

AT A GLANCE

ROOM NAME	Room 1 Sea Breeze	Room 2 Spinnaker	Room 3 Nautilus 1	Room 4 Marina 6	Room 5 Marina 2	Room 6 Marina 3	Room 7 Marina 4	Room 8 Marina 5	Room 9 Marina 1
SATURDAY 8:30am-10:00am	1.1 Track: Ethics Session Title of Session: Ethics in Marketing and Advertising: Business & Government Perspectives	1.2 Track: Special Session: Professional Development Title of Session: Successful Grant Writing and Implementation for Marketing Academics	1.3 Track: Services Marketing Title of Session: Perceptions of Service Brands, Service Quality and Service Pricing	1.4 Track: Consumer Behavior Title of Session: New Approaches to Consumer Research	1.5 Track: Marketing Strategy/Marketing Management for Value Creation Title of Session: The Marketing-Finance Interface	1.6 Track: Marketing Strategy/Marketing Management for Value Creation Title of Session: Market Relationships and Relationship Marketing	1.7 Track: Global and Cross-Cultural Marketing Title of Session: E-Marketing in Selected Countries	1.8 Track: New Product Development, Product Management and Entrepreneurship Title of Session: New Product Performance	1.9 Track: AMA Publications Title of Session: Journal of Marketing Editorial Board Meeting
SATURDAY 10:30am-Noon	2.1 Track: Special Session: Professional Development Title of Session: "Where is the Cutting Edge in Marketing?"	2.2 Track: Marketing Education and Teaching Innovation Title of Session: What is Marketing?	2.3 Track: Service Marketing Title of Session: Social and Emotional Effects in Service Encounters	2.4 Track: Consumer Behavior Title of Session: The Role of Emotions in Consumer Behavior	2.5 Track: Marketing Strategy/Marketing Management of Value Creation Title of Session: Advances in Strategic Orientation Research	2.6 Track: Channels of Distribution, Supply Chain Management, Business-to-Business Marketing and Interorganizational Issues Title of Session: Managing Business-to-Business Marketing Relationships	2.7 Track: Global and Cross-Cultural Marketing Title of Session: Global Marketing	2.8 Track: New Product Development, Product Management and Entrepreneurship Title of Session: Consumer Perspective in New Product Development	2.9 Track: Marketing Research Title of Session: Marketing Research Models and Measurement Issues
SATURDAY 1:30pm-3:00pm	3.1 Track: Special Session: Professional Development Title of Session: Collaborating Research and Teaching with Companies	3.2 Track: Special Session: Professional Development Title of Session: New Technologies in Teaching	3.3 Track: Consumer Behavior Title of Session: Search, Services, and Costs	3.4 Track: Consumer Behavior Title of Session: Unique influences on Consumer Behavior	3.5 Track: Marketing Strategy/Marketing Management for Value Creation Title of Session: Market-Based Learning and Strategic Adaptation	3.6 Track: Sales and Management Title of Session: The Role of Information Exchange in the Sales Process	3.7 Track: Global and Cross-Cultural Marketing Title of Session: Culture and Marketing	3.8 Track: Marketing Strategy/Marketing Management for Value Creation Title of Session: Innovation and New Product Development	3.9 Track: AMA Publications Title of Session: Journal of Marketing Research Editorial Board Meeting
SATURDAY 3:30pm-5:00pm	4.1 Track: Special Session: Professional Development Title of Session: Transitions in an Academic Career: When You Clearly Haven't Perished	4.2 Track: Marketing Education and Teaching Innovation Title of Session: Students, Faculty and Satisfaction: How Do You Define Success?	4.3 Track: Retailing SIG Title of Session: The Role of Information in Consumer Patronage & Search Behaviors	4.4 Track: Consumer Behavior Title of Session: Regulatory Focus and Luxury Consumption	4.5 Track: Marketing Strategy/Marketing Management for Value Creation Title of Session: Customer Profitability	4.6 Track: Selling and Sales Management SIG Title of Session: Sales Education Juggernaut: Proliferation of Programs, Blueprint for Growth, and Industry Perspectives	4.7 Track: Global Marketing SIG Title of Session: Unleashing the Global Power of Marketing for the 21st Century	4.8 Track: Special Session: New Product Development, Product Management and Entrepreneurship Title of Session: Design, Marketing and Organizational Culture	4.9 Track: AMA Publications Title of Session: JPP&M Editorial Board Meeting

