

**Society for Marketing Advances  
2003 Conference Program**

New Orleans, Louisiana  
November 4-8, 2003

**Program Chair: John R. “Rusty” Brooks, Houston Baptist University**

**--Tuesday, November 4, 2003--**

**Tuesday, 8:00 AM – 5:00 PM**

**Sixth Annual Retail Strategy and Consumer Decision Research Seminar**

*Sponsored by: HEC-Montreal*

Delgado, 2<sup>nd</sup> Floor

**Chair: Barry Babin, University of Southern Mississippi;**

**Jean Charles Chebat, HEC-Montreal;**

**Robert A. Robicheaux, University of Alabama**

**--Wednesday, November 5, 2003--**

**Wednesday, 7:30 AM – 5:30 PM**

**Society for Marketing Advances Doctoral Consortium**

*Co-Sponsored by: University of Southern Mississippi*

Magazine A,B 2<sup>nd</sup> Floor

**Chair: Alvin Williams, University of Southern Mississippi**

**Wednesday, 8:00 AM – 5:00 PM**

**Sixth Annual Retail Strategy and Consumer Decision Research Seminar**

*Sponsored by: HEC-Montreal*

Delgado, 2<sup>nd</sup> Floor

**Chair: Barry Babin, University of Southern Mississippi;**

**Jean Charles Chebat, HEC-Montreal;**

**Robert A. Robicheaux, University of Alabama**

**Wednesday, 11:00 AM – 3:00 PM**

**Society for Marketing Advances—Officers Meeting**

Toulouse, 2<sup>nd</sup> Floor

**Wednesday, 11:45 AM – 1:15 PM**

**Luncheon – Doctoral Consortium and Retail Seminar**

Poydras A 2<sup>nd</sup> Floor

*By invitation only*

**Speaker: Dhruv Grewal, Babson College,  
Co-Editor, *Journal of Retailing***

**Wednesday, 3:00 PM – 7:00 PM**

**Society for Marketing Advances Placement Service**

Elysian Fields, 2<sup>nd</sup> Floor

**Wednesday, 3:00 PM – 7:00 PM**

**Society for Marketing Advances Registration and Exhibits**

Regency Conference Center (RCC) Foyer, Center and East , 2<sup>nd</sup> Floor

**Wednesday, 5:00 PM – 7:00 PM**

**Society for Marketing Advances Welcoming Reception**

*Sponsored by: Sherwin-Williams*

Esplanade C 2<sup>nd</sup> Floor

*All conference attendees are invited*

**--Thursday, November 6, 2003--**

**Thursday, 8:00 AM – 5:00 PM**

**Society for Marketing Advances Registration and Exhibits**

Regency Conference Center (RCC) Foyer, Center and East, 2<sup>nd</sup> Floor

**Thursday, 7:30 AM – 12:00 Noon**

**Society for Marketing Advances Doctoral Consortium**

Poydras AB 2<sup>nd</sup> Floor

**Chair: Alvin Williams, University of Southern Mississippi**

**Thursday, 8:00 AM – 5:00 PM**

**Society for Marketing Advances Placement Service**

Elysian Fields, 2<sup>nd</sup> Floor

**Thursday, 8:30 AM – 10:00 AM**

**1.1 Advertising's Effects on Behavior**

**Gentilly, 2<sup>nd</sup> Floor**

Session Chair: Michael Dotson, Appalachian State University

**\*\*\*Best Paper: Advertising and Marketing Communications Track\*\*\***

*Consensus Or Controversy: Just What Effect Does Advertising Have On Cigarette Consumption?*

Michael L. Capella, Mississippi State University

Cynthia Webster, Mississippi State University

*How Does Advertising Influence Investors? Evidence And Research Propositions*

James A. Karrh, University of Arkansas at Little Rock

*Announcements Of New Advertising Campaigns: Signals To Stock Market Investors*

Margy P. Conchar, East Carolina University

George M. Zinkhan, University of Georgia

Charles D. Bodkin, University of North Carolina at Charlotte

Discussion Leader: John Ford, Old Dominion University

**Thursday, 8:30 AM – 10:00 AM**

**1.2 The Role of Trust in Personal Selling**

**Carrollton , 2<sup>nd</sup> Floor**

Session Chair: Leila Borders, University of New Orleans

*The Effect of Salesperson Listening on the Formation of Customer Trust: A Research Proposition*

S. Scott Nadler, East Carolina University

*Trust and Salesperson Performance: When Does Trust Matter?*

Subhra Chakrabarty, Mississippi State University

Gene Brown, University of Missouri - Kansas City

Robert E. Widing II, University of Melbourne

*Communication Media Choice For Managing Customer Relationships*

Gabriel Gonzalez - Colorado State University

Felicia N. Morgan - Arizona State University

Discussion Leader: Susan DelVecchio, East Carolina University

**Thursday, 8:30 AM – 10:00 AM**

**1.3 Regional Issues in International Marketing**

**Toulouse, 2<sup>nd</sup> Floor**

Session Chair: Erica Olsen, University of Nevada

*Diffusion of Home Appliances in Taiwan: An Empirical Investigation into the Impact of Geographical Differences*

