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## Letter from Alvin Williams, 2002 SMA President



Please join us for the 2002 Society for Marketing Advances Conference in beautiful St. Pete Beach, FL! Program Chair **Debbie McAlister** and her excellent group of track and competition chairs have prepared an outstanding program. This is the inaugural conference of the Society as a stand-alone organization. Foremost, the Society is committed to scholarly excellence, as demonstrated by the high quality papers and sessions scheduled for our annual conference.

The variety of topics and themes in the program indicate the breadth and depth of scholarly contributions of Society members. Additional indicators of the Society's commitment to research include our partnerships with the *Journal of Business Research* and *Marketing Education Review*.

**Elsevier Science, Inc.**, publisher of the *JBR*, continues to generously sponsor the Advances in Marketing Distinguished Scholars Series. We are pleased that **Elizabeth Hirschman** (Rutgers University), **Morris Holbrook** (Columbia University) and **Shelby Hunt** (Texas Tech University) have accepted our invitation to speak and be recognized as 2002 Scholars. Additionally, the Society recognizes scholarship through the following: Best Paper in Track, Best Student Paper in Track, Best Paper in Conference (Steven J. Shaw Award), and the annual Doctoral Dissertation Proposal Award.

A number of other partnerships also benefit the membership. We are pleased to announce that **Matrix Technology Group, Inc.** is the new sponsor of the Society's Doctoral Consortium. Be sure to attend the two Matrix sessions at the conference, where you will learn more about this exciting company and its interactive process management and marketing automation software systems. **Sherwin-Williams** sponsors the Distinguished Teaching Competition and **Houghton Mifflin** rewards Innovations in Teaching. The **Direct Selling Education Foundation** contributes generously to support the educational activities of the association and will host an all-day seminar on Saturday, November 16. **South-Western College Publishing** helps

(Continued on page 2)

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## SMA President's Message, continued

us recognize the authors of the Best Paper in the Marketing Education track. **McGraw Hill/Irwin** has a long tradition of sponsoring the Steven J. Shaw award for Best Paper in Conference and the annual Retail Strategy and Consumer Decision Research Seminar. Please join the Society in thanking and recognizing the strong support of our valued partners.

Another group that deserves thanks for a job well done is your association officers: **Brian Engelland**, Secretary; **Leisa Flynn**, Executive Director; **John Ford**, VP, Research and Publications; **Mitch Griffin**, VP, Development; **Don McBane**, VP, Electronic Communication; **Elise "Pookie" Sautter**, VP, Member Services; **Cathy Owens Swift**, Treasurer; and **Debbie Thorne McAlister**, President-Elect and 2002 Program Chair. When you see these folks please tell them how much you appreciate their hard work.

The Society is extending its global reach to enhance scholarly pursuits. We sponsored our first international conference in Heidelberg, Germany, June 20-23, 2002. The conference theme was 'Global Marketing for a New Century.' Thanks to **Don Robin** (Wake Forest University) and **Ralf Schellhase** (University of Applied Science Darmstadt) for spearheading this effort.

An additional gauge of our global reach is the partnership between SMA and the **Golden Tripod Marketing Awards Committee** in China. This group will present an award to a scholar with a research focus on marketing practices in China. The award winner receives a two-week, expense-paid visit to China to conduct research, write cases, and visit with Chinese marketing professionals. This is definitely a rare opportunity to expand the scope of our association's reach and coverage.

The Society has a number of exciting initiatives that continue to add value for its members. I invite you to stay committed, market our association to academic and practitioner audiences globally, support our development efforts, and use your creative energies to advance this vibrant organization. Thanks for what you have contributed to the success of the Society for Marketing Advances! For updates on our progress, visit the Society's web site: [mkt.cba.cmich.edu/sma](http://mkt.cba.cmich.edu/sma). I look forward to seeing you in November!

*Alvin J. Williams*  
President

### William G. Zikmund Remembered

Bill Zikmund, a great friend of SMA and of many of our members, passed away on July 30 in Tulsa. Bill was a member of the marketing faculty at Oklahoma State University for 30 years. Those of us who were privileged to know Bill can attest to his great sense of humor, his love of baseball (especially his beloved Chicago Cubs), his affinity for Colorado, and especially his mastery of marketing as a managerial discipline.

Bill, through his books and teaching, impacted untold thousands of marketers. Through its many editions, his Principles book (with co-author Mike D'Amico) always seemed fresh and up-to-date. His Marketing Research and Business Research Methods books were among the first texts in these areas to break out of the stodgy, quantitative analysis mode and offer user-friendly approaches that students could better understand and that better reflected managerial applications of research. For many years, Bill's books have been viewed as a



gold standard by which others benchmarked their offerings.

Though the phrase may seem hackneyed, in truth Bill Zikmund really is irreplaceable. Bill occupied a special spot within the texture of the academic discipline of marketing, as well as within our department at OSU, that nobody can possibly fill in quite the same way. Fortunately, his influence will live on for ages to come through the lives of marketers he touched with his writings and his classes.

- Greg Marshall

## Action-Packed 2002 Conference Program Offers “Something for Just About Everyone”

Debbie Thorne McAlister, SMA President-elect and 2002 Conference Chair, has announced an action-packed conference program that fills four days and contains a doctoral consortium, a retailing strategy pre-conference, a direct selling post-conference, receptions, luncheons, competitive paper presentations, special sessions, meetings and the SMA distinguished scholars series. Indeed, the conference will offer something for just about everyone.

The conference is scheduled to begin Wednesday, November 13 and run through Saturday, November 16th, at the Trade Winds Island Grand Beach Resort and Conference Center, St. Pete Beach, Florida. This will be the first conference for the Society after the dissolution of the Allied Southern Business Association (ASBA), the group that previously handled many of the nitty-gritty details of holding the conference.

The program begins in earnest at 7:30 AM on Wednesday with the SMA 2002 Matrix Technology Group, Inc. Doctoral Consortium, chaired by Greg Marshall (see story on page 18). The Consortium will conclude at noon on Thursday.

Also scheduled beginning on Wednesday morning at 8:00 AM is the Fifth Annual Retail Strategy and Consumer Decision Research Seminar, co-chaired by Barry Babin, Jean-Charles Chebat and Bob Robicheaux. Running all day Saturday is the Direct Selling Education Foundation (DSEF) Marketing Seminar, “The Best Of Direct Selling and Sales” (see story at right). Attendance is by invitation only and space is limited, so you will need to contact DSEF before the conference to request an invitation.

Tying everything together is the main part of the conference, which will get underway at 8:30 AM, Thursday morning and run through Saturday. Featured will be presentations by SMA distinguished scholars Morris Holbrook, Elizabeth Hirschmann and Shelby Hunt (see story on page 10).

In addition, 87 competitive papers are scheduled for presentation across 29 sessions, and there will be 14 special sessions focusing on current issues in marketing and marketing education. The program is presented beginning on page 4.



Debbie Thorne McAlister,  
SMA President-elect and  
2002 Conference Chair

### DSEF to Host Post-Conference Seminar “The Best of Direct Selling and Sales”

“The Best of Direct Selling and Sales” is the theme for the 2002 DSEF Marketing Academic Seminar—taking place on November 16, 2002, from 8 am to 5 PM at the conclusion of SMA’s annual conference. DSEF is hosting this one-day program for about 30 marketing professors with a particular interest in personal selling issues. Direct selling executives will share their knowledge of how the industry is affected by such issues as integrating multiple sales channels, the international salesforce, Internet sales strategies, ethical and legal issues, and Customer Relationship Management.

