

2009 Summer Marketing Educators' Conference

Conference Program

THURSDAY, AUGUST, 6

4:00 PM – 7:00 PM

Academic Placement Registration

Location: Avenue Ballroom, 4th Floor

5:00 PM – 6:00 PM

Academic Placement Orientation

Location: Avenue Ballroom, 4th Floor

FRIDAY, AUGUST, 7

8:00 A.M. – 5:00 P.M.

Academic Placement Career Fair

Location: Avenue Ballroom, 4th Floor

8:00 A.M. – 5:00 P.M.

Academic Placement Interview Room

Location: Marriott Ballroom, 4th Floor

8:30 A.M. – 2:00 P.M.

DocSIG Pre-Conference Symposium

Location: Salon AB, 5th Floor

10:00 A.M. – 7:00 P.M.

Conference Registration

Location: 5th Floor Registration

5:00 P.M. – 6:30 P.M.

Summer Ed 2009 Reception and Exhibits

Location: Chicago Ballroom D/E, 5th Floor

2009 Summer Marketing Educators' Conference Conference Program

SATURDAY, AUGUST, 8

8:00 A.M. – 5:00 P.M.

Conference Registration

Location: 5th Floor Registration

8:00 A.M. – 5:00 PM

Exhibits

Location: Chicago Ballroom D/E, 5th Floor

8:00 A.M. – 8:30 AM

Coffee & Danish

Location: Chicago Ballroom D/E, 5th Floor

8:00 A.M. – 5:00 P.M.

Academic Placement Career Fair

Location: Avenue Ballroom, 4th Floor

8:00 A.M. – 5:00 P.M.

Academic Placement Interview Room

Location: Marriott Ballroom, 4th Floor

8:30 AM – 10:00 AM

Conference Sessions 1.1 – 1.8

1.1 Sustainable Marketing: An Ethical Imperative for the 21st Century

8:30 to 10:00 am

Location: Chicago Ballroom A, 5th Floor

Chair:

Patrick Murphy, University of Notre Dame

Participants:

Ray Benton, Loyola University of Chicago, "Sustainability: A Concept Whose Time Has Passed"

Pat Murphy, University of Notre Dame, "Sustainability Courses in Marketing"

Diane Martin and **John Schouten**, University of Portland, "Sustainable Marketing in Practice: Training Students for a New Paradigm"

Sustainability: A Concept Whose Time Has Passed. *Ray Benton, Loyola University of Chicago*

Sustainability Courses in Marketing. *Pat Murphy, University of Notre Dame*

Sustainable Marketing in Practice: Training Students for a New Paradigm. *Diane Martin and John Schouten, University of Portland*

Discussant:

Joe DesJardins, College of St. Benedict and St. John's University, Minnesota

1.2 Roundtable Discussion: How to Get Your Research Funded C. Pechmann

8:30 to 10:00 am

Location: Chicago Ballroom B, 5th Floor

Panelists:

Ross Rizley, Research Director, Marketing Science Institute (MSI)

Ruth Bolton, Executive Director, Marketing Science Institute (MSI)

David Altman, Robert Wood Johnson Foundation (RWJ)

Mary Gilly (MSI grantee)

Connie Pechmann, (MSI and California tobacco research program grantee)

1.3 Industry and Consumers' Assessment of Corporate Social Responsibility and Privacy Issues

8:30 to 10:00 am

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Location: Chicago Ballroom C, 5th Floor

Chair:

Dibakar Pal, Civil Servant in India & Independent Scholar

Participants:

CSR Disclosure: An Exploratory Study of the Leading Media Organizations. *David S Waller, University of Technology, Sydney; Roman Lanis, University of Technology, Sydney*

The Impact of Retailers' Corporate Social Responsibility on Consumer Behavior. *Hanna Schramm-Klein, Saarland University; Joachim Zentes, Saarland University; Dirk Morschett, University of Fribourg; Bernhard Swoboda, Trier University; Markus Meierer, University of Trier*

Understanding Consumer Opt-in and Opt-out Privacy Beliefs: A Cross-Cultural Perspective. *Devon S. Johnson, Northeastern University*

Discussant:

Norma Mendoza, University of Texas at El Paso

1.4 Virtual Worlds and Social Media

8:30 to 10:00 am

Location: Chicago Ballroom F, 5th Floor

Chair:

Stuart John Barnes, University of East Anglia, UK

Participants:

A typology of social media users: new ammunition for marketers. *Mary Foster, Ryerson University; Anthony Francescucci, Ryerson University; Bettina C West, Ryerson University; Fernando E Pardo, Ryerson University*

Who Needs Cyberspace? An Analysis of Maslow's Needs in the Virtual World of Second Life. *Andrew David Pressey, Lancaster University; Stuart John Barnes, University of East Anglia, UK*

The Social Aspects of Virtual Worlds: Implications for Marketing. *Sonja Prokopec, ESSEC Business School, France; Lakshmi Goel, University of North Florida*

Testing an Axiological Model for Assessing the Value of Real-Life Brands in Virtual Worlds. *Stuart John Barnes, University of East Anglia, UK; Jan Mattson, Roskilde University, Denmark*

Discussant:

Kathy Anne Keeling, Manchester Business School

1.5 Brand Extensions and Rebranding and Sponsorships and Co-Branding

8:30 to 10:00 am

Location: Chicago Ballroom G, 5th Floor

Chair:

Oscar Winston DeShields, California State University, Norridge

Participants:

Does Fit Always Benefit an Extension: A Comparison of Two Analyses using Survey Data and Scanner Data? *Robert Carter, University of Louisville*

Sponsorship as a brand enhancer: Impact of congruence and frequency on transfer of associations. *Srdan Zdravkovic, Bryant University; Brian D. Till, Saint Louis University*

The Effects of Functional and Symbolic Perceived Fits on Consumer Evaluations of Co-Branding. *Hongmin Ahn, University of Texas at Austin; Youngjun Sung, University of Texas at Austin*

Consumer Processing of Logo Changes in the Rebranding of Brands. *Saleh Al-Shebil, King Fahd University of Petroleum & Minerals; Mark Peterson, University of Wyoming*

Discussant:

Michal Strahilevitz, Golden Gate University

1.6 Knowledge and New Product Development

8:30 to 10:00 am

Location: Chicago Ballroom H, 5th Floor

Chair:

Mary E Schramm, Kent State University

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Participants:

Is More Knowledge Always Better? Shibin Sheng, Adelphi University; Kevin Z. Zhou, University of North Carolina at Charlotte; Julie Juan Li, City University of Hong Kong

Merits of Task Advice for New Product Development Teams: Network Antecedents and New Product Outcomes of Knowledge Richness and Quality. Serdar S. Durmusoglu, University of Dayton

Understanding the Customer: Knowledge Management in New Product Development. Haisu Zhang, University of Illinois at Chicago; Timothy

Basadur, University of Illinois at Chicago

Discussant:

Katrin Talke, Delft University of Technology, Faculty of Industrial Design Engineering, Department of Product Innovation Management

1.7 Customer Satisfaction, Loyalty, and Service Quality

8:30 to 10:00 am

Location: Denver/Houston/KC, 5th Floor

Chair:

Brian Bourdeau, Auburn University

Participants:

Route to Customer Satisfaction: Is it Through the Heart or the Head? Nacef Mouri, George Mason University; Jaishankar Ganesh, University of Central Florida

Perception is Reality: The Relationship Between Consumer Perceptions of Innovation and Purchase Intentions. J. Joseph Cronin, Florida State University; Mark R. Gleim, Florida State University; Brian S. Gordon, Florida State University; Stephanie J. Lawson, Florida State University; Stacey Gossett Robinson, Florida State University

The Loyalty Formation in Services: Antecedents and Moderating Effect of Past Experience. Raquel Sanchez, University of Almeria; Angeles Iniesta, University of Almeria; Miguel Hernandez, University of Murcia

Measurement and Structural Invariance of Cross-Cultural Service Quality Evaluation and Outcomes. Gregory Brush, University of Auckland, New Zealand; Michael Clemes, Lincoln University, New Zealand; Christopher Gan, Lincoln University, New Zealand, New Zealand; Michael Clemes, Lincoln University, New Zealand; Christopher Gan, Lincoln University, New Zealand

1.8 Journal of Marketing Editorial Board Meeting

8:30 to 10:00 am

Location: L.A./Miami, 5th Floor

Chair:

Ajay K. Kohli, Georgia Institute of Technology

10:00 A.M. – 10:30 A.M.

