# Table of Contents

**CORPORATE CULTURE, GOVERNANCE AND RESPONSIBILITY – ETHICS AND CORPORATE SOCIAL RESPONSIBILITY – A MULTINATIONAL PERSPECTIVE**

**An Ethical Perspective on Sustainable Business Practices**
Göran Svensson, Oslo School of Management, Norway  
Greg Wood, Deakin University, Australia  
Michael Callaghan, Deakin University, Australia  

**Attributions of Authenticity: Employee Perceptions of Corporate Social Responsibility Programs**
Lindsay McShane, Queen’s University, Canada  
Peggy Cunningham, Queen’s University, Canada  

**Comparing Codes of Ethics Among the Top Companies in Australia, Canada and the USA**
Janice M. Payan, University of Northern Colorado, United States  
Göran Svensson, Oslo School of Management, Norway  
Greg Wood, Deakin University, Australia  
Jang Singh, University of Windsor, Canada  
Michael Callaghan, Deakin University, Australia  

**Environment and Sustainability – Issues Related to the Environment and Sustainability (1)**

**Definitions, Theories, Drivers and Managerial Implications: Grounding Global Strategic Sustainability**
Helen Borland, University of Birmingham, United Kingdom
Motivating Pro-Environmental Behaviors: Utility of the Decisional Balance Scale, Self-Efficacy and Reactance

Peter J McGoldrick, Manchester Business School, United Kingdom
Kathleen A Keeling, Manchester Business School, United Kingdom
Alexa Stanbridge, Manchester Business School, United Kingdom

Marketing Research and Metrics – Issues in Data Collection, Modeling and Data Analysis

Empirical Investigation of Data Quality and Validity of Cognitive Valence and Content of Thoughts: Trained Independent Raters Versus Trained Original Respondents

Karin Braunsberger, University of South Florida St. Petersburg, United States
Brian Buckler, Avila University, United States
David J. Ortinau, University of South Florida, United States

Empirical Agreement Between Formative and Reflective Measurement Models: A Monte-Carlo Analysis

Nick Lee, Aston University, United Kingdom
George R. Franke, University of Alabama, United States
Woojung Chang, University of Alabama, United States

Determining the Number of Segments in Fimix-PLS

Marko Sarstedt, Ludwig-Maximilians-University Munich, Germany
Manfred Schwaiger, Ludwig-Maximilians-University Munich, Germany
Christian M. Ringle, University of Hamburg, Germany

Marketing Strategy in an Attention-based Economy – Drivers of Success in Innovative Firms: Capabilities, Competencies, Decisions

The Performance Implications of Market-Based Assets and Innovation Capabilities

Matti Jaakkola, Helsinki School of Economics, Finland
Olli-Pekka Kauppila, Helsinki School of Economics, Finland
Environment and Sustainability – Issues Related to the Environment and Sustainability (2)

Exploring US Consumers Understanding of Carbon Offsets
Michael Jay Polonsky, Deakin University, Australia
Stacy Landreth Grau, Texas Christian University, United States
Romana Garma, Victoria University, Australia

Consumer Acceptance of Renewable Energies – Target Group Segmentation Based on the Classification of Private end Users into Lifestyle Typologies in Germany
Klaus-Peter Wiedmann, Leibniz University of Hanover, Germany
Sandra Venghaus, Leibniz University of Hanover, Germany
Mareike von Zitzewitz, Leibniz University of Hanover, Germany

Branding and Brand Management – New Perspectives on Brand Management in Cross Cultural Marketing

Who Cares About a Fair Trade Label? on The Impact of Consumer Attitudes on Brand Relevance of Fair Trade Products
Alexander Leischnig, Freiberg University of Technology, Germany
Anja Geigenmueller, Freiberg University of Technology, Germany
Margit Enke, Freiberg University of Technology, Germany

The Network Effects of Product Portfolio Characteristics on Parent Brand Equity
Xin Liu, California State Polytechnic University, United States

Nonprofit Brands: The Importance of Brand Image in Charitable Giving
Géraldine Michel, University of Maine, France
Sophie Rieunier, University of Paris 1 Panthéon Sorbonne – IAE Paris, France
Marketing Research and Metrics – Recent Developments in Corporate Reputation and Social Network Research

