### Table of Contents

**Buyer Behavior in International Markets**

*Ecologically-Oriented Product Modifications as a Strategic Marketing Option* ........................................... 1  
Ralf Schellhase, University of Darmstadt  
Susanne Roth, University of Göttingen  

*Aaker's Brand Personality Scale in a French Context: A Replication and a Preliminary Test* ........................................... 7  
Pierre Valette-Florence, University of Dijon  
Jean-Marc Ferrandi, ESA, University of Grenoble  
Sandrine Fine-Falcy, ESA, University of Grenoble  

*Cross-National Examination of the Comprehensibility, Preference, and Meaning of Different Social Context Oriented Focuses* ........................................... 14  
Jyh-shen Chiou, National Chengchi University  

**Supplier Selection in Business-to-Business Markets: Scope for Applying Artificial Intelligence Systems** ........................................... 15  
Sonny Nwankwo, University of East London  
Joseph Aiyeku, Salem State College  

**Advertising and Consumer Behavior**

*Teens Attitudes Toward TV Advertising* ........................................... 20  
Sandipa Dubish, Fairleigh Dickenson University  
Debbie Botwick, Fairleigh Dickenson University  

*Understanding Consumer Reactions to Premium-Based Promotional Offers* ........................................... 21  
Alain d’Astous, École des Hautes Études Commerciales (HEC)  
Isabelle Jacob, Zoom Media  

*Attractiveness of TV vs. Magazine as Advertising Media to Target Collegians: 1989-1999* ........................................... 22  
Patricia Knowles, Clemson University  
Roger Gomes, Clemson University  
Stephen J. Grove, Clemson University  

*Consumer Emotional Reactions to Television Advertising and Their Effects on Attitude Toward the Ad and Attitude Toward the Brand* ........................................... 23  
Virginie de Barnier, École Supérieure des Hautes Études Commerciales de Nord (Groupe EDHEC)  

**Customer Delivery Systems: From Mom and Pop to the WWW**

*A Comparative Analysis of Wholesaler-Retailer Relations Within Vertical Marketing Systems: A Political Economy Approach* ........................................... 32  
Gilles Corriveau, École des Hautes Études Commerciales (HEC)  
Robert D. Tamilia, University of Québec at Montréal  
Danielle Morin, Concordia University  

*Time-Dependence and Relationship-Dependence Between Firms in Marketing Channels* ........................................... 33  
Goran Svensson, Goteborg University
Why Do Consumers Continue to Shop on the Internet? .................................................................................. 40
Kathleen VanScoyoc, Old Dominion University
Earl D. Honeycutt, Jr., Old Dominion University
Kiran Kirande, Old Dominion University
Joan Mann, Old Dominion University

A Conceptual Model to Measure Service Quality of Online Companies: E-Qual.............................................. 46
Shohreh A. Kaynama, Towson University

Managing Marketing Relationships Within and Across Firms

Sales Force Motivation and Outcome or Behavior Based Controls................................................................. 52
Rene Y. Darmon, ESSEC

Tangible and Intangible Dimensions of Supplier Performance and Business Marketing Relationships: A Case Study in the Motor Vehicles Industry ...................................................................................... 53
Morry G. Hingold, Bloomsburg University

Relationship Marketing – Who Benefits: An Exploratory Study of Buyer-Seller Dyads........................................... 54
David Webb, University of Western Australia
Jill Sweeney, University of Western Australia

Operationalizing Internal Marketing: Assessing the Traditional Marketing Mix and Relationship Marketing Approaches ................................................................. 61
Donald Roy, University of North Carolina at Pembroke
Rachel K. Smith, University of Memphis
Kenneth E. Clow, University of North Carolina at Pembroke

Globalization: A Marketing Management Perspective

The Semantic Structure of Time Oriented Retail Service Guarantees: The Moderating Role of Cultural Norms on Perceived Performance Risk .............................................................................................. 66
Robert D. Straughan, Baylor University
Nancy D. Albers Miller, University of North Texas

Contrasting Country and Product Images of Japanese and Canadian Consumers and the Effect of Ethnocentrism” ................................................................. 67
Emmanuel Chéron, University of Québec
Hideo Hayashi, Kansai University
Tetsuo Sugimoto, Sophia University

