



2012
Academy of Marketing Science
Annual Conference

Marketing Dynamism &
Sustainability: Things Change,
Things Stay the Same...

Riverside Hilton
New Orleans, LA, USA
May 16 – 19, 2012

The Academy of Marketing Science

Honors

Anthony J. Palmer

2012 AMS Distinguished Marketer



Anthony J. Palmer has been Chief Marketing Officer and Senior Vice President of Kimberly-Clark Corp. since September 2006.

Mr. Palmer is responsible for leading the growth of enterprise-wide strategic marketing and innovation capabilities as well as the development of high-return marketing programs. In this role, he partners with the leaders of the company's consumer, health care and professional businesses to ensure strategies are based on meaningful and actionable insights from consumers of Kimberly-Clark brands and products. Tony heads up a *marketing centre of excellence* focused on global brand leadership, talent and best practice development, market research and analytics and integrated marketing planning. Additionally, he leads corporate innovation, corporate research and engineering as well as global communication.

Prior to joining Kimberly-Clark, Mr. Palmer served as Managing Director for Kellogg Company in the UK and previously, he was President of Kellogg's natural, frozen and warehouse club businesses in the US. From 1996 to 2000, Tony was with Coca-Cola Company USA, in marketing and general management positions with the Minute Maid division and later as Region Director for Coca-Cola in Australia. Before Coca-Cola, he served as a Marketing Manager with CSR Refined Sugars and Mars Confectionery Australia. This followed several years in consulting with The LED Partnership and The PA Consulting Group, where he held positions as a Senior Consultant and Business Development Manager.

Mr. Palmer has been a Director of Hershey Co. since April, 2011. He holds a MBA from IMD (Switzerland) and a Bachelor of Science in Business Marketing from Monash University (Australia).

2012 Academy of Marketing Science Annual Conference

Marketing Dynamism & Sustainability: Things Change, Things Stay the Same

We are extremely pleased to welcome you to New Orleans and the 41st AMS Annual Conference. The AMS continues to grow as the preeminent international marketing society. Authors from 51 different countries submitted 400 competitive submissions eventually leading to just over 100 sessions that will take place over the four days of the annual conference. The competitive sessions and special sessions offer every marketing researcher something of interest with many sessions presenting research that links previous marketing knowledge with present day issues. We welcome you with true *joi e de vie* that not only continues from the Reims WMC, but epitomizes the Louisiana lifestyle. We hope that you find the meeting professionally engaging and we likewise hope that you have a great time during your stay.

Thanks to all who submitted papers and thanks to over 300 people who reviewed those papers. A special thanks to our Executive Vice-President and Director, Harold W. Berkman and to Florence Cazenave, Director of Marketing and Communication. Also, a special thanks to all the track chairs who oversaw the paper submission and review process within each track. Most of their work goes on behind the scenes but the program would not be possible without their efforts. Please accept our sincere thanks to all attendees for being such an important part of this outstanding program.

Conference Chairs:

Barry J. Babin, Louisiana Tech University
Adilson Borges, Reims Management School
Eli Jones, Louisiana State University

2012 AMS OFFICERS

President

Greg W. Marshall, Rollins College, USA

Executive Vice President/Director

Harold W. Berkman, University of Miami, USA

President-Elect

Vicky L. Crittenden, Boston College, USA

Immediate Past-President

John B. Ford, Old Dominion University, USA

Vice President for Publications

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

Vice President for Programs

Linda Ferrell, University of New Mexico, USA

Vice President for Membership-North America

Göran Svensson, Oslo School of Management, Norway

Vice President for Membership-International

Adilson Borges, Reims Management School, France

Vice President for Development

Daniel Flint, University of Tennessee, Knoxville, USA

Secretary/Treasurer

Anne Balazs, Eastern Michigan University, USA

Director of International Programs

Jay D. Lindquist, Western Michigan University, USA

BOARD OF GOVERNORS

Barry J. Babin,
Louisiana Tech University,
USA
Co-Chair
(2010-2016)

Joseph F. Hair, Jr., Kennesaw
State University, USA
Co-Chair
(2006-2012)

Jean-Charles Chebat,
HEC Montréal, Canada
(2008-2014)

Gérard Cliquet,
Université de Rennes, France
(2010-2016)

Mike Ewing,
Monash University, Australia
(2008-2014)

Michel Laroche,
Concordia University, Canada
(2006-2012)

James R. Lumpkin, Louisiana
Tech University, USA (2010-
2016)

Naresh K. Malhotra,
Georgia Tech & Nanyang
TechTechnological University,
Singapore
(2006-2012)

Peter J. McGoldrick, University
of Manchester, UK (2008-
2014)

Robert Peterson,
University of Texas - Austin,
USA (2008-2014)

Leyland Pitt,
Simon Fraser University,
Canada (2010-2016)

Jagdish N. Sheth,
Emory University, USA
(2006-2012)

2012 Track Chairs and Program Managers

Retail Services and Marketing

Lauren Beitelspacher, Portland State University, USA

Emotion in Marketing

Kate Pounders, California State University, USA

Marketing Education

Jill Attaway, Illinois State University, USA

Marketing Communication and Promotion

Julie Guidry Moulard, Louisiana Tech University, USA

Sales and Sales Management

Jay Mulki, Northeastern University, Boston, USA

Product and Brand Management

Stephanie Slater, Cardiff Business School, UK

Pricing

Richard Hanna, Northeastern University, USA

Marketing Ethics

Mahmoud Darrat, Auburn University Montgomery, USA

International Marketing

Tomas Hult, Michigan State University, USA

Erkan Ozakaya, California State Polytechnic University, USA

Technology and the Marketing Discipline

Christina Chung, Ramapo College of New Jersey, USA

Internet Marketing

Nicholas Paparoidamis, IESEG Lille, France

Ruben Chumpitaz, IESEG Lille, France

Ethnic Marketing

Sweta Thota, University of San Francisco, USA

Children and Adolescent Consumers

Aysen Bakir, Illinois State University, USA

Consumer Behavior

Laura Flurry, Louisiana Tech University, USA

Fashion Merchandising, Marketing, and Retailing

Joy Kozar, Kansas State University, USA

Entrepreneurship and Small Business Management

Fredric Kropp, Monterey Institute of International Studies, USA

Relationship Marketing: Emotions, Experiences, and Friendships

Judith Anne Folse, Louisiana State University, USA

Latin America Marketing Issues

Göran Svensson, Oslo School of Management, Norway

Eliane P. Z. Brito, Fundação Getúlio Vargas, Brazil

Juan Carlos Sosa-Varela, University of Turabo, USA

Marketing Research

David J. Ortinau, University of South Florida, USA

Value Co-Creation

Bidisha Burman, Appalachian State University, USA

Dipayan Biswas, University of South Florida, USA

Marketing Strategy

Raj Iyer, Bradley University, USA

Supply Chain Management

Doug Lambert, Ohio State University, USA

Matias G. Enz, Cranfield University, England

Management and HR

Yasemin Ocal Atinc, Auburn University Montgomery, USA

Guclu Atinc, Drake University, USA

Doctoral Colloquium Track

John Ford, Old Dominion University, USA
Mary Kay Dissertation Award
Bruce Alford, Louisiana Tech University, USA
AMS Outstanding Marketing Educator Award
Bruce Robertson, San Francisco State University, USA
Proceedings Editor
Leroy Robinson, Jr., University of Houston – Clear Lake, USA



2012 Academy of Marketing Science Annual Program

DAILY HIGHLIGHTS **Wednesday May 16, 2012**

AMS Executive Committee Meeting
08:00 – 12:30 PM, Room TBA

Registration
River Entrance (Exhibit Area)

Early Bird Reception
18:00 – 19:00, River (Tentative)

Wednesday, 12:00 PM

Session 1.1. **International Consumer Behavior**
Room: Starboard
Session Chair: Ozkaya, Irkan, *Cal State Polytech*

A Consumer Culture Theory Approach to Analyzing Beauty Culture in Iran
Yazdanparast, Atefeh, *University of North Texas*

Tracing the Impact of Consumer Animosity in In-groups towards Out-group Focused Endorsements in Multicultural Environments
Khan, Mubbsher Munawar, *University of the Punjab*
Schlegelmilch, Bodo. B., *Vienna University of Economics and Business*

Global Privacy: An International Perspective Examining Perceptions of Information Sensitivity and Consumers Willingness to Provide Personal Information
Markos, Ereni, *Quinnipiac University*
Milne, George, *University of Massachusetts*
Keller, Lisa, *University of Massachusetts*

Session 1.2. **Managing Performance In A Sustainable Environment**
Room: Port
Session Chair: Sujan, Harish, *Tulane University*

Effective Sales Management: What Do Sales People Think?
Goebel, Daniel, *Illinois State University*
Deeter-Schmelz, Dawn, *Kansas State University*
Kennedy, Karen, *University of Alabama at Birmingham*

Impact of Servant Leadership on Ethical Climate, Supervisor Conflict, and Organizational Outcomes
Jaramillo, Fernando, *University of Texas at Arlington*
Noboa, Fabrizio, *Universidad San Francisco de Quito*

Impact of Perfectionism and Self-Efficacy on Job Performance and Work Engagement: GenMes and Boomers
Haudebert, Sandrine, H., *IAE Gustave Eiffel - University Paris Est*
Mulki, Jay, P., *Northeastern University - Boston*

The Impact of Sales Performance Goals on Behaviors: Enhancing or Compromising Sustainable Performance?
Marcos-Cuevas, Javier, *Cranfield University*
Franco-Santos, Monica, *Cranfield University*

The Skills and Competencies of Salespeople: A Survey
Ryals, Lynette, *Cranfield School of Management*
Abdollahi, Shahpar, *Cranfield School of Management*
Marcos, Javier, *Cranfield School of Management*

Session 1.3. Music, Athletes, Simplicity and Organizational Engagement – A Marketing Potpourri
Room: Compass
Session Chair: TBA

Music Authenticity is in the Eye (and Ear) of the Beholder: Cues of Perception and Intentions of Behavior
Barretta, Paul, *University of Texas - Pan American*

Examining the Visual Map of Athlete Endorsement Effectiveness: A Case of 2010 FIFA World Cup
Chang, Yonghwan, *University of Florida*
Arai, Akiko, *University of Florida*

Whither Simplicity? An Exploratory Study of the Antecedents of Voluntary Simplicity
Ross, Spencer, *University of Massachusetts*

How do Organizations Engage in Marketing Strategy Making?: An Empirical Investigation
Browne, Sarah, *Dublin Institute of Technology*

Session 1.4. Creating Unique Marketing Approaches
Room: Steering
Session Chair: Braglia, Alessandro, *Leeds University Business School*

Laying the Foundation for an Ecosystem of Creativity in Marketing

Taillard, Marie, *ESCP Europe Business School*

Kastanakis, Minas, *ESCP Europe Business School*

Don't Copy Off Your Neighbor: Examining the Role of Fit and Green Marketing Strategies

Gleim, Mark, *The University of Toledo*

Lawson, Stephanie, *Suffolk University*

Robinson, Stacey, *East Carolina University*

Intended and Realized Marketing Strategies: Adaptive Marketing Organizations in Enacted Environments

Chari, Simos, *LUBS*

Balabanis, George, *CASS Business School, CITY University*

Is Marketing To Individuals Targeting Segments of One?

Bendle, Neil, *University of Western Ontario*

Session 1.5. Mood, Religion and Market Orientation

Room: Bridge

Session Chair: McManus, Kristy, *University of Wisconsin-La Crosse*

Influence of Mood on Comparative Judgment: the Mediating Role of Judgment Strategy

Wang, Zhi, *Hong Kong Baptist University*

Wang, Heping, *Hong Kong Baptist University*

The Role of Religion on Anti-Consumption Tendencies: Religiosity as a Different Form of Consumer Resistance

Ulusoy, Emre, *University of Texas-Pan American*

Investigating the Mediating Role of Strategic Capabilities in the Market-Orientation-New Product Performance Linkage

Dursun, Turkan, *West Texas A&M University*

Kilic, Ceyhan, *Marketing Consultant*

Session 1.6. Exploring the On-line Consumer

Room: Pelican

Session Chair: Park, Jung Kun, *University of Houston*

Consumers' Different Website Use Patterns and Value Perceptions in the Context of Local Newspapers

Tarkiainen, Anssi, *LUT School of Business*

Arminen, Heli, *LUT School of Business*

Kuivalainen, Olli, *LUT School of Business*

Influence of Brand-Related Antecedents and Extraversion on Consumers' Online Brand Referrals

Becerra, Enrique, *Texas State University-San Marcos*
Badrinarayanan, Vishag, *Texas State University-San Marcos*

The CAPTCHA Conflict – a Consumer's Choice Between Security and Convenience

Zorn, Steffen, *Curtin University*
Hayati, Pedram, *BAE System Stratsec*

Session 1.7. The Online Learning Environment: Delivering Quality?

