



2010 Cultural Perspectives in Marketing Conference

“Cultural Perspectives in a Global
Marketplace”



**IESEG School of Management
Lille, France
July 21-24, 2010**



Conseil Régional Pas De Calais



Université Catholique de Lille

Fédération Universitaire et
Polytechnique de Lille
(FUPL)

Welcome to the 2010 Academy of Marketing Science Cultural Perspectives in Marketing Conference “Cultural Perspectives in a Global Marketplace”

Welcome to the 2010 Academy of Marketing Science Cultural Perspectives in Marketing Conference, this year hosted by the IESEG School of Management in Lille, France.

Peer reviewed papers accepted for presentation and numerous special sessions will be presented during the three days event. Over 200 authors from 40 countries around the globe have contributed to this ‘multicultural’ program.

We are sure that will enjoy the quality of the papers and sessions to be presented during the event.

The conference participants will have the opportunity to visit the beautiful city of Lille which is the biggest and the most thriving student city outside Paris. Lille also constitutes France's fourth largest metropolitan area after Paris, Marseille and Lyon with a population of more than 1,3 million people. Indeed, it is one of the largest French cities in terms of students, universities, institutes, schools and "Grandes Ecoles" (the elite higher-education centres in France). The town is home to three state universities (known as Lille I, Lille II, and Lille III) and France's largest Catholic University.

A big thank you goes to Jean-Philippe Ammeux, the Director of IESEG, Eric Dor, Director of Research and the local arrangement team, led by Monika Marin, for their support. The conference would not be possible without their help. Many thanks, too, to the, session chairs and the presenters who have all helped to make this event possible.

During the event, participants will have the opportunity for networking as well as participating in social activities that will allow them to experience the unique French culture.

There will be a reception on Tuesday evening (July 20) and on Wednesday evening (July 21) at the conference venue. You are also invited to attend the *Cultural Event* that will take place on Thursday afternoon (July 22). The Cultural Event program contains the following events: a) *The Old Lille Walking Tour*, this itinerary allows the discovery of the city's heritage, history and lifestyle through its main sites and monuments, b) *The Museum Tour* to discover the famous collections of the *Fine Arts Museum of Lille* including masterpieces by such great names as Donatello, Rubens, Van Dyck, Goya, David, Delacroix, c) *The Lille City Tour* in a comfortably seated minibus.

The AMS President’s Reception and the Gala Banquet will take place on Friday evening (July 23) at the *Hotel Alliance Couvent des Minimes*, an ancient 17th century monastery converted in a luxury hotel. You will enjoy the ambience of the cloister of the old convent and the traditional cuisine in the *Le Jardin du Cloître* restaurant.

Thank you all for participating in the Congress and welcome to Lille.

Ruben C. Chumpitaz, Conference Co-chair
Michel Laroche, Conference Co-chair
Nicholas G. Pappas, Conference Co-chair

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**2010 AMS Cultural Perspectives in Marketing Program
IESEG School of Management,
Lille, France
July 21-24, 2010**

Tuesday, July 20 2010

REGISTRATION

3:00 P.M. - 6:00 P.M.

Ground Floor, A Building

RECEPTION

6:00 P.M. – 7:00 P.M.

Espace Michel Falise (EMF)

Ground Floor, B Building

Wednesday, July 21, 2010

REGISTRATION

8:00 A.M. - 12:00 P.M.

Ground Floor, A Building

1:00 P.M. - 5:00 P.M.

Concurrent Sessions

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

SESSION 1.1

A101, First Floor, A Building

CULTURES, REGIONS, AND IDENTITY

Session Chair: Jeryl M. Whitelock (Bradford University)

Of Universal and Regional Cultural Values in Multicultural Markets: Implications for Marketers

Devinder Pal Singh (Punjabi University)

Testing the Association of Ethnic Identity and Acculturation

Mahestu N Krisjanti (Atma Jaya Yogyakarta University)

Dick Mizerski (University of Western Australia)

Fang Liu (University of Western Australia)

How Bonding Are Latin America's Cultural and Economic Bonds? The Case of International Advertising Standardization in the Mercosur

Fernando Fastoso (Bradford University)

Jeryl Whitelock (Bradford University)

SESSION 1.2

A103, First Floor, A Building

CROSS-CULTURAL ETHICS AND SOCIAL RESPONSIBILITY

Session Chair: Laurie Babin (University of Louisiana at Monroe)

Articulating the Meanings Attached To Collective Experiences of Ethical Consumption: A View from Spain

Eleni Papaoikonomou (University of Rovira and Virgili)
Ryan Gerard (University of Rovira and Virgili)
Matias Ginieis (University of Rovira and Virgili)

Unmasking Family Allowances: Retail Nepotism as Marketplace Discrimination

Mark Scott Rosenbaum (Northern Illinois University)
Gianfranco Walsh (University of Koblenz-Landau)

Development of a Short and Valid Scale to Assess Consumers' Cognitive Justifications for not Behaving Ethically: A Canada-China Study

