# TABLE OF CONTENTS

## CONSUMER BEHAVIOR – CONSUMERS IN GROUPS

**Analyzing Brand Communities: Structure and Behavior** .......................................................... 1  
Dieter Ahlert, University of Muenster  
Vivian Hartleb, University of Muenster  
Maja Rohlfing, University of Muenster

**How Members of an Online Community Work Together for Independent Goals**  
Bridget M. Satinover, University of Tennessee  
Daniel J. Flint, University of Tennessee

**Consumers on a Mission: A Qualitative Study of an Ongoing Consumer Boycott**  
Karin Braunsberger, University of South Florida  
Brian Buckler, Avila University, Kansas City Missouri

## SERVICES MARKETING – SERVICE ENCOUNTERS, EXPERIENCES AND EVALUATIONS

**Reconceptualizing and Validating the SEC Framework for Understanding Consumers’ Product Evaluations** .......................................................... 4  
Carol C. Bienstock, Radford University  
Rachel K. Smith, University of Arkansas at Little Rock  
Andrea J.S. Stanal, Radford University

**Dynamic Perspective Of Service Experience: A Review Of The Literature** ............... 9  
Makam Balaji, Syracuse University

**First–Time and Repeat Visitors: What Makes a Satisfying Museum Experience?** .......................................................... 14  
Danielle A.H. Dorn, Mount Allison University  
Rosemary Polegato, Mount Allison University

**Perceptions of Value in Complaint Handling Service Encounters**  
Thorsten Gruber, Manchester Business School  
Isabelle Szmiglin, University of Birmingham  
Roediger Voss, Zurich University of Applied Sciences  
Alexander Reppel, University of London

## SPORTS MARKETING – SPONSORSHIP EFFECTS

**The Effects of Sponsorship Portfolio on Consumer Associations of the Sponsor Brand** .......................................................... 22  
P. Monica Chien, The University of Queensland  
T. Bettina Cornwell, University of Michigan  
Ravi Pappu, The University of Queensland
An Investigation into the Sponsorship Effects on Attitudes and Behavior of Rival Fans ............................................................... 23
Antonis K. Klidas, The American College of Greece
Marcel van Assen, Tilburg University
Daphne Oldenhof, Tilburg University

Negative Effects in Sponsorships: An Empirical Investigation .................. 31
David Woisetschlager, University of Dortmund
Vanessa Hessenkamp, University of Dortmund
Christof Backhaus, University of Muenster

MARKETING RESEARCH METHODS – THE FINANCING OF MARKETING WITH BRAND AND CUSTOMER METRICS

Factors Influencing the Validity of Measuring Willingness-to-Pay with Choice Based Conjoint Analysis .......................................... 32
Christina Sichtmann, Free University of Berlin
Robert Wilken, ESCP–EAP European School of Management

The Effect of a Status Cue on Personally Initiated Self–Administered Surveys .......................................................... 33
Curt J. Dommeyer, California State University at Northridge
Elizabeth A. Lugo, J.D. Power and Associates
Kelly R. Riddle, International Lease Finance Corporation
Christopher T. Tade, J.D. Power and Associates
Lily Valdivia, California State University at Northridge

A Systematic Procedure of Understanding Consumer Decision Making .......... 34
Chin–Feng Lin, National Pingtung Institute of Commerce, Taiwan

Identifying the Drivers of Corporate Reputations—In Search of a Convincing Approach ............................................................. 35
Klaus–Peter Wiedmann, Leibniz University Hannover

PRODUCT AND BRAND MANAGEMENT – WHAT KEEPS A CONSUMER LOYAL TO A PRODUCT? BRAND EQUITY AND AFFECT FOR NEW AND DISCONTINUED PRODUCTS

Exploring Brand Equity Differences between Utilitarian and Hedonic Products .............................................................. 36
Jin Yang, University of Massachusetts, Amherst
Kwong Chan, University of Massachusetts Amherst
Sengun Yeniyurt, Rutgers, The State University of New Jersey

Does Emotional Attachment to a Parent Brand Protect Extensions from Negative Word–of–Mouth .............................................................. 37
Christy Ashley, Fairfield University

Removing the Product but Retaining the Customer: How to Manage Customer Reactions to Product Elimination ........................................ 38
Christian Homburg, University of Mannheim
Jana–Kristin Prigge, University of Mannheim
Andreas Fürst, University of Mannheim
SUPPLY CHAIN MANAGEMENT – SUPPLY CHAIN MANAGEMENT PRACTICE

Supply Chain Management Ethics ................................................................. 39
Göran Svensson, Oslo School of Management

Supply Chain Management Practices in Indian Electronics Industry .................. 40
B. Raja Shekhar, University of Hyderabad
P.Umamaheswari Devi, Adikavi Nannaya University, Rajahmundry

Exploring the Potential Negative Effects of Time Pressure in Supply
Chain Relationships .................................................................................. 45
Rodney Thomas, University of Tennessee
Theodore P. Stank, University of Tennessee
Terry L. Esper, University of Tennessee

ELECTRONIC AND INTERACTIVE MARKETING – ONLINE COMMERCE THROUGH
ONLINE TRUST

Conceptualizing Effects of Cultural Web Site Design Adaptation on
Consumers’ Online Trust ........................................................................ 46
Boris Bartikowski, Euromed Marseille Ecole de Management
Nitish Singh, Saint Louis University
Dwight Merunka, University Paul Cézanne Aix–Marseille & Euromed Marseille Ecole de
Management

Dogmatism and Online Consumption: Examining the Moderating Role of
Trust and Value of Exchange Outcome .................................................... 47
Dheeraj Sharma, Ball State University
Beyaz Uludag, Ball State University
Shaheen Borna, Ball State University
Thomas Dobbelstein, University of Cooperative Education

Dynamic Online Trust .................................................................................. 48
Chris Dubelaar, Monash University, Australia
Malvin Yeo, Monash University, Australia

CONSUMER BEHAVIOR – SPECIAL FEATURES OF DECISION MAKING

Investigating Choice Behaviour Execution: A Chinese Durable
Good Perspective ....................................................................................... 49
Wei Shao, Griffith University
Sharyn Rundle-Thiele, University of Southern Queensland
Ashley Lye, Griffith University

Consumer Decision Making for Sequential Experiential Products: Does the
Product Serial Position Matter? .................................................................. 53
Dipayan Biswas, Bentley College
Dhruv Grewal, Babson College
Anne L. Roggeveen, Babson College
Design Dominates Function: Car Features and their Respective Influence on Sales ................................................................. 54
Jan R. Landwehr, University of St. Gallen
Andreas Herrmann, University of St. Gallen