Break

Location: Chicago Ballroom D/E, 5th Floor

10:30 AM – 12:00 PM

Conference Sessions 2.1 – 2.7

2.1 Special Session Roundtable: Designing Interesting and Impactful Research

10:30 to 12:00 pm

Location: Chicago Ballroom A, 5th Floor

Chair:

Gerard Tellis, Marshall School of Business, University of Southern California

Participants:

Steve Shugan (Florida)

Ravi Dhar (Yale)

JB Steenkamp (UNC)

Roland Rust, (Maryland University)

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2.2 Retailing Special Session: Quantitative Research on Retailing & Pricing

10:30 to 12:00 pm

Location: Chicago Ballroom B, 5th Floor

Chairs:

Dhruv Grewal, Babson College

Dinesh K Gauri, Syracuse University

Participants:

An Empirical Investigation of the Impact of Gasoline Prices on Consumers' Shopping Behavior. *Dinesh K Gauri, Syracuse University; Dhruv Grewal, Babson College, Yu Ma, University of Alberta*

RETPRICE: A Retailer Pricing and Promotions Decision Support Model. *Venkatesh Shankar, Texas A&M University, Lakshman Krishnamurthi, Northwestern University*

What, When, and How Much to Cross-Sell? Optimizing Multicategory Catalog Mailing. *Morris George, Baylor University, V. Kumar, Georgia State University; Dhruv Grewal, Babson College*

2.3 Broadening the Sales Literature: Opportunities for Future Research

10:30 to 12:00 pm

Location: Chicago Ballroom C, 5th Floor

Panelists:

Michael Ahearne, University of Houston

James Boles, Georgia State University

Daniel J. Goebel, Illinois State University

Chair:

Dawn Deeter-Schmelz, Ohio University

2.4 Value-Based Marketing in Asia-Pacific Countries

10:30 to 12:00 pm

Location: Chicago Ballroom F, 5th Floor

Panelists:

SungHo Lee, University of Seoul

Jeong-Eun Park, Ewha Womans University

Namwoon Kim, Hong Kong Polytechnic University

Jong-Ho Lee, Korea University

Chair:

Seoil Cha, Korea University

Discussant:

Jae Hyun Pae, Ewha Womans University

2.5 Effective Teaching with Supply Chain and Channel Management Simulations-Special Session

10:30 to 12:00 pm

Location: Chicago Ballroom G, 5th Floor

Chair: *Ernest R. Cadotte*

Participant:

Ernie Cadotte, The University of Tennessee

Samuel C. Wood is the President of Responsive Learning Technologies

Dr. Randall G. Chapman is the founder of LINKS-simulations.com and the author of the *LINKS Supply Chain Management Simulation*.

2.6 Multiple Methodological Approaches to Examining Branding and Marketing Communications

10:30 to 12:00 pm

Location: Chicago Ballroom H, 5th Floor

Chair:

Hans Mathias Thjømøe, Norwegian School of Management

Participants:

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From Hollywood to Broadway: A Field Study of the Effectiveness of Product Placements. *Rick T Wilson, Hofstra University; Brian D. Till, Saint Louis University*

The Once and Future History of Advertising: An Economic Perspective on Advertising's Changes over Time. *Hugh Cannon, Wayne State University; Daniel Patrick Friesen, Wayne State University*

Drivers and Effects of Green Branding. *Frank Huber, University of Mainz; Isabel Matthes, University of Mainz; Frederik Meyer, University of Mainz; Vanessa Vetter, University of Mainz; Johannes Vogel, University of Mainz*

Discussant:

Andy Wei Hao, University of Hartford

2.7 Advancing Marketing and Management Education: Bring Poverty Alleviation and Sustainable Business Solutions into the Classroom

10:30 to 12:00 pm

Location: Denver/Houston/KC, 5th Floor

Participants:

Envisioning Marketing and Management Education For A Better World: Educational Innovations On Sustainable Business Solutions For Subsistence Marketplaces. *Madhubalan Viswanathan, University of Illinois at Urbana-Champaign*

Bringing the Base of the Pyramid to the Classroom. *Ted London, University of Michigan*

Food for Thought: Educational Innovations for Sustainable Development. *Oana Branzei, The University of Western Ontario*

Discussant:

Srinivas Sridharan, University of Western Ontario

12:00 P.M. – 1:30 P.M.

Awards Luncheon

Location: Salon I & II, 7th Floor

1:30 PM – 3:00 PM

Conference Sessions 3.1 – 3.8

3.1 Roundtable Discussion: Mentoring Junior Faculty

1:30 to 3:00 pm

Location: Chicago Ballroom A, 5th Floor

Participants:

Rajesh Chandy (University of Minnesota)

Laura Peracchio (University of Wisconsin-Milwaukee)

David W. Stewart (University of California-Riverside)

3.2 Reconsidering Select Public Policy, Ethical, and Corporate Issues

1:30 to 3:00 pm

Location: Chicago Ballroom B, 5th Floor

Chair:

Anna Rachel McAlister, The University of Queensland, Australia

Participants:

A Contingency View on Board Composition and Firm Performance: Evidence from New Zealand. *Sanjaya S. Gaur, AUT School of Business, Auckland University of Technology (AUT University), New Zealand; Hanoku Bathula, AIS St Helens, Auckland, New Zealand; Ajai S Gaur, Old Dominion University, Norfolk, VA, USA*

Ethics and Marketplace Deception: An Exploration Into the Accomodative Role of Deceptive Practices in Market Exchanges. *Scott K. Radford, University of Calgary; David M Hunt, University of Wyoming*

Price as AN element instead of THE element of antitrust policy: The argument for customer. *Michael Levin, Otterbein College; Bob McDonald, Texas Tech University*

Discussant:

Mohammed M Nadeem, Ph.D., Associate Professor, National University, San Jose, CA

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3.3 Global Marketing Strategy

1:30 to 3:00 pm

Location: Chicago Ballroom C, 5th Floor

Chair:

Piyush Sharma, Hong Kong Polytechnic University

Participants:

Market Expansion, Manufacturing Flexibility, Learning, Innovation, and Entrepreneurship in Exporting: A Dynamic Capability Perspective. *Carlos M. Rodriguez, Delaware State University - College of Business Organizational Strategy and Contemporary Marketing Practices in China and the U.S.*

A Test of the Miles and Snow Strategic Typology. *Kofi Q Dadzie, Georgia State University; Wesley Johnston, Georgia State University; Haizhong Wang, Sun Yat_Sen University; Evelyn Winston, Clark Atlanta University*

Segmenting the Over-Fifties Market in Six Western Countries: the Identification of Cross-National Segments. *Tatjana Maria Koenig, Saarland University of Applied Sciences*

The Effects of Organizational Strategy on Consumer Ethnocentric Tendencies: A Conceptual Framework. *Joseph Patrick Little, Saint Louis University; Mark J. Arnold, Saint Louis University*

Discussant:

Susan Whelan, Waterford Institute of Technology

3.4 Human Aspects of Personal Selling

1:30 to 3:00 pm

Location: Chicago Ballroom F, 5th Floor

Chair:

William Rhyme, UC-Davis Graduate School of Management

Participants:

Improving Salespeople Performance: The Critical Role of Affect-Based Trust and Emotional Intelligence. *Lindsey Stack, Union University; Jessikah Stahl, Union University; Darin W White, Samford University*

Reducing Salesperson Role Stress and Increasing Organizational Commitment: An Examination of Locus of Control. *Georg Alexander Hamwi, Missouri State University; Brian Rutherford, Purdue University; Ramana Madupalli, Southern Illinois University - Edwardsville; James Boles, Georgia State University*

Sales Role in Strategic Relationship Alignment: An Intensification/De-intensification Perspective. *Gregory McAmis, University of Oklahoma; Kenneth Evans, University of Oklahoma*

The Fire From Within: Assessing Empirical Congruity in the Relationship Between Salespersons' Motivation and Performance. *Selcuk Ertekin, University of North Texas; David Strutton, University of North Texas*

3.5 Managing New Product Development

1:30 to 3:00 pm

Location: Chicago Ballroom G, 5th Floor

Chair:

Serdar S. Durmusoglu, University of Dayton

Participants:

An Exploratory Study of Anticipating Regret When Making New Product Project Continuation Decisions. *Kumar Sarangee, University of Illinois at Urbana-Champaign; Jeffrey B Schmidt, University of Oklahoma*

Integration of Environmental Issues into Product Development: The Role of External Integrative Capabilities and the creation of Windows of Opportunity. *Rosa Maria Dangelico, Politecnico di Bari; PONTRANDOLFO PIERPAOLO, Politecnico di Bari; Devashish Pujari, McMaster University*

