# Table of Contents

**Doctoral Colloquium Session—Latest Methodological Considerations**

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Application of Clusterwise Logistic Regression to Complaint Data</td>
<td>1</td>
</tr>
<tr>
<td>Gavin L. Fox, Florida State University</td>
<td></td>
</tr>
<tr>
<td>Optimum Price Premium of Experience Products: A Categorical Hybrid Conjoint Approach</td>
<td>2</td>
</tr>
<tr>
<td>Atanu Adhikari, Syracuse University</td>
<td></td>
</tr>
<tr>
<td>Accounting for Euclidean Distance in Clusterwise Regression</td>
<td>3</td>
</tr>
<tr>
<td>Gavin L. Fox, Florida State University</td>
<td></td>
</tr>
<tr>
<td>Primacy Effect or Recency Effect? A Long-Term Memory Test of the 2006 Super Bowl Commercials</td>
<td>4</td>
</tr>
<tr>
<td>Cong Li, University of North Carolina at Chapel Hill</td>
<td></td>
</tr>
<tr>
<td>For Better or Worse: Extending the Impacts of Referent Attractiveness on Self-Esteem and Purchase Intentions</td>
<td>5</td>
</tr>
<tr>
<td>Edward Ramirez, Florida State University</td>
<td></td>
</tr>
<tr>
<td>Gavin L. Fox, Florida State University</td>
<td></td>
</tr>
</tbody>
</table>

**Retailing—Mood and Emotion in a Retail Setting**

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impulse Buying as a Mood-Booster: Evidence from an Experimental Study</td>
<td>6</td>
</tr>
<tr>
<td>Anna S. Mattila, Pennsylvania State University</td>
<td></td>
</tr>
<tr>
<td>Li Miao, Pennsylvania State University</td>
<td></td>
</tr>
<tr>
<td>The Role of Store Experiences and Personalities in Creating Consumer Emotional Attachments</td>
<td>7</td>
</tr>
<tr>
<td>and Loyalty to Brands</td>
<td></td>
</tr>
<tr>
<td>Ulrich R. Orth, Christian-Albrechts-Universitat Kiel</td>
<td></td>
</tr>
<tr>
<td>Marianne McGary-Wolf, California Polytechnic State University</td>
<td></td>
</tr>
<tr>
<td>Steffi Gal, Christian-Albrechts-Universitat Kiel</td>
<td></td>
</tr>
<tr>
<td>Consumer Shopping Experience in the Mall: Conceptualization and Measurement</td>
<td>8</td>
</tr>
<tr>
<td>Haiyan Hu, Utah State University</td>
<td></td>
</tr>
<tr>
<td>Cynthia Jasper, University of Wisconsin - Madison</td>
<td></td>
</tr>
</tbody>
</table>

**Consumer Behavior—Consumers Perceptions of Corporate Social Responsibility**

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does One Bad Apple Soil the Whole Bunch? A Social Identity Explanation</td>
<td>9</td>
</tr>
<tr>
<td>of Consumers’ Reactions to Employee Morality</td>
<td></td>
</tr>
<tr>
<td>Allison R. Johnson, Queen’s University</td>
<td></td>
</tr>
<tr>
<td>Valerie Folkes, University of Southern California</td>
<td></td>
</tr>
<tr>
<td>The “Boomerang Effect” of CSR Promotion Campaigns during Corporate Crises</td>
<td>10</td>
</tr>
<tr>
<td>Joelle Vanhamme, RSM-Erasmus University</td>
<td></td>
</tr>
<tr>
<td>Valerie Swaen, University Catholique de Louvain</td>
<td></td>
</tr>
<tr>
<td>Guido Berens, RSM-Erasmus University</td>
<td></td>
</tr>
</tbody>
</table>
The Importance of Values Motivation and Expectations for Consumers’ Responses to Corporate Social Responsibility
Ursa Golob, University of Ljubljana
Klement Podnar, University of Ljubljana
Zlatko Jancic, University of Ljubljana

Sports Marketing–Fan Avidity: Painted Faces and Screaming Voices

The Role of Sport Team-Public Relationships in Strengthening Team Identification
Gi-Yong Koo, University of Tennessee
Adam Love, University of Tennessee
Jiho Kim, University of Tennessee

