

**Society for Marketing Advances
2006 Conference
The Gaylord Conference Center
Nashville, Tennessee
November 1-4, 2006**

Program Chair: James S. Boles, Georgia State University

WEDNESDAY, NOVEMBER 1, 2006

Wednesday, 8:30 AM – 5:30 PM

Society for Marketing Advances Doctoral Consortium

Session Chairs: John R. “Rusty” Brooks, Houston Baptist University
Joe Hair, Kennesaw State University

Wednesday, 8:00 AM – 5:30 PM

Eighth Annual Retail Strategy and Consumer Decision Research Seminar Sponsored by

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

Wednesday, 8:00 AM – 5:30 PM

Society for Marketing Advances Teaching Symposium (limited enrollment – pre-registration required)

Chair: James S. Boles, Georgia State University
Facilitator: Gary Howard, University of West Florida

Wednesday, 8:00 AM – 5:30 PM

Society for Marketing Advances SEM Workshop (limited enrollment, pre-registration required and a \$250.00 workshop fee payable to SMA).

Chair and Facilitators: Barry J. Babin, University of Southern Mississippi
Joseph Hair, Jr., Kennesaw State University

Wednesday, 11:00 AM – 3:00 PM

SMA Officer Meeting

Presiding: Brian Engelland, Mississippi State University

Wednesday, 11:45 AM – 1:15 PM

Doctoral Consortium Luncheon

Consortium Fellows and Consortium Faculty only

Wednesday, 3:00 PM to 7:00 PM

SMA Conference Registration and Exhibits

Wednesday, 3:00 PM – 7:00 PM

SMA Academic Placement Service

Wednesday, 6:00 PM to 7:30 PM
SMA Welcoming Reception
All conference attendees are invited

THURSDAY, NOVEMBER 2, 2006

Thursday, 8:00 AM – 5:00 PM
SMA Conference Registration and Exhibits

Thursday, 8:00 AM – 5:00 PM
SMA Academic Placement Service

Thursday, 8:00 AM – 5:00 PM
SCMID Symposium – This symposium is by invitation.
Co-Chairs: Robert A. Robicheaux, University of Alabama Birmingham
Chad Autry, Texas Christian University
R. Glenn Richey, University of Alabama

Room:

Thursday, 8:30 AM – Noon
Society for Marketing Advances Doctoral Consortium
Room

Session Chairs: John R. “Rusty” Brooks, Houston Baptist University
Joe Hair, Kennesaw State University

Thursday, 8:30 AM – 10:00 AM
1.3 Session: Developing a Successful Sales Center
Room
Session Chair: Brian Rutherford, University of West Georgia

Panelists: Jim DeConnick, Western Carolina University
William Weeks, Baylor University
Ramon Avila, Ball State University
Terry Loe, Kennesaw State University

Thursday, 8:30 AM – 10:00 AM
1.4 Session: Ethical Issues Facing the Marketing Profession and Faculty
Session Chair: Karen C. Stone, Southern New Hampshire University

Ethical Antecedents of Cheating Intentions
Jeremy J. Sierra, Northern Arizona University
Michael R. Hyman, New Mexico State University

On-Line marketing of Cigarettes: Selected Issues Involving Legality, Minors, and Taxation
Heiko de B. Wijnholds, Virginia Commonwealth University
Michael W. Little, Virginia Commonwealth University

Make Them Happy or Make Them Cheat?
Georgiana M. Craciun, Loyola College in Maryland

Discussion Leader: Norma Mendoza Cameron, University of Saint Thomas

Thursday, 8:30 AM – 10:00 AM

1.5 Session: Marketing Education in a Changing Environment

Session Chairs

and Discussants:

Ron Moser, Middle Tennessee State University

William Warren, Middle Tennessee State University

Practitioner's Perceptions of marketing: Implications of the Baby Boom – Generation X Handoff for Marketing Education

Rachelle J. Dupuis, University of Memphis

Aliosha Alexandrov, University of Memphis

Sandipan Sen, University of Memphis

Kirby L. J. Shanahan, University of Memphis

Course Development on the Fly: Building an Interdisciplinary Service Learning Course to Respond to a Real Time Disaster

Ellen Foxman, Bentley College

Shawn W. Hauserman, Bentley College

What's Wrong with this Picture? Preventing "Mission Drift" in the Assessment of Learning Objectives

Nancy Albers-Miller, Berry College

John Grout, Berry College

Some Preliminary thoughts on a New Marketing Framework

Jeffrey Podoshen, Franklin and Marshall College

Thursday, 8:30 AM – 10:00 AM

1.6 Session: The Old S-Curve...One Thriving Technology and One Emerging Technology

Session Chair: TBA

An Exploratory Consideration of Blogging by University CEOs

Carolyn Siegel, Eastern Kentucky University

An Initial Examination of Location-Based Mobile Marketing

Ranaprasad Unni, Portland State University

Discussion Leader: TBA

Thursday, 10:00 – 10:30
Refreshment Break

Thursday, 10:30 – 11:45

Plenary Session:

2005 Elsevier Distinguished Scholar Presentation: Jagdish N. Sheth

Session Chair: Arch Woodside, Boston College

Scholar:

Thursday, 11:45 – 12:45

SMA Fellows Luncheon

By invitation only

LUNCH ON YOUR OWN

Thursday, 12:45 PM – 2:15 PM

2.2 Session: Meet the Editors I

David W. Stewart, *Journal of the Academy of Marketing Science*

Elise “Pookie” Sautter, *Marketing Education Review*

Roland T. Rust, *Journal of Marketing*

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

Michel Laroche, *Journal of Business Research*

Session Chair: Greg Marshall, Rollins College

Thursday, 12:45 PM – 2:15 PM

2.3 Special Session: Educational and Attitudinal Considerations in Personal Selling and Methods

Session Chair: TBA

Closed Circuit TV and Coaching: Enhancing the Learning Experience in a Personal Selling Course

G. Martin Izzo, North Georgia College and State University

Barry E. Langford, Florida Gulf Coast University

Salesperson vs. Students’ Attitudes Toward Family and Technology Career Issues

Jeff W. Totten, McNeese State University

Barbara Schuldt, Southeastern Louisiana University

Andree C. Taylor, Southeastern Louisiana University

Duane Donald, Southeastern Louisiana University

Influence of Attitude Toward Statistics and Technology on Statistical Package Usage Behavior

Maxwell Hsu, University of Wisconsin at Whitewater

Joyce Xin Zhou, Saint Louis University

Jun Yu, University of Illinois at Chicago

Discussion Leader:

Thursday, 12:45 PM – 2:15 PM

2.4 Session: Information Processing in IMC

Session Chair: Richard Parker, University of Arkansas, Little Rock

The Influence of Need for Cognition in Consumer Evaluation of Sponsorship Information

George Dietz, University of Memphis

Melissa Markley, University of Alabama

Susan Myers, University of Memphis

A Contingency Model of Direct Advertising Communication Strategy

Clinton Amos, University of North Texas

Gary Holmes, University of North Texas

Information Processing of Search, Experience and Credence Goods

Rachel K. Smith, University of Arkansas, Little Rock

R. Edward, Bashaw, University of Arkansas, Little Rock

Discussion Leader: Traci Freling, University of Kentucky

Thursday, 12:45 PM – 2:15 PM

2.5 Session: Emerging Economies, Emerging Issues

Session Chair: Stern Neill, University of Washington, Tacoma

Marketing Concept Manifestations in Fiji Enterprises: Confirming the Link to Organizational Competitiveness

Stern Neill, University of Washington, Tacoma

Raghuvar Dutt Pathak, University of the South Pacific Suva, Fiji Islands

Narendra Reddy, University of the South Pacific Suva, Fiji Islands

Brand Management Effectiveness in South African Firms: A Study of Performance Consequences

Melani Prinsloo, Lulea University of Technology, Sweden

Jean-Paul Berthon, Lulea University of Technology, Sweden

Lisa Papania, Simon Fraser University, Canada

Leyland Pitt, Simon Fraser University, Canada

Pierre Berthon, Bentley College, USA

Deon Nel, University of the Witwatersrand, Johannesburg, South Africa

Using Marketing's External Environments to Attract Foreign Direct Investment in Sub-Saharan Africa

Gordon Mosley, Troy University

Discussion Leader:

Thursday, 12:45 PM – 2:15 PM

2.6 Session: Sports and Event Marketing

Session Chair: TBA

Sponsorship as a Positioning Strategy for New Brands

Michael Musante, Quinnipiac University

The Role of Post-Event Evaluation in Planning Marketing Strategies

David C. Bojanic, University of Massachusetts

Rod Warnick, University of Massachusetts

Discussion Leader: TBA

Thursday, 2:15 PM – 2:30 PM

Refreshment Break

Thursday, 2:30 PM – 4:00 PM

3.2 Teaching Competition: Sherwin-Williams Distinguished Teaching Professor Competition

Session Chair: Don Self, Auburn University Montgomery

He Cared Enough to Hurt My Feelings

Daniel Butler, Auburn University

A Lifetime of Learning from master Teachers

Stephen Castleberry, university of Minnesota Duluth

Creating A Compelling Education Experience

K. Douglas Hoffman, Colorado State University

Judges:

Brian Engelland, Mississippi State University

Bill Kehoe,

Erika Matulich, University of Tampa

Penelope Prenshaw, Millsaps College

Elise Sautter, New Mexico State University

Denise Smart, Texas State University

Thursday, 2:30 PM – 4:00 PM

3.3 Session: Advertising: Doing Better in Several Areas

Session Chair: David Hardesty, University of Kentucky

Turmoil in the Advertising Industry: Problems and New Directions

J. Michael Weber, University of West Florida

Ronald F. Bush, University of West Florida

Advertising Inter-relationships in a Product Portfolio: Complements, Cannibals, And Spillover

J. Duncan Herrington, Radford University

Thomas Lachowicz, Radford University

Why is Outdoor More Interesting to Advertisers than to Academics? Suggestions for Research in a Neglected Area of Marketing Communications

John L. Fortenberry, Jr., Louisiana State University, Shreveport

Peter J. McGoldrick, University of Manchester

Discussion Leader: Chris Hopkins, Clemson University

Thursday, 2:30 PM – 4:00 PM

3.4 Session: Emotions in the Service Encounter

Session Chair: TBA

Racially Motivated Attributions of Ambiguous Service Failures

Thomas L. Baker, University of North Carolina,

Tracy Meyer, University of North Carolina

James D. Johnson, University of North Carolina

Emotional Consumers in Service Encounters: Could They Be Actors?