The Effect of Cultural Differences on the Development of Trust and Commitment in International Marketing Relationships: Some Propositions ............................................................................. 73
Constanza Bianchi, Queen’s University
Peggy Cunningham, Queen’s University
Shirley Taylor, Queen’s University

The Active Service Consumer

Managing Information in Servicescapes to Affect Consumers’ Emotions and Purchase Behavior ....................... 80
Myra Mabel Perez-Rivera, University of Puerto Rico

The Roles of Communication and Participative Decision-Making in Patient Compliance ............................... 86
Angela Hausman, Marshall University
Relationship Marketing: Loyalty in the Face of Product Failure and Blame

Randi Priluck, Seton Hall University

Factors Influencing Consumer Credit Usage

Elizabeth Alexander, Marshall University
Angela Hausman, Marshall University

Service on the Edge

The Virtual Service Encounter: Opportunities for Research

Maria Dolores Alvarez, Bogazici University

Astrology: Its Influence on Consumers’ Buying Patterns and Consumers’ Evaluations of Products and Services

Hyokjin Kwak, University of Georgia
Anupan Jaju, University of Georgia
George M. Zinkhan, University of Georgia

An Examination of Export Success Determinants Between Manufacturing and Service Firms Using Artificial Neural Networks

David J. Smith, Henry Cogswell College
El-Hadi M. Aggoune, Henry Cogswell College

The Outcome of Value Creation: Satisfaction & Patronage

A Means-End Approach to Investigating the Influence of Perceived Value on Consumers’ Purchase Intentions

David C. Bojanic, University of Massachusetts
Rajiv Kashyap, University of Massachusetts

The Role of Customer Value in Arriving at an Assessment of Satisfaction

Frank Huber, University of Mainz
Andreas Herrmann, University of Mainz

Empowering the American Consumer: Generating Economic Quality of Life

A. Coskun Samli, University of North Florida

Satisfaction, Patronage, and Profitability: Is There a Retailing Relationship?

Examining the Relationship between Consumer Patronage and Selected Relationship Retailing Strategies

Gul T. Butany, Bentley College
John Stockmeyer, Bentley College

Competition, Satisfaction and Loyalty as Determinants of the Profitability in the Car Retailing Industry – Results of an Empirical Study

Frank Huber, University of Mainz
Andreas Herrmann, University of Mainz
Wayne Hoyer, University of Texas, Austin

Satisfaction as a Mediator in the Link between Service Quality and Service Loyalty

Albert Caruana, University of Malta
Leyland F. Pitt, Curtin University of Technology
B. Ramaseshan, Curtin University of Technology
Adding Value to Marketing Through Integration

A Pedagogical Perspective for Creating Value Via a Better Understanding of Behavioral Demand
William B. Dodds, Fort Lewis College
Kenneth A. Hunt, Fort Lewis College

Learning to Earning: Employer Desired Skills, A Call For Action
Mark R. Young, Winona State University

eEducation: Adding Value by Integrating the Curriculum
Kathleen S. Micken, Roger Williams University
Alan C. Cutting, Roger Williams University

The Use of Decision Support Systems in the Classroom: Marketing Access Planning System (MAPS) in Teaching International Marketing
Attila Yaprak, Wayne State University
Irene Mokra, Wayne State University
Hugh Cannon, Wayne State University
Mike Mitri, Eastern Michigan University

Vulnerable and At-Risk Consumers

The At-Risk On-Line Gambler: A Global Issue With Local Implications
Kenneth V. Henderson, Morehead State University
Barbara Lyons, Griffith University

Analysis of Macro-Environments Affecting Youth At Risk
Nell Arnold, Queensland University of Technology

Consumer Protection Issues and Non-Government Organizations in a Developing Market
Audhesh Paswan, University of North Texas
Jhinuk Chowdhury, University of North Texas

Teaching Philosophies of Outstanding Teachers

Involve me and I will Understand
Thomas E. Muller, Griffith University, Gold Coast Campus

Using Technology to Implement the “Seven Principles for Good Practice” in Marketing Education
David J. Urban, Virginia Commonwealth University

My Perspective on Effective Teaching
Seungoog Weun, University of North Carolina at Wilmington

Integration: Where Does Marketing Fit?

