



Academy of Marketing Science, 1971- 2011
40th Anniversary Conference

**AMS 40th
Anniversary
Conference 2011**

The Sustainable Global
Marketplace

The Biltmore Hotel
Coral Gables, Florida, USA
May 24 – 27, 2011

The Academy of Marketing Science

Honors

Joseph F. Hair, Jr. Kennesaw State University

2011 AMS CUTCO/Vector Distinguished Marketing Educator



Joe is Professor of Marketing and DBA Director at Kennesaw State University. Prior to joining Kennesaw State University, Joe served the Ourso College of Business at Louisiana State University as a marketing professor, Department Chair, Copeland Endowed Chair of Entrepreneurship and Director of the Entrepreneurship Institute.

He earned his Ph.D. in Marketing in 1971 at the University of Florida and has made an indelible impact on the marketing profession through his leadership, teaching, research publications, and textbook authorship. His scholarship contributions include the authorship of over 40 books, including *Multivariate Data Analysis*, Prentice-Hall, 7th edition; *Marketing*, South-Western Publishing Company, now in its 11th edition; *Marketing Essentials*, 6th edition; *MKTG*, 5th edition, South-Western Publishing Company; *Essentials of Business Research Methods*, M.E. Sharpe, 2nd edition, 2011; *Research Methods of Business*, Wiley, UK, 2007; *Marketing Research*, McGraw-Hill/Irwin, 4th edition, *Essentials of Marketing Research*, 2nd edition, and *Sales Management: Building Partnerships*; HM/Cengage, 5th edition.

His academic publications have appeared in top-level professional journals including the *Journal of Academy of Marketing Science*, *Journal of Marketing Research*, *Journal of Advertising Research*, *Journal of Business Research*, *Management Decision*, *Journal of Marketing Theory and Practice*, *European Business Review*, *Journal of Personal Selling and Sales Management*, *Industrial Marketing Management*, *Business Horizons*, *Journal of Retailing*, *Marketing Education Review*, *Journal of Marketing Education*, *Multivariate Behavioral Research*, and others.

Joe has generously given his time and leadership talents in service to the AMS in practically every way imaginable. He has served as program chair, President (1996-1998), Chair of the Board of Governors, and helped shape AMS strategy and grow the Academy in size and prestige internationally.

Joe's leadership and welcoming spirit also helped shape the AMS to ensure its friendly culture developed through camaraderie, collegiality, high quality programs and fun. AMS formally recognized his achievements with the title of Distinguished Fellow and as the 2009 recipient of the Harold W. Berkman Service Award.

Joe epitomizes the Outstanding Educator. Through Joe's career as an educator, mentor and author he has touched countless thousands of students through his textbooks, and perhaps his best known work, *Multivariate Data Analysis*, has made a lasting contribution to research across all the social sciences. He has chaired and served on dissertation committees too numerous to mention and his students have in turn produced hundreds more if not thousands of publications. Perhaps nothing speaks more to Joe's accomplishments than the many of us glad to call him a friend.

Welcome to the Academy of Marketing Science 40th Anniversary Conference 2011

The 2011 Annual Conference celebrates 40 years of Academy of Marketing Science (AMS) conferences. AMS began at C. W. Post Center at Long Island University in 1971. Under the directorship of founder Dr. Harold W. Berkman, the Academy grew into the leading association for the marketing academic community. In 1972, Dr. Berkman established the *Journal of the Academy of Marketing Science (JAMS)*.

As AMS expanded in both scope and recognition, it became evident that more structure was needed. Consequently, in 1979 AMS was reorganized with a new Constitution and Articles of Association and Bylaws. Today, AMS has elected officers and a Board of Governors with elections held on a biennial basis. AMS has had 15 presidents since 1978 and JAMS has had 11 editors since 1972. From a small beginning, AMS and JAMS now cover the world and can be found everywhere (Twitter, LinkedIn, Wikipedia). In 2011 AMS launched the *AMS Review*, a new theory journal that publishes thoughtful contributions that offer insights and perspectives extending knowledge and understanding of marketing-related phenomena.

The theme for the 40th celebration conference – ***The Sustainable Global Marketplace*** – is a play on words that befits AMS and the marketplace in which we operate as marketers. ***Sustainability*** represents the longevity and, by extension, importance of AMS in the marketing profession, and especially for the marketing professorate (e.g., 40 years in operation, all with Dr. Harold Berkman at the helm as Executive Director). ***Global*** represents the scope and reach of AMS; the Academy is global with far-reaching goals and accomplishments (e.g., JAMS has more submissions from authors globally than it does in the U.S., the World Marketing Congress is a biennial conference of AMS with a strong scholarly brand). The ***Marketplace*** represents the focus of the research and activities by most, if not all, members of AMS and the worldwide marketing professorate (e.g., from AMS' support of doctoral students to thought leadership in developing both an understanding of the marketplace for the benefit of its diverse stakeholders).

The 2011 conference is taking place at the Biltmore Hotel in Coral Gables, Florida. Minutes from South Beach and downtown Miami, the setting for the Biltmore Hotel is a remarkable piece of history. In fact, the historic Biltmore Hotel, with its luxury spa and golf, has been a favorite of world leaders, celebrities, and sports stars since its opening in the 1920s.

Working together with an outstanding team of track chairs and many other key members of AMS, we hope you will find that the program that has been put together offers a unique, inspiring, and value-added set of sessions and activities. We have built in the celebration of the AMS 40th anniversary along with celebrations of the Sheth Foundation's 20th anniversary, the Marketing Science Institute's 50th anniversary, and the teaching of principles of marketing's 100th anniversary into the program. These celebratory milestones will also be the focus of a reception that is sponsored by us as program chairs.

There will be myriad learning opportunities at the AMS 40th anniversary conference, from the featured plenary session of marketing gurus to some 25 high-profile sessions covering the gamut of the marketing discipline. Overall, with more than 700 individuals on the program in some 130 sessions, we hope everyone attending will find intellectual value, fun, and networking throughout the conference.

O.C. Ferrell, Conference Co-chair and Vice President of Publications, Academy of Marketing Science

G. Tomas M. Hult, Conference Co-chair and *Journal of the Academy of Marketing Science*, Editor

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Emory University, USA
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DAILY HIGHLIGHTS
Tuesday May 24, 2011

AMS Executive Committee Meeting
08:00 – 16:00, The Boardroom

**Pre-Conference Workshop: Celebrating Our
History...Ensuring a Viable Future for Sales Research**
8:30 – 12:00, Danielson Gallery

Journal of Personal Selling and Sales Management
Editorial Review Board Meeting
12:00 – 13:00, Danielson Gallery

**More on Data Quality in the e-Survey Era: Preparing for the
Appropriate Analysis Approach**
15:00 – 16:30, Stoneman Douglas

The Finer Tastes of Wine Marketing
17:00 – 18:00, Granada Ballroom

AMS 40th Anniversary Welcome Reception
17:30 – 19:00, Alhambra

AMS Doctoral Student Networking Dinner (by invitation)
19:00 – 21:00, Laguna

Tuesday, May 24

Tuesday, May 24 - 08:00-16:00

Time: 08:00-16:00

Room: The Boardroom (Conf Ctr)

AMS Executive Committee Meeting

Tuesday, May 24 - 08:30-12:00

Session 0.5.P - Pre-Conference Workshop Time: 08:30-12:00

Room: Danielson Gallery

Celebrating Our History- Ensuring a Viable Future for Sales Research

Co-Chair: Andrea Dixon, Baylor University

Co-Chair: Jeff Tanner, Baylor University

Co-Chair: Michael Ahearne, University of Houston

2010-2011 represents an important academic year for sales scholars. The Academy of Marketing Science celebrates its 40th Anniversary, the Journal of Personal Selling and Sales Management (JPSSM) celebrates its 30th Anniversary, and Baylor University celebrates the 25th Anniversary of its Center for Professional Selling. JPSSM and Baylor commemorated their anniversaries through a September 2010 Research Symposium. The celebration will continue with this pre-conference Anniversary Session of the Academy of Marketing Science in May 2011. This pre-AMS-conference session brings content from 40+ sales experts from academe and industry representing nine countries to summarize the current state of our knowledge and map out directions for future research ensuring a viable future for sales research. Given AMS' unique relationship with the Journal of Personal Selling and Sales Management, hosting a pre-conference event that draws attention to the 40-year-AMS and 25-year-JPSSM joint history is quite special.

Strategic Account Management: Conceptualizing, Integrating, and Extending the Domain From Fluid to Dedicated Accounts

Kevin D. Bradford, Notre Dame University

Goutam N. Challagalla, Georgia Tech University

Gary K. Hunter, Case Western Reserve University

William C. Moncrief, III, Texas Christian University

Building Internal Competitive Advantage: The Marketing-Sales Interface at the Interface

Douglas Hughes, Michigan State University

Joel LeBon, University of Houston

Avinash Malshe, University of St. Thomas

Jan Feddersen, Sales Labs

The Role of the Sales Force in Value Creation and Appropriation: New Directions for Research

Chris Blocker, Baylor University

Joe Cannon, Colorado State University

Nikolaos Panagopoulos, Athens University

Jeff Sager, University of North Texas

Advancing Sales Performance Research: A Focus on Five Under-Researched Topic Areas

Jim Dickie, CSO Insights

Bart Dietz, Erasmus University
Ken Evans, University of Oklahoma
Fernando Jaramillo, University of Texas-Arlington
Richard McFarland, Kansas State University

Sales Force Turnover and Retention: A Research Agenda

Jim Boles, Georgia State University
George Dudley, Behavioral Sciences Research Press
Vincent Onyemah, Babson University
Dominique Rouzies, HEC Paris
Bill Weeks, Baylor University

What Don't We Know About New Product Selling? A Job Demands-Resources (JD-R) Perspective on Knowledge Needs Within This

George Allen, Teradata
Lance Bettencourt, Strategyn
Larry Chonko, University of Texas-Arlington
Alex Haas, University of Graz
Alex Zablah, Oklahoma State University

Challenges of CRM Implementation in Business-to-Business Markets: A Contingency Perspective

Michael Ahearne, University of Houston
Shanker Ganesan, University of Arizona
B.J. Mariadoss, Washington State University
Adam Rapp, Clemson University

The Future of Sales Training: Challenges and Related Research Questions

Rita Di Mascio, University of New South Wales
Tom Ingram, Colorado State University
Florian Kraus, University of Mannheim
Felicia Lassk, Northeastern University

Effects of Incentive Systems on Corporate Strategy, Sales Managers, Sales Professionals, and Customers - What We Know and Need to Know

Thomas DeCarlo, University of Alabama-Birmingham
Manfred Krafft, University of Munster
Byron Matthews, Mercer
F. Juliet Poujol, University of Montpellier
Jeff Tanner, Baylor University

Sales Network Engineering: The Evolution of the Traditional Sales Manager

Karen Flaherty, Oklahoma State University
Son Lam, University of Georgia
Nick Lee, Ashton University
Jay Mulki, Northeastern University
Andrea Dixon, Baylor University

Tuesday, May 24 - 12:00-13:00

Session 0.7.P - Panel

Time: 12:00-13:00

Room: Danielson Gallery

*Journal of Personal Selling and Sales Management,
Editorial Review Board Meeting*

Chair: Michael Ahearne, University of Houston

Tuesday, May 24 - 13:00-14:30

Session 1.2 - Special Session

Time: 13:00-14:30

Track: 4 - Customer Relationship
Management

Room: Granada Ballroom
(Main)

*Today's Pain, Tomorrow's Opportunity? Integrating
Sales & CRM*

Chair: Andrea Dixon, Baylor University

Panelists:

Michael Ahearne, University of Houston

Alison Chandless, Salesforce.com

Bob Kelly, Sales Management Association

Adam Rapp, Clemson University

Session 1.3 - Competitive

Time: 13:00-14:30

Research Methodology

Room: Merrick (Conf Ctr)

Reviewing Research Methods in Marketing

Chair: M. Billur Akdeniz, University of New Hampshire

Discussant: Chang Seob Yeo, Michigan State
University

Analyzing Mental Representations in Marketing: the
Contribution of Cognitive Mapping

Damien Chaney, Troyes Champagne School of
Management

Interpretation of Logistic Regression Models in Marketing
Journals

Jesus Tanguma, University of Texas - Pan American

Roberto Saldivar, University of Texas - Pan American

"Tried and True" or "Cutting Edge": Use of Data Analytical
Techniques in Marketing Research

Tracy Gonzalez-Padron, University of Colorado at
Colorado Springs

Rodney C. Runyan, University of Tennessee

Jonghan Hyun, University of Tennessee
Nathan Line, University of Tennessee
Yun-Hee Kim, University of Tennessee
Carol Finnegan, University of Colorado at Colorado
Springs

Session 1.4 - Special Session Time: 13:00-14:30
Track: 8 - Marketing Education & Pedagogy Room: Stoneman Douglas
(Conf Ctr)

Social Media Applications for Marketing Educators

Chair: Tracy Tuten, East Carolina University

Panelists:

Tracy Tuten, East Carolina University
Christy Ashley, East Carolina University
Jason Oliver, East Carolina University

Session 1.5 - Competitive Time: 13:00-14:30
Track: 17 - Sports Marketing Room: Aragon (Main)

Sports Marketing: Sports, Stadiums, and People

Chair: Jeffrey Stinson, Central Washington University

Stadium Atmosphere: Concept and Measurement

Rajdeep Chakraborti, ICFAI Business School,
Hyderabad
M.S. Balaji, IBS Hyderabad

Resident Involvement: The Case of the World Cup 2010

Adele Berndt, Monash University
H.B. Klopper, Monash South Africa
Ilse Niemann-Struweg, Monash South Africa
Come Meintjies,

University Branding: The Contribution of Intercollegiate
Athletics

Adam Marquardt, University of Richmond
Jeffrey Stinson, Central Washington University
Joshua Chandley, Central Washington University

Session 1.6 - Special Session Time: 13:00-14:30
Track: 1 - Advertising, Promotion & Communications Room: Anastasia
(Main)

***Sex and Advertising: Roundtable of Research on
Arousal and Sexual Appeals***

Chair: Angeline Close, University of Nevada, Las
Vegas

Panelists:

Tom Reichart, University of Georgia

Michael LaTour, University of Nevada Las Vegas

Session 1.7 - Competitive

Time: 13:00-14:30

Track: 8 - Marketing Education &
Pedagogy

Room: Majorca
(Main)

Advances in Experiential Education

Chair: Jane Wayland, University of Arkansas at Little
Rock

Discussant: Brent Smith, Saint Joseph's University

Marketing Internships: Expectations and Perceptions of
Students and Internship Providers

Scott Swanson, University of Wisconsin, Eau Claire

Chuck Tomkovich, University of Wisconsin, Eau
Claire

Trust in Preparation of University-Industry (UI)-

Collaboration: Outcomes from a Course with Focus on
Developing Businesslike Capabilities