Room: Kabacoff
Session Chair: Conchar, Margy P., *East Carolina University*

The Quality of Online Education: Promising Conceptual Frameworks

Conchar, Margy P., *East Carolina University*

Intellectual Exchange in Online Learning Environments

Meric, Havva J., *East Carolina University*

Online Instruction Techniques: Applications for a Face-to-Face University Business Course

Wright, Beverly, *Clayton State University*

Wednesday, May 16, 1:30 PM

Session 2.1. Management and Marketing Collaboration I

Room: Starboard
Session Chair: Atinc, Yasemin Ocal, *Auburn University*
Montgomery

Conditions of Departmental Power: A Strategic Contingency Exploration of Marketing's Customer Connecting Role

Marx, Corina, *RWTH Aachen University*
Brettel, Malte, *RWTH Aachen University*

Environmental Person-Organization Fit and the Importance of Promoting Organizational Environmental Policy Internally

Hartley, Phillip, *Louisiana State University*
Trout, Rachel, *Louisiana State University*

Understanding Employee Environmental Behaviour In Professional Service Firms: A Structured Abstract

Thirlaway, Kate, *University of Bath*
Piercy, Niall, *University of Bath*

Session 2.2. Mixing Old and New Media: Insights into Media Selection

Room: Port

Session Chair: Helm, Amanda, *Xavier University of Louisiana*

Efficiency of the Process and Maximization of Results from Communication Efforts: Proposition and Test of a Model to Evaluate the Mix of Conventional Media and Interactive Media

Helena Puga Ribeiro, Aurea, *Fundação Dom Cabral*

Reis Monteiro, Plinio, *Fumec*

Robbe, Raquel, *Fundação Dom Cabral*

Silveira, Timotheo, *Fundação Dom Cabral*

Vilaça, Daniela, *Fundação Dom Cabral*

Learning Styles and Advertising Media: Relationships and Collaborating Effects on Brand Responses

Roswinanto, Widyarso, *University of North Texas*

Media Guiding Consumers Across Different Stages of the Purchase Process

Voorveld, Hilde, *Amsterdam School of Communication Research ASCoR, University of Amsterdam*

Neijens, Peter, *Amsterdam School of Communication Research ASCoR, University of Amsterdam*

Smit, Edith, *Amsterdam School of Communication Research ASCoR, University of Amsterdam*

Smit, Edith, *Amsterdam School of Communication Research ASCoR, University of Amsterdam*

Smit, Edith, *Amsterdam School of Communication Research ASCoR, University of Amsterdam*

Smit, Edith, *Amsterdam School of Communication Research ASCoR, University of Amsterdam*

Bronner, Fred, *Amsterdam School of Communication Research ASCoR, University of Amsterdam*

Bronner, Fred, *Amsterdam School of Communication Research ASCoR, University of Amsterdam*

Session 2.3. Online Behavior and Value Creation

Room: Compass

Session Chair: Ford, John, *Old Dominion University*

Development of a Scale to Measure the Perceived interactivity of Websites

Liu, Xia Linda, *Louisiana State University*

Firm Benefits of Virtual World Performance: Examining the Effects of Site Participation on Satisfaction and Continued Viewing of Commercial Television

Morris, John, *University of Texas-Pan American*

Online Shopping as a Collectivist Movement: The Roles of Transformed Identities and Skill Contests

Das, Prakash, *University of Calgary*

Trusted Advisor: A Key Variable on the Path to Co-Creating Value with Clients

Mangus, Stephanie M., *Louisiana State University*

Session 2.4. Ethnic Marketing: Understanding Values, Attitudes and Research Issues in Diverse Populations

Room: Steering

Session Chair: Villareal, Ricardo, *University of San Francisco*

Value Priorities and Consumer Behavior of Turkish Immigrants in Germany

Abedin, Annas, *Aachen University*

A Latent Variable Modeling Approach To Understanding Attitudinal and Behavioral Ethnic Identity in Hispanic Consumer Behavior: A Structured Abstract.

Villareal, Ricardo, *University of San Francisco*

Shelley Blozis, *UC Davis*

The effect of a Muslim Endorsement on Non-Muslim's Attitudes and Purchase Intentions

Maher, Amro, *Qatar University*

Session 2.5. Potpourri des Services

Room: Bridge

Session Chair: Griffin, Mitch, *Bradley University*

The Influence of E-Service Quality on Customer Value Perception and Satisfaction: The Case of Third Party Web Sites

Zhuang, Weiling, *Eastern Kentucky University*

Babin, Barry J., *Louisiana Tech University*

Teleological Approaches from Complexity Sciences in Services

Svensson, Goran, *Oslo School of Management*

Fabeiro, Carmen Padin, *Universidad de Vigo*

Extending the ACSI to Goodwill: Assessing Donor Satisfaction and Engagement

Michon, Richard, *Ryerson University*

Alleviating Privacy Obstacle in New Mobile Service Adoption

Chen, Xiaoyan, *University of Rennes*

Cliquet, Gérard, *University of Rennes*

Session 2.6. Marketing Buzz and Advertising Copy: Blogs, eWOM, and Short Message Service Copy

Room: Pelican

Session Chair: Curran-Kelly, Catherine M., *UMass Dartmouth*

Understanding Bloggers: Opinion Leadership and Motivations to Use Blog among Bloggers and Blog Readers

Segev, Sigal, *Florida International University*

Fiske, Rosanna, *Florida International University*

Villar, Maria Elena, *Florida International University*

The Evolution and Impact of Online Word-of-Mouth (eWOM) Research: A Structured Review and Integrated Model

Racherla, Pradeep, *West Texas A&M University*

King, Robert, *University of Mississippi*

Efficacy of Ads with Short Message Service (SMS) Copy

Sierra, Jeremy, *Texas State University - San Marcos*

Taute, Harry, *Utah Valley University*

Hyman, Michael, *New Mexico State University*

Session 2.7. The Retail Revolution: The Impacts of Online Retail Sales on State, County, and Municipal Economies

Room: Kabacoff

Session Chair: Robicheaux, Robert, *University of Alabama at Birmingham*

Panel Discussion

Robicheaux, Robert, *University of Alabama at Birmingham*

Kisska-Schulze, Kathryn, *North Carolina A&T State University*

Faulk, Dagney, *Ball State University*

Tuten, Tracy, *East Carolina University*

Hansen, John, *University of Alabama at Birmingham*

Lund, Donald, *University of Alabama at Birmingham*

Session 2.8. Service Strategy and Product Innovation

Room: Windward

Session Chair: Boukis, Achilleas, *Athens University of Economics and Business*

Some Employee-Level Benefits from Manager's IMO Adoption

Boukis, Achilleas, *Athens University of Economics and Business*

Kaminakis, Kostas, *Athens University of Economics and Business*

Lionakis, Konstantinos, *New York College, Athens*

Living and Loving the Employer Brand

Avello, Maria, *Universidad Complutense de Madrid*

Gavilán, Diana, *Universidad Complutense de Madrid*

Molero, Victor, *Universidad Complutense de Madrid*

Fernández, Susana, *Universidad Complutense de Madrid*

Highlighting the Role of Servicescapes and Organizational Climate on Employees' Performance

Kaminakis, Kostas, *Athens University of Economics and Business*

Boukis, Achilleas, *Athens University of Economics and Business*

Gounaris, Spiros, *University of Strathclyde*

Wednesday 3:00 PM Refreshment Break (River Room / Exhibit Area)

Wednesday, 3:30 PM

Session 3.1. Strategic Marketing Management

Room: Starboard

Session Chair: Iyer, Raj, *Bradley University*

Marketing planning and sales autonomy as a combination remedy for marketing myopathy

Yamashita, Yuko, *Hitotsubashi University*

Uehara, Wataru, *Hitotsubashi University*

Sasaki, Masato, *Musashino University*

Fukuchi, Hiroyuki, *Toyogakuen University*

Fukutomi, Gen, *Kyoto Sangyo University*

The Use of Management Control to Guide Marketing Department Power in Establishing Market Orientation: A Resource Dependence Perspective

Marx, Corina, *RWTH Aachen University*

Brettel, Malte, *RWTH Aachen University*

Complementarity of Innovation Capability and Customer-linking Capability: A Configurational Approach

Jaakkola, Matti, *Aalto University School of Economics*

Luoma, Jukka, *Aalto University School of Economics*

Frosen, Johanna, *Aalto University School of Economics*

Aspara, Jaakko, *Aalto University School of Economics*

Tikkanen, Henriikki, *Aalto University School of Economics*

Leadership Style & Strategic Management: An Analysis of Hierarchical Influence

Slater, Stephanie, *Cardiff Business School, Cardiff University*

Session 3.2. Using Private Labels and Store Atmospheric as Heuristics

Room: Port

Session Chair: Ellinger, Alexander E., *University of Alabama*

The Market Power of Private Labels-Retailer Brand and Industry Effect

Verga Matos, Pedro, *Technical University of Lisbon, ISEG*
Coelho Do Vale, Rita, *Catholic University of Portugal*

Is it Worth Copying the Leader? The Impact of Copycat Packaging Strategies on Private Label's Adoption

Coelho Do Vale, Rita, *Catholic University of Portugal*
Verga Matos, Pedro, *Technical University of Lisbon, ISEG*

Why is it Important for Private Labels to Innovate? The Effects of Trust and W-O-M

Abril, Carmen, *Complutense University*
Martinez, Joaquin, *Complutense University*
Gavilan, Diana, *Complutense University*
Manzano, Roberto, *Complutense University*
Avello, Maria, *Complutense University*

Retail Assortment Size and Customer Choice Overload: The Influence of Shopping Enjoyment and Time Pressure

Kyoungmi, Kim, *University of Alabama*
Allaway, Arthur, *University of Alabama*
Ellinger, Alexander, *University of Alabama*

The Effect of Touch on Perceived Product Freshness

Maity, Devdeep, *Oklahoma State University*

Discussion Leader:

Kyoungmi, Kim, *University of Alabama*

Session 3.3. Social Media and Consumer Attitudes

Room: Compass

Session Chair: Chung, Christina, *Ramapo College of New Jersey*

The Impact of Social Advertising Campaigns in Shaping Egyptian Youths Behavioral Intentions

El-Gharbawy, Alaa, *Alexandria University*

Social Media Marketing on Facebook: Investigating Determinants and Consequences of Users' Attitude toward the Facebook Page

Bauer, Hans H., *University of Mannheim*
Toma, Boris, *University of Mannheim*
Fischer, Dirk, *University of the Federal Armed Forces Munich*

The Strategic Influence of Firm-Created WOM: Evidence from the Movie Industry

Shin, Hyunju, *The University of Alabama*
Chang, Woojung, *The University of Alabama*

Session 3.4. Conceptualization of Value Co-creation

Room: Steering

Session Chair: Norberg, Patricia, *Quinnipiac University*

Ok, We Have the Resources, But What Next? A Conceptual Model of the Effects of Project Team Activities on Customer Perceived Value

Prior, Daniel, *University of New South Wales*

A Framework to Measure the Co-Created Concept of Customer Value

Iyanna, Shilpa, *Abu Dhabi University*

Expanding the Scope of Value Co-Creation

Kull, Alexander J., *University of South Florida*

Discussion Leader:

Wang, Guangping (Walter), *Penn State University*

Session 3.5. The Study of Marketing Institutions: Ramifications of Its Current Status on the Future Direction of the Field of Marketing

Room: Bridge

Session Chair: El-Ansary, Adel I., *University of North Florida*

Panel Discussion

El-Ansary, Adel I., *University of North Florida*

Brown, James R., *West Virginia University*

Dant, Rajiv P., *University of Oklahoma*

Robicheaux, Robert A., *University of Alabama at Birmingham*

Rosenbloom, Bert, *Drexel University*

Session 3.6. Managing the Customer Service Experience

Room: Pelican

Session Chair: Fisk, Raymond, *Texas State University*

Disservice: A Framework for Sources and Solutions

Grove, Stephen, *Clemson University*

Fisk, Raymond, *Texas State University*

Harris, Lloyd, *Warwick University*

Ogbanna, Emmanuel, *Cardiff University*

John, Joby Carlson, Les Goolsby, Jerry, *University of Louisiana at Lafayette*
University of Nebraska-Lincoln
Loyola University New Orleans

Service Quality, Customer Satisfaction, Value and Loyalty: Investigating Problematic Encounters

Paparoidamis, Nicholas, *Catholic University of Lille, IESEG*

Chumpitaz, Ruben, *Catholic University of Lille, IESEG*
Ford, John, *Old Dominion University*

Service Branding: The Sign of Apparel

Chang, Wei-Lun, *Tamkang University*

Chang, Hui-Chi, *Tamkang University*

**"I am so Embarrassed!"-How personal and empathetic
embarrassment in personal product purchasing impacts
sales clerk choice.**

Ekebas, Ceren, *Old Dominion University*

Arndt, Aaron, *Old Dominion University*

Discussion Leader:

Beitelspacher, Lauren, *Portland State University*

Session 3.7. International Marketing and the Future

Room: Kabacoff

Session Chair: Samiee, Saeed, *University of Tulsa*

International Marketing and the Future

Hult, Tomas, *Michigan State University*

**Dwindling Influence of Marketing in Corporate Strategy
Development: A Case of Outsourcing**

Kotabe, Masaaki, *Temple University*

**Cross-National Consumer Behavior in International
Marketing Research: What We Know and What We Need
to Know**

Yaprak, Attila, *Wayne State University*

**Performance Consequences of International Marketing
Programs**

Katsikeas, Constantine, *University of Leeds*

Hultman, Magnus, *University of Leeds*

**On Resolving the Market Orientation-International
Marketing Strategy Paradox**

Samiee, Saeed, *University of Tulsa*

Session 3.8. Deans' Session

Room: Windward

Dean's Panel on Growing Business Schools of the Future

Jones, Eli, *LSU*

Lumpkin, James, *Louisiana Tech University*

Locander, William, *Loyola University*

Richardson, Lynne, *University of Mary Washington*

Wednesday 5:00 PM

Explorations in Wine Marketing [TBA]

Chairs: Babin, B.J., Ortinau, D.J., Griffin, M.

Wednesday 6:00 PM Early Bird Reception

DAILY HIGHLIGHTS
Thursday May 17, 2012

Mary Kay Dissertation Competition
- Award Winner's Session
10:30 – 12:00, Compass

AMS Awards Luncheon
12:00 – 13:00, Versailles (Tentative)

Reception
18:00 – 19:00, River Room

Thursday, May 17

Thursday, 8:30 AM

Session 4.1. **Value Co-creation: Consumer Interactions and Technology**

Room: Starboard

Session Chair: Szocs, Courtney, *University of South Florida*

Co-creating Value with Self-Service Technology: Helping Customers Help Themselves

Hughes, Tim, *University of the West of England*

Little, Ed, *University of the West of England*

Hilton, Toni, *University of Westminster*

Marandi, Ebi, *University of the West of England*

Customers Helping Customers: Payoffs for Linking Customers in Service Settings

Black, Hulda, *Illinois State University*

Vincent, Leslie, *University of Kentucky*

Skinner, Steven, *University of Kentucky*

Customer Experience Decomposition: A Conceptual Framework

Sleep, Stefan, *University of Georgia*

Lam, Son, *University of Georgia*

Session 4.2. **Branding and Shoppers**

Room: Port

Session Chair: Slater, Stephanie, *Cardiff University*

Reciprocal Effect of Store Brand Extension: Evidences from Scanner Panel Data.

Zhang, Yi, *The University of Manchester*

Kang, Jikyeong, *The University of Manchester*

The Effects of Reward Type and its Likelihood in Customer Brand Co-Creation Activity on Self-Brand Connection

Bogoviyeva, Elmira, *KIMEP*

Sport Celebrity Endorsement and the British consumer.