Alain d'Astous (HEC Montréal)
Jean-Mathieu Fallu (HEC Montréal)

REFRESHMENT BREAK

10:00 A.M. – 10:30 A.M.
A022, Ground Floor A Building

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

SESSION 2.1 A101, First Floor, A Building

MARKETING STRATEGY AND PERFORMANCE

Session Chair: Jorge Francisco Bertinetti Lengler (ISCTE-IUL, Lisbon)

Learning Orientation and Radical Innovation as Antecedents of Business Performance

Jorge Francisco Bertinetti Lengler (ISCTE-IUL, Lisbon)
Daniel Jimenez Jimenez (University of Murcia)
Marcelo Gattermann Perin, Pontificia (Catholic University of Rio Grande do Sul)
Juan-Gabriel Cegarra-Navarro (Polytechnic University of Cartagena)
Cláudio Hoffmann Sampaio (Catholic University of Rio Grande do Sul)

Marketing Competences and Customer Value: A Comparison Study across Cultures

Hanny N. Nasution (Monash University)
Felix T. Mavondo (Monash University)

The Effect of Perceived Corporate Competencies on Brand Strength: A Comparison between Domestic and Foreign Markets

Frank Huber (Johannes Gutenberg-University)
Frederik Meyer (Johannes Gutenberg-University)
Johannes Vogel (Johannes Gutenberg-University)
Julia Zimmermann (Johannes Gutenberg-University)

SESSION 2.2

A103, First Floor, A Building

SPECIAL SESSION: WHOLESALERS AS GLOBAL MARKETERS: CREATING CROSS CULTURAL CHANNEL FLOWS IN INTERNATIONAL B2B MARKETS

Session Chair: Bert Rosenbloom (Drexel University)

Bert Rosenbloom (Drexel University)
Adel El Ansary (University of North Florida)
Trina Larsen (Drexel University)
James Quinn (Trinity College Dublin)

SESSION 2.3

A201, First floor, A Building

**DOCTORAL COLLOQUIUM SESSION:
ADVERTISING AND REPUTATIONAL ISSUES**

Session Chair: John B. Ford (Old Dominion University)

A Tool for Understanding Response to Consumer Generated Ads across Cultures or Groups

Colin Campbell (Simon Fraser University)
Yuan Liao (Simon Fraser University)

Deconstructing Masculinity: Understanding Representations of Black and White Manhood in Print Advertising

Kevin D. Thomas (University of Texas at Austin)

Neglected Dimensions of Corporate Philanthropy and Their Impact on Corporate Reputation

Ilona Szócs (Vienna University of Economics and Business)

LUNCHEON

12:00 P.M. – 2:00 P.M.

Espace Michel Falise (EMF)
Ground Floor, B Building

Concurrent Sessions

2:00 P.M. - 3:30 P.M.

SESSION 3.1

A101, First floor, A Building

CONSUMER BEHAVIOR ACROSS CULTURES (I)

Session Chair: Carolyn A. Massiah (University of Central Florida)

Measuring Brand Stress and Identifying Consumers' Coping Strategies: An Exploratory Study in Germany

Carmen-Maria Albrecht (University of Mannheim, Germany)
Hans H. Bauer (University of Mannheim, Germany)

Twenty Years after Reunification: Consumer Decision-Making Process for Electronic Products in Former East and West Germany

Eunyoung (Christine) Sung (Michigan State University)

Patricia Huddleston (Michigan State University)
Sebastian Uhrich (University of Rostock)
Michel Clement (University of Hamburg)
Steven Wu (University of Hamburg)

Engagement with Travel Web sites and the Influence of Online Comparative Behavior

Enrique Bigné (University of Valencia)
Joaquín Aldas (University of Valencia)
Antonio Hyder (University of Valencia)

SESSION 3.2

A103, First floor, A Building

BUSINESS-TO-BUSINESS MARKETING ACROSS CULTURES

Session Chair: Angela Hausman (Howard University)

References in Industrial Marketing: A Qualitative Analysis of the Utilization of References in Mechanical Engineering Firms

Thomas Kilian (University of Koblenz-Landau)
Nadine Hennigs (University of Hannover)
Inga Seeberg (University of Koblenz-Landau)

Metrics for Evaluating Computer Mediated Communication in B2B Relationships

Angela Hausman (Howard University)

The Impact of Psychic Distance on Export Interfirm Relationships

Claude Obadia (Advancia-Negocia, Paris)
Irena Vida (University of Ljubljana)
Nathalie Prime (European School of Management)

REFRESHMENT BREAK

3:30 P.M. – 4:00 P.M.

A022, Ground Floor A Building

Concurrent Sessions

4:00 P.M. - 5:30 P.M.

