



2009  
Annual Conference

"Marketing for  
a  
Better World"

Marriott Waterfront  
Baltimore, MD, USA  
May 20 - 23, 2009

**The Academy of Marketing Science**

Honors

**Donald R. Lehmann**

**2009 AMS CUTCO/Vector  
Distinguished Marketing Educator**



**Donald R. Lehmann** is the George E. Warren Professor of Business at Columbia University. His research focuses on individual and group choice and decision making, the adoption of innovation and new product development, and the management and valuation of marketing assets (brands, customers). He is also interested in knowledge accumulation, empirical generalizations and information use. Lehmann has published more than 100 articles and books, serves on the editorial boards of several academic journals and is the founding editor of *Marketing Letters*. He is a past president of the Association for Consumer Research and former executive director (1993–1995, 2001–2003) of the Marketing Science Institute. Currently he is co-editor of the *International Journal of Research in Marketing*. He has received many awards including the Fellow of the Association of Consumer Research (2006), Soundview Executive Book Summaries: 30 Best Books of the Year (2006), Little Award for paper in Marketing Science (2006), Berry AMA Book Prize: Best Book in Marketing (2006), AMA Charles Coolidge Parlin Award (2006) and Churchill Lifetime Achievement Award (2005) among many other honors and awards.

**Welcome to the Academy of Marketing Science  
2009 Annual Conference**

From:  
Conference Co-chairs,  
**Michael R. Czinkota, Georgetown University, USA  
and University of Birmingham, UK  
Ilkka Ronkainen, Georgetown University, USA**

Program Coordinator  
**Lin Qing, Georgetown University, USA**

Welcome to Baltimore. We are delighted to have a record number of attendees at this important annual meeting of the Academy of Marketing Science. Important, because in dire times, we, as marketers, are key agents of social change. We employ our knowledge and talents to assist individuals, companies and government in achieving a higher level of well being. The challenge is great. The prevalence of a market economy is not an automatic given any more. Key tenets of our discipline, such as risk, profit, competition, and ownership are being re-defined and re-assessed. But by sitting at the table, and making our contribution, we help to ensure a better world.

This conference affords us the opportunity to offer our insights to our colleagues, and to benefit in turn from their views and perspectives. And if occasionally there is some sparring, we ask you to remember the meaning of the Ph.D. and the great scholar Wittgenstein's statement: "A philosopher who is not taking part in discussions is like a boxer who never goes into the ring". We have a truly global meeting – 56 percent of our participants are from abroad, 44 percent from the United States. This meeting takes you and your thinking public and international at the same time – enjoy the occasion.

We thank you for coming. We thank the many colleagues who have worked hard to develop the program. In particular we are grateful to our track chairs, who have made much of this success possible. They are listed here:

Africa: Unlocking Corporate and Customer Value  
**Christo Boshoff, University of Stellenbosch, South Africa  
Adele Berndt, University of Johannesburg, South Africa**

Branding and Brand Management  
**Stephanie Slater, Cardiff University, UK**

Business-to-Business Marketing  
**H.-P. Sonnenborn, University of Hof, Germany**

Channel Activities and Processes  
**Bert Rosenbloom, Drexel University, USA**

Consumer Behavior  
**Claudiu Dimofte, Georgetown University, USA  
Arnd Florack, Zeppelin University, Germany**

Corporate Culture, Governance and Responsibility  
**Margit Enke, Freiberg University of Technology, Germany**  
**Anja Geigenmüller, Freiberg University of Technology, Germany**

Education Outreach, Teaching, and Learning  
**Attila Yaprak, Wayne State University, USA**

Environment and Sustainability  
**M. Joseph Sirgy, Virginia Polytechnic Institute and State University, USA**  
**Helen Borland, University of Birmingham, UK**

Expanding Marketing Outreach  
**Coskun Samli, University of North Florida, USA**

Freedom, Economic Restructuring, and Quality of Life  
**Jim Slater, University of Birmingham, UK**

Global and Cross-Cultural Marketing  
**Constantine Katsikeas, University of Leeds, UK**

Marketing and Global Risk  
**Gary Knight, Florida State University, USA**  
**Douglas Johansen, Florida State University, USA**

Marketing Research and Metrics  
**Manfred Schwaiger, Ludwig-Maximilians-University Munich, Germany**  
**Marko Sarstedt, Ludwig-Maximilians-University Munich, Germany**

Marketing Strategy  
**Stefan Güldenberger, University of Liechtenstein, Principality of Liechtenstein**  
**Tina Ambos, Vienna University of Economics and Business, Austria**

Product Development  
**Jeffrey B. Schmidt, University of Oklahoma, USA**  
**Regina McNally, Michigan State University, USA**

Promotion and Communication  
**Christopher Joiner, George Mason University, USA**

Selling and Sales Management  
**Penny M. Simpson, University of Texas – Pan American, USA**  
**John Cadogan, Loughborough University, UK**

Service Marketing  
**K. Douglas Hoffman, Colorado States University, USA**  
**Peggy Chaudhry, Villanova School of Business, USA**

Small Countries, Small Firms, Meet Global Marketing  
**H. Ruediger Kaufmann, University of Nicosia, Cyprus**  
**B. J. Punnett, University of the West Indies, Cave Hill, West Indies**

Supply Chain Management and Logistics  
**Göran Svensson, Oslo School of Management, Norway**

**See you next year in Portland Oregon!**

## **2008-2010 AMS OFFICERS**

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**2009 AMS Annual Conference Program  
Marriott Waterfront – Baltimore, MD  
May 20 – May 23**

**Wednesday May 20 2009  
Daily Highlights**

**AMS Executive Committee Meeting**

8:00 A.M. – 4:00 P.M.  
Kent A

**Registration and Exhibits**

10:00 A.M. – 4:30 P.M.  
Harborside Ballroom Salons D & E

**Meeting of Track and Session Chairs**

4:30 P.M. – 5:20 P.M.  
Laurel A

**Personal Encounter: Poster Session**

4:30 P.M. – 5:30 P.M.  
Rotunda, Foyer to Salon D

**“Further Explorations in Wine Business Research”**

Mitch Griffin, Barry Babin, and Dave Ortinau  
5:30 P.M. – 6:30 P.M.  
Kent A, B, C

**AMS Early Bird Reception**

6:30 P.M. – 7:30 P.M.  
Harborside Ballroom Salons D & E

**Concurrent Sessions**

**1:00 P.M. - 2:30 P.M.**

***SESSION – 1.1 – LAUREL B***

***Environment and Sustainability Track – Competitive  
Paper Session***

Title: Issues Related to the Environment and Sustainability  
(a)

Session Chair:

Helen Borland, University of Birmingham, UK

**Definitions, Theories, Drivers and Managerial  
Implications: Grounding Global Strategic  
Sustainability**

Helen Borland, University of Birmingham, UK

**\*The Effect of Green Values on Loyalty: Developing a Conceptual Framework**

Nora Mustonen, University of Jyväskylä, Finland  
Heikki Karjaluoto, University of Jyväskylä, Finland

**Motivating Pro-Environmental Behaviors: Utility of the Decisional Balance Scale, Self Efficacy and Reactance**

Peter J McGoldrick, The University of Manchester, UK  
Kathleen A Keeling, The University of Manchester, UK  
Alexa Stanbridge, The University of Manchester, UK

**SESSION – 1.2 – LAUREL D**

**Marketing Research and Metrics Track – Competitive Paper Session**

Title: Issues in Data Collection, Modeling and Data Analysis

Session Chair: Manfred Schwaiger, Ludwig-Maximilians-University, Germany

**Empirical investigation of data quality and validity of cognitive valence and content of thoughts: Trained independent raters versus trained original respondents**

Karin Braunsberger, University of South Florida, USA  
R. Brian Buckler, Avila University, USA  
David J. Ortinau, University of South Florida, USA

**Dynamic Models for RFM Variables: A Forward Looking Approach**

Pablo Marshall, Pontificia Universidad Católica de Chile

**Empirical Agreement between Formative and Reflective Measurement Models: A Monte Carlo Analysis**

Nick Lee, Aston Business School, UK  
George R. Franke, University of Alabama, UK  
Woojung Chang, University of Alabama, UK

**Determining the Number of Segments in FIMIX-PLS**

Marko Sarstedt, Ludwig-Maximilians-University, Germany  
Manfred Schwaiger, Ludwig-Maximilians-University, Germany  
Christian M. Ringle, University of Hamburg, Germany

**REFRESHMENT BREAK**

2:30 P.M. – 3:00 P.M.

Harborside Ballroom Salons D & E

**\*indicates “Best-in-track” Paper Award**

**Concurrent Sessions  
3:00 P.M. - 4:30 P.M.**

**SESSION – 2.1 – LAUREL B**

**Corporate Culture, Governance and Responsibility Track  
- Competitive Paper Session**

Title: Ethics and Corporate Social Responsibility – A  
Multinational Perspective

Session Chair: Anja Geigenmüller, Freiberg University of  
Technology, Germany

**An Ethical Perspective on Sustainable Business  
Practices**

Göran Svensson, Oslo School of Management, Norway  
Greg Wood, Deakin University, Australia  
Michael Callaghan, Deakin University, Australia

**Comparing Codes of Ethics and Associated Practices  
among the Top Companies in Australia, Canada, and  
the USA**

Janice M. Payan, University of Northern Colorado, USA  
Göran Svensson, Oslo School of Management, Norway  
Greg Wood, Deakin University, Australia  
Jang Sing, University of Windsor, Canada  
Michael Callaghan, Deakin University, Australia

**\*Attributions of Authenticity: Employee Perceptions of  
Corporate Social Responsibility Programs**

Lindsay McShane, Queen's University, Canada  
Peggy Cunningham, Queen's University, Canada

**SESSION 3.1-** Rotunda, Foyer to Salon D

**Personal Encounter: Poster Session  
*Show Your Research***

**4:30 P.M. – 5:30 P.M.**

**Defining Customers: Determining the Appropriate Unit  
of Analysis**

Darryl Banks, North Carolina Central University, USA  
Kendra Harris, North Carolina Central University, USA

**The Problem of the Globalization of Business Education**

Arne Baruca, University of Texas (Pan American), USA

**The Difficulty and Discriminating Ability of a  
Consumer Behavior Multiple Choice Question Bank**

John Dickinson, University of Windsor, USA

**Brand Alliance Research: In Search of a New  
Perspective and Directions for Future Research**

Bashar S. Gammoh, University of Toledo, USA  
Kevin E. Voss, Oklahoma State University, USA

**The Associate: An Innovative Experiential Learning  
Competition**

Shohreh Kaynama, Towson University, USA  
Laleh Malek, Towson University, USA  
Rodney Stump, Towson University, USA

**The Consumer Side of the Fair Trade Story - Ethics  
and Image Theory in Fair Trade Purchasing Behavior?**

Kevin Morrell, University of Birmingham, UK  
Chanaka Jayawardhena, University of Loughborough, UK

**Branding as a Tool for Effective Social Marketing:  
Some Food for Thought**

Mohammed Razzaque, University of New South Wales,  
Australia  
Matt Chapman, University of New South Wales, Australia  
Pablo Romo, University of New South Wales, Australia

**Marketing Knowledge of Women in Small Enterprises:  
A Preliminary Study**

P. Narayana Reddy, C.B.I.T Osmania University, India

**Effectiveness of Global Advertisement on Indian (SARC)  
Culture-Emerging Market**

R.K.Srivastava, SIMSR. University of Mumbai, India

**The Influence of Co-branding Perception on Consumer  
Attitude and Purchase Intention: An Example Using  
Nike as the Primary Brand**

WannYih Wu, National Cheng Kung University, Taiwan  
Shu-Min Li, National Cheng Kung University, Taiwan  
Pei Keng, National Cheng Kung University, Taiwan

**Wednesday May 20, 2009**

**Evening Events**

**“Further Explorations in Wine Business Research”**

Mitch Griffin, Barry Babin, and Dave Ortinau  
5:30 P.M. – 6:30 P.M.  
Kent A, B, C

**AMS Early Bird Reception**

6:30 P.M. – 7:30 P.M.  
Harborside Ballroom Salons D & E

**Thursday May 21, 2009  
Daily Highlights**

**Meet the Recruiters: Doctoral Student Event**

7:00 A.M. – 8:15 A.M.