A Comparison of Selected Reputation Measures’ Convergent and Criterion Validity
Petra Wilczynski, Ludwig-Maximilians-University Munich, Germany
Marko Sarstedt, Ludwig-Maximilians-University Munich, Germany
TC Melewar, Brunel University Business School, United Kingdom

The Value of Corporate Reputation for Shareholders: Evidence from Germany for DAX 30 Companies
Sascha Raithel, Ludwig-Maximilians-University Munich, Germany

Charting Chatter: What Consumer Generated Advertising Seems to be Saying About Brand Personality
Colin Campbell, Simon Fraser University, Canada
Leyland Pitt, Simon Fraser University, Canada
Pierre Berthon, Bentley College, United States
Deon Nel, Deakin University, Australia

Service Marketing – Effective Strategies for Customer Relationship Management

The Effect of Complaint Handling on Consumer Word-Of-Mouth: Assessing Difference Between Wom Givers and Receivers
Linda Hui Shi, University of Victoria, Canada
Stephen S. Tax, University of Victoria, Canada
Lei Huang, Dalhousie University, Canada

Facilitating the Development of Firm-Customer Relationships in Online Retailing Contexts Through Virtual Community Cultivation
Pei-Yu Pai, University of Warwick, United Kingdom
Ya-Ling Chiou, Yuan Ze University, Taiwan
Hsien-Tung Tsai, Yuan Ze University, Taiwan
Doctoral Colloquium – Branding Issues

Linking Brand Equity to Organizational Outcomes
Gulfem C. Kutlu, Old Dominion University, United States

Doctoral Colloquium – Online Marketing Issues

The Feeling of Regret in Ebay Auctions: The Role of Snipers
Weiling Zhuang, Louisiana Tech University, United States

Marketing Strategy in an Attention-based Economy – Marketing Processes and Performance: Search, Segmentation, Orientation

Is Market Segmentation Dead? A Conceptual Model of the Effect of Segmentation Choices on Marketing Performance
Adina Poenaru, ESCP-EAP European School of Management and Cranfield University, United Kingdom

Market-Oriented Search in Differentiated Industries
Hans Eibe Sørensen, University of Southern Denmark, Denmark
Nils Stieglitz, University of Southern Denmark, Denmark

Core Business Processes Link Market Orientation and Business Performance
Matti Jaakkola, Helsinki School of Economics, Finland
Johanna Frösén, Helsinki School of Economics, Finland
Petri Parvinen, Helsinki School of Economics, Finland
Matti Santala, Helsinki School of Economics, Finland
Antti Vassinen, Helsinki School of Economics, Finland

Branding and Brand Management – Branding Insights

A Step Forward Toward Discernment of Co-Branding Strategy
Ali Besharat, University of South Florida, United States
Attribute Alignability and Value Relevance in a Late Entrant Strategy
Dong-Hun Lee, Samsung Economic Research Institute, Korea
Jinsook Erin Cho, Parsons, New School University, United States

Multiple Brand Alliances: A Portfolio Diversification Perspective
Bashar S. Gammoh, University of Toledo, United States
Kevin E. Voss, Oklahoma State University, United States
Xiang Fang, Oklahoma State University, United States

New Thoughts on Brand Disposal Strategies of Multinational Firms
Sonia Ketkar, Towson University, United States
Jeffrey S. Podoshen, Franklin and Marshall College, United States

Consumer Behavior – Cultural Differences in Consumer Behavior

Connecting with Customers: The Effects of Cultural Differences on Service Encounters
Gary Daniel Futrell, Florida State University, United States
Kelly Cowart, Florida State University, United States

From Sentiment Towards Advertising to Materialism and Vanity: An Assessment from the Middle Eastern Perspective
Tarek Mady, American University in Dubai, United Arab Emirates
Hélène Cherrier, American University in Dubai, United Arab Emirates
Dennis Lee, American University in Dubai, United Arab Emirates
Kaleel Rahman, American University in Dubai, United Arab Emirates

Service Marketing – Strategic Issues in Retailing and Service Marketing: Part I

An Expanded Model of Consumer Evaluations of Live Musical Performance: Antecedents and Behavioral Outcomes
Angela Hausman, Howard University, United States
Real-Time Service Encounters and Customer Satisfaction: Online Monitoring of Core Service Delivery