SESSION 4.1

A101, First floor, A Building

CROSS-CULTURAL RESEARCH METHODOLOGY

Session Chair: Enrique Bigné (University of Valencia)

The Determinants of Consumer Multi-Media Kiosk (MMK) Adoption Behavior in Taiwan: The Dyadic Perspectives

Kuan-Yin Lee (Chaoyang University of Technology)
Shu-Tzu Huang (National of Kaohsiung First University of Science and Technology)
Yin-Chieh Hsu (National of Kaohsiung First University of Science and Technology)

Capturing the Home Country Conditions for Exporting SMEs: Scale Development and Implications

Raluca Mogos Descotes (IESEG School of Management)

Bjorn Walliser (University of Nancy and ICN Business School, Nancy)

Hartmut H. Holzmüller (TU Dortmund University)

Xiaoling Guo (University of International Business and Economics, Beijing)

The Internet as a Context for the Generation and Dissemination of the Future's Transnational/global Culture: A Cultural Constructivist-Based Analysis

Francisco J. Martínez-López (University of Granada)

Juan C. Gázquez-Abad (University of Almería)

Carlos M.P. Sousa (University College, Dublin)

Jorge Lengler (University of Santa Cruz do Sul)

SESSION 4.2

A103, First floor, A Building

MARKETING OF SERVICES ACROSS CULTURES

Session Chair: Mark Scott Rosenbaum (Northern Illinois University)

Communication in Service Contexts: Native language use in services in four cultures

Jonas Holmqvist (Hanken School of Economics, Helsinki)

Vegas-style Casinos in China: the Role of Customer Type and Gender on Casino Service Perceptions

IpKin Anthony Wong (Institute for Tourism Studies, Macau)

Understanding Cross-Racial Consumer-to-Consumer Interaction through Interracial Anxiety and Cross-Group Contact

Guillaume D. Johnson (Withwaterstrand University)

Claudia H. Tiako Tchocothe (Withwaterstrand University)

Sonya A. Grier (American University)

SESSION 4.3

A201, First floor, A Building

BUSINESS-TO-BUSINESS MARKETING ACROSS CULTURES

Session Chair: Fernando Fastoso (Bradford University School of Management)

Emotions in Troubled Business-to-Business Relationships – A Finnish Perspective

Jaana Tahtinen (University of Oulu)

The Effect of Ganqing, Renqing and Xinren on Anglo-Chinese Business Relationships

Dorothy Yen (University of Worcester)

Bradley R. Barnes (The University of Sheffield)

Lianxi Zhou (Brock University)

RECEPTION

6:00 P.M. – 7:00 P.M.
Espace Michel Falise (EMF)
Ground Floor, B Building

Thursday, July 22, 2010

REGISTRATION

8:00 A.M. - 12:00 P.M.

Ground Floor, A Building

Concurrent Sessions

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

SESSION 5.1

A101, First floor, A Building

**PRODUCT MANAGEMENT ACROSS CULTURES:
SELECTED ISSUES**

Session Chair: G. David Shows (Louisiana Tech University)

**We Products versus Me Products: The Independent Self
in the Adoption and Use of Products**

David Ackerman (California State University, Northridge)
Christina Chung (Ramapo College of New Jersey)

**Culture of Brand Origin (COBO): Its Effect on the Pur-
chase Intention. A New Paradigm in Origin Evaluation**

Amran Harun (Universiti Malaysia, Sabah)
Nabsiah Abdul Wahid (Universiti Sains Malaysia, Penang)
Osman Mohammad (Universiti Sains Malaysia, Penang)

**The Effect of Nonmusical Sound for Corporate Branding
and Consumer Behavior**

Wei-Lun Chang (Tamkang University, Tamsui)
Yen-Ting Chang (Tamkang University, Tamsui)

SESSION 5.2

A103, First floor, A Building

**SPECIAL SESSION: CHILDREN AND ADOLESCENTS
AS GLOBAL CONSUMERS**

Session Chair: Aysen Bakir (Illinois State University)

**An Emerging Market: Advertising Targeting Children
Consumers in India**

Aysen Bakir (Illinois State University)
M. G. Parameswaran (Draftfcb-Ulka Advertising)

**Fantasy in Children's Food Advertising: A Global
Perspective**

Gregory Rose (University of Washington, Tacoma)
Altaf Merchant (University of Washington, Tacoma)

**Becoming Autonomous Consumers: A Comparison of
French and American Girls**

Kay M. Palan (Iowa State University)
Elodie Gentina (ESC Lille)

Is Autonomy Definition Universal?

Marie-Hélène Fosse-Gomez (University of Lille 2)
Delphine Godefroit-Winkel (University of Lille 2)

SESSION 5.3

A201, First floor, A Building

PEDAGOGICAL TOPICS (I)

Session Chair: IpKin Anthony Wong (Institute for Tourism Studies, Macau)

Model Based Marketing Teaching Framework Using Web Technologies

Mihai Calciu (University of Lille 1)

How to Lead People – Student Experiences from an Academic Leadership Course Based on Student Centred Learning

Anders Billström (Halmstad University)

Relationship Quality: Illustrations of Best and Worst

Nils Høgevoid (Oslo School of Management)
Tore Mysen (Oslo School of Management)
Göran Svensson (Oslo School of Management)

REFRESHMENT BREAK

10:00 A.M. – 10:30 A.M.

