Interest Group of the American Marketing Association in 2008 and the Academy of Marketing Science Distinguished Marketing Educator Award in 2012.