BUSINESS–TO–BUSINESS – VALUE MANAGEMENT IN B–2–B MARKETS

Customer – Supplier Perspective of the Antecedents and Value Outcomes of Business Relationships........................................... 55
Lynlee Hobley, Curtin University of Technology
Peter Batt, Curtin University of Technology
Doina Olaru, University of Western Australia

Modeling the Buying Center Influence: Value Creation in Buyer–Seller Relationships ............................................................. 67
Julie K. Huntley, Oral Roberts University

DOCTORAL COLLOQUIUM – SALES MANAGEMENT/CRM ISSUES

A Three–Dimensional Model of Customer Commitment: Its Impact on Relational Outcomes ..................................................... 68
Yaser F. Alabdi, Manchester Business School, United Kingdom
Jikyeong Kang, Manchester Business School, United Kingdom

Perspective on Sales Training: Past, Present and Future ......................... 69
Stefanie Boyer, University of South Florida

Emotional Intelligence: A Diagnostic Scale Optimized for Sales Force Selection and Development .................................................. 70
Robert Cascio, University of Central Florida
Chad Milewicz, University of Central Florida

SERVICES MARKETING – WORDS AND MUSIC: LANGUAGE AND MUSIC IN SERVICES MARKETING

Linguistic Stereotyping in Call Centers ........................................ 71
Ze Wang, University of Kansas
Aaron Arndt, University of Oklahoma
Surendra N. Singh, University of Kansas
Monica Biernat, University of Kansas

The Co-creation and Co-destruction of Value through Language: An Analysis of University Service Provision to Industry within Shifting Paradigms ................................................................. 76
Anthony Lowrie, Minnesota State University, Moorhead

Towards Understanding Intention to Purchase Online Music Downloads: A South African Survey ..................................................... 77
Mounia Bounaguı, University of the Free State, South Africa
Jacque Nel, University of the Free State
Independent Musicians’ Needs for and Satisfaction with Business Services from External Providers: An Empirical Study .......................................................... 78
Tao Gao, Northeastern University
Brittanie Delava, Northeastern University
Myke Doyle, Northeastern University
Matt Shingler, Northeastern University
Chad Stearns, Northeastern University

INTERNATIONAL–MULTINATIONAL MARKETING – NEW INTERNATIONAL MARKETING THEORY AND CONSUMER INSIGHTS

The Influence of Media Exposure on Materialism, Fashion Innovativeness and Cognitive Age: A Multi–Country Study .......................................................... 79
Anil Mathur, Hofstra University
Benny Barak, Hofstra University
Keun S. Lee, Hofstra University
Yong Zhang, Hofstra University

The Impact of Consumer Animosity on Country–of–Origin Effect: Evidence from the Political Event of Chinese Opposing Japan’s UN Bid.............................. 80
Juan (Gloria) Meng, Minnesota State University
Yan Meng, Nippon Express USA, Inc.

Exploring New Dimensions of Animosity in Country Dyads through Three Case Studies: Pakistan vs. India, Korea vs. Japan, and Australia vs. France............ 81
Ji Eun Park, Saint Louis University

Toward a Service–Dominant Logic for International Marketing ...................... 82
Melissa Archpru Akaka, University of Hawaii at Manoa
Stephen L. Vargo, University of Hawaii at Manoa

MARKETING STRATEGY – GETTING PREPARED FOR THE FUTURE

Does Marketing suffer from Managerial Myopia? ......................................... 83
Jenny Darroch, Claremont Graduate University
Andrew Jardine, Chapman University

Responsible Marketing Strategies: New Challenges and Opportunities ......... 84
Carola Hillenbrand, Henley Management College
Kevin Money, Henley Management College

Controlling the Odds: Skill or Conceit? ......................................................... 85
William Boulding, Duke University
Abhijit Guha, Duke University
Richard Staelin, Duke University

CONSUMER BEHAVIOR – CONSUMING IN PUBLIC

Conspicuous Consumption of Branded Accessories ...................................... 86
Nizar Souiden, Laval University
Larry Pleshko, Kuwait University
Julien Prtenjaca, Laval University
Tobacco Purchase and Consumption by Smokers Intending to Quit .................. 87
Suzan Burton, Macquarie University
Lindie Clark, Macquarie University
Jette Bollerup, Macquarie University

The Role of Public Commitment as a Motivator for Weight-loss .................... 92
Prashanth U. Nyer, Chapman University
Stephanie Dellande, Chapman University
Niklas Myhr, Chapman University

SERVICES MARKETING – RELATIONSHIPS THAT DON'T GET BETTER, GET WORSE: NORMAN MAILER REVISITED
Relationship Quality in the Selling of Financial Services: Friends, Good and Bad Customers ................................................................. 93
Lars Backstrom, Lulea University of Technology
Lisa Papania, Simon Fraser University
Christo Boshoff, University of Stellenbosch

Why Customers Stay in Relationships: The Lock-in Factors ....................... 94
Mary P. Harrison, University of Alabama
Sharon E. Beatty, University of Alabama
Kristy E. Reynolds, University of Alabama
Stephanie M. Noble, University of Mississippi

Exploring the Dimensions of Customer Perceived Value of General Insurance ..... 95
Eappen Thiruvattal, University of Dubai
Dan Petrovici, University of Kent

Perceived Consumer Satisfaction with Service Quality: Testing the Moderating Effects of Type of Trip .................................................. 100
Janet Neal, Winston-Salem State University

MARKETING PROMOTIONS AND COMMUNICATIONS – EMOTION, AFFECT & ATTITUDE
Applying recognitions of Emotions in Speech to Extend the Impact of Brand Slogan Research: A Review .............................................. 103
Wan-Chen Wang, University of Glasgow
Luiz Montinho, University of Glasgow
Charles Chien, Feng Chia University
Yun-Maw Cheng, Tatung University
Tseng-Long Pao, Tatung University
Yu-Te Chen, Tatung University
Jung-Heng Yeh, Tatung University

Attitude Toward Advertising: An Exploratory Study of the New Generation Consumers in Bangladesh ............................................. 104
Mohammad Razzaque, University of New South Wales
Gender and Personality Drivers of Consumer Mixed Emotional Response........... 109
Ulrich R. Orth, Christian-Albrechts-Universität Kiel
Keven Malkewitz, Oregon State University
Colleen Bee, University of San Diego