A022, Ground Floor A Building

Concurrent Sessions

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

SESSION 6.1

A101, First floor, A Building

CONSUMER BEHAVIOR ACROSS CULTURES (II)

Session Chair: Rami K. Jayanti (Cleveland State University)

Cross Cultural Differences in Health Literacy and Consumers' Empowered Engagement in the Management of Health

Rami K. Jayanti (Cleveland State University)
Michael Wachter (Cleveland State University)

“In-Group Love and Out-Group Hate?” A Cross Cultural Study on Customers' Revenge, Avoidance and Forgiveness toward Interpersonal Conflicts in Service Encounters

Haithem Zourrig (HEC Montréal)
Jean-Charles Chebat (HEC Montréal)
Roy Toffoli (Université du Québec à Montréal)

Language and Processing Fluency: A New Perspective

Miguel Zuniga (New Mexico State University)
Ivonne M. Torres (New Mexico State University)

SESSION 6.2

A103, First floor, A Building

SPECIAL SESSION: TRUST IN EXCHANGE DYADS

Session Chair: G. David Shows (Louisiana Tech University)

Judgments by Salespeople and the Impact on Trust between Salespersons and Sales Managers in the Modern Sales Environment

G. David Shows (Louisiana Tech University)

Kevin James (Louisiana Tech University)

Why customers do not complete online transactions: The Missing Link

Satyendra Singh (University of Winnipeg, Winnipeg)

Dheeraj Sharma (University of Winnipeg, Winnipeg)

SESSION 6.3

A201, First floor, A Building

PEDAGOGICAL TOPICS (II)

Session Chair: Dheeraj Sharma (University of Winnipeg)

Internationalizing the French Education Paradigm

Jennifer Takhar (ADVANCIA-NEGOCIA, Paris Chamber of Commerce Business School)

Sylvie Lacoste (ADVANCIA-NEGOCIA, Paris Chamber of Commerce Business School)

Teaching Marketing to Multicultural Groups of Students: An Examination of the Issues from both Students' and Lecturers' Perspectives

Lorna Walker (Regent's College, London)

Richard Mannix (Regent's College, London)

Creation, Building and Maintenance of Long Distance "Academic Twin"-Cooperation: A Case from Brazil and Sweden

Thomas Helgesson (Halmstad University)

AWARDS LUNCHEON

12:15 P.M. – 2:00 P.M.

Espace Michel Falise (EMF)

Ground Floor, B Building

CULTURAL EVENT

2:00 P.M. – 5:00 P.M.

Museum tour at the Museum of Fine Arts of Lille

Guided tour of Old Lille

Guided tour of Lille by bus

Friday, July 23, 2010

REGISTRATION

8:00 A.M. - 12:00 P.M.

Ground Floor, A Building

1:00 P.M. - 5:00 P.M.

Concurrent Sessions

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

SESSION 7.1

A101, First floor, A Building

GLOBAL BRANDS AND BRAND EQUITY

Session Chair: Michael Antioco (IESEG School of Management, Lille)

Rock on! Factors Influencing the Brand Equity of the International Comeback Rock Groups

François Marticotte (Université du Québec à Montréal)

Damien Hallegatte (Université du Québec à Montréal)

H. Stern: Becoming an International Luxury Brand

José Coelho de Andrade Albino (PUC Minas)

Alexandre de Pádua Carrieri (Face/UFG)

Ana Luisa Castro Almeida (PUC Minas)

Felipe Jurdi Guimarães (PUC Minas)

Bruna Mota Machado Gomes (PUC Minas)

Adalberto Ribeiro de Oliveira (PUC Minas)

Do Consumers Accept the Replacement of a Local with a Global Brand?

Véronique Pauwels Delassus (IESEG School of Management, Lille)

SESSION 7.2

A103, First floor, A Building

COUNTRY-OF-ORIGIN AND E-LOYALTY

Session Chair: A. Ben Oumlil (Western Connecticut State University)

Country of Origin Evaluations and Cultural Similarities

A. Ben Oumlil (Western Connecticut State University)

Trust, Liking, Familiarity and Country-of-Origin: A Four Country Comparison of Global Brand Decision Making

James E. Haefner (University of St. Francis)

Al Rosenbloom (Dominican University)

Margaret Haefner (North Park University)

E-Loyalty: Its Antecedents, Implications, and Differences between Developed and Developing Countries

Ponirin (Southern Cross University)

Don R. Scott (Southern Cross University)

Tania von der Heidt (Southern Cross University)

REFRESHMENT BREAK
10:00 A.M. – 10:30 A.M.
A022, Ground Floor A Building

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

SESSION 8.1 A101, First floor, A Building

PROFESSIONAL TOPICS

Session Chair: Göran Svensson (Oslo School of Management)

Minding the Marketplace: Protection and Enforcement of the Marks that Matter Through Alternative Dispute Resolution

Diane Martin (LIM College)