Kent B, C

**Registration and Exhibits**

8:30 A.M. – 4:30 P.M.

Harborside Ballroom Salons D & E

**Annual AMS Awards Luncheon**

12:00 P.M. – 1:20 P.M.

Harborside Ballroom Salons D & E

**Honoring Outstanding Marketing Teaching**

1:30 P.M. – 3:00 P.M.

Laurel B

**Mary Kay Dissertation**

1:30 P.M. – 3:00 P.M.

Laurel C

**Publishing in Leading Journals**

3:30 P.M. – 5:30 P.M.

Kent B, C

**Reception**

6:30 P.M. – 7:30 P.M.

Harborside Ballroom Salons D & E

**Concurrent Sessions**

**8:30 A.M. - 10:00 A.M.**

***SESSION – 4.1 – LAUREL A***

***Marketing Strategy in an Attention-based Economy Track  
- Competitive Paper Session***

Title: Drivers of Success in Innovative Firms: Capabilities, Competencies, Decisions

Session Chair: Stefan Guldenberg, University of Liechtenstein, Principality of Liechtenstein

**The Performance Implications of Market-based Assets and Innovation Capabilities**

Matti Jaakkola, Helsinki School of Economics, Finland

Olli-Pekka Kauppila, Helsinki School of Economics, Finland

Matti Tuominen, Helsinki School of Economics, Finland

Mika Westerlund, Helsinki School of Economics, Finland

**Strategic Pricing Decisions as Cornerstones for Successful Marketing Management: An Empirical Study on Technology-Based SMEs**

Timo Moeller, RWTH Aachen University, Germany  
Malte Brettel, RWTH Aachen University, Germany

**SME Capabilities and Competencies: Fit to International Environment**

Douglas Johansen, Florida State University, USA  
Gary Knight, Florida State University, USA

**SESSION – 4.2 – LAUREL B**

***Environment and Sustainability Track – Competitive Paper Session***

Title: Issues Related to the Environment and Sustainability (b)

Session Chair: M. Joseph Sirgy, Virginia Polytechnic Institute & State University, USA

**Exploring US Consumers Understanding of Carbon Offsets**

Michael Polonsky, Deakin University, Australia  
Stacy Landreth Grau, Texas Christian University, USA  
Romana Garma, Victoria University, Australia

**Consumer Acceptance of Renewable Energies: Target Group Segmentation Based on the Classification of Private End Users into Lifestyle Typologies in Germany**

Klaus-Peter Wiedmann, Leibniz University of Hanover, Germany  
Sandra Venghaus, Leibniz University of Hanover, Germany  
Mareike von Zitzewitz, Leibniz University of Hanover, Germany

Discussant: Eric Arnould, University of Wyoming, USA

**SESSION – 4.3 – LAUREL C**

***Branding and Brand Management Track - Competitive Paper Session***

Title: New Perspectives on Brand Management in Cross Cultural Marketing

Session Chair:

Bashar S. Gammoh, University of Toledo, USA

**The Network Effects of Product Portfolio Characteristics on Parent Brand Equity**

Xin Liu, California State Polytechnic University, USA

**Who Cares about a Fair Trade Label? On the Impact of Consumer Attitudes on Brand Relevance of Fair Trade Products**

Alexander Leischnig, Technische Universität Bergakademie Freiberg, Germany  
Anja Geigenmüller, Technische Universität Bergakademie Freiberg, Germany  
Margit Enke, Technische Universität Bergakademie Freiberg, Germany

**Nonprofit Brands: The Importance of Brand Image in Charitable Giving**

Géraldine Michel, University of Maine, France  
Sophie Rieunier, University of Paris, 1 Sorbonne (IAE deParis) France

Discussant: Anja Geigenmüller, Technische Universität Bergakademie Freiberg, Germany

**SESSION – 4.4 – LAUREL D  
Marketing Research and Metrics Track - Competitive Paper Session**

Title: Recent Developments in Corporate Reputation and Social Network Research

Session Chair: Marko Sarstedt, Ludwig-Maximilians-University, Germany

***William R. Darden Award***

*Best Marketing Research Paper*

**\*A Comparison of Selected Reputation Measures' Convergent and Criterion Validity**

Petra Wilczynski, Ludwig-Maximilians-University, Germany  
Marko Sarstedt, Ludwig-Maximilians-University, Germany  
T.C. Melewar, Brunel University, UK

**The Value of Corporate Reputation for Shareholders: Evidence from Germany for DAX 30 Companies**  
Sascha Raitchel, Ludwig-Maximilians-University, Germany

**Charting Chatter: What Consumer Generated Advertising Seems to be Saying about Brand Personality**

Colin Campbell, Simon Fraser University, Canada  
Leyland F. Pitt, Simon Fraser University, Canada  
Pierre Berthon, Bentley College, USA  
Deon Nel, Deakin University, Australia  
Christo Boshoff, University of Stellenbosch, South Africa

**Who you are or whom you know? Consumption interdependences in social networks**  
Daniel Birke, Nottingham University Business School, UK

**SESSION – 4.5 – KENT A**  
**Service Marketing Track – Competitive Paper Session**  
Title: Effective Strategies for Customer Relationship Management

Session Chair: Peggy Chaudhry, Villanova School of Business, USA

**The Effect of Complaint Handling on Consumer Word of Mouth: Assessing Differences Between Givers and Receivers**

Linda Hui Shi, University of Victoria, Canada  
Stephen S. Tax, University of Victoria, Canada  
Lei Huang, Dalhousie University, Canada

**Measuring Effectiveness E-Mail Direct Marketing in Building Customer Relationship**

Abdel Baset Hasonah, Al-Isra University, Jordan  
Sunil Prakash, University of Rajasthan, India

**How Does Virtual Community Participation Facilitate the Development of Firm-Customer Relationships in the Computer-Mediated Environment**

Hsien-Tung Tsai, Yuan Ze University, Taiwan  
Pei-Yu Pai, University of Warwick, UK

Discussant: Tim Jones, Memorial University of Newfoundland, Canada

**SESSION – 4.6 – KENT B**  
**Doctoral Colloquium Track**  
Title: Branding Issues

Session Chair: John Ford, Old Dominion University, USA

**Brands as Hyper-Organic Beings – Introducing a Sociological Gestalt to Brand Metaphor Discourse**  
Bjoern Asmussen, Oxford Brookes University, UK

**Brand Orientation: Antecedents and Consequences**  
Lamprini Piha, Athens University of Economics and Business, Greece

**Understanding Place Branding: Through ‘City of Liverpool’ – European Capital of Culture 2008 Branding Campaign**  
Vishwas Maheshwari, Liverpool Hope University, USA

**Dilution of Weak Brands from Asymmetrical Brand Alliances: Do Brand Alliances Always Help the Weak?**  
Ray Guo, City University of Hong Kong, P.R.China

**Linking Brand Equity to Organizational Outcomes**  
Gulfem Kutlu, Old Dominion University, USA

*SESSION – 4.7 – KENT C*  
*Doctoral Colloquium Track*  
Title: Online Marketing Issues

Session Chair: Greg W. Marshall, Rollins University, USA

**The Feeling of Regret in eBay Auctions: The Role of Snipers**  
Weiling Zhuang, Louisiana Tech University, USA

**Holistic Approach to the Consumption Motivations on the Web**  
Katarzyna Skowronek-Duarte, Open University of Catalonia, Spain

**In-Forming the iPhone: Sequence and Frequency of Technological Transmutations as Reflected in the Collective Media**  
Ekin Pehlivan, Bentley University, USA

**Success in Multichannel Retailing Using the Internet: An Exploratory Analysis**  
Lifan Yang, Dong Hua University, PRC and Florida Atlantic University, USA

**The Role of Virtual Trade Shows and Their Effect on Show Performance**  
Jason Gabisch, University of Massachusetts, USA

**REFRESHMENT BREAK**  
10:00 A.M. – 10:30 A.M.  
Harborside Ballroom Salons D & E

**Concurrent Sessions**  
**10:30 A.M. – 12:00 P.M.**

**SESSION – 5.1 – LAUREL A**

***Marketing Strategy in an Attention-based Economy Track  
- Competitive Paper Session***

Title: Marketing Processes and Performance: Search, Segmentation, Orientation

Session Chair: Tina Ambos, Vienna University of Economics and Business, Austria

***Jane Fenyo Award  
Best Student Paper***

**Is Market Segmentation Really Dead? A Conceptual Model of the Importance of Segmentation Choices on Marketing Strategy Performance Outcomes**

Adina Poenaru, ESCP-EAP European School of Management, France, and Cranfield University, UK

**Market-oriented Search in Differentiation Industries**

Hans Eibe Sørensen, University of Southern Denmark, Denmark

Nils Stieglitz, University of Southern Denmark, Denmark

**Core business processes link market orientation and business performance**

Matti Jaakkola, Helsinki School of Economics, Finland

Johanna Frösén, Helsinki School of Economics, Finland

Petri Parvinen, Helsinki School of Economics, Finland

Matti Santala, Helsinki School of Economics, Finland

Antti Vassinen, Helsinki School of Economics, Finland

**SESSION – 5.2 – LAUREL B**

***Environment and Sustainability Track – Special Session***

Title: Choosing Environmentalism: How Much Are Consumers Willing to Give Up for Sustainability

Session Chair: Marcia Flicker, Fordham University, USA

**Will the Concept of V2G Help Electric Cars Penetrate the Auto Market?**

Michael Hidrue, University of Delaware, USA

Jon Lilley, University of Delaware, USA

Meryl P. Gardner, University of Delaware, USA

Willett Kempton, University of Delaware, USA

George R. Parsons, University of Delaware, USA

**Will Consumers Choose a Sustainable Future in an Economic Crisis?**

Marcia H. Flicker, Fordham University, USA

Scott Rose, Fordham University, USA

**Preference Tradeoffs with Offshore Wind Power**

Jeremy Firestone, University of Delaware  
Andrew Krueger, University of Delaware, USA  
George R. Parsons, University of Delaware, USA

Discussant:

Michael Kamins, Stony Brook University, USA

**SESSION – 5.3 – LAUREL C**

***Branding and Brand Management Track - Competitive Paper Session***

Title: Branding Insights

Session Chair:

Ali Besharat, University of South Florida, USA

**A Step Forward Toward the Discernment of Co-branding Strategy**

Ali Besharat, University of South Florida, USA

**Attribute Alignability and Value Relevance in a Late Entrant Strategy**

Jinsook Erin Cho, New School University, USA  
Dong-Hun Lee, Samsung Economic Research Institute,  
Samsung Life Seocho Tower, South Korea

**Multiple Brand Alliances: A Portfolio Diversification Perspective**

Bashar S. Gammoh, University of Toledo, USA  
Kevin E. Voss, Oklahoma State University, USA  
Xiang Fang, Oklahoma State University, USA

**SESSION – 5.4 – LAUREL D**

***Supply Chain Management and Logistics Track – Competitive Paper Session***

Title: Supply Chain Management and Logistics

Session Chair: Göran Svensson, Oslo School of Management, Norway

**Re-Engineering a Reverse Supply Chain for Product Returns Services**

Carol C. Bienstock, Radford University, USA  
M. Mehdi Amini, The University of Memphis, USA  
Donna Retzlaff-Roberts, The University of South Alabama, USA  
Ernest L. Nichols, The University of Memphis, USA

**Supply Chain Management Practices in Indian Electronics Industry**

B. Raja Shekhar, Reader, University of Hyderabad, India  
P.Umamaheswari Devi, Adikavi Nannaya University, India

**Transparency of SCM-Ethics**

Göran Svensson, Oslo School of Management, Norway

**SESSION – 5.5 – KENT A**

***Service Marketing Track – Competitive Paper Session***

Title: Strategic Issues in Retailing and Service Marketing:  
Part I

Session Chair:

David G. Taylor, University of North Texas, USA

**An Expanded Model of Consumer Evaluations of Live  
Musical Performances: Antecedents and Managerial  
Consequences**

Angela Hausman, University of North Carolina, USA

**Success of Market Orientation: Customer Value  
Perception and Company Value Creation**

Mareike Bodderas, University of St. Gallen, Switzerland

Peter Maas, University of St. Gallen, Switzerland

**Real-Time Service Encounters and Customer  
Satisfaction: Online Monitoring of Core Service  
Delivery**

David G. Taylor, University of North Texas, USA

Discussant:

Peggy Chaudhry, Villanova School of Business, USA

**SESSION 5.6 – KENT B**

***Doctoral Colloquium Track***

Title: Consumer Behavior Issues

Session Chair:

Barry Babin, Louisiana Tech University, USA

**An Examination of the Impact of University Reputation  
on Stakeholder's Behavioral Consequences**

Jamie Ressler, Nova Southeastern University, USA

**Addicts or Art Lovers? Understanding Collecting  
Behavior among Contemporary-Art Collectors Using  
Field-Based Research**

Jasmin Kossenjans, Macquarie University, Australia

**Chinese-Americans' Acculturation and Unhealthy Fast-  
Food Preferences**

Mariel Ma, University of North Texas, USA

**The Role of Corporate Identity to Attract Gay and  
Lesbian Consumers**

Frank Wood, Nova Southeastern University, USA

**Meta-Cognitive Processes in the Use of Persuasive Knowledge: A Multiple Pathway Model**

Guang-Xin Xie, University of Oregon, USA  
Steven Andrews, University of Oregon, USA

**The Moderating Effect of SDL Environment on the Relationship between BPS and Performance**

Nazgol Moshtaghi, University of South Florida, USA  
Stephanie Boyer, University of South Florida, USA

**SESSION – 5.7 – KENT C**

***Doctoral Colloquium Track***

Title: Strategic Marketing Issues

Session Chair:

Chuck Lamb, Texas Christian University, USA

**Real-Time Marketing Strategy: The Effect of Improvisation on Market Orientation, Case Studies of Four Small-Medium Sized Firms**

Peter Johnson, Pace University, USA

**Market Performance Influenced by Miles & Snow's Business Typologies, with Narver & Slater's Market Orientation and Hrebiniak & Joyce's Organizational Adaptation as Moderators**

George De Feis, Pace University, USA

**The Marketing Effect on the Firm Value**

Kungpo Tao, Old Dominion University, USA

**A Literature Review of Service Management Research, Service Dominant Logic and Social Network Theory: Development of a Framework to Investigate the Drivers of Firm-Relationship Value**

Asmaa Hilali, Concordia University, USA

**The Economic Side of Relationship Marketing**

Yasemin Ocal Atinc, Louisiana Tech University, USA

**Annual AMS Awards Luncheon**

12:00 P.M. – 1:20 P.M.

Harborside Ballroom Salons D & E

AMS CUTCO/Vector

Distinguished Marketing Educator

DON LEHMANN

Columbia University, USA

**Concurrent Sessions  
1:30 P.M. - 3:00 P.M.**

**SESSION 6.1 – LAUREL B**

**Honoring Outstanding Marketing Teaching**

Session Chair:

Andrea L. Dixon, University of Cincinnati, USA

Finalists:

Dwayne Gremler, Bowling Green State University, USA

Linda Rochford, University of Minnesota-Duluth, USA

Jerome Williams, University of Texas at Austin, USA

**SESSION 6.2 – LAUREL C**

**Mary Kay Dissertation Award**

Session Chair: Angela Hausman, University of North Carolina, USA

Winners of the 2009 Mary Kay Doctoral Dissertation Competition will present their papers.

**SESSION – 6.3 – LAUREL A**

***Marketing Strategy in an Attention-based Economy Track  
- Competitive Paper Session***

Title: Dealing with Competitors: Communication, Cooperation, Intelligence

Session Chair: Stefan Guldenberg, University of Liechtenstein, Principality of Liechtenstein

**Collaborative Communication, Interaction Orientation,  
Marketing Capabilities and Core Processes  
Performance**

Yen-Chun Chen, Yuan Ze University, Taiwan

Po-Chien Li, Yuan Ze University, Taiwan

**What Drives Competitors to Cooperate? Antecedents of  
Collective Marketing Cooperation**

Pilsik Choi, Clark University, USA

Rosanna Garcia, Northeastern University, USA

Colette Friedrich, MIT Sloan School of Management, USA

**\*True or False? A Study of Falsehoods in Market  
Intelligence Dissemination**

Willem Smit, IMD, Switzerland

Seán Meehan, IMD, Switzerland

**SESSION – 6.4 – LAUREL D**

***Business Simulation – Special Session***

Title: Effective Teaching with Marketing Simulations

Session Chair:

Victoria L. Crittenden, Boston College, USA

Panelists:

Randall G. Chapman, Chapman & Associates, USA

Niall Piercy, University of Bath, UK

Richard C. Hanna, Northeastern University, USA

**SESSION – 6.5 – KENT A**

***Africa: Unlocking Corporate and Customer Value Track -  
Competitive Paper Session***

Title: Corporate and Political Branding

Session Chair:

Nic Terblanche, University of Stellenbosch, South Africa

**Spoofing the Political Brand: An Application of a  
Theory of Caricature**

Anjali Bal, Simon Fraser University, Canada

Leyland Pitt, Simon Fraser University Canada

Pierre Berthon, Bentley University, USA

**Corporate branding in South Africa**

Geoff. Bick, Wits Business School, South Africa

Russell Abratt, Nova Southeastern University, USA

Linda Siso, Wits Business School, South Africa

**Assessing the Nomological Validity of Richins and  
Dawson’s Material Values Scale in the South African  
Setting**

Razitza Tchiorniy, University of the Witwatersrand, South  
Africa

Scott Hoenig, University of the Witwatersrand, South  
Africa

James Hunt, Temple University, USA

Discussant:

Melanie Wiese, University of Pretoria, South Africa

Adele Berndt, University of Johannesburg, South Africa

**SESSION – 6.6 – KENT B**

***Doctoral Colloquium Track***

Title: Green Marketing, Social Welfare, Services, Product  
and Distribution Issues

Session Chair:

Linda Ferrell, University of New Mexico, USA

**Reducing Ecological Footprints on Mother Earth  
through Individual Social Responsibility: A Consumer  
Perspective**

Pia Albinsson, New Mexico State University, USA  
Yasanthi Perera, New Mexico State University, USA

**The Influence of Major Source of Funding on College  
Students' Textbook Buying Behavior**

Nina Krey, University of Louisiana at Monroe, USA

**Investigating the Customers' Loyalty to Technology-  
Based Self-Service Coupons**

Ali Besharat, University of South Florida, USA

**A Review and Update of the Classification of Goods  
System: The Customer Involvement System**

Kevin James, Louisiana Tech University, USA

**Opening Channels of Thought: Understanding the  
Value of Place**

G. David Shows, Louisiana Tech University, USA

**SESSION – 6.7 – KENT C**

***Small Countries, Small Firms, Meet Global Marketing  
Track – Competitive Paper Session***

Title: How Can Small Countries Compete?

Session Chair:

Rüdiger Kaufmann, University of Nicosia, Cyprus

**Towards an Informed Choice: Education on the World  
Market**

Mercy Mpinganjira, University of Johannesburg, South  
Africa

**Marketing Issues in the Private Tertiary Education:  
The Case of Cyprus**

Ria Morphetou, University of Nicosia, Cyprus

**What do companies in Iceland need to succeed  
following the collapse of the economy of that small  
country?**

Ingjaldur Hannibalsson, University of Iceland, Iceland

**REFRESHMENT BREAK**

3:00 P.M. – 3:30 P.M.

Harborside Ballroom Salons D & E

**Concurrent Sessions  
3:30 P.M. - 5:30 P.M.**

***SESSION 7.1 – KENT B & C***

**Publishing in Leading Journals**

Moderator: O.C. Ferrell, University of New Mexico, USA

Session Description: This session presents descriptions of the positioning and editorial policies of the leading marketing journals and provides suggestions to enhance the probability of getting published.