David G. Taylor, University of North Texas, United States

Doctoral Colloquium – Strategic Marketing Issues

Market Performance Influenced by Miles & Snow’s Business Typologies, with Narver & Slater’s Market Orientation and Hrebiniak & Joyce’s Organizational Adaptation as Moderators

George L. De Feis, Iona College, United States

The Marketing Effect on the Firm Value

Kungpo Tao, Old Dominion University, United States

The Economic Side of Relationship Marketing

Yasemin Ocal Atinc, Louisiana Tech University, United States

Marketing Strategy in an Attention-based Economy – Dealing with Competitors: Communication, Cooperation, Intelligence

Collaborative Communication, Interaction Orientation, Marketing Capabilities and Core Processes Performance

Yen-Chun Chen, Yuan Ze University, Taiwan
Po-Chien Li, Yuan Ze University, Taiwan

What Drives Competitors to Cooperate?: Antecedents of Collective Marketing Coopetition

Pilsik Choi, Clark University, United States
Rosanna Garcia, Northeastern University, United States
Colette Friedrich, MIT Sloan School of Management, United States

True or False? a Study of Falsehoods in Market Intelligence Dissemination Within Organizations

Willem Smit, IMD, Switzerland
Seán Meehan, IMD, Switzerland
Africa: Unlock Corporate and Customer Value – Corporate and Political Branding

Caricatures, Cartoons, Spoofs and Satires: Political Brands as Butts
Anjali Bal, Simon Fraser University, Canada
Leyland Pitt, Simon Fraser University, Canada
Pierre Berthon, Bentley College, United States

Corporate Branding in South Africa
Linda Siso, University of the Witwatersrand, South Africa
Geoff Bick, University of the Witwatersrand, South Africa
Russell Abratt, University of the Witwatersrand, South Africa

Doctoral Colloquium – Green Marketing, Social Welfare, Services, Product and Distribution Issues

Reducing Ecological Footprints Through Individual Social Responsibility: A Consumer Perspective
Pia A. Albinsson, New Mexico State University, United States
B. Yasanthi Perera, New Mexico State University, United States

Investigating the Customers’ Loyalty to Technology-Based Self-Service Coupons
Ali Besharat, University of South Florida, United States

A Review and Update of the Classification of Goods System: A Customer Involvement System
Kevin James, Louisiana Tech University, United States

Opening Channels of Thought: Understanding the Value of Place
G. David Shows, Louisiana Tech University, United States
Small Countries, Small Firms, Meet Global Marketing – How Can Small Countries Compete?

Towards an Informed Choice: Education on the World Market 69
Mercy Mpinganjira, University of Johannesburg, South Africa

Marketing Issues in the Private Tertiary Education: The Case of Cyprus 70
Ria Nicoletti Morphitou, University of Nicosia, Cyprus

What do Companies in Iceland Need to do In Order to Succeed Following the Collapse of the Economy of That Small Country? 71
Ingjaldur Hannibalsson, University of Iceland, Iceland

Business to Business Marketing – Business to Business Marketing

Customer Value in Business Markets – A Research Summary and Proposal for an Extension 76
Andreas Hinterhuber, Bocconi University, Milan, Italy,
Hinterhuber & Partners, Innsbruck, Austria

Buyer-Selling Firm Relationship and Gender as a Moderating Effect 81
Nwamaka A. Anaza, Purdue University, United States
Brian Rutherford, Purdue University, United States
Adrienne Hall, Purdue University, United States

Crouching Economy, Hidden Strategy: Goals and Priorities in Global Sourcing 82
Sudhi Seshadri, Singapore Management University, Singapore

The Relationship Exchange in Chinese Business-To-Business Marketing 87
Cheng Lu Wang, University of New Haven, United States
Expanding Marketing Outreach – Expanding Marketing Outreach

Doing Business as Usual Wouldn’t Cut it Anymore: Gender Identity and Consumers’ Brand Perceptions
Lilly Ye, Frostburg State University, United States
Lou Pelton, University of North Texas, United States
Charles Blankson, University of North Texas, United States

Re-Focusing the Domain of the Marketing Discipline in a Managerially-Relevant Way
Tony McGuinness, Aberystwyth University, United Kingdom