The Environmental Concern and the Purchase Behavior
Maria Santos-Corrada (Universidad del Turabo, Puerto Rico)

An Illustration of a Sustainable Business Cycle

Beverly Wagner (University of Strathclyde)

Göran Svensson (Oslo School of Management)

SESSION 8.2 A103, First floor, A Building

SPECIAL SESSION: INTERNATIONAL CULTURAL ISSUES IN PRICING STRATEGY

Session Chair: Lynn R. Kahle (University of Oregon)

Cross Cultural Complaint Behavior Due to a Price Increase

Sarah Maxwell (Fordham University)

Larry King (Fordham University)

Sabine Anselstetter (University of Erlangen)

Carla Montenegro (Key Account Solutions)

Nicholas Maxwell (The Maxwell Statistics Corp.,)

Psychological and Cultural Factors in the Use of Just-Below Pricing

Robert M. Schindler (Rutgers University-Camden)

The Feed-in Tariff as a Pricing Mechanism for Residential Solar Panel Installations: Germany vs. the USA

Scott Owen (University of Oregon)

Lynn R. Kahle (University of Oregon)

SESSION 8.3 A201, First floor, A Building

CROSS-CULTURAL INTEGRATED MARKETING COMMUNICATIONS

Session Chair: Mark Cleveland (University of Western Ontario)

When Less is More: A Comparative Study on Advertising Avoidance

Dan Petrovici (Kent Business School)

Cristina Etayo (University of Navarra)

The Role of Technology in Changing the Arab Culture

Salma Ghanem (Central Michigan University)

Morris Kalliny (Missouri University of Science and Technology)

Siham Elgoul (Ain Shams University)

Branding the Global Art Bank: The Visual Culture of Deutsche Bank

Angela Bargenda (Ecole de Management Léonard de Vinci, Paris)

LUNCH ON YOUR OWN

12:00 P.M. – 2:00 P.M.

Concurrent Sessions

2:00 P.M. - 3:30 P.M.

SESSION 9.1

A101, First floor, A Building

CULTURE AND BRAND PERSONALITY

Session Chair: Jaana Tahtinen (University of Oulu)

Which Personality Traits are Promoted by Managers? The Brand Personality of National and International Brands from the Supply Side

François Marticotte (Université du Québec à Montréal)

Brand Personality and Consumer-Based Brand Equity: A Study among Polish Consumers

Oleg Gorbaniuk (John Paul II Catholic University of Lublin)

Tomasz Sokolowski (John Paul II Catholic University of Lublin)

Karolina Markiewicz (John Paul II Catholic University of Lublin)

Kamila Czajka (John Paul II Catholic University of Lublin)

Adriana Mielczarek (John Paul II Catholic University of Lublin)

Capturing Retail/Service Personality across Service Contexts

Nathalie Spielmann (Reims Management School)

Barry Babin (Louisiana Tech University)

SESSION 9.2

A103, First floor, A Building

SPECIAL SESSION: SOME IMPORTANT EFFECTS OF GLOBALIZATION ON ADVERTISING AND THE ADVERTISING INDUSTRY IN FRENCH SPEAKING NATIONS

Session Chair: Roy Toffoli (Université du Québec à Montréal)

The Influence of Organizational Culture on Advertising Agencies: The Case of the French Advertising Industry

Olivier Zbirou (Université du Québec à Montréal)

Roy Toffoli (Université du Québec à Montréal)

Benoit Cordelier (Université du Québec à Montréal)

Pauline Breduillieard (Université du Québec à Montréal)

The Attitude of Tunisian Consumers Towards Comparative Advertising

Wafa Hassainya (Université du Québec à Montréal)

Roy Toffoli (Université du Québec à Montréal)

The Characteristics of French Canadian (Quebec) Television Advertisements versus English Canadian Advertisements

Benoit Cordelier (Université du Québec à Montréal)

Anik St-Onge (Université du Québec à Montréal)

Roy Toffoli (Université du Québec à Montréal)

SESSION 9.3

A201, First floor, A Building

CONSUMER BEHAVIOR ACROSS CULTURES (IV)

Session Chair: Karine Charry (IESEG School of Management, Lille)

Globalization, Identity, Culture and Consumer Behavior: A Cross-Cultural Study of Chilean and Canadian Consumers

Mark Cleveland (University of Western Ontario)

José I. Rojas-Méndez (Carleton University)

Michel Laroche (Concordia University)

Nicolas Papadopoulos (Carleton University)

Inconsistency of Attitudes on Indonesian Consumers toward Lawfulness of Purchasing Counterfeit Branded Products

Anas Hidayat (Islamic University of Indonesia)

Katherine Mizerski (Edith Cowan University)

Understanding ‘Ostalgie’ and Social Connectedness in the Former German Democratic Republic: A Consumer Perspective

Marco Wolf (University of Southern Mississippi)

Dennis Kopf (University of Wisconsin-Whitewater)

Pia A. Albinsson (Appalachian State University)

Refreshment Break

3:30 P.M. – 4:00 P.M.