SELLING AND SALES MANAGEMENT, CRM – RELATING AND SELLING TO DRIVE
CUSTOMER SATISFACTION AND FINANCIAL PERFORMANCE

The Influence of Salesperson Customer Orientation, Adaptive Selling, and
Interpersonal Listening on Consulting Effectiveness ........................................ 110
Alfred M. Pelham, The College of New Jersey
Louis Tucci, The College of New Jersey

The Role of the Sales Employee in Securing Business Customers
Satisfaction: A Multilevel Study........................................................................ 111
Heiner Evanschitzky, University of Strathclyde
Catja Prykop, Credit Suisse

The Antecedents of Interpersonal Trust in Sales and Service Relationships:A
Review and Recommendations for Future Research ........................................ 112
Gerrard Macintosh, North Dakota State University

Investigating and Asserting the Influence of the Sales Force on the
Prevention of Customers’ Late Payment.............................................................. 113
Joël Le Bon, ESSEC Business School

RETAILING – EMERGING PERSPECTIVES ON STORE ENVIRONMENTS

Brand Stress And How Consumers Cope With It? An Exploratory Analysis ........ 114
Hans H. Bauer, University of Mannheim
Carmen-Maria Albrecht, University of Mannheim
Tobias E. Haber, University of Mannheim

ETHICS AND SOCIAL RESPONSIBILITY – TURBULENCE IN THE MARKETPLACE
FROM ADS TO FUEL

Reconciling the Paradoxical Nature of Violent Advertisements:
A Thematic Analysis ......................................................................................... 115
Tim Jones, Memorial University of Newfoundland
Peggy H. Cunningham, Queen’s University

Consumers’ Responses to Advocacy Advertising: Sympathy,
Empathy, and Attitudes..................................................................................... 116
Monica LaBarge, University of Montana
Johnny Chen, University of Oregon
Robert Madrigal, University of Oregon

Consumer Reaction to Gasoline Price Increases—Price and
Environmental Consciousness .......................................................................... 117
Audesh Paswan, University of North Texas
John C. Crawford, University of North Texas
### DOCTORAL COLLOQUIUM – BRANDING ISSUES

**Effects of Self Congruity and Functional Congruity on Brand Trust: Relative Review and a Research Model** ................................................................. 118  
Wenling Wang, Drexel University

**Consumer-Based Brand Equity: A Research Synthesis and Direction** .................. 119  
Lilly Ye, University of North Texas  
Lei Huang, McGill University

**Semantic Networks of Strong and Weak Brands** .................................................. 124  
Markus Brunnthaller, University Linz

**Effects of Product Assortment on Consumers’ Brand Preferences in Retailing** .... 125  
Shan Feng, Drexel University  
Yi Liao, Drexel University

**When Firm Unethical Behavior Gets in the Way of Consumer–Brand Relationships** ........................................................................ 126  
Sebastian Schmalz, University Kiel  
Christian Albrechts University Kiel

### MARKETING METRICS – THE FINANCING OF MARKETING WITH BRAND AND CUSTOMER METRICS

**Customer Metrics for the Boardroom: What Can We Learn and Unlearn from Finance?** ................................................................. 127  
Suvi Nenonen, Hanken Swedish School of Economics and Business Administration

**Brand Valuation: A Comparison of Two Different Valuation Methods** .......... 128  
Sasu Tuominen, University of Joensuu

**A Continuous Payment Customer Migration Model with Periodicity** .................. 133  
Howard F. Dover, Salisbury University

### INTERNATIONAL-MULTINATIONAL MARKETING – SPECIAL SESSION

**Marketing to Emerging Markets: Is It Different? Challenges for the Marketing Manager and Scholar** ................................................................. 134  
Can Uslay, Chapman University  
S. Tamer Cavusgil, Michigan State University  
David Tse, University of Hong Kong  
Kate Gillespie, University of Texas at Austin

### PRODUCT AND BRAND MANAGEMENT – I LOVE MY FAKE PRADA: CONSUMER ATTACHMENTS TO HIGH-END BRANDS

**Brand Authenticity: The Role of Stability and Rarity** ......................................... 135  
Julie Anna Guidry, Louisiana State University  
George M. Zinkhan, University of Georgia  
Leona Tam, Old Dominion University
Is this Ready-to-Wear Collection a Success? The Outlook of International High Fashion Brands on Performance ................................................................. 136
Pierre-Luc Emond, Manchester Business School
Johanne Brunet, HEC Montréal
François Colbert, HEC Montréal

DOCTORAL COLLOQUIUM – SERVICES ISSUES

What Leads a Frontline Customer–Contact Employee to Engage in Service Sabotage? ........................................................................................................ 137
Diane Edmondson, University of South Florida

An Analysis of Customer–Based University Reputation and Reputational Consequences .......................................................... 138
Jamie Ressler, Nova Southeastern University

Church Marketing: An Investigation of the Role of Market Orientation in Church Participation .......................................................... 143
Riza Casidy Mulyanegara, Monash University

The Restaurant Personality Scale ........................................................................ 148
Nathalie Spielman, Concordia University

Antecedents and Consequences of Customer Confusion in Service-to-Business Markets .......................................................... 149
Jan Lakotta, European School of Management, Berlin

AMS OUTSTANDING MARKETING TEACHER AWARD WINNERS – SPECIAL SESSION

2008 AMS Outstanding Marketing Teacher Award ........................................... 150
Andrea Dixon, University of Cincinnati

2008 AMS Outstanding Marketing Teacher Award ........................................... 151
Gary Kritz, Seton Hall University

2008 AMS Outstanding Marketing Teacher Award ........................................... 152
Jakki Mohr, University of Montana

CONSUMER BEHAVIOR – PROS AND CONS IN INFORMATION PROCESSING

The Effect of Counterfactual Thinking on Behavioral Intentions: The Role of Goal Strength .......................................................... 153
Anu Sivaraman, University of Delaware
Partha Krishnamurthy, University of Houston

Food For Thought: The Impact of Counterfactual Thinking on the Use of Nutrition Information .......................................................... 154
Khaled Aboulnasr, Florida Gulf Coast University
Anu Sivaraman, University of Delaware
Leader–Focused Search: How a Tentative Preference Influences Information Selection .............................................................. 155
Kurt Carlson, Duke University
Abhijit Guha, Duke University

BUSINESS-TO-BUSINESS – GOVERNANCE ISSUES IN B–2–B

Plural Governance in Industrial Purchasing: An Exploratory Study of Combinations in Actual Use .................................................. 156
Rodney L. Stump, Towson University
Stephen K. Kim, Iowa State University