Examining Attitude Strength Properties in Team Attachment
Mark P. Pritchard, Central Washington University
Daniel C. Funk, Griffith University

Where Have You Gone, Involvement? A Taxonomy of Consumer Involvement
Ian David Parkman, University of Oregon

The Effects of Sports Sponsorship on Attitudes and Purchase Intention: An Empirical Investigation of Direct and Moderating Effects
Frank Huber, University of Mannheim
Kai Vollhardt, University of Mainz
Isabel Matthes, University of Mainz

Doctoral Colloquium Session– Ethics, Covert Marketing, Church Marketing and Negative Rumor Mongering

Societal and Organizational Effects of Covert Marketing: A Persuasion Knowledge Model Approach
Stefanie Boyer, University of South Florida
Brent Baker, University of South Florida

Why Do Managers Persist with Bad Decision-Making? A Case for Organizational Harmony
Edward Nowlin, University of Nebraska-Lincoln

Church Marketing: The Application and Examination of the Motivation Process Model in a Non-Profit Context
Riza Casidy Mulyanegara, Monash University, Australia

When Corporate Actions and Consumer Values Collide: Does Consumer Religious Commitment Influence Store Loyalty and Consumer Complaint Intentions?
Krist R. Swimberghe, Louisiana Tech University

Gilding the Lie: Using Brand Ambassadors to Capitalize on Negative Rumors About Their Organizations: An Initial Test of the Learning Model
Carolyn Holton, University of South Florida
Diane R. Edmondson, University of South Florida
B-2-B and Relationship Marketing—Managing Channel Relationships for Success

Factors Affecting Relational Value and Relationship Quality in Relationship Success: A Network Perspective ................................................................. 37
Angela Hausman, Xavier University
Vishal Kashyap, Xavier University
Wesley J. Johnston, Georgia State University

Distribution Relationship Management (DRM): A Conceptualization ................................................................. 38
Frederick Hong-kit Yim, Drexel University

How Fair Is It? The Distributor’s View in Channel Collaborations ................................................................. 39
Flora Fang Gu, Hong Kong Polytechnic University
David K. Tse, University of Hong Kong

International/Multinational Marketing—Organizational Challenges in the Age of Globalization

Intra- and Inter-coordination of Export Manufacturers: A Cluster Analysis of Indigenous Chinese Exporters ............................................................................. 40
Chun Zhuang, University of Vermont
Zuohao Hu, Tsinghua University

A Contrast of Manufacturing and Service Firms on the Dimension of Preparation for Terrorism ................................................................. 41
Michael R. Czinkota, Georgetown University
Gary A. Knight, Florida State University

Marketing Standardization or Adaptation: The MNC Subsidiaries (MNCs) Approach in Emerging Markets ................................................................................. 42
Hoa Hong Pham, Victoria University
Susan Zeidan, Victoria University

Organizations That Are International From Inception: Conceptual Differences in Terminology ................................................................................. 48
Janice M. Payan, University of Northern Colorado
Goran Svensson, Oslo School of Management

Services Marketing—Refining Relationships: New Perspectives on Commitment, Trust, and Loyalty

Moderator Variables that Impact the Link between Satisfaction and Loyalty ................................................................................. 49
Hans Froehling, HCA Healthcare

The Influences of Communication and Attraction in the Trust-Relationship Commitment Model: An Empirical Investigation ........................................................................ 50
Norizan Mohd Kassim, Qatar University, Qatar
Nor Asiah Abdullah, Multimedia University, Malaysia

Determinants of Student Loyalty in Higher Education: A Relationship Marketing Approach ........................................................................ 51
Jose’ I. Rojas-Mendez, Universidad de Talca, Chile
Arturo Z. Vasquez-Parraga, University of Texas-Pan American
Excellence in Marketing Education and Innovative Teaching—The Many Facets of Learning—From Blogging to Mentoring

A Process for Demonstrating Assurance of Learning for Marketing Majors ................................................................. 52
Laurie A. Babin, University of Southern Mississippi

Blogging: Trial and Error in the Services Marketing Course ........................................................................................................... 57
Jane P. Wayland, East Illinois University

Marketing Education Via Outside Mentoring .......................................................................................................................... 62
Roy D. Adler, Pepperdine University

Student Satisfaction with Group Work: Perceptions and Attitudes ......................................................................................... 67
Jan Owen, Carthage College