New Product Alliances and Firm Stock Performance. *Sudha Mani, University of Texas at Arlington; Xueming Luo, University of Texas at Arlington*

Discussant:

Erin Cavusgil, University of Michigan - Flint

3.6 Advertising & Persuasion

1:30 to 3:00 pm

Location: Chicago Ballroom H, 5th Floor

Chair:

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Julia Belyavsky Bayuk, University of Delaware

Participants:

Making Personally Relevant Decisions for Product Efficacies: The Effects of Framing, Partitioning and Quantification. *Dipayan (Dip) Biswas, Bentley University; Cornelia Pechmann, UC Irvine*

The Effect of Positioning Frames on Compensatory Reasoning in Choice. *Timucin Ozcan, Southern Illinois University - Edwardsville; Daniel Sheinin, University of Rhode Island*

The Role of Vivid Imagery and Concrete Verbal Information in Omission Detection and Persuasion. *Xiaoqi Han, University of Cincinnati*

Anti-counterfeiting communication strategies: much ado about nothing? *Anne-Flore MAMAN, ESSEC Business School*

3.7 John A. Howard / AMA Doctoral Dissertation Award Recipient Presentation

1:30 to 3:00 pm

Location: Denver/Houston/KC, 5th Floor

Participant:

A Dynamic Model of Sponsored Search Advertising. *Song Yao, Assistant Professor of Marketing, Kellogg School of Management, Northwestern University*

3.8 Journal of Marketing Research: Editorial Board Meeting

1:30 to 3:00 pm

Location: L.A./Miami

3:00 P.M. – 3:30 P.M.

Break

Location: Chicago Ballroom D/E, 5th Floor

3:30 PM – 5:00 PM

Conference Sessions 4.1 – 4.7

4.1 New Product Performance and Diffusion

3:30 to 5:00 pm

Location: Chicago Ballroom A, 5th Floor

Chair:

Ruth Maria Stock-Homburg, Darmstadt University of Technology

Participants:

An Agent-Based Diffusion Model with Consumer and Brand Agents. *Mary E Schramm, Kent State University*

Market Information Use and New Venture Performance: An Empirical Study in China. *Tomoko Kawakami, Kansai University; Douglas L. MacLachlan, University of Washington*

Product Innovativeness and Sales Performance: How the Influence of Design Newness and Technical Newness differs across the Product Lifecycle. *Katrin Talke, Delft University of Technology, Faculty of Industrial Design Engineering, Department of Product Innovation*

Management; Soren Salomo, Danish Technical University, DTU Executive School of Business; Jaap Wieringa, University of Groningen, Faculty of Economics and Business, Department of Marketing

Discussant:

Wolf Christian Strotmann, Ruhr Universität Bochum

4.2 Issues in E-Markets: Blogging and Gaming

3:30 to 5:00 pm

Location: Chicago Ballroom B, 5th Floor

Chair:

Iryna Pentina, University of Toledo

Participants:

What are Corporations Blogging About? Identifying Strategies about Corporate Associations and Credibility. *Deborah Ann Colton,*

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Rochester Institute of Technology

The Effect of Community Identification on Attitude and Intention toward a Blogging Community. *Chung-Chi Shen, National Chiayi University; Jyh-Shen Chiou, National Chencchi University*

Behavior of Internet Gamblers - An Exploratory Study of Older vs. College Youth Users. *Kiersten M Maryott, University of Richmond; Michael W Little, Virginia Commonwealth University; Heiko D Wijnholds, Virginia Commonwealth University*

How Value-induced Community Identification Nurtures Engagement and Recommendation in the Online Game Community. *Yi-Fang Chiang, National Taiwan University; Chiu-Ping Hsu, National Taiwan University; Heng-Chiang Huang, National Taiwan University*

Discussant:

Aliosha Alexandrov, University of Wisconsin Oshkosh

4.3 Retail Pricing Issues

3:30 to 5:00 pm

Location: Chicago Ballroom C, 5th Floor

Chair:

Haiyan Hu, Utah State University

Participants:

Price Increases, Fairness Perceptions, and Combined-Currency Prices: Some Experimental Results. *Frank Huber, University of Mainz; Stephan C. Henneberg, Manchester Business School; Kai Vollhardt, University of Mainz; Isabel Matthes, University of Mainz; Ralf Meyer, Boston Consulting Group*

The Suitability of WTP Measurement Approaches for Pricing Decisions. *Klaus Matthias Miller, Institute of Marketing and Management, University of Bern, Switzerland; Reto Hofstetter, Institute of Marketing and Management, University of Bern; Harley Krohmer, University of Bern; Z. John Zhang, The Wharton School, University of Pennsylvania*

Information Value and Influence of Price on Quality Perception: Insights from Cue Utilization Theory. *Elten Briggs, University of Texas at Arlington; David Griffith, Michigan State University; Hieu Nguyen, California State University, Long Beach*

An experimental analysis of consumer preference for sales promotions formats. *Kesha Kenlene Coker, Southern Illinois University at Carbondale; Deepa Pillai, Southern Illinois University, Carbondale; Siva Balasubramanian, Illinois Institute of Technology*

4.4 Managing Services Internally

3:30 to 5:00 pm

Location: Chicago Ballroom F, 5th Floor

Chair:

Ryan White, Michigan State University

Participants:

Engaging Consumers in Sustainable Co-Production: The Role of Compromise and Confidence. *Scott K. Radford, University of Calgary; Bonnie J.K. Simpson, University of Calgary*

Examination of the Effects of Job-related Factors on Turnover Intention among Male and Female Service Employees. *Min-Hsin Huang, National Sun Yat-Sen University; Zhao-Hong Cheng, Legend Technology Inc.*

Modelling Customers' Loyalty: the Impact of Overall Customer satisfaction and the Mediating Role of Trust and Commitment. *Ruben CHUMPITAZ, IESEG School of management; Nicholas PAPAROIDAMIS, IESEG School of Management; Valerie SWAEN, Louvain School of Management, Université Catholique de Louvain; Raluca MOGOS DESCOTES, IESEG School of Management*

4.5 Global Brand Marketing and Communications

3:30 to 5:00 pm Downtown

Location: Chicago Ballroom G, 5th Floor

Chair:

Ahmet H. Kirca, Michigan State University

Participants:

Endorsing product brands through a standardized corporate brand - Cross national perceptions and effects. *Bernhard Swoboda, Trier University; Markus Meierer, University of Trier; Dirk Morschett, University of Fribourg, Margot Loewenberg, University of Trier.*

Foreign Brand Preference in the Less Affluent World: An Integrative Model and Research Propositions. *Attila Yaprak, Wayne State University; Thi Minh Ho, Wayne State University*

How do country specific implementation decisions influence internal corporate brand management? *Bernhard Swoboda, Trier University; Margot Loewenberg, University of Trier; Markus Meierer, University of Trier*

Think regionally, act regionally? An empirical study of international advertising standardization in the Mercosur. *Fernando Fastoso, Bradford University School of Management; Jeryl Whitelock, Bradford University School of Management*

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Discussant:

Andy Wei Hao, University of Hartford

4.6 A Nuts and Bolts Approach to Integrating Sustainability into the Marketing Curriculum

3:30 to 5:00 pm

Location: Chicago Ballroom H, 5th Floor

Chair: **Claudia Bridges**, California State University, Sacramento

Participants:

A "Green Marketing" Seminar for Undergraduates: *Fredrica Rudell, Iona College*

Sustainability and Marketing Education: What Should We Be Teaching Our Undergraduates: *Claudia Bridges, California State University, Sacramento*

Developing and Sustaining an MBA Elective in Marketing and Sustainability: *Claudia Bridges, California State University, Sacramento*

Integrating Sustainability into the Marketing Curriculum: Learning Activities that Facilitate Sustainable Marketing Practices: *Norm Borin, Orfalea College of Business, Cal Poly*

Justification for an Undergraduate Sustainability Course in the Marketing Curriculum: *Darrin C. Duber-Smith, Metropolitan State College of Denver*

4.7 Meeting the AMA Editors

3:30 to 5:00 pm

Location: Denver/Houston/KC, 5th Floor

5:15 P.M. – 6:45 P.M.

Marketing Research SIG Member Reception

Location: Chicago Ballroom A, 5th Floor

5:15 P.M. – 6:45 P.M.

Retailing and Technology and Innovation Joint SIG Member Reception

Location: Chicago Ballroom B, 5th Floor

5:15 P.M. – 6:45 P.M.

Global Marketing SIG, Entrepreneurial Marketing SIG and Sports and Special Events Marketing SIG Joint Member Reception

Location: Chicago Ballroom C, 5th Floor

5:45 P.M. – 7:00 P.M.

