

*Society for Marketing Advances
2004 Conference
TradeWinds Island Grand Resort
St. Pete Beach, Florida
November 2-7, 2004*

Program Chair: Joe F. Hair, Jr., Louisiana State University

TUESDAY, NOVEMBER 2, 2004

Tuesday, 4:00 PM – 6:00 PM

Sixth Annual Retail Strategy and Consumer Decision Research Seminar

Sponsored by HEC-Montreal

Room: Blue Heron

Co-Chairs: Barry Babin, University of Southern Mississippi;
Jean-Charles Chebat, HEC-Montreal;
Robert A. Robicheaux, University of Alabama

WEDNESDAY, NOVEMBER 3, 2004

Wednesday, 7:30 AM – 5:30 PM

Society for Marketing Advances Doctoral Consortium

Room: Snowy Egret

Chair: Debbie T. McAlister, Texas State University-San Marcos

WEDNESDAY, 8:00 AM – 5:00 PM

Sixth Annual Retail Strategy and Consumer Decision Research Seminar

Room: Blue Heron

Co-Chairs: 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

Room: Compass

Wednesday, 11:45 AM – 1:15 PM

Luncheon – Doctoral Consortium and Retail Seminar

Room: Long

By invitation only

Wednesday, 3:00 PM – 7:00 PM

Society for Marketing Advances Placement Service

Room: Horizon's West

Wednesday, 3:00 PM – 7:00 PM
Society for Marketing Advances Registration and Exhibits
Room: Banyan Breezeway

Wednesday, 4:30 PM – 6:00 PM
Society for Marketing Advances Foundation Board Meeting
Room: TBA

Wednesday, 6:00 PM – 7:30 PM
Society for Marketing Advances Welcoming Reception
Room: Garden Courtyard—Banyan Breezeway
 All conference attendees are invited

THURSDAY, NOVEMBER 4, 2004

Thursday, 8:00 AM – 5:00 PM
Society for Marketing Advances Registration and Exhibits
Room: Banyan Breezeway

Thursday, 7:30 AM – 12:00 Noon
Society for Marketing Advances Doctoral Consortium
Room: Royal Tern
 Chair: Debbie McAlister

Thursday, 8:00 AM – 5:00 PM
Society for Marketing Advances Placement Service
Room: Horizon's West

Thursday, 8:30 AM – 10:00 AM
1.1 Consumer Effects on Marketing Communications
Room: Banyan
 Session Chair: J. Charlene Davis, Trinity University

An Updated Look at Green Advertising and Environmentally Responsible Behaviors
 Erika Matulich, University of Tampa
 Diana L. Haytko, Southwest Missouri State University
 Timucin Ozcan, University of Rhode Island

Effects of Music on TV Ads: An Exploratory Study
 Shelley Morrisette, Shippensburg University
 Ronald K. Taylor, Shippensburg University

The Effects of Ethnic Cues in Print Ads: An Application of Social Identity Theory
 Jeremy J. Sierra, New Mexico State University
 Michael R. Hyman, New Mexico State University

Discussion Leader: Cynthia Cano, Augusta State University

Thursday, 8:30 AM – 10:00 AM

1.2 The Impact of Perceptions in Business-to-Business Marketing

Room: Citrus

Session Chair: John H. Summey, Southern Illinois University at Carbondale

Industrial Buyers' Perception of Past Complaint Effectiveness and Correlation to Future Complaint Intentions

Scott W. Hansen, University of Texas at Tyler

Kevin J. Shanahan, University of Texas at Tyler

Customers' Mental Mind Positions of Vendors

Arch G. Woodside, Boston College

Motorist's Perceptions of Trucks on the Highway and the Resultant Support for Stricter Regulations

Robert Moore, Mississippi State University

Stephen LeMay, Mississippi State University

Melissa Moore, Mississippi State University

Pearson Liddell, Mississippi State University

Brian R. Kinard, Mississippi State University

David McMillen, Mississippi State University

Discussion Leader: Chris Enyinda, Alabama A & M University

Thursday, 8:30 AM – 10:00 AM

1.3 Interfirm Issues in Business-to-Business Marketing

Room: Glades

Session Chair: Jeffrey E. Lewin, Boston College

Manufacturer-Industrial Distributor Conflict in Multiple Channel Systems: When is it Less Likely?

