

2002

Academy of Marketing Science
Annual Conference

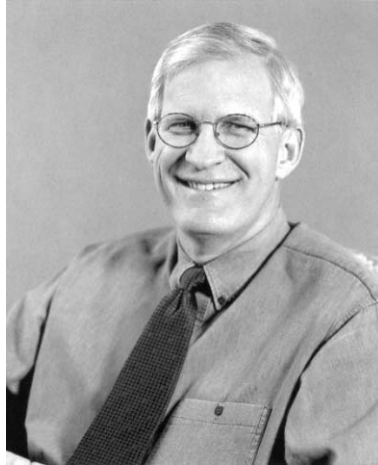
*Hypercompetition in Markets and Marketing:
The New Economic Reality*



May 29 – June 1, 2002

*Sanibel Harbour Resort & Spa
Ft. Myers, Florida*

The Academy of Marketing Science Honors
Mackey J. McDonald
Chairman, CEO and President
VF Corporation
2002 AMS Distinguished Marketer



Mackey J. McDonald is chairman, CEO and president of VF Corporation (NYSE: VFC) the world's largest apparel company with more than \$5.5 billion in sales. Based in Greensboro, North Carolina, VF is the parent company of Lee, Wrangler, Vanity Fair, JanSport, The North Face and other well-known brands.

McDonald was appointed chairman in October 1998, capping a 16-year career with the company. He has held the title of CEO since January 1996 and the title of president since 1993.

In 1991, McDonald was named VF group vice president, and was responsible for the company's Lee, Wrangler, JanSport and Healthex divisions. From 1986 to 1991, he held the successive positions of executive vice president and president of Wrangler.

From 1984 to 1986, McDonald was president of the former Troutman division of VF, following tenure as Lee vice president for business planning. He joined VF in 1983 as assistant vice president, merchandising services.

McDonald hold a BA degree from Davidson College and a MBA in Marketing Management from Georgia State University.

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

Welcome to the 2002 Academy of Marketing Science Annual Conference at the Sanibel Harbour Resort & Spa, Sanibel Island, Florida. We extend a special welcome to our international participants.

Hypercompetition, the conference theme, will be the topic of considerable conversation over the next few days. A special session, featuring Shelby Hunt, on resource advantage theory will provide a framework for thinking about competitive issues in marketing. Also the 2002 AMS Distinguished Marketing Educator, Phil Kotler, will present a Presidential Special Session, "When to Use CRM and When to Forget It".

On Wednesday evening, a welcome reception will be held in the Palm Garden Foyer. On Thursday, your registration fees cover the Awards Luncheon at noon. On Friday evening, please join us for the President's Reception and Awards Banquet in the Everglades. And of course Barry Babin and Mitch Griffin will be hosting a wine tasting event on Thursday in the Everglades C. Throughout the conference and afterwards you will find many opportunities for sightseeing, shopping, golf, tennis, jogging, swimming, and scuba diving. On the evenings with no conference activities please enjoy the evening out with friends. We are sure you will find many excellent dining facilities.

We would like to thank the Academy of Marketing Science Officers and Board of Governors for their guidance and support. Many thanks go to Robert Peterson, (president), Barry Babin (vice president for programs), and Anne Balazs and George Zinkhan who served as co-chairs of the 2001 AMS Annual Conference. The credit for an excellent program goes to the track chairs, authors, session chairs, discussion leaders, and reviewers, who provide the substance of the Conference. Critical "behind the scenes" work was accomplished by Sally Sultan (AMS office) and Joe Cote (AMS web master). Special thanks go to them for all their assistance this past year.

See you next year in Washington, D.C.!

Robert Lusch
*Texas Christian
University*

Matthew Myers
*University of
Tennessee*

2002 CONFERENCE PROGRAM CHAIRS

Robert Lusch, Texas Christian University
Matthew B. Myers, University of Tennessee

