

**Updated 10-03-2007**

**Society for Marketing Advances 2007 Conference**  
**Sheraton Gunter Hotel**  
San Antonio, Texas  
November 7-10, 2007

Program Chair: Thomas L. Baker, Clemson University

**WEDNESDAY, NOVEMBER 7, 2007**

**Wednesday, 8:30 AM – 5:30 PM**

**Society for Marketing Advances Doctoral Consortium: Mahncke Room**

Session Chairs: Joseph F. Hair, Jr. Kennesaw State University  
Brian Engellend, Mississippi State University

**Wednesday, 8:00 AM – 5:30 PM**

**Eighth Annual Retail Strategy and Consumer Decision Research Seminar: Frontier Room**

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

**Wednesday, 9:00 AM – 5:00 PM**

**Society for Marketing Advances SEM Workshop (pre-registration required along with registration for SMA Conference): Baker Room**

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

**Wednesday, 10:00 AM – 12:00 PM**

**SMA Officer Meeting: Vance Room**

Presiding: James S. Boles, Georgia State University

**Wednesday, 11:45 AM – 1:15 PM**

**Doctoral Consortium Luncheon with Retail Symposium and SEM Seminar Attendees:  
Bluebonnet**

**Wednesday, 1:00 PM – 5:00 PM**

**Society for Marketing Advances Case Teaching Symposium (pre-registration required along with registration for SMA Conference): Trail Drivers Room**

Facilitators: Danny Butler, Auburn University  
Danny Ballenger, Georgia State University  
James S. Boles, Georgia State University

**Wednesday, 3:00 PM to 7:00 PM**

**SMA Conference Registration and Exhibits: Ludwigs**

**Wednesday, 4:00 PM – 7:00 PM**

**SMA Academic Placement Service: Magnolia**

**Wednesday, 5:00 PM to 6:00 PM**

**SMA Foundation Meeting: Vance Room**

**Wednesday, 6:00 PM to 7:30 PM**

**SMA Welcoming Reception Sponsored by Sherwin-Williams: Crystal Ballroom**

## **THURSDAY, NOVEMBER 8, 2007**

**Thursday, 8:00 AM – 5:00 PM**

**SMA Conference Registration: Ludwigs**

**SMA Conference Exhibits: Ludwigs**

**SMA Academic Placement Service 8:00-5:00: Magnolia Room**

**Thursday, 8:00 AM – 5:00 PM**

**SCMID Symposium – (This symposium is by invitation): Quadrangle Room**

Co-Chairs: Chad Autry, Texas Christian University  
R. Glenn Richey, University of Alabama  
Robert A. Robicheaux, University of Alabama Birmingham

**Thursday, 8:30 AM – Noon**

**Society for Marketing Advances Doctoral Consortium: Mahncke Room**

Session Chairs: Joseph F. Hair, Jr. Kennesaw State University  
Brian Engellend, Mississippi State University

**Thursday, 8:30-10:00 AM**

**1.1 Session: Marketing Strategies Regarding Relationships, Customer Equity, and The Elderly's Use of The Internet: Trail Drivers Room**

Session Chair: Tracy Meyer, University of North Carolina Wilmington

*Customer Sociability and Provider Expertise as Antecedents of the Satisfaction-Trust-Commitment Relationship Model: An Examination of the Physician-Patient Relationship*

Deborah Spake, University of South Alabama  
Carol M. Megehee, Nicholls State University

*Examining the Customer Equity Framework From a Customer's Perspective*

Abhijith Holehonnur, Clemson University  
Mary Anne Raymond, Clemson University  
Christopher D. Hopkins, Clemson University

*The Elderly's Internet Usage and the Impact of Nostalgia Proneness, Innovativeness, and Risk Aversion*

Tim Reisenwitz, Valdosta State University  
Rajesh Iyer, Bradley University  
David B. Kuhlmeier, Valdosta State University  
Jacqueline K. Eastman, Georgia Southern University

Discussion Leader: Gary Geissler, University of Arkansas - Little Rock

Discussion Leader: Mary Catherine Colley, Troy State University

**Thursday, 8:30-10:00 AM**

**1.2 Session: Buyer Behavior of Vulnerable Populations: Lee Room**

Session Chair: Danny Weathers, Louisiana State University

*Willpower Shattered: An Exploratory Look at Sexualized Beer Promotion and Consumer Self-Control*

Jeffrey S. Podoshen, Franklin and Marshall College

*The Effects of Role Strain on Food Shopping Orientation of Single Parents*

Palaniappan Thiagarajan, Jackson State University

Subhra Chakrabarty, Mississippi State University

Ronald D. Taylor, Mississippi State University

Discussion Leader: Susan Brudvig, Ball State University

**Thursday, 8:30-10:00 AM**

**1.3 Session: Promotion Strategy: Baker Room**

Session Chair: TBD

*The Impact of Sponsorship and Event Marketing on Brand Image and Purchase Intentions: Affective Forecasting at a Sponsored Event*