Life Sciences Marketing: Benefit-Based Segmentation of Functional Food Markets
Katja Tornberg, University of Tampere, Finland

Integrated Cognitive Model Incorporating Means-End Chains, Marketing Audit and Resource-Based View
Wann-Yih Wu, National Cheng Kung University, Taiwan
Chen-Su Fu, National Cheng Kung University, Taiwan

Branding and Brand Management – Brand Perception and Consumer Attitudes

Brand Interdependency Versus Brand Dependency: A Maslow’s Self-Actualization Perspective
Joseph F. Rocereto, Monmouth University, United States
Marina Puzakova, Drexel University, United States
Hyokjin Kwak, Drexel University, United States
Trina Larsen Andras, Drexel University, United States

Brand Community Participation
Hsien-Tung Tsai, Yuan Ze University, Taiwan
Heng-Chiang Huang, National Taiwan University, Taiwan
Wen-Kuo Chen, National Taiwan University, Taiwan
### How do They Really Help? An Empirical Study of the Role of Different Information Sources in Building Brand Trust

Wang Xingyuan, Shandong University, China  
Fuan Li, William Paterson University, United States  
Yu Wei, Shandong University, China

### Service Marketing – Service Marketing and the Technological World

#### A Mixture Model to Estimate Customer Value for E-Services

Wei-Lun Chang, Tamkang University, Taiwan  
Yu-Ting Hong, Tamkang University, Taiwan


Oliver Emrich, University of St.Gallen, Switzerland  
Thomas Rudolph, University of St.Gallen, Switzerland

#### Service Quality in the Iranian Cellular Telecommunications Market

Setayesh Sattari, Lulea University of Technology, Sweden  
Esmail Salehi Sangari, Lulea University of Technology, Sweden  
Kaveh Peighambari, Lulea University of Technology, Sweden

### Selling and Sales Management – Sales Managers and Salespeople in Action


Ali Kara, Penn State University-York Campus, United States  
Mehmet Turan, Cukurova University, Turkey  
Serap Cabuk, Cukurova University, Turkey

#### What Sales People do: Observations of Successful Behaviors in Live Sales Meetings

Iain A. Davies, Cranfield School of Management, United Kingdom
An Introduction of Dominance Analysis in the Personal Selling Context

Tanya Drollinger, University of Lethbridge, Canada
Lucette L. Comer, Purdue University, United States

The Influence of Sales Control Systems on Salespeople’s Adaptive Knowledge, Selling Behaviors and Sales Performance: An Investigation of Individual and Contextual Effects

C. Fred Miao, Clarkson University, United States
Kenneth R. Evans, University of Oklahoma, United States

Marketing and Global Risk – Marketing and Global Risk

Political Risk: Literature Review
Miikka Tölö, Helsinki School of Economics, Finland

Thomas S. O’Connor, The University of New Orleans, United States

Does User-Friendly Always Matter? The Moderating Role of Temporal Distance and Information Asymmetry
Chung-Chi Shen, National Chiayi University, Taiwan
Jyh-Shen Chiou, National Chengchi University, Taiwan
Joyce C.Y. Wang, National Chiayi University, Taiwan

Product Development – Firm Success Factors in Product Development

Decomposing the Effect of Information Technology Tools on New Product Quality and New Product Market Performance: A Phase-Based Analysis
Serdar S. Durmuşoğlu, University of Dayton, United States
Strategic Pricing Decisions as Cornerstones for Successful Marketing Management: An Empirical Study on Technology-Based SMEs

Timo Moeller, RWTH Aachen University, Germany
Malte Brettel, RWTH Aachen University, Germany

The Joint Influences of Interaction and Entrepreneurial Orientation on Product Innovation

Yen-Chun Chen, Yuan Ze University, Taiwan
Po-Chien Li, Yuan Ze University, Taiwan

The Drivers and Implications of Fast Track New Product Development

J. Mitch Price, University of Mississippi, United States
Charles H. Noble, University of Mississippi, United States

Channel Activities and Processes – Strategic and Evolutionary Changes in Retail Channel Structure

Key Determinants of Retail Internationalization: An Institutional Theory Approach