Interorganizational SIG Member Reception and Awards Program

Location: Chicago Ballroom F, 5th Floor

5:15 P.M. – 6:45 P.M.

Services Marketing SIG and Doctoral Student SIG Joint Member Reception

Location: Chicago Ballroom G, 5th Floor

5:15 P.M. – 6:45 P.M.

Marketing and Society SIG and Consumer Behavior SIG Joint Member Reception

Location: Denver/Houston/KC, 5th Floor

5:15 P.M. – 6:45 P.M.

Selling and Sales Management SIG and the Teaching and Learning SIG Joint Member Reception

Location: L.A./Miami, 5th Floor

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SUNDAY, AUGUST, 9

8:00 A.M. – 8:30 A.M.

Coffee & Danish

Location: Chicago Ballroom D/E, 5th Floor

8:00 A.M. – 3:30 P.M.

Exhibits

Location: Chicago Ballroom D/E, 5th Floor

8:00 A.M. – 5:00 P.M.

Conference Registration

Location: 5th Floor Registration

8:00 A.M. – 5:00 P.M.

Academic Placement Career Fair

Location: Avenue Ballroom, 4th Floor

8:00 A.M. – 5:00 P.M.

Academic Placement Interview Room

Location: Marriott Ballroom, 4th Floor

8:30 AM – 10:00 AM

Conference Sessions 5.1-5.8

5.1 Marketing Strategies and Adjustments in the Age of Turbulence

8:30 to 10:00 am

Location: Chicago Ballroom A, 5th Floor

Chair:

Philip Kotler, Kellogg School of Management, Northwestern University

Participants:

Using the Chaotics Management System. *John Caslione*

Chindia Rising: How the Rise of the China and India will Impact Marketing. *Jagdish Sheth*

5.2 Recognizing and Overcoming Biases

8:30 to 10:00 am

Location: Chicago Ballroom B, 5th Floor

Chair:

Piyush Sharma, Hong Kong Polytechnic University

Participants:

Confidence in Ordinal Judgments: Role of Consumer Metacognition and Implications for Bayesian Updating. *Dipayan (Dip) Biswas*, Bentley University; *Guangzhi Zhao*, University of Kansas; *Donald Lehmann*, Columbia University

Negativity Bias in Consumer Price Response to Sustainability Information. *Dirk Christoph Moosmayer*, RWTH Aachen University

Response Bias Effects and Relationships with Consumer Trait Measures and Persuasion Outcome Variables. *Yuliya A Komarova*, University of South Carolina; *William O. Bearden*, University of South Carolina; *Subhash Sharma*, University of South Carolina

Implemented Default or Induced Emotions - What Really Helps to Overcome the Innovation Bias? *Sabine Kuester*, University of Mannheim; *Silke Claudia Hess*, University of Mannheim

5.3 Evolution of Supplier-Customer Relationships in Transitional Economies: Are They Unique?

8:30 to 10:00 am

Location: Chicago Ballroom C, 5th Floor

Relational Capabilities and Relational Outcomes: Evidence from Germany and Russia. *Maria Smirnova*, St-Peterburg State University; *Sergei P. Kouchtch*, St-Petersburg State University

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Perceived Discrepancy of Interpersonal and Interfirm Buyer-Supplier Relationships and Its Impact on Buyer Satisfaction and Sales Performance in China. *Guang Yang, George Washington University; Yijie Liu, Dalian University of Technology, China*

Building Customer Relationships in Transition Economy: Insights from Russian Pharmaceutical Market. *Alexander Krasnikov, George Washington University; Kelly Hewett, Bank of America*

5.4 Marketing Capabilities

8:30 to 10:00 am

Location: Chicago Ballroom F, 5th Floor

Chair:

Jeong-Eun Park, Ewha Womans University

Participants:

Development of Marketing Capabilities through Multinational-Buyers: An Empirical Investigation in a Transition Economy. *Ada Hiu Kan Wong, Department of Management and Marketing, The Hong Kong Polytechnic University; Paul Ellis, Hong Kong Polytechnic University; Wing Lam, The Hong Kong Polytechnic University*

Linking Marketing Capability and Organizational Learning to Financial Performance. *Fernando Angulo, Universitat Autònoma de Barcelona; Diego Prior, Universitat Autònoma de Barcelona; Josep Rialp, Universitat Autònoma de Barcelona*

The Adoption of Market Orientation from an Institutional Theory Perspective. *Ahmet H. Kirca, Michigan State University; William O. Bearden, University of South Carolina*

International New Ventures: A conceptual Review of new internationalization patterns. *Silvia Lozano, University of Bath; Robert E. Morgan, Cardiff University; Matthew Robson, Cardiff University*

Discussant:

Rex E. McClure, Marshall University

5.5 Online Retailing and Consumer Value Perceptions

8:30 to 10:00 am

Location: Chicago Ballroom G, 5th Floor

Chair:

Simona Stan, University of Montana

Participants:

The Consumer Perceived Value Scale: Replication, Validation and Development of a Short Scale. *Gianfranco Walsh, University of Koblenz-Landau; Edward Man Kee Shiu, University of Strathclyde; Louise May Hassan, University of St Andrews*

How the Introduction of the Internet Channel Can Harm Brick-and-Mortar Retailers. *Sabine Eckardt, Department of Business Administration and Marketing II, University of Mannheim, Germany; Melchior David Bryant, University of Mannheim; Hans H. Bauer, University of Mannheim*

The Influence of Trust Transference Across-Cultures on Purchase Intentions in the Online Store of a Hybrid Retailer. *Enrique P Becerra, Texas State University - San Marcos; Chung-Hyun Kim, Sogang University*

Beyond Buying: Motivations Behind Consumers' Online Shopping Cart Use. *Angeline Close, UNLV; Monika Kukar-Kinney, University of Richmond*

5.6 Consumer Behavior in Services: Complaining, Failure and Recovery

8:30 to 10:00 am

Location: Chicago Ballroom H, 5th Floor

Chair:

Clay Voorhees, Michigan State University

Participants:

Behavioral Responses to Organizational Complaint Resolution Effort. *Christian Heumann, Technische Universitaet Muenchen; Florian Wangenheim, Technische Universitaet Muenchen*

Consumer Entitlement: Conceptualization and Research Propositions. *Robin Leigh Soster, University of South Carolina; William O. Bearden, University of South Carolina*

Repurchase and Word-of-Mouth Behaviors in the Hospitality Industry: Failure Severity and Recovery Locus Attribution Impacts. *Scott Swanson, University of Wisconsin - Eau Claire; Maxwell Hsu, University of Wisconsin-Whitewater*

5.7 Hugs! Brand Relationships, Communities, and Alliances

2009 Summer Marketing Educators' Conference

Conference Program

8:30 to 10:00 am

Location: Denver/Houston/KC, 5th Floor

Chair:

Hurrem Yilmaz, SUNY Oneonta

Participants:

Corporate Social Responsibility Via Cause Brand Alliances. *Mayoor Mohan, Oklahoma State University; Kevin E. Voss, Oklahoma State University*

How Self-Expansion Theory Helps Explain Sustainable Brand Relationships. *Martin Reimann, University of Southern California / EGAD; Arthur Aron, State University of New York at Stony Brook*

The Self- and Social-Related Motivation of Brand Community. *Badri Munir Sukoco, National Cheng Kung University; Wann-Yih Wu, Department of Business Administration*

Discussant:

Ron B. Dickinson, Lincoln Memorial University

5.8 Journal of International Marketing: Editorial Board Meeting

8:30 to 10:00 am

Location: L.A./Miami, 5th Floor

10:00 A.M. – 10:30 A.M.