Russell Lacey, University of New Orleans

Angeline G. Close, University of Nevada, Las Vegas

R. Zachary Finney, University of South Alabama

*The Impact of Organizational Creativity and Encouragement on Advertiser's Learning*

Taewon Suh, Texas State University-San Marcos

*Differentiators of Successful Small Business Advertising Strategy: Advice from Agencies Handling Both Large and Small-Business Clients*

Julie M. Pharr, Tennessee Tech University

J. Donald Weinrauch, Tennessee Tech University

Discussion Leader: Diane Edmundson, University of South Florida

**Thursday, 8:30-10:00 AM**

**1.4 Session: Technology in Education: Frontier Room**

Session Chair: Nicole Ponder, Mississippi State University

*Introducing Game Show Technology to the Classroom: Let's Ask the Audience*

Kirby Shannahan, University of New Brunswick

Jane Dunnett, University of New Brunswick

Barbara Trenholm, University of New Brunswick

*An Examination of Online Education Convenience in Graduate Business Programs*

Joel Collier, Mississippi State University

Nicole Ponder, Mississippi State University

Lauren White, Mississippi State University

*Motivation and Attitude in Learning with Technology: An Exploratory Study*

Michael Levin, Texas Tech University

Jared Hansen, Texas Tech University

Discussant: Karen Stone, Southern New Hampshire

**Thursday, 10:00-10:30**

**Refreshment Break: Ludwigs**

**Thursday, 10:30-11:45**

**2.1 Plenary Session: Crystal Ballroom**

**2007 Elsevier Distinguished Scholar Presentation: David Stewart**

Session Chair: Arch Woodside, Boston College

Scholar: David Stewart

**Thursday, 11:45-12:45**

**LUNCH ON YOUR OWN**

**Thursday, 11:45 – 12:45**

**SMA Fellows Luncheon (Invitation only): Crystal Ballroom**

**SCMID Luncheon (SCMID Attendees): Crystal Ballroom**

**Thursday, 12:45-2:15**

**3.1 Session: Meet the Editors I: Trail Drivers Room**

Session Chair: Greg W. Marshall, Rollins College

Editors:

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

Roland T. Rust, Journal of Marketing

A. Parasuraman, Journal of Service Research

Greg W. Marshall, Journal of Marketing Theory and Practice

Michel Laroche, Journal of Business Research

Catharine M. Curran-Kelly, Marketing Education Review

**Thursday, 12:45-2:15**

**3.2 Session: E-Commerce: Service Quality and Innovation: Lee Room**

Session Chair: Kenneth E. Clow, University of Louisiana-Monroe

*Managing E-Service Quality and Customer Relationships in the New Economy*

Donovan McFarlane, City College

Art Weinstein, Nova Southeastern University

William C. Johnson, Nova Southeastern University

Margaret M. Britt, Mount Vernon Nazarene University

*Adoption of Gifted Innovation: An Examination Using Different Theories*

Dena Hale, Georgia Southern University

Ramendra Thakur, Utah Valley State College

Discussion Leader: Anthony Kerr, Southeastern Louisiana University

**Thursday, 12:45-2:15**

**3.3 Special Session: Ethical issues in Domestic and Cross-Cultural Marketing: Baker Room**

Session Chair: Joel Saegert, University of Texas at San Antonio

Enrico Colla NEGOCIA/Paris

Jeff Hess, California Polytechnic State University

Robert Hoover, Idaho State University

Paul Lapoule, NEGOCIA/Paris

John Story, Idaho State University

Marye Tharp, University of Texas at San Antonio

**Thursday, 12:45-2:15**

**3.4 Session: Measure Issues and Assessment in Marketing Research: Frontier Room**

Session Chair: Christopher D. Hopkins, Clemson University

*The Development of a Situational Anomie Scale to Measure Online Consumer Piracy*

Kevin J. Shanahan, The University of Texas at Tyler

*Developing a Behavior-Based Scale for Measuring Service Encounter Quality for Event Marketing Activities: An Application to Fairs and Festivals*

James H. Underwood, III, University of Louisiana, Lafayette

Robert P. Bush, Louisiana State University, Alexandria

Gwen Fontenot, University of Louisiana, Lafayette

*Influential Others: Evidence Of Gender As A Moderator Of The Relationship Between Role Model Influence And Teens' Behavioral Intentions*

Kirby L.J. Shannahan, University of New Brunswick

Rachelle. J Dupuis, University of Memphis

Richard A. Rocco, University of Memphis

Alan J. Bush, University of Memphis

Discussion Leader: Mary Anne Raymond, Clemson University

**Thursday, 2:15 PM – 2:30 PM**

**Refreshment Break: Ludwigs**

**Thursday, 2:30-4:00**

**4.1 Teaching Competition: Sherwin-Williams Distinguished Teaching Professor Competition: Trail Drivers Room**

Session Chair: Don Self, Auburn Montgomery

*Thoughts and Reflections From An Ordinary Joe*

Mike Brady, Florida State University

*The 3 Ps of Teaching: Preparation, Presentation, and Participant-Centered Learning*