SATURDAY 5:00pm-6:00pm	4.1A Services Marketing SIG Reception 5:30 – 7:00 p.m.	4.2A Teaching and Learning SIG/Solomon-Marshall Stuart Teaching Award Reception 5:30 – 7:00 p.m.	4.3A Technology and Innovation SIG Reception 5:30 – 7:00 p.m.	4.4A Interorganizational SIG Reception 5:30 – 7:00 p.m.	4.5A Consumer Behavior SIG and Retailing SIG Joint Reception 5:30 – 7:00 p.m.	4.6A Selling and Sales Management SIG Reception 5:30 – 7:00 p.m.	4.7A Global Marketing SIG Reception 5:30 – 7:00 p.m.	4.8A	4.9A
ROOM NAME	Room 1 Harbor I	Room 2 Harbor II	Room 3 Nautilus 1	Room 4 Nautilus 2	Room 5 Sea Breeze	Room 6 Spinnaker	Room 7 Marina 6	Room 8 Marina 2	Room 9 Marina 3
SUNDAY 8:30am-10:00am	5.1 Track: Professional Development Title of Session: Transitioning from Ph.D. Student to Assistant Professor	5.2 Track: Societal, Public Policy & Ethical Issues Title of Session: How U.S. Social Values Have Changed over the Past Generation	5.3 Track: Services Marketing Title of Session: Managing Service Complaints and Failures	5.4 Track: Consumer Behavior Title of Session: Advertising	5.5 Track: Channels of Distribution, Supply Chain Management, Business-to-Business Marketing and Interorganizational Issues Title of Session: Managing the Supply Chain Processes and Outcomes	5.6 Track: Consumer Behavior Title of Session: Customization and Segmentation	5.7 Track: Global and Cross-Cultural Marketing Title of Session: International Marketing Strategy I	5.8 Track: E-Commerce and Technology Title of Session: Trajectories Consumer Online Adoption	5.9 Track: AMA Publications Title of Session: Journal of International Marketing Editorial Review Board Meeting
SUNDAY 10:30am-Noon	6.1 Track: Special Session: Doctoral Student SIG Title of Session: To Market, To Market: Trends and Insights into Marketing Academia's Job Market	6.2 Track: Education and Teaching Innovation Title of Session: The Google Online Marketing Challenge: A Global Teaching and Learning Initiative	6.3 Track: Services Marketing Title of Session: Satisfaction, Quality and Relationships in B2B Services Marketing	6.4 Track: Marketing Communications and Branding Title of Session: Advertising Context & Strategy	6.5 Track: Channels of Distribution, Supply Chain Management, Business-to-Business Marketing and Interorganizational Issues Title of Session: Contracts, Governance Mechanisms and Channel Relationships	6.6 Track: Special Session: Sales and Sales and Management Title of Session: Investigating the Relationships and Relationship Makers in Key Account Management	6.7 Track: Global and Cross-Cultural Marketing Title of Session: International Marketing Strategy II	6.8 Track: Special Session: E-Commerce and Technology Title of Session: The Future of the Internet and Implications to Marketing Theory, Research and Practice	6.9 Track: AMA Publications Title of Session: Meet the Editors of AMA Journals
SUNDAY 1:30pm – 3:00pm	7.1 Track: Special Session: Professional Development Title of Session: Tips on Writing Marketing Cases	7.2 Track: Societal, Public Policy & Ethical Issues Title of Session: Manners and Legal Influencers on Business	7.3 Track: Retailing and Pricing Title of Session: Emerging Strategic Issues in Retailing	7.4 Track: Marketing Communications and Branding Title of Session: Building Brands in a New Media Context	7.5 Track: Marketing Communications and Branding Title of Session: Branding in B2B Contexts	7.6 Track: Channels of Distribution, Supply Chain Management, Business-to-Business Marketing and Interorganizational Issues Title of Session: Trust, Value, and Influence in Channel Relationships	7.7 Track: New Product Development, Product Management and Entrepreneurship Title of Session: Managing Innovation Across Borders	7.8 Track: E-Commerce and Technology Title of Session: Online Auctions and Recommender Systems	7.9 Track: Special Session: Professional Development Title of Session: Meet the Editors of Non-AMA Journals I