The 2002 DSEF Marketing Academic seminar is made possible by a grant from the Richard DeVos DSEF Academic Institute. Attendance at this seminar is by invitation only and space is limited. DSEF will cover some of the costs related to attending this one-day program. For more information, please contact the DSEF Academic Project Director Robin Diamond by phone at (202) 220-9430 or email at [rdiamond@dsef.org](mailto:rdiamond@dsef.org).

## Tentative 2002 Program

--Wednesday, November 13--

**Wednesday, 7:30 AM – 5:30 PM**

**Society for Marketing Advances 2002 Matrix Technology Group, Inc. Doctoral Consortium**  
Chair: Greg W. Marshall, Oklahoma State University

**Wednesday, 8:00 AM – 5:00 PM**

**Fifth Annual Retail Strategy and Consumer Decision Research Seminar**  
Co-Chairs: Barry Babin, University of Southern Mississippi  
Jean-Charles Chebat, HEC  
Robert A. Robicheaux, University of Alabama

### Wednesday

**6:00 PM**

**Society for Marketing Advances  
Welcoming Reception**

All conference attendees are invited

--Thursday, November 14--

**Thursday, 7:30 AM – 12:00 PM**

**Society for Marketing Advances 2002 Matrix Technology Group, Inc. Doctoral Consortium**  
Chair: Greg W. Marshall, Oklahoma State University

**Read about SMA's 2002 Matrix  
Technology Group, Inc.  
Doctoral Consortium  
on pages 18-19.**

**Thursday, 8:30 AM – 10:00 AM**

### **1.1 Advertising Qualities and Effectiveness**

Chair: Yong Zang, Hofstra University  
Discussion Leader: Barbara Lafferty, University of South Florida

*Exploratory Examination of Visual Elements in Print Advertisements*

Kenneth E. Clow, University of North Carolina at Pembroke

Donald P. Roy, Middle Tennessee State University  
Lewis Hershey, University of North Carolina at Pembroke

*Brand as a Signal for Quality in a Market for Lemons*

Jody Tsao, Curtin University of Technology, Perth, Australia

Rian van der Merwe, Curtin University of Technology, Perth, Australia

Leyland Pitt, Curtin University of Technology, Perth, Australia

Marie Murgolo-Poore, Curtin University of Technology, Perth, Australia

Sharon Keating, Curtin University of Technology, Perth, Australia

Arien Strasheim, Curtin University of Technology, Perth, Australia

*Hollywood Movies: An Analysis of Super Bowl Advertising Effectiveness*

Rama Yelkur, University of Wisconsin-Eau Claire  
Chuck Tomkovick, University of Wisconsin-Eau Claire

Patty Traczyk, University of Wisconsin-Eau Claire

### **1.2 Understanding Retail Customers**

Session Chair: Jesse N. Moore, Clemson University

Discussion Leader: Marko Grünhagen, Clemson University

*Church-Connected Retailing Ventures: An Exploratory Study*

John B. Ford, Old Dominion University

Sandra Mottner, Western Washington University

(Continued on page 5)

## Tentative 2002 Program (continued)

### Thursday, 8:30 AM – 10:00 AM Continued

#### *Why Elderly Consumers are Important for Local Small Retailers in Japan*

Hisao Fujimoto, Osaka University of Economics, Japan

#### *Environmental Uncertainty and Scanning: Predicting Holiday Shopping Behavior Post-9/11 Using Miller's Scale*

Ronald J. Kuntze, Northeastern University  
Dan T. Dunn Jr., Northeastern University  
Felicia G. Lassk, Northeastern University

### 1.3 Special Session: Internationalization of Business School and Marketing Programs: Alternative Paradigms and Funding Options

Session Chair: Erika Matulich, The University of Tampa

Panelists:

Danny Butler, Auburn University  
Greg Martin, University of West Florida  
Serge Matulich, Rollins College  
Richard Sjolander, University of West Florida

### 1.4 Special Session: The Many Faces of Online Consumer Research

Session Chair: Michael Solomon, Auburn University

Panelists:

Basil Englis, Berry College  
Paula Harveston, Berry College  
Hope Schau, Temple University  
Michael Solomon, Auburn University

### Thursday, 10:15 AM - 11:45 AM

### 2.1 Consumer Behaviors Online: Drivers to Anomalies

Session Chair: John H. Summey, SIU-Carbondale  
Discussion Leader: Carolyn F. Siegel, Eastern Kentucky University

#### *Psychological and Behavioral Drivers of Online Clothing Purchase*

Leisa Flynn, Florida State University  
Ronald E. Goldsmith, Florida State University

#### *The Internet and Gender: Do Women and Men Differ in Purchase Behaviors and Motivations?*

Jason E. Lueg, Mississippi State University

#### *Reconciling Word-Of-Mouth Research With The Anomalies Of Cyberspace*

Kenneth V. Henderson, Morehead State University  
Barbara M. Lyons, Morehead State University

### 2.2 Distinguished Teaching Competition Sponsored by Sherwin-Williams

Session Chair: Ralph Jackson, University of Tulsa

Finalists:

Richard W. Easley, Baylor University  
Ronald Kuntze, Northeastern University  
Mandeep Singh, Western Illinois University  
Tracy Tuten Ryan, Longwood University

Judges:

Bill Pride, Texas A & M University  
O.C. Ferrell, Colorado State University  
Buddy LaForge, University of Louisville  
Erika Matulich, The University of Tampa  
Tracy Suter, Oklahoma State University  
Linda Swayne, University of North Carolina at Charlotte

### 2.3 International Challenges for the Firm

Session Chair: Jae Suh, Kansas State University  
Discussion Leader: John Branch, Washington University

#### *Internationalization, Organizational Learning, and New Venture Success: A Contingency Perspective*

Poh-Lin Yeoh, Bentley College

#### *The Delivery of Products Through International Retailing: A Services Marketing Perspective*

Lou Turley, Western Kentucky

#### *International Joint Ventures: Review and Conditions of Success*

Ziad Swaidan, Jackson State University  
Jean Baptiste K. Dodor, Jackson State University

(Continued on page 6)



## Tentative 2002 Program (continued)

**Thursday, 10:15 AM - 11:45 AM *Continued***

### **2.4 Enhancing Educational Experiences**

Session Chair: Earl Honeycutt, Elon University  
Discussion Leader: Karen Stone, Southern New Hampshire University

*Changes in College Student Composition & Implications for Marketing Education*

Sarath Nonis, Arkansas State University  
Melodie Philhours, Arkansas State University  
Gail Hudson, Arkansas State University

*It's Not Just How You Teach but Who You Teach that Matters*

Kimberly Grantham, Clark Atlanta University  
Tarek Grantham, University of Georgia

*Service Learning in the Marketing Curriculum*

Faye McIntyre, State University of West Georgia  
Robert Hite, State University of West Georgia  
Deborah Webb, State University of West Georgia

### **2.5 External Issues in Strategic Marketing Planning**

Session Chair: Beverly T. Venable, East Carolina University  
Discussion Leader: Rachel K. Smith, University of Arkansas - Little Rock

*Prescription versus Over-the-Counter Medications: Are Perceptions of the Consequences of Drug Instruction Noncompliance Different?*

