

Dear Colleagues:

On behalf of the AMA Academic Council, it is my pleasure to welcome you to the 2008 AMA Summer Marketing Educators' Conference taking place August 8-11 at the San Diego Sheraton Hotel & Marina.

Conference co-chairs Jim Brown (West Virginia University) and Rajiv Dant (University of Oklahoma), along with their track chairs, have assembled a program that is truly outstanding. The theme of the conference, "Unleashing the Power of Marketing to Transform Consumers, Organizations, Markets, and Society," is supported by sessions that promise to provide valuable insights and discussion opportunities for all participants.

Among the many innovative and interesting special sessions put together by the track chairs and the SIGs are the following:

- \* A session for scholars interested in collaborating with companies for teaching and research (Session 3.1), developed by V. Kumar, deals with the key issues involved with initiating and sustaining company contacts for access to data and student projects.
- \* "Where is the Cutting Edge in Marketing?" with Dhruv Grewal and Daniel Ladik attempt to determine where marketing research is headed and what represents the cutting edge of marketing knowledge. Ample time will be provided for audience involvement.
- \* "New Horizons in Marketing Strategy Research," sponsored by the Marketing Strategy SIG, looks at key issues including the short- vs. long-term value of marketing strategy, the use of game theory in developing marketing strategy, and the role of marketing strategy in creating competitive advantage. This session, organized by Venky Shankar, fields a distinguished panel of researchers who will explore these issues (Session 9.5).
- \* The Consumer Behavior track offers a number of interesting sessions including "New Approaches to Consumer Research" (Session 1.4), "Decision Making and Consumer Taste" (Session 10.1), and "The Role of Emotions in Consumer Behavior" (Session 2.4). These are but a few of the many sessions at this conference that deal with the central topic of consumer behavior.
- \* An esteemed panel, chaired by Bart Weitz, provides insights into managing your career after surviving the difficult hurdle of tenure in "Transitions in an Academic Career: When You Clearly Haven't Perished" (Session 4.1). This session provides advice, guidance, suggestions, and insights for more senior faculty who are struggling to reinvent themselves to sustain their careers.
- \* Cathy Curran has organized a session entitled "New Technologies in Teaching" that deals with several cutting edge approaches to pedagogy (Session 3.2). They include web cams, podcasts, and Second Life. Indeed, on this last topic, the E-Commerce and Technology Track, chaired by Alladi Venkatesh, has organized a special session entitled, "Virtual Worlds and Second Life" (Session 8.8). Both sessions promise to be eye-opening and provocative.
- \* In the Channels and B2B track, co-chaired by Shankar Ganesan and Yubo Chen, a session on Contracts, Governance Mechanisms and Channel Relationships includes papers by several of the top scholars in the field (Session 6.5). Their presentations will no doubt prove insightful and stimulating.
- \* Continuing AMA's focus on ethics, Patrick Murphy has assembled a session on "Ethics in Marketing and Advertising: Business & Government Perspectives" (Session 1.1).
- \* "Absolute PowerPoint: Best Classroom Practice," chaired by Charles Hofacker, offers an insightful look at effective PowerPoint presentations in the classroom. This session (Session 10.2), organized by the Teaching and Learning SIG, will also present the results of the 2008 Teaching and Learning SIG Marketing Lecture Slide Contest.

These are only a sample of this exciting program which reflects the broad scope of marketing academics career. The 2008 Summer Educators' Conference promises to offer something for everyone.

I look forward to seeing you in San Diego.

Pam Ellen  
President  
AMA Academic Division

## **FRIDAY, AUGUST, 8**

**8:00 a.m. – 5:00 p.m.**

**Academic Placement Career Fair –**

**8:00 a.m. – 5:00 p.m.**

**Academic Placement Interview Room –**

**9:30 a.m. – 4:00 p.m. The 8th Annual Doctoral Student SIG Pre-Conference Symposium**

**1:00 – 5:30 p.m. Marketing Research SIG Pre-Conference Program - Marketing Research in the 21st Century: Emerging Perspectives from Academics and Practitioners - Harbor Island III**

**1:00 – 5:30 p.m. Pre-Conference Symposium co-hosted by CBSIG and Sports and Special Events SIG - Using Consumer Behavior Knowledge for Effective Sports Marketing - Harbor Island I**

**10:00 a.m. – 7:00 p.m.**

**Conference Registration –**

**5:00 – 7:00 p.m.**

**Early Bird Reception and Exhibits –**

## **SATURDAY, AUGUST, 9**

**7:30 – 8:30 a.m. Relationship Marketing SIG Breakfast**

**8:00 – 8:30 a.m. Coffee & Danish –**

**8:00 a.m. – 5:00 p.m.**

**Academic Placement Career Fair –**

**8:00 a.m. – 5:00 p.m.**

**Conference Registration and Exhibits –**

**8:00 a.m. – 5:00 p.m.**

**Academic Placement Interview Room –**

**12:00 – 1:30 p.m. Awards Luncheon –**

**5:30 – 7:00 p.m. Services Marketing SIG Reception**

**5:30 – 7:00 p.m. Teaching and Learning SIG/Solomon-Marshall Stuart Teaching Award Reception**

**5:30 – 7:00 p.m. Technology and Innovation SIG Reception**

**5:30 – 7:00 p.m. Interorganizational SIG Reception**

**5:30 – 7:00 p.m. Consumer Behavior SIG and Retailing SIG Joint Reception**

**5:30 – 7:00 p.m. Selling and Sales Management SIG Reception**

**5:30 – 7:00 p.m. Global Marketing SIG Reception**

**1.1 Title of Track: Ethics Session**

**Title of Session: Ethics in Marketing and Advertising: Business & Government Perspectives**

*8:30 to 10:00 am*

Chair:

**Bettie L. Smith**, Direct Selling Education Foundation

Participants:

Illegal vs. Unethical Advertising Practices. Lesley Fair, *Federal Trade Commission*

Ethics and Protecting Vulnerable Markets. Pastor Herrera, *Los Angeles Department of Consumer Affairs*

Ethics in Direct Selling and the DSA Code of Ethics. Mulford Nobbs, *Jenique International, DSA Company*

**1.2 Title of Track: Special Session: Professional Development**

**Title of Session: Successful Grant Writing and Implementation for Marketing Academics**

*8:30 to 10:00 am*

Chair:

**Cornelia Pechmann**, University of California-Irvine

Panelists:

**Alladi Venkatesh**, University of California-Irvine

**Kathleen Kelly**, Colorado State University

**Ken Manning**, Colorado State University

**David Eric Sprott**, Washington State University

**Jacqueline R. Meszaros**, National Science Foundation

**1.3 Title of Track: Services Marketing**

**Title of Session: Perceptions of Service Brands, Service Quality and Service Pricing**

*8:30 to 10:00 am*

Chair:

**Clay M. Voorhees**, Michigan State University

Participants:

The Contribution of Brand Meaning to Brand Equity of Services: An Information Processing Perspective. Lai-Cheung Leung, *Lingnan University*

The Impact of Perceived Service Quality on MBA Student Satisfaction and Recommendations: Do Expectations Matter? Robert Carter, *University of Louisville*

Fairness through Transparency: The Influence of Price Transparency on Consumer Price Fairness Perceptions.

Sandra Rothenberger, *University of Innsbruck*; Dhruv Grewal, *Babson College*; Gopalkrishnan R. Iyer, *Florida Atlantic University*

Discussant:

**Piyush Sharma**, Hong Kong Polytechnic University

**1.4 Title of Track: Consumer Behavior**

**Title of Session: New Approaches to Consumer Research**

*8:30 to 10:00 am*

Chair:

**Abhijit Biswas**, Wayne State University

Participants:

Applications of Functional Magnetic Resonance Imaging to Marketing and Consumer Research: A Review. Martin Reimann, *Stanford University*; Andreas Aholt, *Stanford University*; Carolin Neuhaus, *Stanford University*; Oliver Schilke, *Stanford University*; Thorsten Teichert, *University of Hamburg*; Bernd Weber, *University of Bonn*  
Building Bridges between Consumption Research and Practice through Metaphor Reformation. Jared Michael Hansen, *University of North Carolina at Charlotte*; Michael J. McGinty, *Boston University*  
The Impact of Visual Rhetoric in Advertising on Consumer Memory Processing. Steven Andrews, *University of Oregon*; David M. Boush, *University of Oregon*

Discussant:

**Hassan Naja**, Lebanese American University

#### **1.5 Title of Track: Marketing Strategy/Marketing Management for Value Creation**

**Title of Session: The Marketing-Finance Interface**

8:30 to 10:00 am

Chair:

**Klaus-Peter Wiedmann**, Leibniz University Hannover

Participants:

Customer Equity and the Stock Value Gap. Xueming Luo, *University of Texas at Arlington*; Christian Homburg, *University of Mannheim*

Linking Brand Value and Cumulative Customer Satisfaction to Cash Flow and Tobin's Q. Luis Fernando Angulo, *Autonomous University of Barcelona*; Josep Rialp, *Universitat Autònoma de Barcelona*

Discussant:

**Michael Haenlein**, ESCP-EAP European School of Management

#### **1.6 Title of Track: Marketing Strategy/Marketing Management for Value Creation**

**Title of Session: Market Relationships and Relationship Marketing**

8:30 to 10:00 am

Chair:

**Jeong-Eun Park**, Ewha Womans University

Participants:

Gratitude in the Relationship Marketing Paradigm. Randle D. Raggio, *Louisiana State University*; Anna Green Walz, *Louisiana State University*; Mousumi Bose, *Louisiana State University*; Judith Anne Garretson Folse, *Louisiana State University*