Sertan Kabadayi, Baruch College, Graduate Center, CUNY

Nermin Eyuboglu, Baruch College, CUNY

The Role of Organizational Learning and Interfirm Cooperation in Development of Customized Products: A Conceptual Typology

Mert Tokman, University Of Alabama

Toward an Integrated Theory of Vertical and Horizontal Alliances: The Role of Type I and Type II Diversity

R. Zachary Finney, North Georgia College and State University

Jason E. Lueg, Mississippi State University

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

Thursday, 8:30 AM – 10:00 AM

1.4 Examining Salespeople and their Sales Tools

Room: Jasmine

Session Chair: Wesley J. Johnston, Georgia State University

Duration of Use of Hardware & Software by Field Salespeople
Sue DelVecchio, East Carolina University

Effectiveness of Trade Show Information
Harriette Bettis-Outland, University of West Florida
Aberdeen Leila Borders, University of New Orleans
Wesley J. Johnston, Georgia State University

The Measurement of Adaptive Selling
Subhra Chakrabarty, Mississippi State University

An Assessment of Technology Needs and Skill Levels by Collegiate Recruiters of Undergraduate Sales and Marketing Students
William J. Hannaford, University of Wisconsin-Eau Claire
Robert C. Erffmeyer, University of Wisconsin-Eau Claire
Gretchen A. Hutterli, University of Wisconsin-Eau Claire

Discussion Leader: C. David Shepherd, Kennesaw State University

Thursday, 8:30 AM – 10:00 AM

1.5 Technology Related Issues

Room: Palm

Session Chair: Elise Pookie Sautter, New Mexico State University

Sales Management Simulation: Bringing Reality to the Classroom
Cathy Owens Swift, Georgia Southern University
Robert W. Cook, West Virginia University

Understanding the Acceptance of Technology by Marketing Students: A Conceptual Framework
Leroy Robinson, University of Houston-Clear Lake

Benefits of Online versus Face-to-Face Discussion in Developing Marketing Skills and Knowledge
Elise Pookie Sautter, New Mexico State University

Discussion Leader: Karen Stone, Southern New Hampshire University

Thursday, 8:30 AM – 10:00 AM

1.6 Distinguished Teaching Competition Sponsored by Sherwin-Williams

Room: Sabal

Session Chair: Penelope J. Prenshaw, Millsaps College

Finalists:

“Everything I Learned about Teaching I Learned from Bad Examples (OK, Not Everything),”

Nancy D. Albers-Miller, Berry College

“Fighting the Forces of Fiscal Erosion ... A Lifetime of Maxi-Results from Mega-Sections,”

Richard W. Buchanan, Massey University, New Zealand

“Learning to Become a Better Teacher,”

Jon M. Hawes, University of Akron

“Marketing Education Approached from Different Perspectives,”

Robert D. Straughan, Washington and Lee University

Judges:

Brian T. Engelland, Mississippi State University

Erika Matulich, University of Tampa

Donald R. Self, Auburn University Montgomery

Morning Break, 10:00 AM – 10:15 AM

Thursday, 10:15 AM – 11:45 AM

2.1 New Research Methodologies

Room: Banyan

Session Chair: Brian T. Engelland, Mississippi State University

What They Say: A Computer Text Analysis of Teenagers’ Interviews on Smoking

Claire Gélinas-Chebat , Université of Québec at Montreal

François Daoust, Université of Québec at Montreal

Monique Dufresne, Université of Québec at Montreal

Karine Gallopel, Université of Rennes

Marie-Élaine Lebel, Université of Québec at Montreal

Axiology: A Primer for Marketing Researchers

John Branch, Washington University St. Louis

Research and Buying Behavior: Why do Consumers “Lie”?

H. Keith Wade, Webber International University

Discussion Leader: Tom Brashear, University of Massachusetts

Thursday, 10:15 AM – 11:45 AM

2.2 Online Retailing Issues

Room: Citrus

Session Chair: Jason Lueg, Mississippi State University

Customer Value Understanding of the Top 100 U.S. Retailers: What General and Specialty Retailers Communicate Through their Websites

M. Meral Anitsal, University of Tennessee

Ismet Anitsal, Tennessee Tech University

Serkan Bolat, University of Tennessee

Consumer Portrayals of Fashion and Implications to Online Fashion Retailing: A Qualitative Study

Jingyun Kay Zhang and Ayse Banu Elmadag, University of Alabama

Personality Traits and Shopping Media Utilization: An Exploratory Study

Michael L. Capella and Jason E. Lueg, Mississippi State University

Discussion Leader: Nicole Ponder, Mississippi State University

Thursday, 10:15 AM – 11:45 AM

2.3 Technology and Strategy – International Perspectives Plus

Room: Glades

Session chair: Alan Flaschner, Touro University International

A Preliminary Investigation of the Role of Technology in the UK Banking Sector

Mathew Joseph, Georgia College & State University

George Stone, ICT Insurance

Marguerite Moore, University of South Carolina

Julie Tinson, University of West England

Yasmin Sekhon, Bournemouth University

The Internet Adoption Barriers and Benefits: The Case of Book Retailers in Portugal

João P. Capa, Portuguese Catholic University

Mino Farhangmehr, University of Minho

Jose' C. Pinho, University of Minho

Seeing the Organization in the Marketplace through Metaphors: the Road to Performance

Abby Ghobadian, Middlesex University, UK

Nicholas O'Regan, Middlesex University, UK

An Integrated Framework of Determinants of e-Trust: A Theoretical Model

Ramendra Thakur, Southern Illinois University

Siva K. Balasubramanian, Southern Illinois University

John H. Summey, Southern Illinois University

Discussion Leader: C. Michael Powell, North Georgia College & State University

Thursday, 10:15 AM – 11:45 AM

2.4 Marketing Strategy

Room: Jasmine

Session Chair: Robert Zachary Finney, North Georgia College & State University

Addressing The Question No Academic Dares Raise – “Is Anyone Listening?? ... And To What ??