Amanda B. Bower, Washington and Lee University  
Stacy Landreth, Villanova University

*Sustaining Competitive Advantage During an Economic Recession: Conceptualization and Propositions*

Pataradech "Tony" Srisupandit, Mississippi State University  
Brian T. Engelland, Mississippi State University

*The Impact of Machiavellianism on Prescribed Punishment for Unethical Retail Behavior*

Charles D. Bodkin, University of North Carolina at Charlotte  
Robert A. Giacalone, University of North Carolina at Charlotte

**Thursday, 11:45 AM – 1:15 PM**

### **Society for Marketing Advances Fellows Luncheon**

*By invitation*

**Thursday, 1:15 PM – 2:45 PM**

### **3.1 Special Session: Business Process Management and the Relationship to Marketing Automation**

*Session presented by Matrix Technology Group, Inc., a leading developer of interactive process management and marketing automation software systems. Matrix is the sponsor of the Society's Doctoral Consortium.*

Speakers:

Mark Brumby, Chief Operating Officer, Matrix Technology Group, Inc.  
Jason Dresden, Vertical Market Specialist, Matrix Technology Group, Inc.

### **3.2 A Look at Dissatisfied Service Customers**

Session Chair: Carol Megehee, University of South Alabama  
Discussion Leader: Nicole Hoffman, Mississippi State University

*An Exploration of Causes of Dissatisfaction Among Customers in Subordinate Roles*

Jungki Lee, Alabama A&M University

*The Effects of an Apology on a Retail Incidence of Product Failure*

Randi Priluck, Pace University

*Seeing the World Through Colored Glasses: Do Angry Customers Stereotype Service Providers?*

Maria Kalamas, Concordia University

### **3.3 Taking a Fresh Look at Scales & Techniques**

Chairperson: Jeff W. Totten, Southeastern Louisiana University

Discussion Leaders: Leisa Flynn, Florida State University and Ron Bush, University of West Florida

*(Continued on page 7)*

## Tentative 2002 Program (continued)

### Thursday, 1:15 PM – 2:45 PM *Continued*

*The Exact Partitioning of Chi-Square Contingency Tables in Marketing Research*

Sam Cousley, University of Mississippi

*Item Response Theory and Hierarchical Factor Analysis: A Comparison in the Measurement of Consumer Alienation*

Pingjun Jiang, Columbus State University

*Perceptions of Differences Among Countries: Development of a Scale*

John D. Mittelstaedt, Clemson University

Christopher D. Hopkins, Clemson University

Mary Ann Raymond, Clemson University

### 3.4 Understanding Advertising and Promotional Devices

Session Chair: Jeff Tanner, Baylor University

Discussion Leader: Leopoldo Arias Bolzmann, Universidad Adolfo Ibanez, Chile

*Preliminary Results from Examinations of Relatedness Between Direct Consumer Premiums and Promoted Products*

Joseph Jones, North Dakota State University

*The Effect of Endorser Behavior on Brand Attitudes: The Moderating Role of Product Knowledge*

Andrew Cudmore, Florida Institute of Technology

Scott D. Swain, University of South Carolina

Karen L. Becker-Olsen, New York University

*How Influential are Endorser Attractiveness and Corporate Credibility when Innovators React to Advertisements for a New High-Technology Product?*

Barbara Lafferty, University of South Florida

Ronald Goldsmith, Florida State University

### 3.5 Successful Selling in a Variety of Sales Environments

Chair: Alan J. Bush, University of Memphis

Discussion Leader: Sue DelVecchio, East Carolina University

*Salespeople's Expectations About the Cross-Cultural Sales Interaction*

Lucette B. Comer, Purdue University

J.A.F. Nicholls, Florida International University

*Examining Salesperson Attributions of Performance Appraisals: Evidence of the Self-serving Attribution Bias*

Mark P. Leach, Loyola Marymount University

Annie H. Liu, Loyola Marymount University

Robert D. Winsor, Loyola Marymount University

*The Mediating Role of Working Relationship Quality Between Adaptive Selling Behavior and Its Consequences: Performance and Job Satisfaction*

Jeong Eun Park, University of Alabama

George D. Deitz, University of Alabama

### Thursday, 3:00 PM – 4:30 PM

#### 4.1 Houghton Mifflin Pride Ferrell Innovations in Teaching Competition (Session I)

Session Chair: Erika Matulich, University of Tampa

*RISK: Using the Game of Global Domination™ for Teaching Marketing Strategy*

John Branch, Washington University – St. Louis

*The Wonderful World of Barbie*

Catharine Curran, Creighton University

*Developing a Personal Strategic Plan in the Introduction the Marketing Course*

Lee R. Duffus, Florida Gulf Coast University

*Exemplum Docent: Improving Student Learning Outcomes by Helping Students Help Themselves Learn*

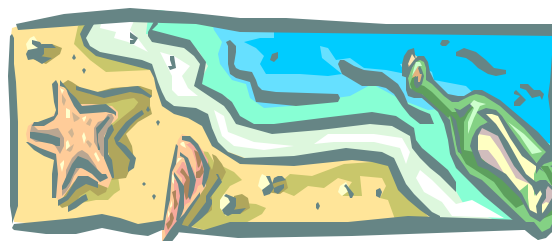
Lori S. Feldman, Purdue University – Calumet

*A "Real World" Experiential Exercise: Using a Multi-Class, Multi-Disciplinary Project to Enhance Student Learning*

Joe Hanna, Auburn University

J. Ford Laumer, Jr., Auburn University

(Continued on page 8)



## Tentative 2002 Program (continued)

Thursday, 3:00 PM – 4:30 PM *Cont'd*

### 4.2 Special Session: Developing New Products: It Takes More Than Just a Good Product

Session Chair: Brent M. Wren, University of Alabama – Huntsville

Panelists:

David Berkowitz, University of Alabama in Huntsville

Tania Bucic, University of Technology, Sydney

Siegfried P. Gudergan, University of Technology, Sydney

Kenneth Miller, University of Technology, Sydney

### 4.3 Technology and Internet Applications in Marketing

Session Chair: Thomas Baker, University of North Carolina at Wilmington

Discussion Leader: Gail Zank, Southwest Texas State University

#### *A Marketing Utility Model of Internet Implementation and Adoption*

John W. Story, The University of Texas at San Antonio

#### *Is Technology Improving Customer Service for Bank Clients: A Preliminary Investigation*

Mathew Joseph, Georgia College and State University

George Stone, Georgia College and State University

Essam Ibrahim, University of Strathclyde

#### *The Effect of Human Encounter and Technological Encounter on Consumer Overall Service Satisfaction*

Bidisha Burman, Louisiana State University

Christina S. Rodrigue, Louisiana State University

### 4.4 Culture and the Firm

Session Chair: Mary Conway Dato-on, Northern Kentucky University

Discussion Leader: Ahmet Kirca, University of South Carolina



### Just Who Are These SMA Stalwarts ?

We dug this old photo out of the SMA archives and thought we'd share it with you. Those who can correctly identify everyone in the picture should send their entry via email to Brian Engelland, SMA secretary, at [bte@ra.msstate.edu](mailto:bte@ra.msstate.edu). Those with correct entries will have their names entered into a drawing for a valuable prize to be awarded at the conference. Here's a hint: The gentleman on the far right is none other than Don Robin, co-chair of the first SMA international conference held at Heidelberg, Germany.