Jeff Conant, Texas A & M University

*Does Wikiteaching Wikimarketing Spell Extinction for Non-Wikiprofessors*  
Christian Dussart, HEC Montreal

*Building Bridges Between College and Career*  
Gary Geissler, University of Arkansas-Little Rock

**Judges:**

Danny Butler, Auburn University  
Brian Engellend, Mississippi State University  
Doug Hoffman, Colorado State University  
Pookie Sautter, New Mexico State University  
Denise Smart, Texas State University-San Marcos

**Thursday, 2:30-4:00**

**4.2 Session: The Negative Side of Services: Service Failure and Negative Customer Emotions: Lee Room**

Session Chair: Jason Lueg, Mississippi State University

*Exploring the Preferred Qualities and Behaviors of Customer Contact Employees During Complaint Handling Encounters*

Thorsten Gruber, University of Manchester  
Isabelle Szmigin, University of Birmingham  
Alexander Reppel, Royal Holloway University of London

*The Role of Anger in Discriminatory Perceptions of Service Failure*

Tracy Meyer, University of North Carolina – Wilmington  
Thomas L. Baker, Clemson University

*Understanding Customer Uncertainty in Service Firms: A Structural Equations Modeling Approach*

Debi P. Mishra, State University of New York at Binghamton

Discussion Leader: Deborah Spake, University of South Alabama

**Thursday, 2:30-4:00**

**4.3 Session: Factors in Salesperson Performance: Baker Room**

Session Chair: Jeff Totten, McNeese State University

*Customer Orientation and Performance Outcomes in the Sales Context*

Ceyhan Kilic, New York Institute of Technology  
Turkan Dursun, West Texas A&M University

*An Empirical Examination of Proficient Cross-Sellers*

James J.Zboja, Eastern Michigan University  
Michael D. Hartline, Florida State University

Discussion Leader: Dave Bojanic, Texas-San Antonio

**Thursday, 2:30-4:00**

**4.4 Session: Current Issues in Education I: Frontier Room**

Session Chair: George Stone, North Carolina AT&T

*Marketing Faculty Productivity – An Exploratory Study of Faculty Publication Performance*

James Talaga, La Salle University

Swee-Lim Chia, La Salle University

*A Preliminary Investigation Assessing Student Perceptions of Service Learning Outcomes, Social Responsibility, Critical Thinking, and Marketable Job Skills (Best Paper in Marketing Education Track)*

Mathew Joseph, Josco International

George Stone, North Carolina A&T University

Kimberly, University of Georgia

Nukhet Harmancioglu, Bilkent University

Discussion Leader: Karen Stone, Southern New Hampshire

**Thursday, 4:00-4:15**

**Refreshment Break: Ludwigs**

**Thursday, 4:15-5:45**

**5.1 Special Session: Making the Case for a Broad Perspective on Service Knowledge: Arguments and Rationale: Trail Drivers Room**

Session Chair: Tom Baker, Clemson University

Aidan Daly, National University of Ireland, Galway

Raymond P. Fisk, Texas State University-San Marcos, USA

Stephen J. Grove, Clemson University, USA

Lia Patrício, Universidade do Porto, Portugal

**Thursday, 4:15-5:45**

**5.2 Session: Entrepreneurs and Online Marketing Practices, Tourism, Outshopping Behavior, and Mexican Consumers: Lee Room**

Session Chair: Jon Hawes, University of Akron

*Perceived Importance and Future Use of Online Channels of Distribution by Small Businesses in the United States and Australia: An Exploratory Study*

William F. Lewis, University of Dayton

Irene J. Dickey, University of Dayton

John VanBeveren, Australia

*Mexicans Shopping in the United States—An Economic Force in Texas*

Ben K. Goh, Texas Tech University

Deborah C. Fowler, Texas Tech University

Mitzi Lauderdale, Texas Tech University

Jessica Yuan, Texas Tech University

Discussion Leaders:

Irene J. Dickey, University of Dayton

Shawn Thelen, Hofstra University

**Thursday, 4:15-5:45**

**5.3 Furthering our Understanding of Trust and Branding: Baker Room**

Session Chair: Pam Kennett-Hensel, University of New Orleans

*The Relationship between Trust and Commitment: A Meta-Analysis*

Susan Brudvig, Ball State University

*Sources of Brand Value across Industrial Product Types: A Conceptual Framework*

Douglas J. Ayers, University of Alabama at Birmingham

Robert Underwood, Furman University

Thomas L. Powers, University of Alabama at Birmingham.

