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

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

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

Thus, it is with great pleasure that the Academy recognizes Mr. Tillman with our highest honor for marketing practitioners.
Welcome to the Academy of Marketing Science
2003 Annual Conference

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

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

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

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

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

See you in B.C. in 2004!

Barry J. Babin and Alvin J. Williams
University of Southern Mississippi
2003 AMS PROGRAM MANAGERS:

**Buyer/Consumer Behavior**
Professor Kristy Reynolds, Louisiana State University

**Business-to-Business Marketing and Supply Chain Management**
Professor Jeffrey E. Lewin, Boston College

**International Marketing**
Professor Alphonso O. Ogbuehi, Bryant College

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Professor David M. Hardeyn, University of Miami

**Marketing Strategy**
Professor Nigel F Piercy, Cranfield School of Management

**Selling, Sales Management, CRM (Customer Relationship Management)**
Professor Annie H. Liu, Loyola Marymount University

**Teaching and Marketing Education**
Professor Matthew Joseph, Georgia College and State University

**Retailing/Services Marketing**
Professor David J. Ortinau, University of South Florida

**Ethics, Trust and Responsibility in a Dynamic Marketing Environment**
Professor Anusorn Singhapakdi, Old Dominion University

**Research Methods**
Professor K. Sivakumar, Lehigh University

**Electronic Commerce**
Professor Tracy A. Suter, Oklahoma State University

**European Marketing Issues**
Professor Ralf K. Schellhase, University of Applied Sciences, Darmstadt

**Doctoral Student Competition**
Professor Arthur Money, Henley Management College

**Proceedings Editor**
Professor Harlan Spotts, Western New England College

**Local Arrangements:**
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2003 Academy of Marketing Science Annual Program
Wyndham Washington D.C.
May 28 – May 31
Meeting Room Location:

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

<table>
<thead>
<tr>
<th>Hotel Floor/Level</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Level</td>
<td>Vista-East, Vista-West, Vista B and Vista Ballroom</td>
</tr>
<tr>
<td>Upper Mezzanine</td>
<td>Sherwood</td>
</tr>
<tr>
<td>Lower Mezzanine</td>
<td>Ashlawn-North, Ashlawn-South</td>
</tr>
<tr>
<td>Lower Ballroom</td>
<td>Monticello Ballroom</td>
</tr>
</tbody>
</table>

**WEDNESDAY, MAY 28, 2003**

Highlights

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

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

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

**Initial Concurrent Sessions I**

*Wednesday, May 28*

**10:30 AM-12:00 Noon**

**SESSION I1: Blueprinting and Strategy for Service Providers and Buyers**
Room: Vista-East

Session Chair: Mitch Griffin, Bradley University

**Blueprinting Perspective to Managing Giving**
Michael Jay Polonsky, Victoria University
Romana Garma, Victoria University

**Relational Marketing Strategy in Corporate Chains - BCR’s ‘Customer Specific Marketing**
Bertil Hulten, Goeteborg University

**Differentiation of Retail Brand Buyers from Manufacturer Brand Buyers**
Sema Kurtulus, Istanbul University
Kemal Kurtulus, Istanbul University

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

**SESSION I2: Export Strategies and Global Markets**
Room: Vista-West
Session Chair: Attila Yaprapak, Wayne State University

The Relationship Between Environment, Export Strategy Development Approaches and Export Performance
George Balabanis, City University of London
Chris Storey, City University of London

The Relationship Between Marketing Strategy and Performance: An Exploratory Study of British Exporters
Cristiana Lages, The University of Warwick, UK
Luis Filipe Lages, Universidade Nova de Lisboa, Portugal

Problems of Export Entrepreneurship in Sub-Sahara African Countries: Evidence from Nigeria
Aham Anyanwu, Imo State University, Nigeria
Anayo D. Nkamnebe, Nnamdi Azikiwe University, Nigeria

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

INITIAL CONCURRENT SESSIONS II
Wednesday, May 28
12 Noon to 1:30 PM

SESSION 0.1: Demographic Perspectives of Consumer Behavior
Room: Vista B

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

Measuring Consumer Attitudes Towards Gambling: A Follow-up Study
G.G. Rousseau, University of Port Elizabeth
D. Venter, University of Port Elizabeth

A Demographic Perspective on U.S. Consumers' Out-of-Town Vacationing and Commercial Lodging Usage While on Vacation
Mark Peterson, University of Texas at Arlington
Sheri L. Lambert, Taylor Nelson Sofres

What Happens After Adolescents Leave Home? The Development of Young Adults' Brand Purchasing Patterns: The Case of College Students
Jingyun Zhang, University of Alabama

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

SESSION 0.2: Special Session: European Perspectives on B2B Marketing
Room: Vista-East

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

Research into Business Networks – European versus American Perspectives
SESSION 0.3: Branding Decisions and Buyer-Seller Relationships in Global Markets
Room: Vista-West