Doctoral Colloquium Session—Sales, Relationship and Distribution Strategies

Driving Miss Daisy: Age and Gender Stereotypes in Target Marketing .................................................................................. 74
Kelly O. Cowart, Florida State University

Enhancing the Return on CRM: An Empirical Investigation of CRM Processes and Level of Maturity .................................................. 75
Michael Shumanov, Monash University, Australia

The Implications of Marketing Definition Ambiguity on Sales and Marketing Integration ....................................................... 76
Peter S. Whelan, University of Oregon

Salesperson Homogeneity and Physical Attractiveness in the Retail Environment:
A Conceptual Model .................................................................................................................................................. 77
Kathrynn Pounders, Louisiana State University

Assessment of the Impact of Distribution Channel Conflict on Channel Efficiency: Few Improvised Conceptual Models for Various Conflict Resolution Strategies .................................................................................. 78
Ramendra Singh, IIM Ahmedabad, India

Contributions to Retailing and Personal Selling

Uncovering Opportunities for Cross-selling & Up-selling in the Spanish Financial Services Industry:
who, what and when ................................................................................................................................................ 79
Maria T. Salazar, The University of Edinburgh

A Managerial Perspective of Retail Assortments: Deciding What to Carry ................................................................................ 86
Christopher M. Miller, Bond University
Sports Marketing–Branding in Sports: The Rub-Off Effect

Utilizing Latent Brand Equity as a Foundation for Building Global Sports Brands .......................................................... 90
Simon Chadwick, University of London
Matthew Holt, University of London

Effects of Dimensions of Service Quality on Spectators’ Cognitive and Affective Responses:
Minor League Baseball............................................................................................................................................................ 99
Gi-Yong Koo, University of Tennessee
Rob Hardin, University of Tennessee
Steven McClung, Florida State University
T. Jung, SUNY Oswego
Joseph Cronin, Florida State University
Clay Vorhees, Michigan State University

Is the Honeymoon Over? A Five Year Case Study of an American Hockey League’s Fan Characteristics and Implications for Sport Managers .............................................................. 103
Kimberly L. Bogle, Southern New Hampshire University
Douglas D. Blais, Southern New Hampshire University

Values Shopping by Fans: Brand Values and Consumer Brand Attitudes ............................................................................. 108
Adam J. Marquardt, University of Oregon
Lynn R. Kahle, University of Oregon
John Godek, University of Oregon

Marketing Strategy–Customer Relationship Management

Putting the Implementation of Customer Relationship Management into Context .......................................................... 109
Marion Steel, Monash University

Analysis of the AFP Industry Using Customer Lifetime Value ............................................................................................ 111
Enrique Manzur, Universidad de Chile
Sergio Olavarrieta, Universidad de Chile
Pedro Hidalgo, Universidad de Chile

Performance Measurement for Customer Relationship Management (CRM): Empirical Findings .............................. 112
Siriphan Pinnington, University of Hertfordshire
Martyn Jones, University of Hertfordshire

Consumer Behavior–Eeny-Meeny, Miney-Mo: Factors Influencing Choice and Satisfaction

Presentation Order Effects on Choice in Sequential Searches: Price Quality Tradeoffs ...................................................... 118
Carol W. DeMoranville, Bryant University
Noreen M. Klein, Virginia Polytechnic Institute and State University
Denise D. Schoenbachler, Northern Illinois University
Satisfaction, Value, and Loyalty in the Consumption Experience: An Empirical Test
Aurea Helena Puga Ribeiro, Fundacao Dom Cabral
Anandy Kassis de Faria Alvim Hannas, FACIG Business School of Manhuacu/MG
Plinio Rafael Monteiro, Federal University of Minas Gerais

Selection of Private Hospitals in a Third World Country: An Exploratory Study of Health Consumers’ Hospital Search and Evaluation Behaviors
Mohammed Abdur Razzaque, University of New South Wales

Doctoral Colloquium Session—Consumer Behavior Issues

Exploring the costs of Material Possession Attachment
Jamie Ressler, Nova Southeastern University

Toward the Construction of the Ideal Self: A Sexual Selection Perspective
Brent Baker, University of South Florida
Stephanie Boyer, University of South Florida

Features, Controls and Density: An Examination of Pre and Post-Purchase Behavior in Regards to Increased Product Function
Joseph C. Miller, Michigan State University