Editors:

Tomas Hult, Editor, *Journal of the Academy of Marketing Science*

Robert A. Peterson and Victoria Crittenden, Co-Editors, *AMS Review*

Barry J. Babin, Associate Editor, *Journal of Business Research*

James Boles, Editor, *Journal of Personal Selling and Sales*

Rajiv P. Dant, Editor, *Journal of Retailing*

David Griffith, Editor, *Journal of International Marketing*

Ronald Paul Hill, Editor, *Journal of Public Policy & Marketing*

Ajay K. Kohli, Editor, *Journal of Marketing*

Katherine N. Lemon, Editor, *Journal of Service Research*

Greg W. Marshall, Editor, *Journal of Marketing Theory and Practice*

Robert A. Peterson, Co-editor, *AMS Review*

Rebecca Ratner, Associate Editor, *Journal of Consumer Research*

Roland T. Rust, Editor, *Journal of Marketing Research*

Mary Teagarten, Editor, *Thunderbird International Business Review*

***SESSION – 7.2 – LAUREL B***

***Expanding Marketing Outreach Track – Competitive Paper Session***

Title: Expanding Marketing Outreach

Session Chair:

Coskun Samli, University of North Florida, USA

**\*An Empirical Investigation of Gender Identity and Consumers Brand Perceptions**

Lilly Ye, Frostburg State University, USA

Lou E. Pelton, University of North Texas, USA

Charles Blankson, University of North Texas, USA

**Refocusing the Domain of the Marketing Discipline**  
Tony McGuinness, Aberystwyth University, UK

**Life Sciences Marketing: Benefit Based Segmentation of Functional Food Markets**  
Katja Tornberg, Tampere University of Technology, Finland

**Integrated Cognitive Model Incorporating Means end Chains, Marketing Audit and Resource Based View**  
Wann Yih Wu, National Cheng Kung University, Taiwan  
Chen-Su Fu, National Cheng Kung University, Taiwan

**SESSION – 7.3 – LAUREL C**  
**Branding and Brand Management Track - Competitive Paper Session**

Title: Brand Perception and Consumer Attitudes

Session Chair:  
Bashar S. Gammoh, University of Toledo, USA

**Brand Interdependency versus Brand Dependency: A Maslow's Self-Actualization Perspective**

Joseph F. Rocereto, Monmouth University, USA  
Marina Puzakova, Drexel University, USA  
Hyokjin Kwak, Drexel University, USA  
Trina Larsen Andras, Drexel University, USA

**\*Antecedents and Consequences of Brand Community Participation: Do Community Members Co-create Brand Value and Legitimacy?**

Hsien-Tung Tsai, Yuan Ze University, Taiwan  
Heng-Chiang Huang, National Taiwan University, Taiwan  
Wen-Kuo Chen, National Taiwan University, Taiwan

**How Do They Really Help? An Empirical Study of the Role of Different Information Sources in Building Brand Trust**

Wang Xingyuan, Shandong University, P.R.China  
Fuan Li, William Paterson University, USA  
Yu Wei, Shandong University, P.R.China

Discussant:  
Joseph F. Rocereto, Monmouth University, USA

**SESSION 7.4 – LAUREL A**  
**Business to Business Marketing Track – Competitive Paper Session**

Title: Business to Business Marketing

Session Chair:  
H.-P. Sonnenborn, University of Hof, Germany

**\*Customer Value in Business Markets – A Research Summary and Proposal for an Extension**

Andreas Hinterhuber, Bocconi University, Italy

**Buyer-Selling Firm Relationship and Gender as a Moderating Effect**

Nwamaka A. Anaza, Purdue University, USA

Adrienne Hall, Purdue University, USA

Brian N. Rutherford, Purdue University, USA

**Crouching Economy, Hidden Strategy: Goals and Priorities in Global Sourcing**

Sudhi Seshadri, Singapore Management University, Singapore

**The Relationship Exchange in Chinese Business-to-Business Marketing**

Cheng Lu Wang, University of New Haven, USA

**SESSION – 7.5 – KENT A**

***Service Marketing Track – Competitive Paper Session***

Title: Service Marketing and the Technological World

Session Chair: Tim Jones, Memorial University of Newfoundland, Canada

**A Mixture Model to Estimate Customer Value for E-Services**

Wei-Lun Chang, Tamkang University, Taiwan

Yu-Ting Hong, Tamkang University, Taiwan

**Linking Service and Innovation Processes on the Internet: A Framework for Customer-Firm Constellations in Electronic Networks**

Oliver Emrich, University of St. Gallen, Switzerland

Thomas Rudolph, University of St. Gallen, Switzerland

**Service Quality in the Cellular Telecommunications Market**

Setayesh Sattari, Luleå University of Technology, Sweden

Kaveh Peighambari, Luleå University of Technology, Sweden

Esmail Salehi Sangari, Luleå University of Technology, Sweden

**Service Quality in the Setting of “Buy Online, Pickup In-Store”**

Samar I. Swaid, Philander Smith College, USA

Rolf T. Wigand, University of Arkansas – Little Rock, USA

Discussant: Meredith David, Florida State University, USA

**SESSION – 7.6 – LAUREL D**

***Selling and Sales Management Track – Competitive Paper Session***

Title: Sales Managers and Salespeople in Action

Session Chair: Beth Rogers, University of Portsmouth, UK

**Effects of Adaptive Selling Behavior and Customer Orientations on Performance: An Empirical Analysis of Pharmaceutical Salespeople in an Emerging Market**

Ali Kara, The Pennsylvania State University-York Campus, USA

Mehmet Turan, Cukurova University, Turkey

Serap Cabuk, Cukurova University, Turkey

**What Sales People Do: Observations of Successful Behaviors in Live Sales Meetings**

Iain A. Davies, Cranfield University, UK

Ken Le Meunier-FitzHugh, Cranfield University, UK

Lynette J. Ryals, Cranfield University, UK

**An Application of Dominance Analysis in the Personal Selling Context - the Case of Listening Measures**

Tanya Drollinger, University of Lethbridge, Canada

Lucette B. Comer, Purdue University, USA

**Teaching Old Dogs New Tricks? – The Relative Impact of Sales Control Systems on Salespeople’s Adaptive Knowledge, Selling Behaviors, and Sales Performance**

C. Fred Miao, Clarkson University, USA

Kenneth R. Evans, University of Oklahoma, USA

Discussant:

Anthony C. Simintiras, Swansea University, UK

**Thursday May 21, 2009  
Evening Event**

**Reception**

6:30 P.M. – 7:30 P.M.

Harborside Ballroom Salons D & E

**Friday May 22, 2009  
Daily Highlights**

**Registration and Exhibits**

8:30 A.M. – 4:30 P.M.

Harborside Ballroom Salons D & E

**JAMS Editorial Review Board Meeting**

9:00 A.M. – 10:00 A.M.

Falkland Room

**AMS Board of Governors Meeting**

10:30 A.M. – 12:00 P.M.

Falkland Room

**Plenary: Special Presidential Session**

**Laudatio for Dr. Harold Berkman**

1:30 P.M. – 3:00 P.M.

Harborside Ballroom Salons D & E

**JPSSM Editorial Review Board Meeting**

3:30 P.M. – 5:00 P.M.

Falkland Room

**Annual AMS Business Meeting**

5:15 P.M. – 6:00 P.M.

Falkland Room

**Annual AMS President's Reception**

6:00 P.M. – 7:00 P.M.

Foyer to Salon D

**Annual AMS President's Banquet**

7:00 P.M. – 9:00 P.M.

Harborside Ballroom Salons D & E

**JAMS Editorial Review Board Meeting**

9:00 A.M. – 10:00 A.M.

Falkland Room

**Concurrent Sessions**

**8:30 A.M. – 10:00 A.M.**

**SESSION – 8.1 – LAUREL A**

**Marketing and Global Risk Track – Competitive Paper  
Session**

Title: Marketing and Global Risk

Session Chair:

Attila Yaprak, Wayne State University, USA

**Political Risk: Literature Review**

Miikka Tölö, Helsinki School of Economics Finland,  
Finland

**Adapting to Adaptive Behavior: Dealing with the  
Intellectual Property Laws of the Russian Federation:  
1992-2008**

Thomas S. O'Connor, University of New Orleans, USA

**\*Does User-Friendly Always Matter? The Moderating  
Role of Temporal Distance and Information Asymmetry**

Chung-Chi Shen, National Chiayi University, Taiwan  
Jyh-Shen Chiou, National Chengchi University, Taiwan

Discussant:

Douglas Johansen, Florida State University, USA

**SESSION – 8.2 – LAUREL B**

***Product Development Track - Competitive Paper Session***

Title: Firm Success Factors in Product Development

Session Chair:

Gloria Barczak, Northeastern University, USA

**Information Technology Tools on New Product Quality  
and New Product Market Performance: A Phase-Based  
Analysis**

Serdar S. Durmuşoğlu, University of Dayton, USA  
Gloria Barczak, Northeastern University, USA  
Fareena Sultan, Northeastern University, USA

**The Joint Influences of Interaction Orientation and  
Entrepreneurial Orientation on Product Innovation**

Yen-Chun Chen, Yuan Ze University, Taiwan  
Po-Chien Li, Yuan Ze University, Taiwan

**Speed of Innovation - The Nature of Fast Track  
Marketing**

J. Mitch Price, The University of Mississippi, USA  
Charles Noble, The University of Mississippi, USA

Discussant: Shen Yenyurt, Rutgers University, USA

**SESSION – 8.3 – LAUREL C**

***Channel Activities and Processes Track – Competitive  
Paper Session***

Title: Strategic and Evolutionary Changes in Retail  
Channel Structure

Session Chair:

Trina Larsen Andras, Drexel University, USA

**A Conceptual Model for Retail-Vendor Strategic Partnerships**

Donna Smith, Ryerson University, Canada

**Impact of Malls on Small Retailers in India**

R.K. Srivastava, University of Mumbai, India

**SESSION – 8.4 – LAUREL D**

***Consumer Behavior Track – Competitive Paper Session***

Title: Cultural Differences in Consumer Behavior

Session Chair:

Tarek Mady, The American University in Dubai, U.A.E.

**Connecting with Customers: The Effects of Cultural Differences on Service Encounters**

Gary Daniel Futrell, Florida State University, USA

Kelly Cowart, Florida State University, USA

**The Active Customer in the Insurance Industry: Comparing Drivers for Customer-Supplier Interaction across Countries**

Mareike Bodderas, University of St. Gallen, Switzerland

Peter Maas, University of St. Gallen, Switzerland

**\*From Sentiment towards Advertising to Materialism and Vanity: An Assessment from the Middle Eastern Perspective**

Tarek Mady, The American University in Dubai, U.A.E.

Hélène Cherrier, The American University in Dubai, U.A.E.

Dennis Lee, The American University in Dubai, U.A.E.

Kaleel Rahman, The American University in Dubai, U.A.E.

**SESSION – 8.5 – KENT A**

***Africa: Unlocking Corporate and Customer Value Track - Competitive Paper Session***

Title: Supporting Market Choices

Session Chair: Anjali Bal, Simon Fraser University, Canada

**Discriminatory choice factors in university selection: a South African perspective of different ethnic groups**

Melanie Wiese, University of Pretoria, South Africa

Yolanda Jordaan, University of Pretoria, South Africa

**Market Orientation and Business Performance Link in Retailing: Evidence from Botswana**

Edward E. Marandu, University of Botswana, Botswana

G. Themba, University of Botswana, Botswana

**Cause-related marketing in South Africa: the influence of structural campaign elements**

Debbie Human, University of Stellenbosch, South Africa  
Nic Terblanche, University of Stellenbosch, South Africa

Discussant:

Christo Boshoff, University of Stellenbosch, South Africa

***SESSION – 8.6 – KENT B***

***Marketing in China, Perspective of the China Marketing Association***

Hongda Zhao, China Marketing Association, P.R.China

This session covers:

- China's progress in marketing
- Marketing science research and marketing education in China
- Current Marketing practice of Chinese companies
- International cooperation in marketing

***SESSION – 8.7 – KENT C***

***Selling and Sales Management Track – Competitive Paper Session***

Title: Selling and Sales Management: Systems, Procedures, Tools

Session Chair: Anssi Tarkiainen, Lappeenranta University of Technology, Finland

**A Sales Perspective on Service Dominant Logic**

Kenneth Le Meunier-FitzHugh, Cranfield University, UK  
Leslie Le Meunier-FitzHugh, West Herts College, UK  
Roger A. Palmer, Henley Management College, UK  
Hugh Wilson, Cranfield University, UK

**Buyer Organization Mapping: New CRM Tool for Salespeople**

Prabakar Kothandaraman, Drexel University, USA  
Rolph E. Anderson, Drexel University, USA  
Hyokjin Kwak, Drexel University, USA

**A Roadmap of SOA-Based Framework for Internet-Enabled CRM**

Wei-Lun Chang, Tamkang University, Taiwan

Discussant: Lynette J. Ryals, Cranfield University, UK

**REFRESHMENT BREAK**

10:00 A.M. – 10:30 A.M.