Frank Pons, University of San Diego

Mehdi Mourali University of New Hampshire

Katie Pounders, Louisiana State University

Andre' Richelieu, Universite' Laval

Scale Development for Customer emotional Intelligence in Service Encounters

Mok Wai Hoe, Monash University, Australia

Yelena Tsarenko, Monash University, Australia

Mark Gabbott, Monash University, Australia

Discussion Leader: TBA

Thursday, 2:30 PM – 4:00 PM

3.5 Session: New Frontiers in Retailing and Entrepreneurship

Session Chair: Adilson Borges, Reims Management School

Consumer Preferences for Retail Channels – the Role of Shopping Motives

Hanna Schramm-Klein, Saarland University, Germany

Dirk Morschett, Saarland University, Germany

Bernhard Swoboda, University of Trier, Germany

PATHMONITOR: A New PDA-PC Tool to Capture and Analyze Consumer Shopping Behavior

Julien Schmitt, HEC School of Management, France

Ganael Bascoul, HEC School of Management, France

Experimenting with Cognitive Bias: Marketing Elements in a Model for Entrepreneurial Failure

Thomas M. Begley, Michael Smurfitt Graduate School of Business, Ireland

Ronald Kuntze, John H. Sykes College of Business, Tampa, Florida

Discussion Leader: Deborah Spake, University of South Alabama

Thursday, 2:30 PM – 4:00 PM

3.6 Session: Extending business to Business Research: Qualitative Studies in New Environments

Session Chair: Andy Wood, West Virginia University

Examining Exchange Relationships among High-Tech Firms in the Evolving Global Economy
Mark Leach, Loyola Marymount University

Managing the Strategic Marketing Function in B2B Professional Services Firms
Gary L. Simon, University of Tampa
Hemant Rustogi, University of Tampa

Discussion Leader: John Hansen, Northern Illinois University

Thursday, 4:15 PM - 5:45 PM

4.2 Teaching Competition: "Houghton Mifflin Pride/Ferrell Innovations in Teaching Competition – Session One"

Session Chair: Erika Matulich, University of Tampa

Planning our Own Funeral
Daniel D. Butler, Auburn University

What's Good for the Soul is Good for the Mind: Using Philanthropy in Marketing Courses
Vassilis Dalakas, Northern Kentucky University

The Innovation of Interactive Technology in the Classroom
Jacqueline K. Eastman, Valdosta State University

The Five A's Teaching Model: Facilitating Students' Transition from College to Careers
Gary L. Geissler,

Thursday, 4:15 PM – 5:45 PM

4.3 Session: Culture and Cross-Cultural Consumer Behavior

Session Chair: Charles Comegys, Merrimack College

International Marketing from the View of a Civilization Paradigm
Gary R. Schirr, University of Illinois at Chicago

Comparison of Finnish and U.S. Online Shopping Behavior Among University Students: The Risk and Trust Factors Associated With the Consumer Buying Decision
Charles Comegys, Merrimack College
Mika Hannula, Tampere University of Technology, Finland
Jaani Vaisanen, Tampere University of Technology, Finland

Perceptions about Genetically Modified Pharmaceuticals: A Cross-Cultural Investigation of U.S. and Chinese Consumers
Sarith A. Nonis, Arkansas State University

Discussion Leader: TBA

Thursday, 4:15 PM – 5:45 PM

4.4 Session: Salesperson Performance: From Coercion to Trust

Session Chair: Craig Martin, Western Kentucky University

Influences on Consumer Perceptions of Sales Pressure: When Does Persuasion Become Coercion?

Ronald A. Clark, East Carolina University

James J. Zboja, Eastern Michigan University

Salesperson Career Stage and Information Technology Use: Plateau or Peak?

Susan K. DelVecchio, East Carolina University

Exploring the Central Role of Self-Efficacy: The Relationship with Leader-Member Exchange, role Overload, Person Career-Fit and Performance

John F. Tanner, Baylor University

Christophe Fournier, CREGO, Montpellier 2 University

Discussion Leader:

Thursday, 4:15 PM – 5:45 PM

4.5 Special Session: Pulling Back the Veil: Exploring Technology in Marketing – A Roundtable Discussion

Discussion Leader: John Branch, University of Michigan

Thursday, 4:15 PM – 5:45 PM

4.6 Session: Re-Shaping the Cornerstones: New Perspectives on Marketing Strategy

Session Chair: Matthew Joseph, University of South Alabama

Placing an Economic-Based Value on First-Mover Advantage: An Event Study Methodological Approach

Michael Poletti, University of North Carolina at Pembroke

Howard Ling, University of North Carolina at Pembroke

Are the 4-Ps of Marketing Dead?