Brand Switching and the Elderly Consumer
Komal Gyani Karani, Drexel University

Service Marketing—Evaluating Service Technology—All the Modern Conveniences

Understanding Preference for High-Speed Rail Service: A Consumer Logistics Perspective
Kenneth C. Gehrt, San Jose State University
Mahesh Rajan, San Jose State University
Matthew O’Brien, Bradley University
Tomoaki Sakano, Waseda University, Japan
Naoto Onzo, Waseda University, Japan

Examining the Dimensions of Convenience in Self-Service
Joel E. Collier, Mississippi State University
Daniel L. Sherrell, University of Memphis

Cyberbanking: Are Customers Ready to be 100% Electronic?
E. Serra Yurtkoru, Marmara University, Turkey
Beril Sipahi, Marmara University, Turkey
Aypar Uslu, Marmara University, Turkey
Product and Brand Management–New Product Innovation: Global Diffusion, Information Drivers, and Stakeholder Impacts

Global Diffusion of a Radical Innovation in Life Science Research: A Longitudinal Study on Adopter Networks
Yansong Hu, UCD Michael Smurfit School of Business, Ireland
Damien McLoughlin, UCD Michael Smurfit School of Business, Ireland

The Role of Information Processing in New Product Success: A Meta-Analytic Investigation
Iryna Pentina, University of North Texas
David Strutton, University of North Texas
Gary Holmes, University of North Texas

How Do Stakeholders Matter in Product Innovation?
Paul H. Driessen, Radboud University Nijmegen, The Netherlands
Bas Hillebrand, Radboud University Nijmegen, The Netherlands

Marketing Promotion and Communication–Consumer Responses to Promotional Effects
Materialism and Compulsive Buying in Turkey: Exploring Gender and Age Differences
Handan Vicdan, University of Texas-Pan American
Sindy Chapa, University of Texas-Pan American

The Effect of Product Sampling on Brand Image
Insaf Ben Amor, Institute of Firms Administration (IAE) Lille, France
Francis Guilbert, Institute of Firms Administration (IAE) Lille, France

Consumers’ Non-Conscious Intrusion Detection Systems: The Link Between Psychological Reactance and Ad Irritation
Clinton L. Amos, University of North Texas
Gary R. Holmes, University of North Texas
Lixuan Zhang, College of Charleston

Doctoral Colloquium Session–International Marketing and Cross-Cultural Research
Can Women Hold Half of the Sky: A Longitudinal Study of Print Ads on Women’s Consumption and Gender Stereotyping in China
Lilly Ye, University of North Texas

National Culture, Organization Structure and Innovation: A Contingency Theory Perspective
Abhijit Patwardhan, University of Mississippi