Member Networks, Identification and Commitment within Professional Associations. Mei-Hua Huang, *Hsing Kuo University of Management*; Cynthia Marie Webster, *Macquarie University*

Understanding Performance of Joint Ventures: An Integration of Theoretical Perspectives. Shiri DalelaVivek, *University of Alabama*

Discussants:

**Gursel Ilipinar**, ESADE

**Patricia Skalnik**, Azusa Pacific University

#### **1.7 Title of Track: Global and Cross-Cultural Marketing**

**Title of Session: E-Marketing in Selected Countries**

8:30 to 10:00 am

Chair:

**Claude Obadia**, Advancia-Negocia

Participants:

Diffusion Pattern of E-retailing: Evidence from OECD Economies. Nir Kshetri, *University of North Carolina-Greensboro*;

Nicholas C. Williamson, *University of North Carolina-Greensboro*; Andreea Schiopu, *University of North Carolina-Greensboro*

Do You Blog? An Empirical Study on Adoption of Weblogs in China. Miao Zhao, *Roger Williams University*;

Yimin Zhu, *Sun Yat-sen University*

Romanian Consumers' Perceptions and Attitudes Toward Online Advertising, Ying Wang, *Youngstown State University*;

Timothy Wilkinson, *Montana State University, Billings*; Sebastian Vaduva, *Emmanuel University*

Discussant:

**Mehmet B. Talay**, HEC Montreal

#### **1.8 Title of Track: New Product Development, Product Management and Entrepreneurship**

**Title of Session: New Product Performance**

8:30 to 10:00 am

Chair:

**Janet K. Tinoco**, Embry Riddle Aeronautical University

Participants:

Antecedents of New Product Development Team Performance: A Meta-Analytic Review and a Path Analysis. Serdar S. Durmusoglu, *University of Dayton*; Roger Calantone, *Michigan State University*

Identifying Escalation of Commitment in New Product Development Projects Using Data Envelopment Analysis. Naveen Donthu, *Georgia State University*; Belgin Unal, *Georgia State University*

Product Quality and New Product Performance: The Role of Network Externalities and Switching Costs. Francisco Jose Molina Castillo, *University de Murcia*, Jose Luis Munuera Aleman, *University de Murcia*

Consumer Anticipation of New Products: Conceptualization and Empirical Evidence Regarding Pre-Release Buzz. Mark B. Houston, *Texas Christian University*; Thorsten Hennig-Thurau, *Bauhaus-University of Weimar*; Martin Spann, *University of Passau*; Bernd Skiera, *Johann Wolfgang Goethe University*

Discussant:

**Jesse King**, University of Oregon

**1.9 Title of Track: AMA Publications**

**Title of Session: Journal of Marketing Editorial Board Meeting**

8:30 to 10:00 am

Chair:

**Ajay K. Kohli**, Emory University

**10:00 – 10:30 a.m. BREAK**

**2.1 Title of Track: Special Session: Professional Development**

**Title of Session: "Where is the Cutting Edge in Marketing?"**

10:30 to 12:00 pm

Special Session Proposal: "Where is the Cutting Edge in Marketing?"

Chairs:

**Dhruv Grewal**, Babson College

**Daniel Ladik**, Suffolk University

**2.2 Title of Track: Marketing Education and Teaching Innovation**

**Title of Session: What is Marketing?**

10:30 to 12:00 pm

Chair:

**Elisabeth Gilster Velazquez**, Roanoke College

Participants:

An Examination of Research Productivity in Marketing: A Doctoral Program Perspective. Ryan White, *Michigan State University*; Clay M. Voorhees, *Michigan State University*; Michael K. Brady, *Florida State University*; Andrew E. Wilson, *York University*

Defining Our Discipline: How Well Do We Market Marketing? Rosemary P. Ramsey, *Wright State University*;

Jule Gassenheimer, *Rollins College*; Iris E. Harvey, *Wright State University*

Socialization or Selection? A Study of Engagement and Competency Development among Marketing and Accounting Students.

Mary Foster, *Ryerson University*; Ryan Rahinel, *Ryerson University*

Discussant:

**Craig Shoemaker**, St. Ambrose University

**2.3 Title of Track: Service Marketing**

**Title of Session: Social and Emotional Effects in Service Encounters**

10:30 to 12:00 pm

Chair:

**Chien-Tao (James) Cho**, Golden Gate University

Participants:

Patient Participation: A Social Network Perspective. Hulda Black, *University of Kentucky*

The Social Effects of Customer Punishment. Jacob Y. H. Jou, *National Sun Yat-sen University*; Yi Fen Liu, *National Sun Yat-sen University*; Chun Ming Yang, *Ming-Chuan University*

Measuring Tourists' Emotional Experiences toward Destinations: Development of the Destination Emotion Scale (DES).  
Sameer Hosany, *University of London*

Discussant:

**Roger Davis McMahon, Jr.**, Pepperdine University

**2.4 Title of Track: Consumer Behavior**

**Title of Session: The Role of Emotions in Consumer Behavior**

10:30 to 12:00 pm

Chair:

**Elizabeth Hirschman**, Rutgers University

Participants:

Aroma Driven Craving and Consumer Consumption Impulses. David J. Moore, *University of Michigan*, Sheila L. Sasser  
*Eastern Michigan University*

Emotion Regulation Consumption: Examining How Consumers Use Consumption to Manage Emotions. Elyria Kemp, *University of Arkansas*; Steve Kopp, *University of Arkansas*; Elizabeth Creyer, *University of Arkansas*; Scot Burton, *University of Arkansas*

The Theory of Reasoned Action: Does It Lack Emotion? Victor Henning, *Bauhaus-University of Weimar*; Thorsten Hennig-Thurau,  
*Bauhaus-University of Weimar*

Discussant: **Elizabeth Hirschman**, Rutgers University

**2.5 Title of Track: Marketing Strategy/Marketing Management of Value Creation**

**Title of Session: Advances in Strategic Orientation Research**

10:30 to 12:00 pm

Chair:

**Amir Grinstein**, Ben-Gurion University of the Negev

Participants:

Market Orientation and Organizational Performance: The Mediating Roles of Corporate Social Responsibility and Customer Satisfaction.  
Riliang Qu, *Aston Business School*

Organizational Orientation in Strategy Interface: Performance Implications from Developed and Developing Markets. Matti Tuominen,  
*Helsinki School of Economics*; Saara Hyvönen, *University of Helsinki*; Arto Rajala, *Helsinki School of Economics*; Sami Kajalo, *Helsinki School of Economics*; Matti Jaakkola, *Helsinki School of Economics*

Strategic Orientations in a Competitive Environment: Following the Road Not Taken. Rohit Deshpande; *Harvard University*;  
Amir Grinstein, *Ben-Gurion University of the Negev*; Elie Ofek, *Harvard University*

Discussant:

**Sreedhar Madhavaram**, Cleveland State University

**2.6 Title of Track: Channels of Distribution, Supply Chain Management, Business-to-Business Marketing and Interorganizational Issues**

**Title of Session: Managing Business-to-Business Marketing Relationships**

10:30 to 12:00 pm

Chair:

**Peggy Cunningham**, Queen's University

Participants:

Linking Customer Value to Customer Share in Business Relationships. Wolfgang Ulaga, *HEC School of Management*; Andreas Eggert,  
*University of Paderborn*

Respect in Business-to-Business Marketing Relationships. Maureen A. Bourassa, *Queen's University*; Peggy Cunningham,  
*Queen's University*

Using Laddering to Understand Business Complaint Management. Thorsten Gruber, *University of Manchester*; Stephan C. Henneberg,  
*Manchester Business School*; Bahar Ashnai, *Manchester IMP Research Group*; Pete Naudé, *University of Manchester*;  
Alexander E. Reppel, *University of London*

Discussant:

**Rakesh Niraj**, University of Southern California

**2.7 Title of Track: Global and Cross-Cultural Marketing**

**Title of Session: Global Marketing**

10:30 to 12:00 pm

Chair:

*Susan P. Douglas*, New York University

Participants:

Catch-Up and Slowdown in the Global Penetration of New Products. Deepa Chandrasekaran, *Lehigh University*; Gerard Tellis, *University of Southern California*

Global Service Innovation and the Role of Customer Interaction. Ian Alam, *State University of New York*

Exploring Attitudes towards Globalization and its Effects on International Marketing. Stanford A. Westjohn, *Saint Louis University*;

Srdan Zdravkovic, *Saint Louis University / Bryant University*; Peter Magnusson, *Northern Illinois University*

Discussant:

*Songpol Kulviwat*, Hofstra University

## **2.8 Title of Track: New Product Development, Product Management and Entrepreneurship**

**Title of Session: Consumer Perspective in New Product Development**

*10:30 to 12:00 pm*

Chair:

*Tomoko Kawakami*, Kansai University

Participants:

Meaning Transfer in New Product Development. Jesse Stocker King, *University of Oregon*

Product Development Process Influence on Exploration and Exploitation: The Antagonistic Role of Lead User Collaboration.

Janet K. Tinoco, *Embry Riddle Aeronautical University*

How Radical is an Innovation? A Business-to-Business Adopter Perspective. Nicole Vowles, *University of Colorado, Denver*;

Peter Thirkell, *Victoria University of Wellington*; Ashish Sinha, *Victoria University of Wellington*

Discussant:

*Gillian Sullivan Mort*, Griffith University

## **2.9 Title of Track: Marketing Research**

**Title of Session: Marketing Research Models and Measurement Issues**

*10:30 to 12:00 pm*

Chair:

*Paula Bone*, West Virginia University

Participants:

Bayesian Variable Selection for Binary Classification: An Application in Direct Marketing. Geng Cui, *Lingnan University*;

Manleung Wong, *Lingnan University*; Guichang Zhang, *Ocean University of China*

Interactions May Be the Rule Rather than the Exception, but . . . : A Note on Issues in Estimating Interactions in Theoretical Model Tests.