Håkan Perzon, Luleå University of Technology

Measuring Academic Emotions in Experiential Learning
Using Qualitative and Physiological Data

Donna Davis, Texas Tech University

Joseph Derby, Texas Tech University

Shannon Rinaldo, Texas Tech University

Purvi Shah, Texas Tech University

Match/Mismatch in the College Service-Learning

Experience: Influence on Attitudes, Satisfaction, and
Volunteer Intentions

Jeananne Nichols, Kennesaw State University

Maria Kalamas, Kennesaw State University

Kurt Schimmel, Robert Morris University

Session 1.8 - Competitive

Time: 13:00-14:30

Track: 3 - Consumer Behavior

Room: Deering (Conf Ctr)

Giftng and Resaling

Chair: Deborah Goldring, Florida Atlantic University

Discussant: Anne Engström, Luleå University of
Technology

Resaling One's Own Possessions: Resale
Knowledge/Endowment

Tzuying Lee, National Cheng-Chi University

Shuling Liao, Yuan Ze University

Gift or Gift Card? Symbolism in Gift Exchange
Caroline Austin, Montana State University
Lei Huang, Dalhousie University

Giving Gift Cards: Socially Safe or Time Savers
Lei Huang, Dalhousie University
Caroline Austin, Montana State University

The Effect of Acculturation on Ethnic Minority Consumers'
Self-Gift Behavior
Theeranuch Pusaksrikit, University of the Thai
Chamber of Commerce
Jikyeong Kang, University of Manchester

Session 1.9 - Competitive Time: 13:00-14:30
Track: 7 - International Marketing Room: Prado (Main)

International Marketing Issues

Chair: Leyland Pitt, Simon Fraser University
Discussant: Stefanie Paluch, TU Dortmund University

Internationalization of Remote Service Technologies: A
Three Country Study on Perception, Adaptation and
Relationship Marketing
Stefanie Paluch, TU Dortmund University
Hartmut Holzmüller, TU Dortmund University

Factors Influencing African Postgraduate International
Students' Choice of South Africa as a Study Destination
Mercy Mpinganjira, University of Johannesburg

Host Country Institutional Factors as Determinants of Direct
Selling Industry Success
Charles Ragland, Kennesaw State University

Session 1.10 - Competitive Time: 13:00-14:30
Track: 9 - Marketing, Society & Public Policy Room: Brickell (Conf
Ctr)

Stakeholders, Sponsorships, and Consumption

Chair: Jason Flores, University of Texas - Pan
American
Discussant: Louise M. Hassan, Heriot-Watt University

Materialism, Conspicuous Consumption and American Hip-
Hop Subculture
Jeffrey S. Podoshen, Franklin and Marshall College
Susan A. Andrzejewski, Franklin and Marshall
College
James M. Hunt, Temple University

An Empirical Examination of the Financing of Social Marketing Programs Through Sponsorship: Implications for Planning and Evaluation

Judith Madill, University of Ottawa

Norm O'Reilly, University of Ottawa

The Development and Management of Organizational Partner Orientation

Barbara Caemmerer, ESSCA School of Management

Valentina Stan, ESSCA School of Management

Defining Dimensions and Motivations for Holistic Voluntary Simplification

Barbara Lafferty, University of South Florida

Session 1.12 - Competitive

Time: 13:00-14:30

Track: 3 - Consumer Behavior

Room: Marbella (Main)

Consumer Senses

Chair: Julian Clemenz, RWTH Aachen University

Role of Moods and Forgoing Need to Touch

Atefeh Yazdanparast, University of North Texas

Nancy Spears, University of North Texas

Frontal Lobe and Influences on Taste.

Charnetta Brown, Kennesaw State University

Adriane Randolph, Kennesaw State University

Janée Burkhalter, Saint Joseph's University

Brand Familiarity & Need for Touch

Subhash Jha, University of Memphis

Balaji C. Krishnan, University of Memphis

Tuesday, May 24 - 15:00-16:30

Session 2.2 - Special Session

Time: 15:00-16:30

Track: 15 - Selling & Sales

Room: Granada Ballroom

Management

(Main)

Organizational Identification and Sales

Chair: Michael Ahearne, University of Houston

Promoting Organizational Identification and Improving Sales Performance During a Layoff

Michael Ahearne, University of Houston

Florian Kraus, University of Mannheim

Douglas Hughes, Michigan State University

Ryan Mullins, University of Houston

Salespeople's Negative Out-group Stereotypes in Sales Organizations

Jan Wieseke, University of Bochum

Michael Ahearn, University of Houston

Florian Kraus, University of Mannheim

Sven Mikolon, University of Bochum

Antecedents and Consequences of Salesperson

Identification with the Brand and Company

Bashar Gammoh, University of Toledo

Michael Mallin, University of Toledo

Ellen Pullins, University of Toledo

Session 2.3 - Competitive

Time: 15:00-16:30

Track: 20 - Latin America - Research &

Room: Merrick

Teaching in Marketing

(Conf Ctr)

Marketing Strategy in Latin America

Chair: Adilson Borges, Reims Management School

Discussant: Adilson Borges, Reims Management School

Marketing Innovation and Externalities: The Case of the Chilean Wine Cluster

Christian Felzensztein, Universidad Adolfo Ibáñez

German Echeopar, Universidad Adolfo Ibáñez

Kenneth R Deans, University of Otago

Consumer Perceptions of Small and Large Retail Stores: A Comparison of Mexican and Puerto Rican Consumers

Juan Carlos Sosa Varela, Universidad del Turabo

María de los Dolores Santarriaga Pineda, Universidad de Colima

Francisco Carlos Soto Ramírez, Universidad de Colima

Audhesh Paswan, University of North Texas

Marketing Practices and Performance in a Post-Crisis Scenario

Nora Lado, Universidad Carlos III de Madrid

Lola Duque, Universidad Carlos III de Madrid

Daniel Álvarez, Universidad Católica del Uruguay

Quality Constructs Influence on Satisfaction in Puerto Rican Business Relationships

Juan Carlos Sosa Varela, Universidad del Turabo

Göran Svensson, Oslo School of Management

Tore Mysen, Oslo School of Management

Session 2.4 - Panel

Time: 15:00-16:30

Room: Stoneman Douglas (Conf Ctr)

More on Data Quality in the e-Survey Era: Preparing for the Appropriate Analysis Approach

Chair: John Ford, Old Dominion University

Panelists:

Joe Hair, Kennesaw State University

Barry Babin, Louisiana Tech University

Chris Adams, Qualtrics Survey Systems

Bryce Winkelman, Qualtrics Survey Systems

Session 2.5 - Competitive

Time: 15:00-16:30

Track: 9 - Marketing, Society & Public Policy

Room: Aragon (Main)

Technology, Ethics, and Public Policy

Chair: Vince Mitchell, City University

Discussant: Judith Madill, University of Ottawa

Young Consumers within a Marketplace Surrounded by Technologies: Understanding the Domain of Teenage Consumers Vulnerability

Wided Batat, University of Lyon, France

What do Consumers Think of Neuromarketing? An Exploratory Investigation of Consumers' Perceptions of Neuromarketing Ethics and the Associated Implications

Arne Baruca, University of Texas - Pan American

Jason Flores, University of Texas - Pan American

Consumer Use of the Internet and the Knowledge Gap in Healthcare

Yun Jung Lee, Adelphi University

Sejin Ha, Purdue University

Examining the Influence of Parents versus Peers on Gen Y Internet Ethical Attitudes

Vince Mitchell, City University

Dan Petrovici, Kent Business School

Bodo B. Schlegelmilch, Vienna University of Economics and Business

Ilona Szöcs, WU Vienna

Session 2.6 - Competitive

Time: 15:00-16:30

Track: 18 - Industrial Marketing & Supply Chains

Room: Anastasia (Main)

B2B Marketing

Chair: Stephan Henneberg, Manchester Business School

Key Account Management Orientation and its Impact on Company's Performance – An Empirical Study

Nektarios Tzempelikos, Athens University of Economics and Business

Spios Gounaris, Athens University of Economics and Business

Transactional, Project-based and ongoing Service Delivery in the B2B Context

Daniel Prior, University of New South Wales

Dyadic Operationalization in Business Marketing

Stephan Henneberg, Manchester Business School

Bahar Ashnai, Manchester Business School

Maria Smirnova, St. Petersburg State University

Peter Naude, Manchester Business School

Customer Reference Marketing: The Construct and Research Agenda

Anne Jalkala, Lappeenranta University of Technology

Harri Terho, Turku School of Economics

Session 2.7 - Competitive

Time: 15:00-16:30

Track: 2 - Brand, Image, & Product Management

Room: Majorca (Main)

New Product Development and Brand Loyalty

Chair: Tianjiao Qiu, California State University, Long Beach

The Effect of Interpersonal Counterproductive Behavior on the Performance of New Product Development Teams

Tianjiao Qiu, California State University, Long Beach

Which Dimensions of Product Design Drive Shareholder Value? The Role of Aesthetic, Ergonomic, and Symbolic Value

Christian Homburg, University of Mannheim

Torsten Bornemann, University of Mannheim

Lisa Schöler, Goethe University

Determining the Best Launch Time for New Products with Risk Considerations in a Competitive Market Situation

Zahra Sharifonnasabi, Sharif University of Technology

Mehdi Sheikhzadeh, Sharif University of Technology

Toward Brand Loyalty: Two Bridges of Brand and Customer Relationship Quality

Chao-Chin Huang, National Cheng Kung University

Shyh-Ming Huang, Southern Taiwan University

Shyh-Rong Fang, HsuiPing Institute of Technology

Session 2.8 - Competitive

Time: 15:00-16:30

Track: 19 - Sustainability Issues in
Marketing

Room: Deering (Conf
Ctr)

Sustainability Evaluations

Chair: Christine Ye, Florida State University

Discussant: Jeremy Wolter, Florida State University

Trial-Attitude Formation for a Green Product

Christy Ashley, East Carolina University

Jason Oliver, East Carolina University

James Zemanek, East Carolina University

Trust in Brands that are Publicized as Environmentally
Sustainable

Emre Ulusoy, University of Texas - Pan American

Paul Barretta, University of Texas - Pan American

The Application of Value Co-creation in Advancing
Solutions to Sustainable Consumption

Ginny Verran, Gordon Institute of Business Science

Kerry Chipp, Gordon Institute of Business Science

Does the Green Shoe Fit? Examining Consumer
Perceptions of Fit and CSR Activities

Mark Gleim, Florida State University

Jeremy Wolter, Florida State University

Session 2.9 - Special Session

Time: 15:00-16:30

Track: 8 - Marketing Education &
Pedagogy

Room: Prado
(Main)

e-Projects: Global Virtual Student Teams

Chair: Virginia Weiler, University of Southern Indiana

Panelists:

Virginia Weiler, University of Southern Indiana

Ulrik Bisgaard, Aarhus Tech

Sander Schroevers, Hogeschool van Amsterdam

Hans Seubring-Vierveijzer, Hogeschool van
Amsterdam

Session 2.10 - Competitive

Time: 15:00-16:30

Track: 19 - Sustainability Issues in
Marketing

Room: Brickell (Conf
Ctr)

Sustainability Consumption Patterns

Chair: Ronald Drozdenko, Western Connecticut
University

Discussant: Kathy Keeling, Manchester Business School

Mindful Consumption as Marketing Competitive Advantage:
The Strength of Ideology Toward the Purchase Decision
E.R. Scharf, Universidade Regional de Blumenau
Henrique Cunha, University of Blumenau

Factors Affecting the Acceptance of New Green Products
Ronald Drozdenko, Western Connecticut University
Donna Coelho, Western Connecticut State University
Marlene Jensen, Lock Haven University

Paying Premium Prices for Sustainable Tourism: An
Investigation of Some Antecedents
Azadeh Kazemina, Luleå University of Technology
Magnus Hultman, University of Leeds
Arash Kordestani, Luleå University of Technology
Esmail Salehi-Sangari, Royal Institute of Technology

What Drives Consumers in Eco-fashion? A Means-end
Approach to Building Meaningful Segments of Green
Consumer Types
Thomas Jagel, Manchester Business School
Kathy Keeling, Manchester Business School
Thorsten Gruber, Manchester Business School
Alexander Reppel, University of London

Session 2.12 - Competitive
Research Methodology

Time: 15:00-16:30
Room: Marbella (Main)

New Solutions in Marketing Research

Chair: M. Berk Talay, University of Massachusetts Lowell

Discussant: Damien Chaney, Troyes Champagne School of Management

Understanding Determinant Factors of Firm Performance:
A Time Path Analysis of the Auto-Industry
Chang Seob Yeo, Michigan State University

The Good Ones Go into the Pot, the Bad Ones Go into
Your Crop: How to Identify Inaccurate Response Behavior
in Online Marketing Research
Boris Toma, University of Mannheim
Daniel Heinrich, University of Mannheim
Hans Bauer, University of Mannheim
Colin Campbell, Monash University

Surveys go 3D: Using Virtual Worlds to Innovate in
Marketing Research

Debbie Keeling, University of Manchester
Angus Laing, Loughborough University
Terry Newholm, University of Manchester

Tuesday, May 24 - 17:00-18:00

Session 2.2.2 - Panel Time: 17:00-18:00
Track: 23 - Anniversary Room: Granada Ballroom
Session (Main)

The Finer Tastes of Wine Marketing

Chair: Barry Babin, Louisiana Tech University

Panelists:

Barry Babin, Louisiana Tech University
David Ortinau, University of South Florida
Leyland Pitt, Simon Fraser University

Tuesday, May 24 - 17:30-19:00

Time: 17:30-19:00
Room: Alhambra (Main)

AMS 40th Anniversary Welcome Reception

Tuesday, May 24 - 19:00-21:00

Time: 19:00-21:00
Room: Laguna (Conf Ctr)

AMS Doctoral Student Networking Dinner (by invitation)

Coordinator: Charles Lamb, Texas Christian University

DAILY HIGHLIGHTS
Wednesday May 25, 2011

Market Orientation: Past, Present, and Future
8:30 – 10:00, Granada Ballroom

**AMS Distinguished Fellows: Reflections on AMS
Contributions to the Marketing Discipline**
8:30 – 10:00, Merrick

Plenary Session
Q&A with the Marketing Gurus
10:30 – 12:00, Granada Ballroom

AMS Awards Luncheon
12:00 – 13:20, Country Club Ballroom

An Interview with Jagdish Sheth
13:30 – 15:00, Merrick

Mary Kay Doctoral Dissertation Competition
– Award Winners' Session
13:30 – 15:00, Aragon

**Contributions of the Sheth Foundation
to the Marketing Discipline**
15:30 – 17:00, Granada Ballroom

“Celebrating Milestones” Reception
17:30 – 19:00, Country Club Courtyard

AMS “Creative Chef” Dinner
19:00 – 21:00, Country Club Ballroom

Wednesday, May 25

Wednesday, May 25 - 08:30-10:00

Session 3.2 - Panel

Time: 08:30-10:00

Track: 23 - Anniversary
Session

Room: Granada Ballroom
(Main)

Market Orientation: Past, Present, and Future

Chair: Stanley F. Slater, Colorado State University

Panelists:

George Day, University of Pennsylvania
Rohit Deshpande, Harvard Business School
Stanley F. Slater, Colorado State University
Ahmet Kirca, Michigan State University

Session 3.3 - Panel

Time: 08:30-10:00

Track: 23 - Anniversary Session

Room: Merrick (Conf Ctr)

***AMS Distinguished Fellows: Reflections on AMS
Contributions to the Marketing Discipline***

Chair: Charles Lamb, Texas Christian University

Panelists:

Charles Lamb, Texas Christian University
Gerald Albaum, University of New Mexico
Harold Berkman, University of Miami
Jay Lindquist, Western Michigan University
Robert Peterson, University of Texas at Austin

Session 3.4 - Special Session

Time: 08:30-10:00

Track: 23 - Anniversary
Session

Room: Stoneman Douglas (Conf
Ctr)

Partial Least Squares (PLS): Past, Present, and Future

Chair: Joe Hair, Kennesaw State University

PLS Path Modeling in Marketing Research

Joe Hair, Kennesaw State University

Recent Issues in PLS Path Modeling

Christian Ringle, Hamburg University of Technology

Segmentation in PLS Path Modeling

Marko Sarstedt, Munich School of Management

Session 3.5 - Competitive

Time: 08:30-10:00

Track: 15 - Selling & Sales Management

Room: Aragon (Main)

Managing Internal and External Relationships in Sales

Chair: Lynette Ryals, Cranfield University

Cross-Functional Activities - Do they really reduce Inter-Functional Conflict between Sales and Marketing?

