



2011 AMA Marketing and Public Policy Conference

Emerging Concerns in an Increasingly Interconnected World

Final Program

Co-Chairs:

Elizabeth Howlett, Sam W. Walton College of Business, University of Arkansas
John Kozup, Villanova University Center for Marketing and Public Policy Research
Jeremy Kees, Villanova University Center for Marketing and Public Policy Research

THURSDAY, JUNE 2

4:00 PM – 6:00 PM

REGISTRATION

Location: Concourse Foyer

Marketing and Public Policy Conference

Hosted By:



Sponsored By:



WELCOME RECEPTION

5:00 – 6:00 PM

Location: Lincoln West, Concourse Level

FRIDAY, JUNE 3

8:00 AM – 8:30 AM COFFEE & DANISH
Location: Concourse Foyer

8:00 AM – 6:30 PM REGISTRATION
Location: Concourse Foyer

8:30 to 10:00 AM Session 1

1.a *Special Session: Transformative Consumer Research: A Look at Brands and Materialism*

Chair: Lan Nguyen Chaplin, Villanova University
Discussant: Lan Nguyen Chaplin, Villanova University

Location: Cabinet, Concourse Level

The Powerful Effects of a Simple ‘Thank-You’ on Adolescents’ Materialism and Generosity

Lan Nguyen Chaplin, Villanova University
Aric Rindfleisch, University of Wisconsin at Madison
Deborah Roedder John, University of Minnesota

The Role of Loved Brands in Perpetuating Unhealthy Behaviors

Rebecca K. Trump, Loyola University Maryland
Merrie Brucks, University of Arizona

Experiential Versus Material Purchases: Why Children Are Happier with Material Purchases

Lan Nguyen Chaplin, Villanova University
Tina M. Lowrey, University of Texas at San Antonio
Chris Manolis, Xavier University

1.b *Special Session: Controversies Surrounding Online Behavioral Advertising: Consumer, Industry, and Regulatory Perspectives*



Chair: Manoj Hastak, American University
Mary J. Culnan, Bentley University

Discussant: Stuart P. Ingis, Venable LLP
Peder Magee, Federal Trade Commission

Location: Jefferson West, Concourse Level

Communication Efficacy of Layered Disclosures About Online Behavioral Advertising

Manoj Hastak, American University
Mary J. Culnan, Bentley University

The Value of Behavioral Targeting

J. Howard Beales III, George Washington University

Americans' Attitudes About Internet Behavioral Advertising Practices

Aleecia M. McDonald, Carnegie Mellon University
Lorrie Faith Cranor, Carnegie Mellon University

1.c Competitive Paper Session: Children and Food Advertising: Impact and Regulation

Chair: Paul Connell, SUNY Stony Brook
Discussant: Remi Trudel, Boston University

Location: Jefferson East, Concourse Level

Packaging Fun: Public Policy Implications of Food Packaging Targeted to Children

Nora J. Rifon, Michigan State University
Elizabeth Taylor Quilliam, Michigan State University
Laura Bix, Michigan State University School of Packaging
Bruce Vanden Bergh, Michigan State University
Lorraine J. Weatherspoon, Michigan State University
Heather Marron, Michigan State University

Parents' Awareness, Perception and Responses to Online Food Advertising Designed for Children

Lara Spiteri Cornish, University of Coventry

Who Plays Food Advergames? Preliminary Report of Audience Characteristics and Usage Patterns in Food Advergame Web Pages

Hye-Jin Paek, Michigan State University
Elizabeth Taylor Quilliam, Michigan State University
Mira Lee, Michigan State University
Nora J. Rifon, Michigan State University



Richard Thomas Cole, Michigan State University
Sookyong Kim, Michigan State University

Embedded Advertising to Children: An Advertising Tactic that Requires a New Regulatory Approach

Rita Marie Cain, University of Missouri-Kansas City, Bloch School of Management

1.d Competitive Paper Session: Regulation and Disclosure of Firearms, Health Insurance, and International Advertising

Chair: Patricia Norberg, Quinnipiac University

Discussant: Kashef A Majid, George Washington School of Business

Location: Monroe, Concourse Level

The Visual Politics of U.S. Firearms Culture

Terrence Witkowski, California State University, Long Beach

Creating Consumer Health Insurance Disclosures: Research Contributions to Public Policy

Brenda Cude, University of Georgia

International Advertising Law and Regulation: Research Review and Agenda –the Devil is in the Details

Ross D. Petty, Babson College

10:00 to 10:30 AM Break

Location: Concourse Foyer

10:30 AM to 12:00 PM Session 2

2.a Special Session: Child Obesity– Interactive Game Message Interventions and Responses

Chair: Jerome Williams, Rutgers University School of Business

Discussant: Brennan Davis, Baylor University

Location: Cabinet, Concourse Level



The Efficacy of Exergames and Health Messages in Influencing Drivers of Physical Activity: A Comparison of Children and Pre-adolescents

May O. Lwin, Nanyang Technological University
Shelly Malik, Nanyang Technological University

How Healthful are Popular Children Online Nutrition Games?