Session Chair: Van R. Wood, Virginia Commonwealth University

Company Versus Country Branding: Same, Same, Same But Different
Ingeborg Astrid Kleppe, Norwegian School of Economics and Business Administration
Lena Larsson Mossberg, Gothenburg University, Sweden

A Brand Focused Explanation of Globalization: The Meaning, Significance and Future of BrandAmerica
Van R. Wood, Virginia Commonwealth University
N. Michael Dudynskay, Leo Burnett Company

Accountability in the Buyer-Seller Relationship: Understanding the Influence of Culture on the Buyer’s Accountability to the Supplier Firm’s Salesperson
Enrique P. Becerra, Florida Atlantic University

Discussion Leader: Philemon Oyewole, Howard University

SESSION 0.4: Developments in Sales Management
Room: Sherwood

Session Chair: Bulent Menguc, University of Melbourne

The Influence of Consulting Oriented Sales Management Programs on Customer Retention and Long-Term Profit Growth
Al Pelham, College of New Jersey

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

Salespersons’ Responses to Employer Problems
Robert Ping, Wright State University
SESSION 0.5: Advances in Research Methodology I  
Room: Ashlawn-South  
Session Chair: Ali Kara, Penn State University – York  

The Efficiency Of Heuristic Identification Of Noisy Variables (Hinov) In Data Mining  
Frank J. Carmone, Jr., Wayne State University  
Ali Kara, Penn State University – York  

A Generalized Model for Asymmetric Effect of Price Elasticities Incorporating Neighborhood Price Effect and Income  
Rajeev Airani, Old Dominion University  

SESSION 1 (CONCURRENT SESSIONS)  
Wednesday, May 28  
1:30 p.m. - 3:00 p.m.  

SESSION 1.1: e-Shopping and Website Loyalties  
Room: Vista B  
Session Chair: Linda Ferrell, The University of Wyoming  

Quality-Value Perceptions and Satisfaction in an e-Shopping Environment: Assessing the Impact on e-Shopping Loyalty  
Patricia A. Warrington, Purdue University  
Mary Ann Eastlick, University of Arizona  

The Effect of Service Quality and Consumer Trust on Retail Website Loyalty  
Albert Caruana, University of Malta  
B. Ramaseshan, Curtin University, Western Australia  

Market Orientation and Organizational Performance: A New Product Paradox?  
William E. Baker, San Diego State University  
James Sinkula, The University of Vermont  

Discussion Leader: David Urban, Virginia Commonwealth University  

SESSION 1.2: The Internet, E-Commerce, and Marketing in LDCs  
Room: Vista-East  
Session Chair: Varinder Sharma, Indiana University of Pennsylvania  

The Internet and 'Brick and Mortar' Marketing: Some Empirical Insights from both Sides of the Atlantic  
Dennis P. Sakalauskas, Putnam Associates  
Kevin I.N. Ibeh, University of Strathclyde, UK  

The Potential for E-Commerce for E-Commerce for Consumer Marketing in Africa: A Preliminary Investigation  
Emmanuel A. Erondu, Hofstra University
Socio-Cultural Embeddedness of Marketing in Transition Economies: A Case Study of the Tanzanian Banking Industry
Sonny Nwankwo, University of East London, UK
Daudi Lwiza, University of Dar Es Salaam, Tanzania

SESSION 1.3: EM Poutpouri
Room: Vista-West

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

Shopping as Work or "Shopping as Recreation" Orientation on the Web: Which Impact on Consumer Evaluative Responses?
Christine Gonzalez, ESC Toulouse, France

UK SMEs' Approach to Servicing Overseas Markets: The Concentration Versus Spreading Debate and the Importance of Managerial Commitment
Dave Crick, University of Central England

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

SESSION 1.4: Marketing Implementation and Value Creation (continued)
Room: Sherwood

Session Chair: Moira Clark, Cranfield University

Marketing Strategy Implementation by Managing Marketing Processes
Ken Kono, Pennsylvania State University at Great Valley

Exploratory Research on Integrated Web-Based Knowledge Management in a Customer Context
Sandra S Liu, Purdue University
Xueming Luo, State University of New York

New Marketing Strategies: The Implications of Manager Gender in Change Programmes
Nikala Lane, University of Warwick

Discussion Leader: Neil Hair, Cranfield University

SESSION 1.5: Ethics and Responsibility
Room: Ashlawn-South

Session Chair: Anusorn Singhapakdi, Old Dominion University

Job Related Ethics in Developing Countries' Organizations: An Empirical Investigation
Jamal A. Al-Khatib, University of St. Thomas
Mohammed Y.A. Rawwas, University of Northern Iowa
Scott J. Vitell, University of Mississippi

An International Comparison of the Use of Codes of Ethics in the Marketplace: Australia and Sweden
Gregory Wood, Deakin University, Australia
Göran Svensson, Halmstad University, Sweden
Michael Callaghan, Deakin University, Australia
SESSION 2 (CONCURRENT SESSIONS)

Wednesday, May 28
3:30 p.m. - 5:00 p.m.