#### *Approaches to Communicating Corporate Citizenship in Latin Cultures*

Maud Tixier, ESSEC Business School

#### *Identifying and Defining Multi-Units in Transitional Economies*

Shawn Thelen, Hofstra University

#### *Time Management Practices and Job Outcomes: A Cross-Cultural Investigation*

Sarath A. Nonis, Arkansas State University

### 4.5 Consumer Buy-in: Donations and Brands

Session Chair: John R. "Rusty" Brooks, Jr., Houston Baptist University

Discussion Leader: Pamela A. Kennett, University of New Orleans

#### *Cause-Related Message Framing: Its Effect on the Likelihood of Participating in Donation Exchanges*

Neel Das, Louisiana State University

Anthony G. Kerr, Louisiana State University

(Continued on page 9)

## Tentative 2002 Program (continued)

**Thursday, 3:00 PM – 4:30 PM Cont'd**

*The Effects of Consumer's Knowledge, Race, and Behavior on Trust, Attitudes, and Involvement With Organ Donor Programs*

Jeff Allen, University of Central Florida

Danny Butler, Auburn University

*The Underlying Dimensions of Brands: An Exploratory Examination*

Nicole P. Hoffman, Mississippi State University

Collin M. Zirkle, Mississippi State University

**Thursday, 3:00 PM — 5:00 PM**

### **4.6 Special Session: Society for Marketing Advances Annual "Meet the Editors" Session**

Chair: John B. Ford, Old Dominion University

Editors:

Wesley J. Johnston, *Journal of Business and Industrial Marketing*

Peter J. LaPlaca, *Industrial Marketing Management*

Michel Laroche, *Journal of Business Research*

Michael R. Levy, *Journal of Retailing*

Greg W. Marshall, *Journal of Personal Selling & Sales Management*

Bruce Stern, *Marketing Education Review*

**5:00 PM Thursday**

**Elsevier Science, Inc.**

**Distinguished Scholars Series**

*See page 10 for profiles of our speakers.*

**Thursday, 5:00 PM – 6:00 PM**

### **5.1 Elsevier Science, Inc. Distinguished Scholars Series**

Chair: Arch Woodside, Boston College

*Resource-Advantage Theory: Toward a General Theory of Marketing*

Shelby D. Hunt, Texas Tech University

**--Friday, November 15--**

**7:00 AM – 8:30 AM**

### **Society for Marketing Advances Past Presidents Breakfast**

(By invitation)

**Friday, 8:30 AM – 10:00 AM**

### **6.1 Special Session: Marketing Advances in China (Part 1)**

Session Chair: Richard Su, Marketing Consultant, Shanghai, China

Panelists:

Chinese Business Executives

Recipient(s) of Golden Tripod Marketing Award

### **6.2 The Impact of Electronic Technologies on Supply Chain Management**

Session Chair: Chris I. Enyinda, Alabama A & M University

Discussion Leader: John Andy Wood, Georgia State University

**Keep up-to-date.**

**Visit the Society's**

**web site at**

**[mkt.cba.cmich.edu/](http://mkt.cba.cmich.edu/)**

(Continued on page 11)

## 2002 Distinguished Scholar Series Features Hirschman, Holbrook and Hunt

*The Society for Marketing Advances is proud to present the 2002 installment of the Distinguished Scholars Series. Please join the Society in congratulating and honoring Elizabeth C. Hirschman, Morris B. Holbrook, and Shelby D. Hunt as our Distinguished Scholars. Through the invaluable support of Elsevier Science, Inc., the Society provides members the opportunity to hear and learn from leading contributors to the field of marketing. The Society also extends its appreciation to Arch Woodside, Boston College, for his continued support in planning these sessions. Be sure to attend these very special sessions at the 2002 conference!*

**Elizabeth C. Hirschman** is Professor of Marketing at Rutgers University. Her Distinguished Scholars presentation is entitled, "Taking the Road Less Traveled." Professor Hirschman has published over 150 journal articles and academic papers in marketing, consumer behavior, sociology, psychology and semiotics. She is past President of the Association for Consumer Research and American Marketing Association-Academic Division. Her areas of expertise include the philosophy of science, consumer behavior, popular culture, and semiotics.

**Morris B. Holbrook** is William T. Dillard Professor of Marketing in the Graduate School of Business at Columbia University. His Distinguished Scholars presentation is entitled, "The Photo-Assisted Auto-Ethnography of Customer Value." Professor Holbrook has conducted research on the validity of perceptual and preference mapping and on consumer aesthetics applied to responses toward radio listening, jazz recordings and classical music. His current research studies consumption experiences, nostalgia, communication effects, semiotics, and hermeneutics in marketing, as well as symbolic consumption in works of art, interpretive methods, techniques of visual representation and aspects of consumer responses to pop culture and the arts.

**Shelby D. Hunt** is the Jerry S. Rawls and P. W. Horn Professor of Marketing at Texas Tech University. His Distinguished Scholars presentation is entitled, "Resource-Advantage Theory: Toward a General Theory of Marketing." A past editor of the *Journal of Marketing* (1985-87), he is the author of *Modern Marketing Theory: Critical Issues in the Philosophy of Marketing Science* (South-Western, 1991) and *A General Theory of Competition: Resources, Competences, Productivity, Economic Growth* (Sage Publications, 2000). Three of his *Journal of Marketing* articles, "The Nature and Scope of Marketing" (1976), "General Theories and Fundamental Explananda of Marketing" (1983), and "The Comparative Advantage Theory of Competition" (1995) (with Robert M. Morgan) won the Harold H. Maynard Award for the "best article on marketing theory." His 1985 *Journal of Business Research* article with Lawrence B. Chonko, "Ethics and Marketing Management," received the 2000 Elsevier Science Exceptional Quality and High Scholarly Impact award. For his contributions, Professor Hunt received the 1986 Paul D. Converse Award from the American Marketing Association, the 1987 Outstanding Marketing Educator Award from the Academy of Marketing Science, and the 1992 American Marketing Association/Richard D. Irwin Distinguished Marketing Educator Award.

## Tentative 2002 Program (continued)

### Friday, 8:30 AM – 10:00 AM Continued

*Internet as an Alternate Channel: The Long-Term Manufacturer-Dealer Relationship in the Electronic Commerce Setting*

Sertan Kabadayi, Baruch College

*Managing Interfirm Communication Strategies in the Age of Electronic Business*

Thomas C. Boyd, California State University, Fullerton

Andrew J. Rohm, Northeastern University

Daniel W. Dunn, Northeastern University

*Transportation Industry Websites Revisited: Has the Industry Changed?*

Ronn J. Smith, Washington State University

Daniel F. Lynch, Michigan State University

Alexander E. Ellinger, University of Alabama

### 6.3 Special Session: Current Research in Services Marketing and Advice for Publishing

Session Chair: Rachel Smith, University of Arkansas at Little Rock

*It's All at the Mall: Exploring Teen Girls' Shopping Experiences*

Julie Baker, University of Texas – Arlington

*Service Boundaries Extended: Some Negatives in CRM and On-Line Retailing*

Sharon E. Beatty, University of Alabama

*Recent Research on Technology in Service Delivery*

Pratibha Dabholkar, University of Tennessee

### 6.4 Cultural Differences and Consumer Behavior

Session Chair: Rama Yelkur, University of Wisconsin - Eau Claire

Discussion Leader: Tammy Crutchfield, Mercer University

*Language Differences And Multicountry Diffusion Of Innovations*

Sertan Kabadayi, Baruch College

*The Cola Wars: A Qualitative Study of Young Cola Drinkers in Belgium*

John Branch, Washington University

Cédric Mourlon Beernaert, Vrije Universiteit Brussel

Brenda Frixia, Vrije Universiteit Brussel

Marianne Hoffmann, Vrije Universiteit Brussel

Oriana Molino, Vrije Universiteit Brussel

*An Exploratory Study of Consumer Ethnocentrism Among Western Canadians*

Troy Festervand, Middle Tennessee State University

### 6.5 Houghton Mifflin Pride Ferrell Innovations in Teaching Competition (Session II)

Session Chair: Erika Matulich, The University of Tampa

*Branding: There's More to it than Meets the Eye, A Brand Personality Activity*

Rob Moore, Mississippi State University

*Selling Magazine Audiences to Advertisers: An Exercise in the Components of a Media Kit*