Maxwell K. Hsu, University of Wisconsin-Whitewater

Hani I. Mesak, Louisiana Tech University

*The Cultural Challenges To Adopting A Capitalist Economic Model in Modern Thailand*

Phillip Niffenegger, Murray State University

Songpol Kulviwat, Southern Illinois University at Carbondale

Napatsawan Engchanil, Southern Illinois University at Carbondale

*Firm Performance Benefits of Market Orientation in a South American Context*

Howard Olsen, University of Nevada

Erica Olsen, University of Nevada

Discussion leader: Kristy Reynolds, Louisiana State University

**Thursday, 8:30 AM – 10:00 AM**

**1.4 Special Session:**

*The Publication and Evaluation of Online Teaching Materials and Learning Objects through MERLOT*

**Claiborne, 2<sup>nd</sup> floor**

Presenters and Session Chairs:

Irvine Clarke, III, James Madison University

Theresa B. Flaherty, James Madison University

Cathy Owens Swift, Georgia Southern University

**Thursday, 8:30 AM – 10:00 AM**

**1.5 Relational Resources and the Financial Implications of Resource Management**

**St. Charles B, Lower Level**

Session Chair: Melissa Moore, Mississippi State University

*Relationship Quality and New Product Adoption: A Conceptual Framework*

Janet Turner Parish, Texas A & M University

Jaebeom Suh, Kansas State University

Russell Lacey, University of New Orleans

**\*\*\*Best Student Paper: Marketing Strategy Track\*\*\***

*The Financial Impact of Market-Based Relational Assets: Evidence of Shareholder Value Creation from Initial Public Offerings*

Nacef Mouri, University of Central Florida

**\*\*\*Best Paper: Marketing Strategy Track\*\*\***

*Strategies and Resources: Pathways to Success?*

R. Zachary Finney, North Georgia College & State University

Noel D. Campbell, North Georgia College & State University

C. Michael Powell, North Georgia College & State University

Discussion Leader: Robert Moore, Mississippi State University

**Thursday, 8:30 AM – 10:00 AM**

**1.6 Distinguished Teaching Competition Sponsored by Sherwin-Williams**

**Girod, 2<sup>nd</sup> Floor**

Session Chair: Ralph Jackson, University of Tulsa

Participants:

*Comparing Collisions Between Theory and Practice: Rethinking Ring Around the Collar*

Andrew J. Rohm, Northeastern University

*Marketing Education—The Six Alpha Method*

Don R. Self, Auburn University-Montgomery

*Partners in Learning: Pulling on the Oars Together*

Angela D'Auria Stanton, Radford University

Judges:

O.C. Ferrell, Colorado State University

Debbie McAlister, Southwest Texas State University

Bill Pride, Texas A&M University

Mandeep Singh, Western Illinois University

Denise Smart, Southwest Texas State University

**Morning Break, 10:00 AM – 10:15 AM**

*Sponsored by: Thomson/South-Western publishers*

**Thursday, 10:15 AM – 11:45 AM**

**2.1 Advertising and Consumer Information Processing: Theoretical and Empirical Perspectives**

**Gentilly, 2<sup>nd</sup> Floor**

Session Chair: Barbara A. Lafferty, University of South Florida

*Effect Of A Candidate's Inconsistency On Voter Response To Ads*

Kiran Karande, Old Dominion University

F. Mark Case, Old Dominion University

Tarek Mady, Old Dominion University

*Do Innovators Prefer Rational Ads?*

James J. Zboja, Florida State University

**\*\*\*Best Student Paper: Advertising and Marketing Communications Track\*\*\***

*A Qualitative Review Of Ostrow's 1982 Factors Determining The Level Of Effective Frequency: Implications For Local Media Planning*

Igor Makienko, Louisiana State University

Discussion Leader: Michael Capella, Mississippi State University

**Thursday, 10:15 AM – 11:45 AM**

**2.2 Advances In Services Marketing**

**Carrollton , 2<sup>nd</sup> Floor**

Session Chair: Rhett H. Walker, La Trobe University

*A Service Classification Based on Customer Value*

M. Meral Anitsal, University of Tennessee

Ismet Anitsal, University of Tennessee

*The Influence of Internal Communication Quality on the Franchisor, Franchisee, Employee and External Customer Relationships*

Cecilie Karlsen, Queensland University of Technology

Antony Peloso, Queensland University of Technology

*The Service Recovery Paradox: An Integrative Review*

Vincent Magnini, Old Dominion University

*Service Perishability: The Miracle of Alternate Channel Options*

Collin Z. Barnes, Mississippi State University

Stephen A. LeMay, Mississippi State University

Discussion Leaders: Yong Zhang, Hofstra University

Valerie Taylor, University of Tennessee at Chattanooga

**Thursday, 10:15 AM – 11:45 AM**

**2.3 Enhancing the Marketing Classroom Experience Through a Spreadsheet**

**Pricing Model, Data Mining, and Geodemographic Software**

**Toulouse, 2<sup>nd</sup> Floor**

Session Chair: Bruce L. Stern, Portland State University

**\*\*\*Best Paper: Marketing Education Track\*\*\***

*A Spreadsheet Pricing Model Approach to Teaching Practical Pricing Concepts in the Marketing Classroom*