Karimot Bamisedun, University of Birmingham, United Kingdom
Michael Czinkota, Georgetown University, United States and University of Birmingham, United Kingdom
Svetla Marinova, University of Birmingham, United Kingdom

A Conceptual Model for Retailer-Vendor Strategic Partnerships

Donna Smith, Ryerson University, Canada

Impact of Malls on Small Retailers

R. K. Srivastava, University of Mumbai, India
Traits Versus States: How Consumption Affects our Sense of Self
Suri Weisfeld-Spolter, Nova Southeastern University, United States
Maneesh Thakkar, Radford University, United States

The Effects of Self-Congruency and Product Type on the Purchase Intention of Real Versus Virtual Products
Lien-Ti Bei, National Chengchi University, Taiwan
Chih-Ping Wang, National Chengchi University, Taiwan
Chi-Ping Lee, Citibank, Taiwan

The Role of Self-Concept Brand Image Congruity in Consumers’ Attitudinal Formation and Attitudinal Brand Loyalty: A View From Utilitarian and Hedonic Product Brands
Joseph F. Rocereto, Monmouth University, United States
Hyokjin Kwak, Drexel University, United States
Marina Puzakova, Drexel University, United States

Africa: Unlock Corporate and Customer Value – Supporting Market Choices

Discriminatory Choice Factors in University Selection: A South African Perspective of Different Ethnic Groups
Melanie Wiese, University of Pretoria, South Africa
Yolanda Jordaan, University of Pretoria, South Africa

Cause-Related Marketing in South Africa: The Influence of Structural Campaign Elements
Debbie Human, University of Stellenbosch, South Africa
Nic Terblanche, University of Stellenbosch, South Africa
A Sales Perspective on Service Dominant Logic
Kenneth Le Meunier-FitzHugh, University of East Anglia, United Kingdom
Roger A. Palmer, Henley Management College, United Kingdom
Hugh Wilson, Cranfield University, United Kingdom

A Roadmap of Soa-Based Framework for Internet-Enabled CRM
Wei-Lun Chang, Tamkang University, Taiwan

Buyer Organization Mapping: New CRM Tool for Salespeople
Prabakar Kothandaraman, Drexel University, United States
Rolph E. Anderson, Drexel University, United States
Hyokjin Kwak, Drexel University, United States

Promotion and Communication – Insights into Marketing Communications: How and Why Do Consumers Respond?

Interrelations of Advertising Channels—An Empirical Study on Online Purchase Behavior
Sebastian Hild, RWTH Aachen University, Germany
Malte Brettel, RWTH Aachen University, Germany

Tailoring Advertisements for The Generation 50+: The Role of Activity and Modesty for Self-Verification
Stefan Hoffmann, Dresden University of Technology, Germany
Uta Schwarz, Dresden University of Technology, Germany
Susanne C. Liebermann, Dresden University of Technology, Germany

Beyond Sentry and Seeker: A New Look at Consumer Coping Behaviors With Interpersonal Marketing Persuasion
Guang-Xin Xie, University of Oregon, United States
Johnny Chen, University of Oregon, United States
Scott Owen, University of Oregon, United States  
Lynn R. Kahle, University of Oregon, United States

The Effects of Social Norms on Consumers’ Responses to Mobile Advertising
Sandra Soroa-Koury, The University of Texas at El Paso, United States
Kenneth C. C. Yang, The University of Texas at El Paso, United States

Channel Activities and Processes – Distribution Channel Relationships: New Insights and Perspectives

A Typology of Channel Organizations
Nermin Eyuboglu, Baruch College, United States
Sertan Kabadayi, Fordham University, United States

Distribution Strategies for Enhanced Channel Partner Performance
Githa S Heggde, Welingkar Institute of Management Development and Research, India.