Portals and Supply Chains – An Exploratory Essay
Adreij Horn, University of Cape Town
Deon Nel, University of Cape Town
Mike Page, University of Cape Town

The Role of Information in Global Marketing

Antecedents of Information Acquisition Among Exporting Firms: The Role of Ability and Motivation to Search
Poh-Lin Yeoh, Bentley College
Network Externalities, Path Dependence or Quality: What Drives the Success of High-Tech Products? ................................................................. 184
Eden Yin, Doctoral Candidate in Marketing, University of Southern California
Gerald Tellis, University of Southern California

The Impact of Brand, Attribute Strength and County-of-Origin on Product Evaluations: A Web Survey .............................................................. 186
Paul Chao, University of Northern Iowa
Myung Soo Jo, McGill University

Buyer Characteristics

A Books Reading Pattern Based on Economic and Psycho-Sociological Factors ......................................................... 192
Michelle Bergadaa, HEC, Université de Genève
Corinne Faure

Why They Won’t Buy Online: Part Two of an Exploratory Study of Consumer Attitudes Toward Online Buying ................................................. 197
Robin Chase, Rensselaer Polytechnic University at Hartford
Martha Fransson, Rensselaer Polytechnic University at Hartford
Edward Arnheiter, Rensselaer Polytechnic University at Hartford

Polychronic and Monochronic Television Viewers and Users: Identification and Behavior ............................................................... 204
Jay D. Lindquist, Western Michigan University
Carol Kaufman-Scarborough, Rutgers University

Impact of Household Characteristics on Insurance Portfolios ............................................................... 209
Joyce Shotick, Bradley University
Vince Showers, Bradley University
James Lumpkin, Bradley University

Marketing Alliances between Businesses and Nonprofits

Breakdowns in Ad Agency and Charity Client Relationships: An Agency Perspective .................................................. 214
Roger Bennett, London Guildhall University
Rita Kottasz, London Guildhall University

Integrating Social and Economic Orientated Marketing: A Study of Retail Management .................................................. 219
Anna Zarkada-Fraser, Queensland University of Technology
Campbell Fraser, Griffith University

Non-Profit Business Alliances: Formation and Outcomes .......................................................... 224
Sridhar Samu, Memorial University of Newfoundland
Walter Wymer, Memorial University of Newfoundland

Globalization: Culture and Values

A Cross Cultural Analysis of the Values of Materialism .................................................. 225
Irvine Clarke III, Oklahoma City University
Kathleen Micken, Roger Williams University

A Preliminary Investigation of the Validity of Hofstede’s Cross Cultural Dimensions .................................................. 226
Aysen Bakir, The University of Mississippi
Jeffrey Blodgett, The University of Mississippi
Scott Vitell, The University of Mississippi
Gregory M. Rose, The University of Mississippi