A022, Ground Floor A Building

**Concurrent Sessions
4:00 P.M. - 5:30 P.M.**

SESSION 10.1 A101, First floor, A Building

MARKETING EDUCATION ACROSS CULTURES

Session Chair: Angela Paladino (University of Melbourne)

Culture, Generational Membership and Perceptions of Educational Excellence: Counterintuitive implications for Marketing Education across Cultures

Ann Mitsis (Swinburne University of Technology)

Patrick Foley (Victoria University)

Six Degrees of Separation: A Review of Guiding Principles in Sustainable Marketing Education

Reginald G. Sheppard (University of New Brunswick)

Pia A. Albinsson (Appalachian State University)

Do Online Learning Tools Have the Same Influence on Learning Between Different Cultural Groups

Con Korkofingas (Macquarie University)

SESSION 10.2 A103, First floor, A Building

ETHNIC AND MINORITY MARKETING

Session Chair: Michelle Jasso (New Mexico State University)

Consumers' Attitude towards Advertising-in-General and Relating them to Buying Decisions

Charles Blankson (University of North Texas)

Nancy Spears (University of North Texas)

Robert E. Hinson (University of Ghana)

Insights into Demographic Change: Responses to Ethnic Advertising Cues As Indicators of An American Black-Brown Divide or Distinctiveness

Velma Allane Robinson Gooding (Our Lady of the Lake University)

The African-American Shopping Experience in the New Economy: Relationships Between Stereotypes, Implicit Association, Automatic Response & Consumer Racial Profiling

Velma Allane Robinson Gooding (Our Lady of the Lake University)

SESSION 10.3 B050, Ground floor, B Building

PRESIDENTIAL SPECIAL SESSION: DATA QUALITY IN THE E-SURVEY ERA

Chair: John B. Ford (Old Dominion University)

Panel:

Joseph F. Hair, Jr. (Kennesaw University)

Barry J. Babin (Louisiana Tech University)

Chris Adams (Qualtrics Survey Systems)

AMS President's Reception

7:00 P.M. – 8:00 P.M.

Hotel Alliance

AMS President's Banquet

8:00 P.M. – 10:00 P.M.

Hotel Alliance

Saturday, July 24, 2010

REGISTRATION

8:00 A.M. - 10:00 P.M.

Ground Floor, A Building

Concurrent Sessions

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

SESSION 11.1

A101, First floor, A Building

CONSUMER BEHAVIOR ACROSS CULTURES (III)

Session Chair: Christina Chung (Ramapo College of New Jersey)

Marketing to 50+ Generations: An Overview of E-Behavior in the UK and France

Gloria Moss (Bucks New University)

Catharina Wulf (IESEG School of Management, Lille)

Hilary Mullen (Bucks New University)

What Drives Consumers to Resell on C2C Websites? An Exploratory Study in Taiwan

Hsunchi Chu (MingDao University)

Impact of Media Celebrities on Fashion among Gen Y Fashionistas in China

Karen Kaigler-Walker (Woodbury University)

Zelda L. Gilbert (Woodbury University)

Wendy Kay Bondoni (SnapFashun Inc., Los Angeles)

SESSION 11.2

A103, First floor, A Building

SOCIAL, COMPLAINING AND NOT-FOR-PROFIT MARKETING

Session Chair: Glen Brodowsky (California State University, San Marcos)

The Commercialisation of Charities: Developing or Destroying the Brand?

Yasmin Kaur Sekhon (Bournemouth University)

Teck-Yong Eng (Bournemouth University)

Gordon Liu (Bournemouth University)

I'd Rather not Know! Men's Behavior as Consumers of Health Promotion

Joan Buckley (University College Cork)

Effects of Satisfaction and Complaint Handling on Retail Loyalty: A Cross-National Analysis

Gopal Iyer (Florida Atlantic University)

Sandra Rothenberger (Innsbruck University School of Management)

Dhruv Grewal (Babson College)

SESSION 11.3

A201, First floor, A Building

TRAVEL AND TOURISM MARKETING (I)

Session Chair: Joëlle Vanhamme (IESEG School of Management, Lille)

Underlying Motivations for attending soccer games

Karakaya, Fahri (University of Massachusetts)

Peter Yannopoulos (Brock University)

Margarita Kefalaki (Athens Institute for Education and Research)

An explanation of elderly tourist decisions on travelling to risky destinations

Kazemina, Azadeh (Luleå University of Technology)

Motivation and Satisfaction of Chinese Tourists in Korea

Kim, Jonghoon (University of Incheon)

Refreshment Break

10:00 A.M. – 10:30 A.M.