Consumer Behavior – Belief, Affect, and Attitudes

My Product, My Self: Self-Presentation Concerns in Product Evaluation
Laurence Ashworth, Queen’s University, Canada
Margaret Matear, Queen’s University, Canada

Affect-Regulation Through Nostalgia-Shopping
Ulrich R. Orth, Christian-Albrechts-University Kiel, Germany
Steffi Gal, Christian-Albrechts-University Kiel, Germany

The Effect of Goal Activation on the Evaluation of Hybrid Products:
The Role of Category Familiarity in the Dilution of the Means-Goal Association
Moon-Yong Kim, Dongguk University, South Korea
Service Marketing – Developing Customer Relationships/Loyalty

Relational Confusion 176
Tim Jones, Memorial University of Newfoundland, Canada
Chatura Ranaweera, Wilfrid Laurier University, Canada
Harvir Bansal, Wilfrid Laurier University, Canada

Studying Customer Value of Social Network Services 177
Hsiu-Lan Wu, Fortune Institute of Technology, Taiwan

Satisfaction – Loyalty: It’s Not That Simple 178
Tracey S. Dagger, University of Queensland, Australia
Meredith E. David, Florida State University, United States

Effects of Service Quality, Trust, and Perceived Value on Customer Loyalty: 179
The Case of Mobile Subscribers
Heikki Karjaluoto, University of Jyväskylä, Finland
Chanaka Jayawardhena, Loughborough University Business School, United Kingdom
Minna Pihlström, Carezza Management Consulting Ltd, Finland
Matti Leppäniemi, University of Oulu, Finland

Global and Cross-Cultural Marketing – International marketing communications

The Role of Mass Media and Marketing Communication in Consumer Ethnocentrism: 180
A Study from the Russian Market
Marina Puzakova, Drexel University, United States
Hyokjin Kwak, Drexel University, United States
Trina Larsen Andras, Drexel University, United States
George M. Zinkhan, University of Georgia, United States
Selling and Sales Management – Selling and Sales Management: Multi-Level Approaches in Sales Research

Sales Managers’ Learning Orientation, Salespeople Goal Orientation and Overall Organizational Performance 181
Nicholas G. Paparoidamis, IESEG School of Management, Catholic University of Lille, France
Ruben Chumpitaz, IESEG School of Management, Catholic University of Lille, France
Raluca Mogos Descotes, IESEG School of Management, Catholic University of Lille, France

Field Sales Management Control Systems: Influence on Salespersons’ Psychological and Behavioral Responses 182
Anssi Tarkiainen, Lappeenranta University of Technology, Finland
Nick Lee, Aston Business School, United Kingdom
John W. Cadogan, Loughborough University, United Kingdom
Sanna Sundqvist, Lappeenranta University of Technology, Finland

The Impact of Change in the Sales Process on Sales Performance: A Multi-Level Analysis 183
A.C. Simintiras, Swansea University, United Kingdom
N.L. Reynolds, Bradford University, United Kingdom
J. Johnston, Swansea University, United Kingdom

Education Outreach, Teaching and Learning – New Perspectives on Marketing Education

A Mission of Civic Engagement: The Evolution of a Service Learning Project in Marketing 184
Karin Braunsberger, University of South Florida St. Petersburg, United States
Richard Flamm, University of South Florida St. Petersburg, United States

Suleyman M. Yildiz, Balikesir University, Turkey
Ali Kara, Penn State University-York Campus, United States
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Growth of Global Exposure in MBA Programs</td>
<td>186</td>
</tr>
<tr>
<td>Robert F. Dyer, The George Washington University, United States</td>
<td></td>
</tr>
<tr>
<td>Marilyn Liebrenz-Himes, The George Washington University, United States</td>
<td></td>
</tr>
<tr>
<td>Promotion and Communication – Advertising Execution and Creativity: New Insights and Perspectives</td>
<td>187</td>
</tr>
<tr>
<td>Creative Leaders’ Views on Managing Advertising Creation</td>
<td></td>
</tr>
<tr>
<td>Christy Ashley, East Carolina University, United States</td>
<td></td>
</tr>
<tr>
<td>The Effects of Spokesperson Accent on Attitude Toward Advertising and Brand: A Hedonic Versus Utilitarian Perspective</td>
<td>188</td>
</tr>
<tr>
<td>Monique Bell, Drexel University, United States</td>
<td></td>
</tr>
<tr>
<td>Marina Puzakova, Drexel University, United States</td>
<td></td>
</tr>
<tr>
<td>Hyokjin Kwak, Drexel University, United States</td>
<td></td>
</tr>
<tr>
<td>Should Charitable Organizations Evoke Personal Nostalgia?: Effect of Nostalgic Appeals on Donation Intentions</td>
<td>189</td>
</tr>
<tr>
<td>Altaf Merchant, University of Washington Tacoma, United States</td>
<td></td>
</tr>
<tr>
<td>John B. Ford, Old Dominion University, United States</td>
<td></td>
</tr>
<tr>
<td>Gregory Rose, University of Washington Tacoma, United States</td>
<td></td>
</tr>
<tr>
<td>Does Taboo Advertising Help Getting Consumers’ Attention and Enhancing Memory?</td>
<td>190</td>
</tr>
<tr>
<td>Ouidade Sabri, Sorbonne Graduate Business School, IAE de Paris, France</td>
<td></td>
</tr>
<tr>
<td>Channel Activities and Processes – Developments, Trends and Processes in Online Channels of Distribution</td>
<td>191</td>
</tr>
<tr>
<td>Adoption of Online Direct Sales Channel by Small and Medium-Sized Enterprises</td>
<td></td>
</tr>
<tr>
<td>Xiaolin Li, Towson University, United States</td>
<td></td>
</tr>
<tr>
<td>The Role of Eservice Quality: A Web2Store Shopping Perspective</td>
<td>192</td>
</tr>
<tr>
<td>Xia Zhou, Drexel University, United States</td>
<td></td>
</tr>
<tr>
<td>Hyokjin Kwak, Drexel University, United States</td>
<td></td>
</tr>
</tbody>
</table>
Marketing Behavior Analysis of Digital Printing Channels