Kenneth Le Meunier-FitzHugh, University of East Anglia, Norwich

Leslie Le Meunier-FitzHugh, University of East Anglia, Norwich

Sources of Intraorganizational Conflict: A Sales perspective

James Speakman, Lille Catholic University

Lynette Ryals, Cranfield University

Salesperson's Personality and the Relationship Quality: Differences between Customers and Friends

Kaveh Peighambari, Luleå University of Technology

Setayesh Sattari, Luleå University of Technology

Lars Bäckström, Luleå University of Technology

Salesperson Nonverbal Cue Emulation and Customer Perceptions: Conceptual Foundations and Proposed Research Program

Ryan Langan, University of South Florida

Greg Marshall, Rollins College

Session 3.6 - Competitive

Time: 08:30-10:00

Track: 1 - Advertising, Promotion & Communications

Room: Anastasia (Main)

Advances in Consumer Perception, Attitude and Affect in Advertising and Event Sponsorship

Chair: Diana Haytko, Florida Gulf Coast University

Consumer Perceptions of Advertising Appeals: Hard-Sell and Soft-Sell Revisited

Anshu Saxena Arora, Savannah State University

Shalonda Kirkland Bradford, Savannah State University

The Influence of Ethical Intention and Value Expectation on Consumers' Attitude toward Ads and Clients

Chulho Kim, Cheongju University

Event Sponsorship and the Impact of Corporate Social Responsibility

Angeline Close, University of Nevada, Las Vegas

Russell Lacy, University of New Orleans

Advertising Strategies for Charities: Promoting Consumers' Donation of Time vs. Money

Namin Kim, Kyonggi University

Session 3.7 - Competitive

Time: 08:30-10:00

Track: 3 - Consumer Behavior

Room: Majorca (Main)

Consumer Materialism

Chair: Sigal Segev, Florida International University

Development of Need for Prestige Scale

Friederike Blum, University of Bayreuth

Stefan Hampel, University of Bayreuth

Hajo Hippner, University of Bayreuth

Risk as an Obstacle to Purchasing Pirated goods

Thomas Niemand, Technical University of Dresden

Robert Mai, Technical University of Dresden

Individual Well-Being and Materialism

Rekha Singh, Management Development Institute

Session 3.8 - Competitive

Time: 08:30-10:00

Track: 2 - Brand, Image, & Product
Management

Room: Deering (Conf
Ctr)

Brand Perceptions

Chair: M. Billur Akdeniz, University of New Hampshire

The Process of Consumer-Brand Engagement: A Grounded Theory Approach

Guendalina Graffigna, Università Cattolica del Sacro
Cuore

Rossella C. Gambetti, Università Cattolica del Sacro
Cuore

Perception versus Reality: Antecedents and Consequences of the Gap between Perceived and Actual Quality of Brands

M. Billur Akdeniz, University of New Hampshire

Roger Calantone, Michigan State University

Examining the Role of Gay Identity in Gay Consumers' Evaluations of Gendered Brands

Gillian Oakenfull, Miami University

Changing Perspectives: An Interdisciplinary and Cross- Industry Study of Consumer-Brand Relationships

Manfred Bruhn, University of Basel

Falko Eichen, Prof. Bruhn & Partner, Zürich

Daniela B. Schäfer, University of Basel

Session 3.9 - Competitive

Time: 08:30-10:00

Track: 7 - International Marketing

Room: Prado (Main)

Internationalization Structure, Order, and Performance

Chair: Michael Czinkota, Georgetown University

Discussant: M. Berk Talay, University of
Massachusetts Lowell

Do Coordination Flexibility and Market Orientation
Leverage Strategy to Predict Export Sales Performance?

Nathaniel Boso, Loughborough University

John Cadogan, Loughborough University

Vicky Story, University of Nottingham

Sequential vs. Simultaneous Rollouts: Contingent Effects of
Product Innovativeness and Order of Entry

Nik Hazrul, National University of Malaysia

Bryan Lukas, University of Melbourne

Gregory Whitwell, University of Melbourne

The Absorptive Capacity of Export Information and its
Impact Upon SMEs' Export Performance

Raluca Mogos Descotes, ESSCA School of
Management

Björn Walliser, University of Nancy

Structural Factors Associated with the Export Performance
of Manufacturing Firms

Edward Marandu, University of Botswana

Session 3.10 - Competitive

Time: 08:30-10:00

Track: 16 - Services Marketing

Room: Tuttle (Conf Ctr)

Group and Cultural Differences in Services

Chair: Stephanie Lawson, Florida State University

Guanxi Meets Western Banking Systems: Trust, Bonding,
and Commitment in the Context of Consumer Acculturation

Joe Choon Yean Chai, University of Otago

Jeffrey S. Podoshen, Franklin and Marshall College

Cross-generational Perceptions of Disciplining and the
Implications for the Sustainability of Disciplining Practices
of Service Providers

Edward Kasabov, University of Bath

Overall Customer Satisfaction: A Case Study of the
Bangladesh Banking Sector

Johra Kayser Fatima, University of New South Wales

Mohammed Razzaque, University of New South
Wales

Service in the Hospitality Industry: A Chinese and American
Comparison of Failures and Recovery Strategies

Scott Swanson, University of Wisconsin – Eau Claire

Yinghua Huang, Oklahoma State University-Stillwater

Baoheng Wang, Xiamen University

Session 3.11 - Competitive

Time: 08:30-10:00

Track: 16 - Services Marketing

Room: Flagler (Conf Ctr)

Emerging Issues in Services

Chair: Ronald Clark, Missouri State University

Decision Making Under Stress: Comparing Pre-consumption and Consumption-related Stress

Lola Duque, Universidad Carlos III de Madrid

Sangeeta Singh, Norwegian School of Management BI

The Influence of Mental Models of Customer Service on Employee Engagement

Carolyn (Casey) Findley Musgrove, University of Alabama

Alexander Ellinger, University of Alabama

Andrea Ellinger, University of Texas at Tyler

The Influence of Service Guarantees on Firm Performance

Hyunju Shin, University of Alabama

Alexander Ellinger, University of Alabama

When the Service Encounter Becomes a Source of Boredom: A Customer Demands-Resources Model of Service Employees' Boreout

Ruth Maria Stock, Technische Universität Darmstadt

Session 3.12 - Special Session

Time: 08:30-10:00

Track: 11 - Marketing Theory

Room: Marbella (Main)

Understanding, Constructing, and Testing Marketing Theory: A Doctoral Student Perspective

Chair: Colin Campbell, Monash University

Panelists:

Colin Campbell, Monash University

Kelli Crickey, Kennesaw State University

Anjali Bal, Simon Fraser University

Chris Archer-Brown, University of Bath

Paul Barretta, University of Texas - Pan American

Wednesday, May 25 - 10:30-12:00

Session 4.2 - Panel

Time: 10:30-12:00

Track: 23 - Anniversary

Room: Granada Ballroom

Session

(Main)

Question & Answer Session with the Marketing Gurus

Organizer: Tomas Hult, Michigan State University

Facilitator: Richard Lutz, University of Florida

Panelists:

A. "Parsu" Parasuraman, University of Miami

Stanley F. Slater, Colorado State University

Jagdish Sheth, Emory University

V. Kumar, Georgia State University

Ruth Bolton, Marketing Science Institute

Rajan Varadarajan, Texas A&M University

George Day, University of Pennsylvania

Rohit Deshpande, Harvard Business School

Wednesday, May 25 - 12:00-13:20

Time: 12:00-13:20

Room: Country Club Ballroom (Conf Ctr)

AMS Awards Luncheon

AMS Best Student Paper

"The Impact of Employee Similarity to Customers on Perceptions of Service Quality"

Jason Flores, University of Texas – Pan American

AMS CUTCO/Vector

Distinguished Marketing Educator

Joseph F. Hair, Jr.,

Kennesaw State University, USA

Wednesday, May 25 - 13:30-15:00

Session 5.2 - Special Session

Time: 13:30-15:00

Track: 23 - Anniversary

Room: Granada Ballroom

Session

(Main)

***An Interview with Jagdish Sheth, Charles H. Kellstadt
Professor of Marketing in the Goizueta Business
School at Emory University***

Interviewer:

Robert Peterson, University of Texas at Austin

Interviewee:

Jagdish Sheth, Emory University

Session 5.3 - Special Session

Time: 13:30-15:00

Track: 23 - Anniversary Session

Room: Merrick (Conf Ctr)

***Marketing and Sustainability – Select Presentations of
Articles from the JAMS Special Issue***

Co-Chair: Tomas Hult, Michigan State University

Co-Chair: O.C. Ferrell, University of New Mexico

The Structure of Sustainability Research in Marketing,
1958-2008

Brian Chabowski, University of Tulsa

Jeannette A. Mena, University of South Florida

Tracy Gonzalez-Padron, University of Colorado at
Colorado Springs

Market-Oriented Sustainability: A Conceptual Framework
and Propositions

Victoria Crittenden, Boston College

William Crittenden, Northeastern University

Linda Ferrell, University of New Mexico

O.C. Ferrell, University of New Mexico

Christopher Pinney, Boston College

Green Marketing Strategies

J. Joseph Cronin, Florida State University

Jeffery S. Smith, Florida State University

Mark Gleim, Florida State University

Edward Ramirez, University of Texas at El Paso

Jennifer Martinez, University of Memphis

Session 5.4 - Special Session

Time: 13:30-15:00

Track: 9 - Marketing, Society &
Public Policy

Room: Stoneman Douglas
(Conf Ctr)

***The Science and Practice of Forensic Research in
Marketing***

Chair: Gregory T. Gundlach, University of North
Florida

Panelists:

Gregory T. Gundlach, University of North Florida

Dhruv Grewal, Babson College

Patricia Norberg, Quinnipiac University

David W. Stewart, University of California, Riverside

Session 5.5 - Special Session

Time: 13:30-15:00

Track: 23 - Anniversary Session

Room: Aragon (Main)

Mary Kay Doctoral Dissertation Competition - Award Winners' Session

Chairs: Daniel Flint, University of Tennessee
and Kerry Tassopoulos, Mary Kay, Inc.

Complicating Choice: The Effort Compatibility Principle
Rom Y. Schrift, Columbia University

Influencing Key Account Strategy Implementation:
Considering the Simultaneous Impact of Push and Pull-
Through Over Time
William Bolander, University of Houston

The Design of Incentive Contracts and Its Effect on Worker
Behavior
Doug J. Chung, Yale University

New Product Preannouncements-Design and Market-
Based Consequences
Torsten Bornemann, University of Mannheim

Session 5.6 - Competitive

Time: 13:30-15:00

Track: 8 - Marketing Education &
PedagogyRoom: Anastasia
(Main)***Strategies for Enhancing Academic Performance and Achievement***

Chair: Shannon Rinaldo, Texas Tech University
Discussant: Maria Kalamas, Kennesaw State
University

Integrative Business Education Focused on the
Environment: A Description of the Sophomore Scholars
Program, Its Effects on Academic Performance, and the
Regulatory Focus of its Participants
Jane McKay-Nesbitt, Bryant University
Elizabeth Yobaccio, Bryant University
Angela Wicks, Bryant University

Exploring the Effect of an Instruction to be Creative on
Problem Solving in the Marketing Classroom
Rita Di Mascio, University of New South Wales
J. Sweller, University of New South Wales
S. Kalyuga, University of New South Wales

Social Media and Students' Achievement: The Role of
Culture and Personality
Sana Rouis, Luleå University of Technology

Moez Limayem, University of Arkansas

Esmail Salehi-Sangari, Royal Institute of Technology

Session 5.7 - Competitive

Time: 13:30-15:00

Track: 20 - Latin America - Research &
Teaching in Marketing

Room: Majorca
(Main)

Branding in Latin America

Chair: Göran Svensson, Oslo School of Management

Discussant: Göran Svensson, Oslo School of
Management

**Stress and Brand Choices During the Purchasing Process
in México**

Francisco Carlos Soto Ramírez, Universidad de
Colima

María de los Dolores Santarriaga Pineda, Universidad
de Colima

**When Local Brands Are Better? The Moderator Role of
Self-construal On Identification With Global Or Local
Brands In Brazil**

Diego Costa, Reims Management School

Marlon Dalmoro, Universidade Federal do Rio Grande
do Sul

Walter Nique, Universidade Federal do Rio Grande
do Sul

Adilson Borges, Reims Management School

**Consumer Spent Bigger Than Needed: Explaining Mobile
Phone Plan-Choice Biases**

Carlos André Nascimento Harada, EAESP-FGV São
Paulo

André Torres Urdan, EAESP-FGV São Paulo

Melby Karina Zuniga Huertas, Centro Universitário de
FEI

Session 5.8 - Competitive

Time: 13:30-15:00

Track: 14 - Retailing

Room: Deering (Conf Ctr)

Environmental Forces and Employees In Retail

Chair: Daniel Hampson, University of Manchester

Discussant: Trang Tran, University of North Texas

**Consumers in a Turbulent Economy: Normative, Egoistic
and Economic Antecedents to Store (Dis)loyalty and Store-
brand Proneness**