*Brand Community or Brand Collectivity?*

William C. Martin, Mississippi State University

Joel E. Collier, Mississippi State University

Discussion Leader: Lauren R. Skinner, University of Alabama at Birmingham

**Thursday, 4:15-5:45**

**5.4 China and its Marketing Issues and Challenges: Advertising Orientations and Research Practices: Frontier Room**

Session Chair: Madhav N. Segal, Southern Illinois University Edwardsville

*Consumer Attitudes toward Advertising: Regional Differences in China*

Joyce Xin Zhou, Saint Louis University

Maxwell K. Hsu, University of Wisconsin at Whitewater

Arun Pereira, Saint Louis University

Bin Yu, Xinzhou Teacher's University

*Exploring Marketing Research Operations in China: A Qualitative Analysis*

Madhav N. Segal, Southern Illinois University- Edwardsville

Discussion Leader: Yue Pan, University of Dayton

Ben Oumlil, University of Dayton

**Thursday, 6:00 PM – 7:30 PM**

**Reception**

**All SMA Conference Attendees are invited: Gunter Terrace**

## FRIDAY, NOVEMBER 9, 2007

**Friday, 8:00 AM – 5:00 PM**

**SMA Conference Registration: Ludwigs**

**SMA Conference Exhibits: Ludwigs**

**SMA Academic Placement Service 8:00-5:00: Magnolia Room**

**Friday, 8:30-10:00**

**6.1 Journal of Marketing Theory and Practice Editorial Board Meeting: Frontier Room**

Session Chair: Greg W. Marshall, Editor, Journal of Marketing Theory and Practice

**Friday, 8:30-10:00**

**6.2 Teaching Competition: Houghton Mifflin Pride/Ferrell Innovations in Teaching Competition: Trail Drivers Room**

Session Chair: John Branch, University of Michigan

*Teaching Sales Promotions with a “What If?” Spreadsheet Approach to Temporary Price Reductions*

Kimball P. Marshall, Alcorn State University

*Partnering with Small Business Development Centers for Student Course Projects in Marketing and Advertising Programs*

Richard Parker, University of Arkansas-Little Rock

*Breaking the Classroom Mold: Using Focus Group Discussions as an Innovative Teaching Tool*

Gary Geissler, University of Arkansas-Little Rock

*A 3-Way Integrative Learning Approach to Cross-National Collaboration among Students and Practitioners*

Chuck Hermans, Missouri State University & Andrew J. Newman, Manchester Business School

*Golden Duck Awards to Facilitate Class Participation*

Barbara Wooldridge, University of Texas at Tyler

**Friday, 8:30-10:00**

**6.3 Session: Doctoral Student Perspectives on Customer Issues: Baker Room**

Session Chair: Pia Albinsson, New Mexico State University

*GO Team GO: The Pleasure of Being a Sports Fan!*

Donna Sears, University of New Brunswick – St. Johns

Cal Cipolla, University of New Brunswick – St. Johns

*Maximizing Customer Equity When Acquisition and Retention Rate Are Negatively Related*

Weimin Dong, Boston University

Scott D. Swain, Boston University

*Customer Outrage and Delight in a Services Setting: Understanding Key Aspects of the Relationship*

Donald Clay Barnes, Mississippi State University

Zachary Williams, Mississippi State University

Mike Breazeale, Mississippi State University

Lauren Allyn White, Mississippi State University

Discussion Leader: Rusty Brooks, Houston Baptist University

**Friday, 8:30-10:00**

**6.4 Session: Session: Supply Chain Service Strategies: Quadrangle Room**

Session Chair: Anthony S. Roath, University of Oklahoma

*Size Might Matter: A Case Study of Lean Implementation in an SME*

Susan L. Golicic, University of Oregon

Steve Medland, University of Oregon

*Theoretical Model of E-business Infusion in Manufacturer-Reseller Relationships*

Talai Osmonbekov, University of Southern Mississippi

Frank Xie, Drexel University

*Combating the Commercial Driver Shortage: A Research Agenda*

Marie Carpenter, East Carolina University

S. Scott Nadler, East Carolina University

*Logistics Service Orientation and Service Competency*

Mert Tokman, James Madison University

R. Glenn Richey, The University of Alabama

Discussion Leader: Zac Williams, Mississippi State University

**Friday, 8:30-10:00**

**6.5 Session: Session: Niche Market Advertising: Lee Room**

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

*Comprehension of Metaphors in Advertisements: Opinion Leaders versus Non-Opinion Leaders*

Vivek Madupu, University of Minnesota Duluth

Delonia O.Cooley, Texas Southern University

*A 21st Century Examination of Black and Asian American Portrayals in Magazine Advertising: Are Services Leading the Way? (Best Paper in Advertising Track)*

Elten Briggs, The University of Texas at Arlington

Timothy D. Landry, The University of Oklahoma

Discussion Leader: Charles Hermans, Missouri State University

**Friday, 8:30-10:00**

**6.6 Session: Insights into Retail and Entrepreneurial Strategic Decision Making: Mahncke Room**

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

*Retail Shopping Convenience: Enduring Trait or Situation-Specific Need?*

Michelle B. Beauchamp, Middle Tennessee State University

Nicole Ponder, Mississippi State University

Ronald D. Taylor, Mississippi State University

*Private Label Brands: A Research Agenda*  
(Best Paper in Retailing and Entrepreneurship Track)

Michael R. Hyman, New Mexico State University  
Dongdae Lee, Dong-A University  
Dennis Kopf, New Mexico State University  
Marco Wolf, New Mexico State University