SESSION 2.1: Brand Issues--Image, Extensions and Relationships
Room: Vista B

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

Introducing Unrelated Brand Extensions Through Core Brand Sponsorship
Nanda Viswanathan, Delaware State University
Sunil Erevelles, University of North Carolina--Charlotte
Stephen L. Vargo, California State University--San Luis Obispo

Modeling the Effects of Corporate Images and Brand Images on Brand Alliance Evaluation: A Contingency Approach
Sujay Dutta, Louisiana State University

The Process of Establishing Brand Relationships: Antecedents and Outcomes
Jamye Foster, Louisiana State University

SESSION 2.2: AMS Doctoral Dissertation Winners
Room: Vista-East

Session Chair: Arthur Money, Henley Management College

Sources and Financial Consequences of Radical Innovation
Alina Sorescu, Texas A&M

Destination "e": Detecting and Managing Customer Uncertainty in a Forced Migration Initiative within a Business to Business Market
Kristin Rotte, University of Southern California

Dipayan Biswas, University of California

The Economic Value of Customer Word-of-Mouth
Florian Wangenheim, University of Dortmund/International University in Germany, Bruchsal
SESSION 2.3: New Horizons in Business-to-Business Marketing
Room: Vista-West

Session Chair: Wolfgang Ulaga, University of Notre Dame

The Bullwhip Effect: An Intra-Organizational Approach
Göran Svensson, Halmstad University

Multivariate Statistics in Industrial Marketing Management: A Practitioner Tool Kit
Agnes Nairn, University of Bath, UK
Laurence Ede, Tocris Cookson Ltd., UK
Pete Naude, University of Bath, UK

A Tale of Two Chain Gangs: Matsushita and Sony are Rebuilding their Supply Chains
Bin Jiang, University of Texas at Arlington

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

SESSION 2.4: Marketing Implementation and Value Creation
Room: Sherwood

Session Chair: Moira Clark, Cranfield University

A Study of Strategy Implementation as Expressed Through Sun Tzu’s Principles of War
Wann Yih Wu, National Cheng Kung University, Taiwan
Chih Hsiung Chou, National Cheng Kung University, Taiwan
Ya-Jung Wu, Kao Yuan Institute of Technology, Taiwan

Incomes and Outcomes of Customer Value Creation: Lessons from Dell, eBay and Hugo Boss
Laurent Tournois, Université Paris XII

Photis M Panayides, Hong Kong Polytechnic University

Discussion Leader: Neil Hair, Cranfield University

SESSION 2.5: Special Session: Corporate Social Responsibility
Room: Ashlawn-South

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

Corporate Social Responsibility: Who is Responsible for Society, Diversity or the Environment?
Speakers: Easwar S. Iyer, University of Massachusetts, Amherst
Rajiv Kashyap, William Paterson University

C2C and P2P: Are They R2S (Responsible to Society)?
Speakers: Steven Betts, William Paterson University
Zinaida Taran, Saint John Fisher College

Who is Responsible for Diversity? A Content Analysis Across Ethnic Groups
Speaker: Charles W. Richardson, Jr., William Paterson University
Who is Responsible for the Environment: The BCG Framework
Speakers: Easwar S. Iyer, University of Massachusetts, Amherst
Rajiv Kashyap, William Paterson University

Wednesday, May 28
5:15 PM – 6:15 PM

SESSION 2.6: The Good, The Bad, The Ugly: Wine Marketing in the 00s – Insights with Observer Participation
Room: Vista B (limited seating)

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

Reception
6:30 P.M. - 7:30 P.M
ROOM: Monticello Ballroom

THURSDAY, MAY 29, 2003
HIGHLIGHTS

SESSION 3 (CONCURRENT SESSIONS)
Thursday, May 29
8:30 A.M. - 10:00 A.M.
SESSION 3 (CONCURRENT SESSIONS)
Thursday, May 29
8:30 A.M. - 10:00 A.M.