Break

Location: Chicago Ballroom D/E, 5th Floor

10:30 AM – 12:00 PM

Conference Sessions 6.1 – 6.8

6.1 Marketing Strategies for Helping the Poor Get Up and Out of Poverty

10:30 to 12:00 pm

Location: Chicago Ballroom A, 5th Floor

Chair:

Philip Kotler, Kellogg School of Management, Northwestern University

Participants:

Applying Social Marketing to Help the Poor (with Examples of Success Stories). *Nancy Lee*

Where's the P for Product in Poverty Social Marketing? *Bill Smith*

The Social Marketing of Family Planning and HIV/AIDS Prevention. *Brad Lucas*

Using Upstream Social Marketing to Change Public Policies Affecting the Poor. *Alan Andreasen*

Chindia Rising: How the Rise of the China and India will Impact Marketing. *Jagdish Sheth*

6.2 Roundtable Discussion: Transitioning from Doctoral Student to Junior Faculty: A Best Practices Roundtable

10:30 to 12:00 pm

Location: Chicago Ballroom B, 5th Floor

Session Organizers:

Tonya Williams Bradford

Risto Moisio

Invited Participants:

Brian Brown, University of Massachusetts Amherst

Angeline Close, University of Nevada, Las Vegas

Amber Epp, University of Wisconsin, Madison

Ryan Hamilton, Emory University

Manish Tripathi, Emory University

Linda Tuncay, Loyola University

6.3 Global Marketing and Retail Management

2009 Summer Marketing Educators' Conference

Conference Program

10:30 to 12:00 pm

Location: Chicago Ballroom C, 5th Floor

Chair:

Kevin E. Voss, Oklahoma State University

Participants:

Cultural Ethnocentrism and Its Effect on Shopping Tendency with Bilingual Signage: An Empirical Investigation. *Chiquan Guo, The University of Texas-Pan American; Songpol Kulviwat, Hofstra University; Larry C. Schwing, LARMAR Investments, Inc.*

Effects of Retail Crowding on Shopping Satisfaction and Patronage Intentions of Asian Consumers. *Avinandan Mukherjee, Montclair State University; Prem Shamdasani, NUS Business School, National University of Singapore*

Increasing Job Performance and Reducing Turnover: An Examination of Chinese Female Retail Employees. *Brian Rutherford, Purdue University; yujie wei, University of West Georgia; Jungkun Park, Purdue University; Won-Moo Hur, Hoseo University*

Key Determinant of Retail Internationalization : An Institutional Theory Approach. *michael r czinkota, Georgetown University*

Discussant:

Douglas Lars Johansen, Florida State University

6.4 Strategic Buyer/Supplier Issues

10:30 to 12:00 pm

Location: Chicago Ballroom F, 5th Floor

Chair:

Felicia Morgan, University of West Florida

Participants:

Can Prioritization Do Harm? An Empirical Investigation of the Prerequisites, Criteria, and Performance Outcomes of Customer Prioritization. *Hauke A. Wetzel, University of Mannheim; Maik Hammerschmidt, University of Mannheim; Hans H. Bauer, University of Mannheim*

Incompatible Governance Mechanisms in Supply Chain Relationships. *Alok Kumar, penn state university; Jan Heide, University of Wisconsin-Madison; Kenneth Henning Wathne, Norwegian School of Management*

The Relationship between Supplier Development, Marketing Process Innovation and Value Creation. *Anthony K Asare, Quinnipiac University; Thomas G. Brashear, University of Massachusetts*

Who Owns the Customer? Disentangling Customer Loyalty in Indirect Distribution Channels. *Andreas Eggert, University of Paderborn; Joerg Hensele, Radboud University Nijmegen, Institute for Management Research; Sabine Hollmann, University of Paderborn*

6.5 Interacting Influences: Empirical Investigations into Branding and Marketing Communications

10:30 to 12:00 pm

Location: Chicago Ballroom G, 5th Floor

Chair:

Mehmet Berk Talay, HEC Montreal

Participants:

Corporate Branding and the Influence of Employee Stereotypes. *Gary Davies, Manchester Business School; Rosa Chun, Manchester Business School*

How Advertising Channels Interact: An Empirical Study of Online Purchases. *Sebastian Hild, RWTH Aachen University; Malte Brettel, RWTH Aachen University*

The Structural Examination of the Relationship between Visual Merchandising and Retail Brand Equity. *Jung Ok Jeon, Pukyong National University; Hyun Hee Park, Research Professor of Marketing, School of Business Administration, Kyungpook National University*

Discussant:

Carmina Cavazos, University of St. Thomas Minnesota

6.6 Methodological Advances in Marketing Research

10:30 to 12:00 pm

Location: Chicago Ballroom H, 5th Floor

Chair:

Pelin Bicen, Texas Tech University

Participants:

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Conference Program

Sustainable Focus Groups? Exploring The Methodological Possibilities Of Online Virtual Worlds. *Chris Houliez, Edwards School of Business (University of Saskatchewan)*

Elucidating Consumer Product Knowledge Using a Laddering-Matrix Programming Procedure. *Wann-Yih Wu, Department of Business Administration; Chen-Su Fu, National Cheng Kung University*

Using a Dynamic Discrete Choice Model to Estimate Tuition Elasticity. *Robert Carter, University of Louisville; David J. Curry, University of Cincinnati*

But What about Categorical (Nominal) Variables in Latent Variable Models? *Robert Ping, Wright State University*

6.7 Marketing for the Greater Good

10:30 to 12:00 pm

Location: Denver/Houston/KC, 5th Floor

Chair:

Jos Bartels, Wageningen University

Participants:

Concerned but not Willing to Pay? Examining Consumers' Pro-Environmental Attitude and Behaviors. *Lan Xia, Bentley College*

The Influence of Change-focused Advertising Appeals and Self-Referencing on Consumer Persuasion. *Julie A Ruth, Rutgers University; Linda Tuncay, Loyola University Chicago; Atul Kulkarni, University of Illinois at Urbana-Champaign; Cele Otnes, University of Illinois at Urbana-Champaign*

The Moderating Role of Motivation Orientation on Help-Self versus Help-Others Appeal in Volunteering Advertising. *Guangzhi Zhao, University of Kansas*

Consumer Boycotts: Corporate Response and Responsibility. *Hurrem Yilmaz, SUNY Oneonta*

6.8 Journal of Public Policy Marketing: Editorial Board Meeting

10:30 to 12:00 pm

Downtown Chicago Marriott: L.A./Miami, 5th Floor

12:00 P.M. – 1:30 P.M.

Lunch on Your Own (exhibit hall open)

12:00 P.M. – 1:30 P.M.

Marketing Strategy SIG Mahajan Award Luncheon (by invitation only)

Location: Lincolnshire I & II, 6th Floor

12:00 P.M. – 1:30 P.M.

Doctoral Student SIG Luncheon (Pre-Registration Required)

Location: Great America, 6th Floor

12:00 P.M. – 1:30 P.M.

SIG Leadership Luncheon (by invitation only)

Location: Northwestern/Ohio, 6th Floor

1:30 PM – 3:00 PM

Conference Sessions 7.1 – 7.8

7.1. Roundtable Discussion: How to Prepare and Succeed in the Marketing Academia Job Market

Organizers: M. Billur Akdeniz, Beibei (Bacy) Dong, & Aditi Grover

1:30 to 3:00 pm

Location: Chicago Ballroom A, 5th Floor

Participants:

M. Billur Akdeniz, *University of New Hampshire*, "How to Make Yourself Marketable for the AMA Interviews."

Beibei (Bacy) Dong, *Lehigh University*, "How to Manage Campus Visits."

Clay M. Voorhees, *Michigan State University*, "Differentiating Yourself on the Job Market: Advice on Standing Out and Converting your

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Conference Program

Interviews."

Sengun (Shen) Yenyurt, *Rutgers University*, "Hiring Procedures at State Schools."

Aditi Grover, *Plymouth State University*, Moderator of the Roundtable Discussion.

7.2 On-Line Auction markets: Structure, Behaviour and Emotion

1:30 to 3:00 pm

Location: Chicago Ballroom B, 5th Floor

Chair:

Mohammed M Nadeem, Ph.D., Associate Professor, National University, San Jose, CA

Participants:

Understanding Online Auction Market Structure: A Study of the Xbox Game Console Market at eBay. *Yanbin Tu, Robert Morris University; Steven Clinton, Robert Morris University*

Exploring the Dynamic Transaction Environment and Market Efficiency of Electronic Marketplaces. *Yanbin Tu, Robert Morris University*

Customers' information sharing with e-vendors: the role of incentives and trust. *Sandro Castaldo, Università Bocconi; Charles Hofacker, Florida State University; Katia Premazzi, Bocconi University; Monica Grosso, Università Bocconi*

The Feeling of Regret and Disappointment in eBay Auction: the Role of Snipers. *Weiling Zhuang, Louisiana Tech University, Laura Flurry, Louisiana Tech University, Qian Xiao, West Texas A& M University*

Discussant:

Songpol Kulviwat, Hofstra University

7.3 Consumer Relationships with the Firm

1:30 to 3:00 pm

Location: Chicago Ballroom C, 5th Floor

Chair:

Jim Hunt, Temple University

Participants:

All you need is Love: Assessing Consumers' Brand Love. *Carmen-Maria Albrecht, Texas Tech University & University of Mannheim; Hans H. Bauer, University of Mannheim; Daniel W. Heinrich, University of Mannheim - Department of Marketing II*