Jin Wan, Massey University, New Zealand

Richard W. Buchanan, Massey University, New Zealand

Is Perceived Congruity Between Cause-Brand Partners A Prerequisite For Success?
Barbara A. Lafferty, University of South Florida

Subprime Mortgage Lending and Exploitative Marketing Strategy
Stephen H. Craft, Birmingham-Southern College
Melissa St. James, California State University-San Bernardino

Thursday, 10:15 AM – 11:45 AM

2.5 Should I Stay or Should I Go? – Customer Retention in Services

Room: Palm

Session Chair: Tom DeWitt, Bowling Green State University

Letting off Steam: Could Negative Word-of-Mouth Benefit Your Firm?
Christy Ashley, University of Rhode Island

Service Quality, Satisfaction, and Loyalty: The Role of the Conveniently Located Competitor
Birgit Leisen, University of Wisconsin—Oshkosh

The Moderating Role of Personality Traits on Propensity to Stay with a Service Provider
Mavis Tandoh, Minu Kumar and Victoria Bush, University of Mississippi

Thursday, 10:15 AM – 11:45 AM

2.6 Case Track – Consumer Products, Cars, and Beverages: Lincoln, Coke, and Bitteburg Beer

Room: Sabal

Session Chair: Vince Howe, University of North Carolina, Wilmington

Case: Coke: The Real Thing?
Christopher Koeppel, Pace University
Randi Priluck, Pace University

Case: The Bittebourg Company
Stephen A. Goodwin, Illinois State University

Case: Timing is Everything: Analysis of the Lincoln Blackwood
Erika Matulich, PhD., University of Tampa
Jaclyn Ebright, MBA, University of Tampa
Maria Paula Cabrera, University of Tampa

Discussion Leader: Danny Bellenger, Georgia State University

Thursday, 10:15 AM – 11:45 AM

2.7 Technology in the Classroom

Room: Sawgrass

Living Cases in Marketing Strategy
Steve W. Henson, Western Carolina University

Thursday, 12:00 Noon – 1:30 PM

Society for Marketing Advances Fellows Luncheon

Room: Blue Heron

By invitation

Thursday, 1:15 PM – 2:45 PM

3.1 Special Session: Society for Marketing Advances Annual “Meet the Editors”

Room: Banyan

Session Chair: Greg Marshall, Rollins College

Editors:

Michael J. Dorsch, Journal of Marketing Theory and Practice

Wesley J. Johnston, Journal of Business and Industrial Marketing

Michel Laroche, Journal of Business Research

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

Peter J. LaPlaca, Industrial Marketing Management

Elise “Pookie” Sautter, Marketing Education Review

George N. Zinkhan, Journal of the Academy of Marketing Science

Thursday, 1:15 PM – 2:45 PM

3.2 A Theoretical Look at Information Search, Relationships, and Branding

Room: Citrus

Session Chair: John Branch, Washington University in St. Louis

Advancing from Subjective to Confirmatory Personal Introspection in Consumer Research

Arch Woodside, Boston College

Impact of the Organizations CRM: An Integrated Theoretical Model

Ramendra Thakur, Southern Illinois University Carbondale

Ravindra Thakur

Internet vs. Branding: Modeling Brand Value

Rungratchanee Chenphasuk, University of Warwick

Discussion Leader: Beverly T. Venable, Columbus State University

Thursday, 1:15 PM – 2:45 PM

3.3 Exploration of Consumer Behavior Relationships and Constructs

Room: Glades

Session Chair: Sarath Nonis, Arkansas State University

Status Consumption and Consumer Self-Confidence: An Empirical Investigation of the Relationship between Two Consumer Psychology Constructs

Ronald E. Goldsmith and David Horowitz, Florida State University

The Role of Self-Efficacy on the Relationship between Task Complexity and Information Search: An Application of the Resource-Matching Perspective

Jing Hu, New Mexico State University

Bruce A. Huhmann, New Mexico State University
 Michael R. Hyman, New Mexico State University

Charitable Behavior and Rationality: Individual Motivations for Contributing to Public Goods

Enrique Manzur, Universidad of Chile
 Roberto Friedmann, University of Georgia
 Sergio Olavarrieta, Universidad of Chile

Consumer Socialization and Shopping Media Choice: Development of a Scale to Capture Agent-Learner Learning Processes