SESSION 3.1: Cross-Cultural Perspectives in International Marketing
Room: Vista B

Session Chair: Charles Quigley, Bryant College

Culture Theory in Global Marketing Research: An Assessment From the Literature
Cheryl Nakata, University of Illinois-Chicago
Yili Huang, University of Illinois-Chicago

How National Culture Shapes the Global New Product Development Process
Elif Izberk-Bilgin, University of Illinois-Chicago
Albert L. Page, University of Illinois-Chicago

A Cross-Cultural Comparison of Business Students’ Perceptions of Job Market Success after 911
Sara Johnson, Federal Support Services, Chicago, IL
Carol W. DeMranville, Northern Illinois University

Discussion Leader: Kevin Ibeh, University of Strathclyde

SESSION 3.2: Advances in Research Methodology II
Room: Vista-East

Session Chair/Discussion Leader: Cheryl Nakata

Social Exchange: A Scale Development of Individual Difference Orientations
Kelly Piner, Pittsburgh, Pennsylvania
Aysen Bakir, Illinois State University
Kenji Noguchi, The University of Mississippi
Dan Landis, University of Hawaii at Hilo

Using Comparative Case Study in International Marketing: A Qualitative Perspective
Keatkhamjorn Meekanon, Bangkok, Thailand

Organizational Change Capability: The Theoretical Construct and its Operational Measurement
Tony McGuinness, University of Wales Aberystwyth, United Kingdom
Robert E. Morgan, University of Wales Aberystwyth, United Kingdom

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

Session Chair: James E. Littlefield, Virginia Tech

Panel:
Enrique Bigne, University of Valencia
Muris Cicic, University of Sarajevo
Mike Czinkota, Georgetown University
Tunc Erem, Marmera University
Minoo Farhangmehr, Universidad do Minho
Room: Sherwood

Session Chair: David M. Hardesty, The University of Miami
Guy Gangi, the Mobium Creative Group
Gordon Hochhalter, the Mobium Creative Group

SESSION 3.5: JAMS Review Board Meeting
Room: Vista-West

Session Chair: George Zinkhan, University of Georgia

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

SESSION 4 (CONCURRENT SESSIONS)
Thursday, May 29
10:30 A.M. - 12:00 P.M.

SESSION 4.1: Raising the Level of a Discipline, Moving Marketing to a Higher Plateau
Room: Vista B

Session Chair: A. Coskun "Josh" Samli, University of North Florida
Panel:
M. Joseph Sirgy, Virginia Tech
Jagdish Sheth, Emory University

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

Session Chair: Jamal A. Al-Khatib, University of St. Thomas
Understanding Consumers’ Ethical Perceptions and Their Influence on Purchase Intention: An Exploratory Study
Alexandra Malheiro, Polytechnic Institute of Cavado and Ave, Portugal
Minoo Farhangmehr, University of Minho, Portugal
Ana Maria Soares, University of Minho, Portugal

Marketing Adding Extra Value through the Championing of Democratization of Corporate Purpose
John Jackson, Central Queensland University, Australia

Relevance of Indian Ethos/Ethics in Managing Organizations in the 21st Century
P. Bucha Reddy, Osmania University, India
P. Narayan Reddy, Osmania University, India

Brand Recall Level by Product Placement Type in American Films and the Attitude of Mexican "College" Students toward this Advertising Practice
Claudia Millan, Instituto Tecnológico y de Estudios Superiores de Monterrey
Aida Ojeda, Universidad Tec Milenio
Jorge Pedroza, Instituto Tecnológico y de Estudios Superiores de Monterrey

SESSION 4.3: Controversial, Peer Recommendations, and Vulnerable Consumer Issues
Room: Vista-West

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

“Trust Me, Would I Steer You Wrong?” The Influence of Peer Recommendations Within Virtual Communities
Donnavieve Smith, Northern Illinois University
Satya Menon, University of Illinois at Chicago
K. Sivakumar, Lehigh University

Agents of Change Versus Stewards of Tradition: The Controversial Case of the Augusta National
Ellen M. Moore, University of South Carolina
Mary F. Mobley, Augusta State University

The Effectiveness of Credit Card Regulation for Vulnerable Consumers
Karin Braunsberger, University of South Florida - St. Petersburg
Laurie A. Lucas, Arkansas Tech University
Dave Roach, Arkansas Tech University

Discussion Leader: Laurie Babin, University of Southern Mississippi
SESSION 4.4: Modes of Online Value Creation  
Room: Sherwood  

Session Chair: Linda K. Ferrell, University of Wyoming  

Generating Value Through Online Interaction: Individual and Situational Differences  
Yuping Liu, Old Dominion University  

Using Consumers’ Decision Making Stages to Identify Value-Providing Opportunities  
Sangeeta Singh, Norwegian School of Management  

Internet Privacy Preference and Its Impact on Internet Behaviors: A Preliminary Analysis  
Angela Hausman, University of Texas-Pan American  
H. Ulas Ograk, University of Texas-Pan American  
Don Lloyd Cook, Georgia State University  

Discussion Leader: Tracy A. Suter, Oklahoma State University  

SESSION 4.5: Relationships and Trust in Buyer-Supplier Interactions  
Room: Ashlawn-South  

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

The Role of Value and Trust in Buyer-Supplier Relationships  
Andreas Eggert, University of Kaiserslautern, Germany  
Wolfgang Ulaga, University of Notre Dame  

Multiple Levels of Trust and Interfirm Dependence on Supply Chain Coordination: A Framework for Analysis  
Janice M. Payan, Creighton University  
Justin Tan, Creighton University  

Effects of Relationship Quality in High-Technology Industry: The Moderating Role of Switching Barriers  
Seigyoung Auh, University of Melbourne  
Chuan-Fong Shih, Wake Forest University  

Discussion Leader: Göran Svensson, Halmstad University  

AWARDS LUNCHEON  
THURSDAY, MAY 29, 12:00 P.M. - 1:30 P.M.  
MONTICELLO BALLROOM  

SESSION 5 (CONCURRENT SESSIONS)  
Thursday, May 29  
1:30 P.M. - 3:00 P.M.  