Davies, Fiona, *Cardiff University*

Slater, Stephanie, *Cardiff University*

Session 4.3. Brands, Governments and Corporations

Room: Windward

Session Chair: James, Kevin, *Indiana State University*

Restoring Brand Trust With a Corporate Apology

Knight, John, *University of Otago*

Mather, Damien, *University of Otago*

Mathieson, Brianne, *University of Otago*

The Trademark Dilution Revision Act of 2006: A Rationale for Changes in the Trademark Dilution Act of 1995

O'Connor, Thomas, *University of New Orleans*

The Effect of Prior Outcomes on Consumer Sellers' Evaluations of Planned On-line Resale

Lee, Crystal Tzuying, *National Cheng-chi University*

Liao, Shuling, *Yuan Ze University, College of Management*

Session 4.4. The 3 T's: Relationship Importance for Theaters, Tribes and Tourists

Room: Steering

Session Chair: Parker, Janna M., *Louisiana Tech University*

Brand Tribalism: An Anthropological Perspective

Taute, Harry, *Utah Valley University*

Sierra, Jeremy, *Texas State University- San Marcos*

How Customers Respond to Firms' Customer Relationship Norms

Voss, Zannie, *Southern Methodist University/Euromed*

Voss, Glenn, *Southern Methodist University*

Cova, Veronique, *Aix Marseille Universite*

Cova, Bernard, *Euromed/Bocconi*

A Closer Look at Destination: Image, Personality, Relationship and Loyalty

Ching-Fu, Chen, *National Cheng Kung University*

Sambath, Phou, *National Cheng Kung University*
Jyh-Fu, Jeng Don, *National Cheng Kung University*

Session 4.5. Consumers' Ethical Evaluations and Behaviors

Room: Bridge

Session Chair: Darrat, Mahmoud, *Auburn University*
Montgomery

The Modern Renegotiations of Confucian Ethics and Implications on Ethical Consumption in China

Yau, Amy, *University of Bath*

Davies, Iain, *University of Bath*

The Influence of Product Knowledge on Consumer's Company and Product Evaluations in Product-Harm Crisis Situations

Haas-Kotzegger, Ursula, *WU Vienna*

Assiouras, Ioannis, *ESC Toulouse Business School*

Schlegelmilch, Bodo B., *WU Vienna*

Skourtis, George, *University of Piraeus*

Understanding Ethical Consumers: A New Approach Towards Modeling Ethical Consumer Behaviors

Papaoikonomou, Eleni, *Universitat Rovira i Virgili*

Paparoidamis, Nicholas G., *Catholic University of Lille*

Chumpitaz, Ruben, *Catholic University of Lille*

Session 4.6. How Advances in Technology and Sustainability are Changing the Retail Landscape

Room: Pelican

Session Chair: Reynolds, Kristy, *University of Alabama*

Assessing the Role of Service Quality of Retail Self-Checkouts on Customer Satisfaction and Loyalty: Empirical Evidence from an Emerging Market

Demirci-Orel, Fatma, *Cukurova University*

Kara, Ali, *Penn State University, York*

Designing Experience with Technology: Consumer Emotional Responses to In-Store Technology-Based Services

Theotokis, Aristeidis, *Leeds University Business School*

Marketing Sustainability: Consumer Responses to the Social Quality of Private Labels

Aouina-Mejri, Chiraz, *Paris Est University/ IRG*

Bhatli, Dhruv, *Paris Est University/ IRG*

Does a Multi-Channel Return Policy Affect Online Purchase Intentions?

Nakhata, Chinintorn, *University of South Florida*

Magi, Anne, *University of South Florida*

Discussion Leader:

Mangus, Stephanie, *Louisiana State University*

Session 4.7. Sustainability in the Apparel Supply Chain

Room: Kabacoff

Session Chair: Kang, Ji Hye, *Kansas State University*

Sustainability in the Apparel and Textiles Industry: A Conceptual Paper Addressing Previous Research Findings and Areas of Future Research

Kozar, Joy M., *Kansas State University*

Hiller Connell, Kim Y., *Kansas State University*

Swapping Stories: An Exploratory Study of Consumer Exchange Motivations and Behavior

Matthews, Delisia, *University of North Carolina at Greensboro*

Hodges, Nancy, *University of North Carolina at Greensboro*

Exploring the Impact of Consumers' Second-hand Clothing Motivations on Shopping Outcomes: An Investigation of Weekend Market Patronage in Thailand

Kananukul, Chawanuan, *University of North Carolina at Greensboro*

Watchravesringkan, Kittichai, *University of North Carolina at Greensboro*

Hodges, Nancy, *University of North Carolina at Greensboro*

Understanding the R in CSR: Are Retailers or Manufacturers Most Responsible for Promoting Healthier Eating?

Nieroda, Marzena, *The University of Manchester*

McGoldrick, Peter, *The University of Manchester*

Weykamp, Christiane, *The University of Manchester*

Session 4.8. Using Qualtrics to Create Effective Research

Room: Compass

Session Chair: Hair, Joseph F., *Kennesaw State University*

Panel Discussion

Adams, Chris, *Qualtrics*

Winkelman, Bryce, *Qualtrics*

Thursday 10:00 AM Refreshment Break (River Room)

Thursday, 10:30 AM

Session 5.1. **Materialism and Conspicuous Consumption**

Room: Starboard

Session Chair: Obilo, Obi, *Louisiana Tech University*

Materialism Through a Magnifying Glass: A Comprehensive Model of the Antecedents and Consequences of Three Facets of Materialism

Segev, Sigal, *Florida International University*

Shoham, Aviv, *University of Haifa*

Gavish, Yossi, *Ono Academic College*

Explaining Variation in Conspicuous Consumption: An Empirical Examination

Kastanakis, Minas, *ESCP Europe*

Balabanis, George, *Cass Business School*

Materialism: A General Hierarchical Model Perspective

Mohan, Mayoor, *Oklahoma State University*

Session 5.2. **Value Co-creation and Digital Environment**

Room: Port

Session Chair: Biswas, Dipayan, *University of South Florida*

Empowering Digital Information Consumers: The Effects of Self-Efficacy, Optimum Stimulation Level, and Perceived Interactivity on Willingness to Pay

Kirk, Colleen, *Mount Saint Mary College*

Swain, Scott, *Northeastern University*

Facilitating innovations and value co-creation in industrial B2B firms by combining digital marketing, social media and crowdsourcing

Simula, Henri, *Aalto University*

Tollinen, Aarne, *University of Jyväskylä*

Karjaluoto, Heikki, *University of Jyväskylä*

The dark side of customer co-creation – What happens when technology-based co-created services fail?

Handrick, Matthias, *EBS University for Business and Law*

Heidenreich, Sven, *EBS University for Business and Law*

Thomas, Linn, *EBS University for Business and Law*

Discussion Leader:

Weinberg, Bruce, *Bentley University*

Session 5.3. **Going “Green” and the Effects on Consumer Evaluations**

Room: Windward

Session Chair: Panda, Rajeev, *National Institute of Technology, Rourkela*

**Exploring Authenticity as a Policing Mechanism to Deter
“Green Washing” in Sustainable Architecture**

Parkman, Ian, *Loyola University Maryland*

**Consumers’ Inferential Evaluations of Sustainability
Attributes based on Incomplete Product Information**

Gruber, Verena, *WU Vienna*

Schlegelmilch, Bodo B., *WU Vienna*

Houston, Michael J., *University of Minnesota*

**Save the Planet or Save Some Money? How the Framing
of Environmentally Friendly Behavior Affects Consumer**

Green, Todd, *Simon Fraser University*

Pelozo, John, *Florida State University*

Session 5.4. Brands and Consumers

Room: Steering

Session Chair: Locander, David, *Louisiana Tech University*

**Brand Personality and Athlete Identification: Predicting
Consumption Behaviors**

Carlson, Brad, *Saint Louis University*

Donavan, D. Todd, *Colorado State University*

Deitz, George, *University of Memphis*

Cumiskey, Kevin, *Eastern Kentucky University*

**The effect of brand awareness, Internet search patterns
and product-line characteristics on revenue premium.**

Gui, Raluca, *Universidad Carlos III de Madrid*

The Effect of the Foreign Brand on Consumer Perception.

Tran, Trang, *University of North Texas*

Fabrizo, Robert, *University of North Texas*

Session 5.5. Latin American Marketing Issues II

Room: Bridge

Session Chair: Svensson, Goran, *Oslo School of
Management*

**The Value Concept Over time and in the Perception of
Brazilian Management Students**

Brambilla, Flavio, *La Salle University Center*

**Marketing Elements for Designing of the Integral Tourist
product-Colima**

Magana Carrillo, Irma, *Universidad de Colima*

Padin Fabeiro, Carmen, *Universidad de Vigo*

Jimenez Olivera, Vicente A., *Universidad de Colima*

Customers Service Experience in Hospitals: A DIP and SOS Construct of Negative Encounters

Santos Corrada, Maria de los M., *Universidad del Turabo*
Sosa-Varela, Juan Carlos, *Universidad del Turabo*
Svensson, Goran, *Oslo School of Management*

Session 5.6. Value Co-creation for Firms, Services, and Markets

Room: Pelican

Session Chair: Burman, Bidisha, *Appalachian State University*

Service Ecosystems Design in Ethnic Markets

Abbam, Esi Elliot, *University of Illinois at Chicago*
Cherian, Joseph, *University of Illinois at Chicago*
Elaydi, Raed, *Roosevelt University*

Co-Creation of Award Winning Advertising

Sasser, Sheila, *Eastern Michigan University*
Kilgour, Mark, *University of Waikato*
Koslow, Scott, *Macquarie University*

Firm Capabilities, Customer/Supplier Participation, and Firm Performance

Wang, Guangping, *Penn State University*
Ma, Xiaoqin, *Yancheng Institute of Technology*
Dou, Wenyu, *City University of Hongkong*
Zhou, Nan, *City University of Hongkong*

Considering the Nature of Value Capturing Mechanisms in Industrial Buyer-Supplier Exchange – A Structured Abstract

Prior, Daniel, *University of South Wales*

Session 5.7. Insights from Marketing Publishers: Key Trends in Technology and the Impact on Student Learning and Professor Teaching

Room: Kabacoff

Session Chair: Greg W. Marshall, *Rollins College*

Presenters:

Xu, Donielle, *McGraw-Hill*
Philipson, Nick, *Springer*
Whitfield, Richard, *Emerald Group*
Roche, Michael, *Cengage Learning*
Hunt, Rick, *AcademicPub/SharedBook*
Hinrichs, Curt, *JMP/SAS*
Golan, Sharon, *Routledge/Taylor and Francis*
Chapman, Randy, *LINKS Simulations*

Session 5.8. Mary Kay Dissertation Award Presentations

Room: Compass

Session Chair: Alford, Bruce, *Louisiana Tech University*

Serving Well by Selling Well: Studies on Customer Service Representatives' Ambidexterity and Its Effectiveness

Jasmand, Claudia, *Imperial College Business School*

Leveraging Marketing Resources to Strengthen Stakeholder-Company Identification

Groza, Mark D., *University of Massachusetts Amherst*

What Drives Managerial Use of Financial and Marketing Metrics and Does Metric Use Impact Performance of Marketing Mix Activities?

Mintz, Ofer, *Arison School of Business*

When Humanizing Brands Goes Wrong: The Detrimental Role of Brand Anthropomorphization amidst Product Wrongdoings

Puzakova, Marina, *Drexel University*

Thursday, 12:00 PM

AMS Awards Luncheon

Thursday, 1:30 PM

Session 6.1. Journal of the Academy of Marketing Science / Sheth Foundation Best Paper Award 2011

Room: Starboard

Session Chair: Hult, G. Tomas, *Michigan State University*

Sustainable Marketing, Equity, and Economic Growth: a Resource-Advantage, Economic Freedom Approach

Hunt, Shelby D., *Texas Tech University*

Comments:

Ferrell, OC, *University of New Mexico*

Peterson, Robert A., *University of Texas*

Session 6.2. Issues in New Technology Usage

Room: Port

Session Chair: Chang, En-Chi, *Perfect Translation & Compunet Co., LTD*

Social Analytics in Hedonic and Utilitarian Companies

Fischbach, Sarah, *New Mexico State University*

Peterson, Robin, *New Mexico State University*

MBA Students as Customers: The Kano Method and Collegiate Website Excitement Factors

Elbeck, Matt, *Troy University*
Vander Schee, Brian, *Aurora University*

Internet Literacy and Attitudes toward Internet Advertising: A Cross-Cultural Study

Ulusoy, Emre, *University of Texas-Pan America*

Social Media Strategy and Online Brand Reputation

Cohen, Corine, *International University of Monaco*

Chapman, Alexis, *International University of Monaco*

How to Push Consumers' Intention to Adopt Alternative Fuel Vehicles: An Integrative Adoption Model

Petschnig, Martin, *EBS Business School*

Spiehl, Patrick, *EBS Business School*

Session 6.3. Pedagogical Techniques and the Role of Students in Marketing Education

Room: Compass

Session Chair: Attaway, Jill, *Illinois State University*

Bringing Cultural Diversity to Service Marketing Courses: A SERVQUAL Exercise

Rosenbaum, Mark, *Northern Illinois University*

Labrecque, Lauren I., *Northern Illinois University*

Moraru, Iona, *Northern Illinois University*

Applying a Business Model to Student-Institution Relationships: An Examination of Four Metaphors
Applying a Business Model to Student-Institution Relationships: An Examination of Four Metaphors

Griffin, Mitch, *Bradley University*

Cleghorn, Lyndsey, *Bradley University*

Kruger, Sarah, *Bradley University*

Nosal, Megan, *Bradley University*

Oleksiuk, Piotr, *Bradley University*

Schulz, Devon, *Bradley University*

Tolly, Drew, *Bradley University*

Teaching Fuzzy Front End of Service Innovation: Real Life Application with Cross-Functional and International Teams

Jaskari, Minna-Maarit, *University of Vaasa, Finland*

Empowered Students - Service-oriented Universities: How to Manage Higher Education Marketing in the 21st Century

Kindlein, Kathrin, *Ludwig-Maximilians-Universitat Munich*

Schwaiger, Manfred, *Ludwig-Maximilians-Universitat Munich*

Session 6.4. Marketing's Role in Supply Chain Success

Room: Steering

Session Chair: Daugherty, Patricia, *Michigan State University*

Marketing's Role in Supply Chain Success-- We're in This Together, Aren't We??