Inter–Organizational Governance in Uncertain Environments: Does Trust Matter? ........................................................................ 157
Sungmin Ryu, Sungkyunkwan University
Heesook Hong, Cheju National University
Joseph Ha, Hawaii Pacific University

Making More Foreign or Domestic Friends: The Sales Impact of a Firm’s Alliance Portfolio – Cultural Diversity and Country Experience ........................................... 158
Ning Li, George Mason University

INTERNATIONAL–MULTINATIONAL MARKETING – SPECIAL SESSION

Striking the Balance between Global Synergies and Local Responsiveness in International Marketing .......................................................... 159
Bodo B. Schlegelmilch, Vienna University of Economics and Business Administration
Bjoern Ambos, University of Vienna
Ayşegül Özsomer, Koç University
Christoph Fuchs, University of Vienna
Constantine S. Katsikeas, Leeds University
Saeed Samiee, University of Tulsa

DOCTORAL COLLOQUIUM – CHANNELS/B2B MARKETING ISSUES

Managing Channel Coordination: Modeling the Effects of Dominant Retailers’ Power on Quantity Discounts ........................................... 161
Yi Liao, Drexel University
Shan Feng, Drexel University

The Marketing Ripple in Supply Chains ......................................................................................................................... 162
Gavin Fox, Florida State University
Mark Gleim, Florida State University

Jack Crumbly, Jackson State University

Managing Channel Conflict in the Age of E–Commerce: External and Internal Factors ........................................................................ 164
Wenling Wang, Drexel University
CONSUMER BEHAVIOR – DEMYSTIFYING COUNTERFEIT CONSUMPTION: EUROPE AND CHINA

How Consumers Cope with Buying Counterfeits: Effects of Dissonance Reduction Strategies.................................................................................................................. 165
Martin Eisend, Freie University
Pakize Schuchert-Göler, Fachhochschule für Wirtschaft

Understanding Motivations to Purchase Counterfeit Items in China.................. 166
Felix Tang, Chinese University of Hong Kong
Vane-ing Tian, Chinese University of Hong Kong
Judith L. Zaichkowsky, Simon Fraser University

Demystifying Counterfeit Purchase Behavior: Towards a Comprehensive Conceptual Framework .......................................................... 167
Piyush Sharma, The Hong Kong Polytechnic University
Ricky Y. K. Chan, The Hong Kong Polytechnic University

SERVICES MARKETING – SERVICES MARKETING: INTERNATIONALIZATION AND OTHER ISSUES

Developing New Services with the Collaboration of Global Customers .......... 168
Intekhab (Ian) Alam, State University of New York at Geneseo

Performance in Internationalization of Service Firms: The Case of Computer–Related Services Sector ........................................................................ 169
Reza Etemad-Sajadi, Institut de l'entreprise, University of Neuchâtel

Complaint Intention Of Dissatisfied Customers – The Moderating Role Of Affective Commitment And Complaint Barriers ........................................ 175
Heiner Evanschitzky, University of Strathclyde, United Kingdom
Christian Brock, University of Muenster, Germany
Dieter Ahlert, University of Muenster, Germany

How Consumers are Searching: The Importance of the Internet to the Healthcare Industry ................................................................................. 176
Delonia Minor-Cooley, Texas Southern University
Alan Bush, University of Memphis
Vivek Madupu, University of Minnesota–Duluth

DOCTORAL COLLOQUIUM – PRODUCT DEVELOPMENT/INNOVATION ISSUES

National Innovativeness: the Effect of the Environment on Product Adoption.... 177
Desislava Budeva, Florida Atlantic University

Examining Flows of Design Information in New Product Development: The Moderating Role of Creativity ......................................................... 178
Ian David Parkman, University of Oregon

Daniela Freudenthaler, Johannes Kepler University Linz

xxxiii
Navigating the ‘Valley of Death’: An Investigation of Which Marketing Competencies Lead Toward Successful Technology Commercialization .......... 184
Peter Whalen, University of Oregon
Samuel Holloway, University of Oregon
Ian David Parkman, University of Oregon

Marketing, Innovation and Economic Growth .................................................. 185
Dennis Kopf, New Mexico State University

ETHICS AND SOCIAL RESPONSIBILITY – SPECIAL SESSION

The Role of Technology in Serving the Needs of Base–of–the–Pyramid Markets .................................................. 186
Sanjit Sengupta, San Francisco State University
Stanley Slater, Colorado State University
Jakki Mohr, University of Montana

MARKETING STRATEGY – CUSTOMER ORIENTATION AND CORPORATE SUCCESS

Understanding Downsizing from the Customers’ Perspective: The Role of Customer Uncertainty and Downsizing Communication .......... 187
Christian Homburg, University of Mannheim
Martin Klarmann, University of Mannheim
Sabine Winkelmann, University of Mannheim

Exploring the Causal Structure between Perceived Corporate Reputation and Consumer Satisfaction – An Experimental Investigation .......... 188
Sabrina Helm, Witten/Herdecke University
Ina Garnefeld, University of Paderborn
Julia Spelsiek, Witten/Herdecke University

Customer Value Creation: Some Empirical Evidence from Market–Oriented B2C Firms ................................................................. 189
Laurent Tournois, Advanca–Negocia, Paris