Debi Mishra, SUNY, Binghamton

Too Much Marketing Orientation?

Priyoo G. Manakote, Southern Illinois University

John H. Summey, Southern Illinois University

Outsourcing competence: A Conceptual Framework

Ravi Jillapalli, Texas Tech University

Discussion Leader: Eyad Youssef, Old Dominion University

Thursday, 5:45 PM – 7:15 PM

SMA Foundation Meeting

Presiding: Dave Ortinau, University of South Florida

FRIDAY, NOVEMBER 3, 2006

Friday, 8:00 AM – 3:00 PM

SMA Conference Registration and Exhibits

Friday, 9:00 AM – 3:00 PM

SMA Academic Placement Service

Friday, 8:30 AM - 10:00 AM

5.1 Session: Supply Chain Management and Logistics

Session Chair: TBA

An Introduction to Sarbanes-Oxley and its Impact on Supply Chain Management: A Research Agenda

Scott Nadler, East Carolina University

John. F. Kros, East Carolina University

Christina L. Darragh, East Carolina University

Exploring the Development of Supply Chain International Joint Ventures

Mert Tokman, University of Alabama

Ayse B. Elmedag, University of Alabama

Nimet Uray, Istanbul Technical University

R. Glenn Richey, University of Alabama

The Interaction between Personal Factors and Strategic Alliance Organizational Buying Decisions: An Empirical Study of the Health Care Industry

Ben Oumlil, University of Dayton

Alvin J. Williams, University of Southern Mississippi

Supply Chain Capital: A Social Network Approach to Supply Chain Management

Stanley E. Griffis, Air Force Institute of Technology

Chad W. Autry, Texas Christian University

Discussion Leader:

Friday, 8:30 AM - 10:00 AM

5.2 Teaching Competition: "Houghton Mifflin Pride/Ferrell Innovations in Teaching Competition – Session Two"

Session Chair: Erika Matulich, University of Tampa

Integrating Ethics, Market Orientation and Critical Thinking... Tough?? -- Not if You have a Russell Crowe

Ronald J. Kuntze, University of Tampa

Overcoming Apathy and Classroom Disconnect in Marketing Courses: Employing Karaoke Jeopardy as a Content Retention Tool

Kevin J. Shanahan, the University of Texas at Tyler

The Web Marketing Plan and Website Assignment
Carolyn F. Siegel, Eastern Kentucky University

A Consumument: Mining for Consumer Meaning
Tracy Tuten, Virginia Commonwealth University

Friday, 8:30 AM - 10:00 AM

5.3 Special Session: Teaching Sales and Sales Management

Session Chair: Brian Rutherford

Greg Marshall, Rollins College
Jeff Tanner, Baylor University
Tom Ingram, Colorado State University
Charles Futrell, Texas A&M University

Friday, 8:30 AM – 10:00 AM

5.4 Session Current Issues in Sales and Sales Management and Measurement

Session Chair: Cynthia Cano, Augusta State University

Exploration on the Possible Convergence of Salas and Marketing Functions
Ken Kono, Pennsylvania State University, Great Valley

A Relational Model of Distributive and Procedural Justice
Thomas Brashear, University of Massachusetts, Amherst
Vishal Kashyp, Xavier University
Anthony Asare, University of Massachusetts, Amherst

Measurement Development of Mission Practicality Using Item Response Theory
Taewon Suh, Texas State University, San Marcos
Hyn Seok Kim, Georgia Institute of Technology

Discussion Leader: Felicia Morgan, Ohio University

Friday, 8:30 AM - 10:00 AM

5.5 Session: Marketing in an Electronic Environment

Session Chair: Walter H. Henley, University of Memphis

Internet Returns: Making a Case for Consumer Reusable Packaging
Zachary Williams, Mississippi State University
Donald Clay Barnes, Mississippi State University

The Influence of Consumer Decision Making Styles on Online Fashion Consumption
Kelly Cowart, Florida State University

Video Game Innovators: Identification and Scale Comparison
Gavin L. Fox, Florida State University

Discussion Leader: TBA

Friday, 8:30 AM - 10:00 AM

5.6 Session: Exploring the Relationship between Firm Behaviors and Consumption

Session Chair: Catharine M. Curran-Kelly, Univ. of Massachusetts, Dartmouth

Don't Talk to Me About Skin Cancer...I Just Want a Dar Tan! An Exploration of Protection Motivation Theory in a Public Service Announcement Context
Anna Walz, Louisiana State University
Kevin Celuch, University of southern Indiana

The clown Made me Dot It: Exploring the Relationship Between Food Marketing and Childhood Obesity
Catherine Curran-Kelly, University of Massachusetts, Dartmouth