Daniel Hampson, University of Manchester

Peter McGoldrick, Manchester Business School

Responsibly Yours: Marketing Sustainability in Retail

Dhruv Bhatli, University Paris Est

Chiraz Aouina Mejri, University Paris Est

Some Preliminary Evidence for the Effect of Employee

Satisfaction on Relational Switching Costs

Achilleas Boukis, Athens University of Economics and
Business

Spios Gounaris, Athens University of Economics and
Business

Session 5.9 - Competitive

Time: 13:30-15:00

Track: 7 - International Marketing

Room: Prado (Main)

Branding in the International Marketplace

Chair: Nicolas Papadopoulos, Carleton University

Discussant: Lilly Ye, Frostburg State University

You Know You've Got To, Express Yourself: A

Comparative Study of Self-Expression Through Brand,

Women in Six Asian Nations

Anjali Bal, Simon Fraser University

Leyland Pitt, Simon Fraser University

Peter Steyn, Luleå University of Technology

Åsa Wallström, Luleå University of Technology

Co-Branding Strategies Applied to High-Tech Products and

Luxury Brands: A Cross-Cultural Perspective

Nora Lado, Universidad Carlos III de Madrid

Fabrizio Cesaroni, Universidad Carlos III de Madrid

Alberto Maydeu-Olivares, University of Barcelona

Han Chiang Ho, Universidad Carlos III de Madrid

Religiously Motivated Consumer Boycott: The Impact on

Brand Image, Product Judgment and Customer Loyalty

Ibrahim Abosag, University of Manchester

Maya Farah, American University of Beirut

Session 5.10 - Competitive

Time: 13:30-15:00

Track: 1 - Advertising, Promotion &
Communications

Room: Brickell
(Conf Ctr)

***Marketing Communications from Priming to Signaling:
Emerging Research from Doctoral Students***

Chair: Angeline Close, University of Nevada, Las
Vegas

Discussant: Pia Albinsson, Appalachian State
University

Priming Effect across Modalities and the Influence of Processing Fluency on Ad Designs

Tony Yan, New Mexico State University

Miguel Angel Zuniga, New Mexico State University

Crisis Management Advertising Effectiveness: The Impact of Psychological Ownership and Message Abstractness

Phillip Hartley, Louisiana State University

Jie Sun, Louisiana State University

Randle Raggio, University of Richmond

No Clipping, No Printing Required: Antecedents of Consumers' Intention to Use SMS Coupons

Chinintorn Nakhata, University of South Florida

Signaling Quality Across Different Stages of the Organizational Life Cycle

Stefan Hattula, University of Mannheim

Maik Hammerschmidt, Georg-August-University
Goettingen

Hauke Wetzel, University of Mannheim

Hans Bauer, University of Mannheim

Session 5.11 - Competitive

Time: 13:30-15:00

Track: 15 - Selling & Sales
Management

Room: Flagler (Conf
Ctr)

Managing Salesperson Performance

Chair: Dawn Deeter-Schmelz, Ohio University

Building an Adaptive Sales Force Through Sales Control Synergies

C. Fred Miao, Clarkson University

Managers' Perceptions of the Effectiveness of Cash Vs. Non-cash Awards for Sales and Customer Service Employees

Dennis Kopf, University of Wisconsin- Whitewater

Jimmy Peltier, University of Wisconsin- Whitewater

Antecedents of Salesperson's Performance: Sales Unit's Absorptive Capacity, LMX and Salesperson's Trust and Goal Commitment

Nicholas Paparoidamis, Catholic University of Lille

Ruben Chumpitaz, Catholic University of Lille

Session 5.12 - Competitive

Time: 13:30-15:00

Track: 14 - Retailing

Room: Marbella (Main)

The Retail Shopping Experience

Chair: Stephanie Gillison, University of Alabama

Disentangling Individual and Contextual Shopping Motivations

Julien Schmitt, Loughborough University

Dina Rasolofarison, Aston University

Understanding the Negative Aspects of Role Shopping

Stephanie Gillison, University of Alabama

Kristy Reynolds, University of Alabama

Singing at a Karaoke Box Shop: Antecedents and Consequences of Hedonic Retail Experiences

Stephen Chi-Tsun Huang, National Kaohsiung First University of Science and Technology

Shih-Hao Wu, National Kaohsiung First University of Science and Technology

Tung-Sheng Wang, National Kaohsiung First University of Science and Technology

Yi-Fong Chen, Great Wall Enterprise Co. Ltd

Wednesday, May 25 - 15:30-17:00

Session 6.1 - Panel

Time: 15:30-17:00

Track: 23 - Anniversary Session

Room: Conference Center Ballroom

Direct Selling in the 21st Century: Developing a Research Partnership between Industry and Academia

Chair: Daniel Flint, University of Tennessee

Panelists:

Kerry Tassopoulos, Mary Kay, Inc.

Sarah Baker Andrus, Vector Marketing Corp.

Robin Diamond, Direct Selling Education Foundation

Victoria Crittenden, Boston College

Linda Ferrell, University of New Mexico

Session 6.2 - Panel

Time: 15:30-17:00

Track: 23 - Anniversary Session

Room: Granada Ballroom (Main)

Contributions of the Sheth Foundation to the Marketing Discipline

Chair: Naresh Malhotra, Nanyang Technological University

Panelists:

Ruth Bolton, Marketing Science Institute

Tomas Hult, Michigan State University

Richard Lutz, University of Florida

Session 6.3 - Special Session Time: 15:30-17:00
Track: 9 - Marketing, Society & Public Policy Room: Merrick (Conf Ctr)

Is Corporate Social Responsibility a Significant Marketing Resource?

Chair: Scott Vitell, University of Mississippi

Panelists:

Scott Vitell, University of Mississippi
O.C. Ferrell, University of New Mexico
Jeannette A. Mena, University of South Florida
Tracy Gonzalez-Padron, University of Colorado at Colorado Springs

Session 6.4 - Panel Time: 15:30-17:00
Room: Stoneman Douglas (Conf Ctr)

Meet the Reviewers

Chair: Charles Ingene, Hong Kong Polytechnic University

Panelists:

Charles Ingene, Hong Kong Polytechnic University
David Ortinau, University of South Florida
A. "Parsu" Parasuraman, University of Miami
Bodo B. Schlegelmilch, Vienna University of Economics and Business

Session 6.5 - Competitive Time: 15:30-17:00
Track: 16 - Services Marketing Room: Aragon (Main)

Models of Service Evaluation and Decision Making

Chair: Richard Hanna, Northeastern University

Service Convenience Determinants of Consumer Continual Intention for Group Buying

Lingyen Pan, National Taiwan University
Shuling Liao, Yuan Ze University

A Re-Examination of the Nature of the Service Satisfaction and Customer Loyalty Relationship through the Lens of Attribution Theory

Birgit Leisen Pollack, University of Wisconsin Oshkosh

Service Quality, Customer Satisfaction, Value and Loyalty: An Empirical Investigation of the Airline Services Industry

John Ford, Old Dominion University
Ruben Chumpitaz, Catholic University of Lille
Nicholas Paparoidamis, Catholic University of Lille

Customer's Perceptions of Authenticity in a Service Encounter

Hyunju Shin, University of Alabama
Kyoungmi Kim, University of Alabama
Sharon Beatty, University of Alabama

Session 6.6 - Competitive

Time: 15:30-17:00

Track: 20 - Latin America - Research & Teaching in Marketing

Room: Anastasia (Main)

Understanding Different Industries in Latin America

Chair: Göran Svensson, Oslo School of Management
Discussant: Göran Svensson, Oslo School of Management

The Landscape as an Integrative Aspect of Tourism for the State of Colima and its Risk Factor Implications: Seeking Collaboration Between Parties Involved with Colima's Volcano

Irma Magaña Carrillo, University of Colima
Carmen Padín Fabeiro, University of Vigo

Use Of Archetypes In The Colombian Fashion Industry

Lina M. Ceballos, EAFIT University
Juliana Villegas, EAFIT University

Co-creation Of Value In The Brazilian Private Higher Educational Service

Flávio Régio Brambilla, Universidade Luterana do Brasil

Electricity Demand Management in A Brazilian B-to-b Domain: Characteristics, Explanation, And Simulation

Suzane Strehlau, FEI São Paulo
Melby Karina Zuniga Huertas, Centro Universitário de FEI
André Torres Urdan, EAESP-FGV São Paulo
Edmilson Alves de Moraes, FEI São Paulo

Session 6.7 - Special Session

Time: 15:30-17:00

Track: 15 - Selling & Sales Management Room: Majorca (Main)

Sales Research: Where is the cutting edge?

Chair: Daniel Ladik, Seton Hall University

Panelists:

Michael Ahearne, University of Houston

Andrea Dixon, Baylor University
Douglas Hughes, Michigan State University
Daniel Ladik, Seton Hall University
William Locander, Loyola University
Greg Marshall, Rollins College

Session 6.8 - Competitive

Time: 15:30-17:00

Track: 3 - Consumer Behavior

Room: Deering (Conf Ctr)

The Experience of it all

Chair: Soonkwan Hong, Michigan Technological University

Discussant: Jikyeong Kang, University of Manchester

Brand Engagement and Self-concept: Brand Experiences & Emotional Attachment

Julian Clemenz, RWTH Aachen University

Malte Brettel, RWTH Aachen University

Value Co-Creation: DIY Industry

Marco Wolf, University of Southern Mississippi

Shaun McQuitty, Athabasca University

Product Assembly Experiences: Self-Construction & Difficulty interaction

Prakash Das, University of Calgary

Katherine White, University of Calgary

James Agarwal, University of Calgary

Order Effects: Experiential Products: Role of Product Similarity

Dipayan Biswas, Bentley University

Donald Lehmann, Columbia University

Lauren Labrecque, Northern Illinois University

Ereni Markos, Quinnipiac University

Session 6.9 - Competitive

Time: 15:30-17:00

Track: 7 - International Marketing

Room: Prado (Main)

Segmentation and Emerging Markets

Chair: Matt Myers, University of Tennessee

Discussant: Ali Kara, Pennsylvania State University York Campus

Social Mobility and the Demand for Luxury in Russia: A Typology of Russian Consumers of Luxury Goods

Gregory Kivenzor, Rivier College

Roy Toffoli, University of Québec at Montréal

Emerging Markets: Service Quality versus Value in Russia

Ania Rynarzewska, Florida State University

International Market Segmentation as Practice
Jennifer Cordero, University of California, Irvine

Session 6.10 - Competitive Time: 15:30-17:00
Track: 20 - Latin America - Research & Teaching in Marketing Room: Tuttle (Conf Ctr)

Teaching Marketing in Latin America

Chair: Adilson Borges, Reims Management School
Discussant: Adilson Borges, Reims Management School

Managerialism In The Classroom: Quitting Or Resisting?
Cristiana Trindade Ituassu, Escola de Administração de Empresas de São Paulo

The Student As Practitioner: An Activity Theory Approach For Student Participation In Higher Education In Colombia
Mario Eduardo Giraldo Oliveros, Universidad del Norte
Marisabella De Castro Abello, Universidad del Norte

Using Simulator Markstrat In Marketing Planning Courses In Brazil
Ana Akemi Ikeda, University of São Paulo
Marcelo Barbieri Campomar, University of São Paulo
Marcos Cortez Campomar, University of São Paulo

A New Business School Model: Relevance Of Management Education In Colombia
Silvio Borrero, Universidad ICESI
Faride Crespo, Universidad ICESI
Carolina Cortes, Universidad ICESI
Olga Lucia Ramirez, Universidad ICESI

Session 6.11 - Competitive Time: 15:30-17:00
Track: 8 - Marketing Education & Pedagogy Room: Flagler (Conf Ctr)

Outside the Classroom: Issues that Make You Say Hmm...

Chair: Frank Pons, Laval University
Discussant: Rita Di Mascio, University of New South Wales

Reference Letters for Students: A Legal Trap for the Uninformed Marketing Educator
Pia Albinsson, Appalachian State University
Nina Compton, New Mexico State University

Determinants of Successful Ph.D. Student Placement in Faculty Positions: The Mediating Role of Publication Record

Xin Wang, University of Cincinnati

Frank Kardes, University of Cincinnati

It is relevant, isn't it? On the Influence of Prior Experience on a Joint Relevance Evaluation Between Marketing Scholars and Practitioners

Johannes Hattula, University of St. Gallen

Sven Reinecke, University of St. Gallen

Is PR the New Marketing or Is Marketing the New PR?

Deborah Goldring, Florida Atlantic University

Readability And Usefulness: Do The Top 100 MBA Mission Statements Say Anything?

Anjali Bal, Simon Fraser University

Leyland Pitt, Simon Fraser University

Michael Parent, Simon Fraser University

Session 6.12 - Competitive

Time: 15:30-17:00

Track: 12 - Pricing & Revenue Management

Room: Marbella (Main)

Pricing Tactics

Chair: Keith Coutler, Clark University

Discussant: Keith Coutler, Clark University

Price Dispersion in the Airline Industry: A Conceptual Framework and Empirical Analysis

Ed Gailey, Fairmont State University

Ashutosh Dixit, Cleveland State University

Thomas Whipple, Cleveland State University

Rajshekhar 'Raj' Javalgi, Cleveland State University

Do Customers Prefer Many Tariff Options? The Role of Perceived Costs and Benefits of Variety in Pricing

Christian Homburg, University of Mannheim

Dirk Totzek, University of Mannheim

Melanie Krämer, University of Mannheim

Internet Product Prices in Emerging Economies

Gopal Iyer, Florida Atlantic University

Lifan Yang, East China University of Political Science and Law

Wednesday, May 25 - 17:30-19:00

Time: 17:30-19:00

Room: Country Club Courtyard (Conf Ctr)

"Celebrating Milestones" Reception

Sponsored by Program Co-Chairs:

O.C. Ferrell, University of New Mexico and

Tomas Hult, Michigan State University

This reception is sponsored by the program chairs to celebrate the anniversaries of the following marketing-related events:

Sheth Foundation – 20th Anniversary

Academy of Marketing Science - 40th Anniversary

Marketing Science Institute – 50th Anniversary

100th Anniversary of the First Principles of Marketing Course

Wednesday, May 25 - 19:00-21:00

Time: 19:00-21:00

Room: Country Club Ballroom (Conf Ctr)

AMS "Creative Chef" Dinner

All AMS members are invited to a unique "create-your-own-dinner with the professional assistance of superb chefs from the Biltmore Hotel.