EXCELLENCE IN MARKETING EDUCATION AND INNOVATIVE TEACHING – SPECIAL SESSION

Emerging Opportunities for Teaching and Research in Virtual Worlds .......... 190
Edwin Love, University of Washington
Wendy Wilhelm, Western Washington University
John Lester, Linden Labs
Jessica Ray, Western Washington University
Robert V. Kozinets, York University
Ryszard Kedzior, Hanken–Swedish School of Economics and Business Administration
Christopher Chapman, Microsoft Corporation
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Empirical Investigation of Gender Identity on Consumers’ Product and Brand Preferences</td>
<td>191</td>
</tr>
<tr>
<td>Lilly Ye, University of North Texas</td>
<td></td>
</tr>
<tr>
<td>Lou Pelton, University of North Texas</td>
<td></td>
</tr>
<tr>
<td>Charles Blankson, University of North Texas</td>
<td></td>
</tr>
<tr>
<td>Assurance of Learning: Analysis of a Marketing Core Concepts Exam</td>
<td>192</td>
</tr>
<tr>
<td>Tara Burnthorne Lopez, Southeastern Louisiana University</td>
<td></td>
</tr>
<tr>
<td>Laurie A. Babin, University of Louisiana at Monroe</td>
<td></td>
</tr>
<tr>
<td>Elizabeth K. LaFleur, University of Southern Mississippi</td>
<td></td>
</tr>
<tr>
<td>Being the Victim: Retail Crime and Loss Prevention</td>
<td>193</td>
</tr>
<tr>
<td>Lorraine Friend, Waikato Management School</td>
<td></td>
</tr>
<tr>
<td>Challenges and Opportunities Facing the Pharmaceutical Industry:</td>
<td>194</td>
</tr>
<tr>
<td>The Road Ahead</td>
<td></td>
</tr>
<tr>
<td>Bill Trombetta, St. Joseph’s University</td>
<td></td>
</tr>
<tr>
<td>Consumer Brand Equity, Perception, Website Trust and Behavioral Intention in Relational Model</td>
<td>195</td>
</tr>
<tr>
<td>Chin-Feng Lin, National Pingtung Institute of Commerce</td>
<td></td>
</tr>
<tr>
<td>Differences in Mood Behavior on Club Vacations: The Impact of Vacationer's and Holiday's Attributes</td>
<td>196</td>
</tr>
<tr>
<td>Gunter Silberer, Georg-August-Universitat Gottingen</td>
<td></td>
</tr>
<tr>
<td>Gunnar Mau, University of Goettingen, Germany</td>
<td></td>
</tr>
<tr>
<td>Susanne Roth, Bauer Publ. Hamburg, Germany</td>
<td></td>
</tr>
<tr>
<td>Challenging First Year Marketing Students Using A Tournament Style Competition</td>
<td>197</td>
</tr>
<tr>
<td>Sharyn R. Rundle, USQ Springfield Campus</td>
<td></td>
</tr>
<tr>
<td>Kerri-Ann L. Kuhn, Griffith University</td>
<td></td>
</tr>
<tr>
<td>Supplier Orientation: Expanding the Conceptual Scope of Market Orientation</td>
<td>198</td>
</tr>
<tr>
<td>Abdullah M. Al Jafari, Oklahoma State University</td>
<td></td>
</tr>
<tr>
<td>Fernando R. Jiménez, Oklahoma State University</td>
<td></td>
</tr>
<tr>
<td>Gary L. Frankwick, Oklahoma State University</td>
<td></td>
</tr>
<tr>
<td>The Individual Barriers To Internal Integration Of Marketing And Logistics</td>
<td>199</td>
</tr>
<tr>
<td>Doral E. Sandlin, The Ohio State University</td>
<td></td>
</tr>
<tr>
<td>Keely Croxton, The Ohio State University</td>
<td></td>
</tr>
<tr>
<td>A. Michael Knemeyer, The Ohio State University</td>
<td></td>
</tr>
<tr>
<td>Claudia Rebolledo, HEC Montréal</td>
<td></td>
</tr>
</tbody>
</table>
CONSUMER BEHAVIOR – INNOVATIVE METHODS AND MEASURES FOR CONSUMER RESEARCH

Applying Neuroscience to Marketing and Consumer Research: A Review of Functional Magnetic Resonance Imaging Studies .............................................................. 200
Martin Reimann, Stanford University
Andreas Aholt, University of Hamburg
Carolin Neuhaus, University of Bonn
Oliver Schilke, Stanford University
Thorsten Telchert, University of Hamburg
Bernd Weber, University of Bonn

Dogmatism and Innovativeness: A Psychometric Evaluation of a New Measure of Dogmatism for Marketing ................................................................. 201
Ronald Goldsmith, Florida State University
Ronald Clark, East Carolina University
Kelly Cowart, Florida State University

The Impact of Consumer Innovation Types on Consumers’ New Product Adoption: A Taxonomy .............................................................. 206
Ruth Maria Stock-Homburg, Darmstadt University of Technology
Christian Erik Schultz, Darmstadt University of Technology

SERVICES MARKETING – THE CONTINUED IMPORTANCE OF TRUST AND LOYALTY IN SERVICES MARKETING

The Relationship between Service Quality, Perceived Value, Trust and Loyalty to Mobile Operators and their Services .............................................................. 207
Heikki Karjaluoto, University of Jyväskylä, Finland
Chanaka Jayawardhena, Loughborough University Business School
Minna Pihlström, Swedish School of Economics and Business Administration
Matti Leppäniemi, University of Oulu

Buyer Satisfaction and Loyalty Intention in an Online Auction: Online Auction Website Versus Online Auction Seller .............................................................. 208
Jyh-shen Chiou, National Chengchi University
Yi-Ping Sung, National Chengchi University, Taipei, Taiwan

The Role Of Trust In Relationship Marketing In Business–To–Business Financial Services .............................................................. 209
Edwin Theron, University of Stellenbosch
Nic Terblanche, University of Stellenbosch
Christo Boshoff, University of Stellenbosch
Stavroula Spyropoulou, Leeds University Business School

DOCTORAL COLLOQUIUM – ADVERTISING, CONSUMER BEHAVIOR AND INTERNATIONAL STRATEGIC MARKETING ISSUES

Why Reflect Reality? An Exploratory Study on the Effectiveness of Traditionally Attractive Models and Realistically Attractive Models in Advertising .............................................................. 214
Benjamin Barry, University of Cambridge, United Kingdom
How Personal Nostalgia Influences Giving to Charity ........................................ 219
Altaf Merchant, Old Dominion University

The Impacts of Price Messages on Consumers’ Value Perception and Buying
Intention: Testing the Mediating Effect of Perceived Sticker Shock.................... 220
Welling Zhuang, Louisiana Tech University
Qian Xiao, University of Alabama

On International Market Opportunity Assessment: Three Studies....................... 225
Shirley Ye Sheng, Florida Atlantic University

International Outsourcing: Innovation Speed, Product Quality and
Market Performance........................................................................................................ 226
Ji Eun Park, Saint Louis University

MARKETING STRATEGY – SPECIAL SESSION

Corporate Identity and Corporate Identity Management – A Comparison of
International Approaches............................................................................................... 227
John M.T. Balmer, Brunel University
Ray Holland, Brunel University
Kevin Money, Henley Management College, UK
Shaun Powell, Heriot Watt University
Klaus-Peter Wiedmann, Leibniz Universität Hannover

EXCELLENCE IN MARKETING EDUCATION AND INNOVATIVE TEACHING - SPECIAL
SESSION

Doctoral Student Life: Teaching Effectiveness, Research Productivity, and
Time Management.......................................................................................................... 228
Victoria L. Crittenden, Boston College
Janée N. Burkhalter, Georgia State University
Iana C. Nelson, Arizona State University
Nancy J. Sirianni, Arizona State University