Jerome Denean Williams, Rutgers University
May O. Lwin, Nanyang Technological University
Christina Koh, Nanyang Technological University

Gender Differences and the Influence of In-game Factors on the Effectiveness of Exergames on Overweight Children

May O. Lwin, Nanyang Technological University
Benjamin J. Li, Nanyang Technological University

2.b *Special Session: Negative Consequences of Consuming Electronic Media among Adolescents and Young Adults*

Chair: Robin L. Soster, University of South Carolina
Discussant: Elizabeth S. Moore, University of Notre Dame

Location: Jefferson West, Concourse Level

The Impact of TV Series-based Peer Connectedness on Young Viewers' Desire to Buy Alcohol Brands Placed in the Series

Cristel Russell, University of Auckland
Valeria Noguti, University of Technology Sydney

Flirting with Technology: Understanding the Motivations for and Consequences of Adolescent Sexting

Robin L. Soster, University of South Carolina
Jenna M. Drenton, University of Georgia

Differential Emotional Mechanisms Cause Aggressive Cognition for Promotion-oriented and Prevention-oriented Violent Video Games

Paul Connell, SUNY Stony Brook
Wendy Attaya Boland, American University

2.c *Competitive Paper Session: Food Marketing and Nutrition Information Usage*

Chair: Scot Burton, University of Arkansas
Discussant: Melissa G. Bublitz, University of Wisconsin-Milwaukee

Location: Jefferson East, Concourse Level



Morbidity and Nutrient Information Use Relationships: How Do Health Risk Combinations Impact Consumer Reference to Related and Unrelated Nutrients in the Nutrition Facts Panel?

Laurel Aynne Cook, University of Arkansas
Scot Burton, University of Arkansas

“Human beings are extraordinary” - Analyzing food marketing success factors from a public health perspective

Jessica Aschemann-Witzel, MAPP - Centre for Research on Customer Relations in the Food Sector, Aarhus University
Tino Bech-Larsen, MAPP - Centre for Research on Customer Relations in the Food Sector, Aarhus University
Federico J.A. Perez-Cueto, Department of Agricultural Economics, Ghent University

Rhetorical Figures and Crafty Advertisers: A Case Study of Pictorial Persuasion in the Food Sector

Jordana King, University of Guelph
Timothy Dewhirst, University of Guelph
Edward F. McQuarrie, Santa Clara University

2.d Competitive Paper Session: Consumer Behavior and Public Policy

Chair: Paul Bloom, Duke University
Discussant: Nora Rifon, Michigan State University

Location: Monroe, Concourse Level

Message Framing Effects: The Contribution of Weiner's Attribution Theory

Jane McKay-Nesbitt, Bryant University
Malcolm C. Smith, University of Manitoba

Information processing and consumer vulnerability to regulatory resource depletion

Remi Trudel, Boston University
Kyle B. Murray, University of Alberta

The Purell Effect: Cleansing Through Mere Touch

Chrissy Mitakakis, Baruch College, The City University of New York
Lauren Block, Baruch College, The City University of New York



Location: Lincoln, Concourse Level

1:30 to 3:00 PM

Session 3

3.a *Special Session: Environmental Effects on Food Consumption: New Insights on External Factors that Influence How Much We Eat*

Chair: Adriana Madzharov, Baruch College, CUNY

Discussant: Brian Wansink, Cornell University

Location: Cabinet, Concourse Level

Effects of Product Color Brightness on Food Consumption

Adriana Madzharov, Baruch College, CUNY

Lauren Block, Baruch College, CUNY

Suresh Ramanathan, University of Chicago

Waning Restraint: How Time of Day Influences Consumption

Lauren Block, Baruch College, CUNY

Melissa G. Bublitz, University of Wisconsin-Milwaukee

Laura A. Peracchio, University of Wisconsin-Milwaukee

The Impact of Social Influences and Health Halos on Consumer Choice

Brennan Davis, Baylor University

Beth Vallen, Loyola University Maryland

Brian Wansink, Cornell University

3.b *Special Session: Exploring Relevant Theories and Methods for Transformative Consumer Research*

Chair: Danylle Kunkel, Radford University

Discussant: Danylle Kunkel, Radford University

Location: Jefferson West, Concourse Level

Picturing Empowerment: Participatory Photography as a Method of Community Engagement and Policy Change

Emily Moscato, Virginia Tech

Danylle Kunkel, Radford University

Tiffany Taylor, Virginia Tech

The Role of Context and Heterogeneous Networks in Emergent Recycling Behavior



Pam Scholder Ellen, Georgia State University
S. Todd Weaver, Georgia State University
Mathiassen Lars, Georgia State University

Intended and Unintended Consequences of Corporations as Change Agents in Disaster Recovery