Exploring Patient Satisfaction in Service encounter from the Perspective of Game Theory: Example of the National health Insurance in Taiwan
Ching-Sheng Chang, National Chen Kung University, Taiwan
Hsin Hsin Chang, National Chen Kung University, Taiwan

Discussion Leader: Georgiana Craciun, Loyola College in Maryland

Friday, 10:00 AM – 10:15 AM

Refreshment Break

Friday, 10:15 AM – 11:45 AM

6.1 Session: Supply Chain Management and Logistics

Internal and External Logistics Information Technologies: The Performance Impact in an International Setting
Katrina Savitskie, University of Memphis

The Role of Efficient Consumer Response in Assisting Business Excellence
Herbert Kotzab, Copenhagen Business School
David B. Grant, Heriot-Watt University
Mogens Bjerre, Copenhagen Business School
Jesper Aastrup, Copenhagen Business School
Thomas Ruetterer, Vienna University of Economics and Business Administration

Governance of Environmental Logistics Channels: Form One-Way to Circulated Channels
Hisao Fujimoto, Osaka University of Economics

A Macro-Micro Explanation of Returns Satisfaction: A Reverse market Orientation Approach

Robert S. Moore, Mississippi State University
Zachary Williams, Mississippi State University
Melissa Moore, Mississippi State University
Donald C. Barnes, Mississippi State University

Friday, 10:15 AM – 11:45 AM

6.2 Special Session: : Teaching Business Ethics in the Era of Enron, World Com, HealthSouth, Vioxx.....

Session Chair: Don Robin, Wake Forest

Panel: Larry Chonko, Baylor University
Charles Futrell, Texas A&M
Don Robin, Wake Forest University

Friday, 10:15 AM – 11:45 AM

6.3 Session: Meet the Editors II

Marla R. Stafford, *Journal of Advertising*
A. Parasuraman, *Journal of Services Research*
Wesley J. Johnston, *Journal of Business and Industrial Marketing*
Kenneth R. Evans, *Journal of Personal Selling and Sales Management*
Rajiv Dant and James Brown, *Journal of Retailing*
Daniel C. Bello, *Journal of International Marketing*

Session Chair: Greg Marshall, Rollins College

Friday, 10:15 AM – 11:45 AM

6.4 Special Session: Leading the Way: A Discussion with the Authors from the First Special Issue of the MER on Teaching Innovations

Session Chair: Catharine Curran-Kelly, University of Massachusetts, Dartmouth

Panel Members:

Linda Ferrell, University of New Mexico
Kevin Shanahan, University of Texas, Tyler
Leyland Pitt, Simon Frasier University
Robert Peterson, University of Portland
Timothy Aurand, Northern Illinois University
Debbie Thorne McAllister, Texas State University, San Marcos

Friday, 10:15 AM – 11:45 AM

6.5 Session: Theory, Measurement, and Global Strategy

Session Chair: Kenneth Kono, Pennsylvania State University, Great Valley

A Proposed TCA Approach to Global Brand Divestment

Sonia Ketkar, Temple University

Jeffrey S. Podoshen, Franklin and Marshall College

A Multiple Measurement Approach of Experiential Knowledge in International Marketing

Taewon Suh, Texas State University, San Marcos

The Trust-Performance Linkage in the International Marketing Alliance Context: A Meta-Analysis

Brent Baker, University of South Florida

C. Jared Broadus, University of South Florida

Ivan Lapuka, University of South Florida

Discussion Leader: Stern Neill, University of Washington, Tacoma

Friday, 10:15 AM – 11:45 AM

6.6 Session: Exploring Buyer Behavior: Consumer Response

Session Chair: TBA

Evaluation of New Package Design on Purchase Intention

Gary Holmes, University of North Texas

Clinton Amos, University of North Texas

Coping with Dissatisfaction with Retaliation

Venessa Martin-Funches, University of Alabama

Melissa Markley, University of Alabama

Lenita Davis, University of Alabama

Consumer Response to Variable Pricing Offers: A conceptual Framework

Laura Buckner, Middle Tennessee State University

Donald Roy, Middle Tennessee State University

Discussion Leader: TBA

Friday, 12:00 NOON – 1:30 PM

SMA Annual Awards Luncheon

For all conference participants. Competitive award winners will be honored.

Friday, 1:30 PM to 2:00 PM

SMA Annual Business Meeting

Alamo Room (Third Floor)

Presiding: Joseph F. Hair, Jr., Louisiana State University

Friday, 2:00 PM – 3:30 PM

7.1 Session: Supply Chain Management and Logistics Track

Session Chairs: TBA

The Square Root Law of Inventory Revisited

Scott Nadler, East Carolina University

Christina L. Darragh, East Carolina University

Two Heuristics for the Inbound Inventory Routing Problem with a Storage Constraint

Jennifer Stacy, University of Alabama
Malini Natarajathinam, University of Alabama
Charles Sox, University of Alabama

An Introduction to Teaching Forecasting with Excel: Suggestions for Supply Chain Instructors

Scott Nadler, East Carolina University
John F. Kros, East Carolina University

Containerization: A World Changing Innovation

Derek J. R. Smith, IHBR
William J. Kehoe, University of Virginia

Friday, 2:00 PM – 3:30 PM

7.2 Special Session: The Minimester as a Marketing Tool

Session Moderator: Richard Easley, Baylor University

Panel Members:

Daniel Butler, Auburn University
Mary Mobley, August University
Ellen Moore, University of South Carolina

Friday, 2:00 PM – 3:30 PM

7.3 Session: Relationship Development in Service Encounters

Session Chair: TBA

Can Desire for a Relationship in a Service Encounter Be Identified by Demographic Attributes?