Deborah M. Moscardelli, Central Michigan University

*Starving Student Productions: An Integration of Entrepreneurship and Introduction to Marketing*

Linda E. Parry, Western Kentucky University

Felicia G. Lassk, Northeastern University

*The Competitive Strategy Analyzer*

Donald R. Self, Auburn University - Montgomery

Elizabeth J. Weiner, University of Alabama

Kevin W. Dunlop, Auburn University – Montgomery

*Demonstrating Marketing Concepts Using Online Auctions: An Experiential Approach*

Charles Wood, University of Tulsa

Ronald D. Taylor, Mississippi State University

(Continued on page 12)



## Tentative 2002 Program (continued)

**Friday, 8:30 AM – 10:00 AM Continued**

### **6.6 Habit, Class, and Persuasive Effects on Consumer Behaviors**

Session Chair: Bruce L. Stern, Portland State University

Discussion Leader: Valerie A. Taylor, University of Tennessee at Chattanooga

#### *The Effect of Habit in Electronic Game Machine Betting*

Bill Jolley, University of Western Australia

Dick Mizerski, University of Western Australia

Katherine Mizerski, Edith Cowan University

*Social Class To Cultural Capital Influences On Consuming Performing Arts: Deepening the Contributions of Veblen, Weber, Bourdieu, and Holt*  
Marylouise Caldwell, University of New South Wales

Arch G. Woodside, Boston College

*Resistance to Persuasion: The Effect of Counterattitudinal Information on the Current and*  
Sweta Chaturvedi, Louisiana State University

### **7.2 Special Session: Marketing Advances in China (Part 2)**

Session Chair: Richard Su, Marketing Consultant, Shanghai, China

Panelists:

Chinese business executives

Recipient(s) of Golden Tripod Marketing Award

### **7.3 Sources of Competitive Advantage in Retailing: Technology and Pricing**

Session Chair: Christopher J. Hopkins, Clemson University

Discussion Leader: Jesse N. Moore, Clemson University

#### *Technology-Based Self-Service: Toward a New Retail Format*

Ismet Anitsal, University of Tennessee, Knoxville

Mark A. Moon, University of Tennessee, Knoxville

M. Meral Anitsal, University of Tennessee, Knoxville

#### *Electronic Data Interchange in Retail Supply Chain Management*

Carl L. Witte, Roosevelt University

Marko Grünhagen, Clemson University

Tom Barber, University of Nebraska - Lincoln

#### *How Accurate Are Reference Prices in Retail Stores?*

Richard Clodfelter, University of South Carolina

**10:15 AM Friday**

**Elsevier Science, Inc.**

**Distinguished Scholars Series**

*See page 10 for speaker profiles.*

**Friday, 10:15 AM – 11:45 AM**

### **7.1 Elsevier Science, Inc. Distinguished Scholars Series**

Chair: Arch Woodside, Boston College

*Taking the Road Less Traveled*  
Elizabeth Hirschman, Rutgers

*The Photo-Assisted Auto-Ethnography of Customer Value*

Morris Holbrook, Columbia

**Friday**

**11:45 AM – 1:15 PM**

**Society for Marketing Advances Luncheon**

All conference attendees are invited

**Friday, 1:30 PM – 3:00 PM**

**8.1 Society for Marketing Advances Business Meeting**

All conference attendees are invited

## Tentative 2002 Program (continued)

Deborah Fowler, University of South Carolina  
**Friday, 1:30 PM – 3:00 PM Continued**

### 8.2 Special Session: Bridging the Gap Between Marketing and Technology – A University Certificate Program for Marketing Automation

*Session presented by Matrix Technology Group, Inc., a leading developer of interactive process management and marketing automation software systems. Matrix is the sponsor of the Society's Doctoral Consortium.*

Speakers:

Kathy Perry, Sr. Vice President, Matrix Technology Group, Inc.

Rachel Delaby, Training Coordinator, Matrix Technology Group, Inc.

### 8.3 Special Session: Non-Response Crisis in Survey Research: What the Research Industry is Doing

Session Chair: Jeff W. Totten, Southeastern Louisiana University

Panelists:

Kathy Pilhuj, Council for Marketing and Opinion Research, Inc. (CMOR)

Bill MacElroy, Interactive Marketing Research Organization (IMRO)

F. William Biglow, University of Wisconsin Oshkosh

### 8.4 Collaboration in Business-to-Business Markets

Session Chair: Daniel F. Lynch, Michigan State University

Discussion Leader: Howard Ling, University of North Carolina at Pembroke

*An Examination of the Antecedents of Marketing/Logistics Collaborative Behavior*

John D. Hansen, University of Alabama

Alexander E. Ellinger, University of Alabama

*Networks in Multi-Stage Industrial Channels*

Hisao Fujimoto, Osaka University of Economics

(Continued on page 14)

## Congratulations to Best-In-Track Winners!

### Advertising and Marketing Communications

*How Influential Are Endorser Attractiveness and Corporate Credibility when Innovators React to Advertisements for a New High-Technology Product?*

Barbara Lafferty, University of South Florida

Ronald Goldsmith, Florida State University

### Business-to-Business and Supply Chain Management

*Governance of Export Channels to Transitional Economies: Impact of Market Characteristics on Business Performance*

Cristian Chelariu, York University

Daniel C. Bello, Georgia State University

David I. Gilliland, Colorado State University

### Consumer Behavior

*Reconciling Word-Of-Mouth Research With The Anomalies Of Cyberspace*

Kenneth V. Henderson, Morehead State University

Barbara M. Lyons, Morehead State University

### Marketing Education

*Changes in College Student Composition & Implications for Marketing Education*

Sarath Nonis, Arkansas State University

Melodie Philhours, Arkansas State University

Gail Hudson, Arkansas State University

### Marketing Strategy

*Consumers' Perceptions of Cause-Related Marketing: When Does the Importance of the Cause Matter?*

Barbara A. Lafferty, University of South Florida

Erika Matulich, University of Tampa

### Selling and Sales Management

*Examining Salesperson Attributions of Performance Appraisals: Evidence of the Self-Serving Attribution Bias*

Mark P. Leach, Loyola Marymount University,

Annie H. Liu, Loyola Marymount University,

Robert D. Winsor, Loyola Marymount University,

### Services Marketing

*An Exploration of Causes of Dissatisfaction Among Customers in Subordinate Roles*

