



## Summer 2007 AMA Educators' Conference High Impact Sessions

### Session 6.3 Consumer Behavior, Meet Technology: New Insights from Doctoral Students and Dissertation Chairs

Session Chairs:

Angeline Grace Close, University of Nevada Las Vegas  
Maureen Bourassa, Queen's University

Going Wireless? Consumer Ubiquity as a Predictor of Anywhere Anytime Consumption

Sy Banerjee, University of Rhode Island  
Ruby Roy Dholakia, University of Rhode Island

The Effect and Use of Technology among Social Networks for Purchase Decisions  
Adriana Boveda, University of Rhode Island

Essays on Turning Points of the Product Life Cycle  
Deepa Chandrasekaran, Lehigh University  
Gerald Tellis, University of Southern California

Diversity of Thought in the Blogosphere and its Implications for Gaining Brand Image Insights

Paul Dwyer, Texas A&M University  
Rajan Varadarajan, Texas A&M University

Is Privacy Dead?  
Mona Srivastava, Texas A&M University

**Session Summary Writer:** *Iana Nelson, Arizona State University*

The goal of this session was to have doctoral students present their work with the presence of their advisors, who then provided some insights into how they encourage their students to manage the research process.

Adriana Boveda, University of Rhode Island, presented her dissertation research on the use of social networks in co-creation and the implications for brand meaning. Her model addresses the key antecedents and consequences of co-creation, as well as important outcomes. The contributions of her research include giving marketing managers tools on how to successfully approach and engage customers, understanding the role of composition on collaborative co-creation, evaluating the effect of co-creation on brand evaluations, and gaining insights into how co-creation can generate trust and commitment from the customer and lead to increased loyalty.

Sy Banerjee, University of Rhode Island, presented his research on consumer ubiquity, or the individual's willingness to enact the consumers' role anytime anywhere regardless of the immediate physical situation. His research focuses on scale development and validation of a construct which will help predict wireless technology usage and reactions to mobile advertising. This research will also provide insights into individual behavior in situations where the virtual context conflicts with the real context.

Ruby Roy Dholakia, University of Rhode Island, serves as advisor to both Adriana Boveda and Sy Banerjee, and believes that students should pick a phenomenon that they believe is changing the world. The research being conducted by both of her students represents trends that are very pervasive today and that will transform cultural, managerial, and social dimensions in the future.

Deepa Chandrasekaran, Lehigh University, presented research from her three-essay dissertation, which focused on the turning points of the product life cycle. Her presentation focused on the following research question: How pervasive is the saddle across categories and countries and why does it occur? A saddle is the first trough in sales following the post take-off peak. She proposes a two-stage model to determine whether the phenomena actually occur and, if they do occur, why they occur.

Gerald Tellis, University of Southern California, served as Deepa Chandrasekaran's advisor. He stated that the traditional approach in research is to go into the literature, find a gap, develop hypotheses, and test them. He has been encouraging students to go first to the phenomenon, find an unusual pattern, and try to explain it as simply as possible.

Paul Dwyer, Texas A&M University, presented his research on the diversity of thought in the blogosphere and its implications for gaining brand image insights. The research question he seeks to address is: To what extent does the blogosphere reflect a brand's image in the overall market? He is using centering resonance analysis to analyze two bodies of text and compare them on the basis of commonalities.

Mona Srivastava, Texas A&M University, is interested in understanding consumer's affect, cognitions, and behavior in response to an invasion of privacy. She uses the Zaltman Metaphor Elicitation Technique to identify consumers' thoughts and feelings about privacy. Then, she uses the Critical Incident Technique to study consumer's actions in response to an actual or anticipated invasion of privacy. By comparing affect and cognitions with actual actions, she hopes to provide actionable guidelines to managers grappling with the privacy issue, as well as provide impetus to researchers for further exploring privacy issues.

Rajan Varadarajan, Texas A&M University, advisor to Paul Dwyer and Mona Srivastava, defines marketing strategy as describing, understanding, explaining and predicting the marketplace behavior of competing businesses in the realm of deployment of marketing resources for competitive advantage. Dr. Varadarajan believes that strategy is informed by two perspectives, supply chain considerations and demand side considerations, and demand side considerations are the linkage from consumer behavior to marketing strategy.