Harborside Ballroom Salons D & E

**AMS Board of Governors Meeting**

10:30 A.M. - 12:00 P.M

Falkland Room

**Concurrent Sessions**

**10:30 A.M. - 12:00 P.M.**

***SESSION – 9.1 – LAUREL A***

***Education Outreach, Teaching and Learning Track -  
Special Session***

Title: Marketing Education for the Future: Opportunities, Challenges, and Strategies

Session Description: With the increasing impact of globalization, technological advances, increased inter-functional collaboration, challenges to justify marketing positions and expenditures, and the high level of diversity of marketing career options, the need to think about how the content and approach of marketing education will and must change in the future has heightened. This session hopes to stimulate a dialog on this exciting and important topic.

Session Chair: K. Sivakumar, Lehigh University, USA

**Overview**

K. Sivakumar, Lehigh University, USA

**The Future of Marketing Education and Its Relevance**

Jagdish Sheth, Emory University, USA

**The Future of Marketing Education for Undergraduate Students**

David W. Stewart, University of California Riverside, USA

**The Future of Marketing Education for Master's Students**

Thomas Hustad, Indiana University, USA

**The Future of Marketing Education for Doctoral Students**

Bart Weitz, University of Florida, USA

***SESSION – 9.2 – LAUREL B***

***Promotion and Communication Track - Competitive Paper Session***

Title: Insights into Marketing Communications: How and Why Do Consumers Respond?

Session Chair: Hyokjin Kwak, Drexel University, USA

**Interrelations of Advertising Channels—An Empirical Study on Online Purchase Behavior**

Sebastian Hild, RWTH Aachen University, Germany  
Malte Brettel, RWTH Aachen University, Germany

**Tailoring Advertisements for the Generation 50+: The Role of Activity and Modesty for Self-Verification**

Stefan Hoffmann, Dresden University of Technology, Germany  
Uta Schwarz, Dresden University of Technology, Germany  
Susanne C. Liebermann, Dresden University of Technology, Germany

**Beyond Sentry and Seeker: A New Typology of Consumer Coping Behaviors with Interpersonal Marketing Persuasion**

Guang-Xin Xie, University of Oregon, USA  
Johnny Chen, University of Oregon, USA  
Scott Owen, University of Oregon, USA  
Lynn R. Kahle, University of Oregon, USA

**The Effects of Social Norms On Consumers' Responses To Mobile Advertising**

Sandra Soroa-Koury, The University of Texas at El Paso, USA  
Kenneth C. C. Yang, The University of Texas at El Paso, USA

Discussant:

Christy Ashley, East Carolina University, USA

***SESSION – 9.3 – LAUREL C***

***Channel Activities and Processes Track – Competitive Paper Session***

Title: Distribution Channel Relationships: New Insights and Perspectives

Session Chair:

Lou E. Pelton, University of North Texas, USA

**A Typology of Channel Organizations**

Nermin Eyuboglu, Zicklin School of Business, Baruch College, CUNY, USA  
Sertan Kabadayi, Fordham University, USA

**Distribution Strategies for Enhanced Channel Partner Performance**

Githa S. Heggade, Welingkar Institute of Management Development and Research, Germany

**Adaptive Leadership for Fostering Quality Relationships in Culturally Diverse Sales Organizations**

Brent Smith, St. Joseph's University, USA  
Trina Larsen Andras, Drexel University, USA  
Bert Rosenbloom, Drexel University, USA

**SESSION – 9.4 – LAUREL D**

**Consumer Behavior Track – Competitive Paper Session**

Title: Belief, Affect, and Attitudes

Session Chair:

P. Narayana Reddy, Osmania University, India

**\*The Impact and Accuracy of Beliefs Relating to Impressions Caused by Products**

Laurence Ashworth, Queen's University, Canada  
Margaret Matear, Queen's University, Canada

**Affect-Regulation through Nostalgia-Shopping**

Ulrich Orth, Christian-Albrechts-Universität Kiel, Germany  
Steffi Gal, Christian-Albrechts-Universität Kiel, Germany

**The Effect of Goal Activation on the Evaluation of Hybrid Products: Role of Category Familiarity in the Dilution of the Means-Goal Association**

Moon-Yong Kim, Dongguk University, South Korea

**The Influence of Online Store Atmosphere and Design on Consumer's Emotional Arousal, Attitude, and Purchasing Intention**

Wann-Yih Wu, Cheng Kung University, Taiwan  
Hong-Chun Wang, Cheng Kung University, Taiwan  
Chia-Ling Lee, Cheng Kung University, Taiwan

**SESSION – 9.5 – KENT A**

**Service Marketing Track – Competitive Paper Session**

Title: Developing Customer Relationships/Loyalty

Session Chair:

Meredith David, Florida State University, USA

**\*Relational Confusion**

Tim Jones, Memorial University of Newfoundland, Canada  
Chatura Ranaweera, Wilfrid Laurier University, Canada  
Harvir Bansal, Wilfrid University, Canada

**Studying Customer Value of Social Network Services**

Hsiu-Lan Wu, Fortune Institute of Technology, Taiwan  
Huei-Mei Liang, National Sun Yet-san University, Taiwan

**Satisfaction-Loyalty: It's Not that Simple**

Tracey S. Dagger, The University of Queensland, Australia  
Meredith E. David, Florida State University, USA

**Effects of Service Quality, Trust, and Perceived Value on Customer Loyalty: The Case of Mobile Subscribers**

Heikki Karjaluoto, University of Jyväskylä, Finland  
Chanaka Jayawardhena, Loughborough University Business School, UK  
Minna Pihlström, Carezza Management Consulting Oy, Finland  
Matti Leppäniemi, University of Oulu, Finland

Discussant:

Peggy Chaudhry, Villanova School of Business, USA

**SESSION – 9.6 – KENT B**

**Global and Cross-Cultural Marketing Track – Competitive Paper Session**

Title: International marketing communications

Session Chair:

Attila Yaprak, Wayne State University, USA

**The Role of Mass Media and Marketing Communication in Consumer Ethnocentrism: A Study from the Russian Market**

Marina Puzakova, Drexel University, USA  
Hyokjin Kwak, Drexel University, USA  
Trina Larsen Andras, Drexel University, USA  
George M. Zinkhan, University of Georgia, USA

**The Impact of Comparative Advertising on Chilean Consumers**

Enrique Manzur, Universidad de Chile, Chile  
Pedro Hidalgo, Universidad de Chile, Chile  
Rodrigo Uribe, Universidad de Chile, Chile  
Pablo Farias, Universidad de Chile, Chile

**Illuminating Cultural Research in International Marketing: A Critical Evaluation**

Attila Yaprak, Wayne State University, USA  
Hugh M. Cannon, Wayne State University, USA

**SESSION – 9.7 – KENT C**

**Selling and Sales Management Track – Competitive Paper Session**

Title: Selling and Sales Management: Multi-level Approaches in Sales Research

Session Chair:

Chris Plouffe, Florida State University, USA

*Stan Hollander Award  
Best Retailing Paper*

**\*Sales Managers' Learning Orientation, Salespeople  
Goal Orientation and Overall Organizational  
Performance**

Nicholas G. Paparoidamis, Catholic University of Lille,  
France

Ruben Chumpitaz, Catholic University of Lille, France

Raluca Mogos Descotes, Catholic University of Lille,  
France

**Field Sales Management Control Systems: Influence on  
Salespersons' Psychological and Behavioral Responses**

Anssi Tarkiainen, Lappeenranta University of Technology,  
Finland

Nick Lee, Aston Business School, UK

John W. Cadogan, Loughborough University, UK

Sanna Sundqvist, Lappeenranta University of Technology,  
Finland

**Is the Organization Ready for CRM-Induced Change?  
A Key Factor for CRM Implementation Success**

Philip Shum, William Paterson University, USA

Liliana Bove, The University of Melbourne, Australia

**The Impact of Change in the Sales Process on Sales  
Performance: A Multi-level Analysis**

Anthony C. Simintiras, Swansea University, UK

N.L. Reynolds, Bradford University, UK

J. Johnston, Swansea University, UK

Discussant: Nick Lee, Aston University, UK

**LUNCH ON YOUR OWN**

12:00 P.M. – 1:20 P.M.

**SESSION 10.1 – HARBORSIDE BALLROOM SALON D  
&E**

**AMS Recognizes the Achievements of Our Founding  
Fellow: Dr. Harold Berkman**

**Plenary Special Presidential Session  
Laudatio for Dr. Harold Berkman**

1:30 P.M. – 3:00 P.M.

Chair:

Michael R. Czinkota, Georgetown University, USA  
University of Birmingham, UK

Laudatio Panel:

Victoria L. Crittenden, Berkman and Eclecticism

David Griffith, International Influence of Harold Berkman

Jagdish Sheth, Berkman and Consumer Behavior  
M. Joseph Sirgy, Berkman, the AMS, and the Evolution of  
Marketing Thought  
Coskun Samli, A Personal Tribute

**REFRESHMENT BREAK**

3:00 P.M. – 3:30 P.M.  
Harborside Ballroom Salons D & E

**JPSSM Editorial Review Board Meeting**

3:30 P.M. – 5:00 P.M.  
Falkland Room

**Concurrent Sessions**

**3: 30 P.M. – 5:30 P.M.**

**SESSION – 11.1 – LAUREL A**

***Education Outreach, Teaching and Learning Track –  
Competitive Paper Session***

Title: New Perspectives on Marketing Education

Session Chair: Ali Kara, The Pennsylvania State  
University-York Campus, USA

**A Mission of Civic Engagement: The Evolution of a  
Service Learning Project in Marketing**

Karin Braunsberger, University of South Florida, USA  
Richard Flamm, University of South Florida, USA

**Developing Alternative Measures for Service Quality in  
Higher Education**

Suleyman M. Yildiz, Balikesir University, Turkey  
Ali Kara, The Pennsylvania State University-York, USA

**Experiential Training in Bounded Rationality Theory  
and Practice**

Arch Woodside, Boston College, USA  
Wen-Hsiang Lai, Feng Chia University, Taiwan  
Victoria L. Crittenden, Boston College, USA

**The Growth of Global Exposure in MBA Programs**

Robert Dyer, George Washington University, USA  
Marilyn Liebrez-Himes, George Washington University,  
USA

Discussant: Attila Yaprak, Wayne State University, USA

**SESSION – 11.2 – LAUREL B**

***Promotion and Communication Track - Competitive Paper Session***

Title: Advertising Execution and Creativity: New Insights and Perspectives

Session Chair: Altaf Merchant, University of Washington Tacoma, USA

**Creative Leaders' Views on Managing Advertising Creation**

Christy Ashley, East Carolina University, USA

**The Effects of Spokesperson Accent on Attitude toward Advertising and Brand: A Hedonic Versus Utilitarian Perspective**