Stacey Menzel Baker, University of Wyoming
Ronald Paul Hill, Villanova University

3.c Competitive Paper Session: Worldwide Smoking and Tobacco Issues

Chair: Bill Diamond

Discussant: Richard Mizerski

Location: Jefferson East, Concourse Level

A New Oxymoron? Smoking as an ~Informed Choice~

Fritha Bishop, University of Otago
Janet Hoek, University of Otago
Philip Gendall, Department of Marketing
Richard Edwards, Department of Public Health
George Thomson, University of Otago

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

Edward Shiu, Bangor University
Louise M. Hassan, Lancaster University

Young Adults' Perceptions of Tobacco Branding and Plain Packaging

Janet Hoek, University of Otago
Philip Gendall, Massey University
Heather Gifford, Whakauae Research for Maori Health and Development
Gill Pirikahu, Whakauae Research for Maori Health and Development
Richard Edwards, Department of Public Health
George Thomson, University of Otago
Gina Pene, University of Otago
Judith McCool, University of Auckland

3.d Competitive Paper Session: Current Research Initiatives on Sustainability

Chair: Alan Pomeroy, University of Wollongong

Discussant: Tung-Zong (Donald) Chang, Metropolitan State College

Location: Monroe, Concourse Level



Beyond Green Regulations: Achieving True Sustainability through Engagement in a Forced Adoption Context

Judy K. Frels, Audencia Nantes School of Management
Olga Kapitskaia, Audencia Nantes School of Management

Effects of Sustainability Labeling and Consumers' Response on Clothing: A Pilot Study

Anastasia Thyroff, University of Arkansas
Christopher Newman, University of Arkansas
Yoon Na Cho, University of Arkansas
Amy Creyer, DePaul University

How sustainable we want our food to be? Insights on the link between citizen and consumer role in the EU and China

Athanasios Krystallis, Aarhus University
Klaus Grunert, Aarhus University
Wim Verbeke, Ghent University
Toula Perrea, Aarhus School of Business and Social Sciences, Aarhus University
Marcia de Barcellos, Aarhus University

Initiation of Sustainability Labeling for Food Products

Yoon Na Cho, University of Arkansas

3:00 to 3:30 PM

Break

Location: Concourse Foyer

3:30 to 5:00 PM

Session 4

4.a Special Session: Calorie Information, Health Symbols and Partitioning: What Works to Reduce Unhealthy Food Consumption?

Chair: Brennan Davis, Baylor University
Discussant: Brennan Davis, Baylor University

Location: Cabinet, Concourse Level

The Roles of Social Proximity and Health Messages on the Mental Accounting of Calorie Information: A Field Experiment with Cinnabon Customers



Brennan Davis, Baylor University
Kirk Wakefield, Baylor University
Jeff Inman, University of Pittsburgh

Do What I Say, Not What I Do! The Liberating Effects of Health Symbol Marketing on Unhealthy Food Packaging

My Bui, Loyola Marymount University
Velitchka D. Kaltcheva, Loyola Marymount University
Anthony Patino, Loyola Marymount University

Partitioning Contexts: Eat Your Pepperoni Pizza with Friends at Small Tables

My Bui, Loyola Marymount University
Brennan Davis, Baylor University
Collin Payne, New Mexico State University

4.b *Special Session: Planning, Mitigation, & Recovery in Natural Disasters: A Trans-disciplinary Approach to Public Policy - Part Two*

Chair: Josh Wiener, Oklahoma State University
Discussant: Josh Wiener, Oklahoma State University

Location: Jefferson West, Concourse Level

Using Stakeholder Theory and Network Analysis to Develop Disaster Response Strategies: The Case of the 2010 Salmonella Infection

Bo Liang, University of Utah
Debra Scammon, University of Utah

Understanding the Risk Mitigation Decision: Homeowners & Environmental Risks

Ingrid M. Martin, California State University, Long Beach
Wade E. Martin, California State University, Long Beach

A Market-Oriented Perspective on the Slowly-Unfolding Disaster in the Lake Atitlan Region in Guatemala with Implications for Public Policy

Stacey Menzel Baker, University of Wyoming
José Antonio Rosa, University of Wyoming
Julia Navarro, University of Wyoming

4.c *Competitive Paper Session: Consumer Behavior and Choice*

Chair: Jerome Williams, Rutgers University School of Business
Discussant: Lan Nguyen Chaplin, Villanova University

Location: Jefferson East, Concourse Level



A Spoonful of Choice: Using Allocation to Increase Consumer Satisfaction with Compulsory Payments

Cait Poynor Lamberton, University of Pittsburgh

Active Choice: A Method to Motivate Behavior Change

Punam Anand Keller, Dartmouth College, Tuck School of Business

Evil Intuitions: Why the "Unhealthy = Tasty" Intuition Leads to Unhealthy Food Choices Even among Those Who Believe the Opposite