Daugherty, Patricia, *Michigan State University*

Ellinger, Alexander E., *University of Alabama*

Hummel, Anna, A. *Duie Pyle*

Piercy, Niall, *University of Bath*

Session 6.5. Assessing Student Learning & Required Skills

Room: Bridge

Session Chair: Williams, Michael R., *Oklahoma City University*

Academicians' and Practitioners' Views of Marketing Students' Required Knowledge and Skills

Babin, Laurie, *University of Louisiana, Monroe*

Bunthorne Lopez, Tara, *Southeastern Louisiana University*

Lafleur, Elizabeth, *University of Southern Mississippi*

An Empirical Comparison of Measures of Multiple-Choice Question Item Difficulty

Dickinson, John, *University of Windsor*

A Taxonomy Assessment and Item Analysis of a Retailing Management Multiple-Choice Question Bank

Dickinson, John, *University of Windsor*

Session 6.6. Celebrity Endorsements and Celebrity Brands

Room: Pelican

Session Chair: Carlson, Brad, *Saint Louis University*

Evaluating the Impact of Celebrity Status and Character Likeability on Brand Recognition – A Structured Abstract

Kumar, Anvita, *Cass Business School*

Balabanis, George, *Cass Business School*

Cyber-Positioning: Bestselling Authors' Online Communicated Brand Personalities

Bal, Anjali, *Simon Fraser University*

Mills, Adam, *Simon Fraser University*

Chakrabarti, Ronika, *Lancaster*

Terblanche, Nic, *The University of Stellenbosch*

Opoku, Robert, *King Fahd University of Petroleum and Minerals*

The Oprah Effect: Investigating the Celebrity-Candidate Endorsement Relationship

Van Steenburg, Eric, *University of North Texas*

Session 6.7. Meet the Editorial Reviewers

Room: Kabacoff

Session Chair: Ortinau, David J., *University of South Florida*

Panel Discussion

Ortinau, David J., *University of South Florida*

Ingene, Charles, *University of Mississippi*

Mena, Jeanette, *University of South Florida*

Session 6.8. What Does Brand Image Tell US About Brand Stability?

Room: Windward

Session Chair: Upshaw, Danny, *Louisiana Tech University*

Do Methods and Lack of Content Explain Low Brand Stability Associations? No

Koll, Oliver, *University of Innsbruck*

Kreuzer, Maria, *University of Innsbruck*

The Antecedents of Eco-Friendly Brand Image: A Pilot Study.

Siew, Shir Way, *The University of Texas - Pan American*

Gressel, Justin, *The University of Texas - Pan American*

Brand Personality in Industrial Markets: Conceptualization and Measurement.

Töllner, Alke, *Tu Dortmund University*

Blut, Markus, *Tu Dortmund University*

Paluch, Stefanie, *Tu Dortmund University*

Thursday, 3:00 PM Refreshment Break

Thursday, 3:30 PM

Session 7.1. Research Frameworks, Influences, and Sustainability Trends

Room: Starboard

Session Chair: Babin, Laurie, *University of Louisiana - Monroe, USA*

The Influence of Shareholder Complaints on Companies' Product-Advertising Investments

Weis, Simone, *Maastricht University, Netherlands*

Hoffman, Arvid, *Maastricht University, Netherlands*

Aspara, Jaakko, *Maastricht University, Netherlands*

Penning, Jeost, *Aalto University-School of Economics, Finland*

**A Quality Framework for Case Study Research:
"CONVINCINGNESS"**

Farquhar, Jillian, *University of Bedfordshire, United Kingdom*

**Sustainability in the Business and Management
Discipline: Twenty Years of Research**

Kordestam, Arash, *Lulea University of Technology, Sweden*
Peighambari, Kaveh, *Lulea University of Technology, Sweden*

Foster, Tim, *Lulea University of Technology, Sweden*

**Session 7.2. "The price made me do it!" Consumer
Reactions to Pricing Signals**

Room: Port

Session Chair: Danny Weathers, *Clemson University*

**Comparing Consumer Reactions to Percentage and
Absolute Values: An Analogue Magnitude Encoding
Perspective**

Weathers, Danny, *Clemson University*

Swain, Scott, *Northeastern University*

Carlson, Jay, *Union University*

**Is there a better Price for this Good? Internet and
Prevalence of Relative Thinking**

Thota, Sweta, *University of San Francisco*

**What's That Plane Ticket Worth? Responding to Dynamic
Pricing Strategies**

Hanna, Richard C., *Northeastern University*

Smith, Gerald, *Boston College*

Lemon, Katherine, *Boston College*

Session 7.3. Consumer Decision-Making and Learning

Room: Compass

Session Chair: Byun, Kyung-Ah (Kay), *Texas Tech*

**Explaining NFL Fans' Purchase Intentions for Revered and
Reviled Teams: A Dual-Process Perspective**

Sierra, Jeremy, *Texas State University - San Marcos*

Taute, Harry, *Utah Valley University*

Heiser, Robert, *University of Southern Maine*

**The Contagious Influence of Experiential Presentation in
Online Negative Word-of-Mouth: A Sender's MAO
Perspective**

Liao, Shuling

Consumer Information Search Behavior for Experiential and Material Purchases

Aydin, Asli Elif, *Istanbul Bilgi University*

Selcuk, Elif Akben, *Bogazici University*

Session 7.4. Product and Branding Issues

Room: Steering

Session Chair: Lindquist, Jay, *Western Michigan University*

Show Liking and Product Placement Execution: An Exploration of Changes in Consumer Evaluations of Television Programming

Morris, John, *University of Texas - Pan American*

A Two-Step Recommendation to Improve Stability in Free Choice Brand-Attribute Associations

Maity, Devdeep, *Oklahoma State University*

The Transfer of Personality from Associated Spokespersons to Brand

Obilo, Obinna, *Louisiana Tech University*

Achieving Consumer Loyalty in Athlete Branding: Examining the Relationship between Athlete Brand Image and Consumer Loyalty

Arai, Akiko, *University of Florida*

Chang, Yonghwan, *University of Florida*

Session 7.5. Achieving a Sustainable Supply Chain

Room: Bridge

Session Chair: Daugherty, Patricia, *Michigan State University*

Environmentally Sustainable Supply Chain Management: an Evolutionary Framework

Coyle, John J., *Pennsylvania State University*

Thomchick, Evelyn A., *Pennsylvania State University*

Ruamsook, Kusumal, *Pennsylvania State University*

Sustainable Logistics in Brazil and the United States: An Exploratory Study

Leuschner, Rudolf, *Rutgers University*

Rogers, Dale, *Rutgers University*

Marriage of Inconvenience: Value Co-destruction in an Interdependent Supply Chain Relationship

Marcos-Cuevas, Javier, *Cranfield University*

Enz, Matias G., *Cranfield University*

Bastl, Marko, *Cranfield University*

Johnson, Mark, *Cranfield University*

Session 7.6. Consumer Welfare and Marketing Promotions

Room: Pelican

Session Chair: Cavazos-Olson, Carmina, *University of St. Thomas - Minnesota*

An Exploratory Study of Extreme Couponing

Zboja, James J., *University of Tulsa*

Gatzlaff, Kevin M., *Ball State University*

Effects of Anti-Tobacco Brands Ad Parodies on Cigarette Brands Attitude

Parguel, Béatrice, *DRM, Université Paris-Dauphine*

Lunardo, Renaud, *Groupe ESC Troyes*

Chebat, Jean-Charles, *HEC Montreal*

Customer Retention in Hedonic and Utilitarian Services

Stathopoulou, Anastasia, *Birkbeck, University of London*

Balabanis, George, *Cass Business School, City University*

Session 7.7. Meet the Editors

Room: Kabacoff

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

Panel Discussion

Hult, Tomas, *JAMS*

Hulland, John, *Journal of Marketing*

Stewart, David, *Journal of Public Policy & Marketing*

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

Sujan, Mita, *Journal of Consumer Psychology*

Ford, John, *Journal of Advertising Research*

Session 7.8. The Challenge of Setting Prices and the Impact to the Firm

Room: Windward

Session Chair: Liozu, Stephen, *Case Western Reserve*

Sequential Learning of Optimal Sales Prices

Kaptein, Maurits, *Eindhoven University of Technology*

Parvinen, Petri, *Aalto School of Economics*

Firm Pricing Orientation and Pricing Decisions in Industrial Markets

Liozu, Stephan, *Case Western Reserve University*

Hinterhuber, Andreas, *Hinterhuber & Partners*

Mindful Pricing: Transforming Organizations through Value Based Pricing

Liozu, Stephan, *Case Western Reserve University*
Hinterhuber, Andreas, *Hinterhuber & Partners*

Thursday 6 PM
Reception

DAILY HIGHLIGHTS
Friday May 18, 2012

JAMS Editorial Board Meeting
08:30 – 10:00, Steering

Board of Governors Meeting
10:30 – 12:00, Steering

AMS Review Editorial Review Board Meeting
12:00 – 13:30, Bridge

JPSSM Editorial Review Board Meeting
12:00 – 13:30, Windward

Annual AMS President's Reception
5:30 – 6:30 PM, Versailles Ballroom

Annual AMS President's Banquet
6:30 – 10:00 PM, Versailles Ballroom

Friday, May 18

Friday, 8:30 AM

Session 8.1. **Social Marketing Research: Measures, Analyses, and Implication Issues**
Room: Starboard
Session Chair: Pelton, Lou E., *University of North Texas*

Revisiting Netnography: Implications for Social Marketing Research Concerning Controversial and/or Sensitive Issues
Ulusoy, Emre, *University of Texas - Pan American*

Social Media Analysis as a New Tool - An Exploratory Study to Determine the Reliability and Validity of Analyses on the Social Web
Bauer, Han H., *University of Mannheim*
Toma, Boris, *University of Mannheim*
Heinrich, Daniel, *University of Mannheim*
Campbell, Colin, *Monash University*
Rauschnabel, Phillipp, *University of Bamberg*

A Comparative Evaluation of the Different Single-Item Selection Procedures for Construct Measures

Sarstedt, Marko, *Ludwig-Maximilians-University Munich/IMM*

Wilczynski, Petra, *Ludwig-Maximilians-University Munich/IMM*

Diamantopoulos, Adamantios, *University of Vienna*

Session 8.2. New Frontiers in Marketing Communication

Room: Port

Session Chair: Weathers, Danny, *Clemson University*

The Language of Advertising – Examining the Benefit of Construal-Matching

Easwar, Karthik, *The Ohio State University*

Yang, Lifeng, *University of Mississippi*

Making the Rainbow Connection: Factors Influencing Gay Consumers' Evaluations of Gay-Friendly Corporate Activities

Oakenfull, Gillian, *Miami University*

Disparities in Professional Services Advertising - Communicated and Conceived Identity

Goldring, Deborah, *Florida Atlantic University*

Session 8.3. Can Climate Change Salespeople? Impact of Ethical and Organizational Climate

Room: Compass

Session Chair: Boyle, Brett, *St. Louis University*

How Can Salespeople's Performance Be Improved? The Role of Ethical Climate and Ethical Behavior

Lavorata, Laure, *University of Paris - East*

Psychological Contract: Examining Climate and Job Satisfaction

Hartmann, Nathaniel, *Purdue University*

Evaluating the Effectiveness of Doctors as Salespeople: The Motivating Effect of Patient-Physician Interactions

Sujan, Harish, *Tulane University*

Harlan, Timothy, *Tulane University*

Sujan, Mita, *Tulane University*

Buhrau, Denise, *American University*

Ager, Rick, *Tulane University*

Dynamically Adapting Sales Influence Tactics in E-Commerce

Kaptein, Maurits, *Eindhoven University of Technology, Netherlands*

Parvinen, Petri, *Aalto School of Economics, Finland*

Session 8.4. **JAMS Editorial Board Meeting**

Room: Steering (8:30 AM)

Chair: Hult, Tomas

JAMS ERB Members Only

Session 8.5. **The Power of Emotions and Norms on Exchange Behavior**

Room: Bridge

Session Chair: Cowart, Kelly, *Grand Valley State University*

When Norms are Violated: The Role of Consumer Guilt in Service Relationships

Pounders, Kate, *University of Nevada, Las Vegas*

The Impact of Unwarranted Tip Requests on Self-Conscious Emotions, Attitudes, & Repatronage Intentions

Hiler, Jacob L., *Louisiana State University*

Rice, Dan, *Louisiana State University*

Schmit, Dora, *Louisiana State University*

Forming Product Return Intentions to Reduce Cognitive Dissonance after Purchase

Maity, Devdeep, *Oklahoma State University*

Session 8.6. **Entrepreneurs, Networks and Success**

Room: Pelican

Session Chair: Kropp, Frederic, *Monterey Institute of International Studies*

Culture, Competition and Customer: Tools for SME Success

Singh, Sonal, *Macquarie University*

Entrepreneurial Identity Brand Management: A Brand Management Model for SMEs

de Gomez, Maria Isabel Rodriguez, *Universidad Francisco Marroquin*

Kang, Jikyeong, *University of Manchester*

Tie Strength Dynamics within a Business Network

Morrish, Sussie, *University of Canterbury*

Laurence, Rowan, *Bentham Laurence Ltd.*

A Statistical Process to Incorporate the Use of Demographics to Help Select the "Best" Number of Market Segments

Kara, Ali, *Penn State University - York Campus*

Carmone, Frank, *Wayne State University*

Friday, 8:30 AM

Session 8.7. International Branding

Room: Kabacoff

Session Chair: Parker, Janna, *Louisiana Tech University*

Binational study of the impact of brand image, brand personality and brand love on word of mouth: The case of fashion brands in UK and Switzerland

Arageh, Ahmed, *Universiti Utara Malaysia*

Melewar, Tc, *Brunel University*

How do market characteristics influence brand country of origin effects?