*Marketing Communication Activities of Small Businesses: Interpretations from Survey Research*

Richard D. Parker, University of Arkansas at Little Rock  
Joseph R. Bell, University of Arkansas at Little Rock  
John R. Hendon, University of Arkansas at Little Rock

Discussion Leader: Shawn Thelan, Hofstra University

**Friday, 10:00 AM – 10:15 AM**  
**Refreshment Break: Ludwigs**

**Friday, 10:15-11:45**

**7.1 Session: Special Session: Meet the Editors II: Frontier Room**

Session Chair: Greg W. Marshall, Rollins College

Editors:

Marla R. Stafford, Journal of Advertising  
Peter J. LaPlaca, Industrial Marketing Management  
David A. Griffith, Journal of International Marketing  
Kenneth R. Evans, Journal of Personal Selling & Sales Management  
Rajiv Dant and James Brown, Journal of Retailing

**Friday, 10:15-11:45**

**7.2 Session: Culture, Country of Origin Effects, Outsourcing, Importer-Exporter Relationships, and Services Buyer Preferences in Developed and Emerging Markets (Part I): Trail Drivers Room**

Session Chair: Tara Lopez, Southeastern Louisiana University

*Cultural Values, Demographics, and Consumer Preferences of Product Categories*

Ben Oumlil, University of Dayton

*The Effect of Country-of-Origin and Product Knowledge on Consumer Product Evaluation*

Jin Kyun Lee, University of Texas at Austin  
Wei-na Lee, University of Texas at Austin

*An Exploratory Study of the Relationships between Cultural Similarities, Product Categories, and Ethnocentrism*

Ben Oumlil, University of Dayton

Discussion Leaders: Ben Oumlil, University of Dayton  
Paul Sergius Koku, Florida Atlantic University

**Friday, 10:15-11:45**

**7.3 Session: Consumer Reactions to Retail Settings and Tactics: Baker Room**

Session Chair: Ken Henderson, Morehead State University

*Scarcity and Emotions' Effects on Consumers' Evaluation of Crowded Service Settings*

Frank Pons, Universite Laval

Mehdi Mourali, University of Calgary

*Would You Mind that there's a CCTV around You: The Interaction of Notice Attributes and Retail Density on Shoppers' Reactions*

Tsung-Chi Liu, National Cheng Kung University

Cheng-Feng Chen, National Cheng Kung University

*The Similarity Tactic and Purchase Intentions: The Moderated Influence of Persuasion Knowledge*

Tatiana Levit, University of Kentucky

Blair Kidwell, University of Kentucky

Discussion Leader: Sacha Joseph, University of Pacific

**Friday, 10:15-11:45**

**7.4 Session: The Evolution of Supply Chain Strategy: Quadrangle Room**

Session Chair: Connie Bateman, University of North Dakota

*An Assessment of the Impact of 9/11 on JIT Inventories*

S. Scott Nadler, East Carolina University

John F. Kros, East Carolina University

*Sustainability in Supply Chains: Using the Triple Bottom Line Approach to Future Competitive Advantage through Sustainable Supply Chains*

Melissa Markley, University of Alabama

Lenita Davis, East Carolina University

*Evaluating Interfirm Relationship – Performance Spirals: A Longitudinal Study*

*(Best Paper in Supply Chain Management and Logistics Track)*

Chad W. Autry, Texas Christian University

Susan L. Golicic, University of Oregon

Discussion Leadert: Haozhe Chen, East Carolina University

**Friday, 10:15-11:45**

**7.5 Special Session: Marketing Issues at the Government/Business Interface: The Case of Exporting and Economic Development: Lee Room**

Session Chair: Mary Catherine Colley, Troy State University

Richard Easley, Baylor University

Elnora Stuart, The American University in Cairo

Mary Mobley, Augusta State University

Ellen Moore, University of South Carolina

Daniel Butler, Auburn University

**Friday, 10:15-11:45**

**7.6 Session Title: Customer Perceptions of Value and Service Quality: Mahncke Room**

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

*The Effects of Shared Responsibility on Customer Perceptions of Value in Service Exchanges*

Jeremy J. Sierra, Texas State University – San Marcos

Robert S. Heiser, University of Southern Maine

Shaun McQuitty, New Mexico State University

*The Impact of Inconsistent Service Quality during the Service Encounter on Service Choice*

David E. Hansen, Texas Southern University

*The Customer As Spokesperson: Does the Prospect of an Overweight Spokesperson Influence Evaluations and Intentions*

Robert S. Moore, Mississippi State University

Melissa Moore, Mississippi State University

Discussion Leader: David Palmer, Jacksonville State University

**Friday, 12:00 NOON – 1:30 PM**

**SMA Annual Awards Luncheon: Crystal Ballroom/Yellow Rose Room**

Ticket Required for all conference participants. Competitive award winners will be honored.