SESSION 5.1: New Trends in Education  
Room: Vista B  

Session Chair: Katherine Harris, Babson College  

A Marketing Plan for Marketing Instruction: A Satirical Look at Student Comments  
Judy Siguaw, Cornell University
Penny Simpson

**Distance Education in Marketing: Current Practices & Differences among Institutions**  
Deborah Spake, University of South Alabama

**Does Marketing Management Need a Delicate Balance between Evolutionary & Spiritual Leadership to Provide Added Value**  
John Jackson, Central Queensland University

Discussion Leader: Early Honeycutt, Elon University

**SESSION 5.2: Price Promotions and Drivers on Customer Retentions**  
Room: Vista-East

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

**The Effects of Price Promotions on Consumers' Price Beliefs**  
Michel Laroche, Concordia University  
Maria Kalamas, Concordia University  
Xavier Renard, Concordia University

**Incomplete Retail Price Information: Consumers' Reactions and Managerial Implications**  
Jan P. Owens, University of Wisconsin - Parkside

**An Investigation of Drivers of Customer Retention in a Continuous Purchasing Setting**  
Chatura Ranaweera, Wilfrid Laurier University  
Jaideep Prabhu, University of Cambridge

Discussion Leader: Joel Collier, University of Memphis

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

Session Chair: Dave Hardesty, University of Miami

**Generalized and Personalized Beliefs toward Advertising: Which are Better Predictors of Attitudes toward Advertising in General?**  
Xiaoli Nan, The University of Minnesota

**The Effect of Length of Commercial, Type of Commercial, and Frequency of Presentation of Commercial on Advertising Effectiveness**  
Vidyadhar Reddy Alleni, Osmania University  
Dr. Bharat, Kakatiya University

**Dynamics of Consumers’ Beliefs toward Advertising in the 1990s: Evidence from Longitudinal National Data**  
Xiaoli Nan, University of Minnesota

Discussion Leader: Danny Weathers. Louisiana State University

**SESSION 5.4: Loyalty Issues**  
Room: Sherwood

Session Chair: Kristy Reynolds, Louisiana State University
Sunk Cost Effect, Escalation of Commitment and the Principle of Fungibility: Consumers Reactions to Membership Cards
Fernando Jaramillo, University of South Florida
Paul Spector, University of South Florida

Supplier Portfolio: A Strategic Approach
Göran Svensson, Halmstad University

The Foolish Consumer Revisited: Role of Flow Experience in Consumer Habit-Forming
Ting-Jui Chou, University of South Australia
Chih-Chen Ting, National Kaohsiung First University of Science and Technology

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

SESSION 5.5: Trust
Room: Ashlawn-South
Session Chair: Lou E. Pelton, University of North Texas

Exploring the Meaning of Brand Trust
Fuan Li, William Paterson University

Antecedents and Implications of Trust in Small Business-Supplier Relationships
Greg Bush, University of Auckland

How Does Consumers’ Gender Affect Their Perceptions about the Affective Trust of a Humanized Computer Agent?
Eun-Ju Lee, California State University

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

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

SESSION 6 (CONCURRENT SESSIONS)
Thursday, May 29
3:30 P.M. - 5:00 P.M.

SESSION 6.1: Commitment, e-Service Quality, Personal Values on Provider-Customer Relationships
Room: Vista-B
Session Chair: Jay Lindquist, Western Michigan University

Targets of Commitment in Service-Consumer Relationships
Tim Jones, Queen’s University
S. Taylor, Queen’s University

A Conceptual Framework for Measuring e-Service Quality
Joel Collier, University of Memphis
Carol C. Bienstock, University of Memphis
A Multi-Item Scale for Measuring Service Personal Values
Luis Filipe Lages, Universidade Nova de Lisboa
Joana Cosme Fernandes, Ericsson Telecommunications

Discussion Leader: Linda Ferrell, The University of Wyoming

SESSION 6.2: Behavioral Issues in Advertising, CRM, and Developing Economies
Room: Vista-East

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

Attractiveness, Trustworthiness, and Expertise: An Exploratory Study Examining College Student Evaluations of Sport Celebrities as Potential Advertising Models
George Stone, Georgia College & State University
Mathew Joseph, Georgia College & State University
Essam Ibrahim, Georgia College & State University