Monique Bell, Drexel University, USA

Marina Puzakova, Drexel University, USA

Hyokjin Kwak, Drexel University, USA

**Should Charitable Organizations Evoke Personal Nostalgia? : Effect of Nostalgic Appeals on Donation Intentions**

Altaf Merchant, University of Washington Tacoma, USA

John B. Ford, Old Dominion University, USA

Gregory Rose, University of Washington Tacoma, USA

**\*Does Taboo Advertising Help Getting Consumers' Attention and Enhancing Memory?**

Ouidade Sabri, IAE Paris Panthéon-Sorbonne, France

**SESSION – 11.3 – LAUREL C**

***Channel Activities and Processes Track – Competitive Paper Session***

Title: Developments, Trends and Processes in Online Channels of Distribution

Session Chair: Brent Smith, St. Joseph's University, USA

**Adoption of Online Direct Sales Channels by Small and Medium-Sized Enterprises**

Xiaolin Li, Towson University, USA

**The Role of eService Quality: A Web2Store Shopping Perspective**

Xia Zhou, Drexel University, USA

Hyokjin Kwak, Drexel University, USA

Trina Larsen Andras, Drexel University, USA

Tian (Frank) Xie, Drexel University, USA

**Channel Analysis of the Digital Printing Industry – A Perspective on Marketing Behavior**

Jianfeng Wang, Mansfield University of Pennsylvania, USA

**SESSION – 11.4 – LAUREL D**

**Consumer Behavior Track – Competitive Paper Session**

Title: Applied Topics in Consumer Behavior

Session Chair: Yupin Patara, Rutgers University, USA

**Better Be Certified: Understanding Certification Co-Branding Strategy**

Yupin Patara, Rutgers University, USA

Kent Monroe, University of Richmond, USA

**Price Information Search and Bargaining Behaviors: A Simultaneous Examination of Their Relationships and Antecedents**

Bayu Aritejo, National Cheng Kung University, Taiwan

Meng-Kuan Lai, National Cheng Kung University, Taiwan

**The Effects of Store Environment on Shopping Behavior: New Insights through the Concepts of Perceived Control and Motivational Orientations**

Renaud Lunardo, Groupe ESC Troyes, France

**Is Variety The Spice Of Life? Mediating Factor between Knowledge and Unmet Needs**

Philippe Duverger, George Washington University, USA

**SESSION – 11.5 – KENT A**

**Service Marketing Track – Competitive Paper Session**

Title: The Focus on Employees in Service Marketing

Session Chair: Chanaka Jayawardhena, Loughborough University, UK

**Linking HRM Practices and Service Employee Perceptions of Job Satisfaction to Perform Service Quality for Customers in Cambodia**

Veasna Sou, National Cheng Kung University, Taiwan

Wann Yih Wu, National Cheng Kung University, Taiwan

Shih Hsi-An, National Cheng Kung University, Taiwan

**Managing the Employee-Customer Relationship for Service Advantage: A Value-Based Market Orientation Approach**

Shu-Ching Chen, Massey University, New Zealand

**Organizational Investments in Social Capital,  
Managerial Coaching and Service Employee  
Performance**

Alexander E. Ellinger, University of Alabama, USA  
Andrea D. Ellinger, University of Illinois at Urbana-  
Champaign, USA  
Daniel G. Bachrach, University of Alabama, USA  
Yu-Lin Wang, National Cheng Kung University, Taiwan

**Customers' Service Evaluation: Antecedent Effects of  
Employees' Customer Orientation and Service  
Orientation Behaviors**

Chanaka Jayawardhena, Loughborough University, UK

Discussant: Joanna Williamson, University of North  
Carolina at Chapel Hill, USA

**SESSION – 11.6 – KENT B**  
**Global and Cross-Cultural Marketing Track -  
Competitive Paper Session**

Title: Entering and operating in foreign markets

Session Chair:

Ian Alam, State University of New York, USA

**How do Push and Pull Drive You? An Examination of  
Typology for Chinese Exporters**

Xi Chen, Tsinghua University, P.R.China  
Zuohao Hu, Tsinghua University, P.R.China  
Ping Zhao, Tsinghua University, P.R.China

**Global Account Management Coordination: Account  
Selection, Performance Measurement, and Boundary  
Conditions**

Linda Hui Shi, University of Victoria, Canada  
Tao Gao, Northeastern University, USA

**Developing New Services in Commonwealth Countries:  
A Cross-national Comparison**

Ian Alam, State University of New York, USA

**Relevance of Corporate Branding to Employee Loyalty-  
A Cross Country Study**

Margot Loewenberg, University of Trier, Germany  
Markus Meierer, University of Trier, Germany  
Swee-Lim Chia, La Salle University, USA  
Thomas Foscht, University of Graz, Austria  
Discussant: Robert L. Williams, Jr., Stevenson University,  
USA

**SESSION – 11.7 – KENT C**  
***Small Countries, Small Firms, Meet Global Marketing***  
**Track – Competitive Session**  
Title: Collaboration and Learning

Session Chair: B. J. Punnett, University of the West Indies,  
Cave Hill, West Indies

**The Capability Antecedents and Performance Effects of  
Exploration and Exploitation Alliances**

Olli-Pekka Kauppila, Helsinki School of Economics,  
Finland

Risto Rajala, Helsinki School of Economics, Finland

Mika Westerlund, Helsinki School of Economics, Finland

Sami Kajalo, Helsinki School of Economics, Finland

**How Competitive Are We? An Assessment of  
Knowledge Management in the Caribbean**

Julia Lewis-Spann, H. Wayne Huizenga School of Business  
& Entrepreneurship, USA

**Specific Marketing Problems for Small Countries**

Rüdiger Kaufmann, University of Nicosia, Cyprus

B. J. Punnett, University of the West Indies, Cave Hill,  
West Indies

**Friday May 22, 2009**  
**Evening Events**

**Annual AMS Business Meeting**

5:15 P.M. – 6:00 P.M.

Falkland Room

**Annual AMS President's Reception**

6:00 P.M. – 7:00 P.M.

Foyer to Salon D

**Annual AMS President's Banquet**

7:00 P.M. – 9:00 P.M.

Harborside Ballroom Salons D & E

AMS Distinguished Marketer

Davis Ridley

Southwest Airlines, USA

**Saturday May 23, 2009**

**Concurrent Sessions  
8:30 A.M. - 10:00 A.M.**

***SESSION – 12.1 – LAUREL B***

***Product Development Track - Competitive Paper Session***

Title: Product Development from the Customer's Perspective

Session Chair:

Doug Hughes, Michigan State University, USA

**\*Modeling the Impact of Salesperson Attitudes, Perceived Norms, and Behavioral Intentions on the Growth Trajectory of New Products**

Frank Q. Fu, University of Missouri – St. Louis, USA

Keith A. Richards, University of Tennessee at Chattanooga, USA

Douglas E. Hughes, Michigan State University, USA

Eli Jones, Louisiana State University, USA

**New Product Creativity Orientation: Conceptualization of Consumers' View of New Product Creativity**

Bing Xu, New Mexico State University, USA

Robin T. Peterson, New Mexico State University, USA

**Investigating the Moderation Effect of Opinion Leadership on Leading-Edge Users' Innovativeness**

Salah S. Hassan, George Washington University, USA

Philippe Duverger, George Washington University, USA

Discussant: Janell Townsend, Oakland University, USA

***SESSION – 12.2 – LAUREL C***

***Channel Activities and Processes Track – Special Session***

Title: Channel Choice in the Healthcare Sector: Global Issues

Session Chair:

Lou E. Pelton, University of North Texas, USA

**Medical Tourism and Channel Development**

Lou E. Pelton, University of North Texas, USA

**Disintermediation in Pharmaceutical Acquisition?**

Rajasree K.R. Rajamma, Fairfield University, USA

**Role of the Channel Leader in Healthcare Channels**

Annie Liu, Loyola-Marymount University, USA

**SESSION – 12.3 – KENT C**

**Consumer Behavior Track – Competitive Paper Session**

Title: Regulatory Focus Effects on Consumer Response

Session Chair: Georgiana Craciun, Loyola College in Maryland, USA

**Promoting Safety versus Preventing Aggressiveness: A Comparison between Gain and Loss Framed Messages in Safe Driving Campaigns**

Georgiana Craciun, Loyola College in Maryland, USA

Qiyu Zhang, Loyola College in Maryland, USA

**Differences in Regulatory Fit Effects on Cognitions and Behavior When Messages Pertain to Personally Relevant Issues: The Role of Personal Relevance**

Jane McKay-Nesbitt, Bryant University, USA

Malcolm Smith, University of Manitoba, Canada

**Regulatory Focus and Alternative Processing Conditions: Attribute Importance versus Attribute Ease of Imagability**

Rajat Roy, Curtin University of Technology, Australia

**SESSION – 12.4 – KENT A**

**Service Marketing Track – Competitive Paper Session**

Title: Strategic Issues in Retailing and Service Marketing: Part II

Session Chair: Angela Hausman, University of North Carolina, USA

**Customers as Publics: Contemporary Service Research from a Public Relations Perspective**

Joanna Williamson, University of North Carolina at Chapel Hill, USA

**An Evaluation of Marketing Practices of Select Larger Cloth Market in India with a Special Focus on Customer Satisfaction**

B. Raja Shekhar, University of Hyderabad, India

P. Umamaheswari Devi, Adikavi Nannaya University, India

Discussant: Veasna Sou, National Cheng Kung University, Taiwan

**SESSION – 12.5 – KENT B**  
**Global and Cross-Cultural Marketing Track – Special Session**

Title: Cross-Cultural Marketing Research: Issues and Answers

Session Description: In an era of growing globalization marketing researchers are often faced with the prospect of making cross-cultural comparisons between individuals or companies, which involves using scales developed in one country in a culturally different context. The Special Session focuses on key issues pertaining to cross-cultural research methodology including sampling, response styles, and scale development for such studies. Guidelines for marketing academics are provided.

Session Chair: John Ford, Old Dominion University, USA

**Cross-Cultural Research methodology: Guidelines for Marketing Academics**

Kiran Karande, Old Dominion University, USA  
Altaf Merchant, University of Washington-Tacoma, USA

**Are Sampling Frames Overlooked in International Marketing Research?**

Shawn Thelen, Hofstra University, USA  
Sarah Mady, Old Dominion University, USA

**Response Styles in Cross-Cultural Research**

Irvine Clarke, James Madison University, USA

**Scale Development Issues: Etic and Emic Tradeoffs**

John Ford, Old Dominion University, USA

**REFRESHMENT BREAK**

10:00 A.M. – 10:30 A.M.  
Harborside Ballroom Salons D & E

**Concurrent Sessions**  
**10:30 A.M. - 12:00 P.M.**

**SESSION – 13.1 – LAUREL B**  
**Environment and Sustainability Track – Special Session**

Title: Can Marketing Scholars Offer Ideas to Deal with the Increasing Threat of Radical Islam?