**Friday, 1:30 PM to 2:00 PM**

**SMA Annual Business Meeting: Mahncke Room**

Presiding: James Boles, Georgia State University

**Friday, 2:00-3:30**

**SMA New Officer's Meeting: Vance Room**

Presiding: Thomas L. Baker, Clemson University

**Friday, 2:00-3:30**

**8.1 Special Session Track: Journal of Marketing Theory and Practice: Frontier Room**

Session Chair: Michael J. Dorsch, Clemson University, Former Editor of the Journal of Marketing Theory and Practice

*Recommendation Agents Acceptance: Prior Use and Continued Use*

*(Best Paper in Journal of Marketing Theory and Practice Track)*

Xiaojing (Jing) Sheng, University of Tennessee

*Lost in Transition? The Human Influence on Marketing's Emerging Service-Dominant Logic*

R. Zachary Finney, University of South Alabama

Deborah F. Spake, University of South Alabama

*Removing Global Impressions From Brand Rating Surveys*

Shane S. Smith, Kennesaw State University

Discussion Leader: Michael J. Dorsch, Clemson University

**8.2 Session: Special Session: What Works in Social Marketing? The Challenge of Research in the Field: Trail Drivers Room**

Session Chair: Jeff Tanner, Baylor University

Marlys Mason, Oklahoma State University  
Josh Wiener, Oklahoma State University  
Mary Anne Raymond, Clemson University  
Tracy A. Suter, Oklahoma State University

Discussant: Joel Saegert, University of Texas at San Antonio

**Friday, 2:00-3:30**

**8.3 Session: Influence of the Self and Attitude on Consumer Behavior: Baker Room**

Session Chair: Sacha Joseph, University of Pacific

*The Relationships Among Attitude, Brand equity and Repurchase Intention:  
The Case of Skincare Products in Taiwan*

Katherine EC Chang, National Changhua University of Education  
Glen H. Brodowsky, California State University, San Marcos

*Attitude Toward and Intention to Use the Web: An Examination Using Self- Efficacy and Affect Infusion Theory*

Ramendra Thakur, Utah Valley State College  
John H. Summey, Southern Illinois University - Carbondale  
Gerald David Flint, Utah Valley State College  
Peter Robinson, Utah Valley State College

*The Thinking Style and Information Source Preference for Consumers with an Interdependent-Self versus an Independent-Self*

Lien-Ti Bei, National Chengchi University  
Ming-Yi Chen, National Chengchi University  
Meng-chun Tsai, National Chengchi University

Discussion Leader: Tatiana Levit, University of Kentucky

**Friday, 2:00-3:30**

**8.4 Session: Doctoral Student Perspectives: Quadrangle Room**

Session Chair: Tracy Tuten Ryan, Virginia Commonwealth University

*Why Generation Y Chooses to be Brand Loyal? An Exploration of the Antecedents of Brand Loyalty in Clothing*

Selcuk Ertekin, University of North Texas

*Balancing Exploration and Exploitation in Innovation Management: The Role of Strategic Orientations in Ambidextrous Organizations*

Pelin Bicen, Texas Tech University

*Visual Rhetoric in Fear Appeals: An Extension of the Ordered Protection Motivation Model*  
Pia A. Albinsson, New Mexico State University

Discussion Leader: Kevin Shanahan, University of Texas at Tyler

**Friday, 2:00-3:30**

**8.5 Session: Internet, Gambling and Consumer-Generated Media (CGM): Lee Room**

Session Chair: Paul Sergius Koku, Florida Atlantic University

*Global Internet Gambling Market: Legal Challenges For U.S. Public and Free Trade Policies*  
Heiko D. Wijnholds, Virginia Commonwealth University

*Exploring International Differences in Internet Tourism Marketing: New England vs. Atlantic Canada*  
Richard D. Parker, University of Arkansas at Little Rock  
Rachel K. Smith, University of Arkansas at Little Rock  
Donna Sears, University of New Brunswick, Saint John

*Consumer-Generated Media (CGM): An Exploratory Study of Various Forms, Value to Consumers, and Practitioners and Global Implications*

Irene J. Dickey, University of Dayton  
William F. Lewis, University of Dayton

Discussion Leaders: Irene J. Dickey, University of Dayton  
Heiko D. Wijnholds, Virginia Commonwealth University  
Rachel K. Smith, University of Arkansas at Little Rock

**Friday, 2:00-3:30**

**8.6 Session: Case Development and Teaching in Marketing**

Session Chair: Jon M. Hawes, University of Akron

*Marketing Audit Assignments as a Source of Nonprofit Classroom Decision Cases*  
Charles S. Madden, Baylor University

*MySpace: Juggling Security, Safety and Freedom*  
Ronald Kuntze, University of Tampa  
Ericka Matulich, University of Tampa  
Barbara Ross Wooldridge, University of Texas Tyler  
Sarah Carlson, University of Tampa  
Iris Daly, University of Tampa  
Adriana Rincon, University of Tampa  
Chitaphan Vajanadilok, University of Tampa