An Interpersonal Perspective to CRM
Byron Keating, University of Newcastle
Robert Rugimbana, University of Newcastle
Ali Quazi, University of Newcastle

Potential Benefit of Investing in East European Economies: The Ukraine Example
Sergiy Spivakovsky, Hofstra University

Practitioner Definitions and Approaches Toward Advertising Creativity
Arthur J. Kover, Fordham/Yale Universities
Douglas C. West, University of Westminster, London

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

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

Mike Williams, Director- Professional Sales Institute - Illinois State
Eli Jones, Director-Program for Excellence in Selling, University of Houston
Greg Marshall, Editor-JPSSM, Oklahoma State University

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

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

Customer-to-Customer Interactions in the Service Environment: A Communication Framework for Understanding C2C Dynamics
Julie Anna Guidry, Texas A&M University

Social Orientation of a Store and Its Impact on Consumers' Perception of Store Image
Haiyan Hu, Utah State University
Cynthia Jasper, University of Wisconsin - Madison

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

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

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

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

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

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

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

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

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

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**Thursday Evening Reception**
6:30 P.M. - 7:30 P.M.
ROOM: Monticello Ballroom
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SESSION 7 (CONCURRENT SESSIONS)
Friday, May 30, 2003
8:30 A.M. - 10:00 A.M.

SESSION 7.1: AMS Board of Governor's
Room: Vista B

Chair: Tom Mentzer, University of Tennessee

SESSION 7.2: Meet the Editors
Room: Vista-B

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

Panel:
George Zinkhan, University of Georgia, The Journal of the Academy of Marketing Science
Ruth Bolton, Vanderbilt University, The Journal of Marketing
Michel Laroche, Concordia University, The Journal of Business Research – Managing Editor
Michael Levy, Babson College, The Journal of Retailing
Joe Cote, University of Washington, Academy of Marketing Science Review
Greg W. Marshall, Oklahoma State University, The Journal of Personal Selling and Sales Management
Wagner Kamakura, Duke University, The Journal of Marketing Research
Roland T. Rust, University of Maryland, Journal of Service Research

SESSION 7.3: Direct Marketing is on Target in a Value-Conscious World.
Room: Vista-West

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

Hal Malchow, Chairman, Crounse Malchow Shlackman and Hoppey
Geoffrey Caldwell, President, Bridgewell Associates
Karen Rice Gardiner, Associate Creative Director, National Geographic Society
Sue Tomasso, Partners for Response, Inc.
Jim Doyle, The Fisher Group

SESSION 7.4: CRM: Furthering Customer Relations
Room: Sherwood

Session Chair: Mark Moon, University of Tennessee
A Longitudinal Examination of Individual, Organizational, & Contextual Factors on Technology Adoption & Job Performance
Michael Ahearne, University of Connecticut
Ron Jelinek, University of Connecticut
John Mathieu, University of Connecticut
Niels Schillewaert, Vlerick Leuven Ghent Management School

An Investigation of Customer Retention Activities Strategies of Food and Clothing Retailers in the Bloemfontein Area, South Africa
Lorene Erwee, Technikon Free State

The Gap Between Trust in Salesperson and Trust in Selling Organization: Antecedents & Consequences
Sijun Wang, University of Alabama

Discussion Leader: Shahid Bhuian, Louisiana Tech Univ.

SESSION 7.5: Critical Issues in Strategic Marketing
Room: Ashlawn-South

Session Chair: Lynette Ryals, Cranfield University

An Expository View of Marketing Effectiveness
Kenneth B Kahn, University of Tennessee
Matthew B Myers, University of Tennessee

Market Strategies Applied by Selected Food Manufacturers in the Period 1996 to 1999: An Exploratory Study
Hester Nienaber, Learning and Development absa

Taxonomy of Organizations by Market Segmentation Strategies: An Exploratory Study
Karsten Sausen, University of St Gallen

Discussion Leader: Stephen H. Craft, Towson University

REFRESHMENT BREAK
10:00 A.M. - 10:30 A.M.
ROOM: ASHLAWN FOYER
SESSION 8 (GENERAL SESSIONS)  
Friday, May 30, 2003  
10:30 A.M. - 12:00 P.M.

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

Session Chair: Rajan Varadarajan, Texas A&M University

Christian Homburg, University of Manheim, Germany
Debbie MacInnis, University of Southern California
Cheryl Nakata, University of Illinois at Chicago
A. Parasuraman, University of Miami
Shirley Taylor, Queen's University
Bob Woodruff, University of Tennessee

SESSION 8.2: Marketing Research Guided by the Better Business Bureau  
Room: Ashlawn-South

Session Chair: Joe Sirgy, Virginia Tech

Speakers:
Ken Hunter, President of the Council of the Better Business Bureau
Jim Guthrie, President of the National Advertising Review Council

SESSION 9 (CONCURRENT SESSIONS)  
Friday, May 30, 2003  
1:30 P.M. - 3:00 P.M.