Jason E. Lueg, Mississippi State University
 Robert Zachary Finney, North Georgia College & State University

Discussion Leader: Melissa Moore, Mississippi State University

Thursday, 1:15 PM – 2:45 PM

3.4 Gaining a Better Understanding of Salespeople

Room: Jasmine

Session Chair: James S. Boles, Georgia State University

An Initial Investigation of Non-Financial Consequences of Organizational Citizenship Behavior

Felicia G. Lassk, Northeastern University
 Greg W. Marshall, Rollins College
 William C. Moncrief III, Texas Christian University
 C. David Shepherd, Kennesaw State University

One Heart Attack Away From Quota: An Exploratory Look at the Potential Association between the Idealized Sales Personality and Predisposition to Coronary Heart Disease

Robert D. Winsor, Loyola Marymount University

Personality Traits and Sales Performance: Exploring the Effect of Need for Cognition

Dawn R. Deeter-Schmelz, Ohio University
 Jane Z. Sojka, Ohio University

Discussion Leader: Aberdeen Leila Borders, University of New Orleans

Thursday, 1:15 PM – 2:45 PM

3.5 Case Track – International Marketing Strategy

Room: Palm

Session Chair: Susan Harmon, Middle Tennessee State University

Case: Marketing In The New South Africa: The Sales House Story

Franklyn A. Manu, Morgan State University

Case: A Global Strategy for Orbital Sciences Corporation

Steven M. Cox, Meredith College
 Timothy J. Puckorius, Orbimage Corporation

Case: LeFils, Inc.
Michelle A. DeMoss, Stetson University

Discussion Leader: Vernon Murray, Marist College

Thursday, 1:15 PM – 2:45 PM

3.6 Technology in the Classroom

Room: Sabal

Using Simulations in Retailing Courses to Generate Student Involvement
Russell A. Casey, Clayton State College & State University

Thursday, 1:15 PM – 2:45 PM

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

Room: Sawgrass

Session Chair: Erika Matulich, The University of Tampa

The Global Practicum as an Innovative Pedagogical Tool for Learning International Marketing

Ilan Alon, Rollins College

Stranger in a Strange Land: Using International Student Experiences to Teach Adaptation in Global Marketing

Catharine M. Curran-Kelly, University of Massachusetts at Dartmouth

Toys: Tangibility in the Classroom

Donald R. Self, Auburn University at Montgomery

Come Fly With Me

Jeannemarie Thorpe, Southern New Hampshire University

Marketing Capstone Course as Consulting Firm

H. Keith Wade, Webber International University

Thursday, 3:00 PM – 4:30 PM

4.1 Measurement and Scale Development

Room: Banyan

Session Chair: Naveen Donthu, Georgia State University

Measuring Consumer Involvement: An Issue of Conceptualization

Brian R. Kinard, Mississippi State University

Dee A. Larson, Mississippi University for Women

Brian T. Engelland, Mississippi State University

Measurement of Distributive Justice: Assessing Equity, Equality and Need

Vishal Kashyap, Xavier University

Tom Brashear, University of Massachusetts

Chris Manolis, Xavier University

Core Universal Business Learning Outcomes: Development of the CUBLO Scale
 Christopher D. Hopkins, Clemson University
 Michael Cappella, Mississippi State University
 Charles R. Duke, Clemson University

Discussion Leader: Beverly Wright, Georgia State University

Thursday, 3:00 PM – 4:30 PM

4.2 Aspects of the Retail Store

Room: Citrus

Session Chair: Robert Robicheaux, University of Alabama, Birmingham

The Impact of Customers' Physical Attractiveness on Retail Salespeople's Perception and Performance

Jingyun Kay Zhang and Lauren Skinner, University of Alabama

Exploring the Relationships Between Store Environment, Store Image and Consumer Perceptions of Product Quality

Lauren B. Schuman, Theresa B. Flaherty, and Irvine Clarke III
 James Madison University

Are Department Stores Losing Market Share to Mass Merchandisers in South Carolina and the United States?

Kacie Atkinson and Deborah Fowler, University of South Carolina

Novelty Effect Theory: Implications for Store Renovation

Richard L. Flight and Robert A. Robicheaux, University of Alabama

Discussion Leader: John Milewicz, Meredith College

Thursday, 3:00 PM – 4:30 PM

4.3 Global Marketing Strategic Issues

Room: Glades

Session Chair: John Branch, Washington University in St. Louis

An Integrated Purchase Process Service Quality Model of the Perception of Retail Service Quality Among Chinese Consumers in Hong Kong

Juan Meng, Southern Illinois University
 John H. Summey, Southern Illinois University
 Neil C. Herndon, Herndon & Cheung, Ltd.
 Ka Kei Kwong, City University of Hong Kong

Segmenting African Consumer Markets

Franklyn A. Manu, Morgan State University

The War's *Still* Not Over: The Vietnam Conflict and the American Consumer

Jeffrey S. Podoshen, Temple University

Consumer Ethnocentrism: Properties, Antecedents, Consequences and Implications for Global Marketing Strategy