Barbara Ross Woolridge, The University of Tampa
Erica Matulich, The University of Tampa

Developing Customer-Service Provider Relationships: From Encounters to Relationships
Jingyun (Kay) Zhang, Bowling Green State University

The Roles of Social Bonds and Interactive Communication in Profession Services Relationships

Nicole Ponder, Mississippi State University
Betsy Bugg Holloway, Samford University
Jason E. Lueg, Mississippi State University

Discussion Leader: TBA

Friday, 2:00 PM – 3:30 PM

7.4 Session: The Intersection of Administrative Issues and Marketing Education

Session Chair: Jill Austin, Middle Tennessee State University

“Deadly Intersections: Beyond Teaching, Research, and Service”
Nancy Albers-Miller, Berry College

Textbook Adoption Criteria Used by Marketing Faculty: A Pilot Study
Kenneth Clow, University of Louisiana, Monroe
Robert E. Stevens, University of Louisiana, Monroe
C. William McConkey, University of Louisiana, Monroe

Techniques Marketing Chairs Employ to Evaluate and Motivate Teaching, Research, and Service Performance
Earl Honeycutt, Jr. Elon University
John B. Ford, Old Dominion University
Shawn T. Thelen, Hofstra University

Discussion Leaders: Don Roy, Middle Tennessee State University
Melodie Phillips-Sorensen, Middle Tennessee State University

Friday, 2:00 PM – 3:30 PM

7.5 Special Session Track: Journal of Marketing Theory and Practice

Session Chair: Greg Marshall, Rollins College, Editor of JMTP

Building a Theory of Collaborative Resource Creation: A Possible Antecedent to the Resource-Advantage Theory of Competition

Rachelle J. Dupuis, University of Memphis
Kirby L. J. Shannahan, University of Memphis
Aliosha Alexandrov, University of Memphis

University Business School Performance Excellence and Market Orientation toward Employers

Kevin L. Hammond, University of Tennessee at Martin
Robert L. Webster, Ouachita Baptist University
Harry A. Harmon, Central Missouri State University

The Need for Multiple Respondents in Survey Research of Organizations

Hilton Barrett, Elizabeth City State University
Joseph Balloun, Nova Southeastern University
Art Weinstein, Nova Southeastern University

Discussion Leader:

Friday, 2:00 PM – 3:30 PM

7.6 Session: Buyer Behavior: Materialism and Consumer Psychology

Session Chair: TBA

Materialism: A Values Perspective

Amro Maher, Old Dominion University

Market Mavenism and Giving Advice

Ronald Goldsmith, Florida State University
Ron Clark, East Carolina University

The Consumer Splurge and Materialism
Julie Fitzmaurice, Merrimack College

“Well-Being and the Dimensions of Materialism
Howard Ogden, Saint Mary’s University

Friday, 3:30PM – 3:45 PM
Refreshment Break

Friday, 3:45PM – 5:15 PM
8.1 Session: Supply Chain Management and Logistics

Improving the Performance of Customer Relationship Management Across Supply Chain Partners

Melissa Markley, University of Alabama
Lauren Skinner, University of Alabama

Building Successful Relationships: Are Customers Doing Their Part?
Zachary Williams, Mississippi State University

An Examination of liking as a Mediator of Communication Behavior and Trust in Individual-Level Buyer-Seller Exchanges

Chickery J. Kasouf, Worcester Polytechnic Institute
Kevin G. Celuch, University of Southern Indiana
John H. Bantham, Illinois State University

Information Integration Capabilities and Their Influence on Supply Chain Relationships: An Information Power Perspective

Zachary Williams, Mississippi State University
Robert S. Moore, Mississippi State University

Two sides to Every Story: A Comparison of Customer and Supplier Relationship Views
Susan L. Golicic, University of Oregon

Friday, 3:45 PM – 5:15 PM
8.2 Session: Cases on Competitive Strategies During a Time of Change

Session Chair: Annie H. Liu, Loyola Marymount University

That Bookstore In Blytheville
Melodie Jordan Philhours, Arkansas State University

MONGOOSE: A Tale of a Bike
Erika Matulich, The University of Tampa
Barbara Woolridge, The University of Tampa
Tim Van Der Kamp, The University of Tampa
David Armstrong, The University of Tampa
Michael Yaravitz, The University of Tampa

Rybovich: Capitalizing on Synergy
Jamie Ressler, Palm Beach Atlantic University
Michael Miller, Palm Beach Atlantic University
Zach Muha, Palm Beach Atlantic University