Official Publications of the Academy of Marketing Science



Journal of the Academy of Marketing Science

AMS Review

- ▶ Increased frequency as of 2010
- ▶ Long-standing tradition in marketing research
- ▶ Always thought-provoking
- ▶ New quarterly journal
- ▶ High impact marketing theory research

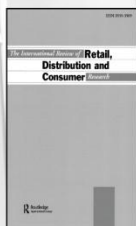


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DAILY HIGHLIGHTS
Thursday May 26, 2011

Future of the Marketing Academia
8:30 – 10:00, Granada Ballroom

JAMS Editorial Review Board Meeting
08:30 – 10:00, Marbella

Learning from the JAMS Editors
10:30 – 12:00, Granada Ballroom

Meet the Editors of Marketing Journals
13:30 – 15:00, Granada Ballroom

100 Years of the Principles of Marketing Course
15:30 – 17:00, Granada Ballroom

AMS Annual Business Meeting
17:00 – 18:00, Granada Ballroom

Annual AMS President's Reception
18:00 – 19:00, Country Club Courtyard

Annual AMS President's Banquet
19:00 – 21:00, Country Club Ballroom

Thursday, May 26

Thursday, May 26 - 08:30-10:00

Session 7.2 - Special Session Time: 08:30-10:00
Track: 23 - Anniversary Room: Granada Ballroom
Session (Main)

***Future of the Marketing Academia: Opportunities,
Challenges, and Strategies***

Chair: K. Sivakumar, Lehigh University

Future of Marketing Academia: The Big Picture
Jagdish Sheth, Emory University

Future of MBA and Executive Education
David W. Stewart, University of California, Riverside

Future of Dissemination of Academic Marketing Research
Richard Lutz, University of Florida

Future of Marketing Academia: Faculty Career
Management Issues
K. Sivakumar, Lehigh University

Session 7.3 - Competitive

Time: 08:30-10:00

Track: 8 - Marketing Education &
Pedagogy

Room: Merrick (Conf
Ctr)

*Innovative Approaches for Teaching the Marketing
Curriculum*

Chair: Pia Albinsson, Appalachian State University

Discussant: Jane McKay-Nesbitt, Bryant University

Learning Personal Selling Through Cognitive
Apprenticeship: Creating More Authentic Instruction
Through the UA Sales Lab

Ryan Alverson, University of Alabama

Lenita Davis, University of Alabama

Cecil Robinson, University of Alabama

A Comparison of the Readability of Marketing Research
Textbooks and Commercial Marketing Research White
Papers

Jane Wayland, University of Arkansas at Little Rock

Cynthia Daily, University of Arkansas at Little Rock

"One size Fits All in the Global Marketing Classroom...Not
Really": Impact of Students' National Culture and
Acculturation Levels

Frank Pons, Laval University

Annick Lavoie, Université de Montréal, Canada

Mehdi Mourali, University of Calgary

Choice and Conflict Between Sacred and Secular Music: A
Conversation Piece for Teaching Marketing Ethics

Brent Smith, Saint Joseph's University

Janée Burkhalter, Saint Joseph's University

Session 7.4 - Competitive

Time: 08:30-10:00

Track: 10 - Marketing
Strategy

Room: Stoneman Douglas (Conf
Ctr)

New Perspectives on the Role of Market Orientation

Chair: John Hulland, University of Pittsburgh

Does Market Orientation Drive New Product Performance?
The Mediating Role of Project-level Information Sharing
Capabilities

Turkan Dursun-Kilic, West Texas A&M University

John Ford, Old Dominion University

Ceyhan Kilic,

Market Orientation, Business Strategy and Firm Performance: The Marketing Effects of Managers' Personal Values

Yuhui Gao, Dublin City University

The Impact of Reputation Orientation on Marketing Strategy and Performance

Deborah Goldring, Florida Atlantic University

Gaining Superior Business Performance from Market Orientation: The Mediating Role of the Core Business Process Capabilities

Matti Jaakkola, Aalto University

Johanna Frosen, Aalto University

Henrikki Tikkanen, Aalto University

Antti Vassinen, Aalto University

Petri Parvinen, Aalto University

Jaakko Aspara, Aalto University

Session 7.5 - Competitive

Time: 08:30-10:00

Track: 2 - Brand, Image, & Product Management

Room: Aragon (Main)

Global Brand Issues

Chair: M. Berk Talay, University of Massachusetts Lowell

The Use of Sustainable Country Images in Organizational Branding

Niki Hynes, ESC Clermont Ferrand

Barbara Caemmerer, ESSCA School of Management

Eliot Masters, University of Liverpool

Factors Affecting Country Brand Equity: A Business Perspective

Ahmed H. Tolba, American University in Cairo

Country Image and Brand Image: An International Investigation on Made in Italy

Gaetano Aiello, University of Florence

Raffaele Donvito, University of Florence

Mike Ewing, Monash University

Liability of Localness and Cross-Cultural Variance in Conspicuous Consumption: The Case of the Global Automotive Industry

M. Berk Talay, University of Massachusetts Lowell

Janell D. Townsend, Oakland University

Session 7.6 - Competitive

Time: 08:30-10:00

Track: 4 - Customer Relationship

Room: Anastasia

Commitment, Retention and Churn in Customer Relationship Management

Chair: Ruth Maria Stock, Technische Universität Darmstadt

Three-Dimensional Customer Commitment Model: Investigating Its Impact on Loyalty Relational Outcomes

Yaser Alabdi, University of Manchester

Jikyong Kang, University of Manchester

Online C2C Knowledge Sharing and E-Loyalty: The Moderation of Relationship Length and Customer's Roles

Shih-Hao Wu, National Kaohsiung First University of Science and Technology

Stephen Chi-Tsun Huang, National Kaohsiung First University of Science and Technology

Ching-Yi Daphne Tsai, National Kaohsiung First University of Science and Technology

A Semi-Markov Model of Customer Lifetime in the Portuguese Fixed Telecommunications Industry

Sofia Portela, UNIDE

Rui Menezes, UNIDE

Preventing Customers from Running Away! Exploring Generalized Additive Models for Customer Churn Prediction

Kristof Coussement, IESEG School of Management

Dries Frederik Benoit, Ghent University

Dirk Van den Poel, Ghent University

Session 7.7 - Competitive

Time: 08:30-10:00

Track: 6 - Interactive Marketing

Room: Majorca (Main)

Interactive Marketing: A Focus on Technologies

Chair: Michael Obal, Temple University

I Will If You Will: The Effect of Social Network Ties on the Adoption of Mobile Applications

David Taylor, Sacred Heart University

Troy Voelker, University of Houston-Clear Lake

Iryna Pentina, University of Toledo

Technology Cluster Effect as Moderator in the Technology Acceptance Model: The Case of Text Messaging and WIG Mobile Banking Adoption

Jacques Nel, University of the Free State

Tsietsi Raleting, University of the Free State

Christo Boshoff, Stellenbosch University

The Natives Are Restless: Understanding Consumer Satisfaction and Adoption of Digital Information Products

Colleen Kirk, Pace University

Pradeep Gopalakrishna, Pace University

Trust and New B2B Technologies: An Empirical Study Identifying the Trust Issues Related to the Adoption Rates of New Technology

Michael Obal, Temple University

Session 7.8 - Special Session

Time: 08:30-10:00

Track: 14 - Retailing

Room: Deering (Conf Ctr)

Extending Shopping Research Questions: Companions and Teens

Chair: Julie Baker, Texas Christian University

Teen Boys Mall Shopping Behaviors

Julie Baker, Texas Christian University

Diana Haytko, Florida Gulf Coast University

Greg Marshall, Rollins College

Teen Girls Shopping Companions: Moms vs Friends

Alexa Givens, University of Alabama

Stephanie Gillison, University of Alabama

Kate Kim, University of Alabama

Sharon Beatty, University of Alabama

Kristy Reynolds, University of Alabama

Julie Baker, Texas Christian University

Exploring My Shopping partner: Is S/He an Assist or a Blocker?

Jun Sang Lim, Virginia State University

Sharon Beatty, University of Alabama

Who is Buying What? Comparing Modern Household Shopping Responsibilities with the Past Research on Family Decision Making

Stephanie Gillison, University of Alabama

Kristy Reynolds, University of Alabama

Session 7.9 - Competitive

Time: 08:30-10:00

Track: 7 - International Marketing

Room: Prado (Main)

Country and Brand Origin Issues

Chair: Qin Sun, TUI University

Discussant: Khaled Aboulnasr, Florida Gulf Coast University

The Spillover Effects of Product-Harm Crises on Brands of the Same Country of Origin

Amro Maher, Qatar University
Anusorn Singhapakdi, Old Dominion University

Country Resources, Country Image and Tourism: A Panel
Data Analysis

Qin Sun, TUI University
Audhesh Paswan, University of North Texas

Seeking Country of Origin Information as an Indicator of
Social Status to Make Egoistical Purchase Decisions

Hina Khan, Northumbria University
Padmali Rodrigo, Northumbria University

Session 7.10 - Competitive

Time: 08:30-10:00

Track: 9 - Marketing, Society & Public
Policy

Room: Brickell (Conf
Ctr)

Consumer Health Issues in Marketing

Chair: Kathleen J. Kelly, Colorado State University
Discussant: Wided Batat, University of Lyon, France

Do You Really Want to Eat More Healthy or Do You Just
Want to Look Good? How Different Motives Influence the
Healthy Food Decision

Stefan Hoffmann, Technical University of Dresden
Robert Mai, Technical University of Dresden

The Effects of Natural Cigarette Descriptors on
Adolescents' Brand-Related Beliefs, Attitudes, and
Intentions

Kathleen J. Kelly, Colorado State University
Kenneth Manning, Colorado State University

Collective and Perceived Normative Influences on Intention
to Smoke Across the European Union Member States: A
Multilevel Examination

Louise M. Hassan, Heriot-Watt University
Edward Shiu, University of Strathclyde

Understanding the external benefits of consumption of
goods and services that might contribute to HIV / AIDS
control

Jack Cadeaux, University of New South Wales
Denni Arli, University of New South Wales

Session 7.11 - Competitive

Time: 08:30-10:00

Track: 19 - Sustainability Issues in
Marketing

Room: Flagler (Conf
Ctr)

Reviews, Analyses, and Anti-Consumption

Chair: Jason Oliver, East Carolina University

Discussant: Zoe Morgan, Manchester Business School

Attitudinal Determinants of Recycling Behavior: At Home and on Vacation

Jason Oliver, East Carolina University

Stefanie Benjamin, East Carolina University

The Domain of Sustainable Marketing: A Framework and Research Agenda

Lynette Ryals, Cranfield University

Emma Macdonald, Cranfield School of Management

Marketing Managers' Motivations toward Moderation of Consumption

Zoe Morgan, Manchester Business School

Peter McGoldrick, Manchester Business School

Farmers' Markets and Sustainability Issues: A Review, Assessment, and Research Agenda

Syed Tariq Anwar, West Texas A&M University

Session 7.12 - Panel

Time: 08:30-10:00

Room: Marbella (Main)

Journal of the Academy of Marketing Science, Editorial Review Board Meeting

Chairs: Tomas Hult, Michigan State University

and O.C. Ferrell, University of New Mexico

Thursday, May 26 - 10:30-12:00

Session 8.2 - Special Session

Time: 10:30-12:00

Track: 23 - Anniversary Session

Room: Granada Ballroom (Main)

Learning from JAMS Editors

Chair: Tomas Hult, Michigan State University

JAMS Editor 1991-1994, JMR Editor 1986-1988

Robert Peterson, University of Texas at Austin

JAMS Editor 1997-2000, JSR Editor 2005-2009

A. "Parsu" Parasuraman, University of Miami

JAMS Editor 2000-2003, JM Editor 1993-1996

Rajan Varadarajan, Texas A&M University

JAMS Editor 2006-2009, JM Editor 1999-2002

David W. Stewart, University of California, Riverside

Session 8.3 - Competitive

Time: 10:30-12:00

Track: 5 - Entrepreneurial Marketing Room: Merrick (Conf Ctr)

Fundamental Theoretical Concepts in EM

Chair: Claes Hultman, Örebro University

Entrepreneurial Marketing and its Antecedent: An Empirical Investigation of the Role of Entrepreneurial Orientation

Pitsamorn Kilenthong, University of the Thai Chamber of Commerce

Gerald Hills, Bradley University

Claes Hultman, Örebro University

Influence of Entrepreneurial Motivations on Strategic Business Decisions

Maria Petrescu, Florida Atlantic University

Towards the Development of Classificational Schemata in Entrepreneurial Marketing

Michael Bowers, Rollins College

Prateek Bajaj, Rollins College

Commercializing Science through Effectual Marketing

Peter Whalen, University of Oregon

Samuel Holloway, University of Portland

Session 8.4 - Competitive

Time: 10:30-12:00

Track: 10 - Marketing Strategy Room: Stoneman Douglas (Conf Ctr)

Strategies for Growing the Organization

Chair: Matthew E. Sarkees, Penn State University, Great Valley

Breeds, Trick and Age: The Case of Small Business Growth and Market Choice Strategy

Joseph Miller, Rochester Institute of Technology

The Impact of M&A and Alliances on Firm Performance

Matthew E. Sarkees, Penn State University, Great Valley

John Hulland, University of Pittsburgh

What Alliance Partners are Trustworthy? The Roles of Governance and Organizational Culture

Oliver Schilke, University of California, Los Angeles

Karen Cook, Stanford University

Configuration Theory Assessment of Business

Relationships

Ghasem Zaefarian, Manchester Business School

Stephan Henneberg, Manchester Business School

Peter Naude, Manchester Business School

Session 8.5 - Special Session

Time: 10:30-12:00

Track: 8 - Marketing Education &
Pedagogy

Room: Aragon
(Main)

***AMS Outstanding Marketing Teacher Award Winners'
Presentations***

Chair: Jule Gassenheimer, Rollins College

It All Comes Down to ICARE

Vassilis Dalakas, California State University-San
Marcos

Getting Over Yourself: Struggles, Triumphs, and Failures in
Marketing Education

Luke Kachersky, Fordham University

Engaging Students in Their Learning: Analyzing the Role of
Diverse Teaching Innovations

Angela Paladino, University of Melbourne

How I Teach 1200 Students Out of a 150 Seat Classroom

Bruce Robertson, San Francisco State University

Session 8.6 - Competitive

Time: 10:30-12:00

Track: 1 - Advertising, Promotion &
Communications

Room: Anastasia
(Main)

***Theory Development and Practice in Advertising:
Explaining and Predicting Ad-Evoked Nostalgia, Recall,
and Relevance***

Chair: Angeline Close, University of Nevada, Las
Vegas

Discussant: Michael LaTour, University of Nevada
Las Vegas

The Effects of Advertising Evoked Vicarious Nostalgia on
Brand Heritage

Altaf Merchant, University of Washington, Tacoma

Gregory Rose, University of Washington, Tacoma

Joel Gjuka, University of Washington, Tacoma

Can you Hear Me Now? Antecedents of Slogan Recall

Chiranjeev Kohli, California State University, Fullerton

Sunil Thomas, California State University, Fullerton

Rajneesh Suri, Drexel University

Advertising Relevance: Categorization and a Case for Scale Development

Gary Holmes, Drury University

Nancy Spears, University of North Texas

Your Best Buddy - the Case of Toyota South Africa

Adele Berndt, Monash University

Session 8.7 - Competitive

Time: 10:30-12:00

Track: 6 - Interactive Marketing

Room: Majorca (Main)

Interactive Marketing: A Focus on Self

Chair: Donnavieve Smith, North Central College

Exploring Self-Brand Connection in the Social Media

Context: The Case of Twitter

Iryna Pentina, University of Toledo

Self-Presentation in Social Networks: An Exploration of Facebook and MySpace

Donnavieve Smith, North Central College

Antecedents of Customer Citizenship Behavior in Social Networking Sites: A Contingency Perspective

Shih-Hao Wu, National Kaohsiung First University of Science and Technology

Stephen Chi-Tsun Huang, National Kaohsiung First University of Science and Technology

Ching-Yi Daphne Tsai, National Kaohsiung First University of Science and Technology

Why a Few Social Networking Sites Succeed While Many Fail

Arash Kordestani, Luleå University of Technology

Moez Limayem, University of Arkansas

Esmail Salehi-Sangari, Royal Institute of Technology

Henrik Blomgren, Royal Institute of Technology

Session 8.8 - Special Session

Time: 10:30-12:00

Track: 12 - Pricing & Revenue Management

Room: Deering (Conf Ctr)

Price-Choice Relationship

Chair: Dhruv Grewal, Babson College

Discussant: Anne Roggeveen, Babson College

The Influence of Resale Reference Prices on Choice Behavior: Risk Factors as Moderators

Anthony Miyazaki, Florida International University

Yi Ju Chen, Florida International University

When to Present Price Information: Before and After Experiencing a Product?