Robert Ping, *Wright State University*

Evaluating Mood Measures in Consumer Research. Yuliya A. Komarova, *University of South Carolina*; William O. Bearden,

*University of South Carolina*; Subhash Sharma, *University of South Carolina*

Modeling Complex Interactions of Switching Barriers A Latent Profile Approach. Alexander Eiting, *University of Dortmund*;

Markus Blut, *University of Muenster*; Heiner Evanschitzky, *University of Muenster*; David Moritz Woisetschläger, *University of Dortmund*

**12:00 – 1:30 p.m. Awards Luncheon (exhibit hall closed) –**

## **3.1 Title of Track: Special Session: Professional Development**

**Title of Session: Collaborating Research and Teaching with Companies**

*1:30 to 3:00 pm*

Chair:

*V. Kumar*, Georgia State University

Panelists:

*J. Jeffrey Inman*, University of Pittsburgh

*Robert Leone*, Texas Christian University

*Leigh M. McAlister*, University of Texas

*Rajendra Srivastava*, Emory University

## **3.2 Title of Track: Special Session: Professional Development**

**Title of Session: New Technologies in Teaching**

*1:30 to 3:00 pm*

Chair:

**Catharine M. Curran**, University of Massachusetts, Dartmouth

Participants:

Becoming Big Bird: Teaching Via WebCam. Catharine M. Curran, *University of Massachusetts, Dartmouth*

Using Electronic Toolkits. Dhruv Grewal, *Babson College*

Welcome to The Matrix: e-Learning Gets a Second Life. Natalie Wood, *Saint Joseph's University*; Michael Solomon, *Saint Joseph's University*; David Allan, *Saint Joseph's University*

Podcasting to Improve Delivery of a Project-based Internet Marketing Course. Debra Lee Zahay, *Northern Illinois University*; Elisa Fredericks, *Northern Illinois University*

### **3.3 Title of Track: Consumer Behavior**

**Title of Session: Search, Services, and Costs**

*1:30 to 3:00 pm*

Chair:

**Guang-Xin Xie**, University of Oregon

Participants:

Identifying and Managing Valuable Prospects for Services. Steffen Frank Zorn, *University of Western Australia*; Jamie Murphy, *University of Western Australia*

It Matters How You Pay: Cost Type Importance Depends on Payment Mechanism. Mitja Pirc, *Universitat Pompeu Fabra, Barcelona*

Psychophysics of Search-The Role of Context & Individual Differences. Ritesh Saini, *George Mason University*; Sweta Chaturvedi Thota, *University of San Francisco*

Discussant:

**Atanu, Adhikari**, Icfai University

### **3.4 Title of Track: Consumer Behavior**

**Title of Session: Unique influences on Consumer Behavior**

*1:30 to 3:00 pm*

Chair:

**Chris Pullig**, Baylor University

Participants:

A Model of Social Influences on Consumer Behavior in a Small Group. Sonjaya S. Gaur, *Auckland University of Technology*; Shalini Pathak Tiwari, *Marketing Consultant*

Resolving Aesthetic Incongruity. Vanessa M. Patrick, *University of Georgia*; Henrik Hagtvedt, *University of Georgia*

Say "I Love You" or Show "I Love You". The Effect of Culture on Expressions of Romantic Love. Beichen Liang, *East Tennessee State University*; Yili Liu, *Kuming University of Science and Technology*; Yong Cai, *IMS Health*; Yanbing He, *Yunnan University*

Discussant:

**Yujie Wei**, University of West Georgia

### **3.5 Title of Track: Marketing Strategy/Marketing Management for Value Creation**

**Title of Session: Market-Based Learning and Strategic Adaptation**

*1:30 to 3:00 pm*

Chair:

**Tomoko Kawakami**, Kansai University

Participants:

Blinded by the Rear-View Mirror: How Framing Market Uncertainty Affects Strategy Adaptation. Willem Smit, *IMD*; Stuart Read, *IMD*

Market Sensing for Enhancing Innovativeness and Performance of New Ventures: An Empirical Study of Japan. Tomoko Kawakami, *Kansai University*

The Strategic Roles of Market-Based Learning and Customer Orientation in Shaping Effective Selling Behavior and Efforts. Jeong Eun Park, *Ewha Womans University*

Discussant:

**Parimal Bhagat**, Indiana University of Pennsylvania

### **3.6 Title of Track: Sales and Management**

**Title of Session: The Role of Information Exchange in the Sales Process**

*1:30 to 3:00 pm*

Chair:

**Qiang Lu**, University of Sydney

Participants:

Managing Buyer-Seller Relationships: The Role of Information Communication, Knowledge, and Technology. Raj Agnihotri, *Kent State University*; Mary E. Schramm, *Kent State University*

Improving the Propriety of Discounting by the Sales Force through Reciprocal Information Exchange. David A. Gilliam, *Oklahoma State University*

The Role of Communication in Sales Manager Effectiveness. Dawn Deeter-Schmelz, *Ohio University*; Daniel J. Goebel, *Illinois State University*; Karen Norman Kennedy, *University of Alabama at Birmingham*

Discussant:

**Brian Rutherford**, Purdue University

### **3.7 Title of Track: Global and Cross-Cultural Marketing**

**Title of Session: Culture and Marketing**

*1:30 to 3:00 pm*

Chair:

**Piyush Sharma**, Hong Kong Polytechnic University

Participants:

Identity Accessibility and Consumers' Evaluations of Local Versus Global Products: Examining the Roles of Diagnosticity and Self-Categorizations. Yinlong Zhang, *University of Texas at San Antonio*; Adwait Khare, *Quinnipiac University*

I Bought It from a Government Enterprise: Confucian Influences on Chinese Consumer Perceptions of Products When Government Is Involved in the Business. David Ackerman, *California State University, Northridge*; Jing Hu, *California State University, Pomona*

The Impact of Power-Distance Belief on Consumers' Impulsive Buying. Yinlong Zhang, *University of Texas at San Antonio*

Discussant:

**Susan M. Mudambi**, Temple University

### **3.8 Title of Track: Marketing Strategy/Marketing Management for Value Creation**

**Title of Session: Innovation and New Product Development**

*1:30 to 3:00 pm*

Chair:

**Jon M. Hawes**, University of Akron

Participants:

Ambidextrous Innovation Approach and Firm Performance. Olli-Pekka Kauppila, *Helsinki School of Economics*; Risto Rajala, *Helsinki School of Economics*; Mika Westerlund, *Helsinki School of Economics*; Sami Kajalo, *Helsinki School of Economics*

The Effects of Functional Capabilities and Structural Factors on Firm's Product and Process Technology Emphasis. Poh-Lin Yeoh, *Bentley College*

The Interaction between New Information and Existing Knowledge in New Product Development. Kwong Chan, *University of Massachusetts*; Anna Shaojie Cui, *Rensselaer Polytechnic Institute*; Roger Calantone, *Michigan State University*

Discussant:

**Deborah L Andrus**, University of Calgary

### **3.9 Title of Track: AMA Publications**

**Title of Session: Journal of Marketing Research Editorial Board Meeting**

*1:30 to 3:00 pm*

Chair:

**Joel Huber**, Duke University

### **3.10 HOWARD AWARD PRESENTATION – EXECUTIVE 3 A/B**

**3:00 – 3:30 pm. BREAK**

### **4.1 Title of Track: Special Session: Professional Development**

**Title of Session: Transitions in an Academic Career: When You Clearly Haven't Perished**

*3:30 to 5:00 pm*

Chair:

**Barton Weitz**, University of Florida

Panelists:

**Donald Lehmann**, Columbia University

**Barbara Kahn**, University of Miami

**Ajay K. Kohli**, Emory University

**Gary Lilien**, Pennsylvania State University

**Russ Winer**, New York University

#### **4.2 Title of Track: Marketing Education and Teaching Innovation**

**Title of Session: Students, Faculty and Satisfaction: How Do You Define Success?**

3:30 to 5:00 pm

Chair:

**Deborah L. Andrus**, University of Calgary

Participants:

Well . . . Just Create a Survey: Developing an Exit Interview to Help Assess an Undergraduate Marketing Program.