Jianfeng Wang, Mansfield University of Pennsylvania, United States

Consumer Behavior – Applied Topics in Consumer Behavior

Price Information Search and Bargaining Behaviors: A Simultaneous Examination of Their Relationships and Antecedents

Meng-Kuan Lai, National Cheng Kung University, Taiwan
Bayu A. Aritejo, National Cheng Kung University, Taiwan

The Effects of Store Environment on Shopping Behavior: New Insights Through the Concepts of Perceived Control and Motivational Orientations

Renaud Lunardo, Troyes Champagne School of Management, France

Is Variety the Spice of Life? Mediating Factor Between Knowledge and Unmet Needs

Philippe Duverger, The George Washington University, United States

Service Marketing – The Focus on Employees in Service Marketing

Organizational Investments in Social Capital, Managerial Coaching and Service Employee Performance

Alexander E. Ellinger, University of Alabama, United States
Andrea D. Ellinger, University of Illinois at Urbana-Champaign, United States
Daniel G. Bachrach, University of Alabama, United States
Ayşe Banu Elmadağ Baş, Istanbul Technical University, Turkey
Yu-Lin Wang, National Cheng Kung University, Taiwan
Linking HRM Practices and Service Employee Perceptions of Job Satisfaction to Perform Service Quality for Customers in Cambodia

Veasna Sou, National Cheng Kung University, Taiwan
Wann Yih Wu, National Cheng Kung University, Taiwan
Shih Hsi-An, National Cheng Kung University, Taiwan

Managing the Employee-Customer Relationship for Service Advantage: A Value-based Market Orientation Approach

Shu-Ching Chen, Massey University, New Zealand

Customers’ Service Evaluation: Antecedent Effects of Employees’ Customer Orientation and Service Orientation Behaviors

Chanaka Jayawardhena, Loughborough University Business School, United Kingdom

Global and Cross-Cultural Marketing – Entering and Operating in Foreign Markets

Strategic Proactive or Tactic Reactive? ---A Typology Portrait of Chinese Exporters by Export Motives

Xi Chen, Tsinghua University, China
Zuohao Hu, Tsinghua University, China
Ping Zhao, Tsinghua University, China

Global Account Management Coordination: Account Selection, Performance Measurement, and Boundary Conditions

Linda Hui Shi, University of Victoria, Canada
Tao (Tony) Gao, Northeastern University, USA

Relevance of Corporate Branding to Employee Loyalty: A Cross Country Study

Margot Loewenberg, University of Trier, Germany
Markus Meierer, University of Trier, Germany
Swee-Lim Chia, La Salle University, United States
Thomas Foscht, University of Graz, Austria
Small Countries, Small Firms, Meet Global Marketing – Collaboration and Learning

The Capability Antecedents and Performance Effects of Exploration and Exploitation Alliances