Michael M. Pearson, Loyola University New Orleans

Kimball P. Marshall, Loyola University New Orleans

Donald Dozier, Loyola University New Orleans

*There's Gold in That Data: Developing and Teaching an Undergraduate Course in Data Mining*

Angela D'Auria Stanton, Radford University

Wilbur W. Stanton, Radford University

Discussion Leader: Rhea Ingram, Columbus State University

**Thursday, 10:15 AM – 11:45 AM**

**2.4 Special Session:**

*An Introduction to Microsoft Producer: Key Technology for Enriching Multimedia Presentations and Training Materials*

**Claiborne , 2<sup>nd</sup> Floor**

Presenter and Session Chair:

Karen James, Louisiana State University - Shreveport

**Thursday, 10:15 AM – 11:45 AM**

**2.5 Suggestions for Improving How We Build Theories and Measure Constructs**

**St. Charles B, Lower Level**

Session Chair: Jeff W. Totten, Southeastern Louisiana University

*SERVQUAL and Its Lessons for Developing Measures of Marketing Constructs*

Sijun Wang, University of Alabama

*Advances in Means-End Chains By Incorporating Heider's Balance Theory and Fournier's Consumer-Brand Relationship Typology*

Arch G. Woodside, Boston College

*Subversiveness and Theory Building in Marketing*

Francois A. Carrillat, University of South Florida

Discussion Leader: Claire Stammerjohan, Washington State University

**Thursday, 10:15 AM – 11:45 AM**

**2.6 Examining Marketing From Greatness to Marginalization and Distance**

**Learning**

**Girod, 2<sup>nd</sup> floor**

Session Chair: Dawn Deeter-Schmelz, Ohio University

*Seeds of Greatness: Common Characteristics of Uncommon Marketers*

Brian T. Engelland, Mississippi State University

Stevie Watson, Mississippi State University

*Beating Back the Enemy at the Gates - Is Marketing Being Marginalized?*

Richard W. Buchanan, Massey University – New Zealand

Gavin F. Lees, Massey University – New Zealand

*Distance Learning: A Case Study*

Chris Kadlec, University of Georgia

Stephan Brown, University of Georgia

Candice Hollenbeck, Piedmont College

Warren French, University of Georgia

Discussion Leader: Ronald Kuntz, Northeastern University

**Thursday, 12:00 Noon – 1:30 PM**

**Society for Marketing Advances**

**Fellows Luncheon**

**St. Charles A, Lower Level**

**By invitation**

**Thursday, 1:00 PM – 2:45 PM**

**3.1 Special Session:**

**Society for Marketing Advances Annual “Meet the Editors”**

**Gentilly, 2<sup>nd</sup> Floor**

Session Chair: Ronald E. Goldsmith, Florida State University

Editors:

Bruce Stern, *Marketing Education Review*

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

Peter J. LaPlaca, *Industrial Marketing Management*

Michel Laroche, *Journal of Business Research*

Doug Lincoln, *Journal of Marketing Education*

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

Ronald E. Goldsmith, *Service Industries Journal*

Michael J. Dorsch, *Journal of Marketing Theory and Practice*

**Thursday, 1:15 PM – 2:45 PM**

**3.2 International Selling Topics**

**Carrollton , 2<sup>nd</sup> Floor**

Session Chair: Annie Liu, Loyola Marymount University

*International Differences - Examining Two Assumptions About Selling*

John F. Tanner, Jr., Baylor University

George Dudley, Behavioral Sciences Research Press

*Understanding the Buyer's Information Situation*

Rachel K. Smith, University of Arkansas at Little Rock

*Sales and Marketing Career Preparation: MBA Students in the Philippines and India*

Earl D. Honeycutt, Jr., Elon University

Shawn T. Thelen, Hofstra University

Discussion Leader: Gabriel Gonzalez, Colorado State University

**Thursday, 1:15 PM – 2:45 PM**

**3.3 Special Session:**

*Study Abroad Programs in a Post-9/11 Environment: Is the Book Being Re-Written On Overseas Educational Opportunities?*

**Toulouse, 2<sup>nd</sup> Floor**

Session Chair: Richard Easley, Baylor University

Panelists:

Richard Easley, Baylor University

Daniel Rajarantnam, Baylor University

Roger Davis, Baylor University

Daniel D. Butler, Auburn University

**Thursday, 1:15 PM – 2:45 PM**

**3.4 Special Session:**

*Strengthening the Analytical and Presentation Skills of Marketing Undergraduates*

**Claiborne, 2<sup>nd</sup> Floor**

Presenter and Session Chair:

Gopala K. Ganesh, University of North Texas

**Thursday, 1:15 PM – 2:45 PM**

**3.5 Problems and Challenges in the Retail Environment**

**St. Charles B, Lower Level**

Session Chair: Rhea Ingram, Columbus State University

*The Service Recovery Paradox: A Retail Perspective*

J. Charlene Davis, Trinity University

*The Implications of Cell Phone Usage in the Retail Environment*

Elizabeth Alexander, Marshall University

*A Retailer's Dilemma: What Happens When Spouses Disagree on Product Selection and Purchase?*

Cheryl B. Ward, Middle Tennessee State University

Discussion Leader: Chris Manolis, Xavier University

**Thursday, 1:15 PM – 2:45 PM**

**3.6 HOUGHTON MIFFLIN PRIDE/FERRELL**

**INNOVATIONS IN TEACHING COMPETITION**

**Girod, 2<sup>nd</sup> Floor**

Session Chair (Track Chair): Erika Matulich, The University of Tampa

Presentations:

*Creativity: It's Everybody's Game*

Gary Benson, Chadron State College

Mandeep Singh, Western Illinois University

*Competitive Strategy - A Case Oriented Tutorial Based on Military Strategies*

Donald R. Self, Auburn University - Montgomery

Kevin Dunlop, United States Air Force

Elizabeth Weiner, University of Alabama

*Enough Talk! Seeing is Believing (& Understanding): The "What is Marketing?" Collage*

Melissa Moore, Mississippi State University

Robert Moore, Mississippi State University

*Marketing as a "Liberal Art"?*

Ed Petkus, Jr., Mary Baldwin College

## **Thursday, 3:00 PM – 4:30 PM**

### **4.1 Technological Trends in E-Commerce: Database Marketing, Cybersmearing, and Blogs**

**Gentilly, 2<sup>nd</sup> Floor**

Session Chair: Daniel F. Lynch, Michigan State University

*Minimizing eInformation Asymmetry of Online Database Marketing: A Conceptual and Propositional Inventory*

Kittichai Watchravesringkan, University of Arizona

#### **\*\*\*Best Student Paper: Electronic Commerce Track\*\*\***

*The Effect of Cybersmearing on Brand Equity*

Michelle R. Bednarz, Mississippi State University

*Blogs and Their Marketing Potential*

Carolyn F. Siegel, Eastern Kentucky University

Discussion leader: Barbara M. Lyons, Morehead State University

## **Thursday, 3:00 PM – 4:30 PM**

### **4.2 CB Influences: Innovativeness, Motivation and Abstinence**

**Carrollton, 2<sup>nd</sup> Floor**

Session Chair: Julie Fitzmaurice, Merrimack College

*The Impact of Interpersonal Influence and Social Comparison on Consumer Innovativeness: An Empirical Study*

Ronald A. Clark, Florida State University

Ronald E. Goldsmith, Florida State University

*The Antecedent Role of Individual Differences in Motivation, Perseverance and the Protection of High Involvement Goals*

Vathany Sambath, Queensland University of Technology

Alexander J. Morse, Queensland University of Technology

Antony F. Peloso, Queensland University of Technology

*Understanding “Non-Behavior:” Modifying the Theory of Planned Behavior to Account for Abstinence*

John F. Tanner, Jr., Baylor University

Mary Anne Raymond, Clemson University

Christopher D. Hopkins, Clemson University

Discussion Leader: Nora Ganim Barnes, University of Massachusetts - Dartmouth

**Thursday, 3:00 PM – 4:30 PM**

**4.3 Scale Usage in Assessing Organizational Issues**

**Toulouse, 2<sup>nd</sup> Floor**

Session Chair: Teri Root, Southeastern Louisiana University

*Market Orientation and the Synergistic Effect of Mediating and Moderating Factors on Organizational Performance*

Minoo Farhangmehr, Universidade do Minho, Portugal

Manuel A. Ramos Macaes, Universidade do Minho, Portugal

José Carlos Pinho, Universidade do Minho, Portugal

**\*\*\*Best Paper: Marketing Research Track\*\*\***

*A Replication and Reinterpretation of the Ethical Issues Rating Scale: A Factor-Analysis Study*

Gordon G. Mosley, Troy State University

Discussion Leader: Jeffrey W. Totten, Southeastern Louisiana University

**Thursday, 3:00 PM – 4:30 PM**

**4.4 Special Session:**

*Market Analysis: OODA Loop Strategy - A PowerPoint Tutorial*

**Claiborne, 2<sup>nd</sup> Floor**

Presenter and Session Chair:

Donald R. Self, Auburn University Montgomery

Daryl D. Hart, U.S. Air Force

**Thursday, 3:00 PM – 4:30 PM**

**4.5 Special Session:**

*Integrating Ethics into the Marketing Curriculum*

**St. Charles B, Lower Level**

Session Co-Chairs:

O.C. Ferrell, Colorado State University

Linda Ferrell, University of Wyoming

Panelists:

Debbie Thorne McAlister, Southwest Texas State University

Lou Pelton, University of North Texas

Terry Loe, Kennesaw University

**Thursday, 3:00 PM – 4:30 PM**

**4.6 HOUGHTON MIFFLIN PRIDE/FERRELL  
INNOVATIONS IN TEACHING COMPETITION**

**Girod, 2<sup>nd</sup> Floor**

Session Chair (Track Chair): Erika Matulich, The University of Tampa

Presentations:

*Integrating PowerWeb Cases into a Marketing Class*

Abhijit Roy, Loyola College in Maryland

*An Exercise in Family Decision Making*

Karen C. Stone, Southern New Hampshire University

*Improving Student Writing*

Renee Gravois Lee, Quinnipiac University

*Bloomington's, Barry Bonds, and Beer Steins: Immersing Students into the Marketing Process using Online Auctions*

Charles M. Wood, University of Tulsa

Ronald D. Taylor, Mississippi State University

**Thursday, 4:45 PM – 6:15 PM**

**5.1 Special Session:**

*Generating High Involvement in the Classroom Setting: The Use of Real World Databases and Perceived Risk to Illustrate the Role of the Internet in Research, Privacy, and Its Impact on Society*

**Claiborne, 2<sup>nd</sup> Floor**

Presenter and Session Chair:

Richard W. Easley, Baylor University

**Thursday, 5:00 PM – 7:00 PM**

**5.2 Elsevier Science, Inc.**

**Distinguished Scholars Series**

**Esplande A, 2<sup>nd</sup> Floor**

Chair: Arch Woodside, Boston College

*The Changing Nature of Marketing: Implications for Research, Teaching and Practice*

Yoram (Jerry) Wind, The Lauder Professor and Professor of Marketing,

The Wharton School, University of Pennsylvania

**--Friday, November 7, 2003--**

**Friday, 7:00 AM – 8:30 AM**

**Society for Marketing Advances Past Presidents Breakfast**

**St. Charles B, Lower Level**

**By invitation**

**Friday, 8:00 AM – 3:00 PM**

**Society for Marketing Advances Registration and Exhibits**

**Regency Conference Center (RCC) Foyer, Center and East, 2<sup>nd</sup> Floor**

**Friday, 8:00 AM – 3:00 PM**

**Society for Marketing Advances Placement Service**

**Elysian Fields, 2<sup>nd</sup> Floor**

**Friday, 8:30 AM – 10:00 AM**

**6.1 Consumer Connections with the Electronic Marketplace**

**Gentilly , 2<sup>nd</sup> floor**

Session Chair: Mary Lou Roberts, University of Massachusetts - Boston

**\*\*\*Best Paper: Electronic Commerce Track\*\*\***

*Sophisticated, Savvy, and Suspicious: A Study of Generation Y Consumers and Online Privacy Concerns*

Andy J. Rohm, Northeastern University

Ron J. Kuntze, Northeastern University

Felicia G. Lassk, Northeastern University

*The Use of the Internet as an Information Source: The Role of Consumers' Involvement and Product-Class Knowledge*

Sertan Kabadayi, Baruch College

*A Model of Consumer External Price Search in an Electronic Marketplace (World-Wide-Web)*

James A. Ramos, Michigan State University

Discussion Leader: Carolyn F. Siegel, Eastern Kentucky University

**Friday, 8:30 AM – 10:00 AM**

**6.2 Special Session:**

*Living Cases in Marketing Strategy*

**Claiborne , 2<sup>nd</sup> Floor**

Presenter and Session Chair:

Steve W. Henson, Western Carolina University

**Friday, 8:30 AM – 10:00 AM**

**6.3 The Changing Commerce Landscape**

**Esplanade C , 2<sup>nd</sup> floor**

Session Chair: Michael Beverland, Monash University

*Backlash: Consumer Reaction to Profit Motivation of CRM Initiatives*

Jeannemarie Thorpe, Nova Southeastern University

*Towards a Model of Entrepreneurial Strategic Competence*

Ruth B. McKay, Niagara University

Ed Chung, St. Norbert College

David Wicks, St. Mary's University

Discussion Leader: Michael Beverland, Monash University

**Friday, 8:30 AM – 10:00 AM**

**6.4 Special Session**

*International Marketing: Pedagogical Perspectives and Practices*

**Girod, 2<sup>nd</sup> floor**

Co-Session Chairs: John Branch, Washington University in St. Louis

William J. Kehoe, University of Virginia

Panelists: To be announced

**Friday, 8:30 AM – 10:00 AM**

**6.5 Technology in Selling and Sales Management**

**St. Charles A, Lower Level**

Session Chair: John F. Tanner, Jr., Baylor University

*Descriptions of Sales Force Automation: Synthesis and Suggestions*

Kenneth Anselmi, East Carolina University

Susan DelVecchio, East Carolina University

*Enabling Adaptive Selling Through the Use of Technology: A Conceptual Model*

Leroy Robinson, Jr., University of Houston-Clear Lake

Greg W. Marshall, Oklahoma State University

Miriam B. Stamps, University of South Florida

Discussion Leader: Shawn Thelen, Hofstra University

**Friday, 8:30 AM – 10:00 AM**

**6.6 Supply Chain Issues**

**St. Charles C, Lower Level**

Session Chair: Richard E. Plank, Western Michigan University

*Supplier Development Using a Cumulative Improvement Approach*

Robert J. Vokurka, Texas A&M University at Corpus Christi

Gail M. Zank, Texas State University – San Marcos

*Warehouse Employee Development: Is There a Payoff?*

Alexander E. Ellinger, The University of Alabama

Andrea D. Ellinger, University of Illinois at Urbana-Champaign

Scott B. Keller, Michigan State University

Discussion Leader: Sertan Kabadayi, Baruch College CUNY

**Friday, 10:15 AM – 11:45 AM**

**7.1 Issues in Consumer Behavior Understanding**

**Gentilly , 2<sup>nd</sup> floor**

Session Chair: Christopher D. Hopkins, Clemson University

*Stages of Engaging in a New Behavior*

Julie Fitzmaurice, Merrimack College

*Role of Psychographics and Value Expressive Influence in Designing Effective Communication*