Yang, Shuang, *University of Texas at El Paso*

Jimenez, Fernando, *University of Texas at El Paso*

Hadjimarcou, John, *University of Texas at El Paso*

Frankwick, Gary, *University of Texas at El Paso*

The Interplay Between Perceived Brand Globalness, Domestic Brand Origin, and Brand Attitude

Tasoluk, Burcu, *Sabancı University*

Calantone, Roger J., *Michigan State University*

Deligonul, Seyda, *St. John Fisher College*

Cavusgil, S. Tamer, *Georgia State University*

Challenges and Chances for International Portfolio Acquisition Brands (IPA Brands) in Developing Countries

Heinberg, Martin, *University of Duisburg-Essen*

Taube, Markus, *University of Duisburg-Essen*

Session 8.8. The Teaching of Social Media Marketing

Room: Windward

Session Chair: Tuten, Tracy, *East Carolina University*

Primary Forms of Social Media Marketing

Tuten, Tracy, *East Carolina University*

Developing Courses in Social Media Marketing

Solomon, Michael, *St. Joseph's University and University of Manchester, UK*

Social Media Marketing Projects & Activities

Ladik, Daniel, *Seton Hall University*

Friday 10:00 AM Refreshment Break (River)

Friday, 10:30 AM

Session 9.1. Social Media

Room: Starboard

Session Chair: Archer-Brown, Chris, *University of Bath, UK*

Exploring Social Media Marketing Strategies in SMEs

Pentina, Iryna, *University of Toledo*

Koh, Anthony, *University of Toledo*

Web Analytics and Social Media Monitoring in Industrial Marketing: Tools for Improving Marketing Communication Measurement

Järvinen, Joel, *Jyväskylä University School of Business and Economics, Finland*

Töllinen, Aarne, *Jyväskylä University School of Business and Economics, Finland*

Karjaluoto, Heikki, *Jyväskylä University School of Business and Economics, Finland*

Platzer, Elisabeth, *Evolaris, Austria*

Fostering Social Media Relationships: The Role of Parasocial Interaction

Labrecque, Lauren, *Northern Illinois University*

Session 9.2. Perspectives on Source Effects: Negative Publicity, Company Transgressions, and Misattribution

Room: Port

Session Chair: Moulard, Julie Guidry, *Louisiana Tech University*

Negative Spokesperson Publicity: Comparing the Reactions of Investors and Firms

Raithel, Sascha, *Ludwig Maximilians University*

Hock, Stefan, *Virginia Tech*

Consider the Source: Comparing Customer Reactions to Hearing about a Company Transgression by Word-of-Mouth vs. through the Media

Landers, V. Myles, *University of Alabama*

Harrison, Mary P., *Birmingham-Southern College*

Northington, William Magnus, *University of Alabama*

Source Misattribution for the Sake of Attitude Change: A Conceptualization of the Role of Social Identity in Inducing Dissociative Processing

Foos, Adrienne, *University of Manchester*

Keeling, Kathy, *University of Manchester*

Keeling, Debbie, *University of Manchester*

Friday, 10:30 AM

Session 9.3. Corporate Social Responsibility

Room: Compass

Session Chair: Darrat, Mahmoud, *Auburn University Montgomery*

The Role of Corporate Social Responsibility in Consumer Evaluation of Nutrition Information Provision by Restaurants

Ye, Christine, *Florida State University*

Peloza, John, *Florida State University*

Cronin, Joseph, *Florida State University*

The "Bigger" Company Responsibility - When One Bad Product Harms a Country's Image

Huber, Frank, *Johannes Gutenberg - University Mainz*

Meyer, Frederik, *Johannes Gutenberg - University Mainz*

Weihrauch, Andrea, *Johannes Gutenberg - University Mainz*

Is CSR Important For All Types of Fans? : The Value of Corporate Social Responsibility in Sport

Giroux, Marilyn, *Concordia University*

Pons, Frank, *Laval University*

Mourali, Medhi, *University of Calgary*

Session 9.4. Buyers and Sellers

Room: Windward

Session Chair: Wu, Yinglu, *Louisiana State University*

Structural Equation Model for Restaurant-related Attributes, Perceived Overall Service Quality, Perceived Value and Customer Behavioral Intention

Chen, Shiu Chun, *Graduate School of Business and Operations Management, Chang Jung Christian University*

Wang, Cheng-Hua, *Chang Jung Christian University*

Chen, Kuan-Yu, *National Ping tung University of Science and Technology*

The Flea Markets and Marketing at the Bottom of the Pyramid

Petrescu, Maria, *Florida Atlantic University*

Bhatli, Dhruv, *IRG, Universite Paris Est*

Persuasion Knowledge Model as a Framework for Researching Loyalty Dynamism Using Critical Incident Technique

Thiele, Sharyn Rundle, *Griffith University*

Siemieniako, Dariusz, *Bialystok University of Technology*

Urban, Wieslaw, *Bialystok University of Technology*

Session 9.5. Intelligence and Salesperson's Effectiveness: What Intelligence?

Room: Bridge

Session Chair: Hollet-Haudebert, Sandrine, *University of Paris - East*

Cultural Intelligence and Emotional Intelligence in External and Internal Sales Relationships

Lassk, Felicia, *Northeastern University*

Lee, Yang, *Northeastern University*

Marketing Intelligence Fosters Ownership Among Salespersons to Improve Their Service Quality: A Role of Marketing

Fukutomi, Gen, *Kyoto Sangyo University*

Helping Teammates During New Product Selling: When Does It Pay Off?

Van Der Borgh, Michel, *Tilburg University, Netherlands*

De Jong, Ad, *Eindhoven University of Technology*

Nijssen, Edwin, J., *Eindhoven University of Technology*

Empowering Salespeople: Does It Work?

Yim, Frederick, *Hong Kong Baptist University*

Swaminathan, Srinivasan, *Drexel University*

Anderson, Rolph, *Drexel University*

Session 9.6. Understanding Customer Loyalty and Customer Value Perceptions

Room: Pelican

Session Chair: Kara, Ali, *Penn State University, York Campus*

Customer Relationship Management: The Evolving Role of Customer Data

Saarijarvi, Hannu, *University of Tampere*

Karjaluoto, Heikki, *University of Jyväskylä*

Kuusela, Hannu, *University of Tampere*

Toward an Understanding of Customer Negotiation Behavior

Holmes, Yvette, *Florida State University*

Bonney, Leff, *Florida State University*

What Consumers Value: Relationships and Quality

Mangus, Stephanie, *Louisiana State University*

Hiler, Jacob L., *Louisiana State University*

Black, William C., *Louisiana State University*

Folse, Judith Anne Garretson, *Louisiana State University*

Waltz, Anna M., *Grand Valley State University*

Discussion Leader:

Hiler, Jacob, *Louisiana State University*

Session 9.7. Marketing Professoriate of the Future: Landscape and Strategies

Room: Kabacoff

Session Chair: Sivakumar, K., *Lehigh University*

Marketing Faculty Career Management Issues of the Future
Sivakumar, K., *Lehigh University*

Future Challenges in the Teaching of Marketing
Crittenden, Victoria, *Boston College*

Future of Marketing Knowledge Creation and Dissimination
Hult, G. Tomas M., *Michigan State University*

Session 9.9. **Board of Governors Meeting**

Room: Steering

Session Chair: Hair, Joseph and Babin, Barry

BOG Members Only

Friday, 12:00 PM

Session 10.0. **AMS Review Editorial Review Board Meeting**

Room: Bridge

Session Chair: Crittenden, Vicky; Peterson, Robert A.

AMS Review ERB Members

Session 10.01 **JPSSM Editorial Review Board Meeting**

Room: Windward

JPSSM ERB Members

Lunch On Your Own

Friday, 1:30 PM

Session 10.1. **When Consumers Get Emotional**

Room: Starboard

Session Chair: Pounders, Kate, *University of Nevada, Las Vegas*

Affect and Self-Expression as Determinants of a Lasting Purchase: The Case of the Tattoo Patron

Sierra, Jeremy, *Texas State University - San Marcos*

Jillapalli, Ravi, *Texas State University - San Marcos*

Badrinarayanan, Vishag, *Texas State University*

Mortality Salience, Mood Regulation and Materialism

Lehnert, Kevin, *Grand Valley State University*

Cowart, Kelly, *Grand Valley State University*

How do Fine-grained Emotion Affect Helpfulness Vote of a Product Review? Evidence from User Generated Content Using Latent Semantic Analysis

Ahmad, Shimi, *Concordia University*

Laroche, Michel, *Concordia University*

Session 10.2. Corporate Social Responsibility: Social and Sustainable Marketing

Room: Port

Session Chair: Atinc, Guclu, *Drake University*

How to Adopt Social Behavior to Achieve Efficient Social Marketing

Chang, Kuei-Feng, *Da-yeh University*

Yang, Hao-Wei, *Chaoyang University of Technology*

Customer-Driven Benchmarking: A Strategic Approach Leading to Sustainable Marketing Performance

Shamma, Hamed, *The American University in Cairo*

Hassan, Salah, *The George Washington University*

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

Kivenzor, Gregory J., *Rivier College*

Toffoli, Ray, *University of Quebec*

Session 10.3. Marketing Controversies

Room: Compass

Session Chair: Borges, Adilson, *Reims Management School*

Panel Discussion

Babin, Barry J., *Louisiana Tech University*

Marketing of Marketing in a Market Economy

Samli, A. Coskun, *University of North Florida*

Gray, James, *University of North Florida*

Marketing and Logistics in Context

El-Ansary, Adel I., *University of North Florida*

Globalization: Boon or Bane

Sussan, Fiona, *George Mason University*

Session 10.4. AFM Special Session: Best Papers from RAM

Room: Steering

Session Chair: Herrmann, Jean-Luc, *University of Metz*

Brand Loyalty Intention of Virtual Brand Community Members: the Dual Role of Commitment

Raies, Karine, *Business School of Saint-Etienne, CERAG Research Center*

Gavard-Perret, Marie-Laure, *University of Grenoble, CERAG Research Center*

On the Influence of Web Users' Opinions: the Role of Social Presence and Expertise

Ardelet, Caroline, *University of Paris-Dauphine, DRM research center*

Brial, Bérangère, *University of Paris-Dauphine, DRM Research Center*

Using Postmodernism to Better Understand Virtual Worlds as a Consumption Experience: the Second Life Case

El Kamel, Leila, *UQAM Montréal Québec*

Rigaux-Bricmont, Benny, *Laval University*

Session 10.5. Managing Supply Chain Relationships

Room: Bridge

Session Chair: Ellinger, Alexander E., *University of Alabama*

Supply Chain Alertness: A Relational View

and Marie-Laure Gavard-Perret (University of Grenoble, CERAG research center, France), *Nicholls State University*

Goldsby, Thomas J., *Ohio State University*

Holsapple, Clyde W., *University of Kentucky*

Goldsby, Michael G., *Ball State University*

A Framework for Relational Behaviors in Supply Chains: A Social Exchange and Strategic Alignment 'Fit' Perspective

Iyer, Karthik, *University of Northern Iowa*

Firouzi, Azam, *University of Northern Iowa*

Authenticity in the Channel

Beckman, Terry, *Athabasca University*

Session 10.6. Exploring the On-line Offering

Room: Pelican

Session Chair: Zorn, Steffen, *Curtin University, Australia*

The Price of Customer Engagement: How Substitution in Online Services Leads to Decreasing Revenues

Lindholm, Jerry, *Aalto School of Economics*

Parvinen, Petri, *Aalto School of Economics*

Kaptein, Maurits, *Eindhoven University of Technology*

Managing Information Overload: The Case of Online Product Review Categorization

Coussement, Kristof, *IESEG School of Management, France*

Antioco, Michael, *EM Lyon Business School, France*

Towards the Measurement of Online Influence

Archer-Brown, Chris, *University of Bath, UK*

Piercy, Niall, *University of Bath, UK*

Joinson, Adam, *University of Bath, UK*

Factors Affecting Consumers' Willingness to Adopt E-Health Information

Park, Jung Kun, *University of Houston*

Amendah, Eklou, *Southern New Hampshire University*

Chung, Christina, *Ramapo College of New Jersey*

Session 10.7. Meet the Editors

Room: Kabacoff

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

Panel Discussion

Crittenden, Victoria, *AMS Review*

Brée, Joël, *Research and Applications in Marketing (RAM)*

Ganesan, Shankar, *Journal of Retailing*

Marshall, Greg, *Journal of Marketing Theory and Practice*

Ahearne, Michael, *Journal of Personal Selling & Sales Management*

Beatty, Sharon, *Journal of Services Research*

Session 10.8. eCommerce II

Room: Windward

Session Chair: Srinivasan, Swaminathan, *Drexel University*

Is More Information Content Always Good? Investigating the Impact of Website Interface Features on E-Retailer's Sales Performance

Ashraf, Abdul, *Brock University*

Thongpapanl, Narongsak, *Brock University*

Online Shopping Experiences: The Use and Appropriation of Commercial Websites Through a Qualitative Survey Carried Out in France

Trevinal, Aurelia Michaud, *University of La Rochelle - IUT*

Stenger, Thomas, *University of Poitiers - IAE*

Use and Adaptation of International Internet Marketing Communications: A Conceptual Model

Boutin, Philip, *University of Tennessee*

Friday 3:00 PM Refreshment Break (River)

Friday, 3:30 PM

Session 11.1. The Influence of Perceived Control on Consumer Attitudes and Behaviors

Room: Starboard

Session Chair: Sierra, Jeremy, *Texas State University - San Marcos*

A Modified Social Cognitive Model Predicting Patient Health Behaviors: The Mediating Role of Hope

Makarem, Suzanne, *Virginia Commonwealth University*

Consumer Locus of Control: Assessment Instrument Construction and Validation

Tobacyk, Jerome C., *Louisiana Tech University*

Babin, Barry J., *Louisiana Tech University*

Am I Being Manipulated? The Effects of Co-Creation and Sales Person Orientation on Customer Affect

Zhuang, Weiling, *Eastern Kentucky University*

Obilo, Obi, *Louisiana Tech University*

Locander, David, *Louisiana Tech University*

Moulard, Julie, *Louisiana Tech University*

Session 11.2. Marketing Theory and Strategy

Room: Port

Session Chair: Ford, John, *Old Dominion University*

Marketing as Science: Does it Matter?