TRACK CHAIRS

BUSINESS TO BUSINESS MARKETING

Wesley J. John, Georgia State University

CHANNELS AND SUPPLY CHAIN MANAGEMENT

Dan Bello, Georgia State University

BUYER & CONSUMER BEHAVIOR

Richard A. Spreng, Michigan State University

E-COMMERCE

David Fortin & Paul Ballantine, University of Canterbury

GLOBAL MARKETING

Shaoming Zou, University of Missouri

INTEGRATED MARKETING COMMUNICATION

Tom Duncan, University of Colorado

MARKETING STRATEGY

Chris White, Central Florida University

Satish Jayachandran, University of South Carolina

INNOVATION AND ENTREPRENEURSHIP

Jeffrey Schmidt, University of Illinois

Mitzi Montoya-Weiss, North Carolina State University

PRICING STRATEGY

V. Sivakumar, Lehigh University

PUBLIC POLICY AND LEGAL ENVIRONMENT

Mary Jane Sheffet, Northern Iowa University

RELATIONSHIP MARKETING

Joe Cannon, Colorado State University

RESEARCH METHODS

Kiran Karande, Old Dominion University

V. Kumar, University of Connecticut

RETAILING

Sherry Lotz, University of Arizona

Soyeon Shim, University of Arizona

SELLING AND SALES MANAGEMENT

Rosann Spiro, Indiana University

Greg Rich, Bowling Green State University

SERVICES MARKETING

Stephen L. Vargo, University of California-Riverside

TEACHING AND MARKETING EDUCATION

O.C. Ferrell, Colorado State University

Linda Ferrell, University of Northern Colorado

TOURISM AND RECREATION

Mark A. Bonn, Florida State University

PROCEEDINGS EDITOR

Harlan Spotts, Western New England College

**OTHER PROGRAM CHAIRS AND AWARDS
RECIPIENTS**

**STANLEY C. HOLLANDER BEST RETAILING PAPER
AWARD**

Chairs: Sherry Lotz, University of Arizona
Soyeon Shim, University of Arizona

Winners:

Dhruv Grewal, Babson College
Julie Baker, University of Texas-Arlington
Michael Levy, Babson College
Glenn Voss, North Carolina State University

**WILLIAM R. DARDEN AWARD FOR BEST RESEARCH
METHODOLOGY PAPER**

Chairs: Kiran Karande, Old Dominion University
V. Kumar, University of Connecticut

Winners:

Mike Ahearn, University of Connecticut
Tom Gruen, University of Colorado-Colorado Springs
John Liechty, Penn State University

**M. WAYNE DELOZIER BEST CONFERENCE PAPER
AWARD**

Chairs: Robert Lusch, Texas Christian University
Matthew B. Myers, University of Tennessee

Winners:

Dhruv Grewal, Babson College
Julie Baker, University of Texas-Arlington
Michael Levy, Babson College
Glenn Voss, North Carolina State University

DOCTORAL DISSERTATION COMPETITION

Chair: Fred Morgan, University of Kentucky

Winner: Yue Pan, University of Georgia

JANE K. FENYO STUDENT PAPER COMPETITION

Chairs: Robert Lusch, Texas Christian University
Matthew B. Myers, University of Tennessee

Winner: Katherine B. Hartman, Indiana University

OUTSTANDING MARKETING TEACHER PROGRAM

Chair: Jill Attaway, Illinois State University

Winners:

Greg Marshall, Oklahoma State University
Michael A. Kamins, University of Southern California
Leyland F. Pitt, Curtin University of Technology
Elizabeth J. Wilson, Boston College

The Academy of Marketing Science is also pleased to announce the **Sheth Foundation Best Paper Award** for Volume 29 (2001) of the *Journal of the Academy of Marketing Science*.

"Dynamic Strategic Thinking"

by

Peter R. Dickson, Florida International University
Paul W. Farris, University of Virginia
Willem J. Verbeke, Erasmus Universiteit Rotterdam

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The AMS officers, Board of Governors, conference chairs, and membership acknowledge with gratitude the continued support of representatives from the following college textbook publishers: McGraw Hill/Irwin, Prentice Hall, Sage Publications, Houghton Mifflin Co. Atomic Dog Publishing, and South-Western College Publishing.

WEDNESDAY, MAY 29, 2002

REGISTRATION – WINDOW 1
EXHIBITS – EVERGLADES FOYER
8:30 A.M. – 4:30 P.M.

AMS EXECUTIVE COUNCIL/OFFICERS' MEETING
8:30 A.M.-5:00 P.M.
ROOM: EVERGLADES

RECEPTION
6:15 P.M. – 7:15 P.M.
ROOM: PALM GARDEN FOYER

SESSION 1 (CONCURRENT SESSIONS)

Wednesday, May 29

1:30 p.m. — 3:00 p.m.

SESSION 1.1: *Pricing and Social Topics in Marketing*

Room: Jasmine

Session Chair: Isabelle Maignan, University of Nijmegen

"Deregulation of Professional Accounting Services in the United Kingdom:

Understanding the Effects of Price Competition"

Larry R. Davis, Michigan Technological University

Daniel T. Simon, University of Notre Dame

Greg Trompeter, Boston College

Victoria L. Crittenden, Boston College

"Use it or Lose it: Time-Limited Promotions and Purchase Behavior"

Praveen Aggarwal, University of Minnesota - Duluth

Rajiv Vaidyanathan, University of Minnesota – Duluth

"Toward a Stakeholder Model of Corporate Social Performance"

Isabelle Maignan, University of Nijmegen

O.C. Ferrell, Colorado State University

Discussion Leader: Tara Lopez, University of Southern Mississippi

SESSION 1.2: *Exploring Issues in Modern Tourism*

Room: Hibiscus

Session Chair: Matthew Myers, University of Tennessee

"Key Issues in Tourism Loyalty Marketing"

Marcelo Barrios, Universidad Argentina de la Empresa

"Analyzing 'A Taste of the Valley' Festival Success Factors"

Tekle Shanka, Curtin University of Technology

Ruth Taylor, Curtin University of Technology

“Identification and Measurement of Tourism Resources:
The Case of Virginia”
Sandro Formica, ESSEC Business School, France
Muzaffer Uysal, Virginia Polytechnic Institute and State
University