Spillover of Social Responsibility Associations in a Brand Portfolio. *Wenling Wang, Drexel University; Daniel Korschun, Drexel University*

The Swings and Roundabouts of Promotions in Contractual Service Relationships. *David Moritz Woisetschläger, University of Dortmund; Heiner Evanschitzky, University of Strathclyde*

7.4 Performance and Satisfaction: Professors in the Middle

1:30 to 3:00 pm

Location: Chicago Ballroom F, 5th Floor

Chair:

Kenneth Charles Gehrt, San Jose State University

Participants:

Mentoring Marketing Faculty: A Review of the Literature and Directions for Future Research. *Pingshen Tong, California State University, Sacramento; Seung Bach, California State University, Sacramento; Craig Kelley, California State University, Sacramento*

Revealing Female and Male Students' Satisfaction with the Characteristics of Effective Professors. *Thorsten Gruber, University of Manchester; Glen Brodowsky, California State University; Rödiger Voss, Hochschule für Wirtschaft Zürich (HWZ) - HWZ University of Applied Sciences of Zurich; Alexander E. Reppel, Royal Holloway, University of London*

Gender Issues Related to Student Ratings on RateMyProfessors.com. *Kristen Walker, California State University Northridge; H. Bruce Lammers, California State University Northridge*

Discussant: **Susan K Harmon**, Pacific Lutheran University

7.5 Managing the Retail Consumer

1:30 to 3:00 pm

Location: Chicago Ballroom G, 5th Floor

Chair:

Steven William Rayburn, Oklahoma State University

Participants:

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Conference Program

- Can Successful Customer Acquisition Hurt the Existing Customer Base? *David Moritz Woisetschläger, University of Dortmund; Ina Garnefeld, University of Paderborn, Germany; Andreas Eggert, University of Paderborn*
- Consequences of Program Loyalty and Brand Loyalty. *Heiner Evanschitzky, University of Strathclyde; B. Ramaseshan, Curtin University of Technology; Verena Vogel, Bayer Business Services GmbH*
- Service Convenience and Customer Satisfaction: Investigating the Moderating Effect of Customer Characteristics. *Martin Fassnacht, WHU - Otto Beisheim School of Management; Sabine Moeller, Assistant Professor; Andreas Ettinger, PhD student*
- The Mediating Role of Emotions in the Link Between Store-environment Cues, Store-choice Criteria and Marketing Outcomes. *Gianfranco Walsh, University of Koblenz-Landau; Edward Man Kee Shiu, University of Strathclyde; Louise May Hassan, University of St Andrews; Nina Michaelidou, University of Birmingham, UK; Sharon Beatty, University of Alabama, Tuscaloosa*

7.6 Consumer Response to Innovation

1:30 to 3:00 pm

Location: Chicago Ballroom H, 5th Floor

Chair:

Tomoko Kawakami, Kansai University

Participants:

- How Does the Innovativeness of a Company's Offer Affect Customer Satisfaction? *Ruth Maria Stock-Homburg, Darmstadt University of Technology*
- Learning about Really New Products - Conveying Information to Improve the Benefit Evaluation and Stabilize Preferences. *Mario Rese, ESMT European School of Management and Technology; Wolf Christian Strotmann, Ruhr Universität Bochum; Markus Karger, Ruhr-Universität Bochum*
- Who Should We Ask When Measuring Consumers' Willingness to Pay? *Reto Hofstetter, Institute of Marketing and Management, University of Bern; Klaus Matthias Miller, Institute of Marketing and Management, University of Bern, Switzerland; Harley Krohmer, University of Bern; Z. John Zhang, The Wharton School, University of Pennsylvania*

Discussant:

Devashish Pujari, McMaster University

7.7 Dyadic Relationships in Personal Selling

1:30 to 3:00 pm

Location: Denver/Houston/KC, 5th Floor

Chair:

Haisu Zhang, University of Illinois at Chicago

Participants:

- Forward Channel Integration and Performance: An Application of Transaction Cost Economics and the Misalignment Concept. *Malte Brettel, RWTH Aachen University; Andreas Engelen, RWTH Aachen University; Simon Land, RWTH Aachen University; Dominik Austermann, RWTH Aachen University*
- Influences of Customer Participation in Industrial Services Selling. *Yen-Chun Chen, College of Management, Yuan Ze University; Po-Chien Li, College of Management, Yuan Ze University*
- Salesperson's Customer Orientation: Does it differ across B2B and B2C Contexts? *Abraham Koshy, IIM Ahmedabad; Ramendra Singh, IIM Ahmedabad.*
- The Moderating Impact of Buyer's Relationship Duration and Prior Sales Experience in Buyer-Salesperson Relationships. *Brian Rutherford, Purdue University; Adrienne Hall, Purdue University; Nwamaka A Anaza, Purdue University*

Discussant:

C. Shane Hunt, Arkansas State University

7.8 Meet the Non-AMA Editors

1:30 to 3:00 pm

Location: L.A./Miami, 5th Floor

3:00 P.M. – 3:30 P.M.

Break

Location: Chicago Ballroom D/E, 5th Floor

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3:30 PM – 5:00 PM

Conference Sessions 8.1 – 8.8

8.1 Marketing and Global Poverty- Global SIG

3:30 to 5:00 pm

Location: Chicago Ballroom A, 5th Floor

Chair:

Liesl Riddle, George Washington University

Panelists:

Susan M. Mudambi, Temple University

Kristen Carson, The University of Texas at Austin

Kate Gillespie, The University of Texas at Austin

Cheryl Nakata, University of Illinois-Chicago

A. Coskin "Josh" Samli, University of North Florida

Gary A. Knight, Florida State University

8.2 Finding Your Dream Job 101: Trends and Insights into Marketing Academia's Job Market-DOC SIG

3:30 to 5:00 pm

Location: Chicago Ballroom B, 5th Floor

Chair:

Hulda G. Black, University of Kentucky

Panelists:

Rajesh Chandy, University of Minnesota

June Cotte, Ivey Business School

Maura Scott, University of Kentucky

Veronica L. Thomas, Kent State University

Hulda G. Black, University of Kentucky

8.3 Introducing Sustainable Service Marketing-ServSIG

3:30 to 5:00 pm

Location: Chicago Ballroom C, 5th Floor

Participants:

'Greenprinting': Designing Environmentally Friendly Service Delivery Systems *Stephen J. Grove, Clemson University Raymond P. Fisk, Texas State University-San Marcos Lia Patrício, University of Porto*

Building New versus Reviving the Old: A Snapshot of Sustainability in Retailing *Eileen Bridges, Kent State University*

Sustainable Business Practices: Viable Strategic Options for Service Firms *Eric J. Arnould, University of Wyoming*

The Unintended Consequences of Obtaining Social Support from Virtual Third Places *Mark S. Rosenbaum, Northern Illinois University Debra Zahay, Northern Illinois University Anthony Ipkin Wong, Institute for Tourism Studies (Macau)*

Increasing Sustainability Thinking in Marketing Education by Mainstreaming CSR through E-Learning: An Exploratory Study *Pia A. Albinsson, Appalachian State University Yasanthi Perera, New Mexico State University*

8.4 Macromarketing Implications of the Current Economic Crisis-MASSIG

3:30 to 5:00 pm

Location: Chicago Ballroom F, 5th Floor

Chair:

Mark Peterson, University of Wyoming

Participants:

Clifford J. Shultz, Arizona State University

Pierre McDonagh, Dublin City University

Gene Laczniak, Marquette University

Ben Wooliscroft, University of Otago

Devon S. Johnson, Northeastern University

Elten Briggs, University of Texas at Arlington

Stephanie Oneto, University of Wyoming

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Conference Program

Saleh Al-Shebil, King Fahd University of Petroleum & Minerals

Discussant:

William L. Wilkie, University of Notre Dame

8.5 Retailing Special Session: Qualitative Research on Shopping and Consumption-Retail SIG

3:30 to 5:00 pm

Location: Chicago Ballroom G, 5th Floor

Chairs:

Dhruv Grewal, Babson College

Michael Levy, Babson College

Participants:

Giving Meaning to Self and Relationships Through Everyday Retail Shopping Experiences. *Larry Compeau, Clarkson University; Dhruv Grewal, Babson College; Kristy E Reynolds, University of Alabama*

Understanding Retail Service Needs: Customer Coproduction as Enacted by the Customer's Companion. *Joan Lindsey-Mullikin, California Polytechnic State University*

An Examination of Market-Mediated Collective Consumption: The Case of Car Sharing. *Fleura Bardhi, Northeastern University, Giana Eckhardt, Suffolk University*