Upshaw, Danny, *Louisiana Tech University*

Blueprint of a General Theory -- Marketing Literature Review

Wei, Hua, *Old Dominion University*

Marketing Dynamic Capabilities: A Review of Conceptualization and Development, Theoretical Foundations and Future Research Agenda

Khantimirov, Denis, *Old Dominion University*

Revisiting Marketing Strategy: Towards Detecting the Main Factors in Developing a Marketing Strategy

Ulusoy, Emre, *University of Texas - Pan American*

Session 11.3. Managing Complexity and Risk in Supply Chains

Room: Compass

Session Chair: Enz, Matias G., *Cranfield University*

Towards a Modular Unit of Analysis in Supply Chain Management

Miller, Jason, *Ohio State University*

Schwieterman, Matthew, *Ohio State University*

Evaluating Supply Chain Risk Mitigation Strategy

Chang, Woojung, *University of Alabama*

Ellinger, Alexander E., *University of Alabama*

The Sources of Purchase Risks of a New Packaging Technology from a Supply Network Perspective: A Structured Abstract

Hakola, Jenni, *University of Jyväskylä*

Munnukka, Juha, *University of Jyväskylä*

Session 11.4. Young Consumers

Room: Steering

Session Chair: Aysen Bakir, *Illinois State University*

Young Children as Parents' Extended Selves

Hughes, Mine Uçok, *Woodbury University*

Kaigler-Walker, Karen, *Woodbury University*

Bendoni, Wendy, *Woodbury University*

Coping with Each Other: An Exploration of the Thoughts and Interactions of Retail Employees and Teen Shoppers Co-Existing at the Mall

Mallalieu, Lynnea, *University of North Carolina Wilmington*

Adolescents' Perceptions and Attitudes Towards Smoking

Sonal Singh, *Macquarie University*

Addressing Childhood & Adolescent Obesity:

Misperceptions of Weight Status

Desrochers, Debbie, *University of Westminster*

Dahl, Stephan, *University of Hull*

Session 11.5. Consumer Identity and Sense of Self

Room: Bridge

Session Chair: Hartley, Phillip, *Louisiana State University*

Who Am I to You? An Existential-Phenomenological Study of Romance, Sense of Self and Cosmetics Use

Liu, Chihling, *University of Manchester, Manchester Business School*

Keeling, Debbie, *University of Manchester, Manchester Business School*

Hogg, Margaret, *University of Lancaster, Lancaster Business School*

The Postmodern Consumer: An Identity Constructor?

Hamouda, Manel, *Faculty of Economics Sciences and Management*

Any User Can be any Self that They Want so Long as it is what they 'Ought' to Be

Marder, Ben, *University of Bath*

Joinson, Adam, *University of Bath*

Shankar, Avi, *University of Bath*

Archer Brown, Chris, *University of Bath*

My Values or Our Identity? The Moderating Role of Identities on Values-Behavior Congruence and Green Consumption Decisions.

Costa Pinto, Diego, *Reims Management School, V&P Behavioral Lab*

Nique, Walter, *UFRGS*

Borges, Adilson, *Reims Management School, V&P Behavioral Lab*

Herter, Marcia Maurer, *Reims Management School*

Session 11.6. Consumer Response to Product Texture, Packaging and Process

Room: Pelican

Session Chair: James, Kevin, *Louisiana Tech University*

How Smooth does it feel? The Effects of Food Texture on Consumer Nutritional Perceptions

Szocs, Courtney, *University of South Florida*

Biswas, Dipayan, *University of South Florida*

Lehmann, Donald, *Columbia University*

Biased Evaluation of Products caused by Targeting Effect of Multilingual Product Packaging

Gopinath, Mahesh, *Old Dominion University*

Glassman, Myron, *Old Dominion University*

Nyer, Prashanth, *Chapman University*

How to Make Non-Natural Products Appear More Natural? Changes in Process Work Better Than Changes in Content

Gomez, Pierrick, *Reims Management School*

Session 11.7. eCommerce I

Room: Kabacoff

Session Chair: Järvinen, Joel, *Jyväskylä University School of Business and Economics*

Satisfaction and Loyalty in E-Commerce: The Moderating Role of Nationality

Thijis, Van Den Haak, *Woger Trading International*

Srinivasan, Swaminathan, *Drexel University*

Effects of Product Type and Gender on Online Purchase Attitudes and Intentions

Nesbitt, Jane Mckay, *Bryant University*

Ryan, Chad, *Bryant University*

Clicking or Buying? Impacts of Website Quality and Website Attitude on E-Impulse Buying

Jeon, Sua, *University of North Texas*

Kim, Haejung, *University of North Texas*

Session 11.8. **Retailing in the Digital Age and Global Marketplace**

Room: Windward

Session Chair: Kozar, Joy M., *Kansas State University*

An Investigation of Motivational Factors and the Moderating Effect of Familiarity on Intention to Use Self-Service Technology to Purchase Apparel

Cho, Sooeun, *University of North Carolina at Greensboro*

Hodges, Nancy, *University of North Carolina at Greensboro*

Watchravesringkan, Kittichia, *University of North Carolina at Greensboro*

Attitudinal Segmentation and Loyalty of Retailer Online Community Users

McGoldrick, Peter, *Manchester Business School*

Hampson, Daniel, *Manchester Business School*

Nanakida, Kaori, *Manchester Business School*

Positive Consumption Emotion to Purchase Intention: Cross-Cultural Evidence from China and India

Kang, Ji Hye, *Kansas State University*

Jin, Byoung-ho, *University of North Carolina at Greensboro*

Profiling Thailand's Retail Industry: An Analysis of Market Change and Opportunities for Future Growth

Kananukul, Chawanuan, *University of North Carolina at Greensboro*

Hodges, Nancy, *University of North Carolina at Greensboro*

Watchravesringkan, Kittichai, *University of North Carolina at Greensboro*

5:00 PM Steering

AMS Business Meeting

5:30 PM Versailles Ballroom

AMS President's

Reception

6:30 PM Versailles Ballroom

Key Note Speakers:

Lt. Governor Jay Dardenne, State of Louisiana

Anthony J. Palmer, CMO Kimberly-Clark, 2012 AMS

Outstanding Marketer

Banquet Follows Immediately

Music: Stevey Riley and the Mamou Playboys

Dancing: AMS Fellows

Saturday, May 19

DAILY HIGHLIGHTS
Saturday May 19, 2012

AMS Outstanding Teacher Presentations
10:30 AM

Saturday, 8:30 AM

Session 12.1. Consumer Emotion and Empowerment

Room: Starboard

Session Chair: Schmit, Dora E., *Louisiana State University*

The Effect of Social Influence on Consumer Regret

Kuo, Hsiao-Ching, *University of South Florida*

La Vie Boheme? The Role of an Operatic Flash Mob on Consumer Behavior

Grant, Philip, *The Royal Institute of Technology*

Bal, Anjali, *Simon Fraser University*

Pitt, Leyland, *Simon Fraser University*

Mills, Adam, *Simon Fraser University*

Chan, Anthony, *The Lulea University of Technology*

Female consumers: Empowerment through DIY consumption

Wolf, Marco, *University of Southern Mississippi*

Foster, Jamye, *University of Southern Mississippi*

Albinsson, Pia, *Appalachian State University*

Session 12.2. Management & Marketing Collaboration II

Room: Port

Session Chair: Ocal, Yasemin, *Louisiana Tech University*

The Role of Individual-Level Factors in Explaining Marketing Power

Marx, Corina, *RWTH Aachen University*

**How Do Ambidextrous Minds Create New Products?
Analogical Thinking as a Key to Achievement of
Ambidexterity in New Product Creation**

Viola, Loredana, *WU Vienna*

Karhu, Päivi, *WU Vienna*

**Consumer = Prospective Employee? The Influence of
Organizational Products/Services on the Perception of the
Employer Brand**

Hochegger, Simone, *Alpen-Adria-University of Klagenfurt*

Terlutter, Ralf, *Alpen-Adria-University of Klagenfurt*

The Role of Need of Cognition on Responses to Catalogs

Jones, Joseph, *North Dakota State University*

Saturday, 8:30 AM

Session 12.3. Internationalization and Methodology

Room: Compass

Session Chair: Ozkaya, Erkan, *CSPU*

An Assessment of Hierarchical Linear Modeling in International Business

Ozkaya, Erkan, *California State Polytechnic University Pomona*

Hult, Tomas, *Michigan State University*

Srivastava, Chitra, *California State Polytechnic University Pomona*

Kolev, Kalin, *Michigan State University*

Dahlquist, Steven / Manjeshware, Sonia, *Michigan State University / Michigan State University*

Understanding Factors that Impact Firms' Intent to Export in the Future

Oyedele, Adesegun, *St. Cloud State University*

Internationalization Patterns of Fast Fashion Retailers: Does it Follow Uppsala Model?

Childs, Michelle, *University of North Carolina Greensboro*

Jin, Byoungho, *University of North Carolina Greensboro*

Session 12.4. Organizational Technology Usage

Room: Steering

Session Chair: Chinje, Nathalie, *University of the Witwatersrand, Johannesburg*

Social Media Marketing in B2B-Companies: An Empirical Investigation of the Actual Usage, Challenges and Future Expectations of B2B Social Network Activities

Paluch, Stefanie, *TU Dortmund University*

Holzmüller, Hertmut, *TU Dortmund University*

Risk perception in remote service encounters

Paluch, Stefanie, *TU Dortmund University*

Wuenderlich, Nancy, *University of Paderborn*

Market Turbulence and Electronic Approaches to Marketing in Wine Sector SMEs

Madill, Judith, *University of Ottawa*

Neilson, Leighann, *Carleton University*

An Investigation of Factors Affecting Marketing Information Systems' Use

Khodakarami, Farnoosh, *University of North Carolina at Chapel Hill*

Chan, Yolande, *Queen's University*

A Framework for Examining B2B Digital Communication

Murphy, Micah, *Florida Atlantic University*

Session 12.5. Consumer Concerns, Beliefs, Values, and Attitudes toward Technology

Room: Bridge

Session Chair: Park, Jungkun, *University of Houston*

Effects of National Culture on the Development of Consumer Social e-Shopping: Two Country Individual and National-Cultural Comparison

Xu-Priour, Dong Ling, *ESC Rennes*

Technology Acceptance Model, Consumer Personality and Smartphone Users' Satisfaction

Chang, Enchi, *Perfect Translation & Compunet*

Huang, Chiaying, *Manchester Business School*

A Study of Understanding When Technology Attributes Can Increase Preference

Min, Junhong, *Michigan Technological University*

Segal, Madhav, *Southern Illinois University Edwardsville*

Generational Differences in Online Trust Development: Millennials v. Baby Boomers

Obal, Michael, *Temple University*

Session 12.7. Cross Cultural Consumer Behavior

Room: Kabacoff

Session Chair: Labrecque, Lauren, *Northern Illinois University*

The Proper Meal, Social Capital, and Jia Ren Guanxi in Urban China

Burns, Alvin, *Louisiana State University*

Veeck, Ann, *Western Michigan University*

Yu, Hongyan, *Sun Yat-Sen University*

Liu, Linda, *Louisiana State University*

The Exploratory Study of Drinking Motives Among Polish Female Undergraduate Students

Kubacki, Krzysztof, *Griffith University*

Siemieniako, Dariusz, *Bialystok University of Technology*

Values as Antecedents for Ecologically Conscious Consumer Behavior Among Seniors: A Cross-Cultural Comparison

Riley, Lynn S., *Liverpool John Moores University*
Kohlbacher, Florian, *German Institute for Japanese Studies*
Tokyo

Saturday, 10:00 AM Break

Saturday, 10:30 AM

Session 13.1. Research Issues in Branding, Proliferations and Segments

Room: Starboard

Session Chair: Mena, Jeanette, *University of South Florida*

Value, Brand, and Relationship Drivers in Cellular Phone Markets

Nel, Deon, *Flinders University*

Plangger, Kirk, *Simon Fraser University*

Modeling the Effects of Brand Proliferation on Category Expansion and Cannibalization

Sivakumar, K., *Lehigh University*

Customized Communication Incongruity (CCI) through the Activation of African-American Stereotypes

Arora, Anshu, *Savannah State University*

Session 13.2. Understanding Retail Employees and Their Impact on Sales Performance

Room: Port

Session Chair: Rapp, Adam, *University of Alabama*

IMO Diffusion, Employee Outcomes and Perceived Service Quality

Boukis, Achilleas, *Athens University of Economics and Business*

Gounaris, Spiros, *University of Strathclyde*

Kostopoulos, Giannis, *Athens University of Economics and Business*

Kaminakis, Kostas, *Athens University of Economics and Business*

Predictors of Retail Salesperson Creativity and Associated Performance Implications

Rapp, Adam, *University of Alabama*

Agnihotri, Raj, *William Patterson University*

Andzuliz, James 'Mick', *University of Alabama*

Gabler, Colin, *University of Alabama*

**Session 13.3. Orientations, Norms and Experiences:
Antecedents of Loyalty or Commitment in Relationships**

Room: Compass

Session Chair: Parker, Janna M., *Louisiana Tech University*

**Value Generation and Impact on Commitment in Business
to Business Relationships**

Ribeiro, Aurea Helena Puga, *Fundação Dom Cabral*

Pereira, Leda Lima, *Fundação Dom Cabral*

Robbe, Raquel, *Fundação Dom Cabral*

**Social Networking Sites vs. Traditional Advertising:
Examining Influence over Information**

Martinez, Jennifer, *University of Memphis*

Royne, Marla, *University of Memphis*

Kowalczyk, Christine, *East Carolina University*

Session 13.4. Issues on Consumer Motivation

Room: Steering

Session Chair: Garrity, Carolyn, *Louisiana State University*

**The Relationship between Motivation, Self-Control, and
Locus of Control within Gambling**

Northington, William M., *University of Alabama*

Beatty, Sharon, *University of Alabama*

Lindridge, Andrew, *The Open University*

**Preliminary Results on Free Toys and Fast Food: A
Structured Abstract**

Jones, Joseph, *North Dakota State University*

**Gone but Not Forgotten: Exploring the Underlying Meaning
and Motives in Gift-Giving to the Deceased**

Drenten, Jenna, *University of Georgia*

McManus, Kristy, *University of Wisconsin- La Crosse*

Labrecque, Lauren, *Northern Illinois University*

Session 13.6. Latin American Marketing Issues I

Room: Pelican

Session Chair: Sosa-Varela, Juan C., *Universidad del Turabo*

**Beer Advertising on TV and Occurrence of Traffic Accidents
in Peru**

Lau, Milos, *Pontificia Universidad Catolica de Peru*

Botelho, Delane, *EAESP-FGV*

Mendoza, Manuel, *Pontificia Universidad Catolica de Peru*

**Corporate Social Responsibility and High and Low Income
Customers: different perceptions of benefit, value, price
and purchase intent**

Quintao, Ronan, *CEFET-MG/EAESP-FGV*

Giuliana, Isabella, *EAESP-FGV/ESAGs*

Commercial Interventions in Blogs

Zanette, Maria Carolina, *FGV-EAESP*

Session 13.7. Excellence in Action: 2012 AMS Outstanding Marketing Teacher Award Winners' Presentations

Room: Kabacoff

Session Chair: Robertson, Bruce, *San Francisco State University*

"Creating and Delivering Curriculum-based Experiential Learning Courses - 120 Students At A Time."