SESSION 1.3: *Investigations in Retailing*
Room: Orchid

Session Chair: Charles A. Ingene, University of
Mississippi

“The Effects Of Wait Expectations, Store Atmosphere And
Merchandise Value Perceptions On Store Patronage
Intentions”
Dhruv Grewal, Babson College
Julie Baker, University of Texas at Arlington
Michael Levy, Babson College
Glen Voss, North Carolina State University

“The Effect Of Affect And Trust On Commitment: The
Role Of Entertainment In Retail Store Relationships”
Arjun Chaudhuri, Fairfield University

“Retail Cooperative Groups: Effectiveness in a
Hypercompetitive Market”
Leslie Stoel, The Ohio State University

“Technology-Based Self-Service: Issues for Retail
Management and Research”
Ismet Anitsal, University of Tennessee
Mark A. Moon, University of Tennessee
Meral Anitsal, University of Tennessee

Discussion Leader: John Fernie, Heriot-Watt University

<p>REFRESHMENT BREAK 3:00 P.M. – 3:30 P.M. ROOM: EVERGLADES FOYER</p>
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SESSION 2 (CONCURRENT SESSIONS)

Wednesday, May 29
3:30 p.m. – 5:00 p.m.

**SESSION 2.1: Special Session - “What You See is What
You Get: Current Issues on Web Interface and Design”**
Room: Jasmine

Session Chair: David Fortin, University of Canterbury

Panel:
Paul Ballantine, University of Auckland
David Fortin, University of Canterbury
Mark Gabbott, Monash University
Charlie Hofacker, Florida State University

SESSION 2.2: *International Marketing Management Issues*

Room: Hibiscus

Session Chair: Michael Czinkota, Georgetown University

“Channel Integration in New Product Export: Antecedents and Performance Consequences”

Tiger Li, Florida International University

Zhan G. Li, University of San Francisco

Kenneth E. Murphy, Florida International University

“Conceptual Frameworks on Foreign Entry modes: An Integrated Review of the Literature”

Alex Rialp, Autonomous University of Barcelona

Josep Rialp, Autonomous University of Barcelona

Rossano Eusebio, Autonomous University of Barcelona

“The Development Process of Strategic Marketing Plans in UK and Australian Companies: A Preliminary Investigation”

Essam Eldin B. Ibrahim, Strathclyde University

Mathew Joseph, Georgia College & State University

Discussion Leader: TBA

SESSION 2.3: *Information Use and Consumer Behavior*

Room: Orchid

Session Chair: Kenneth A. Hunt, Fort Lewis College

“Situational and Individual Variables Affecting Consumer Preference for Interpersonal Information Sources”

Michel Laroche, Concordia University

Mehdi Mourali, Concordia University

Frank Pons, Concordia University

“Impact of Information Type and Involvement on Attitude: An Examination of Product Label Information”

Sridhar Samu, Memorial University of Newfoundland

Shafyn Manji, Dalhousie University

“Product Option Choices Under Decision Framing: The Moderating Effects of Additional Product Information”

Dipayan Biswas, University of California-Irvine

Stacy Landreth, Louisiana State University

Discussion Leader: Mitch Griffin, Bradley University

5:00 PM to 8:00 PM
Harbourview Picnic Dinner
Island Room

Grilled Chicken Breast
All Beef Hot Dogs
Sirloin Burgers
Baked Beans
Dessert and Beverages
ALL THE "FIXINS"

THURSDAY, MAY 30, 2002

REGISTRATION – WINDOW I
EXHIBITS – EVERGLADES FOYER
8:30 A.M. – 4:30 P.M.

A MENTOR'S BREAKFAST
7:15 A.M. – 8:15 A.M.
(BY INVITATION ONLY)
CHAIR: PEGGY CUNNINGHAM, QUEENS UNIVERSITY
ROOM: CALOOSA

PRESIDENTIAL SPECIAL SESSION
ROOM: EVERGLADES C
10:30 A.M. – 12:00 NOON

AWARDS LUNCHEON
12:00 P.M. – 1:30 P.M.
ROOM: PALMS BALLROOM A-B

RECEPTION – 6:15 – 8:15 P.M.
ROOM: GARDENS BALLROOM

SESSION 3 (CONCURRENT SESSIONS)

Thursday, May 30

8:30 A.M. – 10:00 A.M.