Rajagopal Raghunathan, The University of Texas at Austin

Rebecca Walker Naylor, The Ohio State University

Kalpesh Kaushik Desai, The State University of New York at Binghamton

Kelly L. Haws, Texas A&M University

Ying Zhang, The University of Texas at Austin

Sunaina Chugani, The University of Texas at Austin

Karthik Sridhar, Ashland University

4.d Competitive Paper Session: Direct to Consumer Pharmaceutical Marketing

Chair: Mariea Hoy, University of Tennessee

Discussant: Jeff Forman, University of North Carolina, Asheville

Location: Monroe, Concourse Level

An Examination of Consumers' Use of the Brief Summary in Direct-To-Consumer Prescription Drug Advertisements

J Swasy, American University

Kathryn Aikin, US Food and Drug Administration

Amie O'Donoghue, FDA DDMAC

Helen Sullivan, FDA

Disguised Direct-to-Consumer (DTC) Prescription Drug Brand Websites and Potential Risks for Online Health Information Seekers

Jisu Huh, University of Minnesota

Wonsun Shin, Nanyang Technological University

Distraction and the Provision of Risk and Benefit Information in Prescription Drug Television Ads

Jennifer Harlow, University of North Carolina at Chapel Hill

Heidi Hennink-Kaminski, University of North Carolina at Chapel Hill



EVENING RECEPTION & POSTER SESSION

5:00 – 6:30 PM

Location: Lincoln, Concourse Level

A Child-parent Brand Connection: Phenomenological Perspective

Farrah Arif, Cambridge Judge Business School
Omar Merlo, Imperial College Business School

A Parental Gender Perspective on Advergame Regulation: Moms Matter

Nathaniel Evans, University of Tennessee

A slight suspicion may destroy a good repute: Impact of CSR Strategy on Consumer Responses

Onur Bodur, Concordia University
Andrea Kim, Concordia University

Advertising Appeals across Varying Economic and Regulatory Conditions: A Longitudinal Content Analysis in the Mutual Fund Industry

Robert Underwood, Furman University
Thomas Smythe, Furman University
Beth Pontari, Furman University
Katie Love, Furman University
Chad Boring, Furman University

Aliterate Consumers in the Marketplace: Effects on Product Warnings

Haeran Jae, Virginia Commonwealth University
Jodie L. Ferguson, Virginia Commonwealth University

An Analysis of Stakeholders in the Market for Dead Celebrities - Benefits Sought, Harms Caused, Ethics and Recommendations

Denver D'Rozario, Dept. of Marketing, School of Business, Howard University
Frank K. Bryant, IB & Marketing Dept., California State Polytechnic in Pomona

An Empirical Investigation of Web-based Objective and Subjective Environmental Statements and Promotional Claims

Tung-Zong (Donald) Chang, Metropolitan State College
Andrea Insch, University of Otago



An Examination of the Relative Influence of Personal Health Benefits and Environmental Benefits on Consumers' Attitudes toward Organic Foods

Ioannis Kareklas, Washington State University
Jeffrey Carlson, University of Connecticut

Beyond Demographic Profiles: A Psychographic Approach to Understand Internet User's Healthy Lifestyle

Yoon Yong Cho, University of Oregon

Can They Deliver What We Can Imagine?: Understanding Impact of Metaphors in Context of Pharmaceutical Drugs

Jeff Foreman, University of North Carolina, Asheville
Aditi Grover, The Pennsylvania State University

Catalog Shopping and Trust

Joseph M. Jones, North Dakota State University

Cause-related marketing choice effect on consumers' perception toward the brand

Adhi Baskara Ekananda, Prasetya Mulya Business School

Color Me Green: A Hierarchical Model of Environmental Readiness for Consumer Products

Tung-Zong (Donald) Chang, Metropolitan State College
Nicole Vowles, Metropolitan State College

Consumer Privacy in Social Networking Cyberspace

Thuc-Doan T. Nguyen, California State University, Long Beach
Eric Ping Hung Li, School of Business, Qatar University

Consumers' Commitment to Spend

Chrissy Mitakakis, Baruch College, The City University of New York
Keith Wilcox, Babson College
Lauren Block, Baruch College, The City University of New York

Direct-To-Consumer-Advertising of Prescription Drugs: A cost-benefit analysis from the public health perspective

Karen Hood, University of Arkansas at Little Rock
Qayyim Said, University of Arkansas for Medical Sciences

Emotional Appeals: The Effects of Pride, Sympathy and Gender on Prosocial Behavior

Elyria Kemp, Texas State University
Jeremy Kees, Villanova University

Emotional Intelligence and Overconsumption in the Online Environment

Paula Caterina Peter, San Diego State University



Emotions and Cognitions in Consumer Health Behaviors: A Model of Hope and Control Applied to Chronic Illnesses