Oakenfull, Gillian, *Miami University*

Getting Students to Buy What We Sell: Product Involvement, Customer Relationship Management, and Customer Satisfaction

Rinaldo, Shannon, *Texas Tech University*

Improving the MBA Student Education Experience: Action Points for Instructors and Other Key Stake Holders

Wirtz, Jochen, *National University of Singapore*

Session 13.8. Emotions, Intentions and Impulses

Room: Windward

Session Chair: Ford, John, *Old Dominion University*

From Desire to Necessity: The Role of Emotions, Attitudes, Perception of Loss, and Subjective Norms

Cruz-Milan, Oliver, *University of Texas - Pan American*

The Role of Guilty and Shame on Conspicuous Consumption

Locander, David, *Louisiana Tech University*

Search: An Expense or an Experience? Exploring the Impact of Search on Product Return Intentions

Maity, Devdeep, *Oklahoma State University*

Rewarding Impulse and Unplanned Purchasing

Brewer, Lauren, *Louisiana Tech University*

Index of Participants

Participant	Session	Aydin, Asli Elif	7.3
Abbam, E. E.	5.6	Babin, Barry J.	2.5, 7.7, 10.3, 11.1
Abdollahi, S.	1.2	Babin, Laurie	6.5, 7.1
Abedin, Annas	2.4	Badrinarayanan , Vishag	1.6, 10.1
Abril, Carmen	3.2	Bakir, Aysen	11.4
Adams, Chris	4.8	Bal, Anjali	6.6, 12.1
Ager, Rick	8.3	Balabanis, G.	1.4, 5.1, 6.6, 13.3
Agnihotri, Raj	13.2	Barretta, Paul	1.3
Ahearne, M.	10.7	Bastl, Marko	7.5
Ahmad, Shimi	10.1	Bauer, Hans H.	3.3, 8.1
Albinsson, Pia	12.1	Beatty, Sharon	10.7, 13.4
Alford, Bruce	5.8	Becerra, E.	1.6
Allaway, Arthur	3.2	Beckman, Terry	10.5
Amendah, Eklou	10.6	Beitelspacher, Lauren	3.6
Anderson, R.	9.5	Bendle, Neil	1.4
Andzuliz, James	13.2	Bendonj, Wendy	11.4
Antioco, Michael	10.6	Bhatli, Dhruv	4.6, 9.4
Aouina-Mejri, Chiraz	4.6	Biswas, Dipayan	5.2, 11.6
Arageh, Ahmed	8.7	Black, Hulda	4.1
Arai, Akiko	1.3	Black, William C.	9.6
Arai, Akiko	7.3	Blozis, Shelly	2.4
Archer-Brown, Chris	9.1, 10.6, 11.5	Blut, Markus	6.8
Ardelet, Caroline	10.4	Bogoviyeva, Elmira	4.2
Arminen, Heli	1.6	Bonney, Leff	9.6
Arndt, Aaron	3.6	Borges, Adilson	10.3, 11.5
Arora, Anshu	13.1	Botelho, Delane	13.6
Ashraf, Abdul	10.8	Boukis, A.	13.2
Aspara, Jaakko	3.1, 7.1	Boutin, Philip	10.8
Assiouras, I.	4.5	Boyle, Brett	8.3
Atinc, Guclu	2.1, 10.2	Braglia, A.	1.4
Atinc, Yasemine Ocal	2.1	Brambilla, F.	5.5
Attaway, Jill	6.3	Brée, Joël	10.7
Attila, Yaprak	3.7	Brettel, Malte	2.1, 3.1
Avello, Maria	2.8, 3.2	Brewer, Lauren	13.8

Brial, Bérangère	10.4	Cherian, Joseph	5.6
Bronner, Fred	2.2	Childs, Michelle	12.3
Brown, James R.	3.5	Ching-Fu, Chen	4.4
Browne, Sarah	1.3	Chinje, Nathalie	12.4
Bruce, Donald	2.7	Cho, Sooeun	11.8
Buhrau, Denise	8.3	Chumpitaz, Ruben	3.6, 4.5
Bunthorne Lopez, Tara	6.5	Chung, Christina	10.6, 3.3
Burman, Bidisha	5.6	Cleghorn, Lyndsey	6.3
Burns, Alvin	12.7	Cliquet, Gérard	12.5
Byun, Kyung-Ah (Kay)	7.3	Coelho Do Vale, Rita	3.2
Calantone, Roger J.	8.7	Cohen, Corine	6.2
Campbell, Colin	8.1	Conchar, Margy	1.7
Carlson, Brad	5.4, 6.6	Costa Pinto, Diego	11.5
Carlson, Jay	7.2	Coussement, Kristof	10.6
Carlson, Les	3.6	Cova, Bernard	4.4
Carmone, Frank	13.1	Cova, V.	4.4
Cavazos-Olson, Carmina	7.6	Cowart, Kelly	8.5, 10.1
Cavusgil, S. Tamer	8.7	Coyle, John J.	7.5
Chakrabarti, Ronika	6.6	Crittenden, Victoria	9.7, 10.7
Chan, Anthony	12.1	Cronin, Joseph	9.3
Chan, Yolande	12.4	Cruz-Milan, Oliver	13.8
Chang, En-Chi	6.2, 12.5	Cumiskey, Kevin	5.4
Chang, Hui-Chi	3.6	Curran-Kelly, Catherine M.	2.6
Chang, Kuei-Feng	10.2	Dahl, Stephan	11.4
Chang, Wei-Lun	3.6	Dahlquist, S.	12.3
Chang, Woojung	3.3, 11.3	Dant, Rajiv P.	3.5
Chang, Yonghwan	1.3, 7.3	Darrat, M.	4.5, 9.3
Chapman, Alexis	6.2	Das, Prakash	2.3
Chapman, Randy	5.7	Daugherty, P.	6.4, 7.5
Chari, Simos	1.4	Davies, Fiona	4.2
Chebat, Jean-Charles	7.6	Davies, Iain	4.5
Chen, Kuan-Yu	9.4	Deeter-Schmelz, Dawn	1.2
Chen, Shiu Chun	9.4	Deitz, George	5.4
Chen, Xiaoyan	12.5	Deligonul, S.	8.7
		Demirci-Orel, F.	4.6

Desrochers, D.	11.4	Gabler, Colin	13.2
Diamantopoulos, Adamantios	8.1	Ganesan, S.	10.7
Dickinson, John	6.5	Garrity, Carolyn	13.4
Donavan, D.T.	5.4	Gatzlaff, Kevin	7.6
Dou, Wenyu	5.6	Gavard-Perret , Marie-Laure	10.4
Drenten, Jenna	13.4	Gavilan, Diana	2.8, 3.2
Dursun, Turkan	1.5	Gavish, Yossi	5.1
Easwar, Karthik	8.2	Giroux, Marilyn	9.3
Ekebas, Ceren	3.6	Giuliana,I.	13.6
El Kamel, Leila	10.4	Glassman, M.	11.6
El-Ansary, Adel	3.5, 10.3	Gleim, Mark	1.4
Elaydi, Raed	5.6	Goebel, Daniel	1.2
Elbeck, Matt	6.2	Golan, Sharon	5.7
El-Gharbawy, A.	3.3	Goldring,D.	8.2
Ellinger, A.	3.2, 6.4, 10.5, 11.3	Goldsby,M.G..	10.5
Enz, Matias G.	7.5, 11.3	Goldsby, T. J.	10.5
Fabeiro, C.P.	2.5	Gomez, Maria	8.6
Fabrize, Robert	5.4	Gomez, Pierrick	11.6
Farquhar, Jillian	7.1	Goolsby, Jerry	3.6
Fernandez, S.	2.8	Gopinath, M.	11.6
Ferrell, OC	6.1, 7.7, 10.7	Gounaris, Spiros	2.8, 13.2
Firouzi, Azam	10.5	Grant, Philip	12.1
Fischbach, S.	6.2	Gray, James	10.3
Fischer, Dirk	3.3	Green, Todd	5.3
Fisk, Raymond	3.6	Gressel, Justin	6.8
Fiske, Rosanna	2.6	Griffin, Mitch	2.5, 6.3
Folse, Judith	9.6	Grove, Stephen	3.6
Foos, Adrienne	9.2	Gruber, Verena	5.3
Ford, John	2.3, 3.6, 7.7, 11.2, 13.8	Gui, Raluca	5.4
Foster, Jamye	12.1	Haas-Kotzegger, Ursula	4.5
Foster, Tim	7.1	Hadjimarcou, John	8.7
Franco-Santos, Monica	1.2	Hair, Joseph F.	4.8
Frankwick, Gary	8.7	Hakola, Jenni	11.3
Frosen, Johanna	3.1	Hamouda, M.	11.5
Fukuchi, H.i	3.1	Hampson, D.	11.8
Fukutomi, Gen	3.1, 9.5	Han, Sidney Su	8.7, 9.6
		Handrick,M.	5.2

Hanna, Richard.	7.2	Hughes, Tim	4.1
Hansen, John	2.7	Hulland, John	7.7
Harlan, Timothy	8.3	Hult, Tomas	3.7, 6.1,
Harris, Lloyd	3.6		7.7, 8.4,
Harrison, Mary	9.2	Hultman, M.	9.7, 12.3
Hartley, Phillip	2.1, 11.5		3.7
Hartmann, N.	8.3	Hummel, Anna	6.4
Hassan, Salah	10.2	Hunt, Rick	5.7
Haudebert, Sandrine	1.2	Hunt, Shelby D.	6.1
Hayati, Pedram	1.6	Hyman, Michael	2.6
Heidenreich, S.	5.2	Ingene, Charles	6.7
Heinberg, M.	8.7	Iyanna, Shilpa	3.4
Heinrich, Daniel	8.1	Iyer, Karthik	10.5
Heiser, Robert	7.3	Iyer, Raj	3.1
Helena Puga	2.2	Jaakkola, Matti	3.1
Ribeiro, Aurea		Jacob Hiler	9.6
Helm, Amanda	2.2	James, Kevin	4.3, 11.6
Herrmann, Jean-Luc	10.4	Jaramillo, F.	1.2
Herter, Marcia Maurer	11.5	Järvinen, Joel	9.1, 11.7
Hiler, Jacob L.	8.5, 9.6	Jaskari, Minna-Maarit	6.3
Hiller Connell, Kim Y.	4.7	Jeon, Sua	11.7
Hilton, Toni	4.1	Jillapalli, Ravi	10.1
Hinrichs, Curt	5.7	Jimenez Olivera, Vicente A.	5.5
Hinterhuber, A.	7.8	Jimenez, F.	8.7
Hochegger, S.	12.2	Jin, Byounggho	12.3, 11.8
Hock, Stefan	9.2	John, Joby	3.6
Hodges, Nancy	4.7, 11.8	Johnson, Mark	7.5
Hoffman, Arvid	7.1	Joinson, Adam	10.6, 11.5
Hogg, Margaret	11.5	Jones, Eli	3.8
Hollet-Haudebert, S.	9.5	Jones, Joseph	13.4, 12.2
Holmes, Yvette	9.6	Jyh-Fu, Jeng Don	4.4
Holsapple, C.W.	10.5	Kaigler-Walker, Karen	11.4
Holzmüller, H.	12.4	Kaminakis, K.	13.2
Houston, M.J.	5.3	Kananukul, C.	4.7, 11.8
Huang, Chiaying	12.5	Kang, Ji Hye	4.7, 11.8
Huber, Frank	9.3	Kang, Jikyeong	4.2, 8.6
Hughes, Mine Ucok	11.4	Kaptein, M.	7.8, 8.3, 10.6
		Kara, Ali	4.6, 9.6, 8.6

Karhu, Päivi	12.2	Kumar, Anvita	6.6
Karjaluoto, H.	5.2, 9.1, 9.6	Kuo, Hsiao-Ching	12.1
Kastanakis, M.	1.4, 5.1	Kuusela, Hannu	9.6
Katsikeas, C.	3.7	Kyoungmi, Kim	3.2
Keeling, Debbie	9.2, 11.5	Labrecque, Lauren I.	6.3, 9.1, 12.7, 13.4
Keeling, Kathy	9.2	Ladik, Daniel	8.8
Keller, Lisa	1.1	Lafleur, E.	6.5
Kennedy, Karen	1.2	Lam, Som	4.1
Khan, M.M.	1.1	Landers, V. Myles	9.2
Khantimirov, D.	11.2	Laroche, Michel	10.1
Khodakarami, F.	12.4	Lassk, Felicia	9.5
Kilgour, Mark	5.6	Lau, Milos	13.6
Kilic, Ceyhan	1.5	Laurence, Rowan	8.6
Kim, Haejung	11.7	Lavorata, Laure	8.3
Kindlein, Kathrin	6.3	Lawson, Stephanie	1.4
King, Robert	2.6	Lee, Crystal Tzuying	4.3
Kirk, Colleen	5.2	Lee, Yang	9.5
Kisska-Schulze, Kathryn	2.7	Lehmann, Donald	11.6
Kivenzor, Gregory J.	10.2	Lehnert, Kevin	10.1
Knight, John	4.3	Lemon, Katherine	7.2
Koh, Anthony	9.1	Leuschner, Rudolf	7.5
Kohlbacher, Florian	12.7	Liao, Shuling	9.4, 7.3
Kolev, Kalin	12.3	Lindholm, Jerry	10.6
Koll, Oliver	6.8	Lindquist, Jay	7.4
Kordestam, Arash	7.1	Lindridge, Andrew	13.4
Koslow, Scott	5.6	Lionakis, Konstantinos	13.2
Kostopoulos, Giannis	13.2	Liozu, Stephan	7.8
Kotabe, Masaaki	3.7	Little, Ed	4.1
Kowalczyk, Christine	13.3	Liu, Chihling	11.5
Kozar, Joy M.	4.7, 11.8	Liu, Linda	12.7
Kreuzer, Maria	6.8	Liu, Xia Linda	2.3
Kropp, Frederic	8.6	Locander, David	5.4, 11.1, 13.8
Kruger, Sarah	6.3	Locander, William	3.8
Kubacki, K.	12.7	Lumpkin, James	3.8
Kuivalainen, Olli	1.6	Lunardo,	7.6
Kull, Alexander J.	3.4		