SESSION 3.1: *Relationships in a Business-to-Business Setting*

Room: Jasmine

Session Chair: Naresh Malhortra, Georgia Institute of Technology

“Opportunities and Risks of Transparency in Markets”
Nancy J. Merritt, Bowling Green State University
Dan Klein, Bowling Green State University

“Toward Understanding Social Influence on Organizational Buyers' Communication Choices”
Leroy Robinson, Jr., University of Houston-Clear Lake
Cynthia J. Bean, University of South Florida

“The Moderating Effect of Brand Equity on B2B Relationships”
Donna F. Davis, The University of Tennessee

Discussion Leader: El-Sayeed Nagy, Cairo University

SESSION 3.2: *Globalization and Marketing Challenges*

Room: Hibiscus

Session Chair: Tiger Li, Florida International University

“An International Marketing Manifesto”
Michael R. Czinkota, Georgetown University
Ilkka A. Ronkainen, Georgetown University

“Public Policy and Public Opinion: Globalization and
Market Driven Economic Reforms”
S. Prasad Kantamneni, Emporia State University
Audhesh K. Paswan, University of North Texas

“Domestic Country Bias, Country-of-Origin Effects and
Consumer Ethnocentrism: An Integrative Approach”
George Balabanis, City University Business Management
School, Frobisher Crescent
Adamantios Diamantopoulos, Loughborough University

**SESSION 3.3: Special Session - “Managing for Academic
Stability During Times of Heightened National
Uncertainty: Student Concerns, Program Issues and
Administrative Dilemmas.”**

Room: Orchid

Panel:

Mary Mobley, Augusta State University
Lou Pelton, University of North Texas
Hudson Rogers, Florida Gulf Coast University
Ellen Moore, University of South Carolina
Dan Sherrill, University of Memphis

**REFRESHMENT BREAK
10:00 A.M. – 10:30 A.M.
ROOM: EVERGLADES FOYER
SPONSORED BY SOUTH-WESTERN COLLEGE
PUBLISHING**

SESSION 4 (CONCURRENT SESSIONS)

Thursday, May 30
10:30 A.M. – 12:00 P.M.

**SESSION 4.1 : Presidential Special Session with Phil
Kotler**

Room: Everglades C

Session Title: *"When to Use CRM and When to Forget It"*

Session Chair: Robert Peterson, University of Texas-Austin

**AWARDS LUNCHEON
THURSDAY, MAY 30
12:00 P.M. – 1:30 P.M.
ROOM: PALMS BALLROOM A-B**

SESSION 5
Thursday, May 30
1:30 P.M. – 3:00 P.M.

SESSION 5.1: *Contemporary Topics in New Product Development and Entrepreneurship*

Room: Jasmine

Session Chair: Jeffrey Schmidt, University of Illinois at Urbana-Champaign

“Exporting Entrepreneurship as a Source of Competitive Advantage: Understanding the Differential Impact of Proactiveness, Risk-taking, and Innovativeness on Firm Performance.”

Poh-Lin Yeoh, Bentley College

“The Dynamics of New Product Launch Efficiency”

Meng Zhao, Michigan State University
Roger Calantone, Michigan State University
Cornelia Droge, Michigan State University

“Virtual Teams: An Apparent Technique to Improving the NPD Process”

Mitzi M. Montoya-Weiss, North Carolina State University
Jeffrey B. Schmidt, University of Illinois at Urbana-Champaign
Anne P. Massey, Indiana University

Discussion Leader: Meral Anitsal, University of Tennessee

SESSION 5.2: *Selling and Sales Management*

Room: Hibiscus

Session Chair: Kevin L. Webb, University of Richmond

“Fear of Success: Exploring Gender and Age Differences”

Dawn R. Deeter-Schmelz, Ohio University
Rosemary Ramsey, Cleveland State University

“Job Performance and Actual Turnover in an Expatriate Sales Setting”

Bulent Menguc, The University of Melbourne
Shahid N. Bhuian, Louisiana Tech. University

“Negotiation and Influence Communications: A Critical Review Based on a Contingency Approach”

Katherine B. Hartman, Indiana University

“The Relationship Between Emotional Intelligence and Sales Performance: An Exploratory Study,”

Frank Barone, Ohio University
Barbara Dyer, Ohio University
Jeremy Geisler, Ohio University

Discussion Leader: Scott Widmier, University of Akron

SESSION 5.3: *Inquiries in Strategic Marketing*

Room: Orchid

Session Chair: Eli Jones, University of Houston

"Organizational and Motivational Influences on Creativity, Working Hard, and Performance: A Case of Korean Marketing Practitioners"

Taewon Suh, Saint Louis University

Omar Khan, Saint Louis University

"A Typology of Market Windows and Antecedents of Firm Readiness in the Launching of Multiple Generations of New Products"

Scott G. Dacko, The University of Warwick

Olivier Furrer, University of Nijmegen

Ben Shaw-Ching Liu, Butler University

D. Sudharshan, University of Illinois- Urbana-Champaign

"Interdepartmental Interaction Between Accounting and Marketing: Examination of Differences Based on Level of Interdependence"

A. Tansu Barker, Brock University

A. William Richardson, Brock University

Discussion Leader: TBA

SESSION 5.4: *Outstanding Marketing Teacher Program*

Room: Cypress

Session Chair: Jill S. Attaway, Illinois State University

Winners:

Greg Marshall, Oklahoma State University

Michael A. Kamins, University of Southern California

Leyland F. Pitt, Curtin University of Technology

Elizabeth J. Wilson, Boston College

<p>REFRESHMENT BREAK 3:00 P.M. – 3:30 P.M. ROOM: EVERGLADES FOYER</p>
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SESSION 6 (CONCURRENT SESSIONS)

Thursday, May 30

3:30 P.M. – 5:00 P.M.