Robert Ping, *Wright State University*

Exploring Satisfactory and Dissatisfactory Student-Professor Encounters: The Student's Perspective. Roediger Voss,

*Zurich University of Applied Sciences*; Thorsten Gruber, *University of Manchester*; Alexander E. Reppel, *University of London*

Students' Evaluation of Teaching: Concerns of Diagnosticity Versus Validity. Tom Madden, *University of South Carolina*

Group-Based Assessment as a Dynamic Assessment Technique in Marketing Education. Pelin Bicen, *Texas Tech University*;

Debra A. Laverie, *Texas Tech University*

Discussant:

**Ryan White**, Michigan State University

#### **4.3 Title of Track: Retailing SIG**

**Title of Session: The Role of Information in Consumer Patronage & Search Behaviors**

3:30 to 5:00 pm

Session Chair:

**Dhruv Grewal**, Babson College

Participants:

Effectiveness of Semantic Price Cues: A Re inquiry Dhruv Grewal, *Babson College*; Joan Lindsey-Mullikin,

*California Polytechnic State University*

An Experimental Examination of Economics of Information Theory across Offline and Online Shopping Environments: The Roles of Information Dispersion, Interface Usage Frequency, and Product Digitalization. Dipayan (Dip) Biswas, *Bentley College*;

Bidisha Burman, *Appalachian State University*

Approach and Avoidance Motivation: Investigating Hedonic Consumption in a Retail Setting. Mark Arnold, *Saint Louis University*;

Kristi Reynolds, *University of Alabama*

Measuring Green-ness: Its Effect on Perceived Quality, Value and Willingness to Pay. Norm Borin, *California Polytechnic State*

*University*; R. Krishnan, *University of Miami*; Joan Lindsey-Mullikin, *California Polytechnic State University*

#### **4.4 Title of Track: Consumer Behavior**

**Title of Session: Regulatory Focus and Luxury Consumption**

3:30 to 5:00 pm

Chair:

**Soonkwan Hong**, University of Texas-Pan American

Participants:

Consumer Motivations to Buy and Consume Luxury Goods. Maria Eugenia Fernández Moya, *Universidad Carlos III de Madrid*;

James Nelson, *University of Colorado at Boulder*

Predicting Future Product Failures: The Effects of Mental Unpacking and Regulatory Focus. Dipayan (Dip) Biswas, *Bentley College*;

L. Robin Keller, *University of California, Irvine*; Bidisha Burman, *Appalachian State University*

Regulatory Focus, Mortality Salience, and Materialism. Kevin Lehnert, *Saint Louis University*; Mark J. Arnold, *Saint Louis University*

Discussant:

**Vijaykumar Krishnan**, University of Cincinnati

#### **4.5 Title of Track: Marketing Strategy/Marketing Management for Value Creation**

**Title of Session: Customer Profitability**

3:30 to 5:00 pm

Chair:

**Mehmet B. Talay**, HEC Montreal

Participants:

Analyzing the Feasibility of Compensating the Negative Consequences of Abandoning Unprofitable Customers. Michael Haenlein, *ESCP-EAP European School of Management*; Andreas M. Kaplan, *ESSEC Business School*

Linking a Multi-Component Model of Commitment to Customer Profitability. Melchior David Bryant, *Mannheim University*;

Maik Hammerschmidt, *Mannheim Business School*; Hans H. Bauer, *University of Mannheim*; Michael Timm, *University of Mannheim*

Asset Pricing or Mispricing of Customer Satisfaction. Xueming Luo, *University of Texas at Arlington*; Giao Nguyen, *University of Texas at Austin*

Discussant:

**Sudhir H. Kale**, Bond University

#### **4.6 Title of Track: Selling and Sales and Management SIG**

**Title of Session: Sales Education Juggernaut: Proliferation of Programs, Blueprint for Growth, and Industry Perspectives**

3:30 to 5:00 pm

Chair:

**Robert M. Peterson**, William Paterson University

Panelists:

**David Reid**, William Paterson University

**Rosann L. Spiro**, Indiana University

**Andrea Leigh Dixon**, University of Cincinnati

**Gerald E. Hills**, University of Illinois Chicago

#### **4.7 Title of Track: Global Marketing SIG**

**Title of Session: Unleashing the Global Power of Marketing for the 21st Century**

3:30 to 5:00 pm

Chair:

**David Griffith**, Michigan State University

Panelists:

**Michael Czinkota**, Georgetown University

**Tamer Cavusgil**, Michigan State University

**Jagdish Sheth**, Emory University

#### **4.8 Title of Track: Special Session: New Product Development, Product Management and Entrepreneurship**

**Title of Session: Design, Marketing and Organizational Culture**

3:30 to 5:00 pm

Chair:

**Gursel Ilipinar**, ESADE

Panelists:

**Giulia Calabretta**, ESADE

**Brigitte Borja**, Brunel University

**Ian David Parkman**, University of Oregon

**Steven Chen**, University of California-Irvine

**Gaia Rubera**, University of Southern California

Discussant:

**Sabine Junginger**, Lancaster Institute for the Contemporary Arts

#### **4.9 Title of Track: AMA Publications**

**Title of Session: JPP&M Editorial Board Meeting**

3:30 to 5:00 pm

Chair:

**Ronald P. Hill**, Villanova University

- 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

## **SUNDAY, AUGUST, 10**

**8:00 – 8:30 a.m. Coffee & Danish –**

**8:00 a.m. – 5:00 p.m.**

**Academic Placement Career Fair –**

**8:00 a.m. – 5:00 p.m.**

**Conference Registration –**

**8:00 a.m. – 3:30 p.m.**

**Exhibits –**

**8:00 a.m. – 5:00 p.m.**

**Academic Placement Interview Room –**

**Noon – 1:30**

**Marketing Strategy SIG Mahajan Award Luncheon (by invitation only)**

**Noon – 1:30**

**Doctoral Student SIG Luncheon (by invitation only)**

**12:00 – 1:30 p.m. Lunch on Your Own (exhibit hall open)**

**5:30 – 7:00 p.m. Marketing Communications and Doctoral Student SIG Joint Reception**

**5:30 – 7:00 p.m. Marketing and Society SIG Reception**

**5.1 Title of Track: Professional Development**

**Title of Session: Transitioning from Ph.D. Student to Assistant Professor**

8:30 to 10:00 am

Chair:

**Maureen A. Bourassa**, Queen's University

Panelists:

**Jonah Berger**, University of Pennsylvania

**Shashi M Matta**, Ohio State University

**Linda Tuncay**, Loyola University Chicago

**Lauren Skinner**, University of Alabama at Birmingham

Discussant:

**Hulda Black**, University of Kentucky

**5.2 Title of Track: Societal, Public Policy & Ethical Issues**

**Title of Session: How U.S. Social Values Have Changed over the Past Generation**

8:30 to 10:00 am

Chair:

**Lynn Richard Kahle**, University of Oregon

Participants:

A Theory and a Method for Studying Generational Value Change: Topline Results. Guang-Xin Xie, *University of Oregon*;

Lynn Richard Kahle, *University of Oregon*

Birthright Demographics and Consumer Social Values: Change Across Time, Cohorts, and Generations. Johnny Chen,

*University of Oregon*; Guang-Xin Xie, *University of Oregon*

Ascribed and Attained Demographics and Consumer Social Values: Change Across Time, Cohorts, and Generations. Eda Gurel-Atay,

*University of Oregon*

**5.3 Title of Track: Services Marketing**

**Title of Session: Managing Service Complaints and Failures**

8:30 to 10:00 am

Chair:

**Betsy Bugg Holloway**, Samford University

Participants:

An Overview over Post-Complaint Behavior. Katja Gelbrich, *Ilmenau Technical University*; Holger Roschk, *Ilmenau Technical University*

The Complaint Handling Encounter: How Male and Female Complainants Perceive Value. Thorsten Gruber, *University of Manchester*;

Isabelle Szmigin, *University of Birmingham*; Roediger Voss, *Zurich University of Applied Sciences*; Alexander E. Reppel,

*University of London*

Making a Virtue of Necessity-How Firms Can Benefit From Product Failures. Tobias Johannes Donnevert, *University of Mannheim*;

Maik Hammerschmidt, *University of Mannheim*; Tomas Falk, *University of Mannheim*; Hans H. Bauer, *University of Mannheim*;

Martin Moser, *TNS Infratest*

Discussant:

**Joseph C. Miller**, Michigan State University

**5.4 Title of Track: Consumer Behavior**

**Title of Session: Advertising**

8:30 to 10:00 am

Chair:

**Vijaykumar Krishnan**, University of Cincinnati

Participants:

Attitudes toward Advertisements: Role of Thinking Orientation. Beichen Liang, *East Tennessee State University*; Feisal Murshed,

*Towson University*

Interaction Effects of Fatigue Level and Advertisement Complexity on Consumer's Advertising Processing. Dina Rasolofarison, *HEC*

What Influences Consumers' Attitudes toward Diet Advertising? -Level of Self Esteem, Social Comparison Orientation, and their Body

Mass Index. Hyunjae (Jay) Yu, *Louisiana State University*

Discussant: **Hans Thjomoe**, Norwegian School of Management

**5.5 Title of Track: Channels of Distribution, Supply Chain Management, Business-to-Business Marketing and Interorganizational Issues**

**Title of Session: Managing the Supply Chain Processes and Outcomes**

8:30 to 10:00 am

Chair:

**Patricia J. Daugherty**, University of Oklahoma

Participants:

A Conceptual Study of Web-Based Revenue Sharing Collaboration Systems. Yanbin Tu, *Robert Morris University*; Min Lu, *Robert Morris University*

How Production Costs Affect Channel Relationships. Ruhai Wu, *Florida Atlantic University*; Suman Basuroy, *Florida Atlantic University*

Is Supply Chain Process Integration a Missing Link? Haozhe Chen, *East Carolina University*; Patricia J. Daugherty, *University of Oklahoma*; Soonhong (Hong) Min, *University of Oklahoma*

Discussant:

**Mark Moon**, University of Tennessee

**5.6 Title of Track: Consumer Behavior**

**Title of Session: Customization and Segmentation**

8:30 to 10:00 am

Chair:

**Chris Joiner**, George Mason University

Participants:

A Model of the Customer's Perceived Costs and Benefits of Product Customization in the Car Market. Marina Dabic, *Vienna University of Economics and Business Administration*; Andreas Strebinger, *York University*

Give Me Power and I'll Give You Love: Exploring Consumer Brand Attachment in Mass Customization. Ulrike Kaiser, *Vienna University of Economics and Business Administration*; Martin Schreier, *Vienna University of Economics and Business Administration*

Multidimensional Customer Contact Sequences: A New Approach for Customer Segmentation. Sascha Steinmann, *University of Goettingen*; Günter Silberer, *University of Goettingen*

Discussant:

**Sungwoo Jung**, Columbus State University

**5.7 Title of Track: Global and Cross-Cultural Marketing**

**Title of Session: International Marketing Strategy I**

8:30 to 10:00 am

Chair:

**Ritu Lohtia**, Georgia State University

Participants:

Effects of Relational Policies in Export Channels. Claude Obadia, *Avancia-Negocia*; David I. Gilliland, *Colorado State University*

How do Firms Choose an Entry Mode Where in Fact They Have Only One Choice? Evidence from Automobile Industry.