ELECTRONIC AND INTERACTIVE MARKETING – INTERACTIVE MARKETING AND
THE VALUE OF DIGITAL INFORMATION

A Snowball Effect of Emotional Information in Electronic
Word-of-Mouth Communication ..................................................................................... 229
Lei Huang, McGill University

Antecedents of Successful SMS Advertising in Korea: The Pivotal Roles of Ad
Relevance and Responsiveness to Promotions............................................................. 230
Handan Vicdan, University of Texas–Pan American
Soonkwan Hong, University of Texas–Pan American
Michael S. Minor, University of Texas–Pan American

Factors Influencing Information Search and Satisfaction on an International
E–Health Website: A Cross–Cultural Study ................................................................. 231
Anett Kralisch, Humboldt University Berlin
Martin Eisend, Free University Berlin

xxxvii
RETAILING — CONSUMERS’ COGNITIVE PROCESSES IN RETAIL DECISION MAKING

How Does the Presence of a Guarantee Cue Impact Evaluations of a Retailer?: It Depends on Cue Typicality and the reputation Cue's Valence ........... 232
Anne L. Roggeveen, Babson College
Dhruv Grewal, Babson College

Determinants of the Intention to Buy Private Label Brands – A Revised Perspective ................................................................................. 233
Gianfranco Walsh, University of Koblenz-Landau
Vincent-Wayne Mitchell, City University of London

Customers’ Shopping Experiences and Expectations and Perception of Service Quality: A Case Study of Modern Urban Retailers in Bangladesh .......... 234
Mohammed Razzaque, University of New South Wales

POSTER SESSION – PRODUCT DEVELOPMENT/INNOVATION ISSUES

An Empirical Comparison of Computer-Based Conjoint Variants in Multi-Attribute Purchase Decisions ........................................................................ 240
Uta Herbst, European Business School
Markus Voeth, University of Hohenheim

Annoyed or Calm? The Effects of Download Delay and Background Music on Internet Users Perception of Waiting Time and Affects .................. 241
I-Ling Ling, National Chiayi University

Antecedents and Performance Outcomes of Relationship Quality: The Case of Franchising ................................................................. 242
Christoph Backhaus, University of Muenster
Markus Blut, University of Muenster
Heiner Evanschitzky, University of Strathclyde
David Woisetschläger, University of Dortmund
Dieter Ahlert, University of Muenster

Antecedents of Web Site Loyalty: Results from Four Countries .................. 243
Horst Treiblmaier, Vienna University of Economics and Business Administration
Larry Neale, Queensland University of Technology
Sandy Chong, Curtin University of Technology
Parissa Haghiriyan, Sophia University
Erdenetschimeg Oelsiechutag, Mines Mongolia Inc.

Autonomy in the Consumer Context: A Consideration for Ethical Marketing Decisions ................................................................. 244
Karen M. Hood, University of Tennessee

Do Complaining Customers Signal Manufacturing Success? ....................... 245
Gavin L. Fox, Florida State University
Joseph Cronin, Jr., Florida State University
Stephanie J. Lawson, Florida State University
Stacey Robinson, Florida State University
Do Unknown Brands Profit More from Sponsorships? ................................................................. 246
Manuel Michaelis, University of Muenster
David M. Woisetschläger, University of Dortmund

Finding a Route to Development: Images and Equity of Developing Countries........................................ 247
Louise A. Heslop, Carleton University
Christie Jamieson, Carleton University

Globalization and the Islamic-Arab Region: The Need for and Role of Advanced Business Education in the Middle East and Northern Africa .................. 248
Van R. Wood, Virginia Commonwealth University
Mike Pitts, Virginia Commonwealth University

The Power of Passion: Assessing Antecedents and Outcomes of Brand Passion ......................................................... 249
Hans H. Bauer, University of Mannheim
Daniel Heinrich, University of Mannheim
Isabel Martin, University of Mannheim
Tobias E. Haber, University of Mannheim

The Role of Mood and Attribute Expectation on Recall: Comparing Broaden-and-Build Theory to the Affect Infusion Model .................................................. 250
Nobuyuki Fukawa, Louisiana State University
Ronald W. Niedrich, Louisiana State University
Judith Anne Garretson Folse, Louisiana State University

SERVICES MARKETING – SERVICE WITH A SMILE: GRINS, GREETINGS, GARB AND GEAR IN SERVICE ENCOUNTERS

Hello Stranger! – Applying the Concept of Interpersonal Attraction in Developing Better Customer–to–Customer Experience ................................................................. 251
Chun-Ming Yang, Ming Chuan University
Jacob Y.H. Jou, National Sun Yat-Sen University
Yi-Lin Ling, National Chia–Yi University
Yi-Fen Liu, National Sun Yat–Sen University

Employee Smile in Service Encounters: A Review of the Literature and Future Research Directions ................................................................. 252
Gianfranco Walsh, University Koblenz–Landau
Thomas Kilian, University Koblenz–Landau
Urs Kuhlmann, University Koblenz–Landau
Mehul Garg, University of Strathclyde Business School

Blind Judgment at First Sight: Trusting Physicians from Their Attire .................. 253
Mehdi Ghazisaeedi, Luleå University of Technology
Colin Campbell, Simon Fraser University
Bahar Ashnai, Manchester Business School
Ronika Chakrabarty, Leeds University Business School
The Effect of Backstage Visualization on Consumption Evaluation: Three-Stage Model of Service Consumption Approach ........................................ 254
Yi-Fen Liu, National Sun Yat-Sen University
Jacob Y. H. Jou, National Sun Yat-Sen University
Chun-Ming Yang, Ming Chuan University

CONSUMER BEHAVIOR – CB ON THE ROAD – INTERNATIONAL APPLICATIONS AND TRAVEL INDUSTRY BEHAVIOR

Consumer Traits, Motives and Mood: Influencers on Group Travel Evaluations .............................................................................. 255
Stuart Levy, The George Washington University
Donald Getz, University of Calgary

The Impact of Maturation and Attitude Importance on Industry Support .......... 256
Mark Pritchard, Central Washington University
Denis Leclerc, Thunderbird Graduate School

EXCELLENCE IN MARKETING EDUCATION AND INNOVATIVE TEACHING – TEACHING PEDAGOGY: SIMULATIONS, GROUP PROJECTS, AND CASE DISCUSSIONS