Suzanne Makarem, Virginia Commonwealth University

Examining the Marketing of e-Government Services in Egypt

Hamed Shamma, The American University in Cairo

Experiential and Strategic effects of Emotional Intelligence on Impulse Buying and Self-Esteem

Paula Caterina Peter, San Diego State University

Krishnakumar Sukumarakurup, North Dakota State University

Exploring Message Framing of Alcohol Prevention Advertising

Jeremy Kees, Villanova University

Sharyn Robyn Rundle-Thiele, Griffith University

Exploring the Role of Social Media Use on Consumers' Willingness to Share Personal Information

Nicole Kirpalani, LIM College

How Can They Evaluate What They Can't Understand? Privacy Policy Readability and Youth Risk Perceptions

Anthony D. Miyazaki, Florida International University

Christine W. Nash, Marketing Consultant

May O. Lwin, Nanyang Technological University

Andrea J. S. Stanaland, Radford University

How Consumer Attitudes toward Caloric Disclosures on Menus Affect Perceived Service Quality, Satisfaction, and Behavioral Intentions

Christine Ye, Florida State University

Joseph Cronin, Florida State University

Ronald Goldsmith, Florida State University

Influenza preparedness and outcomes: Lessons yet to be learned from the 2009 H1N1 influenza pandemic

Subhashree Sundar, David Eccles School of Business, University of Utah

Krishna M. Sundar, University of Utah, Pulmonary & Critical Care Medicine

Debra L Scammon, David Eccles School of Business, University of Utah

ISO 26000 and social responsibility towards consumers: impact on consumer policy and protection

Savita Hanspal, The City University of New York



It's "Organic"! Or is it? A cross-cultural look at the meaning of the term

Julie Stanton, The Pennsylvania State University, Brandywine
Deirdre Terese Guion, North Carolina Central University

Keep Walking: Accounting for Individual Differences in Temporal Orientation to Motivate Healthy Behaviors

Denise Buhrau, American University
Mita Sujun, Tulane University

Knowledge, Vigilance, and Narcissism as Predictors of Facebook Users' Responses Toward Security and Privacy Risks

Karen H. Smith, Texas State University-San Marcos
Garry L. White, Texas State University-San Marcos

Methods and Metrics for Understanding Digital Marketing to Adolescents

Sonya Grier, American University
Kathryn Montgomery, American University

Netnographic Insights into Motivations and Practices within Online Smoker Communities

Navin Bahl, University of Manitoba
Namita Bhatnagar, University of Manitoba
Rajesh Manchanda, University of Manitoba
Anne Lavack, University of Regina

Pharma Online: An Examination of FDA Administrative Letters Involving Violative Internet Promotions

Mariea Hoy, University of Tennessee
Jin Seong Park, University of Tennessee

Plain Packaging as a Remedy in a Post-Ban Environment

Richard (Dick) Mizerski, University of Western Australia

Planning for a Disaster and Relying on Manufacturers' Standards: The Interplay between Hurricane Charley and Manufactured Homes

Carol Kaufman-Scarborough, Rutgers University School of Business, Camden

Policy Implications of Student Gambling Behaviors

Stephen R. McDaniel, University of Maryland
Gary Smith, University of Alberta
Jeremiah Weinstock, Saint Louis University
Jonathan Horowitz, University of Maryland

Products with Fiber Claims: Examining Perceived Levels of Nutrition and Consumption Frequency



Gail M Zank, Texas State University-San Marcos
Elyria Kemp, Texas State University-San Marcos

Proself versus Prosocial Message Appeals: Message Effectiveness in Increasing Green Consumers' Purchase Intention

Yoon Yong Cho, University of Oregon

Researching Humanitarian Aid and Disaster Relief: A Review and Research Agenda

Amydee Mackley Fawcett, University of Arkansas

Segmenting e-government users to improve market penetration and social effectiveness: Evidence from Italy

Lucio Lamberti, Politecnico of Milan

Angela Paladino, The University of Melbourne

Shopping Versus Ad Evaluation: The Different Moderating Effects of Psychological Distance Frames Promoting Energy Efficient Products

Andrea Heintz Tangari, Wayne State University

Ronn J. Smith, University of Arkansas

Situation specific health and wellness claims: why it is important to consider location for ad placement

Aparna Sundar, University of Cincinnati

The Impact of Large Assortment on the Regulatory Fit Effect

Olya Bullard, University of Manitoba

Dr. Rajesh V. Manchanda, University of Manitoba

The Impact of Mindfulness on Consumer Behaviors

Shalini Bahl, iAM Business Consulting

George R. Milne, University of Massachusetts-Amherst

Spencer M. Ross, University of Massachusetts-Amherst

Kwong Chan, University of Massachusetts-Amherst

The Many Shades of CSR --- Motivational Typology and Corporate Brand Effects

Xiaoye Chen, McGill University

Laurette Dube, McGill University

The Role of Demographic and Socio Economic Factors in Students' Choice of Undergraduate Programs