A022, Ground Floor A Building

Concurrent Sessions

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

SESSION 12.1

A101, First floor, A Building

TRAVEL AND TOURISM MARKETING (II)

Session Chair: Nathalie Demoulin (IESEG School of Management, Lille)

Beyond Place Sharing, The Shopping Experience of Tourists and Natives: The Case of the Medina of Sousse

Mohammed Slim Ben Mimoun (ESC-Lille)

Mélanie Ouvry (ESC-Lille)

Ingrid Poncin (ESC-Lille)

A Veblen Approach to Tourist Decisions and Behavior: The case of Upper and Middle classes

Jorge Zamora (University of Talca)

Erika Benavides (University of Talca)

Raúl Gutiérrez (University of Talca)

Paz Herrera (University of Talca)

CULTURE AND MARKETING STRATEGY

Session Chair: Eun Jin Hwang (Indiana University of Pennsylvania)

From Eastern Dawn to Northern Lights: A Comparative Analysis of CSR Implementation Practices across Europe

François Maon (Louvain School of Management)

Valérie Swaen (Louvain School of Management / IESEG School of Management)

Perceived Environmental Uncertainty, Market Orientation Strategy, and Organizational Structure in South Korean Apparel Stores

Eun Jin Hwang (Indiana University of Pennsylvania)

Marjorie J. T. Norton (Virginia Polytechnic Institute and State University)

Advances in the Design and Implementation of a Methodology for Developing a Competitive Tourist Product Applied in Rural Municipalities in Comala and Colima, Mexico

Irma Magaña Carrillo (Facultad de Turismo, Universidad de Colima)

Ernesto-Manuel Conde Pérez (Facultad de Turismo, Universidad de Colima)

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CONFERENCE**

July 21-24, 2010

IESEG School of Management, Lille, France

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Alphabetical Index of Program Participants

A

Ackerman, David	5.1
Adams, Chris	10.3
Albinsson, Pia A.	9.3, 10.1
Albrecht, Carmen-Maria	3.1
Aldas, Joaquín	3.1
Ansary, Adel El	2.2
Anselstetter, Sabine	8.2
Antioco, Michael	7.1

B

Babin, Barry J.	9.1, 10.03
Babin, Laurie	1.2
Bakir, Aysen	5.2
Bargenda, Angela	8.3
Barnes, Bradley R.	4.3
Bauer, Hans H.	3.1
Ben Mimoun, Mohammed Slim	12.1
Benavides, Erika	12.1
Bendoni, Wendy Kay	11.1
Bertinetti Lengler, Jorge Francisco	2.1
Bigné, Enrique	3.1, 4.1
Billström, Anders	5.3
Blankson, Charles	10.2
Breduillieard, Pauline	9.2
Brodowsky, Glen	11.2
Buckley, Joan	11.2

C

Calciu, Mihai	5.3
Campbell, Colin	2.3
Carrillo, Irma Magaña	12.2
Castro Almeida, Ana Luisa	7.1
Cegarra-Navarro, Juan-Gabriel	2.1
Chang, Wei-Lun	5.1
Chang, Yen-Ting	5.1
Charry, Karine	9.3
Chebat, Jean-Charles	6.1
Chu, Hsunchi	11.1
Chung, Christina	5.1, 11.1
Clement, Michel	3.1
Cleveland, Mark	8.3, 9.3
Cordelier, Benoit	9.2
Czajka, Kamila	9.1

D

d'Astous, Alain	1.2
de Andrade Albino, José Coelho	7.1
de Pádua Carrieri, Alexandre	7.1
Demoulin, Nathalie	12.1

E

Elgoul, Siham	8.3
Eng, Teck-Yong	11.2
Etayo, Cristina	8.3

F

Fallu, Jean-Mathieu	1.2
Fastoso, Fernando	11.1, 4.3
Foley, Patrick	10.1
Ford, John B.	2.3, 10.3
Fosse-Gomez, Marie-Hélène	5.2

G

Gattermann Perin, Marcelo	2.1
Gázquez-Abad, Juan C.	4.1
Gentina, Elodie	5.2
Gerard, Ryan	1.2
Ghanem, Salma	8.3
Gilbert, Zelda L.	11.1
Ginieis, Matias	1.2
Godefroit-Winkel, Delphine	5.2
Gorbaniuk, Oleg	9.1
Grewal, Dhruv	11.2
Grier, Sonya A.	4.2
Guimarães, Felipe Jurdi	7.1
Guo, Xiaoling	4.1
Gutiérrez, Raúl	12.1

H

Haefner, James	7.2
Haefner, Margaret	7.2
Hair, Joseph F. , Jr.	10.3
Hallegatte, Damien	7.1
Harun, Amran	5.1
Hassainya, Wafa	9.2
Hausman, Angela	3.2
Helgesson, Thomas	6.3
Hennigs, Nadine	3.2
Herrera, Paz	12.1
Hidayat, Anas	9.3
Hinson, Robert E.	10.2
Hoffmann Sampaio, Cláudio	2.1
Høgevold, Nils	5.3
Holmqvist, Jonas	4.2
Holzmüller, Hartmut H.	4.1
Hsu, Yin-Chiech	4.1
Huang, Shu-Tzu	4.1
Huber, Frank	2.1
Huddleston, Patricia	3.1
Hwang, Eun Jin	12.2
Hyder, Antonio	3.1