Mehmet B. Talay, *HEC Montreal*

In Search of Paths to Increase Market Responsiveness: Evidence from Foreign Subsidiaries. Ruby P. Lee, *Florida State University*;

Qimei Chen, *University of Hawaii, Manoa*; Xiongwen Lu, *Fudan University*

Discussant:

**Gursel Ilipinar**, ESADE

**5.8 Title of Track: E-Commerce and Technology**

**Title of Session: Trajectories Consumer Online Adoption**

8:30 to 10:00 am

Chair:

**Sheila Lucy Sasser**, Eastern Michigan University and University of Michigan

Participants:

An Attitudinal Model of Product Customization. Christoph Ihl, *Technischen Universität München*; Frank Piller,

*Rheinisch-Westfälische Technische Hochschule*; Sebastian Bonnemeier, *Technischen Universität München*

Consumer Acceptance of Dynamic Product Imagery for Online Shopping. Jiyeon Kim, *University of South Carolina*;

Sandra Forsythe, *Auburn University*

e-Assim: Consumer Assimilation of Electronic Channels. Devon S. Johnson, *Northeastern University*

Discussant:

**Sayantani Mukherjee**, California State University, Long Beach

**5.9 Title of Track: AMA Publications**

**Title of Session: Journal of International Marketing Editorial Review Board Meeting**

8:30 to 10:00 a.m.

Chair:

*David Griffith*, Michigan State University

**10:00 – 10:30 a.m. BREAK**

**6.1 Title of Track: Special Session: Doctoral Student SIG**

**Title of Session: To Market, To Market: Trends and Insights into Marketing Academia's Job Market**

10:30 to 12:00 pm

Chair:

*Raj Agnihotri*, Kent State University

Panelists:

*Hulda Black*, University of Kentucky

*Maureen A. Bourassa*, Queen's University

*June Cotte*, Ivey Business School

*Kenneth Bates*, Berry College

*Andrea Godfrey*, University of California, Riverside

*Mandy Ortiz*, University of San Francisco

*Kevin Trainor*, Kent State University

**6.2 Title of Track: Education and Teaching Innovation**

**Title of Session: The Google Online Marketing Challenge: A Global Teaching and Learning Initiative**

10:30 to 12:00 pm

Chair:

*Jamie Murphy*, University of Western Australia

Panelists:

*Ana Canhoto*, Henley Management College

*Charles Hofacker*, Florida State University

*Lee Hunter*, Google

*Marilyn Lavin*, University of Wisconsin Whitewater

*Larry Neale*, University of Western Australia

*Clay M. Voorhees*, Michigan State University

**6.3 Title of Track: Services Marketing**

**Title of Session: Satisfaction, Quality and Relationships in B2B Services Marketing**

10:30 to 12:00 pm

Chair:

*Tilmann Wagner*, Texas Tech University

Participants:

A Conceptual Model of Satisfaction Formation in Continually Delivered Business Service Contexts. Elten Briggs,

*University of Texas at Arlington*; Landry D. Timothy, *University of Oklahoma*

Quality Management and International Performance-An Analysis for B-to-B Services. Christina Sichtmann, *University of Vienna*;

Maren Klein, *Freie Universitaet Berlin*

The Operationalization of Macneil's Relational Norms in Interfirm Exchanges: A Descriptive Meta-Analysis. Fabien Durif, *University of*

*Sherbrooke*; Michèle Paulin, *Concordia University*; Jasmin Bergeron, *University of Quebec at Montreal*

Discussant:

*Michael Paul*, Weimar University

**6.4 Title of Track: Marketing Communications and Branding**

**Title of Session: Advertising Context & Strategy**

10:30 to 12:00 pm

Chair:

*Jennifer Chandler*, University of Hawaii at Manoa

Participants:

Culture and Context: Incongruence and Advertising Effectiveness. Susan Myers, *University of Memphis*; Christine Kowalczyk, *University of Memphis*  
Demobilization of the Consumer? The Effects of Negative Product Advertising on Purchase Intentions. David Gras, *Clemson University*; Les Carlson, *University of Nebraska - Lincoln*; Christopher D. Hopkins, *Clemson University*  
The Effects of Ad Novelty and Meaningfulness on the Advertised Brand. Daniel Sheinin, *University of Rhode Island*; Sajeev Varki, *University of South Florida*; Christy Ashley, *Fairfield University*

**6.5 Title of Track: Channels of Distribution, Supply Chain Management, Business-to-Business Marketing and Interorganizational Issues**  
**Title of Session: Contracts, Governance Mechanisms and Channel Relationships**

10:30 to 12:00 pm

Chair:

**Sandy Jap**, Emory University

Participants:

Contractual Control and Relationship Building Mechanisms. Brian Rutherford, *Purdue University*; James Boles, *Georgia State University*; Hiram C. Barksdale, Jr., *Georgia State University*; Julie Johnson, *Western Carolina University*  
Exploring the Dimensions and Transactual Outcomes of Incomplete Business Contracts. Erik Mooi, *Aston University*; David I. Gilliland, *Colorado State University*  
Returns to Consistency: Dyad- Versus Territory-Level Determinants of Channel Relationship Outcomes. Alberto Sa Vinhas, *Emory University*; Jan Heide, *University of Wisconsin-Madison*; Sandy Jap, *Emory University*

Discussant:

**Sudhir H. Kale**, Bond University

**6.6 Title of Track: Special Session: Sales and Sales and Management**  
**Title of Session: Investigating the Relationships and Relationship Makers in Key Account Management**

10:30 to 12:00 pm

Chair:

**Joel Le Bon**, Associate Professor of Marketing

Participants:

When Does Outsourcing Sales and Marketing Activities for Major Accounts Make Sense? Thomas Gruen, *University of Colorado at Colorado Springs*; Naveen Donthu, *Georgia State University*  
Strategic, Operational and Personal Fit and Their Impact on Key Account Relationship Effectiveness. Keith Richards, *University of Tennessee at Chattanooga*; Eli Jones, *University of Houston*  
Effectively Targeting and Managing Key Account Relationship Marketing Programs. Robert W. Palmatier, *University of Washington*

Discussant:

**Adam Rapp**, Kent State University

**6.7 Title of Track: Global and Cross-Cultural Marketing**  
**Title of Session: International Marketing Strategy II**

10:30 to 12:00 pm

Chair:

**Frank Franzak**, Virginia Commonwealth University

Participants:

Does Size Matter in International Marketing? Taewon Suh, *Texas State University*; Ha-Chin Yi, *Texas State University*  
Of Shareholders and International Joint Ventures: Insights To Value Creation and High Performance. Mehmet B. Talay, *HEC Montreal*  
The Outsourcing and Offshoring of Customer-Facing Business Processes. Susan M. Mudambi, *Temple University*; Stephen Tallman, *University of Richmond*

Discussant:

**Ying Wang**, Youngstown State University

**6.8 Title of Track: Special Session: E-Commerce and Technology**  
**Title of Session: The Future of the Internet and Implications to Marketing Theory, Research and Practice**

10:30 to 12:00 pm

Chair:

**Alladi Venkatesh**, University of California, Irvine

Panelists:

*George M. Zinkhan*, University of Georgia  
*Tom Novak*, University of California, Riverside  
*Donna Hoffman*, University of California, Riverside  
*Andrew Pressey*, University of East Anglia  
*Venkatesh Shankar*, Texas A&M University

**6.9 Title of Track: AMA Publications**

**Title of Session: Meet the Editors of AMA Journals**

10:30 – 12:00 pm

Chair:

*Richard Lutz*, University of Florida

Participants:

Journal of International Marketing, David Griffith, *Michigan State University*

Journal of Public Policy & Marketing, Ronald Hill, *Villanova University*

Journal of Marketing Research, Joel Huber, *Duke University*

Journal of Marketing, Ajay Kohli, *Emory University*

**12:00 – 1:30 p.m. Lunch on Your Own (exhibit hall open)**

**12:00 – 1:30 Doctoral Student SIG Luncheon (by invitation only)**

**12:00 – 1:30 p.m. Marketing Strategy SIG - Mahajan Award Presentation (by invitation only)**

Vijay Mahajan Award for Lifetime Contributions to Marketing Strategy Research & Early Career Contributions Award will be presented at the Luncheon.