Encouraging Cross-Functional and Group Based Learning: The Simulation Exercise ............................................................................... 257
Niall Piercy, University of Bath

Experimenting with a Team Norm Intervention in a Marketing Simulation: Why isn’t this Working? .......................................................... 258
Sandra Mottner, Western Washington University
Shawn Thelen, Hofstra University

Client vs. Non-Client Group Projects: Do Students Perceive any Differences? ................................................................. 259
Amy L. Parsons, King’s College
Elzbieta Lepkowska-White, Skidmore College

A Prescription for Tablets: Using Pen-Based Computing in the Marketing Case Class ........................................................................... 260
Leyland F. Pitt, Simon Fraser University

ETHICS AND SOCIAL RESPONSIBILITY – ORGANIZATIONAL ETHICS, STAKEHOLDER ENGAGEMENT, & CORPORATE SOCIAL RESPONSIBILITY

Engaging, Balancing, Bridging: Understanding the Complexity of Stakeholder Engagement .............................................................. 261
Maureen Bourassa, Queen’s University
Peggy H. Cunningham, Queen’s University

Code of Ethics In Australia, Canada, and Sweden ............................................. 262
Göran Svensson, Oslo School of Management
Greg Wood, Deakin University
Jang Singh, University of Windsor
Michael Callaghan, Deakin University
Business Ethics Characteristics of an (Un)ethical Decision Maker ...................... 267
Michael G. Luckett, University of South Florida
Karin Braunsberger, University of South Florida

When Companies Do Good: Building Trust Through Corporate Social Responsibility—An Empirical Study ................................................................. 268
Frank Huber, University of Mainz
Isabel Matthes, University of Mainz
Johannes Vogel, University of Mainz
Kai Volhardt, University of Mainz

Consumers’ Propensity to Choose Non–Conventional Health Care Treatments: Hippocratic or Hypocratic Prognosis for U.S. Health Care? .......... 273
Rajasree K. Rajamma, Fairfield University
Lou E. Pelton, University of North Texas
Anne Liu, Loyola Marymount University

BUSINESS–TO–BUSINESS – SPECIAL SESSION

Learning to be Market Driven: Experiential Programs for Technical Professionals ........................................................................................................ 274
Chris Halliwell, California Institute of Technology
Kenneth Pickar, California Institute of Technology
Dennis Fritsche, Texas Instruments

SERVICES MARKETING – SERVICE BRANDS, SERVICE OFFERINGS: BRAND AND PRODUCT DECISIONS IN SERVICES MARKETING

Drivers of Service Brand Extension Success ................................................................. 275
Christina Sichtmann, Freie Universitaet
Maren Klein, Freie Universitaet

The Moderating Effect of Brand Inertia on the Relationship between Switching Costs and Loyalty ........................................................................... 276
Hsiu-Yuan Tsao, Takming University of Science and Technology

Consumer–Brand Virtue Character Congruence In a Retail Service Setting .... 277
Rosa Chun, Manchester Business School

Convergence In Healthcare: Why Can’t A Product Be More Like A Service? .... 278
Bill Trombetta, St. Joseph’s University

SPORTS MARKETING – SPORTS CONSUMPTION

Old School Values in a New School Consumption Environment: A Study of the Arena Football League ................................................................. 282
K. Damon Aiken, Eastern Washington University
Richard M. Campbell, Jr., Sonoma State University
Ajay Sukhdial, Oklahoma State University
Athletic Giving and Academic Giving: Maximizing Individual Donor Giving to Educational Institutions
Jeffrey L. Stinson, Central Washington University
Dennis R. Howard, University of Oregon

A Comprehensive View of High- and Extreme-Risk Consumption: The HERC Model
Philip J. Trocchia, University of South Florida
George Zinkhan, University of Georgia
Karin Braunsberger, University of South Florida

CONSUMER BEHAVIOR – NEW DIRECTIONS IN CONSUMER RESEARCH

The Impact of Informal Roles on Information Diffusion: In Search of the Go-to-Guy
Edward Nowlin, University of Nebraska–Lincoln
Susie Pryor, Washburn University

Making Probability Judgments of Future Product Failures: The Role of Mental Unpacking
Dipayan Biswas, Bentley College
L. Robin Keller, University of California
Bidisha Burman, Appalachian State University

An Examination of Regifting: A look at the Behaviors Behind this Gift-Giving Phenomenon
Esther Swilley, Kansas State University
Kelly Cowart, Florida State University
Leisa Flynn, Florida State University

MARKETING PROMOTIONS AND COMMUNICATIONS – CREATIVITY AND THE ABILITY TO CHANGE POSITIONS

New Customer Promotions and Their Impact on Existing Customers
David Woisetschlager, University of Dormond
Heiner Evanschitzky, University of Strathclyde
Maike Jochisch, University of Dormond
Ian Grant, University of Strathclyde

INTERNATIONAL–MULTINATIONAL MARKETING – ENTERING INTERNATIONAL MARKETS

Antecedents to Market-Oriented Behavior: A Study of International Joint Ventures
Tiffany Kit Peng Lam, University of Macau
John W. Cadogan, Loughborough University

Setting a Platform to Enhance Foreign Subsidiaries' Market Responsiveness
Ruby P. Lee, Florida State University
Qimei Chen, University of Hawaii at Manoa
Xiongwen Lu, Fudan University
Standardization vs. Localization of Firms’ Corporate Philanthropy Strategies when Entering Foreign Markets
John Peloza, Simon Fraser University
Michael A. Merz, University of Hawaii at Manoa
Qimei Chen, University of Hawaii at Manoa

Technology Acquisition and Business Performance Under Guanxi: The Moderating Role of Business Networks and Government Relationships in China
Joseph C. Miller, Michigan State University
Xiaoyun Chen, University of Hong Kong

EXCELLENCE IN MARKETING EDUCATION AND INNOVATIVE TEACHING – ASSESSING CONTENT, DELIVERY, AND OPTIONS: HOW ARE WE DOING?