Discussion Leaders: Richard Sjolander, University of West Florida

Friday, 3:45PM – 5:15 PM

8.3 Session: The Impact of Academic Conference Involvement on the Careers of marketing Faculty

Session Leaders: Brian Engelland, Mississippi State University
Jeff Totten, McNeese State University

Friday, 3:45PM – 5:15 PM

8.4 Special Session: After 25 years: Three Routes to Academic Success

Session Chair: Irvine C. Clarke, III, James Madison University

Panel Members:

John C. Crawford, University of North Texas
William M. Pride, Texas, A&M
Denise T. Smart, Texas State University, San Marcos
George W. Wynn, James Madison University

Friday, 3:45PM – 5:15 PM

8.5 Special Session: Journal of Marketing Theory and Practice

Session Chair: Greg Marshall, Rollins College, Editor JMTP

The Need for Multiple Respondents in Survey Research of Organizations

Hilton Barrett, Elizabeth City State University
Joseph Balloun, Nova Southeastern University
Art Weinstein, Nova Southeastern University

Collective-Relational Trust Paradox and Consumer Loyalty Judgments

Rama Jayanti, Cleveland State University
Jagdip Singh, Case Western Reserve University

Factors Influencing the “Search Link Click” Decision: An Exploratory Study

Akhilesh Bajaj, University of Tulsa
Gord Hotchkiss, Enquiro Search Solutions
Charles M. Wood, University of Tulsa

Discussion Leader: (TBA)

Friday, 3:45PM – 5:15 PM

8.6 Session: Marketing Strategy Perspectives in Healthcare, General Merchandising, and High-Tech Industries

Session Chair: Garry Smith, Middle Tennessee State University

Industrial Structure of the General Merchandisers Business

Edward Nissan, University of Southern Mississippi

George Carter, University of Southern Mississippi

Will Today's ICON be tomorrows? Changing Preferences of South African Firms for Modes of Strategic Focus

Pierre Berthon, Bentley University

Melani Prinsloo, Lulea University of Technology

Jean Paul Bewrthon, Lulea University of Technology

Stavroula Spyropoulou, Leeds University

Discussion Leader: Tara' Lopez, University of Southern Mississippi

Friday, 6:00 PM – 7:30 PM
SMA President's Reception

SATURDAY, NOVEMBER 4, 2006

Saturday, 8:30 AM – 12:00 NOON

SMA New Officer's Meeting

Presiding: James S. Boles, Georgia State University

Saturday, 8:30 AM – 10:00 AM

9.1 Session: Cases on Small Business Marketing Strategy Decisions

Session Chair: Mark P. Leach, Loyola Marymount University

The Wright Choice: A Case Study in Branding, Segmentation, and Channel Selection for a Service

Enrique Fueyo, University of Tampa

Judith H. Washburn, University of Tampa

PURAC Filter Company: Pricing in the face of Uncertainty

Richard Sjolander, University of West Florida

David Eppright, University of West Florida

Shepherd's Pasture Coffee House

John E. Crawford, Lipscomb University

Discussion Leader: Melodie Jordan Philhours, Arkansas State

Saturday, 8:30 AM – 10:00 AM

9.2 Session: Issues Relating to Academic Dishonesty and Student Decision Making the Marketing Classroom

Session Chair: TBA

Student Plagiarism: The Impact of Peer Behavior, Probable Detection, and Punishment Severity
Deborah Spake, University of South Alabama
Carol Megehee, Spring Hill College

Addressing Academic Dishonesty: The Implications for Business Schools, Professors and Students
Jacqueline Eastman, Valdosta State University
Rajesh Iyer, Valdosta State University
Kevin Eastman, Florida State University

Buying Textbooks: The Choices Students Face, the Choices Students Make
Susan Harmon, Pacific Lutheran University
Don Roy, Middle Tennessee State University

Discussion Leaders: Melodie Phillips-Sorensen, Middle Tennessee State Univ.
Karen Stone, Southern New Hampshire University
Ron Moser, Middle Tennessee State University

Saturday, 8:30 AM – 10:00 AM

9.3 Session: Thinking, Feeling, and Laughing: Effects in Advertising

Session Chair: Dave Ortinou, University of South Florida

Skepticism of College Students Toward Advertising and News Reporting
Kenneth Clow, University of Louisiana, Monroe
Harry Cole, University of Louisiana Monroe

Practitioners Views of Humor in Advertising: A Twenty-Year Update
Fred Beard, University of Oklahoma

Discussion Leader: Cathy Currin-Kelly, University of Massachusetts, Dartmouth

Saturday, 8:30 AM – 10:00 AM

9.4 Session: Customer Loyalty in Today's Marketplace

Session Chair: Donald Clay Barnes, Mississippi State University

Brand Loyalty as a Moderator of the Relationship between Use and Price Sensitivity
Andrew E. Wilson, Florida State University

Perceived Dependency and Vulnerability: Clues to Understanding the Relationships Between Switching Costs and Dissatisfaction with Loyalty Programs
Mousumi Bose, Louisiana State University