**7.1 Title of Track: Special Session: Professional Development**

**Title of Session: Tips on Writing Marketing Cases**

1:30 to 3:00 pm

Chair:

*Roger A. Kerin*, Southern Methodist University

Panelists:

*Rohit Deshpande*, Harvard Business School

*Thomas C. Kinnear*, University of Michigan

*Mark Vandenbosch*, University of Western Ontario

**7.2 Title of Track: Societal, Public Policy & Ethical Issues**

**Title of Session: Manners and Legal Influencers on Business**

1:30 to 3:00 pm

Chair:

*Greg Gundlach*, University of Notre Dame

Participants:

Civility, Manners and Etiquette: Should Businesses Bother about such Gobble-dy-gook? Audhesh K. Paswan, *University of North Texas*;

Jeffery E. Lewin; *University of North Texas*; Deborah King, *Final Touch Finishing School, Inc.*

Gratitude Works: The Impact of "Thank You" From Post-Katrina Louisiana. Randle D. Raggio, *Louisiana State University*;

Judith Anne Garretson Folse, *Louisiana State University*

A Legal View of Corporate Purpose. Karl Boedecker, *University of San Francisco*; Fred Morgan, *University of Kentucky*

Judicial Use of Scientific Evidence. Fred Morgan, *University of Kentucky*

**7.3 Title of Track: Retailing and Pricing**

**Title of Session: Emerging Strategic Issues in Retailing**

1:30 to 3:00 pm

Chair:

*Joan Lindsey-Mullikin*, California Polytechnic State University

Participants:

An Empirical Analysis of the Determinants of Retail Strategy: Pricing and Format. Dinesh K. Gauri, *Syracuse University*;

Minakshi Trivedi, *SUNY Buffalo*

CLV and Optimal Resource Allocation: The Influence of Marketing, Buying, and Product Returns. J. Andrew Petersen,

*University of North Carolina at Chapel Hill; V. Kumar, Georgia State University*  
Investigating the Two-Stage Choice Process of In-Store Sampling: Trying and Buying. Carrie Heilman, *University of Virginia*;  
Kyril Lakishyk, *Catholic University of Portugal*; Sonja Radas, *Institute of Economics, Zagreb*

Discussant:

**Bruce Weinberg**, Bentley College

#### **7.4 Title of Track: Marketing Communications and Branding**

**Title of Session: Building Brands in a New Media Context**

*1:30 to 3:00 pm*

Chair:

**Gordon C. Bruner**, Southern Illinois University at Carbondale

Participants:

Attitudinal Effects of In-Game Advertising for Familiar and Unfamiliar Brands. Gunnar Mau, *University of Goettingen*; Günter Silberer, *University of Goettingen*

The Effect of Arousal on Adolescent's Short-term Memory of Brand Placements in Advergaming. Monica D. Hernandez, *University of Texas-Pan American*; Sindy Chapa, *University of Texas-Pan American*

Tuning In and Tuning Out: An Exploratory Study of Media Multitasking Among Youth Consumers. Andrew John Rohm, *Northeastern University*; Fareena Sultan, *Northeastern University*; Fleura Bardhi, *Northeastern University*

#### **7.5 Title of Track: Marketing Communications and Branding**

**Title of Session: Branding in B2B Contexts**

*1:30 to 3:00 pm*

Chair:

**Terry Clark**, Southern Illinois University at Carbondale

Participants:

Cognitive, Attitudinal and Behavioral Brand Dimensions Within an Organizational Buying Context. Brian P. Brown, *University of Massachusetts, Amherst*; Alex R. Zablah, *Oklahoma State University*; Naveen Donthu, *Georgia State University*

Ingredient Branding: Why Do Brands Matter In Business Markets? Waldemar A. Pfoertsch, *China Europe International Business School*; Jennifer Chandler, *University of Hawaii at Manoa*; Christian Linder, *Pforzheim University*

The Antecedents of Brand Value in Pharmaceutical Markets. Melissa Clark, *University of North Alabama*; Douglas W. Vorhies, *University of Mississippi*

#### **7.6 Title of Track: Channels of Distribution, Supply Chain Management, Business-to-Business Marketing and Interorganizational Issues**

**Title of Session: Trust, Value, and Influence in Channel Relationships**

*1:30 to 3:00 pm*

Chair:

**Lisa Scheer**, University of Missouri

Participants:

A Dual-Route Model of Trust and Control in Channels. Clara Agustin, *Instituto de Empresa, Madrid*; Jose Manuel Sanchez Vazquez, *Universidad Pablo de Olavide*; Maria Velez, *University of Cadiz*

Are Traditional Macro-level Diffusion Models Appropriate When Forecasting Organizational Adoption of High-Tech Products? Sean McDade, *People Metrics*; Terence Oliva, *Temple University*; Ellen Thomas, *Temple University*

Creating and Claiming Value in Collaborative Relationships. Stephan M. Wagner, *WHU Otto Beisheim School of Management*; Andreas Eggert, *University of Paderborn*; Eckhard Lindemann, *WHU Otto Beisheim School of Management*

The Buying Center Influence: Cultural Mediating Effects on Interfirm Support. Julie Huntley, *Oral Roberts University*

Discussant:

**David I. Gilliland**, Colorado State University

#### **7.7 Title of Track: New Product Development, Product Management and Entrepreneurship**

**Title of Session: Managing Innovation Across Borders**

*1:30 to 3:00 pm*

*San Diego Harbor Sheraton: Seven*

Chair:

**Serdar S. Durmusoglu**, University of Dayton

Participants:

Formalization, Market Information and New Venture Performance: A Cross-National Study of China, Japan and the United States. Tomoko Kawakami, *Kansai University*; Douglas L. MacLachlan, *University of Washington*; Anne Stringfellow, *Thunderbird School of Management*

Entrepreneurial Marketing: Its Role in the Accelerated Internationalization of the Born Global Firm. Gillian Sullivan Mort, *Griffith University*; Peter Liesch, *University of Queensland*

The Management of Multi-Sector Innovations: A Framework for Comparative Analysis. Betsy Bugg Holloway, *Samford University*; Michele D. Bunn, *University of Montevallo*

Discussant:

*Gursel Ilipinar*, ESADE

## **7.8 Title of Track: E-Commerce and Technology**

**Title of Session: Online Auctions and Recommender Systems**

*1:30 to 3:00 pm*

Chair:

*Larry Chiagouris*, Pace University

Participants:

An Empirical Study on Segmentation and Dynamics of Online Auctions. Yanbin Tu, *Robert Morris University*; Min Lu, *Robert Morris University*

Drivers of Consumer Ratings in Online Recommender Systems: An Exploratory Analysis of Cross-Cultural Differences.

Andrew M. Baker, *Georgia State University*; Ravi Parameswaran, *Oakland University*; Balaji Rajagopalan, *Oakland University*

Discussant:

*Parimal Bhagat*, Indiana University of Pennsylvania

## **7.9 Title of Track: Special Session: Professional Development**

**Title of Session: Meet the Editors of Non-AMA Journals I**

*1:30 to 3:00 pm*

Session Chair:

*William H. Murphy*, University of Saskatchewan

Participants:

International Journal of Research in Marketing. Donald Lehmann, *Columbia University*

Journal of Business Research. Barry James Babin, *Louisiana Tech University*

Journal of International Business Studies. Dan Bello, *Georgia State University*

Journal of Marketing Theory and Practice. Greg W. Marshall, *Rollins College*

Journal of Personal Selling & Sales Management. Kenneth Evans, *University of Oklahoma*

Journal of Retailing. James R. Brown, *West Virginia University*; Rajiv P. Dant, *University of Oklahoma*

## **3:00 – 3:30 p.m. BREAK**

## **8.1 Title of Track: Global Marketing SIG**

**Title of Session: Overseas Teaching Assignments for Marketing Educators**

*3:30 to 5:00 pm*

Chair:

*Frank Franzak*, Virginia Commonwealth University

Panelists:

*David Griffith*, Michigan State University

*Camille Schuster*, California State University at San Marcos

*Michael Czinkota*, Georgetown University

*Diana Lawson*, St. Cloud State University

*William Lundstrom*, Cleveland State University

*Kate Gillespie*, University of Texas at Austin

*Esra F. Gencturk*, Koc University

## **8.2 Title of Track: Marketing and Society SIG**

**Title of Session: Consumption and Commerce in Subsistence Markets: On the Mutual Influence of Marketing and the Social Fabric**

3:30 to 5:00 pm

Chair:

**Jose Antonio Rosa**, University of Wyoming

**Madhubalan Viswanathan**, University of Illinois at Urbana-Champaign

Participants:

From Subsistence Marketplaces to Sustainable Marketplaces? Implications for Marketing and Society.

Madhubalan Viswanathan, *University of Illinois at Urbana-Champaign*

Use Innovativeness by Subsistence Consumers and Consumer-Merchants: The Interplay of Cognitive and Social Factors.

Jose Antonio Rosa, *University of Wyoming*

Marketing Systems in Subsistence Economies: A Decentralization Approach. Robin Ritchie, *University of Western Ontario*

Discussant:

**Srinivas Sridharan**, University of Western Ontario

**8.3 Title of Track: Services SIG**

**Title of Session: Socially Responsible Service Marketing: New Thoughts & Research Directives**

3:30 to 5:00 pm

Chair:

**Linda Ferrell**, University of New Mexico

Participants:

Greening the Service Economy. Raymond Fisk, *Texas State University-San Marcos*; Stephen J. Grove, *Clemson University*

Teach Green! Integrating Sustainability into the Marketing Curriculum. Claudia Bridges, *California State University, Sacramento*; Wendy Bryce Wilhelm, *Western Washington University*

Healthy Servicescapes: Exploring the Restorative Potential of Video Arcades. Mark S Rosenbaum, *Northern Illinois University*

**8.4 Title of Track: Marketing Communications SIG**

**Title of Session: The Role of New Media Channels and Vehicles in Marketing Communications: Impact, Research Agenda and Results**

3:30 to 5:00 pm

Chair:

**Geraldine Rosa Henderson**, Northwestern University

Participants:

The Role of New Media in Influencing Consumer Aggregate Buying Behavior on the Internet. Parimal Bhagat, *Indiana University of Pennsylvania*; Varinder Sharma, *Indiana University of Pennsylvania*; Andreas Klein, *Indiana University of Pennsylvania*

Myspace or Yours? : An Exploratory Study of Black Young Adult Online Behavior and Perceptions of Targeted Online Media.