Good Grades or Fair Grades: The Impact of Expected and Deserved Grades on the Student Evaluation of Instruction
Matthew P. Bunker, University of Northern Iowa
Dennis E. Clayson, University of Northern Iowa

Re-Engineering Assessment Practices: A Case Study on the use of Multiple-Choice Tests in a Marketing Class
Mercedes F. Douglas, University of Strathclyde
Sean Ennis, University of Strathclyde
Juliette Wilson, University of Strathclyde

Belgian Waffles and British Beer: Does it Affect Students’ Consumer Ethnocentrism?
Mary M. Long, Pace University
Dennis M. Sandler, Pace University

SUPPLY CHAIN MANAGEMENT – SUPPLY CHAIN MANAGEMENT THEORY

Perspectives on Marketing vis-à-vis SCM
Paul D. Larson, University of Manitoba
Jack D. Kulchitsky, University of Calgary

A Model of Integrated Supply Chain Capability and Scale Development
Karthik N. S. Iyer, University of Northern Iowa

CRM, SRM, and Integrated NPD: Having the Right Product versus Having the Product Right
François F. Charvet, The Ohio State University
Doral E. Sandlin, The Ohio State University
David A. Collier, Florida Gulf Coast University
Darryl D. Wilson, Old Dominion University
CONSUMER BEHAVIOR – STILL FIGURING OUT INDIVIDUAL DIFFERENCES

Exploring Vanity-Related Attitudes to Identify Customer Segments: Framework Development and First Empirical Results ............................................. 311
Klaus-Peter Wiedmann, Leibniz University of Hanover
Nadine Hennigs, Leibniz University of Hanover
Astrid Siebels, Leibniz University of Hanover
Frank Bachmann, Leibniz University of Hanover

Consumers’ Willingness to Pay for Recycled versus New/conventional Products ............................................. 312
Leila Hamzaou Essoussi, University of Ottawa
Jonathan D. Linton, University of Ottawa

The Interrelationship of Stock Ownership and Customer Relationship Volume ................................................................. 313
Jaakko Aspara, Helsinki School of Economics
Henrich Nyman, Swedish School of Economics and Business Administration
Henriikki Tikkanen, Helsinki School of Economics

SERVICES MARKETING – THE HUMAN VARIABLE IN THE SERVICES MARKETING EQUATION: THE IMPORTANCE OF PEOPLE

Exploring the Implications of Relationship between Internal Marketing and External Marketing ............................................. 314
Chin-Feng Lin, National Pingtung Institute of Commerce
Chen-Su Fu, National Cheng Kung University

Internal Marketing in the Travel Agency Industry in the Western Cape Province of South Africa ................................................................. 315
Mornay Roberts-Lombard, University of Johannesburg

Consumer–to–Consumer Interactions During Group Travel Experiences: Assessing Motivations, Influencers, and Management Actions ............................................. 316
Stuart Levy, George Washington University

ELECTRONIC AND INTERACTIVE MARKETING – E-COMMERCE AND THE E-CUSTOMER CHALLENGE

Beyond Trial: Consumer Assimilation of E-Banking ............................................. 317
Devon S. Johnson, Northeastern University

Shopping Online: The Role of Attribute-Benefit Mapping Information .............. 318
Suresh Sundaram, University of Delaware
Partha Krishnamurthy, University of Houston
Edward A. Blair, University of Houston

Virtual Connections: The Role of Avatars in Online Relationship Marketing ....... 319
David G. Taylor, University of North Texas
BUSINESS–TO–BUSINESS – INTERORGANIZATIONAL ISSUES IN B–2–B

Motivations for Adaptive versus Substantial Commitment in a New Sales Program .................................................. 324
Flora Fang Gu, Hong Kong Polytechnic University
Namwoon Kim, Hong Kong Polytechnic University

Common Knowledge in Buyer–Supplier Relationships and its Moderating Effect on the Relationship between Environmental Uncertainty and Relational Contracts .................................................. 325
Jon Bingen Sande, Norwegian University of Life Sciences
Sven A. Haugland, Norwegian School of Economics and Business Administration

Measuring Network Competence in an Emerging Market: Results of a Pilot Study in South Africa .................................. 326
Gert Human, University of Cape Town

RETAILING – CURRENT ISSUES IN RETAILING

The Impact of Standardization and Adaptation on performance in Retailing: Evidence from Franchising .................................. 327
Tobias Heussler, University of Muenster
Christof Backhaus, University of Muenster
Hai Van Duong Dinh, University of Muenster
Markus Blut, University of Muenster
Dieter Ahlert, University of Muenster

New Kid on the Block: The Impact of Digital Signage as a Retail Atmospheric Tool .................................................. 328
Charles Dennis, Brunel University
Richard Michon, Ryerson University
Andrew Newman, University of Salford

Fashion Shoppers' Response to the Retail Mall Environment .................................................. 329
Richard Michon, Ryerson University
Donna Smith, Ryerson University
Hong Yu, Ryerson University
Jean–Charles Chebat, HEC Montreal

Another Type of "Secret Shopping? The Effects of Presence of Others on Compulsive Buying .................................................. 330
Brian Buckler, Avila University
Karin Braunsberger, University of South Florida

MARKETING STRATEGY – CREATING STRATEGIC OPPORTUNITIES

Market Creation: A Path to Sustainable Competitive Advantage .................................................. 331
Jenny Darroch, Claremont Graduate University
Morgan P. Miles, Georgia Southern University
Andrew Jardine, Chapman University
The Strategic Side of Trends: On Deviance, Normalization, and the Creation of Markets
................................................................................................................................. 332
Franz Liebl, Berlin University of the Arts

Organizational search and market orientation........................................................................ 333
Hans Elbe Sørensen, University of Southern Denmark
Nils Stieglitz, University of Southern Denmark

EXCELLENCE IN MARKETING EDUCATION AND INNOVATIVE TEACHING – THE MARKETING DISCIPLINE: SCHOLARSHIP, COURSE DESIGN, AND VALUE CREATION

A Backward Glance of Who and What Marketing Scholars have been Researching, 1977–2002........................................................................................................... 334
Douglas West, University of Birmingham
John B. Ford, Old Dominion University
Vincent P. Magnini, Longwood University
Michael S. LaTour, Nevada–Las Vegas
Michael J. Polonsky, University of Victoria

Putting the ‘Business’ Back into B–School Education.......................................................... 339
Ian Cross, Bentley College
Roy A. Wiggins, III, Bentley College
Pierre Berthon, Bentley College

Teaching Elephants to Dance!: Building Sustainable Systems for Value Creation
........................................................................................................................................ 340
Bill Dodds, Fort Lewis College

EXCELLENCE IN MARKETING EDUCATION AND INNOVATIVE TEACHING – SPECIAL SESSION

Creating Value in Marketing Courses.................................................................................... 341
Richard C. Hanna, Northeastern University
Felicia G. Lask, Northeastern University
Scott D. Swain, Boston University
Richard C. Hanna, Northeastern University
S. Adam Brasel, Boston College
Roy D. Adler, Pepperdine University