Foula Zografina Kopanidis, RMIT University

Brian Gerard McCauley, RMIT University

The Role of Gender and Providing Word-of-Mouth in Post-Purchase Behavior



Yoon Na Cho, University of Arkansas
Brian N. Rutherford, Purdue University

The Role of Information and Consumption Attitudes in Household Investment and Debt Choices

Sheila Goins, University of Iowa

Total Recall: The Impact of Composite Disclosure on Credit Card Usage

Amit Poddar, Georgia College & State University
Cameron McNeill Ellis, Georgia College & State University

Tylenol 21st Century Controversies

Whiton Stewart Paine, Richard Stockton College of NJ

Understanding the Usage Stage to Encourage Sustainable Consumption

Kristin Scott, Minnesota State University, Mankato

What Will It Take To Give Up Bottled Water?

Saroja Subrahmanyam, St. Mary's College of California
Catherine Banbury, St. Mary's College of California

SPECIAL FRIDAY NIGHT EVENT

Sponsored by:  **VILLANOVA**
School of Business
Center for MARKETING AND
PUBLIC POLICY RESEARCH

STANDING COCKTAIL RECEPTION

Special Guests: Senior Staffers- Speaker of the House Boehner

7:00 PM – 9:00 PM

The Rooftop Location Overlooking White House

Finmeccanica Inc.
1625 I St NW #1200
Washington, DC 20006



SATURDAY, JUNE 4

8:00 AM – 8:30 AM COFFEE & DANISH
Location: Concourse Foyer

8:00 AM – 4:30 PM REGISTRATION
Location: Concourse Foyer

8:30 to 10:00 AM Session 5

5.a *Special Session: What You Don't Know Can Hurt: Transformative Research on Health Literacy and Usage*

Chair: Pam Scholder Ellen, Georgia State
Discussant: Pam Scholder Ellen, Georgia State

Location: Georgetown East, Concourse Level

On Break-up Clichés Guiding Health Literacy's Future

Paula Fitzgerald Bone, West Virginia University
Karen Russo France, West Virginia University
Kathryn J. Aikin, USFDA

The Role of Health Literacy and Health Motivation in the Comprehension and Intended Use of Revised Prescription Drug Label Information

J. Craig Andrews Marquette University
Jeremy Kees, Villanova University
Kala L. Paul, Corvallis Group
Terry C. Davis, Louisiana State University
Michael S. Wolf, Northwestern University

Barriers to Medicaid Reform: A Case Study

Michael F. Walsh, West Virginia University
Paula Fitzgerald Bone, West Virginia University,
Tami Gurley Calvez, West Virginia University



Adam Pelillo., West Virginia University

Dietary Supplement Usage Status and Product Harm Crisis

Ingrid Martin, California State University, Long Beach

Sayantani Mukherjee, California State University, Long Beach

5.b Special Session: Good Advice Is Beyond All Price: The Who, What, Where, How, Why, and the “How’s that working for you?” of Financial Advice Seeking by Consumers

Chair: Jeanne Hogarth, Federal Reserve Board

Discussant: Barbara Smith, Social Security Administration

Location: Jefferson West, Concourse Level

Lifestyles of the Rich and Famous? Financial Literacy and Conspicuous Consumption in the Baby Boomer Segment

John L. Murphy, Social Security Administration

Vanessa G. Perry, George Washington University

How do I build my credit scores?” An Investigation of Interactions around Personal Finance in the Online Social World

Wendy L. Way, University of Wisconsin-Madison

Nancy Wong, University of Wisconsin-Madison

Good Advice, Good Outcomes? How Financial Advice-Seeking Relates to Financial Well-Being

Jeanne M. Hogarth, Federal Reserve Board

Maximillian D. Schmeiser, Federal Reserve Board

5.c Competitive Paper Session: Emerging Issues in Pharmaceutical Marketing and Policy

Chair: Yam B. Limbu, Montclair State University

Discussant: Karen Hood, University of Arkansas at Little Rock

Location: Jefferson East, Concourse Level

Pharmaceutical Industry Compliance with Industry Guiding Principles for Direct-to-Consumer Advertising

Denis G. Arnold, University of North Carolina at Charlotte

James L. Oakley, University of North Carolina at Charlotte

Slowing the diffusion of counterfeit goods - evidence from the pharmaceutical industry

Kashef A. Majid, George Washington University School of Business



Pradeep Rau, George Washington University School of Business

The Role of Experimentation vs. Subsidy in Physician's Dispensing of Free Drug Samples

Xiaojing Dong, Santa Clara University

Ying Xie, Washington University

5.d Competitive Paper Session: Corporate Social Responsibility and Social Marketing