SESSION 9.1: Pricing Issues and E-Marketing  
Room: Vista B

Session Chair: Roland Rust, University of Maryland

Why Aren't the Prices the Same at Me.com and You.com: Drivers of Price Dispersion Among e-Tailors  
Xing Pan, Indiana University
Brian Ratchford, University of Maryland
Venkatesh Shankar, University of Maryland

The Future of E-Service: Insights from the National Technology Readiness Surveys 1999-2002  
Charles L. Coby, Rockbridge Associates
A. Parasuraman, University of Miami

Pricing for Online Publishing  
P.K. Kannan, University of Maryland
Sanjay Jain, University of Maryland

The Business Impact of e-Government on Small Firms  
Roland T. Rust, University of Maryland
Debora Viana, University of Maryland

SESSION 9.2: European and American Perspectives on Marketing  
Room: Vista-East
Panel:
Ralf Schellhase, University of Applied Sciences, Darmstadt, Germany
Andreas Herrmann, University of St. Gallen, Switzerland
Frank Huber, University of Mainz, Germany

SESSION 9.3: Issues and Decisions in Emerging Markets
Room: Vista-West
Session Chair: Sonny Nwankwo, University of East London, UK

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

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

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

SESSION 9.4: The Contextual Interface of Online Consumption
Room: Sherwood
Session Chair: Rhea Ingram, Columbus State University

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

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

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

SESSION 9.5: Emerging Issues in Business to Business Marketing
Room: Ashlawn-South
Session Chair: Jeffrey E. Lewin, Boston College

Supplier Diversity Programs and Their Impact on Purchasing Agent Negotiation Strategies: A Role Theoretic Model
Rodney L. Stump, York University, Ontario
Ashwin W. Joshi, York University, Ontario
Stephen Keysuk Kim, Oregon State University
Enhancing Interfirm Performance Through Internet Driven Management of Interorganizational Knowledge and Resources  
Samit Chakravorti, Florida International University 
Vincent Daniels, Florida International University  
Walfried M. Lassar, Florida International University

Organizational Learning as a Strategic Tool: Operationalizing and Index of Learning 
A. Coskun Samli, The University of North Florida  
Scott Fisher, The University of North Florida

Discussion Leader: Wolfgang Ulaga, University of Notre Dame

SESSION 10 (CONCURRENT SESSIONS)
Friday, May 30, 2003
3:30 P.M. - 5:00 P.M.

SESSION 10.1: Critical Evaluations of Educational Issues
Room: Vista B

Session Chair: Michael Polonsky, Victoria University

Australian Coursework-Focused Marketing Masters Degrees
Michael Polonsky, Victoria University  
Jeffrey Kidd, Victoria University

Are Marketing Students Different? A study of Information Economics Beliefs 
Elizabeth Elam, Western New England College

Faculty Evaluation of Marketing Research Streams and Self Serving 
Dheeraj Sharma, University of North Texas

Discussion Leader: Deborah Spake, University of South Alabama
SESSION 10.2: Chinese and Japanese Marketing Practices  
Room: Vista-East

Session Chair: Shih-Fen Chen, Brandeis University

**Market Orientation and Organizational Performance in Mainland China: Test of the Market Orientation Scale (MARKOR)**  
Erdener Kaynak, Pennsylvania State University, Harrisburg  
Ali Kara, Pennsylvania State University, York

**Institutional, Organizational, and Strategic Antecedents of Firm Entrepreneurship in Chinese Transitional Economy**  
Xueming Luo, SUNY, Fredonia  
Lianxi Zhou, University of Guelph, Ontario, Canada  
Sandra S. Liu, Purdue University

**General and Specialized Trading Companies of Japan: Market Behavior and Performance Patterns**  
Syed Tariq Anwar, West Texas A&M University  
Lal Khan Almas, West Texas A&M University

Discussion Leader: Chris Mbah, Cornerstone University

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

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

**ICBS: A Promising Measurement for Consumer Behavior? Russia and the United States**  
Mary Conway Dato-on, Northern Kentucky University

**Applying Issues Management to Meet the Challenges of Corporate Brand Management - An Empirical Investigation in Europe**  
Catja Prykop, University of St. Gallen, Switzerland  
Sabine Einwiller, University of St. Gallen, Switzerland  
Diana Ingenhoff, University of St. Gallen, Switzerland

**The why of buying Nike - Findings of a Causal analytical study**  
Robert Morgan, University of Aberystwyth, United Kingdom  
Stephanie Magin, University of Mainz, Germany  
Frank Huber, University of Mainz, Germany  
Andreas Herrmann, University of St. Gallen, Switzerland