Mahesh N. Shankarmahesh, University of Missouri – St. Louis

Discussion Leader: John Ford, Old Dominion University

Thursday, 3:00 PM – 4:30 PM

4.4 Electronic Commerce and Marketing

Room: Jasmine

Session Chair: Mike Weber, University of Miami

The Role of Internet in Changing the Relative Influence of Stakeholders in Product Management Decisions

Alan B. Flaschner, Touro University International

Mohammad Ayub Khan, TEC of Monterrey

David M. Hunt, Touro University International

Impacts of Electronic Commerce On Micro Logistics

C. Michael Powell, North Georgia College & State University

Christopher Conca, Mount Olive College

Are Pundit Poli-Blogads An Overlooked Marketing Opportunity?

Carolyn F. Siegel, Eastern Kentucky University

Thursday, 3:00 PM – 4:30 PM

4.5 Technology in the Classroom

Room: Palm

"Enhancing Learning with Technology: The Rules of E

Michelle B. Kunz, Morehead State University

Thursday, 3:00 PM – 4:30 PM

4.6 Marketing Practices in Healthcare and Nonprofit Services

Room: Sabal

Session Chair: Walter Wang, Penn State University—Great Valley

The Moderating Role of Perceived Closeness on Customer Retention

Deborah F. Spake and John S. Bishop, Jr., University of South Alabama

Service Guarantees in the Healthcare Industry: Current Use and Proposed Relationships

Pamela A. Kennett, University of New Orleans

Jeff W. Totten, Southeastern Louisiana University

The Use of Marketing in Nonprofit Service Organizations: An Investigation of Public School Districts in the United States

Melodie Jordan Philhours, Arkansas State University

Thursday, 5:00 PM – 7:00 PM

5.1 Elsevier Science, Inc. – Distinguished Scholars Series

Room: Banyan-Citrus-Glades-Jasmine

Session Chair: Arch Woodside, Boston College

Jan-Benedict E. M. Steenkamp

2004 SMA Distinguished Marketing Scholar

Tillburg University, The Netherlands

FRIDAY, NOVEMBER 5, 2004

Friday, 8:00 AM – 3:00 PM

Society for Marketing Advances Registration and Exhibits

Room: Banyan Breezeway

Friday, 8:00 AM – 3:00 PM

Society for Marketing Advances Placement Service

Room: Horizon's West

Friday, 8:30 AM – 10:00 AM

6.1 Case Track – The Process and Marketing of Services

Room: Banyan

Session Chair: Rhea Ingram, Columbus State University

Case: Service Process Design: A State Court System

Jacob V. Simons, Jr., Georgia Southern University

Jerry W. Wilson, Georgia Southern University

Case: Norwegian Cruise Lines: A Case Study in Customer Equity

Daniel D. Butler, Auburn University

Case: Personalization is the Pink Slip in the Mail for Red Envelope, Inc.

Tiffany Van Brunt, University of Tampa

Barbara Ross Wooldridge, University of Tampa

Discussion Leader: Susan Harmon, Middle Tennessee State University

Friday, 8:30 AM – 10:00 AM

6.2 Special Session: *Garden Fresh Research from Emerging Service Scholars*

Room: Citrus

Session Chair: Michael D. Hartline, Florida State University

Is Relationship Quality a Double-Edged Sword? Implications for Service Recovery Management

Betsy Bugg Holloway, Samford University

Sijun Wang, California State Polytechnic University

Sharon E. Beatty, University of Alabama

E-Service Quality: A New Conceptualization and Measurement
 Joel Collier, University of Memphis
 Carol C. Bienstock, Radford University

To Be or Not To Be Productive in Consumer Services
 Ismet Anitsal, Tennessee Tech University

Service Role Performance as a Workgroup Phenomenon: Role Performance Effects on Service Productivity
 Tom DeWitt, Bowling Green State University

Friday, 8:30 AM – 10:00 AM

6.3 Impact of Group Interactions

Room: Glades

Session Chair: Angela D'Auria Stanton, Redford University

The Role of Student Attitudes and Behaviors Toward Group Projects
 Angela D'Auria Stanton, Radford University
 Wilbur W. Stanton, Radford University
 Jamal A. Al-Khatib, University of St Thomas

Implications of Game Theory Predictions for Group-based Projects in Undergraduate Marketing Classes
 Mohammad Ashraf, University of North Carolina at Pembroke
 Lewis Hershey, Fayetteville State University

Improving Student Outcomes: the Integrated Learning System (ILS)
 Carl McDaniel, University of Texas at Arlington
 Charles Lamb, Texas Christian University
 Joe Hair, Louisiana State University