Nakeisha Ferguson, *University of Texas*

New Directions of Marketing Communications in M-Commerce A Web 2.0 Perspective. Krish Krishnan, *Indiana University of Pennsylvania*; Parimal Bhagat, *Indiana University of Pennsylvania*

Effects of Ethnically-Targeted and Ethnically-Ambiguous Computer-Generated Agents on Browsers' Evaluations of a Commercial Web Site. Osei Appiah, *Ohio State University*; Geraldine Rosa Henderson, *Northwestern University*; Jerome Denean Williams, *University of Texas at Austin*

Discussant:

**Jerome Denean Williams**, University of Texas at Austin

**8.5 Title of Track: Marketing Strategy/Marketing Management for Value Creation**

**Title of Session: Marketing Management and Performance**

3:30 to 5:00 pm

Chair:

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

Participants:

An Empirical Investigation into the Concept of Relationship Pricing in an Industrial Export Setting: Evidence from the UK. Paraskevas Argouslidis, *Athens University of Economics and Business*; Kostis Indounas, *Athens University of Economics and Business*; George Baltas, *Athens University of Economics and Business*

Implications of Marketing Program Implementation on Firm Performance: Evidence from the Retailing Industry. Ruby P. Lee, *Florida State University*; Gillian Naylor, *University of Nevada, Las Vegas*; Qimei Chen, *University of Hawaii, Manoa*

The Horizontal and Vertical Structure of Price Authority: Marketing's Important Role as a "Price Guardian." Ove Jensen, *WHU-Otto*

*Beisheim School of Management; Christian Homburg, University of Mannheim*

Discussants:

*Nacef Mouri*, George Mason University

*Mohammed M. Nadeem*, National University

**8.6 Title of Track: Sales and Sales Management SIG**

**Title of Session: Launching and Maintaining a University Sales Program**

*3:30 to 5:00 pm*

Chair:

*Michael Ahearne*, University of Houston

Panelists:

*Eli Jones*, University of Houston

*Terry Loe*, Kennesaw State University

*Rosann L. Spiro*, Indiana University

**8.7 Title of Track: Global and Cross-Cultural Marketing**

**Title of Session: Country-of-Origin Effects**

*3:30 to 5:00 pm*

*San Diego Harbor Sheraton: Seven*

Chair:

*Swee Hoon Ang*, National University of Singapore

Participants:

Empirical Examination of the Effect of Consumers' Product Origin Familiarity on their Quality Perceptions. Alexander P. Josiassen, *Victoria University*; Ingo Oswald Karpen, *University of Melbourne*; Michael Polonsky, *Victoria University*

Product-Country Image, Brand Attitude, and Their Moderators: A Study in the People's Republic of China. Fang Liu, *University of Western Australia*; Jianyao Li, *University of Western Australia*; Jamie Murphy, *University of Western Australia*

The Country-of-Origin Effect: Investigating the Moderating Roles of Product Involvement and Product Origin Congruency.

Alexander P. Josiassen, *Victoria University*; Bryan A. Lukas, *University of Melbourne*; Gregory J. Whitwell, *University of Melbourne*

Discussant:

*Miao Zhao*, Roger Williams University

**8.8 Title of Track: E-Commerce and Technology**

**Title of Session: Virtual Worlds and Second Life**

*3:30 to 5:00 pm*

Chair:

*Girish Punj*, University of Connecticut

Participants:

Measuring Brand Value Patterns in a Virtual World: An Axiological Approach Using PLS. Stuart John Barnes, *University of East Anglia*; Jan Mattson, *Roskilde University*

Consuming Virtual World—A Grounded Theory of Consumer Use Behavior in Secondlife Virtual World: Implications for Marketing in the Virtual World. Adesegun Oyedele, *University of Texas-Pan American*; Michael S. Minor, *University of Texas-Pan American*

"Word of Mouse" Versus Professional Movie Critics: Which has a Greater Impact on Movie Success? Lauren Isabelle, Labrecque, *University of Massachusetts, Amherst*; Adwait Khare, *Quinnipiac University*; Anthony Asare, *University of Massachusetts, Amherst*;

Henry Greene, *Central Connecticut State University*

Discussant:

*Caroline Wiertz*, City University of London

**8.9 Title of Track: Special Session: Professional Development**

**Title of Session: Meet the Editors of Non-AMA Journals II**

*3:30 to 5:00 pm*

Chair:

*William H. Murphy*, University of Saskatchewan

Participants:

Journal of the Academy of Marketing Science. David Stewart, *University of California, Riverside*

Journal of Historical Research in Marketing. Brian Jones, *Quinnipiac University*

Journal of Interactive Marketing. Venkatesh Shankar, *Texas A&M University*  
Journal of Marketing Education. Douglas J. Lincoln, *Boise State University*  
Marketing Education Review. Catharine M Curran, *University of Massachusetts, Dartmouth*  
Marketing Science. Eric Bradlow, *University of Pennsylvania*  
Journal of Advertising, Marla B. Royne, *University of Memphis*

**8.2A Marketing and Society SIG Reception – 5:30 – 7:00 p.m.**

**8.4A Marketing Communications and Doctoral Student SIG Joint Reception – 5:30 – 7:00 p.m.**

## MONDAY, AUGUST, 11

**8:00 – 10:30 a.m.**

Conference Registration –

**8:00 – 11:00 a.m.**

Academic Placement Career Fair –

**8:00 – 11:00 a.m.**

Academic Placement Interview Room –

### **9.1 Title of Track: Marketing Communications and Branding**

**Title of Session: Brand Perspectives & The Human Element**

*8:30 to 10:00 am*

Chair:

**Michael Francis Walsh**, West Virginia University

Participants:

Brand Portfolio Management: A Taxonomy. Kai Vollhardt, *University of Mainz*; Stephan C. Henneberg, *Manchester Business School*; Frank Huber, *University of Mainz*

Can Brand-Specific Transformational Leadership Be Learned? A Field Experiment. Felicitas Morhart, *University of St. Gallen*;

Walter Herzog, *University of St. Gallen*; Wolfgang Peter Jenewein, *University of St. Gallen*

What Makes a Celebrity Authentic? Identifying the Antecedents of Celebrity Authenticity. Julie Anna Guidry, *Louisiana State University*;

Carolyn Popp Garrity, *Louisiana State University*; George M. Zinkhan, *University of Georgia*

### **9.2 Title of Track: Societal, Public Policy & Ethical Issues**

**Title of Session: Food, Tobacco and Water**

*8:30 to 10:00 am*

Chair:

**Jeremy Kees**, Villanova University

Participants:

Exploring Preschool Children's Taste Preferences as Related to their Knowledge of Food Brands. Anna Rachel McAlister, *University of Queensland*; T. Bettina Cornwell, *University of Queensland*

Hurting the Ones We are Trying to Help: Boomerang Effects and at Risk Youth Segments. Garrett Coble, *Oklahoma State University*;

Marlys Mason, *Oklahoma State University*; Josh Wiener, *Oklahoma State University*

Social Marketing's Transformation of the Consumer Marketplace: Changing the Philosophy of Water Consumption. Marcus James Phipps, *Monash University*; Jan Brace-Govan, *Monash University*

Discussant:

**Steve Kopp**, University of Arkansas

### **9.3 Title of Track: Retailing and Pricing**

**Title of Session: Behavioral Issues in Retailing**

*8:30 to 10:00 am*

Chair:

**Dipayan (Dip) Biswas**, Bentley College

Participants:

Does Country of Delivery Origin Matter to Consumers in the Open World Online Retailing? Sungho Lee, *University of Seoul*  
Mission Aborted: Why Consumers Abandon Their Online Shopping Carts. Monika Kukar-Kinney, *University of Richmond*;  
Angeline Close, *University of Nevada Las Vegas*; Heather Reineke, *University of Richmond*  
The Role of Self-Concept Congruency on Product-Brand Image and Store-Brand Image: Antecedents and Consequences.  
Joseph F. Rocereto, *Monmouth University*; Hyokjin Kwak, *Drexel University*; Marina Puzakova, *Drexel University*  
Uncertainty and Gambling in the "Scratch and Save (SAS)" Promotion. Moontae Kim, *Catholic University of Pusan*; Mike Stanyer,  
*University of Northern British Columbia*; Sungchul Choi, *University of Northern British Columbia*

Discussant:

**Patricia Norberg**, Quinnipiac University

#### **9.4. Title of Track: Consumer Behavior**

**Title of Session: New Markets and New Media**

8:30 to 10:00 am

Chair:

**Yong Jiang Wang**, Ohio University

Participants:

Brand Name Translation in an Emerging Market. Paul W. Chao, *Eastern Michigan University*; Sheng Dong Lin,  
*Sun Yat-sen University*  
Consumer-Brand Relationships in the Gray Market: An Empirical Study Among 'Younger' and 'Older' Elderly Women.  
Hansjoerg Gaus, *Chemnitz University of Technology*; Steffen Jahn, *Chemnitz University of Technology*; Tina Kiessling,  
*Chemnitz University of Technology*; Anja Weissgerber, *McKinsey & Company, Inc.*  
New Perspectives on Consumers' Bodily Experiences: Symbolic and Experiential Consumption of Avatars in Online Self Construction.  
Handan Vicdan, *University of Texas-Pan American*; Ebru Ulusoy, *University of Texas Pan American*; Michael S. Minor,  
*University of Texas-Pan American*

Discussant:

**Gary Hunter**, Illinois State University

#### **9.5 Title of Track: Special Session: Marketing Strategy/Marketing Management for Value Creation**

**Title of Session: New Horizons In Marketing Strategy Research**

8:30 to 10:00 am

Chair:

**Venkatesh Shankar**, Texas A&M University

Participants:

Long-term and Short-term Value of Marketing Strategy. Dominique Hanssens, *University of California, Los Angeles*  
Marketing Strategy and Game Theory. Sridhar Moorthy, *University of Toronto*  
Marketing Strategy and Competitive Advantage. Raji Srinivasan, *University of Texas at Austin*