Keith Wilcox, Babson College

Anne Roggeveen, Babson College

Dhruv Grewal, Babson College

Convexity Neglect in Consumer Decision Making

Haipeng (Allan) Chen, Texas A&M University

Alina Sorescu, Texas A&M University

Sorin Sorescu, Texas A&M University

Michael Tsiros, University of Miami

Session 8.9 - Competitive

Time: 10:30-12:00

Track: 7 - International Marketing

Room: Prado (Main)

Country of Origin, Ethnocentrism, and Value Creation

Chair: Attila Yaprak, Wayne State University

Discussant: Frederik Meyer, University of Mainz

Understanding the Fundamental Mechanisms of Origin-Based Brand Value Creation: An Empirical Analysis

Frank Huber, University of Mainz

Frederik Meyer, University of Mainz

Katrin Stein, Johannes Gutenberg University Mainz

Ethnocentrism and Consumer Ethnocentrism: The Role of Perceived Threat and Social Capital

Daniel Friesen, Wayne State University

Attila Yaprak, Wayne State University

The Effect of Stereotype Incongruent Information on Consumers' Evaluations: Does Favorable Foreign Product Mean Favorable Country of Origin?

Khaled Aboulnasr, Florida Gulf Coast University

Session 8.10 - Panel

Time: 10:30-12:00

Room: Brickell (Conf Ctr)

AMS Board of Governors Meeting

Chairs: Joe Hair, Kennesaw State University

and Barry Babin, Louisiana Tech University

Session 8.11 - Competitive

Time: 10:30-12:00

Track: 11 - Marketing Theory

Room: Flagler (Conf Ctr)

Theoretical Development with respect to Marketing's Strategic Relationships

Chair: Lucas Hopkins, Kennesaw State University

Discussant: Mike Simmons, Kennesaw State University

Theory in Cross-Functional Relationships: Looking Out to Look In

Niall Piercy, University of Bath

Alexander Ellinger, University of Alabama

On the Innovation Consequences of Market Orientation

Can Uslay, Chapman University

Jagdish Sheth, Emory University

The Impact of Technology on Marketing - Introducing a New Marketing DNA

Paul Harrigan, University of Southampton

Beth Hulbert, University of Southampton

Socialization 2.0: Innovative Socialization Agents in a Complex Service Industry

Andrew Rohm, Northeastern University

Session 8.12 - Doctoral Colloquium Time: 10:30-12:00

Track: 21 - Doctoral Student Colloquium Room: Marbella (Main)

Online/Source Creativity Issues

Chair: Todd Donovan, Colorado State University

Moral Identity in Online Environments: the Roles of 'Sense of Place' and Moral Emotions in Indian Consumers

Prakash Das, University of Calgary

Think About It: Online Partitioned Pricing and the Effect of Instant and Delayed Incentives on High and Low Cognition Customers

G. David Shows, Louisiana Tech University

Investigating Sources of Creativity in the Fashion Industry: Make, Buy or Steal

Shuyu Lin, Manchester Metropolitan University

Thursday, May 26 - 13:30-15:00

Session 9.1 - Special Session Time: 13:30-15:00

Track: 5 - Entrepreneurial

Room: Conference Center

Marketing

Ballroom

Entrepreneurship within Marketing Academia

Chair: Can Uslay, Chapman University

Panelists:

Can Uslay, Chapman University

Jagdish Sheth, Emory University

V. Kumar, Georgia State University

Session 9.2 - Special Session

Time: 13:30-15:00

Room: Granada Ballroom (Main)

Meet the Editors

Chair: O.C. Ferrell, University of New Mexico

Journal of the Academy of Marketing Science

Tomas Hult, Michigan State University

Academy of Marketing Science Review (AMS Review)

Victoria Crittenden, Boston College

Journal of Advertising

Julie Roth, Rutgers University

Journal of Business Research

Barry Babin, Louisiana Tech University

Journal of Interactive Marketing

Charlie Hofacker, Florida State University

Journal of Marketing Theory and Practice

Greg Marshall, Rollins College

Journal of Personal Selling and Sales Management

Michael Ahearne, University of Houston

Session 9.3 - Competitive

Time: 13:30-15:00

Track: 10 - Marketing Strategy

Room: Merrick (Conf Ctr)

Dealing with Environmental Uncertainty

Chair: Matti Jaakkola, Aalto University

Market-driven Innovation Capability and Financial Performance: Moderating Effect of Environmental Turbulence

Matti Jaakkola, Aalto University

Market Environments as a Source of Information: The Effects of Uncertainty on Intended and Realized Marketing Strategy

Simos Chari, Leeds University

Exploring Outcomes of Different Layers from an Innovation-oriented Culture in Uncertain Environments: Insights from a Multisource Data Analysis

Ruth Maria Stock, Technische Universität Darmstadt

Bjoern Six, Darmstadt University of Technology

Session 9.4 - Competitive

Time: 13:30-15:00

Track: 15 - Selling & Sales

Room: Stoneman Douglas

The Evolving Role of the Salesperson

Chair: Charlotte Mason, University of Georgia

The Changing Role of Salespeople and Consequences for
Required Capabilities: A Review and Empirical Exploration

Lynette Ryals, Cranfield University

Javier Marcos-Cuevas, Cranfield School of
Management

Whom to Outperform when Part of a Selling Team? A
Multilevel Exploration

Bart Dietz, Erasmus University

Daan van Knippenberg, Erasmus University

Giles Hirst, Monash University

Individual, Organizational and Relational Factors Influence
on Salesperson Competitive Intelligence

Adam Rapp, Clemson University

Raj Agnihotri, William Paterson University

Tom Baker, Clemson University

Beyond Performance: The Reseller Salesperson as Brand
Evangelist

Roger Calantone, Michigan State University

Douglas Hughes, Michigan State University

Brian Baldus, Michigan State University

Session 9.5 - Competitive

Time: 13:30-15:00

Track: 5 - Entrepreneurial Marketing

Room: Aragon (Main)

Practice of Marketing in Entrepreneurial Firms

Chair: Heiner Evanschitzky, University of Aston

The Franchise Dilemma: Agent Motivations, Contracting
and Opportunism in Hybrid Governance

Heiner Evanschitzky, University of Aston

Barbara Caemmerer, ESSCA School of Management

The Value Relevance of Chief Marketing Officers for the
IPO of Startups

Christian Homburg, University of Mannheim

Alexander Hahn, University of Mannheim

Torsten Bornemann, University of Mannheim

Entrepreneurial Marketing in Small Firms: A Comparative
Study of Small Software Technology Firms in Central
Finland, Wales, UK and Silicon

Rosalind Jones, Bangor University

Mari Souranta, University of Jyväskylä

Branding in SMEs

Mari Souranta, University of Jyvaskyla

Session 9.6 - Competitive

Time: 13:30-15:00

Track: 2 - Brand, Image, & Product
Management

Room: Anastasia
(Main)

Advertising and Brand Management

Chair: Matthew E. Sarkees, Penn State University,
Great Valley

Branding in E-Mails Enhances Advertising Effectiveness

Stefan Hampel, University of Bayreuth

Larissa Hammon, University of Bayreuth

Hajo Hippner, University of Bayreuth

Identification with a Learning Institution through
Communication of the Brand

E.R. Scharf, Universidade Regional de Blumenau

R.B. Correia, Universidade Regional de Blumenau

Requiem for a Brand: Consumer Response to Brand
Elimination

Setayesh Sattari, Luleå University of Technology

Kaveh Peighambari, Luleå University of Technology

Esmail Salehi-Sangari, Royal Institute of Technology

Session 9.7 - Competitive

Time: 13:30-15:00

Track: 10 - Marketing Strategy

Room: Majorca (Main)

Creativity and Organizational Value Creation

Chair: John Hulland, University of Pittsburgh

Creativity and Innovation for New Product Ventures in the
Emerging Context

Fu-Mei Chuang, Loughborough University

Robert Morgan, Cardiff University

Matthew Robson, Leeds University

The Consumption-system Wireless Telecommunications
and the Perceived Value – Loyalty Intentions Link

Alexander Zauner, WU Vienna

Arne Floh, WU Vienna

Monika Koller, WU Vienna

The Role of Creative Awards in the Advertising Industry: A
Signaling Perspective

Dimitri Kapelianis, University of New Mexico

Andre Liebenberg, University of Mississippi

Session 9.8 - Competitive
Track: 3 - Consumer Behavior

Time: 13:30-15:00
Room: Deering (Conf Ctr)

Satisfaction and Shopping

Chair: Jikyeong Kang, University of Manchester
Discussant: Jagdip Singh, Case Western Reserve

Word of Mouth: Tourists? Decisions--Islamic Destinations
Mohamad Jalivand

Immigrants' Approaches to Shopping
Sigal Segev, Florida International University
Ayalla Ruvio, Temple University
Aviv Shoham, University of Haifa

Dissatisfaction & Retaliatory Behavior: Participation as a
Moderator
Paul Barretta, University of Texas - Pan American
Mohammad Zolfagharian, University of Texas - Pan
American

Bargain Shopping: Perceived Value, Satisfaction, Intentions
Chae Lim, Philadelphia University
Youn-Kyung Kim, University of Tennessee

Session 9.9 - Competitive
Track: 7 - International Marketing

Time: 13:30-15:00
Room: Prado (Main)

***International Consumer Sentiment, Animosity, and
Boycott***

Chair: Hina Khan, Northumbria University
Discussant: Piyush Sharma, Hong Kong Polytechnic
University

The Boycott of Offshoring Companies: How the Fit
Between the Consumers' Home Country and the
Company's Origin Influences the Boycott Decision
Stefan Hoffmann, Technical University of Dresden
Robert Mai, Technical University of Dresden

Dehumanization and Global Advertising: A Study of African
American Depictions
Lenita Davis, University of Alabama
Mia Long, University of Alabama
Myles Landers, University of Alabama

Consumer Boycotts in International Marketing: A
Multidisciplinary Assessment and Review
Syed Tariq Anwar, West Texas A&M University

Consumer Animosity: A Comparative Perspective
Nicolas Papadopoulos, Carleton University

Leila Hamzaoui-Essoussi, University of Ottawa

José Rojas-Méndez, Carleton University

Session 9.10 - Competitive

Time: 13:30-15:00

Track: 7 - International Marketing

Room: Brickell (Conf Ctr)

Cross-Cultural Market Orientation in International Marketing

Chair: Ahmet Kirca, Michigan State University

Discussant: M. Billur Akdeniz, University of New Hampshire

Effects of Country Culture on the Use of Signals in the Motion Picture Industry: A Hierarchical Growth Modeling Approach

M. Billur Akdeniz, University of New Hampshire

M. Berk Talay, University of Massachusetts Lowell

The Role of Cultural Context in the Implementation of Market Orientation: Insights from the Cumulative Evidence

Ahmet Kirca, Michigan State University

What Triggers Pro-Environmental Behavior Cross-Culturally? An Empirical Investigation in Five Nations

Katja Soyez, Technical University of Dresden

Maria Smirnova, St. Petersburg State University

June Francis, Simon Fraser University

Session 9.11 - Competitive

Time: 13:30-15:00

Track: 11 - Marketing Theory

Room: Flagler (Conf Ctr)

Theory Development and the Customer

Chair: Amy Henley, Kennesaw State University

Discussant: Kirk Plangger, Simon Fraser University

Customers are Seldom Customers: Customer Designations as Labels and their Implications for Marketing Strategy

Leyland Pitt, Simon Fraser University

Pierre Berthon, Bentley University

Deon Nel, Flinders University

Consumer Identities: Veganism or Carnism?

Karin Braunsberger, University of South Florida, St. Petersburg

Richard Flamm, University of South Florida, St. Petersburg

Green Purchasing Criteria vs. Conspicuous Consumption – A Marketer's Paradox

Lucas Hopkins, Kennesaw State University

Mike Simmons, Kennesaw State University

Suggestions are Welcome: Provider Responses to Unsolicited Advice Feedback

Paul Fombelle, Northeastern University

Sterling Bone, Brigham Young University

Katherine Lemon, Boston College

Session 9.12 - Competitive

Time: 13:30-15:00

Track: 21 - Doctoral Student Colloquium Room: Marbella (Main)

Quality/Settings Issues

Chair: John Ford, Old Dominion University

An Examination of the Real Effect of Country-of-Origin on Perceived Quality: A Product Category Approach

Hajar Maazia, Old Dominion University

The Impact of Employee Similarity to Customers on Perceptions of Service Quality

Jason Flores, University of Texas - Pan American

The Effects of Age, Gender and Consumer Susceptibility in Purchase Recommendations: An Analysis of Three Different Recommended Settings

Arne Baruca, University of Texas - Pan American

Roberto Saldivar, University of Texas - Pan American

The Influence of Regular Sports Participation on Consumer Psychology

Steven J. Andrews, University of Oregon

Catherine Armstrong-Soule, University of Oregon

Thursday, May 26 - 15:30-17:00

Session 10.1 - Special Session

Time: 15:30-17:00

Track: 11 - Marketing

Room: Conference Center

Theory

Ballroom

Telling 'Telling' Stories: Crafting Impactful Marketing Theory

Chair: Victoria Crittenden, Boston College

Panelists:

Victoria Crittenden, Boston College

Peter Dickson, Florida International University

Linda Price, University of Arizona

Bodo B. Schlegelmilch, Vienna University of Economics and Business

Rajan Varadarajan, Texas A&M University

Manjit Yadav, Texas A&M University

Session 10.2 - Panel

Time: 15:30-17:00

Track: 23 - Anniversary

Room: Granada Ballroom

Session

(Main)

100 Years of the Principles of Marketing Course: A Retrospective and Future

Chair: O.C. Ferrell, University of New Mexico

Panelists:

Joe Hair, Kennesaw State University

David Kurtz, University of Arkansas

Greg Marshall, Rollins College

Roger Kerin, Southern Methodist University

Session 10.3 - Competitive

Time: 15:30-17:00

Track: 19 - Sustainability Issues in

Room: Merrick (Conf

Marketing

Ctr)

Sustainability Strategies

Chair: Brian Bourdeau, Auburn University

Discussant: Vishwas Maheshwari, Leeds Metropolitan University

Marketing of Business Sustainability: A Case Illustration Beyond Corporate Boundaries

Göran Svensson, Oslo School of Management

Beverly Wagner, University of Strathclyde

Competition-Motivated Sustainability: When Corporate Social Responsibility Increases Marketing's Effect on Firm Performance

Jan Kemper, RWTH Aachen University

Martin Reimann, University of Southern California

Oliver Schilke, University of California, Los Angeles

Andreas Engelen, RWTH Aachen University

Xuyi Wang, Tongji University

Malte Brettel, RWTH Aachen University

The Strategic Agenda of Corporate Europe - Sustainability or Not?