Chair: Isabelle T. Szmigin, University of Birmingham

Discussant: Alexander E. Reppel, University of London

Location: Monroe, Concourse Level

Corporate Social Responsibility's Influence on Firm Brand Equity and Performance

Henry Jin, University of Arkansas

Ronn J. Smith, University of Arkansas

Pro-environmental Advertising: The Moderating Role of Gender and Appeal

Gary Noble, University of Wollongong

Alan Pomeroy, University of Wollongong

Lester W. Johnson, Melbourne Business School

Toward a Sector-Specific Perspective of Corporate Social Responsibility: How Corporate Size and Mission impact Organizational Accountability, Practice and Engagement

Augustine Pang, Nanyang Technological University

Angela Ka Ying Mak, Nanyang Technological University

Joanne Mui Hean Lee, Nanyang Technological University

10:00 to 10:30 AM Break

Location: Concourse Foyer

10:30 AM to 12:00 PM Session 6

6.a Special Session: Sizing Up Food Marketing to Children: Recent Developments, Ethical Challenges and Self-Regulatory Initiatives

Chair: Elizabeth Moore, University of Notre Dame

Discussant: Debra Desrochers, Middlesex University



Location: Georgetown East, Concourse Level

A Conceptual Framework to Understand Digital Food Marketing to Youth

Kathryn Montgomery, American University
Sonya Grier, American University
Lori Dorfman, Berkeley Media Studies Group

Assessing Self-Regulatory Initiatives for Children's Food Marketing: A Legal, Marketing and Public Policy Analysis

Elizabeth Moore, University of Notre Dame
Julie Ralston Aoki, William Mitchell College of Law

The Role of Ethics in Food and Beverage Marketing to Children: Examining Perspectives by Industry, Professional Association, Public Health, and Academic Communities

Jerome Denean Williams, Rutgers University
Minette Drumwright, University of Texas at Austin
Samantha Graff, Network to Prevent Childhood Obesity

6.b Competitive Paper Session: Privacy and Critical Issues for Young Consumers

Chair: Stacey Baker, University of Wyoming
Discussant: Stephen R. McDaniel, University of Maryland

Location: Jefferson West, Concourse Level

Consumers' Willingness to Provide Information: Changes over the Last Decade

Ereni Markos, Quinnipiac University
George R. Milne, University of Massachusetts - Amherst
Jason Gabisch, Providence College
Joseph E. Phelps, University of Alabama

Children's Online Privacy Risks and the Role of Parental Mediation

Wonsun Shin, Nanyang Technological University
Jisu Huh, University of Minnesota

Negative Peer Influence and Teen Drinking and Smoking: Temporal Roles of Self-Esteem and Parenting

Zhiyong Yang, University of Texas at Arlington
Charles M. Schaninger, University at Albany
Michel Laroche, Concordia University

Social Warning Messages: Targeting Tobacco Control to Young Women

Janet Hoek, University of Otago



Rose Scott, University of Otago
Philip Gendall, Department of Marketing
Jordan Louviere, Centre for the study of choice
Andrea Insch, University of Otago
Kirsten Robertson, University of Otago

6.c Competitive Paper Session: Credit Cards, Debt, and Disclosures

Chair: Jeff Langenderfer, Meredith College

Discussant: Amit Poddar, Georgia College & State University

Location: Jefferson East, Concourse Level

Coping with Information-based Exchanges: An Examination of Consumer Control and Disclosure

Patricia A. Norberg, Quinnipiac University

The Comprehensive Digital Memory and the Dark Side of the Data Doppelgänger

Alexander E. Reppel, Royal Holloway, University of London

Isabelle T. Szmigin, University of Birmingham

Burkhardt Funk, Institut für elektronische Geschäftsprozesse (IEG), Leuphana Universität Lüneburg

Repay Now or Repay Later: The Effects of Information Disclosure on Consumer Debt Repayment Decisions

Linda Court Salisbury, Boston College

Katherine N. Lemon, Boston College

Consumer Credit Card Behavior: A Study of Intergenerational Differences and Influences

Yam B. Limbu, Montclair State University

Avinandan Mukherjee, Montclair State University

12:00 to 1:00 PM *Journal of Public Policy & Marketing* Board Meeting
Location: Lincoln East, Concourse Level

Lunch on your own

1:00 to 2:30 PM Session 7

7.a Special Session: The (Un)Intended Consequences Of Conservation Campaigns



Chair: Aronte Bennett, Villanova University
Discussant: Aronte Bennett, Villanova University

Location: Georgetown East, Concourse Level

The Importance and Success of Conservation Campaigns

EPA Representative, United States Environmental Protection Agency

The Green-Self Paradox: An Examination of Licensing Effects In Green Behavior

Karen Becker-Olsen, The College of New Jersey
Amitav Chakravarti, New York University
Aronte Bennett, Villanova University

Recycling – A License to Waste?