Gurbux L. Kotwani, University of Delhi

Discussion Leader: Delonia Minor, The University of Memphis

**Friday, 10:15 AM – 11:45 AM**

**7.2 Sales and CRM in Business Markets**

**Esplanade C , 2<sup>nd</sup> Floor**

Session Chair: Rick Buerher, University of Toledo

*A Study of Salesforce Motivation*

Andrea Castleberry, DTI

*Behavioral Aspects of Self-Efficacy: A Measurement of Sales Performance*

Annette T. Ryerson, Nova Southeastern University

*Lifetime Value Enhancement Using CRM to Create Committed Customers*

Ramendra Thakur, Southern Illinois University at Carbondale

John H. Summey, Southern Illinois University at Carbondale

Discussion Leader: David A. Reid, University of Toledo

**Friday, 10:15 AM – 11:45 AM**

**7.3 Special Session**

*Managing Supply Chain Interactions in A Web Enabled Environment*

**Girod, 2<sup>nd</sup> Floor**

Session Chair: Zach Zacharia, Texas Christian University

Panelists:

Zach Zacharia, Texas Christian University

Nancy W. Nix, Texas Christian University

Donna F. Davis, Texas Tech University

Susan L Golicic, University of Oregon

Joel L. Sutherland, Transplace (Senior Vice President)

**Friday, 10:15 AM – 11:45 AM**

**7.4 Explaining Online Consumer Behavior**

**St. Charles A, Lower Level**

Session Chair: Alan Bush, The University of Memphis

*Perceptions of Online Movie Discussion Forum Information Credibility*

Kenneth Henderson, Morehead State University

Barbara Lyons, Morehead State University

*Humor Banner Advertising: Moderating Effects of Advertising Relevance, Respondents' Need for Cognition and Type of Web Behavior*

Igor Makienko, Louisiana State University

*Explaining Aberrant Online Consumer Behavior (Shoplifting) Through Technology Readiness and Piracy Motivators*

Kevin J. Shanahan, The University of Texas at Tyler

Charles M. Hermans, Southwest Missouri State University

Discussion Leader: Rachel Smith, University of Arkansas - Little Rock

**Friday, 10:15 AM – 11:45 AM**

**7.5 Innovativeness, Risk, and Determinants of Success in E-commerce**

**St. Charles C, Lower Level**

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

*The Impact of Innovativeness on Internet Shopping*

Ronald E. Goldsmith, Florida State

Barbara A. Lafferty, University of South Florida

*E-Commerce Consumer's Perceived Risk*

C. Michael Powell, North Georgia College and State University

Christopher Conca, Appalachian State University

R. Zachary Finney, North Georgia College and State University

*Determinants of E-Business Success: The Role of Marketing Capabilities*

Songpol Kulviwat, Southern Illinois University at Carbondale

Terry Clark, Southern Illinois University at Carbondale

Discussion leader: Andy J. Rohm, Northeastern University

**Friday, 12:00 Noon – 1:30 PM**

**Society for Marketing Advances**

**Luncheon**

**Esplanade A,B 2<sup>nd</sup> Floor**

**All conference attendees are invited**

**Friday, 1:30 PM – 3:00 PM**

**8.1 Society for Marketing Advances**

**Annual Business Meeting**

**Esplanade C , 2<sup>nd</sup> Floor**

**Friday, 2:00 PM – 3:00 PM**

**8.2 Special Session**

*“Show and Tell” in the College Classroom: Effective Use of Multimedia*

**Claiborne , 2<sup>nd</sup> Floor**

Presenters and Session Chairs:

John H. Lindgren, Jr., University of Virginia

Milton M. Pressley, University of New Orleans

**Friday, 3:15 PM – 4:45 PM**

**9.1 Special Session**

*Special Session: Broadening the Coverage of Intellectual Property Rights Laws and Related Yet-to-Be-Resolved Issues*

**Gentilly , 2<sup>nd</sup> Floor**

Presenter and Session Chair: Tom O'Connor, University of New Orleans

**Friday, 3:15 PM – 4:45 PM**

**9.2 Special Session**

*Teaching International Marketing in a Blended Learning Modus - Didactical and Technological Concepts and Evaluation of the Course*

**Claiborne , 2<sup>nd</sup> Floor**

Presenter and Session Chair:

Ralf K. Schellhase, University of Applied Sciences Darmstadt, Germany

**Friday, 3:15 PM – 4:45 PM**

**9.3 Special Session**

*Integrating the International Experience into the Marketing Curriculum*

**Esplanade C , 2<sup>nd</sup> Floor**

Session Chair: Karen Norman Kennedy, University of Alabama at Birmingham

Panelists:

Karen Norman Kennedy, University of Alabama at Birmingham

Pamela A. Kennett, University of New Orleans

Dawn R. Deeter-Schmelz, Ohio University

Mathew Joseph, Georgia College and State University

Sevgin Eroglu, Georgia State University

**Friday, 3:15 PM – 4:45 PM**

**9.4 Working With Students in Advising, Group Projects, and Establishing Trust**

**St. Charles A, Lower Level**

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

*Student Perceptions of the Academic Advisement Process: Suggestions for Improvement*

Steven S. Nadler, East Carolina University

Timothy P. Brotherton, Saginaw Valley State University

*Factors Affecting the Effectiveness of Group Projects: An Exploratory Study*

Lisa L. Scribner, University of North Carolina at Wilmington

Thomas L. Baker, University of North Carolina at Wilmington

Vincent Howe, University of North Carolina at Wilmington

*Do I Have To Know You To Trust You?*

Fuan Li, William Patterson University

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

**Friday, 3:15 PM – 4:45 PM**

**9.5 Critical Success Factors for Global Marketing**

**St. Charles C, Lower Level**

Session Chair: Faye McIntyre, University of West Georgia

**\*\*\*Best Paper: International Marketing and Global Issues Track\*\*\***

*Firm and Relationship Characteristics of Domestic versus International Franchisers*

Faye S. McIntyre, University of West Georgia

Faye W. Gilbert, Georgia College & State University

Joyce A. Young, Indiana State University

*Is a Brand Name an Important Expression of a Country-of-Origin?*

Leila Loussaief, ESCM Tours (France)

*The European Central Bank Continues to Market Its Independence: But Euronote Success Is Followed by New Challenges*

Alfred C. Holden, Fordham University

Discussion leader: Karen Stone, Southern New Hampshire University

**Friday, 6:00 PM – 7:30 PM**

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

**President's Suite (see SMA Registration for details)**

**All conference attendees are invited**

**--Saturday, November 8, 2003--**

**Saturday, 8:00 AM – 5:00 PM**

**2003 Direct Selling Education Foundation (DSEF)**

**Marketing Academic Seminar**

**Host: Robin Diamond, DSEF**

**Room: Versailles, Fourth Floor**

**By invitation**

**Saturday, 8:00 AM – 12:00 Noon**

**Society for Marketing Advances Officers Meeting**

**Canal B, Lower Level**

**Saturday, 8:30 AM – 10:00 AM**

**10.1 Ethnic and Lifestyle Issues in Consumer Behavior**

**Claiborne, 2<sup>nd</sup> floor**

Session Chair: Claire Stammerjohan, Washington State University

*Does Your Dog Sleep on the Bed? An Exploratory Study of Dog-Related Consumer Behavior*

Michael J. Dotson, Appalachian State University

Eva M. Hyatt, Appalachian State University

*The Influence of Ethnic Identity and Level of Acculturation on Consumer Complaint Behavior: An Exploratory Look at American and Indian Cultures*

Delonia O. Minor, University of Memphis

Vivekandanda Madupu, University of Memphis

Alan J. Bush, University of Memphis

*Ethnic Conflict, Acculturation, and the Consumer Purchase Decision: The Lingering Effects of the Holocaust*

Jeffrey Steven Podoshen, Temple University

Discussion Leader: Paul Clark, Indiana State University

**Saturday, 8:30 AM – 10:00 AM**

**10.2 Special Session**

*Improving Application of the Scale Development Process*

**St. Charles C (lower level)**

Session Chair: Michael A. Jones, Southeastern Louisiana University

Panelists:

Bruce L. Alford, Louisiana Tech University

Michael J. Dorsch, Clemson University

Ronald E. Goldsmith, Florida State University

Christopher D. Hopkins, Clemson University

**Saturday, 8:30 AM – 10:00 AM**

**10.3 New Perspectives on Retail Strategy**

**St. Charles A (lower level)**

Session Chair: John Milewicz, Meredith College

*Market Segmentation of the Mature Market: State of the Art?*

Claire Allison Stammerjohan, Washington State University

Ronald D. Taylor, Mississippi State University

**\*\*\*Best Paper: Retailing and Entrepreneurship Track\*\*\***

*The Nature of Luxury Brands: A Multiple Case Study*

Michael Beverland, Monash University

*The Effect of Store Image and Shopping Orientation on Expectations, Attitudes, and Intentions*