#### **9.6 Title of Track: Sales and Management**

**Title of Session: Salesperson Characteristics Influencing Performance**

8:30 to 10:00 am

Chair:

**Vivek Dalela**, University of Alabama

Participants:

A Task-Based Approach to Explain the Impact of Sales Force Automation on Salesperson Performance. Andreas  
Eggert, *University of Paderborn*; Murat Serdaroglu, *University of Paderborn*  
Estimating the Impact of Individual-Level Salespeople's Learning on Performance. Qiang Lu, *University of Sydney*; Ranjit Voola,  
*University of Sydney*  
Salesperson Transition Strategies in Sales Relationships. Vivek Dalela, *University of Alabama*; John D. Hansen, *Northern Illinois*  
*University*; Robert Morgan, *University of Alabama*  
The Role of Cross-Cultural Differences in Salesperson Relational Selling Performance. Rouven E. Hagemeijer, *Erasmus University*

Discussant:

**Raj Agnihotri**, Kent State University

#### **9.7 Title of Track: Marketing Communications and Branding**

**Title of Session: Brand Extensions and Advertising Effects**

8:30 to 10:00 am

Chair:

*Melissa Clark*, University of North Alabama

Participants:

A Dynamic Model to Measure the Long Term Effect of Advertising Considering the Competitors' Efforts. Albeno Pergelova, *Universitat Autònoma de Barcelona*; Diego Prior, *Universitat Autònoma de Barcelona*; Josep Rialp, *Universitat Autònoma de Barcelona*  
Conceptualizing and Measuring the Monetary Value of Brand Extensions: The Case of Motion Pictures. Thorsten Hennig-Thurau, *Bauhaus-University of Weimar*; Mark B. Houston, *Texas Christian University*; Torsten Heitjans, *Bauhaus-University of Weimar*  
Friend or Foe: The Impact of Line Extension Advertising on Parent Brand Sales. Robert Carter, *University of Louisville*; David J. Curry, *University of Cincinnati*

**9.8 Title of Track: Special Session: E-Commerce and Technology**

**Title of Session: Adolescents Stepping Out with Online Technology**

8:30 to 10:00 am

Chairs:

*Laurel Anderson*, Arizona State University

*Deborah Brown McCabe*, Arizona State University

Participants:

Will the "Real" Person Please Sign In: Adolescent Identity Play in the Online and Offline Worlds. Laurel Anderson, *Arizona State University*; Deborah Brown McCabe, *Arizona State University*; Julie Ozanne, *Virginia Tech*  
Virtual Playgrounds. Natalie Wood, *Saint Joseph's University*; Michael Solomon, *St. Joseph's University*; Lan Nguyen Chaplin, *University of Arizona*  
Who Are You? Teens, Online Privacy, and Identity Theft. Elizabeth Taylor Quilliam, *West Virginia University*; Nora J. Rifon, *Michigan State University*; Robert J. LaRose, *Michigan State University*; Les Carlson, *University of Nebraska - Lincoln*  
Teen Mavens and Their Impact on Family Decision Making. Michael Belch, *San Diego State University*; Kathleen Krentler, *San Diego State University*; Laura W. Flurry, *Louisiana Tech University*

**10:00 – 10:30 a.m. BREAK**

**10.1 Title of Track: Consumer Behavior**

**Title of Session: Decision Making and Consumer Taste**

10:30 to 12:00 pm

Chair:

*Chung-Leung Luk*, City University of Hong Kong

Participants:

Decision Making Under Risk in Gambling. Elizabeth Cowley; Qiang Lu, *University of Sydney*; Colin Farrell, *University of Sydney*  
Reference Dependence When Tastes Differ. Neil Thomas Bendle, *University of Minnesota*; Mark E. Bergen, *University of Minnesota*  
The Impact of Complexity on Path Dependent Decision Making. Jochen Koch, *Freie Universität Berlin*; Martin Eisend, *European University Viadrina*; Arne Petermann, *Freie Universität Berlin*

Discussant:

*Aditi Grover*, University of Southern California

**10.2 Title of Track: Teaching and Learning SIG**

**Title of Session: Absolute PowerPoint: Best Classroom Practice**

10:30 to 12:00 pm

Chair:

*Charles Hofacker*, Florida State University

Panelists:

*Hope Corrigan*, Loyola College in Maryland

*Judy Strauss*, University of Nevada, Reno

**10.3 Title of Track: Retailing and Pricing**

**Title of Session: Channel & Category Issues in Retailing**

10:30 to 12:00 pm

Chair:

**Sayantani Mukherjee**, California State University, Long Beach

Participants:

Measuring Retailer Bargaining Power over Wholesalers: An Inter-Brand Analysis. Kenji Matsui, *Yokohama National University*

Relationships Between Shopping Behavior and Purchases. Julien Schmitt, *HEC School of Management*

Using Customer Equity to Determine Optimal Multichannel Strategies. Michael Paul, *Bauhaus-University Weimar*;

Thorsten Hennig-Thurau, *Bauhaus-University of Weimar*; Thomas Rudolph, *University of St. Gallen*

Discussant:

**Chris Pullig**, Baylor University

#### **10.4 Title of Track: E-Commerce and Technology**

**Title of Session: Trust and Loyalty Issues on the Internet**

10:30 to 12:00 pm

Chair:

**Patricia Skalnik**, Azusa Pacific University

Participants:

Examining Nonlinearity in Satisfaction-Loyalty-Behavioral Intentions Relationships. Anand Kumar Jaiswal,

*Indian Institute of Management, Ahmedabad*; Rakesh Niraj, *University of Southern California*

The Value of Virtual Communities: An Empirical Test of Two Models. Sarv Devaraj, *University of Notre Dame*; Constance Elise Porter,

*University of Notre Dame*; Daewon Sun, *University of Notre Dame*

The Virtual Maven: A Study of Market Maven Behavior in Physical, Web and Virtual World Channels, Stuart Barnes, *University of East*

*Anglia*; Andrew Pressey, *University of East Anglia*

Discussant:

**Narasimhan Srinivasan**, University of Connecticut

#### **10.5 Title of Track: Services SIG**

**Title of Session: Advances in e-Tourism: How Destination Information is Used, Searched for and Represented in Electronic Networks**

10:30 to 12:00 pm

Chair:

**Mark S. Rosenbaum**, Northern Illinois University

Participants:

Evaluating Structural Relationships of Internet Use. Daniel Fesenmaier, *Temple University*; Heejun Kim, *Temple University*

Evaluating Structural Relationships of Internet Use. Daniel Fesenmaier, *Temple University*; Zheng Xiang, *University of North Texas*

Insights into Online Representation of Destination Image through Text Mining. Astrid Dickinger, *MODUL University Vienna*;

Arno Scharl, *MODUL University Vienna*; Albert Weichelbraun, *Vienna University of Economics and Business*

Examining How Consumers Evaluate the Credibility of Other Travelers' Reviews. K.H. (Angie) Yoo, *Texas A&M University*;

Ulrike Gretzel, *Texas A&M University*

#### **10.6 Title of Track: Sales and Sales Management**

**Title of Session: The Role of the Sales Organization**

10:30 to 12:00 pm

Submitter/Primary Contact:

**Adam Rapp**, Kent State University

Chair:

**Keith Richards**, University of Tennessee at Chattanooga

Participants:

Impact of Salesperson Macro-Adaptive Selling Strategy on Job Performance and Satisfaction. Thomas W. Leigh, *University of Georgia*;

Hyokjin Kwak, *Drexel University*; Scott Bonifield, *Drexel University*; Rolph Anderson, *Drexel University*

Perceived Organizational Commitment's Relationship with Salesperson Organizational Commitment. Brian Rutherford, *Purdue University*;

Duleep Delpchitre, *Purdue University*; G. Alexander Hamwi, *Georgia State University*; James Boles, *Georgia State University*

Understanding and Assessing the Power of the Sales Organization in Accelerating Customers' Payment Delay. Joel Le Bon,

*ESSEC Business School*

Discussant:

**Michael Ahearne**, University of Houston

**10.7 Title of Track: Marketing Communications and Branding**

**Title of Session: Brand Elements and Loyalty**

*10:30 to 12:00 pm*

Chair:

*Songpol Kulviwat*, Hofstra University

Participants:

Social Motivations for Brand Loyalty: The Role of Conformity and Escapism. Lauren Isabelle Labrecque, *University of Massachusetts, Amherst*; Stephan Grzeskowiak, *University of Minnesota*; Anjala S. Krishen, *University of Las Vegas*

The Role of Inconsistent Information through Logo Redesign on Brand Attitude: The Role of Brand Commitment. Michael Francis Walsh, *West Virginia University*; Karen Page Winterich, *Texas A&M University*; Vikas Mittal, *University of Pittsburgh*

How Personal Nostalgia Influences Giving To Charity: A Research Proposal. Altaf Merchant, *Old Dominion University*; John B. Ford, *Old Dominion University*

**10.8 Title of Track: SIG Programming**

**Title of Session: What Marketing Academics Need to Know About Marketing Ethics, Professionalism, and Reaching Our Current Generation of Students**

*10:30 to 12:00 pm*

*San Diego Harbor Sheraton: Eight*

Chair:

*Linda Ferrell*, University of New Mexico

Panelists:

*Pia Albinsson*, New Mexico State University

*Sharmin Attaran*, University of Illinois at Chicago

*Teresa Besci*, Southern Illinois University

*Maureen Bourassa*, Queen's University

*Garrett Coble*, Oklahoma State University

*Peggy Cunningham*, School of Business, Queen

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

*Christine Kowalczyk*, University of Memphis

*Todd Weaver*, Georgia State University

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