8.6 "Relationship Marketing and Trade Show Marketing: Are They Related?"-Relationship Marketing SIG

3:30 to 5:00 pm

Location: Chicago Ballroom H, 5th Floor

Chair:

Harriette Bettis-Outland, University of West Florida

Panelists:

Srinath Gopalakrishna, University of Missouri-Columbia

Jeff Tanner, Baylor University

Manfred Kirchgeorg, HHL-Leipzig Graduate School of Management

Evelyn Kastner, HHL-Leipzig Graduate School of Management

Discussant:

Aberdeen Leila Borders, Kennesaw State University

8.7 Fulfilling Our Responsibility as Educators: Recognizing Teaching Sustainability Via Classroom Excellence- Teaching and Learning & Sales SIGs

3:30 to 5:00 pm

Location: Denver/Houston/KC, 5th Floor

Participants:

Victoria L. Crittenden, Teaching & Learning SIG Chair, Boston College

Dawn R Deeter-Schmelz, Sales SIG Chair, Ohio University

Derek Hassay, Pearson Prentice Hall's Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education, University of Calgary

Jon M. Hawes, McGraw-Hill/Irwin Sales Teacher of the Year, Indiana State University

8.8 Sport Sponsorship and Organizational Sustainability Goals - Sports & CB SIG

3:30 to 5:00 pm

Location: L.A./Miami, 5th Floor

Co-Chairs:

T. Bettina Cornwell, University of Michigan

Angeline Close, University of Nevada, Las Vegas

Participants:

Choosing the "Right" Event: The Role of Consumer Self-Image in Sports Sponsorship Decisions. *Catharina Pulka, Maastricht University, Andrew Rohm, Northeastern University*

Sports Marketing Sponsorships: Identifying Key Success Factors. *Angeline Close, University of Nevada Las Vegas*

Measuring the Contribution of Sport, Exercise and Physical Education to Social and Economic Development. *Seung Pil Lee, T. Bettina Cornwell, University of Michigan*

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Discussant:

Lynn Kahle, *University of Oregon*

5:15 P.M. – 6:45 P.M.

Selling and Sales Management SIG Awards Reception (Co-sponsored by the University Sales Center Alliance)

Location: Denver/Houston/KC, 5th Floor

5:15 P.M. – 6:45 P.M.

Relationship Marketing SIG Member Reception

Location: Chicago Ballroom H, 5th Floor

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MONDAY, AUGUST, 10

8:00 A.M. – 10:00 A.M.

Conference Registration

Location: 5th Floor Registration

8:00 A.M. – 11:00 A.M.

Academic Placement Career Fair

Location: Avenue Ballroom, 4th Floor

8:00 A.M. – 11:00 A.M..

Academic Placement Interview Room

Location: Marriott Ballroom, 4th Floor

8:30 AM – 10:00 AM

Conference Sessions 9.1 – 9.8

9.1 Understanding and Respecting Consumers' Interests and Rights in Marketing Communications and Commercial Speech

8:30 to 10:00 am

Location: Chicago Ballroom A, 5th Floor

Chair:

Syamali Sen, Head, Dept. of Psychology, Bethune College, University of Calcutta, 181 Bidhan Sarani, Kolkata 700 006, INDIA

Participants:

Commercial Speech and the First Amendment. *Fred Morgan, Wayne State University*

Marketing Wellness Internally: Exploring Health Risk Appraisal Variables. *Mary L. Marzec, University of Michigan; Seung Pil Lee, University of Michigan, School of Kinesiology; T. Bettina Cornwell, University of Michigan; Dee Edington, University of Michigan*

Resistance and Self-Risk: Effects of Message Cues on End-of-Life Planning. *Elyria Kemp, Texas State University; Steve Kopp, University of Arkansas*

Discussant:

Michael Levin, Otterbein College

9.2 Internet Customer Behaviour: Promotion, Incentives, and Performance

8:30 to 10:00 am

Location: Chicago Ballroom B, 5th Floor

Chair:

Elena Nadia Pomirleanu, UCF

Participants:

Are Internet Contextual Ads Always Effective?: The Moderating Role of Ad's Complexity. *Kwang Yeun Chun, University of Seoul; Ji Hee Song, University of Seoul*

Website Stickiness: The Cognitive Lock-In Perspective. *Hsin Hsin Chang, Professor, Department of Business Administration, National Cheng Kung University, Taiwan; Che-Hao Hsu, Doctoral Student, Department of Business Administration, National Cheng Kung University, Taiwan*

(Not) Just for the Money? - Effects of Incentives on Member Participation. *Ina Garnefeld, University of Paderborn, Germany; Anja Iseke, University of Paderborn; Alexander Krebs, Siemens AG*

Critical Reviews and Products' Market Performance. *Elena Nadia Pomirleanu, UCF; Jaishankar Ganesh, University of Central Florida; Raj Echambadi, University of Central Florida*

Discussant:

Hugh Daubek, Purdue University Calumet

9.3 Shopping as a Social Experience

8:30 to 10:00 am

Location: Chicago Ballroom C, 5th Floor

Chair:

Sujay Dutta, Wayne State University

Participants:

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Encountering the 'Other' at the Bazaar: Potential Implications for Future Marketing. *Handan Vicdan, University of Texas-Pan American; A. Fuat Firat, University of Texas-Pan American*

Socio-Cultural and Psychological Dynamics of Flow Experience: Evidence from Mexican Cross-Border Shopping. *Monica D Hernandez, University of Texas-Pan American; Handan Vicdan, University of Texas-Pan American*

That's When I Want to Tell Online: The Effect of Regulatory Focus on UGC (User Generated Content) Attitude and Participation. *Dongwoo Shin, University of Seoul; Ji Hee Song, University of Seoul; Sora Kang, Hoseo University; Yoo-Jung Kim, Hoseo University*

Discussant:

Gary Lewis Hunter, Illinois State University

9.4 Servicescapes: New and Emerging Perspectives

8:30 to 10:00 am

Location: Chicago Ballroom F, 5th Floor

Chair:

Carolyn A. Massiah, University of Central Florida

Participants:

Consumer Expectations, Retail Perception and Choice. *Kendra J Fowler, Kent State University; Eileen Bridges, Kent State University*

Cultural metaphors: Enhancing consumer pleasure in ethnic servicescapes. *Esi Abbam Elliot, University of Illinois, Chicago*

The Effects of Negative Emotions on Avoidance Behavior in Servicescape. *Jung Ok Jeon, Pukyong National University; heeyoung Han, Pukyong National University*

What Is Beautiful Is Not Good - The Negative Effects of Other Customer's Physical Appearance in C2C Encounters. *Chun Ming Yang, Ming-Chuan University; I-Ling Ling, National Chiayi University; Hong-Juan Yin, China Jiliang University*

9.5 Examining the Quality of Interactions in a B2B Context

8:30 to 10:00 am

Location: Chicago Ballroom G, 5th Floor

Chair:

Mary Theresa Holden, Waterford Institute of Technology

Participants:

A Dyadic Analysis of the Role of Trust and Reliance in Business Relationships: Initial Concept and Model Development. *Bahar Ashnai, Manchester Business School; Stephan C. Henneberg, Manchester Business School; Peter Naude, Manchester Business School, UK*

Diagnosing Marketing Managers' Effective and Ineffective Cross-Functional Interactions. *Edward Bond, Bradley University; Matthew L. Meuter, California State University, Chico; Beth A. Walker, Arizona State University; Michael D. Hutt, Arizona State University*

Trusted Advisor-Partner Relationships: Reciprocal Trust, Relational Behaviors and Relationship Outcomes. *Wayne Neu, California State University San Marcos; Gabriel Gonzalez, Arizona State University; Michael Wayne Pass, Sam Houston State University*

Why Treat Me Like This? A Stakeholder Approach to Understanding Dynamics in Social Partnerships. *Sijun Wang, California State Polytechnic University; Grant T. Savage, University of Missouri; Michele D. Bunn, University of Montevallo; Betsy Bugg Holloway, The Brock School of Business, Samford University*

9.6 Customer Relationship & Customer Value

8:30 to 10:00 am

Location: Chicago Ballroom H, 5th Floor

Chair:

Ahmet H. Kirca, Michigan State University

Participants:

Customer Value Creation: The Role of Relationship-Enabled Supply Chain Responsiveness. *Daekwan Kim, Florida State University; Ruby P Lee, Florida State University; Tamer Cavusgil, Georgia State University*

Customer Value, Satisfaction, and Post-Consumption Behavior: A Consumer-Based Assessment of Marketing Alliances. *Nacef Mouri, George Mason University; Jaishankar Ganesh, University of Central Florida*