SESSION 6.1: AMS Review Board Meeting

Room: Orchid = CANCELLED

SESSION 6.2: Special Session: *Emerging Issues in Sales Force Technology*

Room: Hibiscus

Session Chair: Gregory A. Rich, Bowling Green State University

"Buyer and Seller Perceptions of Electronic Communications"
James Boles, Georgia State University

"Personal Selling and Sales Management in the Era of Emerging Technologies"
Arun Sharma, University of Miami

"Sales Force Technology: Impact on Attitudes, Role Stress and Performance"
Gregory A. Rich, Bowling Green State University

Discussant: Greg W. Marshall, Oklahoma State University

SESSION 6.3: *Building Relationships and Theory in Retailing*

Room: Jasmine

Session Chair: John Ryans, Jr., Kent State University

"Success Factors in Non-Store Retailing: Extending the Great Merchants Framework"
Victoria L. Crittenden, Boston College
Elizabeth J. Wilson, Boston College

"How do Consumers Perceive the Overall Price-level of a Grocery Store?"
Jonas Gunnarsson, Stockholm School of Economics
Anne Mägi, University of Florida

"Antecedents of Customer Loyalty – Findings of a Causal Analytical Study in the Retail Bank Sector"
Frank Huber, University of Mainz
Stephanie Magin, University of Mainz
Andreas Herrmann, University of Mainz

"Technology Turbulence and Customer Orientation: A New Perspective"
Kishore Gopalakrishna Pillai, University of Miami
Ronald E. Goldsmith, Florida State University

Discussion Leader: Teresa A. Summers, Louisiana State University

SESSION 6.4: *Marketing on the 'Net'*

Room: Cypress

Session Chair: Soyeon Shim, University of Arizona

"Determinants of Online Patronage Behavior in a Retail Setting"
Yue Pan, University of Georgia
George M. Zinkhan, University of Georgia

"Emerging Jurisdictional Issues in Online Marketing"

Michael T. Zugelder, Old Dominion University
Irvine Clarke III, James Madison University
Theresa B. Flaherty, James Madison University
"Exploring a Valid and Reliable Scale of Consumer Privacy
and Security
Concerns on the Internet and Their Implications for
E-commerce"
Eric J. Karson, Villanova University

Discussion Leader: Nitish Singh, Saint Louis University

AMS WINE EDUCATION
"EMBODYING THE SPIRIT, MIND AND SOUL : WINE
TASTE, PRICE, VALUE AND CIVILIZATION"
PRESENTERS: BARRY BABIN, UNIV OF SOUTHERN
MISSISSIPPI AND MITCH GRIFFIN, BRADLEY
UNIVERSITY
4:45PM – 6:15PM
ROOM: EVERGLADES C

6:30 PM to 8:00 PM

Cocktail Reception
Sponsored by Sanibel Harbour Resort
The Gardens Ballroom

Hot Hors D'oeuvres
COMPLIMENTARY BEVERAGES

DINNER ON YOUR OWN

FRIDAY, MAY 31, 2002

**REGISTRATION – WINDOW I
EXHIBITS – EVERGLADES FOYER
8:30 A.M. – 4:30 P.M.**

**JAMS EDITORIAL REVIEW BOARD MEETING
7:30 A.M. – 9:00 A.M.
ROOM: EVERGLADES A**

**AMS BOARD OF GOVERNORS' MEETING
9:00 A.M. – 12:00 NOON
ROOM: ISLAND**

**AMS ANNUAL BUSINESS MEETING
5:00 P.M. – 6:00 P.M.
ROOM: CYPRESS**

**PRESIDENT'S RECEPTION/AWARDS BANQUET
6:00 P.M. – 10:00 P.M.
ROOM: EVERGLADES**

SESSION 7 (CONCURRENT SESSIONS)

Friday, May 31, 2002

8:30 A.M. – 10:00 A.M.

SESSION 7.1 : Special Session - Market Orientation

Research: Reflection and Vision

Room: Jasmine

Session Chairs:

Ken Matsuno, Babson College

John T. Mentzer, University of Tennessee

Panelists:

Rohit Deshpande, Harvard Business School

Ajay Kohli, Emory University

James M. Sinkula, University of Vermont

SESSION 7.2 : Special Session - International Marketing

Research

Room: Hibiscus

Session Chair: Kiran Karande, Old Dominion University

“International Survey Research”

Naresh Malhotra, Georgia State University

“Cross-Cultural Methodological Issues: The Case of Charitable Giving in the U.K. and the U.S.”

John B. Ford, Old Dominion University

“Managing Importer-Exporter Relationships – Some Research Issues”

Kiran Karande, Old Dominion University

SESSION 7.3 : Issues in Teaching and Research

Room: Orchid

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

“Do We Exactly Know What is Actually Published? A Positioning Analysis of Four Major Marketing Journals (*JAMS, JM, JMR, JCR*) for the Period 1996-2001”

Jean Boisvert, Sherbrooke University

“The Quest for Academic Entrepreneurship in the Global Economy”

William R Frisbee, University of Guelph

“Founding Your Own Nonprofit Organization as a Teaching Tool”

Karin Braunsberger, University of South Florida

Discussion Leader: Laurie Babin, University of Southern Mississippi

**SESSION 7.4 : Issues and Approaches to Relationship
Marketing Research**

Room: Cypress

Session Chair: Agnes Nairn, University of Bath

“Something Approaching Science? Cluster Analysis
Procedures in the CRM Era”

Agnes Nairn, University of Bath

Paul Bottomley, Cardiff Business School.