Jungki Lee, Alabama A&M University

## Tentative 2002 Program (continued)

### Congratulations to Best Student Paper Winners!

Student track awards were given in four tracks, as listed below:

#### Consumer Behavior

*Resistance to Persuasion: The Effect of Counterattitudinal Information on the Current and the Subsequent Attitudes of Individuals*

Sweta Chaturvedi, Louisiana State University

#### Marketing Strategy

*First Mover Advantages – Where We Are and Where We Need To Go: A Literature Review and Suggestions for Future Research*  
Tarek T. Mady, Old Dominion University

#### Selling and Sales Management

*The Mediating Role of Working Relationship Quality Between Adaptive Selling Behavior and Its Consequences: Performance and Job Satisfaction*

Jeong Eun Park, University of Alabama,  
George D. Deitz, University of Alabama

#### Services Marketing

*Seeing the World Through Colored Glasses: Do Angry Customers Stereotype Service Providers?*

Maria Kalamas, Concordia University

**Friday, 1:30 PM – 3:00 PM *Continued***

*Averting the Sting of Bullwhip Effects in Supply Chain Management Through Collaborative B2B E-Commerce*  
Chris I. Enyinda, Alabama A & M University

#### **8.5 Special Session: Innovative Approaches to Teaching Marketing Strategy**

Session Chair: Don Roy, Middle Tennessee State University

Panelists:

O.C. Ferrell, Colorado State University

Daniel J. Flint, University of Tennessee

Michael D. Hartline, Florida State University

#### **8.6 The Web of Advertising and Branding**

Session Chair: Charles Bodkin, University of North Carolina at Charlotte

Discussion Leader: Rian van der Merwe, Curtin University of Technology

*Are Web Sites and Toll Free Numbers Promoted Equally in Business and Consumer Magazine Advertisements: An Empirical Study*

Gordon G. Mosley, Troy State University

*Banner Ad Effectiveness: Lessons from 10,000 Banner Ads*

Edmund K. Hershberger, Georgia State University

Naveen Donthu, Georgia State University

Ritu Lohtia, Georgia State University

*Online Choice Restriction and Friction: Reversing the Expected Positive Association Between Trusted Brands and An Unknown Products*

Kevin J Shanahan The University of Texas at Tyler

Charles M. Hermans , Southwest Missouri State University

Barbara Ross-Wooldridge, The University of Tampa

*The Role of Brand Name in Online Customization Decisions --- Conceptualization and Empirical Testing*

Pingjun Jiang, Columbus State University

(Continued on page 15)



## Tentative 2002 Program (continued)

**Friday, 3:15 PM – 4:45 PM**

### **9.1 Special Session: Selling Skills for the 21st Century: Academic and Practitioner Perspectives**

Session Chair: Felicia Lassk, Northeastern University

Panelists:

Terry Loe, Baylor University

Andy Rohm, Northeastern University

Sales Trainer, Office Depot

Sales Trainer, Northwestern Mutual Life Insurance

### **9.2 Advertising on Billboards and the Big Screen**

Session Chair: John Ford, Old Dominion University

Discussion Leader: Ron Goldsmith, Florida State University

*Antecedents of Message Comprehension in Billboard Advertising*

Randi Priluck, Pace University

*Attracting Young Adults to the Movies: An Exploratory Investigation of Motion Picture Communications*

Chad Kafka, Bradley University

Donna J. Hill, Bradley University

### **9.3 Institution Related Issues**

Session Chair: Tarek Grantham, University of Georgia

Discussion Leader: Erika Matulich, University of Tampa

*Selecting the Right School for Doctoral Study*

Brian Engelland, Mississippi State University

Collin Zirkle, Mississippi State University

*Efficacy of Group Projects in Support Skill Acquisition*

Lisa Scribner, University of North Carolina at Wilmington

Thomas Baker, University of North Carolina at Wilmington

Vince Howe, University of North Carolina at Wilmington

*An Examination of Factors that Affect Perceived Value & Retention of Textbooks & Course Packets*

Ramaprasad Unni, Portland State University

Bruce Stern, Portland State University

Nathan Stevens, Portland State University

Robin Sena, Portland State University

### **9.4 Coping Consumers: Stress, Downturns, and Dissatisfaction**

Session Chair: Shelley M. Rinehart, University of New Brunswick - Saint John

Discussion Leader: Deborah M. Moscardelli, Central Michigan University

*Attributional Disconfirmation: A Proposed Framework for Customer Satisfaction*

F. Mark Case, Old Dominion University

*A Proposed Model of Consumer Behavior in Economic Downturns*

Robert Moore, Mississippi State University

Melissa Moore, Mississippi State University

Pataradech (Tony) Srisupandit, Mississippi State University

*The Impact of Explanatory Style on Event-Induced Stress: Buying-Related Manifestations of Coping Behavior*

Pamela A. Kennett, University of New Orleans

Julie Z. Sneath, LaGrange College

### **9.5 Current Issues in Healthcare Marketing**

Session Chair: Linda Ferrell, University of Wyoming

Discussion Leader: Gail Zank, Southwest Texas State University

*Keys in Healthcare Marketing*

Pamela Kenneth, University of New Orleans

Steve Henson, University of New Orleans

Stephen Crow, University of New Orleans

Sandra Hartman, University of New Orleans

*Brand Dilution in Healthcare Partnerships*

(Continued on page 16)

## Tentative 2002 Program (continued)

Andrew Cudmore, Florida Institute of Technology  
**Friday, 3:15 PM – 4:45 PM Continued**

*An Exploratory Look at Perceptions of Healthcare for Caucasians versus African-Americans: Implications for Healthcare Marketing Strategy*  
 Delonia Minor, University of Memphis

*Using Database Marketing to Derive Customer Value: An Approach to Segmentation*

Derrick Deslandes, Florida State University

*The Name Game: Renaming New Hampshire College - A Case Study*

Karen C. Stone, Southern New Hampshire University

### Friday 6:00 PM

#### Society for Marketing Advances President's Reception

All conference attendees are invited

#### 10.2 Firm Performance and Customer Retention in Professional Services

Session Chair: Pam Kennett, University of New Orleans

Discussion Leader: Jason Lueg, Mississippi State University

Alan J. Bush, University of Memphis  
**--Saturday, November 16--**

**Saturday, 8:00 AM – 5:00 PM**

#### 2002 Direct Selling Education Foundation (DSEF) Marketing Academic Seminar: The Best of Direct Selling and Sales

*Registration required; please see information on page 3 of the newsletter or contact Robin Diamond at (202) 220-9430 or email at rdiamond@dsef.org.*

**Saturday, 8:30 AM – 10:00 AM**

#### 10.1 Developing Communication Programs to Support Marketing Strategy

Session Chair: Don Roy, Middle Tennessee State University

Discussion Leader: Rhea Ingram, Columbus State University

*Inter-Sponsor Transfer Process of Corporate Image: Rethinking Sponsorship as Source of Competitive Advantage*

Francois A. Carrillat, University of South Florida  
 Eric G. Harris, University of South Florida

*Consumers' Perceptions of Cause-Related Marketing: When Does the Importance of the Cause Matter?*

Barbara A. Lafferty, University of South Florida  
 Erika Matulich, University of Tampa

*A Proposed Multivariate Probit Model to Determine Customer Retention Probability During Service Provider Defection*