Interactiveness in B2C: A Challenge for Marketers. *Albena Pergelova, Universitat Autònoma de Barcelona; Josep Rialp, Universitat Autònoma de Barcelona; Diego Prior, Universitat Autònoma de Barcelona*

The Effects of Customer's Attitude toward Various CRM Implementations on CRM Performance: A Customer Centric View of CRM. *Molan Kim, Korea University; Jeong-Eun Park, Ewha Womans University; Seoil Cha, Korea University*

Discussant:

Douglas Lars Johansen, Florida State University

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9.7 Cooperation, Service, and Collaboration Techniques

8:30 to 10:00 am

Location: Denver/Houston/KC, 5th Floor

Chair:

Catharine M Curran, University of Massachusetts Dartmouth

Participants:

The Relative Efficacy of Instructor-based and Cooperative Learning Examination Reviews on Student Performance. *Jane Lee Saber, Ryerson University*

Sustainability 101: A College Campus Case Study. *Sue McGorry, DeSales University*

The Student Consulting Practicum: Applied Learning through Collaboration and Competition. *Michael John Tippins, University of Wisconsin Oshkosh; Ashay Desai, University of Wisconsin Oshkosh*

Discussant:

Carolyn A. Massiah, University of Central Florida

9.8 Children, Gender & The Family

8:30 to 10:00 am

Location: L.A./Miami, 5th Floor

Chair:

Norma Mendoza, University of Texas at El Paso

Participants:

Collectible Toys as Marketing Tools: Understanding Preschool Children's Desire to Collect. *Anna Rachel McAlister, The University of Queensland, Australia; Emilita Krisanti Cornain, The University of Queensland, Australia; T. Bettina Cornwell, University of Michigan*

Do women still gather and men still hunt? - Measuring gender related advertising productivity in an internet company. *Johannes Grassmann, RWTH Aachen University; Malte Brettel, RWTH Aachen University*

Social Influences on Consumer Behavior in Small Groups like Family. *Shalini Pathak Tiwari, National Insurance Academy, Pune India; Sanjaya S. Gaur, AUT School of Business, Auckland University of Technology (AUT University), New Zealand.*

10:00 AM – 10:30 AM

Break

Location: 5th Floor Foyer

10:30 AM– 12:00 PM

Conference Sessions 10.1 – 10.7

10.1 Special Session on the Marketing-Finance Interface

10:30 to 12:00 pm

Location: Chicago Ballroom A, 5th Floor

Chair: **Xueming Luo**, University of Texas at Arlington

Panelists:

Sundar Bharadwaj, Emory University

Satish Jayachandran, University of South Carolina

Xueming Luo, University of Texas at Arlington

Shuba Srinivasan, Boston University

Gerry Tellis, University of Southern California

10.2 Cross Cultural Marketing and Consumer Behaviour

10:30 to 12:00 pm

Location: Chicago Ballroom B, 5th Floor

Chair:

Mohammed M Nadeem, Ph.D., Associate Professor, National University, San Jose, CA

Participants:

Advertising Effectiveness in the World Wide Web: A cross-cultural comparison. *Andrea Spilker, RWTH Aachen University; Malte Brettel,*

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Antecedents of Consumer Animosity and the Role of Product Involvement on Purchase Intentions. *Ji Eun Park, Saint Louis University; Stanford A. Westjohn, University of Toledo*

Global Strategic Alliances: How do National Culture and Alliance Characteristics Influence Financial Performance? *Subroto Roy, University of New Haven; K Sivakumar, Lehigh University*

The Moderating Role of Consumer Regulatory Focus Orientation in Country-of-Origin Effects. *Meltem Tugut, Saint Louis University; Mark J. Arnold, Saint Louis University*

Discussant:

Aliosha Alexandrov, University of Wisconsin Oshkosh

10.3 Technology and International Issues in Channels

10:30 to 12:00 pm

Location: Chicago Ballroom C, 5th Floor

Chair:

Niklas Myhr, Chapman University

Participants:

Channel Usage Behavior in Direct Marketing Retailing: Why Internet vs. Call Center? *Eddie Rhee, Stonehill College; Matthew Smith, Stonehill College*

Exploring Customer Value Dimensions of Trade Show Internet Platforms: Connecting Trade Shows And Web-Based Services. *Klaus-Peter Wiedmann, University of Hannover; Martin Kassubek, University of Hanover; Nadine Hennigs, University of Hannover; Sascha Hendrik Langner, University of Hannover*

New Product Evaluation: The Role of the Retailer in Influencing New Product Success. *Ying Huang, University of Arizona; Brenda Sternquist, Michigan State University; Fei Li, Tsinghua University; Gao Wang, China Europe International Business School*

The Relationship Quality - Export Performance Linkage: An Investigation of Cross-Border Channels. *Claude OBADIA, ADVANCIA-NEGOCIA; Irena VIDA, University of Ljubljana*

10.4 Multicultural Perspectives and Models of Brand Identity, Personality, and Meaning

10:30 to 12:00 pm

Location: Chicago Ballroom F, 5th Floor

Chair:

Michael McCarthy, Miami University

Participants:

Breaking through the Glass Ceiling of Brand Personality: A Five-Stage Process of Brand Anthropomorphization. *Marina Puzakova, Drexel University; Hyokjin Kwak, Drexel University; Joseph F Rocereto, Monmouth University*

Changing Brand Associations in Taiwan: NIKE's Sponsorship of High School Basketball. *Kirk Damon Aiken, Eastern Washington University*

Foreign versus Local Non-Celebrity Endorser Effect in Emerging Economies: The Role of Ideal Identity Salience. *Xuehua Wang, Faculty of Management and Administration, Macau University of Science and Technology; Zhilin Yang, City University of Hong Kong; Chenting Su, City University of Hong Kong; Nan Zhou, City University of Hong Kong; Hairu Yang, City University of Hong Kong*

Discussant:

Timothy Meyer, U. of Wis. Green Bay

10.5 Marketing Strategy and Performance

10:30 to 12:00 pm

Location: Chicago Ballroom G, 5th Floor

Chair:

Alan J. Malter, University of Illinois at Chicago

Participants:

Managing Boundary-Spanning Marketing Activities for Operational Efficiency. *Tianjiao Qiu, California State University, Long Beach*

Market Valuation of Brand Leverage Strategies. *Xin Liu, California Polytechnic State University, Pomona*

Understanding industry commoditization: Its nature and role for marketing strategy effectiveness. *Martin Reimann, University of Southern California / EGADE; Oliver Schilke, Stanford University; Jacquelyn S. Thomas, Southern Methodist University*

Market-driving Behavior: Performance Consequences in High-Tech Start-Ups. *Malte Brettel, RWTH Aachen University; Andreas Engelen,*

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RWTH Aachen University; Simon Land, RWTH Aachen University; Jesko Neuenburg, RWTH Aachen University

Discussant:

George Deitz, The University of Memphis

10.6 B2B Services and Relationship Marketing

10:30 to 12:00 pm

Location: Chicago Ballroom H, 5th Floor

Chair:

Mehmet Berk Talay, HEC Montreal

Participants:

Measuring Interactive Remote Services Acceptance - A Quantitative Study On B2B-Services Adoption. *Nancy Viola Wuenderlich, Technical University of Munich; Florian Wangenheim, Technische Universitaet Muenchen*

When Things Go Wrong: Relying on Customer Service to Maintain Brand Preference, Loyalty, and Share of Wallet. *Joël Le Bon, ESSEC Business School; Douglas E Hughes, Michigan State University*

Do Relationship Marketing Instruments Really Have an Impact on Service Customers? Insights from a Large-Scale Field Experiment. *Thorsten Hennig-Thurau, Bauhaus-University of Weimar; Michael Paul, Bauhaus-University Weimar; Georg Puchner, Bauhaus-University Weimar*

Discussant:

James Zboja, University of Tulsa

10.7 Understanding Sustainability Challenges and Opportunities in Poverty Alleviation: From Subsistence Marketplaces to Sustainable Marketplaces?

10:30 to 12:00 pm

Location: Denver/Houston/KC, 5th Floor

Participants:

Understanding Sustainability from the Perspective of Subsistence Consumers and Entrepreneurs. *Madhubalan Viswanathan, University of Illinois at Urbana-Champaign*

Insights from Business Practice on Subsistence and Sustainability: The Sun Oven Example. *Paul Munsen, Sun Oven International Inc.*

Sustainable Marketing in Subsistence Contexts. *Srinivas Sridharan, University of Western Ontario*