Robert S. Moore, Mississippi State University

Brian R. Kinard, Mississippi State University

Discussion leader: Richard Easley, Baylor University

**Saturday, 8:30 AM – 10:00 AM**

**10.4 Special Session**

*Engineering the Customer Experience: Art or Science*

**St Charles B (lower level)**

Session Chair: Joby John, Bentley College

*Theatrical Approaches to Managing the Customer Experience*

Raymond Fisk, University of New Orleans

*The Effects of Other Customers on the Customer Experience*

Steve Grove, Clemson University

*The Need for Comfort in the Customer Experience*

Deborah F. Spake, University of South Alabama

Sharon E. Beatty, University of Alabama

*Effects of People and Technology on the Customer Experience*

Rhett H. Walker, La Trobe University

Les Johnson, University of Queensland

*Engineering the Customer Experience*

Walter Ganz and Anne-Sophie Tombeil, Fraunhofer Institut Arbeitswirtschaft und

Organisation, Stuttgart, Germany

**Saturday, 10:15 AM – 11:45 AM**

**11.1 Buyer-Seller Supply Chain Relationships**

**Claiborne, 2<sup>nd</sup> floor**

Session Chair: Ron Zallocco, University of Toledo

*A Cross-Cultural Analysis of Trust and Commitment Between Manufacturers and Dealers in the Electronic Commerce Setting*

Sertan Kabadayi, Baruch College CUNY

**\*\*\*Best Paper: Business-To-Business & Marketing Channels Track\*\*\***

*An Empirical Examination of Resource Commitments, Attributions, and Escalation of Commitment in Manufacturer-Distributor Relationships*

Amy E. Cox, University of North Carolina - Greensboro

*Interorganizational Goal Incompatibility and Manufacturer-Dealer Relationships in Multiple Channel Systems*

Sertan Kabadayi, Baruch College CUNY

Discussion Leader: Richard E. Plank, Western Michigan University

**Saturday, 10:15 AM – 11:45 AM**

**11.2 Learner Choices In Dealing With Uncertainty, Time, and Attendance**

**St. Charles C (lower level)**

Session Chair: John H, Summey, Southern Illinois University - Carbondale

*The Certain or the Unknown? Learner Choices and Their Antecedents*

Bryan Galliford, Queensland University of Technology

Antony Peloso, Queensland University of Technology

*Time: How Do Students Use It and Does It Affect Their Academic Performance?*

Sarath A. Nonis, Arkansas State University

Gail I. Hudson, Arkansas State University

*The Power of Attendance*

Rhea Ingram, Columbus State University

Discussion Leader: R. W. Buchanan, Massey University

**Saturday, 10:15 AM – 11:45 AM**

**11.3 Social Marketing Issues: Volunteerism and Reducing Risky Behavior**

**St. Charles A (lower level)**

Session Chair: Karen Kennedy, University of Alabama at Birmingham

*The Effects of Workplace Volunteerism on the Employee*

Pushkala Raman, Florida State University

James J. Zboja, Florida State University

*Propensity for Military Service: A Benefits Perspective Based on Generalized Exchange and Restricted Exchange*

Kimball P. Marshall, Loyola University – New Orleans

Caroline Fisher, Loyola University – New Orleans

*Risk Avoidance and Risk Reduction: Reaching Teens at Risk*

Christopher D. Hopkins, Clemson University

John F. Tanner, Jr., Baylor University

Mary Anne Raymond, Clemson University

Discussion Leader: Karen Stone, Southern New Hampshire University

**Saturday, 10:15 AM – 11:45 AM**

**11.4 Special Session**

*Mardi Gras: Marketing, Money, & Mayhem*

**Julia, 2<sup>nd</sup> Floor**

Session Chairs and Panelists:

Pamela A. Kennett, University of New Orleans

Steve R. Clinton, University of New Orleans

Raymond P. Fisk, University of New Orleans

**Saturday, 10:15 AM – 11:45 AM**

**11.5 Special Session**

*Selected Topics in Marketing Research & Polling*

**St Charles B (lower level)**

Session Chair: Sid Konell, University of Wisconsin Center - Barron County

Panelists:

F. William Biglow, University of Wisconsin Oshkosh

Jerry Ingram, Southeast Research

Jeff W. Totten, Southeastern Louisiana University

Josh Whitman, Panacea Consulting Group

AAPOR/CMOR representative (TBA)

**Saturday, 10:15 AM – 11:45 AM**

**11.6 Organizational and Workforce Activities with Implications for Marketing**

**Girod, 2<sup>nd</sup> floor**

Session Chair: Carol Megehee, University of South Alabama

*The Role of Marketing in Driving Favorable Organizational Learning Outcomes*

Jeong Eun Park, University of Alabama

George D. Deitz, University of Alabama

*The Better-Than-Average Effect, Gender, and Perceptions of Ethical Behavior*

Deborah F. Spake, University of South Alabama

George R. Franke, University of Alabama

Carol Megehee, University of South Alabama

*Recent Developments in Title IX Legislation: Implications for the Marketing of Collegiate Athletic Programs*

Julie Z. Sneath, University of South Alabama

Pamela A. Kennett, University of New Orleans

Susan F. Sieloff, Northeastern University

Discussion Leader: Zach Finney, North Georgia College & State University

*Thanks for your participation!*

*Make plans to attend the next*

*Society for Marketing Advances Conference on*

*St. Pete Beach in Tampa, Florida.*

*See you next year.*