Session Chair: M. Joseph Sirgy, Virginia Polytechnic Institute & State University, USA

Panel members:

Barry Babin, Louisiana Tech, USA  
Jean-Charles Chebat, HEC Montreal, Canada  
Salah Hassan, George Washington University, USA  
Coskun Samli, University of North Florida, USA  
Charles Skuba, Georgetown University

**SESSION – 13.2 – KENT C**

**Consumer Behavior Track – Competitive Paper Session**

Title: Self-Concept and Consumption Behavior

Session Chair: Joseph Rocereto, Monmouth University,  
USA

**The Effects of Self-Congruency and Product Type on  
the Purchase Intention of Real versus Virtual Products**

Lien-Ti Bei, National Chengchi University, Taiwan  
Chih-Ping Wang, National Chengchi University, Taiwan  
Chi-Ping Lee, Citibank – Taiwan

**The Role of Self-Concept Brand Image Congruity in  
Consumers' Attitudinal Formation and Attitudinal  
Brand Loyalty: A View from Utilitarian and Hedonic  
Product Brands**

Joseph F. Rocereto, Monmouth University, USA  
Hyokjin Kwak, Drexel University, USA  
Marina Puzakova, Drexel University, USA

**Traits versus States: How Consumption Affects Our  
Sense of Self**

Sara Weisfeld-Spolter, Nova Southeastern University, USA  
Maneesh Thakkar, Radford University, USA

**SESSION – 13.3 – KENT A**

**Service Marketing Track – Special Session**

Title: The Role of Price and Other Shoppers on Consumer  
Patronage

Session Description: Over the last decade or so, an important avenue of retailing research is how price information and the social element of shopping affect consumers. In this special session, we have incorporated three papers that explore various aspects of the role of price information (e.g., semantic cues and transparency) and the role of other shoppers on consumer evaluations and patronage.

Session Chair: Dhruv Grewal, Babson College, USA

**When Semantic Price Cues Are Effective?**

Dhruv Grewal, Babson College, USA  
Joan Lindsey-Mullikin, Cal Poly, USA

**The Influence of Social versus Task Shopping on Consumer Affect**

Julie Baker, Texas Christian University, USA  
Kirk Wakefield, Baylor University, USA

**Transparency of Pricing: A Critical Strategic Differentiator**

Sandra Rothenberger, University of Innsbruck, Austria  
Dhruv Grewal, Babson College, USA  
Gopalkrishnan Iyer, Florida Atlantic University, USA

**SESSION – 13.4 – KENT B**

**Global and Cross-Cultural Marketing Track –  
Competitive Paper Session**

Title: Customer Purchasing Behavior in International Markets

Session Chair: Ali Kara, The Pennsylvania State University-York Campus, USA

**Marketing High-tech Products in Emerging Markets: The Impact of Country Image and Country Reputation on Consumers' Purchasing Decision**

Nizar Souiden, Laval University, Canada  
Marie-Eve Mayrand, Laval University, Canada

**Modeling Soft Drink Buyers? Preferences for Stimulant Beverages: Empirical Evidence from an Emerging Market**

Cecil O. Dolekoglu, Agricultural Rural and Rural Affairs, Turkey  
Ali Kara, The Pennsylvania State University-York Campus, USA  
Gurkan Erel, Bank of Ziraat, Turkey  
Oscar W. DeShields, Jr., California State University, USA

**A Study of Outshopping Determinants: Mediating Effect for Shopping Enjoyment**

Chiquan Guo, University of Texas-Pan American, USA  
Yong Jian Wang, Ohio University, USA

**Wayne DeLozier Award  
Best Conference Paper**

**\*Customer Value Perceptions in Global Business Markets: Exploring the Strategic Potential of Standardization**

Christopher P. Blocker, Baylor University, USA  
Daniel J. Flint, The University of Tennessee, USA  
Matthew B. Myers, The University of Tennessee, USA



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## Alphabetical Index of Program Participants

### A

Abratt, Russell .....	6.5
Alam, Ian .....	11.6
Albinsson, Pia .....	6.6
Ambos, Tina .....	5.1
Amini, M. Mehdi .....	5.4
Anaza, Nwamaka A. ....	7.1
Anderson, Rolph E. ....	8.7
Andras, Trina Larsen .....	7.3, 8.3, 9.3, 9.6, 11.3
Andrews, Steven .....	5.6
Aritejo, Bayu .....	11.4
Ashley, Christy .....	9.2, 11.2
Ashworth, Laurence .....	9.4
Asmussen, Bjoern .....	4.6
Atinc, Yasemin Ocal .....	5.7

### B

Babin, Barry J. ....	p.5, 5.6, 6.1, 13.1
Bachrach, Daniel G. ....	11.5
Balazs, Anne L. ....	p.5
Baker, Julie .....	13.3
Bal, Anjali .....	6.5, 8.5
Banks, Darryl .....	3.1
Bansal, Harvir .....	9.5
Barczak, Gloria .....	8.2
Baruca, Arne .....	3.1
Bayus, Barry .....	9.1
Bei, Lien-Ti .....	13.2
Bell, Monique .....	11.2
Berkman, Harold W. ....	p.5
Berndt, Adele .....	6.5
Berthon, Pierre .....	4.4, 6.5
Besharat, Ali .....	5.3, 6.6
Bick, Geoff .....	6.5
Bienstock, Carol C. ....	5.4
Birke, Daniel .....	4.4
Blankson, Charles .....	7.2
Blocker, Christopher P. ....	13.4
Bodderas, Mareike .....	5.5, 8.4
Boles, James .....	6.1
Borland, Helen .....	1.1
Boshoff, Christo .....	4.4, 8.5
Bove, Liliana .....	9.7
Boyer, Stephanie .....	5.6
Braunsberger, Karin .....	1.2, 11.1
Brettel, Malte .....	4.1, 9.2
Buckler, R. Brian .....	1.2

### C

Cabuk, Serap .....	7.6
Cadogan, John W. ....	9.7
Callaghan, Michael .....	2.1
Campbell, Colin .....	4.4
Cavusgil, S. Tamer .....	p.5
Chang, Wei-Lun .....	7.4, 8.7

Chang, Woojung .....	1.2
Chapman, Matt .....	3.1
Chapman, Randall G.....	7.5
Chaudhry, Peggy .....	4.5, 5.5, 9.5
Chebat, Jean-Charles .....	13.1
Chen, Johnny .....	9.2
Chen, Shu-Ching .....	11.5
Chen, Wen-Kuo .....	7.3
Chen, Xi .....	11.6
Chen, Yen-Chun .....	6.4
Cherrier, Hélène .....	8.4
Chia, Swee-Lim .....	11.6
Chiou, Jyh-Shen .....	8.1
Cho, Jinsook Erin.....	5.3
Choi, Pilsik .....	6.4
Chumpitaz, Ruben .....	9.7
Clarke, Irvine .....	12.5
Comer, Lucette B.....	7.6
Cowart, Kelly .....	8.4
Craciun, Georgiana .....	12.3
Crittenden, Victoria L. ....	p.5, 6.1, 7.5, 10.1, 11.1
Cunningham, Peggy.....	2.1
Czinkota, Michael R. ....	p.5, 10.1

## D

Dagger, Tracey S.....	9.5
David, Meredith E.....	7.4, 9.5
Davies, Iain A.....	7.6
Descotes, Raluca Mogos.....	9.7
DeShields, Oscar W.....	13.4
Devi, P. Umamaheswari.....	5.4, 12.4
Dickinson, John .....	3.1
Dolekoglu, Cecil O.....	13.4
Drollinger, Tanya .....	7.6
Durmuşoğlu, Serdar S.....	8.2
Duverger, Philippe .....	11.4, 12.1
Dyer, Robert .....	11.1

## E

E.Voss, Kevin .....	3.1
Ellinger, Alexander E.....	11.5
Ellinger, Andrea D.....	11.5
Emrich, Oliver .....	7.4
Enke, Margit .....	4.3
Erel, Gurkan .....	13.4
Evans, Kenneth R.....	7.6
Ewing, Michael.....	p.5
Eyuboglu, Nermin .....	9.3

## F

Fang, Xiang .....	5.3
Farias, Pablo .....	9.6
Feis, George De.....	5.7
Ferrell, Linda .....	p.5, 6.6
Ferrell, O.C. ....	p.5, 6.1
Firestone, Jeremy .....	5.2

Flamm, Richard .....	11.1
Flicker, Marcia H.....	5.2
Flint, Daniel J.....	13.4
Ford, John B.....	p.5., 4.6, 11.2, 12.5
Foscht, Thomas .....	11.6
Franke, George R.....	1.2
Friedrich, Colette .....	6.4
Frösén, Johanna .....	5.1
Fu, Chen-Su .....	7.2
Fu, Frank Q.....	12.1
Futrell, Gary Daniel.....	8.4

## G

Gabisch, Jason .....	4.7
Gal, Steffi .....	9.4
Gammoh, Bashar S.....	3.1, 4.3, 5.3, 7.3
Gao, Tao .....	11.6
Garcia, Rosanna .....	6.4
Gardner, Meryl P.....	5.2
Garma, Romana .....	4.2
Geigenmüller, Anja .....	2.1, 4.3
Grau, Stacy Landreth.....	4.2
Gremler, Dwayne .....	6.2
Grewal, Dhruv .....	13.3
Griffith, David .....	6.1, 10.1
Güldenberg, Stefan .....	4.1, 6.4
Guo, Chiquan .....	13.4
Guo, Ray .....	4.6

## H

Hair, Joseph .....	p.5
Hall, Adrienne .....	7.1
Hanna, Richard C.....	7.5
Hannibalsson, Ingjaldur .....	6.7
Harris, Kendra .....	3.1
Hasoneh, Abdel Baset.....	4.5
Hassan, Salah S.....	12.1, 13.1
Hausman, Angela .....	p.5, 5.5, 6.3, 12.4
Heggade, Githa S.....	9.3
Hidalgo, Pedro .....	9.6
Hidrue, Michael .....	5.2
Hilali, Asmaa .....	5.7
Hild, Sebastian .....	9.2
Hill, Ronald Paul.....	6.1
Hinterhuber, Andreas .....	7.1
Hoening, Scott .....	6.5
Hoffmann, Stefan .....	9.2
Hong, Yu-Ting .....	7.4
Hu, Zuohao .....	11.6
Huang, Heng-Chiang .....	7.3
Huang, Lei .....	4.5
Hughes, Douglas E.....	12.1
Human, Debbie .....	8.5
Hult, Tomas .....	6.1
Hunt, James .....	6.5
Hustad, Thomas .....	9.1

## I

Iyer, Gopalkrishnan .....13.3

## J

Jaakkola, Matti .....4.1, 5.1  
 James, Kevin .....6.6  
 Jayawardhena, Chanaka .....3.1, 9.5, 11.5  
 Johansen, Douglas .....4.1, 8.1  
 Johnson, Peter .....5.7  
 Johnston, J. ....9.7  
 Jones, Eli .....12.1  
 Jones, Tim.....4.5, 7.4, 9.5  
 Jordaán, Yolanda .....8.5