“Who Owns the Customer Relationship?”

Kenneth A. Hunt, Fort Lewis College

R. Edward Bashaw, University of Arkansas, Little Rock

Bill Dodds, Fort Lewis College

“Social Aspects of Professional Service Relationships and
Their Impact on Client Satisfaction and Compliance”

Angela Hausman, University of Texas – Pan American

Discussion Leader: Barbara Dyer, Ohio University

REFRESHMENT BREAK
10:00 A.M. – 10:30 A.M.
ROOM: EVERGLADES FOYER
SPONSORED BY MCGRAW-HILL/IRWIN

SESSION 8 (CONCURRENT SESSIONS)

Friday, May 31, 2002

10:30 A.M. – 12:00 P.M.

**SESSION 8.1: Special Session with Shelby Hunt, Texas
Tech University**

*"Resource Advantage Theory: Toward a General Theory
of Marketing"*

Room: Everglades C

Moderator: Robert Lusch

**SESSION 8.2 : Special Session - *Leading Edge*
*Issues in Managing a Retailing Sales Force***

Room: Jasmine

Moderator: David M. Szymanski, Al and Marion Withers
Faculty Research Fellow & Director, Center for Retailing
Studies

Panel Members:

Nancy Donley, Director of Benefits, The Container Store

Gail Gittleson, Vice President for Human Resources,

Barnes & Noble College Bookstores, Inc.

Lee Roeber, Vice President, Human Resources, Neiman-
Marcus

SESSION 8.3 : *The Topic of Tourism: Further Inquiries*

Room: Hibiscus

Session Chair: Donna Davis, University of Tennessee

“From Leisure-Sport-Activity to Big Business: New Demands in the Field of Sports-Club-Management Regarding the Measuring of Spectator-Oriented Performances in Soccer”

Norman Hansler, Johannes Gutenberg-Universität Mainz
Andreas Herrmann, Johannes Gutenberg-Universität Mainz FB:

“EcoTourism-Initiatives in Select States of India”

Venkata Ramana V., University of Hyderabad
P. Bucha Reddy, Osmania University
C. Mallikarjuna Rao, Osmania University
G. Somayajulu, Osmania University

“Destination Branding: A New Concept for Tourism Marketing”

Derrick D. Deslandes, Florida State University
Ronald E. Goldsmith, Florida State University

Discussion Leader: Donna Davis, University of Tennessee

SESSION 8.4 : *Methodological Perspectives in Marketing*

Room: Cypress

Session Chair: Rajkumar Venkatesan, University of Connecticut

“Multiple and Asymmetric Perceptions of Trust”

Göran Svensson, VÄXJÖ University

“Mail Surveys: A Closer Look at Non-Response Rates”

Karin Braunsberger, University of South Florida
Roger Gates, DSS Research

“Technology and the Sales Force: Does Technology Really Enhance Firm Performance?”

Eli Jones, University of Houston
Suresh Sundaram, University of Houston
Wynne Chin, University of Houston

“Truth and Dare: A Research Note on an Eclectic Agenda for Marketing”

Nitish Singh, Saint Louis University

Discussion Leader: Balaji Krishnan, University of Memphis

LUNCH ON YOUR OWN

Friday, May 31

SESSION 9 (CONCURRENT SESSIONS)

Friday, May 31, 2002

1:30 P.M. – 3:00 P.M.

SESSION 9.1: *Perspectives and Pointers from Editors of Marketing Journals*

Room: Jasmine

Session Chair: A. Parasuraman, University of Miami

Editor-Panelists:

Dhruv Grewal & Michael Levy, Babson College,

Journal of Retailing

Greg Marshall, Oklahoma State University,

Journal of Personal Selling and Sales Management

Wagner Kamakura, Duke University,

Journal of Marketing Research

Steve Shugan, University of Florida,

Marketing Science

Dave Stewart, University of Southern California,

Journal of Marketing

Harish Sujan, Tulane University

Academy of Marketing Science Review

P. Rajan Varadarajan, Texas A&M University,

Journal of the Academy of Marketing Science

SESSION 9.2: *Internet and International Marketing*

Room: Hibiscus

Session Chair: Adamantios Diamantopoulos,
Loughborough University

“Studying Cultural Values on the Web: A Comparative
Analysis of U.S. and Mexican Web Sites”

Nitish Singh, Saint Louis University

Rodolfo Martinengo, Saint Louis University

“The Reification of Levitt: Advertising Preferences for
Mexican and American Online Consumers”