xxvi
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Impact of Cultural Dimensions on Ethical Judgments, Intentions, and Behaviors</td>
<td>233</td>
</tr>
<tr>
<td>Mary Conway Dato-on, University of Kentucky</td>
<td></td>
</tr>
<tr>
<td>Product Perceptions in a Free Trade Context: A Before-After U.S. Canada Comparison</td>
<td>234</td>
</tr>
<tr>
<td>Nicolas Papadopoulos, Carleton University</td>
<td></td>
</tr>
<tr>
<td>Louise Heslop, Carleton University</td>
<td></td>
</tr>
<tr>
<td>Regina Shlee, Seattle-Pacific University</td>
<td></td>
</tr>
<tr>
<td>Gerald Hampton, New Mexico State University</td>
<td></td>
</tr>
<tr>
<td><strong>Trends and Practices in the Governmental Environment</strong></td>
<td></td>
</tr>
<tr>
<td>People’s Republic of China: Marketization Through Systems of Laws</td>
<td>245</td>
</tr>
<tr>
<td>Hamideh Ramjerdi, State of New Jersey, Department of Education and College of Saint Elizabeth</td>
<td></td>
</tr>
<tr>
<td>Anthony D’Amato, Seton Hall University</td>
<td></td>
</tr>
<tr>
<td>Addressing Oversights in the Regulation of Violence in Children’s Television</td>
<td>259</td>
</tr>
<tr>
<td>Kevin J. Shanahan, New Mexico State University</td>
<td></td>
</tr>
<tr>
<td>Charles M. Hermans, New Mexico State University</td>
<td></td>
</tr>
<tr>
<td>Developing a Model for Government Technology Transfer Programs</td>
<td>264</td>
</tr>
<tr>
<td>William S. Piper, Alcorn State University</td>
<td></td>
</tr>
<tr>
<td>Kimball P. Marshall, Jackson State University</td>
<td></td>
</tr>
<tr>
<td><strong>Industrial Communications</strong></td>
<td></td>
</tr>
<tr>
<td>Communicating Industrial Brand Value in the Global Marketplace</td>
<td>269</td>
</tr>
<tr>
<td>Robert Underwood, Bradley University</td>
<td></td>
</tr>
<tr>
<td>James J. Foley, Bradley University</td>
<td></td>
</tr>
<tr>
<td>Emerging Area of Investigator Relations: A Study of the Marketing Communication Activity Levels of Investor Relations Departments in U.S. Public Companies</td>
<td>270</td>
</tr>
<tr>
<td>Jason A. Losk, Sonoma State University</td>
<td></td>
</tr>
<tr>
<td>Brenda Ponsford, Sonoma State University</td>
<td></td>
</tr>
<tr>
<td>Gently Nudging or Strongly Persuasive? How Agencies View Advertising</td>
<td>271</td>
</tr>
<tr>
<td>Michael T. Ewing, Curtin University of Technology</td>
<td></td>
</tr>
<tr>
<td>John P. Jones, Syracuse University</td>
<td></td>
</tr>
<tr>
<td>Arthur Money, Henley Management College</td>
<td></td>
</tr>
<tr>
<td>Philip Samouel, Kingston University</td>
<td></td>
</tr>
<tr>
<td>The Impact of Product Type, Creative Team Composition, and Agency-Client Relationship Duration on Winning Advertising Creative Awards</td>
<td>272</td>
</tr>
<tr>
<td>Alan R. Miciak, University of Calgary</td>
<td></td>
</tr>
<tr>
<td>Emily Collins, University of Calgary</td>
<td></td>
</tr>
<tr>
<td>Douglas C. West, Henley Management College</td>
<td></td>
</tr>
<tr>
<td>Understanding Evaluations in Ethical Decision Making</td>
<td></td>
</tr>
<tr>
<td>Consumer Ethics: How Do Consumers Solve Ethical Dilemmas</td>
<td>279</td>
</tr>
<tr>
<td>Arturo Z. Vasquez-Parraga, The University of Texas Pan American</td>
<td></td>
</tr>
</tbody>
</table>
Ethical Evaluations of Business Activities and Personal Religiousness
Noel Siu, Hong Kong Baptist University
John Dickinson, University of Windsor
Betsy Lee, Hong Kong Baptist University

Analyzing the Effects of Egoist and Utilitarian Evaluations on Subjects’ Responses to (Un)Ethical Salesperson Behavior
Jason MacDonald, University of Missouri-Columbia

Entrepreneurship, Innovation and Performance in Established Firms
An Empirical and Logical Exploration of the Strategic Compatibility of Best Practice and Product Innovation: Preliminary Insight from Australian and New Zealand Manufacturing Industry
Kevin Hindle, Swinburne University of Technology

The Role of Marketing in Initiating Entrepreneurial Activity in Established Companies
Minet Schindehutte, Miami University
Donald Kuratko, Ball State University

Organizational Innovation: Relationship with Functional Strategies and Organizational Performance
Shahid Yamin, Swinburne University of Technology
Felix Mavondo, Monash University

Globalization: Culture and the Media
TV Viewing Motivations of Chinese Households in the U.S.: An Empirical Perspective
Nabil Y. Razzouk, California State University, San Bernardino
Risa Dickson, California State University, San Bernardino
Dwight Sweeney, California State University, San Bernardino
Mu Li Yang, California State University, San Bernardino

The Ukraine: A Web of Cultural Paradox
Olena Kanischenko, National Technical University of Ukraine
William B. Locander, University of South Florida

Cultural Differences in Web Based Chatting: An Exploratory Study
Hyokjin Kwak, University of Georgia
Maria Michelle Morrison, University of Georgia