B-2-B and Relationship Marketing–New Perspectives in B2B Relationships
“Unbundling” Customer Loyalty: The Relationships Between Affective Commitment, Calculative Commitment and Purchasing Behavior
Beth R. Davis, University of Louisville
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conceptualizing, Measuring, and Managing Customer Share in Key Supplier Relationships</td>
<td>149</td>
</tr>
<tr>
<td>Andreas Eggert, University of Paderborn</td>
<td></td>
</tr>
<tr>
<td>Wolfgang Ulaga, ESCP-EAP European School of Management</td>
<td></td>
</tr>
<tr>
<td>A Dynamic Theory of Competitive Rationality to Explain the Internal Behavior of Solutions Oriented Firms</td>
<td>150</td>
</tr>
<tr>
<td>Leff Bonney, University of Tennessee</td>
<td></td>
</tr>
<tr>
<td>Supply Chain Management–Inter-organizational Issues in Supply Chain Management</td>
<td>151</td>
</tr>
<tr>
<td>Broadening the Horizons of Bullwhip Effect: A Proposal</td>
<td></td>
</tr>
<tr>
<td>Goran Svensson, Oslo School of Management</td>
<td></td>
</tr>
<tr>
<td>How to Attain the Desired Outcomes Through Channel Conflict Negotiation</td>
<td>152</td>
</tr>
<tr>
<td>Annie H. Liu, Loyola Marymount University</td>
<td></td>
</tr>
<tr>
<td>Cecilia Ruvalcaba, Loyola Marymount University</td>
<td></td>
</tr>
<tr>
<td>Measuring Trust in an Inter-organizational Context</td>
<td>153</td>
</tr>
<tr>
<td>Haozhe Chen, University of Oklahoma</td>
<td></td>
</tr>
<tr>
<td>Soonhoong Min, University of Oklahoma</td>
<td></td>
</tr>
<tr>
<td>Consumer Behavior–Transcending to a Higher Purpose: Spirituality, Charity, and Materialism</td>
<td>154</td>
</tr>
<tr>
<td>Exploring Consumers’ Spiritual Development in Adulthood: Possible Implications for Marketing Organizations</td>
<td></td>
</tr>
<tr>
<td>T. Dobbelstein, BA-University of Co-operative Education</td>
<td></td>
</tr>
<tr>
<td>M.A.O. Dos Santos, University of Johannesburg</td>
<td></td>
</tr>
<tr>
<td>F.J. Herbst, University of Johannesburg</td>
<td></td>
</tr>
<tr>
<td>Materialism and Compulsive Buying in Turkey: Exploring Gender and Age Differences</td>
<td>155</td>
</tr>
<tr>
<td>Handan Vicdan, University of Texas-Pan American</td>
<td></td>
</tr>
<tr>
<td>Michael S. Minor, University of Texas-Pan American</td>
<td></td>
</tr>
<tr>
<td>Doctoral Colloquium Session– Internet Marketing Issues</td>
<td>165</td>
</tr>
<tr>
<td>Tracking the ‘Web Site Life Cycle’: A Model for Web Site Expansion and Consumer Involvement</td>
<td></td>
</tr>
<tr>
<td>Kendall Goodrich, Florida Atlantic University</td>
<td></td>
</tr>
<tr>
<td>Do the Factors of Online Store Image Have a Parallel Relationship?</td>
<td>166</td>
</tr>
<tr>
<td>Ming-Yi Chen, Nation ChengChi University, Taiwan</td>
<td></td>
</tr>
<tr>
<td>Multiple Constituents, Conflicting Expectations</td>
<td>167</td>
</tr>
<tr>
<td>Terry Beckman, Queen’s University, Canada</td>
<td></td>
</tr>
<tr>
<td>Compulsive Buyers in the Internet Auction Context: Netnographic Evidence</td>
<td>168</td>
</tr>
<tr>
<td>Timucin Ozcan, University of Rhode Island</td>
<td></td>
</tr>
<tr>
<td>Traffic vs. Trust: Does ‘Sex Sell’ on eBay.com?</td>
<td>169</td>
</tr>
<tr>
<td>Michael Gielbelhausen, Florida State University</td>
<td></td>
</tr>
</tbody>
</table>
Consumer Behavior—Persuasion and Image: Mirror, Mirror on the Wall, Who’s the Fairest of Them All?

The Impact of Identification on the Effectiveness of Refutation as a Counter-Rumor Strategy ........................................ 170
Sabine A. Einwiller, University of Applied Sciences Northwestern Switzerland
Michael A. Kamins, University of Southern California

Country Image Effects on Consumers’ Product- and Travel-Related Beliefs and Behavior ........................................... 171
Nicolas Papadopoulos, Carleton University
Statia Elliot, Carleton University

International/Multinational Marketing—Values and Behavior in the Age of Globalization

Value System Transformations in Emerging Economies: A Cross-National Comparison ........................................... 176
Attila Yaprak, Wayne State University
Hugh M. Cannon, Wayne State University
Roger J. Calantone, Michigan State University

The Influence of National Culture on Management Style: Are Managers in Asia Becoming Less Averse to Change? ................................................................. 181
Stephanie Pease, University of Cardiff
Stan Paliwoda, University of Strathclyde
Jim Slater, University of Birmingham

Cosmopolitanism: Concept and Measurement ........................................................................................................... 182
Anshu Saran, University of Texas of the Permian Basin
Morris Kalliny, University of Missouri-Rolla
Laura Serviere, University of Texas-Pan American

Selling and Sales Management—Improving Salesperson Effectiveness: The Influence of Technology, Customer Loyalty and Mood

Career Stage Influence on Technology Adoption Within The Sales Force:
Implications on Performance ................................................................................................................................. 183
Adam Rapp, Kent State University
Michael Ahearne, University of Houston
Lukas P. Forbes, Western Kentucky University