I

Iyer, Gopal 11.2

J

James, Kevin 6.2
 Jasso, Michelle 10.2
 Jayanti, Rami K. 6.1
 Jimenez Jimenez, Daniel 2.1
 Johnson, Guillaume D. 4.2
 Jonghoon, Kim 11.3

K

Kahle, Lynn R. 8.2
 Kaigler-Walker, Karen 11.1
 Kalliny, Morris 8.3
 Karakaya, Fahri 11.3
 Kazeminia, Azadeh 11.3
 Kefalaki, Margarita 11.3
 Kilian, Thomas 3.2
 King, Larry 8.2
 Kopf, Dennis 9.3
 Korkofingas, Con 10.1
 Krisjanti, Mahestu N 1.1

L

Lacoste, Sylvie 6.3
 Laroche, Michel 9.3
 Larsen, Trina 2.2
 Lee, Kuan-Yin 4.1
 Lengler, Jorge 4.1
 Liao, Yuan 2.3
 Liu, Fang 1.1
 Liu, Gordon 11.2

M

Machado Gomes, Bruna Mota 7.1
 Mannix, Richard 6.3
 Maon, François 12.2
 Markiewicz, Karolina 9.1
 Marticotte, François 7.1, 9.1
 Martin, Diane 8.1
 Martínez-López, Francisco J. 4.1
 Massiah, Carolyn A. 3.1
 Mavondo, Felix T. 2.1
 Maxwell, Nicholas 8.2
 Maxwell, Sarah 8.2
 Merchant, Altaf 5.2
 Meyer, Frederik 2.1
 Mielczarek, Adriana 9.1
 Mitsis, Ann 10.1
 Mizerski, Dick 1.1
 Mizerski, Katherine 9.3
 Mogos Descotes, Raluca 4.1
 Mohammad, Osman 5.1
 Montenegro, Carla 8.2

Moss, Gloria	11.1
Mullen, Hilary	11.1
Mysen, Tore	5.3
N	
Nasution, Hanny N.	2.1
Norton, Marjorie J. T.	12.2
O	
Obadia, Claude	3.2
Oumlil, A. Ben	7.2
Ouvry, Mélanie	12.1
Owen, Scott	8.2
P	
Paladino, Angela	10.1
Palan, Kay M.	5.2
Papadopoulos, Nicolas	9.3
Papaoikonomou, Eleni	1.2
Parameswaran, M. G.	5.2
Pauwels Delassus, Véronique	7.1
Pérez, Ernesto-Manuel Conde	12.2
Petrovici, Dan	8.3
Poncin, Ingrid	12.1
Ponirin	7.2
Prime, Nathalie	3.2
Q	
Quinn, James	2.2
R	
Ribeiro de Oliveira, Adalberto	7.1
Robinson Gooding, Velma Allane	10.2
Rojas-Méndez, José I.	9.3
Rose, Gregory	5.2
Rosenbaum, Mark Scott	1.2, 4.2
Rosenbloom, Al	7.2
Rosenbloom, Bert	2.2
Rothenberger, Sandra	11.2
S	
Santos-Corrada, Maria	8.1
Schindler, Robert M.	8.2
Scott, Don. R.	7.2
Seeberg, Inga	3.2
Sekhon, Yasmin Kaur	11.2
Sharma, Dheeraj	6.2, 6.3
Sheppard, Reginald G.	10.1
Shows, G. David	5.1, 6.2
Singh, Devinder Pal	1.1
Singh, Satyendra	6.2
Sokolowski, Tomasz	9.1

Sousa, Carlos M.P.	4.1
Spears, Nancy	10.2
Spielmann, Nathalie	9.1
St-Onge, Anik	9.2
Sung, Eunyoung (Christine)	3.1
Svensson, Göran	5.3, 8.1
Swaen, Valérie	12.2
Szöcs, Ilona	2.3

T

Tahtinen, Jaana	4.3, 9.1
Takhar, Jennifer	6.3
Tchocothe, Claudia H. Tiako	4.2
Thomas, Kevin D.	2.3
Toffoli, Roy	6.1, 9.2
Torres, Ivonne M.	6.1

U

Uhrich, Sebastian	3.1
-------------------	-----

V

Vanhamme, Joëlle	11.3
Vida, Irena	3.2
Vogel, Johannes	2.1
von der Heidt, Tania	7.2

W

Wachter, Michael	6.1
Wagner, Beverly	8.1
Wahid, Nabsiah Abdul	5.1
Walker, Lorna	6.3
Walliser, Bjorn	4.1
Walsh, Gianfranco	1.2
Whitelock, Jeryl	1.1
Wolf, Marco	9.3
Wong, IpKin Anthony	4.2, 5.3
Wu, Steven	3.1
Wulf, Catharina	11.1

Y

Yannopoulos, Peter	11.3
Yen, Dorothy	4.3

Z

Zamora, Jorge	12.1
Zbirou, Olivier	9.2
Zhou, Lianxi	4.3
Zimmermann, Julia	2.1
Zourrig, Haithem	6.1
Zuniga, Miguel	6.1