Standardized Versus Localized Advertising: The Consumer Perspective
Jae Hyeon Pae, Hong Kong Polytechnic University
Susan Tai, Hong Kong Polytechnic University
Saeed Samiee, The University of Tulsa

Marketing, Effectiveness, and the Integrated Curriculum
Integration of Undergraduate Curriculum As a Strategy to Increase the Effectiveness of Business Education
Adam J. Koch, Swinburne University of Technology

How Does Mission Influence the Attitudes and Behaviors of Marketing Faculty?
Earl D. Honeycutt, Old Dominion University
John B. Ford, Old Dominion University
Do Patterns of Levels of Faculty Effort Affect Overall Business School Performance? An Application of Profile Deviation Analysis ......................................................... 323
Kevin L. Hammond, University of Tennessee at Martin
Robert L. Webster, Ouachita Baptist University
Craig A. Conrad, University of Tennessee at Martin
Harry A. Harmon, Central Missouri State University

Portfolios as a Method of Assessment in an Integrated Curriculum ................................................. 324
Steven W. Hartley, University of Denver
Nancy T. Frontczak, Metropolitan State College of Denver
William Rudelius, St. Thomas University

Choice Models and Multivariate Methods

Modeling Sales Force Governance Decisions with a Logit Choice Model ......................................... 332
Andrew Stapleton, University of Wisconsin at La Crosse

Conjoint Model with Artificial and Real Stimuli: A Comparative Assessment of Within and Cross Domain Generalizability and Choice Prediction ........................................ 339
James Agarwal, University of Regina
Naresh Malhotra, Georgia Institute of Technology

The Brand Personality as a Determinant of Brand Loyalty—Findings of an Empirical Study in the Automobile Sector ................................................................. 340
Frank Huber, University of Mainz
Andreas Herrmann, University of Mainz
Christine Braunstein, University of Mainz

Manifestations and Measurement of Asymmetric Brand Competition .................................................. 347
K. Sivakumar, University of Illinois at Chicago

Is Good Citizenship Good Business?

The Paradoxes and Challenges of Creating Social Good Through Environmentalist-Marketer Collaboration ................................................................. 348
Edwin R. Stafford, Utah State University
Cathy L. Hartman, Utah State University

The Role of Strategic Philanthropy in Marketing Strategy ................................................................. 349
Linda Ferrell, University of Northern Colorado
Debbie Thorne-LeClair, Mississippi State University

How Marketers Can ‘Do Well While Doing Good’: The Institutional Theory Framework .................. 350
Jay M. Handelman, University of Lethbridge

Cognitive and Affective Dimensions of Buyer Behavior

An Assessment of Low Price Guarantee Signals: A Process Model of Consumer Evaluations ................. 351
Abe Biswas, Louisiana State University
Chris Pullig, Louisiana State University
Mehmet Yagci, Louisiana State University
Dwayne Dean, Louisiana State University

The Relationship Between Nostalgia and Consumer Preference: Replication and Extension .................. 352
G. G. Rousseau, University of Port Elizabeth
D. J. L. Venter, University of Port Elizabeth
Electronic Commerce, Quality, and Public Policy

Is Internal Marketing Really Important? An Examination of Internal Service Quality Perceptions from a UK Perspective .................................................................................................. 354
Saadia Asif, Fauji Foundation Institute of Management and Computer Science
Adrian Sargeant, Henley Management College

Evidence and Implications of Electronic Word-of-Mouth ........................................................................ 361
David Bussiere, Queen’s University

The Net Generation: An Analysis of Lifestyles, Attitudes, and Media Habits ............................................. 362
J. Napoli, Curtin University of Technology

Ethical Attitudes and Behaviors in Marketing Practices

Ethical Behavior Frameworks: Can They be Applied to Principal-Agent Relationships? .................................................................................................. 363
Les Vermillion, Florida International University
Walfried Lassar, Florida International University

Linking Selling Position, Information Processing and Individual Ethical Perspective: An Ethical Investigation of Sales Practitioners ........................................................................ 368
Nicholas McClaren, Deakin University, Geelong Campus
Richard Tansey, Deakin University, Geelong Campus

Advertising Practitioners’ Attitude Toward Internet Advertising Regulations in Taiwan .................................. 374
Chung-Chuan Yang, National Kaohsiung First University of Science and Technology