SUNDAY 3:30pm- 5:00pm	8.1 Track: Global Marketing SIG Title of Session: Overseas Teaching Assignments for Marketing Educators	8.2 Track: Marketing and Society SIG Title of Session: Consumption and Commerce in Subsistence Markets: On the Mutual Influence of Marketing and the Social Fabric	8.3 Track: Services SIG Title of Session: Socially Responsible Service Marketing: New Thoughts & Research Directives	8.4 Track: Marketing Communications SIG Title of Session: The Role of New Media Channels and Vehicles in Marketing Communications: Impact, Research Agenda and Results	8.5 Track: Marketing Strategy/Marketing Management for Value Creation Title of Session: Marketing Management and Performance	8.6 Track: Sales and Sales Management SIG Title of Session: Launching and Maintaining a University Sales Program	8.7 Track: Global and Cross-Cultural Marketing Title of Session: Country-of-Origin Effects	8.8 Track: E-Commerce and Technology Title of Session: Virtual Worlds and Second Life	8.9 Track: Special Session: Professional Development Title of Session: Meet the Editors of Non-AMA Journals II
SUNDAY 5:00pm- 5:30pm	8.1A	8.2A Marketing and Society SIG Reception 5:30 – 7:00 p.m.	8.3A	8.4A Marketing Communications and Doctoral Student SIG Joint Reception 5:30 – 7:00 p.m.	8.5A	8.6A	8.7A	8.8A	8.9A
ROOM NAME	Room 1 Sea Breeze	Room 2 Spinnaker	Room 3 Marina 6	Room 4 Marina 2	Room 5 Exec Center I	Room 6 Marina 3	Room 7 Marina 1	Room 8 Nautilus 1	Room 9
MONDAY 8:30am- 10:00am	9.1 Track: Marketing Communications and Branding Title of Session: Brand Perspectives & The Human Element	9.2 Track: Societal, Public Policy & Ethical Issues Title of Session: Food, Tobacco and Water	9.3 Track: Retailing and Pricing Title of Session: Behavioral Issues in Retailing	9.4 Track: Consumer Behavior Title of Session: New Markets and New Media	9.5 Track: Special Session: Marketing Strategy/Marketing Management for Value Creation Title of Session: New Horizons In Marketing Strategy Research	9.6 Track: Sales and Management Title of Session: Salesperson Characteristics Influencing Performance	9.7 Track: Marketing Communications and Branding Title of Session: Brand Extensions and Advertising Effects	9.8 Track: Special Session: E-Commerce and Technology Title of Session: Adolescents Stepping Out with Online Technology	
MONDAY 10:30am – 12:00 noon	10.1 Track: Consumer Behavior Title of Session: Decision Making and Consumer Taste	10.2 Track: Teaching and Learning SIG Title of Session: Absolute PowerPoint: Best Classroom Practice	10.3 Track: Retailing and Pricing Title of Session: Channel & Category Issues in Retailing	10.4 Track: E-Commerce and Technology Title of Session: Trust and Loyalty Issues on the Internet	10.5 Track: Services SIG Title of Session: Advances in e-Tourism: How Destination Information is Used, Searched for and Represented in Electronic Networks	10.6 Track: Sales and Sales Management Title of Session: The Role of the Sales Organization	10.7 Track: Marketing Communications and Branding Title of Session: Brand Elements and Loyalty	10.8 Track: SIG Programming Title of Session: What Marketing Academics Need to Know about Marketing Ethics, Professionalism and Reaching our Current Generation of Students	

SESSION 3.10 - HOWARD AWARD PRESENTATION – SATURDAY, AUGUST 9TH FROM 1:30 – 3:00 P.M. – EXECUTIVE 3 A/B

Friday Early Bird Reception and Exhibits 5:00 – 7:00 p.m. GRANDE BALLROOM

Coffee & Danish Saturday and Sunday 8:00 – 8:30 a.m. GRANDE BALLROOM

Refreshment Breaks Saturday and Sunday 10:00-10:30 a.m., 3:00-3:30 p.m. and on Monday 10:00-10:30 a.m. GRANDE BALLROOM

Awards Lunch on Saturday is from noon-1:30 pm HARBOR ISLAND BALLROOM

Sunday's lunch is on your own

Note: All Meeting Rooms are located in the East Tower - Academic Placement & Nautilus Meeting Rooms are located on the Lower Level of the East Tower