Olli-Pekka Kauppila, Helsinki School of Economics, Finland
Risto Rajala, Helsinki School of Economics, Finland
Mika Westerlund, Helsinki School of Economics, Finland
Sami Kajalo, Helsinki School of Economics, Finland

How Competitive are we? An Assessment of Knowledge Management in the Caribbean

Julia Lewis-Spann, Nova Southeastern University, United States

Product Development – Product Development from the Customer’s Perspective

Modeling the Impact of Salesperson Attitudes, Perceived Norms, and Behavioral Intentions on the Growth Trajectory of New Products

Frank Q. Fu, University of Missouri – St. Louis, United States
Keith A. Richards, University of Tennessee at Chattanooga, United States
Douglas E. Hughes, Michigan State University, United States
Eli Jones, Louisiana State University, United States

New Product Creativity Orientation: Conceptualization of Consumer’s View of New Product Creativity

Bing Xu, New Mexico State University, United States
Robin T. Peterson, New Mexico State University, United States

Investigating the Moderation Effect of Opinion Leadership on Leading-Edge Users’ Innovativeness

Salah S. Hassan, The George Washington University, United States
Philippe Duverger, The George Washington University, United States
Consumer Behavior – Regulatory Focus Effects on Consumer Response

Promotion Versus Prevention Approaches in Safe Driving Campaigns

Georgiana Craciun, Loyola College in Maryland, United States
Jason Q Zhang, Loyola College in Maryland, United States
Dongwoo Shin, University of Seoul, Korea

Differences in Regulatory Fit Effects on Cognitions and Behavior When Marketing Messages Pertain to Personally Relevant Issues: The Role Of Personal Relevance

Jane McKay-Nesbitt, Bryant University, United States
Malcolm C. Smith, University of Manitoba, Canada

Regulatory Focus and Alternate Processing Conditions: Attribute Importance Versus Attribute Ease of Imaginability

Rajat Roy, Curtin University of Technology, Australia

Service Marketing – Strategic Issues in Retailing and Service Marketing: Part II

Customers as Publics: Contemporary Service Research from a Public Relations Perspective

JoAnna Williamson, The University of North Carolina at Chapel Hill, United States

Global and Cross-Cultural Marketing – Customer Purchasing Behavior in International Markets

Modeling Soft Drink Buyers’ Preferences for Stimulant Beverages: Empirical Evidence from an Emerging Market

Celile O. Dolekoglu, Mersin University, Turkey
Ali Kara, Penn State University-York Campus, United States
Gurkan Erel, Ziraat Bank Izmir Branch, Turkey
Oscar W. DeShields, California State University-Northridge, United States
A Study of Outshopping Determinants: Mediating Effect of Shopping Enjoyment
Chiquan Guo, University of Texas-Pan American, United States
Yong J. Wang, Ohio University, United States

Customer Value Perceptions in Global Business Markets: Exploring the Strategic Potential for Standardization
Christopher P. Blocker, Baylor University, United States
Daniel J. Flint, University of Tennessee, United States
Matthew B. Myers, University of Tennessee, United States

Supply Chain Management and Logistics – Supply Chain Management and Logistics

Re-Engineering a Reverse Supply Chain for Product Returns Services
Carol C. Bienstock Radford University, United States
M. Mehdi Amini University of Memphis, United States
Donna Retzlaff-Roberts University of South Alabama, United States
Ernest L. Nichols, University of Memphis, United States

Transparency of Scm-Ethics
Göran Svensson, Oslo School of Management, Norway

Small Countries, Small Firms, Meet Global Marketing – Collaboration and Learning

Developing New Services in Commonwealth Countries: A Cross-National Comparison
Intekhab (Ian) Alam, State University of New York at Geneseo, United States

Doctoral Colloquium – Consumer Behavior Issues

The Moderating Effect of Self Directed Learning (SDL) Environment on the Relationship Between Boredom Proneness and Performance
Nazgol Moshtaghi, University of South Florida, United States
Stefanie Boyer, University of South Florida, United States
Proceedings of the 2009 Academy of Marketing Science
(AMS) Annual Conference
Robinson, Jr., L. (Ed.)
2015, XLIII, 241 p., Hardcover
ISBN: 978-3-319-10863-6