Valuing the Salesperson: Assessing Financial Consequences of B2B Customer Loyalty .................................................. 185
Ellen Bolman Pullins, University of Toledo
Michelle Roehm, Wake Forest University
Harper Roehm, University of North Carolina-Greensboro

The Influence of Consumer Suspicion, Mood and the Salesperson’s Presentation on Purchase Intentions ............................................. 186
Thomas E. DeCarlo, University of Alabama at Birmingham
Michael J. Barone, Iowa State University
Service Marketing–Parsing Post-Purchase Behaviors

Commitment’s Formation in Risk Averse and Risk Tolerant Service Patrons ................................................................. 187
Mark P. Pritchard, Central Washington University
Rex Moody, Central Washington University

Did You Complain or Not? ............................................................................................................................................. 194
Gavin L. Fox, Florida State University

The Effectiveness of Service Recovery on Repurchase Intention: Moderating Effect of Customer Loyalty and Negative Emotion .......................................................................................................................... 195
Jaehoon Lee, University of Alabama

Sports Marketing–Sponsorship: Putting Money Where the Heart Is

Toward an Effective Approach toward Selecting Sport Marketing Sponsorship: An Application of Analytic Network Process and Goal Programming Model ........................................................................... 196
Wann-Yih Wu, National Chen Kung University
Kuan-Ping Lee, National Chen Kung University

Intent-to-Purchase and Mega-Special-Event Sponsorship: A Longitudinal Analysis of the Super Bowl .................................................................................................................................................................................. 202
Norm O’Reilly, Laurentian University
Mark Lyberger, Kent State University
Larry McCarthy, Seton Hall University
Benoit Seguin, University of Ottawa
John Nadeau, Carleton University

Goodwill and Commercialization in a Community-based Sponsorship: The Case of the flower Parade in the Netherlands ........................................................................................................................................... 203
Antonis K. Klidas, Tilburg University
Kristel Lambregts, Tilburg University

Consumer Behavior–Desire and Readiness–Consumers’ Responses to Innovation

A Theory of Initial Affective Responses to an Innovation ........................................................................................................... 204
Arjun Chaudhuri, Fairfield University
Khaled Aboulnasr, Florida Gulf Coast University

Sentiment towards Marketing: The Impact of Consumer Alienation and Readiness to Embrace New Technologies ........................................................................................................... 205
Tarek Mady, American University in Dubai
Hosein Gharavi, American University in Dubai
The Desire for Unique Consumer Products and Innovativeness ................................................................. 206
Ronald E. Goldsmith, Florida State University
Ronald A. Clark, East Carolina University
Elizabeth B. Goldsmith, Florida State University

Marketing Strategy–Frontiers in Marketing Strategy

Fighting Commoditytization: Dimensions, Performance Impact, and Moderators of Marketing Strategy in Commodity Environments ................................................................. 211
Martin Reimann, Technical University of Freiberg
Oliver Schilke, Stanford University
Jacquelyn S. Thomas, Northwestern University

The Influence of Knowledge Stickiness on Knowledge Transfer Success .................................................. 212
Wann-Yih Wu, National Chen Kung University
Chia-Ying Li, National Chen Kung University

Marketing Strategy, Capabilities, and Performance: An Organizational Learning-Based View .................. 219
Douglas Vorhies, University of Mississippi
Stefan Linhoff, University of Mississippi
Abhijit Patwardhan, University of Mississippi
Wenbin Sun, University of Mississippi

Marketing Promotion and Communication–Factors Impacting Advertising Effectiveness: The Role of Message Framing, Comprehension, and Threats

A Heuristic-Systematic Processing Analysis of Comprehension and Persuasion: The Effects of Source Credibility and Visualization ................................................................. 220
I-Ling Ling, National Chiayi University
Priya Raghubir, University of California, Berkeley

Threats in the News and the Content of Ads: The Role of Consumer Distraction and Avoidance ................. 221
Meryl P. Gardner, University of Delaware
Melissa Elliott, Enterprise Car Rental
Marcia H. Flicker, Fordham University

International/Multinational Marketing–Brands and Choice in the Age of Globalization

What “Made-in” Images are Made of: An In-Depth Examination of the Content ........................................ 227
Nicolas Papadopoulos, Carleton University