Discussant: Cathy Owens Swift, Georgia Southern University

Friday, 8:30 AM – 10:00 AM

6.4 All About Self-Monitoring and Market Mavens

Room: Jasmine

Session Chair: J. Charlene Davis, Trinity University

Some Psychological Characteristics of Market Mavens
 Ronald E. Goldsmith, Florida State University
 Elizabeth B. Goldsmith, Florida State University
 Ronald A. Clark, Florida State University

When the Chameleon Shows Its Spots: Self-Monitoring Behavior and the Market Maven
 Esther Swilley, Florida State University

Self-Monitoring and Opinion-Seeking: A Test of the Link
 Susan Brudvig, Florida State University

Discussion Leader: Janet Tinoco, University of Central Florida

Friday, 8:30 AM – 10:00 AM

6.5 Technology and CRM in the Business-to-Business Marketplace

Room: Palm

Session Chair: Sertan Kabadayi, Baruch College

Factors Influencing the Diffusion of Revenue Management Technology in Business Markets

Robert D. Winsor, Loyola Marymount University

CRM as Strategy: Avoiding Failures Caused By Tactical Approaches

Ramendra Thakur, Southern Illinois University Carbondale

John H. Summey, Southern Illinois University Carbondale

Priyoo Manakote, Southern Illinois University Carbondale

The Future Impacts of Electronic Commerce on Micro Logistics

Michael Powell

Discussion Leader: Michael Capella, Mississippi State University

Friday, 8:30 AM – 10:00 AM

6.6 Case Track – Strategy and Channel Issues

Room: Sabal

Session Chair: Franklyn Manu, Morgan State University

Case: International Expansion Via Acquisition – The Failed Engagement of Chromalox and Ero

Troy A. Festervand, Middle Tennessee State University

James R. Lumpkin, Oklahoma State University

Case: Banksouth: Channel Structure

Adel I. El-Ansary, University of North Florida

Douglas James Smith, University of North Florida

Case: D. Carreau & Fils

Donald P. Robin, Wake Forest University

Discussion Leader: Erika Matulich, University of Tampa

Friday, 8:30 AM – 10:00 AM

6.7 Technology in the Classroom

Room: Sawgrass

Compressed Video Education: Empirical Findings and Observational Results for Improving Effectiveness

Melodie R. Phillips, Middle Tennessee State University

Friday, 10:15 AM – 11:45 AM**7.1 Case Track – An Interactive Drama: Bring On The Actors****Room: Banyan**

Session Chair: Jan P. Owens, University of Wisconsin - Parkside

Case: Private Sale: A B-2-B Marketing, Buying, and Servicing Interaction Drama
Arch G. Woodside, Boston College

Case: Anniversary At The Omni: A Case Study to Highlight Service Satisfaction Issues
Daniel D. Butler, Auburn University

Friday, 10:15 AM – 11:45 AM**7.2 Shopping Behavior, Loyalty and Other Issues****Room: Citrus**

Session Chair: Nicole Ponder, Mississippi State University

An Investigation of the Antecedents of Cognitive Brand Loyalty
Horace L. Melton, Florida State University

An Empirical Study of the Effects of Individual Consumer Differences on Perceptions of Retail Convenience
Michelle R. Bednarz and Nicole Ponder, Mississippi State University

A Qualitative Exploration of Adolescent Shopping Behaviors, Habits and Experiences
Lynnea Mallalieu, University of North Carolina Wilmington

Forensic Applications of Curvilinear Regression Models in Civil Litigations
Thomas S. O'Connor, University of New Orleans

Discussion Leader: Jason Lueg, Mississippi State University

Friday, 10:15 AM – 11:45 AM**7.3 Special Session: Secrets of My Success: An Insider's View on Publishing Quality Service Research****Room: Glades**

Session Chair: Ron Clark, Florida State University

The Ecstasy and Agony of Publishing Service Research
Sharon Beatty, University of Alabama

The 4 Ps of Research
Julie Baker, Texas Christian University

On Woodpeckers and Hummingbirds: Insights from the Trenches
Doug Hoffman, Colorado State University

Friday, 10:15 AM – 11:45 AM

7.4 Special Session: Exploring the “Deliverables” of a Marketing Education

Room: Jasmine

Karen C. Stone, Southern New Hampshire University

Friday, 10:15 AM – 11:45 AM

7.5 Technology in the Classroom

Room: Palm

Research on Individuals: Internet Databases and Privacy

Richard W. Easley, Baylor University

Friday, 10:15 AM – 11:45 AM

7.6 Communication Influences on Consumer Behavior

Room: Sabal

Session Chair: Aberdeen Leila Borders, University of New Orleans

Persuasion Knowledge and Direct-to-Consumer Prescription Drug Advertising

Tracy Dunn, Benedict College

Persuasion Knowledge and Religious Symbolism in the Marketplace

Valerie Taylor, University of Tennessee at Chattanooga

Diane Halstead, University of Tennessee at Chattanooga

Paula J. Haynes, University of Tennessee at Chattanooga

An Approach for Quantifying Qualitative Self-Concept Data in Marketing Communications Research