Brendan Strejcek
Nina Mazar, University of Toronto
Chen-Bo Zhong, University of Toronto

7.b Competitive Paper Session: Cutting Edge Research on Digital Media

Chair: Terrence Witkowski, California State University, Long Beach
Discussant: Sheila Goins, University of Iowa

Location: Jefferson West, Concourse Level

e-Word-of-Mouth on Health Social Networking Sites: Potential Benefits for Consumers, Policy Makers, and Marketers

Bo Liang, University of Utah
Debra Scammon, University of Utah

Mobile telephony uses and gratifications among elderly Singaporeans: the role of gender, income and technological mindset

Fernando de la Cruz Paragas, Nanyang Technological University
Yunwen Clara Dyeo, Nanyang Technological University
Tee Main Lee, Nanyang Technological University
Noorhafizzah Binte Abdul Rahman, Nanyang Technological University

Not for the likes of us? Reflections on the Role of the Infomediary in an Interconnected World

Alexander E. Reppel, Royal Holloway, University of London
Isabelle T. Szmigin, University of Birmingham
Burkhardt Funk, Institut für elektronische Geschäftsprozesse (IEG), Leuphana Universität Lüneburg



Teenagers and Digital Product Piracy: The Roles of Price, Ethics, and Social Influence

Anthony D. Miyazaki, Florida International University

Jeff Langenderfer, Meredith College

7.c Competitive Paper Session: Improving the Eating Habits and Health of Consumers

Chair: Julie Stanton, The Pennsylvania State University, Brandywine

Discussant: Lara Spiteri Cornish, University of Coventry

Location: Jefferson East, Concourse Level

Taking the Easy Way Out: Healthy-Eating Campaigns, Self-Efficacy and Functional Food Consumption.

Lara Spiteri Cornish, University of Coventry

The Effects of State Agricultural Marketing Programs on Fruit and Vegetable Consumption Among U.S. Adults

Elizabeth Howlett, University of Arkansas

Scot Burton, University of Arkansas

Christopher Newman, University of Arkansas

Michael Faupel, University of Arkansas

Thinking Too Small? Predicting Intentions to Consume Nanofoods: A Pilot Study

Anastasia Thyroff, University of Arkansas

Steven W. Kopp, University of Arkansas

Breeding Better Consumers? From Eugenics to Epigenetics

Elizabeth C. Hirschman, Rutgers University School of Business

2:30 PM to 3:00 PM

Break

Location: Concourse Foyer

3:00 PM to 4:30 PM

Session 8

8.a Special Session: A Captive Audience of 15,000: Novel Approaches to Changing the Consumption Patterns of University Undergraduates

Chair: Dianne Sutherland, University of Massachusetts Amherst



Discussant: Joyce Wolburg, Marquette University

Location: Georgetown East, Concourse Level

Implementing Stealth Health

Dianne Sutherland, University of Massachusetts Amherst
Kenneth K Toong, University of Massachusetts Amherst
Heather Morin, University of Massachusetts
Sarah Brezinski, University of Massachusetts Amherst
Daniel Camerota, University of Massachusetts
Sarah Martin, University of Massachusetts

Accentuating The Positive: Promoting Healthy Beverage Consumption in a Constrained World

Dianne Sutherland, University of Massachusetts Amherst
Kenneth K Toong, University of Massachusetts Amherst
Heather Morin, University of Massachusetts

Increasing Healthy Beverage Consumption: Developing a Quasi-Experiment Based on the Theory of Planned Behavior

William D Diamond, University of Massachusetts Amherst
Delancy Bennett, University of Massachusetts

Using Metaphors of Weight Loss to Predict Ratings of Constructs in Protection Motivation Theory

William D. Diamond, University of Massachusetts Amherst
Delancy Bennett, University of Massachusetts

8.b Competitive Paper Session: International Policy Issues and Country of Origin

Chair: Robert Underwood, Furman University

Discussant: James Oakley, University of North Carolina at Charlotte

Location: Jefferson West, Concourse Level

When consumers link counterfeit goods with a country of origin – inferences and impacts

Kashef A. Majid, George Washington University School of Business
Johny K. Johansson, McDonough School of Business, Georgetown University

Knowledge, understanding and importance of country of origin in consumer food choice

Andrea Insch, University of Otago
Erin Jackson, Fonterra



Small and Medium Enterprises in Fiji Islands – An Empirical Study of Performance Factors

Sonal Singh, Macquarie University

8.c Competitive Paper Session: Altruism, Charity, and Disaster Relief

Chair: Paula Caterina Peter, San Diego State University

Discussant: Sharyn Robyn Rundle-Thiele, Griffith University

Location: Jefferson East, Concourse Level

Altruistic Economics and Consumer Cooperatives in the DNA Marketplace

Elizabeth C. Hirschman, Rutgers University School of Business

Cause for Concern: The Downside of Connecting Donors and Recipients in P2P Charities

Mark Mulder, Washington State University

Jeff Joireman, Washington State University

Institutional Response Framework: Applying Commercial Logistics to Disaster Recovery

David Swanson, University of Arkansas

Ronn J. Smith, University of Arkansas