Cross-Culturally Testing a Brand Equity Antecedent/Consequence Model .............................................. 232
S. Allen Broyles, Wichita State University
David W. Schumann, University of Tennessee
A Cross-National Study of Retail Bank Selection in Industrialized, Newly Industrialized, and Liberalized Developing Economies ................................................................. 241
Charles Blankson, University of North Texas
Julian Ming-Sung Cheng, National Central University

Country-of-Destination Effects on Global Brand Equity ................................................................. 242
J. Tomas Gomez-Arias, Saint Mary’s College of California
Kara Boatman, Saint Mary’s College of California

Services Marketing—Can We Relate? Employee Perspectives on Customer Service

The Impact of Employees SOCO Approach on Customer Relationships in Financial Services ................................................................. 247
Min-Hsin Huang, National University of Kaohsiung, Taiwan

Whose Version of Customer Service Am I Getting? ........................................................................ 252
Rita Di Mascio, University of New South Wales, Australia

The Employee Perspective of Customer Relationships: A Typology .................................................. 256
Vivek Dalela, University of Alabama
Alexa Martinez Givan, University of Alabama

Marketing Strategy—Market Orientation

Cultural and Behavioral Adoption of Market Orientation: Towards a Typology of Market Orientation Forms ......................................................................................... 257
Ahmet Kirca, Michigan State University

Beyond Market Orientation: Exploring the Role of Entrepreneurial Orientation ............................... 258
David Di Zhang, University of Manitoba

Product and Brand Management—Brand Impressions, Meanings, and Cross-Cultural Analyses

Creating Brand Impressions Through Package Design ........................................................................ 259
Ulrich R. Orth, Christian-Albrechts-Universitat Kiel, Germany
Keven Malkewitz, Oregon State University

Multiple Meanings? A Mutual Knowledge Perspective on Brand Co-creation ....................................... 260
Colin Campbell, Simon Fraser University
Leyland F. Pitt, Simon Fraser University

A Cross-Cultural Brand Analysis: Comparison Between Global and Local Brands ............................. 261
Min-Young Lee, University of Tennessee
Youn-Kyung Kim, University of Tennessee
Pierre Berthon, Bentley College
Supply Chain Management—The Impact of Supply Chain Management on Firm Performance

Internet Usage in Supply Chain Management and its Impact on Overall Efficiency:
A Swedish SME Perspective .................................................................................................................. 262
Marie-Louise Jung, Lulea University of Technology
Magnus Hultman, Lulea University of Technology
Robert A. Opoku, Lulea University of Technology
Esmail Salehi-Sangari, Lulea University of Technology

Supply Chain Management Practices in the Indian Electronics Industry ........................................ 267
B. Raja Shekhar, University of Hyderabad
P. Umamaheswari Devi, University of Hyderabad

Integrated Supply Chain Capability in Learning Oriented Firms: The Role of IT in
Enhancing Performance ................................................................................................................... 273
Karthrik N.S. Iyer, University of Northern Iowa
Elena M. Nefedova, University of Northern Iowa

Service Marketing Competitive—Both Sides Now: An Inside-Outside View of Service Providers

The Integrated Internal-External Satisfaction Mirror ........................................................................ 274
Lester W. Johnson, Melbourne Business School, Australia
R Susan Ellis, Melbourne Business School, Australia
Siegfried P. Gudergan, University of Technology, Sydney, Australia

Determinants of Customer Orientation: Service Climate or Personality? ........................................ 279
Makoto Matsuo, Otaru University of Commerce, Japan

Who is a Business Doctor? ................................................................................................................ 283
Robert S. Owen, Texas A&M University-Texarkana

Sports Marketing Special Session—Psychology and Effective Media Utilization in Sports Marketing

Attitudes toward Sports Sponsorship and Ambush Marketing by the Korean Sports Consumers .......... 288
Chung-Hyun Kim, Sogang University

Symbolic and Formal Appeal at the US Open Golf Championship: Towards an Integrated Theory of
Consumer Behavior .......................................................................................................................... 289
Lewis Hershey, Fayetteville State University

Effective Advertising Decisions in Television Sports Programs ....................................................... 290
Guangxin Xie, University of Oregon
Eda Gurel Atay, University of Oregon
Lynn R. Kahle, University of Oregon
Karen Ring, McCann Universal
Electronic and Interactive Marketing—Understanding Online Transactions and Communications