Melissa Moore, Mississippi State University

Robert Moore, Mississippi State University

Michael Capella, Mississippi State University

*The Impact of Perceived Similarity on Perceptions of Professional Service Firm Performance*

Deborah Spake, University of South Alabama

Tammy Crutchfield, Mercer University

Giles D'Souza, University of Alabama

*Using the Incomplete Information Framework to Determine Sources of Competitive Advantage for Product Development in Professional Services*

Rachel K. Smith, University of Arkansas at Little Rock

Carol C. Bienstock, University of Memphis

Doug Smith, TD Capital Management LLC

#### 10.3 Strategic Issues in Ecommerce

Session Chair: John Branch, Washington University

Discussion Leader: Tom DeWitt, Florida State University

*First-Mover Advantage, Entry Barriers and the Internet*

Bidisha Burman, Louisiana State University

(Continued on page 17)

## Tentative 2002 Program (continued)

### Saturday, 8:30 AM – 10:00 AM *Continued*

*An Analysis of Trust and Price Sensitivity on the Internet: The Effect of Perceived Risk*  
José Mauro C. Hernandez, EAESP/FGV -Brazil

*Airline Web Sites: A Descriptive Analysis with Normative Implications*

C. Michael Powell, North Georgia College and State University

Martha Merritt, North Georgia College and State University

### 10.4 Current Issues in Marketing Education

Session Chair: Kim Grantham, Clark Atlanta University

Discussion Leader: Faye McIntyre, State University of West Georgia

*Creating a Value Driven University*

Susan Steiner, University of Tampa

Michael Hyman, New Mexico State University

*Separating the Wheat from the Chaff*

Enrique Mobarec, Universidad de Chile

Sergio Olvarrieta, University de Chile

### Saturday, 10:15 AM – 11:45 AM

### 11.1 The Impact of Information and Market Moves in Marketing Strategy

Session Chair: Daniel Ladik, University of South Florida

Discussion Leader: Ahmet Kirca, University of South Carolina

*Active Scanning – Elixir or Cure for Interpreting Rapidly Changing Markets*

Michael Nastanski, Saint Leo University

*First Mover Advantages – Where We Are and Where We Need To Go*

Tarek T. Mady, Old Dominion University

*Multimarket Contact: Identification of Moderating Variables that Reduce Mutual Forbearance*

Sweta Chaturvedi, Louisiana State University

### 11.2 Special Session: Evaluation of Advertising

Session Chair: Margy Conchar, University of North Carolina at Charlotte

Panelists:

*Developing and Evaluating Not-for-Profit Campaigns*

Denise DeLorme, University of Central Florida

*The Implications of Signaling Theory to Investor Evaluation of Advertising Campaigns*

George M. Zinkhan, University of Georgia

*Advertising and Promotional Expense Reporting on the Income Statement: Material Information to Shareholders*

Dahlia Robinson, Arizona State University

### 11.3 Strategic Issues in Business-to-Business Marketing

Session Chair: James T. Simpson, University of Alabama in Huntsville

Discussion Leader: Hisao Fujimoto, Osaka University of Economics

*Governance of Export Channels to Transitional Economies: Impact of Market Characteristics on Business Performance*

Cristian Chelariu, York University

Daniel C. Bello, Georgia State University

David I. Gilliland, Colorado State University

*First Mover Advantage: An Industrial Buyer Behavior Perspective*

Howard G. Ling, University of North Carolina at Pembroke

*Organizational Configurations and Firm Size as Antecedents to Buying Centers' Size and Structure*

John Andy Wood, Georgia State University

### 11.4 Special Session: Consumer Online Privacy Fears: Hype or Reality?

Session Chair: Deborah M. Moscardelli, Central Michigan University

Panelists:

Deborah M. Moscardelli, Central Michigan University

Carolyn F. Siegel, Eastern Kentucky University

Hugh G. Daubek, Purdue University Calumet

## SMA's 2002 Matrix Technology Group Doctoral Consortium Promises Unique Learning and Networking Experience

SMA's 2002 Matrix Technology Group, Inc. Doctoral Consortium will take place on November 13-14, just prior to the SMA Annual Conference, at the Trade Winds Beach Resort in St. Pete Beach, Florida. The 2002 Consortium is generously sponsored by Matrix Technology Group, Inc., whose three-year sponsorship commitment has afforded us the opportunity to enhance the experience for participants.

Open to students in any stage of their doctoral program, the Consortium promises to be a unique learning and networking experience for future marketing academicians. Not only will students attending the Consortium participate in professional development and career planning sessions, they also have the opportunity to interact with top marketing scholars in a friendly one-on-one environment. The

program (shown on page 19) has been designed to be highly interactive and is focused on promoting excellence in all facets of an academic career: research, teaching, and professional development. In each of the three modules, students will be guided through a panel presentation, break out group session, and open forum discussion.

The Consortium begins on Wednesday morning with a session titled "Success in Career Development," chaired by Bill Moncrief of Texas Christian University. Consortium faculty for this session include Danny Bellenger, Chair of the Marketing Department at Georgia State University, Bill Cunningham, Former Chancellor of the University of Texas System, and Bob Lusch, Dean of the M. J. Neeley School of Business at Texas Christian University.

On Wednesday afternoon, Tracy Suter of Oklahoma State University will chair the "Excellence in Teaching" module. Consortium faculty for this session are Peggy Cunningham of Queen's University, John Drea of Western Illinois University, Tom Jensen of the University of Arkansas, and Liz Wilson of Boston College. At noon on Wednesday, Consortium students will attend a joint luncheon with the retailing group featuring Michael Levy from Babson College, who is co-editor of the *Journal of Retailing*.

On Thursday morning, Sharon Beatty from the University of Alabama will lead the module on "Excellence in Research." Assisting Sharon are consortium faculty Barry Babin of the University of Southern Mississippi, Julie Baker of the University of Texas at Arlington, Bill Bearden of the University of South Carolina, and Ron Goldsmith of Florida State University.

Faculty are invited to nominate doctoral students from their schools to participate in the SMA Doctoral Consortium. Nomination information and a nomination form may be found on the SMA web site ([mkt.cba.cmich.edu/sma/confernc/doccons.htm](http://mkt.cba.cmich.edu/sma/confernc/doccons.htm)).

The Consortium is being coordinated this year by Greg Marshall of Oklahoma State University ([gwmkt@okstate.edu](mailto:gwmkt@okstate.edu)).

### **Background on Matrix Technology Group**

Matrix Technology Group, Inc. (Matrix) is a leading developer of interactive process management and marketing automation software systems. With corporate offices in Clearwater, Florida, Matrix employs 40 of the "brightest and best we can find," according to Kathy Perry, VP of Marketing. Products have been used by industry leaders to organize and manage various aspects of their sales and marketing data, campaigns, workflow and direct sales activities over the past 10 years.

Companies united under the Matrix umbrella were pioneers of marketing automation, inventing one of the first "e" ticket platforms for the Airlines in 1992. They also developed one of the early Campaign Management applications in 1994 for OEM release. Customers range in size from those with less than 100 employees, to the Fortune 100.