## K

Kabadayi, Sertan .....9.3  
 Kahle, Lynn R.....9.2  
 Kajalo, Sami .....11.7  
 Kamins, Michael .....5.2  
 Kara, Ali .....7.6, 11.1, 13.4  
 Karande, Kiran .....12.5  
 Karjaluoto, Heikki .....1.1, 9.5  
 Kaufmann, Rüdiger .....6.7, 11.7  
 Kauppila, Olli-Pekka.....4.1, 11.7  
 Kaynama, Shohreh .....3.1  
 Keeling, Kathleen A.....1.1  
 Kempton, Willett .....5.2  
 Keng, Pei .....3.1  
 Ketkar, Sonia .....5.3  
 Kim, Moon-Yong .....9.4  
 Knight, Gary .....4.1  
 Kohli, Ajay K.....6.1  
 Kossenjans, Jasmin .....5.6  
 Kothandaraman, Prabakar .....8.7  
 Krey, Nina .....6.6  
 Krueger, Andrew .....5.2  
 Kutlu, Gulfem .....4.6  
 Kwak, Hyokjin .....7.3, 8.7, 9.2, 9.6, 11.2, 11.3, 13.2

## L

Lai, Meng-Kuan .....11.4  
 Lai, Wen-Hsiang .....11.1  
 Lamb, Chuck .....5.7  
 Laroche, Michel.....p.5  
 Lee, Chia-Ling .....9.4  
 Lee, Chi-Ping .....13.2  
 Lee, Dennis .....8.4  
 Lee, Dong-Hun .....5.3  
 Lee, Nick .....1.2, 9.7  
 Leischnig, Alexander .....4.3  
 Lemon, Katherine N.....6.1  
 Leppäniemi, Matti .....9.5  
 Lewis-Spann, Julia .....11.7  
 Li, Fuan .....7.3  
 Li, Po-Chien .....6.4, 8.2

Li, Shu-Min .....	3.1
Li, Xiaolin .....	11.3
Liang, Hwei-Mei .....	9.5
Liebermann, Susanne C.....	9.2
Liebrenz-Himes, Marilyn .....	11.1
Lilley, Jon .....	5.2
Lindsey-Mullikin, Joan .....	13.3
Liu, Annie .....	12.2
Liu, Xin .....	4.3
Loewonberg, Margot .....	11.6
Lunardo, Renaud .....	11.4

## M

Ma, Mariel .....	5.6
Maas, Peter .....	5.5, 8.4
Mady, Sarah .....	12.5
Mady, Tarek .....	8.4
Maheshwari, Vishwas .....	4.6
Malek, Laleh .....	3.1
Malhotra, Naresh K. ....	p.5
Manzur, Enrique .....	9.6
Marandu, Edward E.....	8.5
Marshall, Greg W. ....	p.5, 4.7, 6.1
Marshall, Pablo .....	1.2
Matear, Margaret .....	9.4
Mayrand, Marie-Eve .....	13.4
McGoldrick, Peter J.....	p.5, 1.1
McGuinness, Tony .....	7.2
McKay-Nesbitt, Jane .....	12.3
McShane, Lindsay .....	2.1
Meehan, Seán .....	6.4
Meierer, Markus .....	11.6
Melewar, T.C. ....	4.4
Mentzer, Thomas J. ....	p.5
Merchant, Altaf .....	11.2, 12.5
Meunier-FitzHugh, Kenneth Le.....	7.6, 8.7
Meunier-FitzHugh, Leslie Le.....	8.7
Miao, C. Fred.....	7.6
Michel, Géraldine .....	4.3
Moeller, Timo .....	4.1
Monroe, Kent .....	11.4
Morphitou, Ria .....	6.7
Morrell, Kevin .....	3.1
Moshtaghi, Nazgol .....	5.6
Mpinganjira, Mercy .....	6.7
Mustonen, Nora .....	1.1
Myers, Matthew B.....	13.4

## N

Nel, Deon .....	4.4
Nichols, Ernest L.....	5.4
Noble, Charles .....	8.2

## O

O'Connor, Thomas S.....	8.1
Orth, Ulrich .....	9.4
Ortinau, David J.....	1.2

Owen, Scott .....	9.2
-------------------	-----

P

Pai, Pei-Yu .....	4.5
Palmer, Roger A.....	8.7
Paparoidamis, Nicholas .....	9.7
Parsons, George R.....	5.2
Parvinen, Petri .....	5.1
Patara, Yupin .....	11.4
Payan, Janice M.....	2.1
Pehlivan, Ekin .....	4.7
Peighambari, Kaveh .....	7.4
Pelton, Lou E.....	7.2, 9.3, 12.2
Perera, Yasanthi .....	6.6
Peterson, Robert A. ....	p.5, 6.1
Peterson, Robin T.....	12.1
Piercy, Niall .....	7.5
Piha, Lamprini .....	4.6
Pihlström, Minna .....	9.5
Pitt, Leyland F.....	4.4, 6.5
Plouffe, Chris .....	9.7
Poenaru, Adina .....	5.1
Polonsky, Michael .....	4.2
Prakash, Sunil .....	4.5
Price, J. Mitch.....	8.2
Punnett, B. J.....	11.7
Puzakova, Marina.....	7.3, 9.6, 11.2, 13.2

R

Rahman, Kaleel.....	8.4
Raihel, Sascha .....	4.4
Rajala, Risto .....	11.7
Rajamma, Rajasaree. R.....	12.2
Ranaweera, Chatura .....	9.5
Ratner, Rebecca .....	6.1
Razzaque, Mohammed .....	3.1
Reddy, P. Narayana.....	3.1, 9.4
Ressler, Jamie .....	5.6
Retzlaff Roberts, Donna .....	5.4
Reynolds, N.L. ....	9.7
Richards, Keith A.....	12.1
Rieunier, Sophie .....	4.3
Ringle, Christian M.....	1.2
Rocereto, Joseph F.....	7.3, 13.2
Rochford, Linda .....	6.2
Rogers, Beth .....	7.6
Romo, Pablo .....	3.1
Rose, Gregory .....	11.2
Rose, Scott .....	5.2
Rosenbloom, Bert .....	9.3
Rothenberger, Sandra .....	13.3
Roy, Rajat .....	12.3
Rudolph, Thomas .....	7.4
Rust, Roland T.....	6.1
Rutherford, Brian N.....	7.1
Ryals, Lynette J.....	8.7

## S

Sabri, Ouidade .....	11.2
Samli, Coskun .....	7.2, 10.1, 13.1
Sangari, Esmail Salehi .....	7.5
Santala, Matti .....	5.1
Sarstedt, Marko .....	1.2, 4.4
Sattari, Setayesh .....	7.4
Schwaiger, Manfred .....	1.2
Schwarz, Uta .....	9.2
Seshadri, Sudhi .....	7.1
Shekhar, B. Raja .....	5.4, 12.4
Shen, Chung-Chi .....	8.1
Sheth, Jagdish .....	p.5, 9.1, 10.1
Shi, Linda Hui .....	4.5, 11.6
Shih, Hsi-An .....	11.5
Shows, G. David .....	6.6
Shum, Philip .....	9.7
Simintiras, Anthony C. ....	7.6, 9.7
Sing, Jang .....	2.1
Sirgy, M. Joseph .....	4.2, 10.1, 13.1
Siso, Linda .....	6.5
Sivakumar, K. ....	9.1
Skowronek-Duarte, Katarzyna .....	4.7
Skuba, Charles .....	13.1
Smit, Willem .....	6.4
Smith, Brent .....	9.3, 11.3
Smith, Donna .....	8.3
Smith, Malcolm .....	12.3
Sonnenborn, H.-P. ....	7.1
Sorensen, Hans Eibe .....	5.1
Soroa-Koury, Sandra .....	9.2
Sou, Veasna .....	11.5, 12.4
Souiden, Nizar .....	13.4
Spiro, Rosann L. ....	p.5
Srivastava, R.K. ....	3.1, 8.3
Stanbridge, Alexa .....	1.1
Stewart, David .....	p.5, 9.1
Stieglitz, Nils .....	5.1
Stump, Rodney .....	3.1
Sultan, Fareena .....	8.2
Sundqvist, Sanna .....	9.7
Svensson, Göran .....	p.5, 2.1, 5.4
Swaid, Samar I. ....	7.4

## T

Tao, Kungpo .....	5.7
Tarkiainen, Anssi .....	8.7
Tax, Stephen S. ....	4.5
Taylor, David G. ....	5.5
Tchiorniy, Razitza .....	6.5
Teagarten, Mary .....	6.1
Terblanche, Nic .....	6.5, 8.5
Thakkar, Maneesh .....	13.2
Thelen, Shawn .....	12.5
Themba, G. ....	8.5
Tölö, Miikka .....	8.1
Tornberg, Katja .....	7.2

Townsend, Janell .....	12.1
Tsai, Hsien-Tung .....	4.5, 7.3
Tuominen, Matti .....	4.1
Turan, Mehmet .....	7.6

U

Uribe, Rodrigo .....	9.6
----------------------	-----

V

Vassinen, Antti .....	5.1
Venghaus, Sandra .....	4.2
Voss, Kevin E.....	5.3

W

Wakefield, Kirk .....	13.3
Wang, Cheng Lu.....	7.1
Wang, Chih-Ping .....	13.2
Wang, Hong-Chun .....	9.4
Wang, Jianfeng .....	11.3
Wang, Xingyuan.....	7.3
Wang, Yong Jian.....	13.4
Wang, Yu-Lin .....	11.5
Wei, Yu .....	7.3
Weisfeld-Spolter, Sara .....	13.2
Weitz, Bart .....	9.1
Westerlund, Mika .....	4.1, 11.7
Wiedmann, Klaus-Peter .....	4.2
Wiese, Melanie .....	6.5, 8.5
Wigand, Rolf T.....	7.4
Wilczynski, Petra .....	4.4
Williams, Jerome .....	6.2
Williams, Robert L.....	11.6
Williamson, Joanna .....	11.5, 12.4
Wilson, Hugh .....	8.7
Wood, Frank .....	5.6
Wood, Greg .....	2.1
Woodside, Arch .....	11.1
Wu, Hsiu-Lan .....	9.5
Wu, Wann-Yih .....	3.1, 7.2, 9.4, 11.5

X

Xie, Guang-Xin .....	5.6, 9.2
Xie, Tian (Frank).....	11.3
Xu, Bing .....	12.1

Y

Yang, Kenneth C. C.....	9.2
Yang, Lifan .....	4.7
Yaprak, Attila .....	8.1, 9.6
Ye, Lilly .....	7.2
Yeniyurt, Shen .....	8.2
Yildiz, Suleyman M.....	11.1

Z

Zhang, Qiyu .....	12.3
Zhao, Hongda .....	8.4
Zhao, Ping .....	11.6
Zhou, Xia .....	11.3
Zhuang, Weiling .....	4.7
Zinkhan, George M. ....	9.6
Zitzewitz, Mareike von .....	4.2

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Honors

**Davis S. Ridley**

**2009 AMS Distinguished Marketer**



**Davis “Dave” Ridley** is Senior Vice President, Marketing and Revenue Management for Southwest Airlines, an \$11.0 Billion in revenue/34,000 employee airline. Southwest is the largest U.S. airline in terms of domestic passengers carried and has been the only airline to be profitable every year since 1973.

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