Charles M. Hermans, Southwest Missouri State University

Kevin J. Shanahan, University of Texas at Tyler

“The Influence of Cultural Factors on Consumers’
Reactions to Internet Advertisements”

Yowei Kang, National Taiwan University of Arts, Taiwan

C.C. Yang, National University of Singapore

Discussion Leader: TBA

SESSION 9.3: Special Session - Data-based CRM

Room: Orchid

Session Chair: V. Kumar, University of Connecticut

“Trends in CRM”

Jagdish Sheth, Emory University

“Loyalty at What Cost?”
V. Kumar, University of Connecticut

“Executing CRM”
Rajkumar Venkatesan, University of Connecticut

SESSION 9.4: Services

Room: Cypress

Session Chair: Julie Baker, University of Texas - Arlington

“The Evaluation of Service Brand Extensions”
Stephen Vargo, University of California, Riverside
Nanda Vishwanathan, University of California, Riverside
Fred Morgan, University of Kentucky

“Attributions of Waiting and Consumers’ Satisfaction:
A Literature Review and Research Agenda”
Ziad Swaidan, Jackson State University
J. R. Smith, Jackson State University

“The Impact of Information Sources on Service Quality
Expectations: A Cross-Cultural Comparison”
Michael Laroche, Concordia University
Maria Kalamas, Concordia University
Adelaide Cezard, Concordia University

Discussion Leader: Tom DeWitt, Florida State University

SESSION 10 (CONCURRENT SESSIONS)

Friday, May 31

3:30 – 5:00 P.M.

SESSION 10.1: *Perspectives and Pointers from Editors of
Marketing Journals (continued)*

Room: Jasmine

Session Chair: A. Parasuraman, University of Miami

Editor-Panelists:

Dhruv Grewal & Michael Levy, Babson College,
Journal of Retailing
Wagner Kamakura, Duke University,
Journal of Marketing Research
Greg Marshall, Oklahoma State University,
Journal of Personal Selling and Sales Management
Steve Shugan, University of Florida,
Marketing Science
Dave Stewart, University of Southern California,
Journal of Marketing
Harish Sujana, Tulane University

P. Rajan Varadarajan, Texas A&M University,
Journal of the Academy of Marketing Science

SESSION 10.2: Special Session: “*Relationship Marketing and Integrated Marketing Communications: Similarities and Differences Between the Paradigms.*”

Room: Hibiscus

Moderator: Joe Cannon, Colorado State University

Panel:

Jagdish Sheth, Emory University
Bill Perreault, University of North Carolina, Chapel Hill
Tom Duncan, University of Colorado
Clarke Caywood, Northwestern University

SESSION 10.3: Poster Presentations

Room: Everglades C/Foyer

Session Chair : Matthew Myers, University of Tennessee

"An Exploration of Network Marketing as a Socially Embedded Exchange: Some Testable Propositions"
Dixon H. Ho, The Chinese University of Hong Kong

“The Role of Parents, Mass Media and Retail Shopping in the Consumer Socialization of Children”
Ernest John North
Theuns Kotze

“An Archaeological Perspective on the Evolution of Social Class and Consumption Patterns in the Modern World”
Warren Fish, Curtin University of Technology
Leyland F. Pitt, Curtin University of Technology
Julie Napoli, Curtin University of Technology
Marie Murgolo-Poore, Curtin University of Technology
Nigel DeBussy, Curtin University of Technology

Reversing the Supply Chain Management Paradigm”
Göran Svensson, VÄXJÖ University

“Hypermediaries and Their Impact On Interorganizational Relationships”
Susan Golicic, University of Tennessee
Donna Davis, University of Tennessee

“Atmospheric Research: Where Do We Go From Here?”
L. W. Turley, Western Kentucky University
K. Douglas Hoffman, Colorado State University

“Examining the Relationships Between Shopper Psychographics and Relationship Retailing Tactics”
Gul T. Butaney, Bentley College
John Stockmyer, Bentley College

"Satisfaction Following an Electronic Catalogue Visit:
The Impact of Perceived Legibility and Perceived
Stimulation"

Christine Gonzales, University of Southern Mississippi

AMS ANNUAL BUSINESS MEETING

Friday, May 31

5:00 P.M. – 6:00 P.M.

ROOM: CYPRESS

PRESIDENT'S RECEPTION

Friday, May 31

6:00 P.M. – 7:00 P.M.

ROOM: EVERGLADES FOYER

AWARDS BANQUET

Friday, May 31

7:00 P.M. – 10:00 P.M.

ROOM: EVERGLADES

SATURDAY, JUNE 1, 2002

SESSION 11 (CONCURRENT SESSIONS)

8:30 A.M. – 10 A.M.

SESSION 11.1: *Variety-Seeking, Loyalty, and Customer Retention*

Room: Hibiscus

Session Chair: Srinivasa S. Srinivasan, Drexel University

“Does E-Satisfaction Measure E-Loyalty?”