## Doctoral Consortium Program

--Wednesday, November 13--

**7:30 AM Breakfast**

**7:45 AM Welcome**

Greg W. Marshall, SMA Doctoral Consortium Chair  
Alvin J. Williams, SMA President

**8:00 AM Module 1 – Success in Career Development**

Chair: William C. Moncrief, Texas Christian University

Panelists:

Danny N. Bellenger, Chair Department of Marketing, Georgia State University

William H. Cunningham, Former Chancellor, University of Texas System

Robert F. Lusch, Dean—M. J. Neeley School of Business, Texas Christian University

**9:45 AM Break**

**10:00 AM Building a Successful Academic Career – Break Out Session**

**11:45 AM Joint Luncheon with Retailing Group**

Speaker: Michael R. Levy, Babson College

**1:30 PM Module 2 – Excellence in Teaching**

Chair: Tracy A. Suter, Oklahoma State University

Panelists:

Peggy Cunningham, Queen's University

John T. Drea, Western Illinois

Thomas D. Jensen, Arkansas

Elizabeth J. Wilson, Boston College

**3:15 PM Break**

**3:30 PM Building a Personal Agenda in Teaching – Break Out Session**

**4:30 PM Open Discussion**

**5:30 PM Adjourn**

**6:00 PM SMA Early Bird Reception**

—Thursday, November 14—

**7:30 AM Breakfast**

**8:00 AM Module 3 – Excellence in Research**

Chair: Sharon Beatty, Alabama  
Panelists:

Barry J. Babin, University of Southern Mississippi  
Julie Baker, University of Texas at Arlington  
William O. Bearden, University of South Carolina  
Ronald E. Goldsmith, Florida State University

**9:45 AM Break**

**10:00 AM Building a Personal Agenda in Research – Break Out Session**

**11:00 AM Open Discussion**

**12:00 Lunch (on your own)**



The 2001 SMA Doctoral Consortium Fellows and selected faculty include (top row, from left) Bill Perreault, University of North Carolina; Michel Laroche, Concordia University; Doreen Sams, University of South Florida; Neel Das, Louisiana State University; Anthony Kerr, Louisiana State University; Maria Kalamas, Concordia University; Michelle Bobbitt, University of Tennessee; Linda Horton, University of Mississippi; Vaidas Lukosius, New Mexico State University; Barry Babin, University of Southern Mississippi; (bottom row, from left) Arch Woodside, Boston College; Stevie Watson, Mississippi State University; Katherine Harris, Georgia State University; Russell Lacey, University of Alabama; Priscilla Aaltonen, Old Dominion University; and Julie Guidry, Texas A&M University.

## Successful First International SMA Conference Attracts Global Scholars and 28 High Quality Papers

They came from Europe, Australia, India, and across the United States for the first international SMA conference, titled "Global Marketing for a New Century." The conference was held June 20 – 23 at the Crowne Plaza Heidelberg in lovely Heidelberg, Germany. Don Robin, Wake Forest University, and Ralf Schellhase, University of Applied Science Darmstadt, served as conference co-chairs.

In addition to the presentation sessions, which showcased 28 high quality papers and over 50 authors, the conference featured a number of outstanding special events, including an early-bird reception, a dinner at a local German-style restaurant, a guided tour of Heidelberg Castle and Gardens, and a boat trip on the Neckar River. Thus, by blending scholarly activity with ample time for social interaction, the conference was an unqualified success.

The conference began on Friday morning with opening remarks by the co-chairs, Don Robin and Ralf Schellhase. Following, were four sessions on Friday, four sessions on Saturday, and two sessions on Sunday. The featured session was the Distinguished Lecture, entitled, "Resource-Advantage Theory: Toward a General Theory of Marketing," by Shelby Hunt, SMA distinguished scholar.

Congratulations go to Don and Ralf for putting together an excellent conference, and for establishing a high benchmark for future efforts.

## Elsevier Releases Volume of Essays by Distinguished SMA Scholars

Elsevier Science has recently published volume eleven in its *Advances in Business Marketing and Purchasing* series, with this edition featuring work by distinguished SMA scholars. The book is titled, *Essays By Distinguished Marketing Scholars of the Society for Marketing Advances*, and is edited by Arch Woodside, Boston College and Ellen Moore, University of South Carolina.

The volume is dedicated to the Distinguished Scholars of the Society for Marketing Advances in gratitude for their unique contributions of new knowledge to marketing thought. Eight essays are included, and feature work by SMA Distinguished Scholar Award Recipients Henry Assael, New York University; William O. Bearden, University of South Carolina; Jean-Charles Chebat, HEC Montreal; Joseph F. Hair, Jr., Louisiana State University; Michel Laroche, Concordia University; Richard G. Netemeyer, Louisiana State University; Robert A. Peterson, University of Texas at Austin; and Peter H. Reingen, Arizona State University.

Please contact Elsevier Science for information on how to acquire a copy for your marketing library.

## Elections Add Four to SMA Officer Ranks

As a result of the recent membership balloting, four new officers will assume their roles at the business meeting scheduled for November 14th.

Those elected to lead the organization during the next few years include **Rusty Brooks**, president-elect and 2003 program chair; **Dan Goebel**, Treasurer; **Danny Butler**, VP for Research & Publications; and **Felicia Lassk**, VP for Member Services. We congratulate the winners and look forward to their dedicated service to the organization.

The new officers will join continuing officers under the leadership of **Debbie Thorne McAlister**, who will serve as president for 2003. Other continuing officers include **Brian Engelland**, secretary; **Mitch Griffin**, VP Development; **Don McBane**, VP Electronic Communications; and **Leisa Reinecke Flynn**, executive director.



# SMA Underground

## **Auburn University**

**Ford Laumer** was recently honored by the College of Business with the Lifetime Achievement Award. Dr. Laumer's tenure at Auburn began with him serving as student body president. He returned to Auburn after stints with the United States Navy and the University of Memphis. Dr. Laumer has earned countless teaching awards, awards for service to the university and the community.

**Danny Butler** was presented the Outstanding MBA Professor award. Dr. Butler continues to work with International Programs. Dr. Butler has also been named as Marketing Coordinator for the Blue Ridge Conference on Leadership.

**Avery Abernethy** completed his third General Motors Student Advertising Project., which involved developing an automotive promotional strategy culminating in a trade fair on campus with vehicles on display.

**Joe Hanna** and **Brian Gibson** received the Business Outreach Award for their work with students, employers, and the general business community. **Brian Gibson** also earned the McCartney Teaching Award (with a big check) which is the highest teaching award provided in the College of Business.

## **Mississippi State University**

**Brian Engelland**, SMA secretary, was named Chair, of the Marketing, Quantitative Analysis and Business Law Department, effective July 1st. Engelland takes over for **Ron Taylor**, 2001 SMA Fellow, who has returned to the marketing faculty full-time. Engelland also was awarded the 2002 Outstanding Faculty Award, the highest faculty award in the college.

**Rob Moore** was awarded the 2002 Undergraduate Teaching Award, for his work with his internet marketing course and with the AMA student chapter.

**Subhra Chakrabarty** (DBA, Louisiana Tech University) has joined the marketing faculty as assistant professor. Subhra's research and teaching interests include personal selling, sales management and consumer behavior.

## **Oklahoma State University**

**Greg Marshall**, SMA past president, is now editor of the *Journal of Personal Selling & Sales Management*.

## **Southeastern Louisiana University**

**Jeff W. Totten** has joined the faculty of the Department of Marketing and Finance effective August 15th.

## **University of Southern Mississippi**

**Alvin Williams**, current SMA president, has been named editor of the *Journal of Supply Chain Management*.



## Contact Information for the Society



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