The Effects of Price and Trust on Consumers’ Intentions to Transact Online ................................................................. 295
Enrique P. Becerra, Texas State University-San Marcos

Managing Interactive Communications with Customers: The Effects of Social Presence Cues, Personalization, the Speed of Feedback and Situation ................................................................. 296
Ji Hee Song, Towson University
Candice R. Hollenbeck, University of Georgia
George M. Zinkhan, University of Georgia

Moving Away From Short-Term Performance Measurement Online: A New Metric of Brand Equity .......................... 300
George Christodoulides, University of Birmingham
Leslie de Chernetony, University of Birmingham
Olivier Furrer, Radboud University Nijmegen

Product and Brand Management Special Session—Communicating With Product Design

The Process of Creating Value and Communicating It To The Consumer: A Product Design Perspective ........................ 305
Charles Noble, University of Mississippi
Minu Kumar, University of Mississippi

Retailing—Consumers Reactions to Technology in the Shopping Process

“You Should Buy This One!” The Influence of Online Recommendations on Judgments About the Recommended Product ............................................................................................................. 306
Pranjal Gupta, University of Tampa
Judy Harris, Towson University

Preliminary Findings from a Study on the Catalog Shopping Medium ........................................................................... 307
Joseph M. Jones, North Dakota State University

The Effect of Self-Scanning on Consumers Expectations and Satisfaction: An Exploratory Study In A Retail Service Setting ........................................................................................................ 308
Carmen Espina, University of Puerto Rico
Myra Perez, University of Puerto Rico

Selling and Sales Management—Dealing with the Consequences of Salespersons’ Stress, Burnout, and Deviant Behavior

Burnout Process Sequencing: Do Salespeople Differ From Other Professionals? ......................................................... 314
Jeffrey E. Lewin, University of North Texas
Jeffrey K. Sager, University of North Texas

Discouraging Deviance: The Role of Sales Manager Empowerment ............................................................................. 315
Ronald Jelinek, Providence College
Michael Ahearne, University of Houston
Product and Brand Management–Brand Equity, Diagnosticity, and Defensive Strategies

Corporate Brand Equity: Concept, Measurement and Relationship with Corporate Performance ........................................316
Hamed M. Shamma, George Washington University
Salah S. Hassan, George Washington University

The Diagnosticity of Brand Extension Information on the Judgment of Family Brand Entitativity:
A Cue-Diagnosticity Perspective ........................................................................................................................................317
Joseph W. Chang, Malaspina University College

Defensive Strategies Against a Private Label: Price Cut vs. Brand Building ...........................................................................318
S. Chan Choi, Rutgers University
Barbara Stern, Rutgers University

Electronic and Interactive Marketing–Advances in Online and Hybrid Retailing

An Empirical Investigation of Consumers’ Procurement of Pharmaceutical Products via Online Retail Channels .................................................................................................................................319
Rajasree K. Rajamma, Fairfield University
Lou E. Pelton, University of North Texas

Store Image Congruity, Culture, and Online Conversion Rates: A Framework for Hybrid Retailers ........................................320
Enrique P. Becerra, Texas State University-San Marcos
Vishag Badrinarayanan, Texas State University-San Marcos

Consumer Behavior–Consumer Roles and Rites

Consumption in Rituals: Application of Cosmetics by Teenage Girls ................................................................................321
Elodie Gentina, Universite de Lille 2 and Ecole Superieure de Commerce de Lille
Marie-Helene Fosse-Gomez, Universite de Lille 2
Kay M. Palan, Iowa State University

The Scent of Postmodern Man: Developing a Scale for Metrosexuality .................................................................................322
Soonkwan Hong, University of Texas-Pan American
Michael S. Minor, University of Texas-Pan American

The use of the 3M Model to predict traits related to involvement with sports and fashion clothing ........................................323
Plinio Rafael Reis Monteiro, Universidade Federal de Minas Gerais, Brazil
Ricardo Teixeira Veiga, Universidade Federal de Minas Gerais, Brazil

Author Index ...........................................................................................................................................................................329
Proceedings of the 2007 Academy of Marketing Science (AMS) Annual Conference
Sharma, D.; Borna, S. (Eds.)
2015, XXIX, 331 p., Hardcover
ISBN: 978-3-319-11805-5