True Customer Loyalty's Link to Customer Lifetime Value: Benefits of Attitudinal and Behavioral Loyalty

William C. Martin, Mississippi State University

Discussion Leader: Sampath Kumar Ranganathan, University of Memphis

Saturday, 8:30 AM – 10:00 AM

9.5 Special Session: The Era of the Counterfeiting Consumption

Session Leaders:

Sindy Chapa, University of Texas-Pan American

Tracy King, Georgia Institute of Technology

Nukhet Harmancioglu, Suffolk University

Saturday, 8:30 AM – 10:00 AM

9.6 Session: Extending Business to business marketing Practice: Approaches in Efficiency

Session Chair: Andy Wood, West Virginia University

Ideal versus Actual Number of Sales Calls: A Study into the Relationship between Buyers and their Salespeople Using Disconfirmation Theory

Brain N. Rutherford, University of West Georgia

Alexander Hamwi, Georgia State University

James Boles, Georgia State University

Hiram C. Barksdale, Jr., Georgia State University

Julie Johnson, Western Carolina University

Developing Trust-Based Supplier Relationships

John Hansen, Northern Illinois University

The B@B marketing Environments: A New Perspective

Ralph Jackson, University of Tulsa

Charles M. Wood, University of Tulsa

Discussion Leader: Paul Dion, Susquehanna University

Saturday, 10:00 AM – 10:15 AM

Refreshment Break

Saturday, 10:15 AM – 11:45 AM

10.1 Special Session: Building Nonprofit Communities: A Customer Relationship Management Life-Cycle Approach

Session Moderator: Charles S. Madden, Baylor University

Panel Members:

Eldon Little, Indiana University – Southeast

Robert E. Pitts, College of Charleston

Pam Scholder Ellen, Georgia State University

John F. Tanner, Georgia State University

Saturday, 10:15 AM – 11:45 AM

10.2 Session: Developing Theory: Research Regarding Relationships

Session Chair: Stephanie M. Noble, The University of Mississippi

The Use of Deception in Relationships: A New Perspective

Abhijit M. Patwardhan, The University of Mississippi

Stephanie M. Noble, The University of Mississippi

David A. Griffith, Michigan State University

Customer Relationship Management in Professional Service Organizations:

Factors Influencing CRM Adoption and Use in the Building Industry

Hamed M Shamma, The George Washington University

Robvert f. Dyer, The George Washington University

Marily Liebrezn-Himes, The George Washington University

Discussion Leader: Winsome Greenwood, North Carolina University

Saturday, 10:15 AM – 11:45 AM

10.3 Session: Potpourri From Future Scholars

Session Chair: Andrew E. Wilson, Florida State University

Service Fairness Perceptions Effects on True Loyalty

William Martin, Mississippi State University

To Lead or to Follow in the Service Industry: A Conceptual Look at the Decisions and the Implications for a Service Firm

Donald Barnes, Mississippi State University

Zachary Williams, Mississippi State University

The Effects of Self-Monitoring on Compulsive Purchasing Behavior

Diane Edmondson, University of South Florida

Is Gender Based Segmentation Effective for Charitable Organizations?

Smapath Kumar Ranganathan, University of Memphis

Walter H. Henley, University of Memphis

Discussion Leader: Gavin Fox, Florida State University

Saturday, 10:15 AM – 11:45 AM

10.4 Session: Of Course We Have Technology... But What about the Consumer?

Session Chair: TBA

Consumers and Blogs: An Exploratory Study Examining Consumer Blog Knowledge, Use, and Evaluation

Elizabeth Alexander, Marshall University

Uday S. Tate, Marshall University

An Examination of Consumers' Attitudes Towards Commercial E-Mail Solicitations

Clinton Amos, University of North Texas

Lixuan Zhang, College of Charleston

Improving the Effectiveness of E-Commerce Marketing Through the Implementation of Dissonance Reduction Strategies

Ronald Milliman, Western Kentucky University

Antecedents and Consequences of Online Trust: An Experimental Investigation

Mousumi Bose, Louisiana State University

Anna M. Walz, Louisiana State University

Yana Kuzmina, Louisiana State University

Mazen Jaber, Louisiana State University

Sandeep Bhowmick, Louisiana State University

Discussion Leader: TBA

Saturday, 10:15 AM – 11:45 AM

10.5 Session: Buyer Behavior: Consumer Response to Various Marketing Stimuli

Session Chair: TBA

Specifying Brand Loyalty in Formative Brand Equity Models

Ray Benedictus, III, Florida State University

Melinda Andrews, Florida State University

Tourist Buyer Behavior at Heritage Sights: Is It Interesting to Be a Star?

Christine Petr, Institut De Gestion De Rennes

Cabs: Consumer Archetype Brand Storytelling

Arch Woodside, Boston College

Marketing Implications of Role Overload in Single Parents

Palaniappan Thiagarajan, Jackson State University

Subhra Chakrabarty, Mississippi State University

Ronald Taylor, Mississippi State University