Discussion Leader: Melodie Philhours, Arkansas State University

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

**Friday, 3:45-5:15**

**9.1 Special Session: Same but Different: Comparing European and American Higher Education: Frontier Room**

Session Chair: John D. Branch, University of Michigan

**Friday, 3:45-5:15**

**9.2 Current Public Policy Issues in Marketing: Trail Drivers Room**

Session Chair: Marye Tharp, University of Texas at San Antonio

*Commercial Linking Policy and 1st Amendment Issues for Government Websites*

Robert Moore, Mississippi State University  
Melissa Moore, Mississippi State University  
Pearson Liddell, Jr., Mississippi State University  
William D. Eshee, Jr., Mississippi State University  
Gloria J. Liddell, Mississippi State University

*Learned Intermediaries in Pharmaceutical Channels*

John Miller, University of Kentucky  
Fred W. Morgan, University of Kentucky  
Kendi Pate, University of Kentucky  
Karl A. Boedecker, University of San Francisco  
Jeffrey J. Stoltman, Wayne State University

*Direct-to-Consumer Advertising for Prescription Medicines: Issues Facing the FDA and the Pharmaceutical Industry (Best Paper in Ethics, Legal Issues, and Public Policy Track)*

Joelle Kendrick, University of Kentucky  
Fred W. Morgan, University of Kentucky  
Karl A. Boedecker, University of San Francisco  
Jeffrey J. Stoltman, Wayne State University

Discussion Leader: Michael D. Musante, Quinnipiac University

**Friday, 3:45-5:15**

**9.3 Session: Examining Cases of Marketing within the Public Sector: Baker Room**

Session Chair: Charles S. Madden, Baylor University

*The Fairfield Historical Society: Moving Up and Out*

Laurence Weinstein, Sacred Heart University  
Kelli Bodrato, Sacred Heart University

*Marketing in the Public Sector: The Paragould School District*

Melodie Philhours, Arkansas State University

*Cause Related Marketing: A Model of Consumer's Attitude toward the Cause-Brand Alliance*

Diane R. Edmondson, University of South Florida  
Barbara A. Lafferty, University of South Florida

Discussion Leader: Ronald F. Bush, University of West Florida

**Friday, 3:45-5:15**

**9.4 Session : The Professional Selling Work Environment: Quadrangle Room**

Session Chair: Tracy Meyer, University of North Carolina Wilmington

*Creativity in Sales: Views of Industrial versus Retail Salespersons*

Claire Allison Stammerjohan, Jackson State University

*Motivation and Monetary Incentives: A Closer Look*

Susan DeVecchio, East Carolina University

Judy Wagner, East Carolina University

*Gender Differences in Perceptions of the Impact of Work-Family Stress & Technology Issues on Sales Careers*

Jeff W. Totten, McNeese State University

Barbara A. Schuldt, Southeastern Louisiana University

Andree Taylor, Southeastern Louisiana University

Duane Donald, Southeastern Louisiana University

Discussion Leader: Michael D. Musante, Quinnipiac University

**Friday, 3:45-5:15**

**9.5 Session: Strategic Marketing and the Use Social Media: Lee Room**

Session Chair: Brian Engellend, Mississippi State University

*Strategic Targeting: A Marketing Planning and Implementation Approach*

Margaret Britt, Mount Vernon Nazarene University

Art Weinstein, Nova Southeastern University

*Brand Engagement Via Emerging Platforms In Social Media*

Tracy Tuten Ryan, Virginia Commonwealth University

Discussion Leader: Richard Parker, University of Arkansas - Little Rock

Discussion Leader: Richard Gooner, East Carolina University

**Friday, 3:45-5:15**

**9.6 Session: Understanding the Senior Citizen Market: Mahncke**

Session Chair: Carol Megehee, Nicholls State University

*Lake Area Tourism: A Study of Day and Overnight Visitors*

Annette Ryerson, Black Hills State University

*The Elderly and Pharmacy Services: Direct-to-Consumer Advertising, Medicare Part D, and Drug Costs*

Deborah F. Spake, University of South Alabama

Mathew Joseph, Josco International

Discussion Leader: Pelin Bicen, Texas Tech University

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

**SATURDAY, NOVEMBER 10, 2007**

**Academic Placement 8:00-12:00: Magnolia Room**

**Saturday, 8:30-10:00**

**10.1 Session: Information Search and Adoption of Services: Frontiers Room**

Session Chair: Debi Mishra, SUNY - Binghamton

*Exploring a Gap: The SEC Framework*

Rachel K. Smith, University of Arkansas at Little Rock

*Consumer Perceptions of Service Guarantee Characteristics: Effects on Purchase Intentions*

Tsung-Chi Liu, National Cheng Kung University, Taiwan

Ti Cheng, National Cheng Kung University, Taiwan

*Adoption of Net-Based Customer Service Systems (NCSS): Analysis of a Longitudinal Field Experiment*