Henrik Blomgren, Royal Institute of Technology

Setayesh Sattari, Luleå University of Technology

Kaveh Peighambari, Luleå University of Technology

Fabian Leivhn, Royal Institute of Technology

Can Sustainability be Achieved by Effective Branding of a Place?

Vishwas Maheshwari, Leeds Metropolitan University

Ian Vandewalle, Liverpool Hope University

Session 10.4 - Competitive

Time: 15:30-17:00

Research Methodology Room: Stoneman Douglas (Conf Ctr)

Models for Consumer Research

Chair: K. Sivakumar, Lehigh University

Discussant: Tracy Gonzalez-Padron, University of Colorado at Colorado Springs

A Cross National Study of Topic Sensitivity: Implications for Web-Based Surveys

Gerald Albaum, University of New Mexico

Catherine Roster, University of New Mexico

Scott M. Smith, Brigham Young University

Modeling the Influence of Changes in Consumer Reservation Price Structure on Inter-Tier Retail Competition

K. Sivakumar, Lehigh University

Do Signs Matter? Consumers' Cognitive, Affective, and Behavioral Responses Toward Exterior Retail Store Signage

Stevie Watson, Rutgers University

Session 10.5 - Competitive

Time: 15:30-17:00

Track: 18 - Industrial Marketing & Supply Chains

Room: Aragon (Main)

Learning in the Supply Chain

Chair: Donna Davis, Texas Tech University

Influence of Organizational Learning on Trust in Strategic Supply Chains

Trang Tran, University of North Texas

A Theory of Captive Relationships in Distribution Channels

Donna Davis, Texas Tech University

Beth Davis-Sramek, University of Louisville

Susan Golicic, Colorado State University

Teresa McCarthy-Byrne, Bryant University

Performance Outcomes In Learning Orientated Supply Chains: Eplicating the Role of Process Capabilities

Khartik Iyer, University of Northern Iowa

Session 10.6 - Competitive

Time: 15:30-17:00

Track: 6 - Interactive Marketing

Room: Anastasia (Main)

Interactive Marketing: A Focus on Choice, Evaluation, Emotions, and Authenticity

Chair: Charlie Hofacker, Florida State University

Factors Affecting Choice of Information vs. Transactional Websites: An Examination in an Emerging Market
Lifan Yang, East China University of Political Science and Law
Jie Guo, Fudan University

Consumer Evaluation of Search Advertising and Search Engine Effectiveness: The Role of Frustration
Qin Sun, TUI University
Nancy Spears, University of North Texas

The Impact of Emotions on the Effectiveness of Viral Marketing Campaigns
Ellen Binggeser, University of Bayreuth
Stefan Hampel, University of Bayreuth
Larissa Hammon, University of Bayreuth
Hajo Hippner, University of Bayreuth

Authenticity in Online Communications: Examining Antecedents and Consequences
Shabnam Zanjani, University of Massachusetts
Lauren Labrecque, Northern Illinois University
George Milne, University of Massachusetts

Session 10.7 - Competitive

Time: 15:30-17:00

Track: 6 - Interactive Marketing

Room: Majorca (Main)

Interactive Marketing: A Focus on Building Brands

Chair: Mohammed Razzaque, University of New South Wales

Building Brand Commitment in Virtual Brand Communities
Sahar Mousavi, University of Manchester
Margaret Bruce, University of Manchester
Kathy Keeling, Manchester Business School

Antecedents of Virtual Community Participation: An Empirical Investigation
Hazliza Haron, University of New South Wales
Mohammed Razzaque, University of New South Wales

Promoting Higher Education Institutions through Facebook
Yioula Melanthiou, University of Nicosia
Sophia Fantis, University of Stirling

Understanding Motivation and Influence in Online Communities
Chris Archer-Brown, University of Bath
Niall Piercy, University of Bath
Adam Joinson, University of Bath

Session 10.8 - Competitive

Time: 15:30-17:00

Track: 16 - Services Marketing

Room: Deering (Conf Ctr)

Service Innovativeness and TechnologyChair: Joseph Miller, Rochester Institute of
TechnologyPerceived Service Quality in Health Services Employing
Virtual Channels

Shahriar Akter, Australian School of Business

John D'Ambra, Australian School of Business

Pradeep Ray, Australian School of Business

Remote Service Technologies - a Framework and Factors
influencing Adoption in b2b relationships

Stefanie Paluch, TU Dortmund University

The Secret of Service Innovativeness – A Comparative
Investigation of Different Modes of Customer Involvement

Ruth Maria Stock, Technische Universität Darmstadt

Sebastian Dreher, Technische Universität Darmstadt

Technology Dominant Service Interfaces: Challenges,
CRM, and Key IT CapabilitiesVishag Badrinarayanan, Texas State University – San
Marcos

Sreedhar Madhavaram, Cleveland State University

Session 10.9 - Special Session

Time: 15:30-17:00

Track: 8 - Marketing Education &
PedagogyRoom: Prado
(Main)**Course Management System: Moodle**Chair: Christina Chung, Ramapo College of New
Jersey

Panelists:

Christina Chung, Ramapo College of New Jersey

Laurie Babin, University of Louisiana Monroe

Session 10.10 - Competitive

Time: 15:30-17:00

Track: 7 - International Marketing

Room: Brickell (Conf Ctr)

Cross-Cultural Empiricism

Chair: John Ford, Old Dominion University

Discussant: Charles Blankson, University of North
TexasA Cross-National Comparison of U.S. and Turkish
Consumer Satisfaction with Dental Care Services

Talha Harcar, Pennsylvania State University at
Beaver

Ali Kara, Pennsylvania State University York Campus

Orsay Kucukemiroglu, Pennsylvania State University
York Campus

Emic and Etic Cross-Cultural Scale Development

John Ford, Old Dominion University

Douglas West, University of London

Adrian Sargeant, Indiana University - Purdue
University, Indianapolis

Gender, Self, and Brand: A Cross-Cultural Study on
Gender Identity and Consumer-Based Brand Equity

Lilly Ye, Frostburg State University

Lou Pelton, University of North Texas

Charles Blankson, University of North Texas

Session 10.11 - Competitive

Time: 15:30-17:00

Track: 3 - Consumer Behavior

Room: Flagler (Conf Ctr)

Consumer Self-Concept

Chair: Marco Wolf, University of Southern Mississippi

Discussant: Julian Clemenz, RWTH Aachen
University

Consuming Extremes: Hyper-authenticity & Its Corollary

Soonkwan Hong, Michigan Technological University

Seeking Distinction through Snobbery

Minas Kastanakis, ESCP Europe

George Balabanis, City University

Narcissistic Proenvironmental Behavior

Iman Naderi, University of North Texas

Store Brand Proneness: Generic, Store-specific, Category-
specific and Brand-specific Determinants

Yi Zhang, University of Manchester

Jikyeong Kang, University of Manchester

Session 10.12 - Competitive

Time: 15:30-17:00

Track: 21 - Doctoral Student Colloquium Room: Marbella (Main)

Beliefs, Attitudes and Behavioral Issues

Chair: Barry Babin, Louisiana Tech University

An Exploratory Study of Consumer Attitudes toward Mobile
Coupons in Relationship Marketing

Jie Sun, Louisiana State University

Sitcoms Make You laugh and Change Your Behavior

Christine Kowalczyk, University of Memphis

Jennifer Martinez, University of Memphis

Green Labels, Perceived Benefits, and Purchase
Decisions: An Examination of Sustainability from the
Consumer's Perspective

Phillip Hartley, Louisiana State University

Thursday, May 26 - 17:00-18:00

Session 10.2.2 - Panel

Time: 17:00-18:00

Room: Granada Ballroom (Main)

AMS Annual Business Meeting

AMS President: Greg Marshall, Rollins College

Thursday, May 26 - 18:00-19:00

Time: 18:00-19:00

Room: Country Club Courtyard (Conf Ctr)

Annual AMS President's Reception

Thursday, May 26 - 19:00-21:00

Time: 19:00-21:00

Room: Country Club Ballroom (Conf Ctr)

Annual AMS President's Banquet

AMS Distinguished Marketer

Robbie Brozin

Nando's Co-founder

DAILY HIGHLIGHTS
Friday May 27, 2011

Marketing Science Institute 50th Anniversary Session
8:30 – 10:00, Granada Ballroom

**The Challenges and Rewards of
Growing Theory as a Junior Faculty**
10:30 – 12:00, Granada Ballroom

Marketing at the Base of the Pyramid
10:30 – 12:00, Merrick

AMS Review Editorial Review Board Meeting
08:30 – 10:00, Marbella

Friday, May 27

Friday, May 27 - 08:30-10:00

Session 11.2 - Special Session Time: 08:30-10:00
Track: 23 - Anniversary Room: Granada Ballroom
Session (Main)

Marketing Science Institute 50th Anniversary Session
Chair: Rajan Varadarajan, Texas A&M University

Panelists:

Rajan Varadarajan, Texas A&M University
Ruth Bolton, Marketing Science Institute
A. "Parsu" Parasuraman, University of Miami
Roland Rust, University of Maryland

Session 11.3 - Competitive Time: 08:30-10:00
Track: 1 - Advertising, Promotion & Room: Merrick
Communications (Conf Ctr)

**Netvertising and New Media: E-merging Issues of E-
Communication**
Chair: Angeline Close, University of Nevada, Las
Vegas

Experimental Insights into the Advertising Effectiveness of the Integration of Videos in E-Mails

Stefan Hampel, University of Bayreuth

Managing New Media - Tools for Brand Management in Social Media

Adam Mills, Simon Fraser University

Elsamari Botha, Simon Fraser University

Colin Campbell, Monash University

Drawing Meaning from Online User Discussions about Brands: A Study of Comments in Response to Luxury Advertisements on YouTube

Adam Mills, Simon Fraser University

Mignon Reynecke, Luleå University of Technology

Leyland Pitt, Simon Fraser University

Colin Campbell, Monash University

Integrating the Website into Marketing Communications: An Empirical Examination of Magazine Ad Emphasis of Website Direct Response Opportunities over Time

Stephan Grove, Clemson University

Michael Dorsch, Clemson University

Les Carlson, Clemson University

Session 11.4 - Competitive

Time: 08:30-10:00

Track: 19 - Sustainability Issues in Marketing

Room: Stoneman Douglas (Conf Ctr)

Sustainability Messages

Chair: Tracy Gonzalez-Padron, University of Colorado at Colorado Springs

Discussant: Kerry Chipp, Gordon Institute of Business Science

Consumers' Biased Perceptions of the Environmental Impact of Products, and Their Influence on Advertising Efficiency

Ganael Bascoul, Extended Values Lab

Julien Schmitt, Loughborough University

Dina Rasolofoarison, Aston University

Sustainability Marketing Strategies in Advertising Campaigns – Boon or Bane?

Marc Kuhn, Baden-Wuerttemberg Cooperative State University Stuttgart

Yvonne Zajontz, Baden-Wuerttemberg Cooperative State University Stuttgart

Vanessa Kollmann, Baden-Wuerttemberg Cooperative State University Stuttgart

Exploring the Impact of Message Framing on Sustainable Consumption Choices

Kerry Chipp, Gordon Institute of Business Science
Dhatchani Naidoo,

Consuming Sustainably by Buying Organic Food: The Effect of Certified Third-Party Labels on Perceived Risk

Simon Brach, University of Koblenz-Landau
Gianfranco Walsh, University of Koblenz-Landau
Patrick Hille, University of Koblenz-Landau

Session 11.5 - Competitive

Time: 08:30-10:00

Track: 1 - Advertising, Promotion & Communications

Room: Aragon (Main)

Marketing Communications and Consumer Behavior: Issues with Credibility, Chronic Conditions, Counterfeits, and Consumers

Chair: Diana Haytko, Florida Gulf Coast University

Genuine Counterfeit Luxury Apparel in Egypt: Who Buys Them and Why

Shefira Helmy, The American University in Cairo
Harned Shamma, The American University in Cairo

Patients as Consumers: The Right Message at the Right Time Matters for Consumers With Chronic Conditions

Karen Hood, University of Arkansas at Little Rock

Credibility as a Key to Sustainable Advertising Success

Frank Huber, University of Mainz
Frederik Meyer, University of Mainz
Stefan Vollmann, University of Mainz

New Product Perannouncement, Advertising Spending and Firm Performance

Chi-Lin Yang, National Cheng Kung University

Session 11.6 - Competitive

Time: 08:30-10:00

Track: 16 - Services Marketing

Room: Anastasia (Main)

Managing Service Failures and Recovery

Chair: Jeremy Wolter, Florida State University
Co-Chair: Lei Huang, Dalhousie University

The Forgetful Customer: Regeneration of Sales after Service Failure

Markus Blut, TU Dortmund University
Christian Brock, Zeppelin University
Heiner Evanschitzky, University of Aston

The Impact of Variability of Front-line Service Employees on the Customer Perceptions of Service Quality
Emre Ulusoy, University of Texas - Pan American

Capturing the Agile Service Encounter: A Qualitative Approach to the Manager/Employee Dyad
Joseph Miller, Rochester Institute of Technology
Clay Voorhees, Michigan State University
Roger Calantone, Michigan State University
Richard Spreng, Michigan State University

Consumer Choice Between Hedonic and Utilitarian Recovery Options in Service Failures: A Mood Regulation Perspective
Meltem Tugut, Saint Louis University
Mark Arnold, Saint Louis University
Brad Carlson, Saint Louis University

Session 11.7 - Competitive Time: 08:30-10:00
Track: 2 - Brand, Image, & Product Management Room: Majorca (Main)

Brand Personality

Chair: Julian Clemenz, RWTH Aachen University

How the Traits of Brand Personality are Related to Consumer Perception of Specific Quality Dimensions for Durable Consumer Goods
Julian Clemenz, RWTH Aachen University
Malte Brettel, RWTH Aachen University

Measuring the Cognitive and Emotional Relationships between Readers and Print Media Brands
Rita Valette-Florence, IMUS & IREGÉ
Imene Bécheur, Wesford Business School
Pierre Valette-Florence, IAE & CERAG

The Effects of Celebrity Endorsers on Brand Personality, Brand Trust, Brand Preference, and Purchase Intention
Phou Sambath, National Cheng Kung University
Don Jun-Fu Jenk, National Cheng Kung University

Brand Personality of a City: Identity vs. Image
Tim Foster, Luleå University of Technology
Setayesh Sattari, Luleå University of Technology
Lars Bäckström, Luleå University of Technology

Session 11.8 - Competitive Time: 08:30-10:00
Track: 2 - Brand, Image, & Product Management Room: Deering (Conf Ctr)

Brand Identity and Evaluation

Chair: Samuel K. Doss, Florida Institute of
Technology

Green Branding: Do Local and Global Brands Benefit from
Organic Labeling?