Renaud		Miller, Jason	11.3
Lund, Donald	2.7	Mills, Adam	6.6, 12.1
Luoma, Jukka	3.1	Milne, George	1.1
Ly, Xun	10.5	Min, Junhong	12.5
Ma, Xiaoqin	5.6	Mohan, Mayoore	5.1
Madill, Judith	12.4	Molero, Victor	2.8
Magana Carrillo, Irma	5.5	Moraru, Iona	6.3
Magi, Anne	4.6	Morris, John	2.3, 7.3
Maher, Amro	2.4	Morrish, Sussie	8.6
Maity, Devdeep	3.2, 7.3, 8.5, 13.8	Moulard, Julie Guidry	9.2
Makarem, Suzanne	11.1	Mourali, Medhi	9.3
Mallalieu, Lynnea	11.4	Mulki, Jay, P.	1.2
Mangus, Stephanie	2.3, 4.6, 9.6	Munnukka, Juha	11.3
Manjeshware, Sonia	12.3	Murphy, Micah	12.4
Manzano, Roberto	3.2	Nakhata, Chinintorn	4.6
Marandi, Ebi	4.1	Nanakida, Kaori	11.8
Marcos, Javier	1.2	Neijens, Peter	2.2
Marcos-Cuevas, Javier	1.2, 7.5	Neilson, L.	12.4
Marder, Ben	11.5	Nel, Deon	13.1
Markos, Ereni	1.1	Nesbitt, Jane	11.7
Marshall, Greg	5.7, 10.7	Mckay	
Martinez, Jennifer	13.3	Nieroda, M.	4.7
Martinez, Joaquin	3.2	Nique, Walter	11.5
Marx, Corina	2.1, 3.1, 12.2	Noboa, Fabrizio	1.2
Mather, Damien	4.3	Norberg, Pat.	3.4
Mathieson, Brianne	4.3	Northington, William Magnus	9.2, 13.4
Matthews, Delisia	4.7	Nosal, Megan	6.3
McGoldrick, Peter	4.7, 11.8	Nyer, Prashanth	11.6
McManus, Kristy	1.5, 13.4	O'Connor, Thomas	4.3
Melewar, Tc	8.7	Oakenfull, Gillian	8.2, 13.7
Mena, Jeanette	6.7, 13.1	Obal, Michael	12.5
Meric, Havva J.	1.7	Obilo, Obi	5.1, 7.3, 11.1
Meyer, Frederik	9.3	Ocal, Yasemin	12.2
Michon, Richard	2.5	Ogbanna, E.	3.6
		Oleksiuk, Piotr	6.3
		Opoku, Robert	6.6
		Ortinou, David	6.7

Oyedele, Adesegun	12.3	Rapp, Adam	13.2
Ozkaya, Erkan	1.1, 12.3	Rauschnabel, Phillipp	8.1
Padin Fabeiro, Carmen	5.5	Reis Monteiro, Plinio	2.2
Paluch, Stefanie	6.8, 12.4	Reynolds, Kristy	4.6
Panda, Raveev	5.3	Ribeiro, Aurea Helena Puga	13.3
Papaoikononou, Eleni	4.5	Rice, Dan	8.5
Paparoidamis, Nicholas	3.6, 4.5	Rigaux-Bricmont, Benny	10.4
Parguel, B.	7.6	Riley, Lynn S.	12.7
Park, Jung Kun	1.6, 10.6, 12.5	Rinaldo, Shannon	13.7
Parker, Janna	4.4, 8.7, 13.3	Robbe, Raquel	2.2, 13.3
Parkman, Ian	5.3	Robertson, Bruce	13.7
Parvinen, Petri	7.8, 8.3, 10.6	Robicheaux, Robert	2.7, 3.5
Peighambari, Kaveh	7.1	Robinson, Stacey	1.4
Peloza, John	5.3, 9.3	Roche, Michael	5.7
Pelton, Lou E.	8.1	Rogers, Dale	7.5
Penning, Jeost	7.1	Rosenbaum, Mark	6.3
Pentina, Iryna	9.1	Rosenbloom, Bert	3.5
Pereira, Leda Lima	13.3	Ross, Spencer	1.3
Peterson, Robert A.	6.1	Roswinanto, Widyarso	2.2
Peterson, Robin	6.2	Royne, Marla	13.3
Petrescu, Maria	9.4	Ruamsook, Kusumal	7.5
Petschnig, Martin	6.2	Ryals, Lynette	1.2
Philipson, Nick	5.7	Ryan, Chad	11.7
Piercy, Niall	2.1, 6.4, 10.6	Saarijarvi, Hannu	9.6
Pitt, Leyland	12.1	Saeed, Samiee	3.7
Plangger, Kirk	13.1	Sambath, Phou	4.4
Platzer, Elisabeth	9.1	Samli, A. Coskun	10.3
Pons, Frank	9.3	Santos Corrada, M.	5.5
Pounders, Kate	8.5, 10.1	Sarstedt, Marko	8.1
Prior, Daniel	3.4, 5.6	Sasaki, Masato	3.1
Quintao, Ronan	13.6	Sasser, Sheila	5.6
Racherla, P.	2.6	Schlegelmilch, B.	1.1, 4.5, 5.3
Raies, Karine	10.4		
Raithel, Sascha	9.2		

Schmit, Dora	8.5, 12.1	Sujan, Mita	7.7, 8.3
Schulz, Devon	6.3	Sussan, Fiona	10.3
Schwaiger, M.	6.3	Svensson, Goran	2.5, 5.5
Schwieterman, M.	11.3	Swain, Scott	5.2, 7.2
Segal, Madhav	12.5	Swaminathan, Srinivasan	9.5
Segev, Sigal	2.6, 5.1	Szocs, Courtney	4.1, 11.6
Selcuk, E.A.	7.3	Taillard, Marie	1.4
Shamma, Hamed	10.2	Tarkiainen, Anssi	1.6
Shankar, Avi	11.5	Tasoluk, Burcu	8.7
Shin, Hyunju	3.3	Taube, Markus	8.7
Shoham, Aviv	5.1	Taute, Harry	2.6, 4.4, 7.3
Siemieniako, D.	9.4, 12.7	Terblanche, Nic	6.6
Sierra, Jeremy	2.6, 4.4, 7.3, 10.1, 11.1	Terlutter, Ralf	12.2
Siew, Shir Way	6.8	Thiele, Sharyn Rundle	13.3
Silveira, T.	2.2	Thijis, Van Den, Haak	11.7
Simula, Henri	5.2	Thirlaway, Kate	2.1
Singh, Sonal	8.6	Thomas, Linn	5.2
Sivakumar, K.	9.7, 13.1	Thomchick, E.	7.5
Skinner, Steven	4.1	Thongpapanl, N.	10.8
Skourtis, George	4.5	Thota, Sweta	7.2
Slater, Stephanie	3.1, 4.2	Tikkanen, H.	3.1
Sleep, Stefan	4.1	Tobacyk, Jerome	11.1
Smit, Edith	2.2	Toffoli, Ray	10.2
Smith, Gerald	7.2	Tollinen, Aarne	5.2, 9.1
Solomon, Michael	8.8	Töllner, Alke	6.8
Sonal Singh	11.4	Tolly, Drew	6.3
Sosa-Varela, Juan Carlos	5.5, 13.6	Toma, Boris	3.3, 8.1
Spieth, Patrick	6.2	Tran, Trang	5.4
Srinivasan, S.	10.8, 11.7	Trevinal, Aurelia Michaud	10.8
Srivastava, Chitra	12.3	Trout, Rachel	2.1
Stathopoulou, Anastasia	7.6	Tuten, Tracy	2.7, 8.8
Stenger, Thomas	10.8	Uehara, Wataru	3.1
Stewart, David	7.7	Ulusoy, Emre	1.5, 6.2, 8.1, 11.2
Sujan, Harish	1.2, 8.3	Upshaw, Danny	6.8, 11.2
		Urban, Wieslaw	13.3

Van Steenburg, Eric	6.6	Wu, Yinglu	9.4
Vander Schee, Brian	6.2	Wuenderlich, Nancy	12.4
Veeck, Ann	12.7	Xu-Priour, Dong Ling	12.5
Verga Matos, Pedro	3.2	Xu, Donielle	5.7
Vilaça, Daniela	2.2	Yamashita, Yuko	3.1
Villar, Maria Elena	2.6	Yang, Hao-Wei	10.2
Villareal, Ricardo	2.4	Yang, Lifeng	8.2
Vincent, Leslie	4.1	Yang, Shuang	8.7
Viola, Loredana	12.2	Yau, Amy	4.5
Voorveld, Hilde	2.2	Yazdanparast, Atefeh	1.1
Voss, Glenn	4.4	Ye, Christine	9.3
Voss, Zannie	4.4	Yim, Frederick	9.5
Wang, Cheng-Hua	9.4	Yu, Hongyan	12.7
Wang, Guangping (Walter)	3.4, 5.6	Zanette, Maria Carolina	13.6
Wang, Heping	1.5	Zboja, James J.	7.6
Wang, Zhi	1.5	Zhang, Yi	4.2
Watchravesringkan, Kittichai	4.7, 11.8	Zhou, Nan	5.6
Weathers, Danny	7.2, 8.2	Zhuang, Weiling	2.5, 11.1
Wei, Hua	11.2	Zorn, Steffen	1.6, 10.6
Weihrauch, Andrea	9.3		
Weinberg, Bruce	5.2		
Weis, Simone	7.1		
Weykamp, Christiane	4.7		
Whitfield, Richard	5.7		
Wilczynski, Petra	8.1		
Williams, Michael R.	6.5		
Winkleman, Bryce	4.8		
Wirtz, Jochen	13.7		
Wolf, Marco	12.1		
Wright, Beverly	1.7		

2012 AMS Grant Recipients

AMS is pleased to award modest grants to support the attendance of these students and junior faculty at our conferences recognizing that academic engagement and fellowship remains an important element of scholarship despite the fact that schools are challenged with limited budgets and unable to allocate funding to all who may seek it.

AMS is especially mindful and appreciative of the fact that many attendees rely on personal resources to support their attendance.

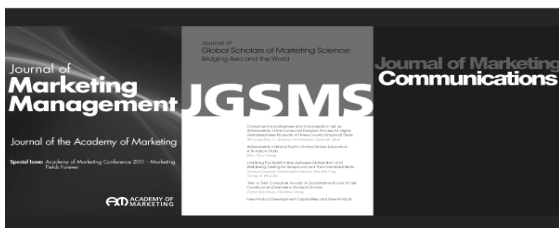
Junior Faculty

Colleen Kirk - Mount Saint Mary College
Lauren Labrecque - Northern Illinois University
Angeline Close - University of Texas at Austin
Shilpa Iyanna - Abu Dhabi University
Christine Kowalczyk - East Carolina University
Stefanie Paluch - TU Dortmund University
Colin Campbell - Monash University
Rajeev Panda - National Institute of Technology, Rourkela

Students

Angel del Castillo Rodriguez - Universitat Jaume I, Spain
Paivi Karhu - WU - Vienna
V. Myles Landers - University of Alabama
William Magnus Northington - University of Alabama
Paul Barretta - University of Texas - Pan American
Kate Thirlaway - University of Bath
Achilleas Boukis - Athens University of Economics and Business
Spencer Ross - University of Massachusetts, Amherst
Shimi Naurin Ahmad - Concordia University
Emre Ulusoy - University of Texas - Pan American
Marzena Nieroda - Manchester Business School
Alessandra Distefano - University of Florida
Atefeh Yazdanparast Ardestani - University of North Texas
Eric Van Steenburg - University of North Texas
Christine Ye - Florida State University
Adrienne Foos - Manchester Business School
Deborah Goldring - Florida Atlantic University
Jennifer Martinez - University of Memphis
Anjali Bal - Simon Fraser University
Verena Gruber - WU-Vienna
Mark Groza - University of Massachusetts - Amherst
Chihling Liu - Manchester Business School

Marketing Journals from Routledge



Journal of Marketing Management

www.tandfonline.com/rjmm

Journal of Global Scholars of Marketing Science

www.tandfonline.com/rgam

Journal of Marketing Communications

www.tandfonline.com/rjmc

Journal of Strategic Marketing

www.tandfonline.com/rjms

The Service Industries Journal

www.tandfonline.com/fsij

The International Review of Retail, Distribution and Consumer Research

www.tandfonline.com/rirr



Routledge
Taylor & Francis Group

The Academy of Marketing Science

Honors

Rosann Spiro

Indiana University

2012 AMS CUTCO/Vector Distinguished Marketing Educator



Rosann Spiro is a Professor of Marketing and Executive Director of the Center for Global Sales Leadership at the Kelley School of Business, Indiana University where she teaches Sales Management, Advanced Personal Selling, Marketing Strategy, International Marketing, Business to Business Marketing, and Managerial Research in Marketing, and Sales for Social Impact. Dr. Spiro has also held positions as a Visiting Professor at the University of Aarhus in Denmark and at I.E.S.E., the leading Graduate Business School in Spain.

Dr. Spiro served as the Chair of the Marketing Department at the Kelley School of Business from 2006-2009. She formerly served as the Chairperson of the Board of the American Marketing Association and on the Marketing Advisory Board for the United States Census Bureau, and on the Board of Governors for the Academy of Marketing Science. Currently, she is President Elect of the Global Sales Science Institute and serves on the Boards of the University Sales Educational Foundation and the University Sales Center Alliance. Prior to entering Academia, Professor Spiro served as a senior industrial salesperson and a senior economist for Shell Oil Company.

Dr. Spiro is a well-known author whose work in marketing and sales has appeared in numerous publications including the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Business*, *Journal of Consumer Research*, *Journal of Personal Selling and Sales Management*, and *Marketing Letters*. She is also the co-author of one of the most widely cited textbooks in the world, *Management of a Sales Force*, 12th ed. She won the Pi Sigma Epsilon Award for the Outstanding Article in the *Journal of Personal Selling and Sales Management* in 1996, 1986, and 1981 as well as the American Marketing Association Sales SIG's Excellence in Research Award in 2002. She was awarded the Lifetime Achievement Award by the Selling and Sales Management Strategic Interest Group of the American Marketing Association in 2008 and the Academy of Marketing Science Distinguished Marketing Educator Award in 2012.