David W. Palmer, Jacksonville State University

Arthur W. Allaway, University of Alabama

Discussion Leader: Medhi Mourali, University of New Hampshire

**Saturday, 8:30-10:00**

**10.2 Session: Customer and Corporate Characteristics vis-à-vis Public Policy Issues: Trail Drivers Room**

Session Chair: Robert Hoover, Idaho State University

*Personal Values and Consumers' Approaches to Social Responsibility*

Harold J. Ogden, Saint Mary's University

May Aung, University of Guelph

*The Antecedents of Stakeholder Collaboration in Multi-Sector Innovations*

John D. Hansen, Northern Illinois University

Michelle D. Bunn, The University of Montevallo

*International Tourists' Perception of Personal Safety*

Jessica Yuan, Texas Tech University

Mitzi Lauderdale, Texas Tech University

Ben K. Goh, Texas Tech University

Deborah Fowler, Texas Tech University

Discussion Leader: Barbara Lafferty, University of South Florida

**Saturday, 8:30-10:00**

**10.3 Session: Understanding the Impact of Emotion on Personal Nostalgia and Consumer Hope: Baker Room**

Session Chair: David M. Hardesty, University of Kentucky

*Measuring the Intensity of the Personal Nostalgia Experience: A Conceptual Framework*

Altaf Merchant, Old Dominion University

John Ford, Old Dominion University

Mahesh Gopinath, Old Dominion University

*The Impact of Hope on Purchase Intention*

William J. Rowe, University of Kentucky

Discussion Leader: Hulda Black, University of Kentucky

**Saturday, 8:30-10:00**

**10.4 Session: Strategic Views of Outsourcing, Culture and Technology: Quadrangle Room**

Session Chair: Elnora Stuart, The American University in Cairo

*A Firm's Propensity to Outsource: The Role of Firm-Specific Motivators*

Ravi Jillapalli, Texas Tech University

*Success of High Tech Firms: Blending Culture and Strategy*

Ramendra Thakur, Utah Valley State College

Dena Hale, Georgia Southern University

*Investment Tradeoffs in Business to Business Strategy: The Effects of Collaboration, Technological Readiness, and Organizational Learning*

R. Glenn Richey, Jr., University of Alabama

Discussion Leader: John Summey, Southern Illinois University Carbondale

**Saturday, 10:00 AM – 10:15 AM**

**Refreshment Break: Ludwigs**

**Saturday, 10:15-11:45**

**11.1 Session: Current Issues in Education II: Frontier Room**

Session Chair: James Talaga, La Salle University

*Using Correlation Coefficients to Examine the Association between Academic Performance of Marketing Students and their Preferred Learning Styles*

Mary Galvan, North Central College

*Should Future Marketers be Trained or Educated (Student Paper)*

Selcuk Ertekin, University of North Texas

Discussion Leader: Swee-Lim Chia, La Salle University

**Saturday, 10:15-11:45**

**11.2 Session: Insights Regarding Customer Relationships and Customer Participation: Trail Drivers Room**

Session Chair: Susan Brudvig, Ball State University

*Making, Enabling, and Keeping Promises: Insights from Focus Groups (Best Paper in Consumer Behavior Track)*

J. Michael Weber, Mercer University

Joseph F. Hair, Jr., Kennesaw State University

*Antecedents of Member-Based Organizations: An Investigation into Paid Membership in Health Clubs*

Hulda Black, University of Kentucky

*Discontinuous Innovation: The Role of Consumer Marketing Research (Student Paper)*

Diane R. Edmondson, University of South Florida

Discussion Leader: Jason Rowe, University of Kentucky

**Saturday, 10:15-11:45**

**11.3 Session: Quantitative and Event Study Approaches to Marketing Research: Frontier Room**

Session Chair: Kirby L.J Shannahan, University of New Brunswick

*An Examination Of One Dimension Marginal Distributions: Selling And Non-Selling Activities Of A Salesperson*

Dheeraj Sharma, Ball State University

*Placing an Economic-Based Value on First, Second, and Third Market Entrants*

Michael Poletti, University of North Carolina at Pembroke

Howard Ling, University of North Carolina at Pembroke

John Parnell, University of North Carolina at Pembroke

Discussion Leader: Rachelle. J Dupuis, University of Memphis

**Saturday, 10:15-11:45**

**11.4 Session : Culture, Country of Origin Effects, Outsourcing, Importer-Exporter Relationships, and Services Buyer Preferences in Developed and Emerging Markets (Part II): Quadrangle Room**

Session Chair: C.P. Rao, Kuwait University

*How Important Is Cultural Distance Factor Importer-Exporter Relationship: An Empirical Investigation*

C.P. Rao, Kuwait University

Adel A. Al-Wugayan, Kuwait University

*An Examination of Consumer Attitude Toward Outsourcing of Technical Support Services*

Paul Sergius Koku, Florida Atlantic University

*Do Consumers Exhibit a Country-of-Service Preference?*

Thomas P. Murphy, Hofstra University

Shawn Thelen, Hofstra University

Earl D. Honeycutt, Jr., Elon University

Discussion Leaders: Tom Baker, Clemson University  
Ben Oumlil, University of Dayton  
Shawn Thelen, Hofstra University