SESSION 10.4: JPSSM Review Board Meeting  
Room: Sherwood

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

SESSION 10.5: Future of Marketing Academia: Challenges and Opportunities  
Room: Ashlawn-South

Session Chair: K. Sivakumar, Lehigh University

A. Parasuraman, University of Miami  
Robert A. Peterson, University of Texas at Austin
Friday, May 30: 5:00 P.M. - 6:00 P.M.
AMS ANNUAL BUSINESS MEETING
ROOM: Sherwood

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

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

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

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

Session Chairs: Victoria L. Crittenden, Boston College

SESSION 11.2: Issues in education
Room: Vista-East

Session Chair: Essam Ibrahim, Strathclyde University

Antecedents to Student Preferences for Web-Based and Traditional Classes
Concha Ramsey-Neeley, University of North Texas
Rajasree Rajamma, University of North Texas

A Pedagogically-Effective Use of Internet-Based Technologies to Host a Virtual Class
Neeraj Bharadwaj, Babson College
Katherine Harris, Babson College

Web Enhanced Case Discussions
Ravi Parameswaran, Oakland University
Mohan Pisharodi, Oakland University

Discussion Leader: John Ford, Old Dominion University
SESSION 11.3: Exploring Issues in Field Sales
Room: Ashlawn-South

Session Chair: Lucette Comer, Purdue University

An Examination of Salesperson Specialization
Mark Leach, Loyola Marymount University

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

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

Discussion Leader: Al Pelham, College of New Jersey

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

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

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

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

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

Discussion Leader: Frank Huber, University of Mainz, Germany

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

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

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

Consequences of Impulse Buying Cross-Culturally: Or What Will My Friends Think if I Buy That?
Venessa Martin-Funches, University of Alabama
Jeong Eun Park, University of Alabama
Identity and Consumption of Scottish Migrants Residing in England: A Tale of Two Halves?
Julie Tinson, University of the West of England
Yasmin K. Sekhon, London Institute

Discussion Leader: Deborah Spake, University of South Florida

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

SESSION 12 (CONCURRENT SESSIONS)
Saturday, May 31, 2003
10:30 A.M. - 12 P.M.

SESSION 12.1: Current Research in Marketing Doctoral Programs I
Room: Vista-B

Session Chair: Victoria L. Crittenden, Boston College

Hope, Fear, and…Suspense: An Examination of Anticipatory Emotions and their Impact on Satisfaction
Julie Anna Guidry, Texas A&M University

Transaction Value: Synthesizing and Strengthening Transaction Cost and Transaction Utility Theories to Explain and Predict Buyer Decision-Making
Blaine J. Branchik, Florida Atlantic University

In Need of a Favorable Conclusion: The Role of Motivated Reasoning in the Perception of Goal Attainment
Gustavo E. de Mello, University of Southern California

NPD Cycle Time in Strategic Alliance Context
Tianjiao Qiu, University of Illinois

The Death of a Mall
Venessa Martin Funches, The University of Alabama

E-mail Coupon Promotional Strategies: The Optimization of Discount Size and Time Limit for E-mail Offers
Richard Hanna, Boston University

Obstacles to Organizational Participation in the B2B Electronic Marketplace
George Deitz, The University of Alabama

Managers’ Intentions to Support the Entry of their Firm into Strategic Alliances: A Theory of Planned Behavior Perspective
Carmina Cavozos, Tec de Monterrey

SESSION 12.2: Relationship Marketing: Strategy and Innovation (continued)
Room: Vista-East

Session Chair: Kenneth B Kahn, University of Tennessee
The Loyalty effect and Zero Defections: Are You Sure You Want To Keep Your Customers Forever?
Lynette Ryals, Cranfield University

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

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

Discussion Leader: Sandra Liu, Purdue University

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

Session Chair: Sujay Dutta, Louisiana State University

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

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

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

Discussion Leader: Maria Kalamas, Concordia University

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

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

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

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

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

Discussion Leader: Christine Gonzalez, ESC Toulouse, France
SESSION 12.5: **Overseas Entry of SMEs, Services Marketers, and Joint Ventures**
Room: Ashlawn-South

Session Chair: Kevin Ibeh, University of Strathclyde, UK

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

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

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

Discussion Leader: Emmanuel Erondu, Hofstra University

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

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

Session Chair: Victoria L. Crittenden, Boston College

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

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

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

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

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

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

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

**Cross-Functional Project Groups and New Product Success: What is the Missing Link?**
Khaled Aboulnasr, University of Houston
SESSION 13.2: Relationship Marketing: Strategy and Innovation
Room: Vista-East

Session Chair: Kenneth B Kahn, University of Tennessee

The Strategic Marketing Imperative of a Tailored CRM Strategy
Stephen H. Craft, Towson University

The Differences Between Product and Process Innovation and Implications for Marketing Strategy
Jeong Eun Park, University of Alabama

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


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