Andrew J. Rohm, Northeastern University

George R. Milne, University of Massachusetts, Amherst

Discussion Leader: Vanessa Funches, University of Alabama, Tuscaloosa

Friday, 10:15 AM – 11:45 AM

7.7 Special Session: Case Method and Simulations: Enhancing Teaching Effectiveness

Room: Sawgrass

Session Chair: John D. Branch, Washington University

Panelists:

John D. Branch, Washington University

John Drea, Western Illinois University

James Gray, Florida Atlantic University

Joe B. Hanna, Auburn University

Ellen M. Moore, University of South Carolina

Mary F. Mobley, Augusta State University

Friday, 12:00 Noon – 1:30 PM

Society for Marketing Advances Luncheon

Room: Banyan Breezeway

All conference attendees are invited

Friday, 1:30 PM – 2:00 PM

8.1 Society for Marketing Advances Annual Business Meeting

Room: Banyan

Friday, 2:00 PM – 3:00 PM

8.2 Case Track – The Marketing of Health Care Services

Room: Citrus

Session Leader: Cynthia Newman, Rider University

Case: Marketing a Public Access Defibrillation Program

Julie Z. Sneath, University of South Alabama

Pamela A. Kennett, University of New Orleans

Case: Ozark Specialty Surgical Centers

Rachel K. Smith, University of Arkansas at Little Rock

James A. Karrh, University of Arkansas at Little Rock

Case: Bedscapes for Benedictine

Vernon Q. Murray, Marist College

Kathleen J. Guido, Benedictine Hospital

Discussion Leader: Karen Stone

Southern New Hampshire University

Friday, 2:00 PM – 3:00 PM

8.3 Case Track – Mix and Match – Retailing and The Value of Air Safety

Room: Glades

Session Leader: Shelley Rhinehart, University of New Brunswick, St. John

Case: Community Air Service: Mission, Purpose and Organizational Risk

Randy Johnson, Auburn University

Case: The Unique Boutique

Jan P. Owens, University of Wisconsin - Parkside

Discussion Leader: Jeannemarie Thorpe, Southern New Hampshire University

Friday, 2:00 PM – 3:00 PM

8.4 Technology in the Classroom

Room: Jasmine

Integrating Technology Utilization in the International Marketing and International Business Classroom

Ilan Alon, Rollins College

Friday, 2:00 PM – 3:00 PM

8.5 Special Session: MER & Learning Technology

Room: Sabal

Elise “Pookie” Sautter

Friday, 2:00 PM – 4:00 PM

8.6 Special Session: Marketing in China

Room: TBA

Friday, 3:15 PM – 4:45 PM

9.1 Special Session: Hiring Faculty: Selling Jobs or Knowledge and Opportunity?

Room: Banyan

Shelley M. Rinehart, University of New Brunswick, Canada

Mark J. Mellon, University of New Brunswick, Canada

K. Doreen MacAulay, University of New Brunswick, Canada

Friday, 3:15 PM – 4:45 PM

9.2 Lions and Tigers and Bears and ... Pharmaceuticals and Neural Networks

Room: Citrus

Session Chair: Delonia Minor, University of Memphis

Antecedents of Intentions to Purchase a Genetically Modified Pharmaceutical

Sarath A. Nonis, Arkansas State University

Consumer Use of Online Medical Services

Elizabeth C. Alexander, Marshall University

Deanna R. D. Mader, Marshall University

Fred H. Mader, Marshall University

Artificial Neural Networks: An Introduction and Application in a Consumer Behavior Setting

Robert Moore, Mississippi State University

Collin Z. Barnes, Mississippi State University

Michelle R. Bednarz, Mississippi State University

Claire Stammerjohan, Washington State University

Discussion Leader: Kenneth V. Henderson, Morehead State University

Friday, 3:15 PM – 4:45 PM

9.3 Case Track – Ethical Issues in Marketing

Room: Glades

Session Chair: Sheb True, Kennesaw State University

Case: Fleury Equipment de Batiment

Jeff F. Tanner, Jr., Baylor University

Roger Davis, Baylor University

Case: The Controversial Case of the Augusta National Golf Club
 Mary F. Mobley, Augusta State University
 Ellen M. Moore, University of South Carolina
 Peter Basciano, Augusta State University

Case: Call from Peerless Bank: A Case Consideration of Telemarketing and Ethics
 Gerald D. Klein, Rider University
 Cynthia M. Newman, Rider University

Discussion Leader: Brian Lily, University of Wisconsin - Oshkosh

Friday, 3:15 PM – 4:45 PM

9.4 Retail Promotion, Pricing and Quality

Room: Jasmine

Session Chair: Deborah Fowler, University of South Carolina

A Comparison of the Quality of Golf Shirts
 Deborah Fowler, Catherine Gustafson and Heesun Seo, University of South Carolina