Srinivasa S. Srinivasan, Drexel University

Rolph Anderson, Drexel University

“Where does the Responsibility for Retention Rest?
Modeling the Effects of Individual and Group Level
Factors on Customer Retention using Bayesian Reversible
Jump MCMC Methods”

Mike Ahearne, University of Connecticut

Tom Gruen, University of Colorado

John Liechty, Penn State University

“Classifying Consumers into True Variety Seekers and
Change-of-Pace Buyers Using Hierarchical Bayesian
Analysis”

Anuradha Sivaraman, University of Houston

R. Sukumar, University of Houston

Discussion Leader: Suresh Sundaram, University of Houston

SESSION 11.2: Special Session: *How to Teach Integrated Marketing Communications*

Room: Orchid

Panel:

Clarke Caywood, Northwestern University
Tom Duncan, University of Colorado
Peggy Cunningham, Queen's University

SESSION 11.3: *New Perspectives in Advertising*

Room: Jasmine

Session Chair: David Ortinau, University of Florida

"Eating Disorders--The Role of Advertising and Editorial,"
Gerard Prendergast, Hong Kong Baptist University
Leung Kwok Yan, Hong Kong Baptist University
Douglas C. West, University of Westminster

"STAS and Logit Modeling of Advertising and Promotion,"
Lotte Yssing Hansen, Copenhagen Business School
Flemming Hansen, Copenhagen Business School
Lars Gronholdt, Copenhagen Business School

"Kompas 2nd Generation: Typologies that Travel in Time and Space"
Flemming Hansen, Copenhagen Business School
Regin Reinert, Gallup/TNS, Copenhagen
Bo Elvers, Gallup/TNS, Copenhagen
Director Rolf, Gallup/TNS, Copenhagen

Discussion Leader: Agnes Nairn, University of Bath

REFRESHMENT BREAK
10:00 A.M. – 10:30 A.M.
ROOM: EVERGLADES FOYER

SESSION 12 (CONCURRENT SESSIONS)

Saturday, June 1, 2002
10:30 A.M. – 12 P.M.

SESSION 12.1: *Issues in Marketing Education*

Room: Hibiscus

Session Chair: Linda Ferrell, University of Northern Colorado
"On-line Group Assignment Using WebCT"
David H B Bednall, Monash University Australia
Nathan K Austin, Monash University Malaysia

"An Exploratory Study of Students' Perception of Oral Presentation Assessment Criteria – A Western Australian (WA) Case"
Tekle Shanka, Curtin Business School

“Traditional Versus Distance Learning Course Structures:
Differences in Student Learning and Satisfaction”
Linda I. Nowak, Sonoma State University

Discussion Leader: Susan Golicic, University of
Tennessee

SESSION 12.2: *Consumer Attitudes and Choice*
Room: Orchid

Session Chair: John Ford, Old Dominion University

“Creation of Causal Index Based on Habit Stocks and
General Social Behaviors”
Eun-Kyung Lee, North Carolina State University
Moon W. Suh, North Carolina State University

“An Integrated Model of Attitude and Choice: An
Interaction Approach”
James Agarwal, University of Regina
Naresh K. Malhotra, Georgia Institute of Technology

“Social Advertising: Effects of Dominance and Fit on
Attitudes and Behavioral Intentions”
Sridhar Samu, Memorial University of Newfoundland
Walter Wymer, Christopher Newport University

“An Experimental Investigation on Consumer Acceptance
of/Resistance to Genetically Modified Products”
Michelle Renten, University of Canterbury
David R. Fortin, University of Canterbury

Discussion Leader: TBA

See You Next Year In Washington, D.C.

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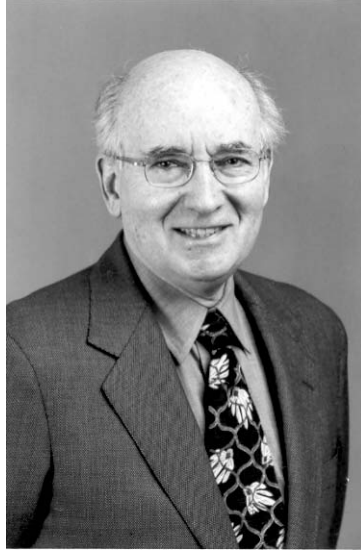
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Philip Kotler (M.A., University of Chicago, Ph.D., M.I.T.) is the S.C. Johnson Distinguished Professor of Marketing at the Kellogg Graduate School of Management, Northwestern University, Evanston, Illinois. He teaches courses in Marketing Strategy, International Marketing, and Services Marketing.

He has published 20 books, including *Marketing Management*, *Principles of Marketing*, *Kotler on Marketing*, *Strategic Marketing for Nonprofit Organizations*, *Social Marketing*, *Marketing Models*, *Marketing Places*, *The Marketing of Nations*, *Kotler on Marketing* and others. He has published over 100 articles in such journals as the *Harvard Business Review*, *Journal of Marketing*, *Journal of Marketing Research*, and the *Futurist*. His research spans a broad number of areas including consumer marketing, business marketing, services marketing and e-marketing. He has been a consultant to IBM, Bank of America, Merck, General Electric, Honeywell and many other companies.

He has received honorary doctorate degrees from several major universities here and abroad.