Daniela B. Schäfer, University of Basel
Daniel Heinrich, University of Mannheim
Hans Bauer, University of Mannheim

The Antecedents of Green Brand Image

Shir Way Siew, University of Texas - Pan American

Spreading the Good Word: Toward an Understanding of
Brand Evangelism

Samuel K. Doss, Florida Institute of Technology

From Hi Tech to Hi Touch: The Emotional Way to
Technology

Luca Petruzzellis, University of Bari

Session 11.9 - Special Session

Time: 08:30-10:00

Track: 5 - Entrepreneurial Marketing

Room: Prado (Main)

*Entrepreneurial Marketing: Is Entrepreneurship the
Way Forward for Marketing?*

Chair: Sussie Morrish, University of Canterbury

Panelists:

Sussie Morrish, University of Canterbury
Andrew McAuley, Southern Cross University
Nicole Coviello, Wilfrid Laurier University
Morgan Miles, Georgia Southern University

Session 11.10 - Competitive

Time: 08:30-10:00

Track: 4 - Customer Relationship
Management

Room: Brickell (Conf
Ctr)

*Innovativeness, Liking and Advocacy in Customer
Relationship Management*

Chair: Jikyeong Kang, University of Manchester

Does It Really Hurt to Overestimate Your Innovativeness?
An Analysis of Perception Differences between Companies
and Customers

Ruth Maria Stock, Technische Universität Darmstadt
Nicolas Andy Zacharias, Technische Universität
Darmstadt

The Bridging Role of Brand Liking: from Brand Equity to
Customer Relationship with a Brand that does not Exist in
the Market

Ibrahim Abosag, University of Manchester
Oleksii (Al) Bekh, University of Manchester

Incorporating Customer Advocacy in the Customer Satisfaction Model

Sanjit Roy, IFHE University
Rajdeep Chakraborti, ICFAI Business School,
Hyderabad

Assessing the Nomological Validity of the Net Promoter Index Question (NPI)

Birgit Leisen Pollack, University of Wisconsin
Oshkosh

Session 11.11 - Competitive

Time: 08:30-10:00

Track: 3 - Consumer Behavior

Room: Flagler (Conf Ctr)

Technology

Chair: Gopal Iyer, Florida Atlantic University
Discussant: Charles Yeager, Argosy University

Online Group Buying Influential Factor Model

Matthew Liu, University of Macau
James Brock, Pacific Lutheran University
James Shi, Macau University of Science and
Technology

Desired Consumer Value with Three Mobile Services

Anne Engström, Luleå University of Technology
Maria Styvén, Luleå University of Technology
Åsa Wallström, Luleå University of Technology
Esmail Salehi-Sangari, Royal Institute of Technology

Emerging Trends in Consumption--Netnography

Can Uslay, Chapman University
Gokcen Coskuner-Balli, Chapman University
Dhruv Bhatli, University Paris Est

Consumer Path Dependence in High-Tech Markets

Alexandra Langer, Freie Universität Berlin

Globalization of Innovations: Disseminating High Technological Advancement

A. Coskun Samli, University of North Florida

Session 11.12 - Panel

Time: 08:30-10:00

Room: Marbella (Main)

AMS Review, Editorial Review Board Meeting

Co-Editor: Victoria Crittenden, Boston College
Co-Editor: Robert Peterson, University of Texas at
Austin

Friday, May 27 - 10:30-12:00

Session 12.2 - Special Session Time: 10:30-12:00

Track: 11 - Marketing Theory Room: Granada Ballroom (Main)

The Challenges and Rewards of Growing Theory as Junior Faculty

Chair: S. Adam Brasel, Boston College

Panelists:

S. Adam Brasel, Boston College

Scott Swain, Northeastern University

Koert Van Ittersum, Georgia Tech University

Niall Piercy, University of Bath

Session 12.3 - Special Session Time: 10:30-12:00

Track: 7 - International Marketing Room: Merrick (Conf Ctr)

Marketing at the Base of the Pyramid

Chair: Ravi Sarathy, Northeastern University

Panelists:

Cheryl Nakata, University of Illinois at Chicago

Julie Ruth, Rutgers University - Camden

Ravi Sarathy, Northeastern University

Session 12.4 - Competitive Time: 10:30-12:00

Track: 18 - Industrial Marketing & Supply Chains Room: Stoneman Douglas (Conf Ctr)

Purchasing and Industrial Marketing

Chair: Mohammad Amini, University of Memphis

The Role of Modularity in Providing Corporation-to-Corporation Solutions: A Knowledge Based View

Edward Bond, Bradley University

Mark Houston, Texas Christian University

The Relationship Between Supplier Development and Firm Performance: Utilizing the Market-based Asset Framework

Anthony Asare, Quinnipiac University

Thomas Brashear, University of Massachusetts-Amherst

Jing Yang, Pennsylvania State University at Harrisburg

Linking Supply Chain Visibility to Firm Performance: An Empirical Investigation

Sergey Ponomarov, University of Tennessee

Mary Holcomb, University of Tennessee

Corporate Sustainability: A Framework to Guide Future Academic Research and Corporate Practice

Mohammad Amini, University of Memphis

Carol Bienstock, Radford University

Hyeong-Gyu Choi, University of Memphis

Session 12.5 - Competitive

Time: 10:30-12:00

Track: 1 - Advertising, Promotion & Communications

Room: Aragon (Main)

Experimental Insights in Advertising and Product Placement

Chair: Diana Haytko, Florida Gulf Coast University

Discussant: Adam Mills, Simon Fraser University

Package Advertising Claims on New Products: Impact on Firm Value

Nora Lado, Universidad Carlos III de Madrid

Ester Martinez-Rios,

Mercedes Martos-Partal,

Hotel Advertising: Consumer Evaluations through Price Cues

Pia Albinsson, Appalachian State University

Bidisha Burman, Appalachian State University

Incorporating Social Context into Product Placement

Research: The Impact of Group Composition and Coviewing Context on Brand Recall and Attitudes

Kesha Coker, Eastern Illinois University

Siva Balasubramanian, Illinois Institute of Technology

Mental Stimulation and Consumer Evaluations of Really New Products (RNPs): The Role of Product Type

Stephanie Feiereisen, Cass Business School

Steve Hoeffler, Vanderbilt University

Session 12.6 - Competitive

Time: 10:30-12:00

Track: 14 - Retailing

Room: Anastasia (Main)

Technology in Retailing

Chair: Charles Lamb, Texas Christian University

Discussant: Richarme Michael, University of Texas at Arlington

Using Supermarket Loyalty Card Data to Analyse Impact of Promotions: a Case Study using Tesco ClubCard in the UK
Melanie Felgate, University of Kent
Andrew Fearne, University of Kent

The Wallpaper Matters: Digital Signage Informative vs. Emotional Adverts; or: a Moving Picture Tells a Million Words
Charles Dennis, Brunel University
J. Josko Brakus, Brunel University
Andrew McCall, Brunel University

Online Consumer Perceptions on Retailer Familiarity and Price Discrimination
Christina Chung, Ramapo College of New Jersey
Barry Babin, Louisiana Tech University

Session 12.7 - Competitive Time: 10:30-12:00
Track: 17 - Sports Marketing Room: Majorca (Main)

Sports Marketing: Constructs, Communications, and Stakeholders

Chair: Ania Rynarzewska, Florida State University
Co-Chair: Mark Groza, University of Massachusetts-Amherst

Examining a Word-of-Mouth Model in Participant Sport
Jeffrey Stinson, Central Washington University
Mark Pritchard, Central Washington University

The Use of Sports Related Emotions as a Sustainable Marketing Strategy
Ania Rynarzewska, Florida State University

Attenuating the Negative Effects of a Low-fit Sponsorship on the Role of Concurrent Sponsors
Mark Groza, University of Massachusetts-Amherst
Joe Cobb, Northern Kentucky University

How Sport Events contribute to Internal Marketing: The critical Role of Teambuilding – Evidence from seven Corporate Runs
Tatjana König, Saarland Business School, HTW, Saarbruecken

Relational Resources as a Builder of B2B Service Brand Equity
Adam Marquardt, University of Richmond

Session 12.8 - Special Session Time: 10:30-12:00
Track: 12 - Pricing & Revenue Management Room: Deering (Conf Ctr)

Price-Value Relationship

Chair: Anne Roggeveen, Babson College

Discussant: Dhruv Grewal, Babson College

When More is Less: Base Value Neglect and Consumer Preferences for Changes in Price and Quantity

Haipeng (Allan) Chen, Texas A&M University

Howard Marmorstein, University of Miami

Michael Tsiros, University of Miami

Akshay Rao, University of Minnesota

Shades of Green': Impact of Product's Greenness on Consumers' Willingness to Pay?

Rajneesh Suri, Drexel University

Prabakar PK Kotahandaraman, William Paterson University

Monil Cheda, Drexel University

Wenling Wang, Drexel University

When are Semantic Price Cues Effective in Influencing Perceptions of Quality?

Dhruv Grewal, Babson College

Anne Roggeveen, Babson College

Joan Lindsey-Mullikin, California Polytechnic State University

Session 12.9 - Competitive

Time: 10:30-12:00

Track: 10 - Marketing Strategy

Room: Prado (Main)

Segmentation and Strategic Choice

Chair: Art Weinstein, Nova Southeastern University

What is Market Segmentation Capability?

Adina Poenaru, ESCP Europe

Using Psychographics to Segment B2B Technology

Markets: An Exploratory Study

Art Weinstein, Nova Southeastern University

Mission Statements: Distinction Tool or Wasted Effort

Kirk Plangger, Simon Fraser University

Dianne Bevelander, Erasmus University

Leyland Pitt, Simon Fraser University

Colin Campbell, Monash University

Best Kept Secrets: How Optimal Distinctiveness Influences Identification Behavior in Unexpected Ways

Jeremy Wolter, Florida State University

Stephanie Lawson, Florida State University

Session 12.10 - Competitive

Time: 10:30-12:00

Track: 3 - Consumer Behavior

Room: Brickell (Conf Ctr)

Financials

Chair: Sigal Segev, Florida International University

Discussant: Matthew Liu, University of Macau

Branding and Attitudes:Banking

Mohamad Jalivand,

Product-Featuring Stock Ads and Investment Interest

Jaakko Aspara, Aalto University

Amitav Chakravarti, New York University

Mortgage Underwriting & Residential Foreclosures
(Chicago)

Charles Yeager, Argosy University

Want to Successfully Introduce Innovative Products? You
Need to Know Your Consumers First!

Ruth Maria Stock, Technische Universität Darmstadt

Christian Schultz, Darmstadt University of Technology

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The Academy of Marketing Science

Honors

Robbie Brozin 2011 AMS Distinguished Marketer



Robbie Brozin, co-founder of Nando's may have been born in a small country town, but that certainly didn't stop him from thinking and dreaming big. After completing a B.Com degree followed by two years of articles for a leading accountancy firm in Johannesburg, Robbie decided accountancy was not for him and joined his father at his electronics company, Teltron. As Teltron's sales and marketing manager, Robbie relished the opportunity to be innovative, but he felt he wanted to make a contribution to society and build a people-centric business that would deliver a unique product in a unique way.

When colleague and friend Fernando Duarte introduced him to Chickenland – a Portuguese café in the south of Johannesburg, he began to realise his dream. It was at this humble eatery, after tasting the best chicken he'd ever tasted, that Robbie envisaged building a global brand – one that would not just be built on the delicious traditional Portuguese-style chicken, but one where people would be the cornerstone of the business strategy.

Robert's influence was most visible in formulating the marketing strategy and ensuring that staff members are treated as family members. Nando's values, 'pride, passion, courage, integrity and family' are evident in each country in which the company trades. The marketing strategy has always been to be seen as irreverent, fun and topical, and even though each country operates and markets independently, these guidelines reflect a common thread.

Early on in Nando's history, Robert commented that he would not wear a tie to work, wouldn't sit in traffic for hours each day, and most importantly people within the company should "have fun and make money". With this in mind, opportunities have

been given to numerous staff members who, prior to their Nando's jobs, had very little to look forward to.

Today Nando's is one of the most visible high street retailers to have emerged from South Africa and the unique taste of flame-grilled Peri-Peri chicken is, after only 24 years, served in some 950 restaurants in 32 countries such as the **UK, USA, Canada, Australia, South Africa**, numerous African and Middle Eastern countries, by over 26 000 Nandocas (the special name given to a member of the Nando's Family).

Nando's was proclaimed the "Best company to work for" in the UK. Advertising Age magazine – Adage Insights Global Report (published in the USA and China) named Nando's a member of the elite club "Top 30 Hottest Marketing Brands in 2010". In addition to these mentions, Nando's was also recently voted the winner of the prestigious "European Foodservice Award" in Hamburg, Germany.

On the humanitarian side, Nando's has, under Robert's leadership, embarked on a number of initiatives to improve the lives of the underprivileged in Africa. Nando's is involved, in conjunction with the Global Fund, in the distribution of mosquito nets to pregnant women in sub-Saharan Africa. This is done through the sale of hand-made, beaded bracelets in the restaurants. Bracelets sell for the equivalent of \$3, one dollar for beads, one dollar for the unemployed person making the bracelet, and one dollar for the Global Fund. Mosquito nets are distributed by Kingsley Holgate, an explorer and adventurer who travels extensively throughout Africa by Land Rover, and who has visited every country on the continent. Kingsley's association with Nando's is a long-standing one, and had grown from strength to strength with each successive expedition.

Nando's has also pioneered an internal initiative to raise awareness of HIV/AIDS among the 7000 South African staff members. HIV/AIDS is rife in Southern Africa, and Nando's has an annual cycle ride over a six day period, ending on December 1st each year (World Aids Day). The cyclists (of which Robert is one) cover approximately 200 kms per day, and visit Nando's restaurants en route, encouraging staff members to find out their HIV status, live responsibly and to take counselling and medication should they prove to be HIV positive. This ride is also a fund-raising effort which enables Nando's to pay for Anti-Retro-Virals for staff members, and any necessary hospitalisation they might require. To date, almost 100 lives have been saved by the annual Aids Ride.

Robbie, who is married with three children, lives in Johannesburg, South Africa.