Superstores: An Alternative Differentiation Strategy
 Joe Ryndock, Louise Hatfield and Ronald K. Taylor, Shippensburg University

Pricing Accuracy at Stores that use Scanners – A Different Perspective
 Richard Clodfelter, University of South Carolina

Discussion Leader: John Milewicz, Meredith College

Friday, 3:15 PM – 4:45 PM

9.5 Technology in the Classroom

Room: Palm

Teaching Logistics/Supply Chain Management to Marketing Majors
 Facilitator: Danny Butler, Auburn University

Panelists:

Alex Ellinger, University of Alabama
 Joe B. Hanna, Auburn University
 Scott Keller, Michigan State University
 Dan Lynch, Michigan State University

Friday, 6:00 PM – 7:30 PM

Society for Marketing Advances President's Reception

Room: Seabreeze (backup = Blue Heron)

All conference attendees are invited

SATURDAY, NOVEMBER 6, 2004

Saturday, 8:00 AM – 12:00 Noon

Society for Marketing Advances Officers Meeting

Room: Spotted Curlew

Saturday, 8:30 AM – 10:00 AM

10.1 Case Track – Pricing Issues

Room: Banyan

Session Chair: Mary Mobley, Augusta State University

Case: Acme Widget Company International Pricing In The Face of Uncertainty
Richard Sjolander, University of West Florida

Case: The Pricing Quandary
Roger Davis, Baylor University

Discussion Leader: Jerry Wilson, Georgia Southern University

Saturday, 8:30 AM – 10:00 AM

10.2 Technology in the Classroom

Room: Citrus

Technology Ignites Classroom Learning
Paul Lane, Grand Valley State University
John Farris, Grand Valley State University
Nancy Levenburg, Grand Valley State University

Saturday, 8:30 AM – 10:00 AM

10.3 Shopping Behaviors, Consumer Choice and Branding

Room: Glades

Session Chair: Robert Moore, Mississippi State University

The Impact of Cognitive Age on Internet Use, Purchase, and Innovativeness among
Elderly Consumers

Rajesh Iyer, Valdosta State University
Jacqueline K. Eastman, Valdosta State University

A Quality and Price Analysis of Blue Jeans: An Assessment of Women's and Men's
Specialty Store, Private Label, and Designer Brands

Scarlett C. Wesley and Deborah Fowler, University of South Carolina

Discussion Leader: Barbara Lyons, Morehead State University

Saturday, 8:30 AM – 10:00 AM

**10.4 Special Session: Do Executives' Values Matter in the Strategic Choices they
Make? Strategic and Executive Values Orientation and their Performance
Impact**

Room: Jasmine

Scott Lichtenstein, Henley Management College
Malcolm Higgs, Henley Management College
Phillip Samouel, Kingston University

Saturday, 10:15 AM – 11:45 AM

11.1 Case Track – Loyalty and Channel Strategy

Room: Banyan

Session Chair: Cameron Williams, Florida State University, Panama City

Case: Consumer Loyalty Analysis

Brian S. Lilly, University of Wisconsin, Oshkosh

Case: Venus Swimwear (A, B, C)

Adel El-Ansary, University of North Florida

Douglas James Smith, University of North Florida

Discussion Leader: Lee Simmons, Tuskegee University

Saturday, 10:15 AM – 11:45 AM

11.2 Special Session: Experiential Learning in Marketing: Perspectives and Practices

Room: Citrus

John Branch, Washington University, St Louis

Saturday, 10:15 AM – 11:45 AM

11.3 Technology in the Classroom

Room: Glades

The New Technology Classroom

Michael L. Marsh, Shippensburg University

Ronald K. Taylor, Shippensburg University

Saturday, 10:15 AM – 11:45 AM

11.4 Strategic Educational Issues

Room: Jasmine

Session Chair: Michael Weber, University of Miami

Branding from A to Z: Is Your EMBA Program on the Road to Success or has it Reached a Dead-End?"

Judith H. Washburn, University of Tampa

Barbara Wooldrige, University of Tampa

A Comparison and Discussion of Traditional Versus Web-based Course Delivery Systems

J. Michael Weber, University of Miami

Ron Lennon, Barry University

Saturday, 10:15 AM – 11:45 AM

11.5 Special Session: Copyright Protection

Room: Palm

The Vulnerability of Intellectual Property in the Digital Age: The Case of Copyrights

Thomas S. O'Connor, University of New Orleans
Terrence M. O'Connor, Louisiana State University

Saturday, 10:15 AM – 11:45 AM

11.6 Workshop: Constructing Holistic SCM Systems to Include Secondary and Tertiary Members

Room: TBA

M. B. Neace, Mercer University

Thanks for your participation!

*Make plans to attend the 2005
Society for Marketing Advances Conference
San Antonio, Texas
November 1st – 6th*