Ethical Behavior in Intra-Versus Cross-Cultural Negotiations of US People: An Exploratory Study ............ 379
Mohammad Niamat Elahee, Quinnipiac College

Marketing Across Cultures

A Cross Cultural Investigation of Bargaining Behavior and Acculturation ................................................. 384
Prashanth U. Nyer, Chapman University
Mahesh Gopinath, Tulane University

Marketplace as a Moderator of the Country of Origin Effect ....................................................................... 385
Darrel Goudge, University of Central Oklahoma
Bobi Ivanov, University of Central Oklahoma

The Product and Price Components of Value

Market Oriented Product Development as an Organizational Learning Capability ....................................... 391
Robert A. W. Kok, University of Groningen
Bas Hillebrand, University of Groningen
Wim G. Biemans, University of Groningen

The Effects of Brand Name on Consumers’ Evaluations of price Presentation Formats ................................ 392
Rajesh V. Manchada, University of Manitoba
Rajneesh Suri, Drexel University
Chiranjeev Kohli, California State University-Fullerton
The Roles of Demographic and Situational Variables in Determining the Heterogeneity of Customer-Perceived Value
Jozee Lapierre, École Polytechnique de Montréal
Vincent Pierre-Giroux, École Polytechnique de Montréal

The Effect of Co-Branding on the Brand Equity of Constituent and Composite Brands Before and After the Trial
Judith H. Washburn, Bowling Green State University
Brian D. Hill, St. Louis University
Randi Priluck, Seton Hall University
Paul D. Boughton, St. Louis University

Topic Tables: Marketing in the Millennium

Customer-Perceived Value in Business Relationships: An Investigation of Key Account Relationships
Andreas Eggert, University of Kaiserslautern
Wolfgang Ulaga, EDHEC Graduate School of Management
Luc Drapier, EDHEC Graduate School of Management

Level of Integration Between the Accounting and Marketing Functions Based on Firm Performance
Tansu Barker, Brock University
William Richardson, Brock University

Now You See It, Now You Don't: Empirical Findings From an Experiment on the Mere Exposure Effect of a Web-Based Advertisement
David R. Fortin, University of Canterbury
Ming Ong Wong, University of Canterbury

The Real Value of Electronic Banking
Minna Mattila, University of Jyväskylä
Alexei Hanin, University of Jyväskylä

Cheating, Cooperation, and Darwin: What Evolutionary Psychology Has to Say About Inter-Firm Relationships
Shawn P. Daly, Tiffin University

Cultural Dimensions of Opportunism
Mary Conway Dato-on, University of Kentucky

Marketing Mix Decisions in the Global Context

What are Chinese Managers’ Attitudes Toward Sales Careers
Earl D. Honeycutt, Jr., Old Dominion University
John Ford, Old Dominion University
Irvine Clarke III, Oklahoma City University

Profiling Foreign Visitors in a Diverse Florida Community: Impact for Destination Planning
Mark A. Bonn, Florida State University
Angela Hausman, Marshall University
Leadership, Cooperation and Performance in International Marketing Channels:
An Empirical Investigation of the United States, Finland and Poland.................................411
Rajiv Mehta, New Jersey Institute of Technology
Trina Larsen, Drexel University
Bert Rosenbloom, Drexel University
Pia Polsa, Swedish School of Economics and Business Administration
Jolanta Mazur, Warsaw School of Economics

Country Risks and Marketing Practices in the Global Context

Managing Country Risk in Global Marketing: The Triadic Model........................................412
Sunil Erevelles, University of California – Riverside
Carolyn Galantine, University of California – Riverside
Ana Marinova, Market Equity, Inc.
Veronica Horton, University of Akron

Measurement Issues in Services Marketing

Consumer Comfort with Service Providers: A Proposed Scale ........................................417
Deborah Spake, Western Michigan University
Sharon Beatty, University of Alabama

Developing an Economics of Information Measurement for Services..................................418
Rachel K. Smith, The University of Memphis

Measuring Service Involvement: An Adaptation of the Personal Involvement Inventory........419
Marla Royne Stafford, University of North Texas
Ellen Day, University of Georgia

Building, Evaluating, and Benefiting from Corporate Citizenship and Codes of Ethics

Towards a Measure of Corporate Environmental Citizenship...........................................420
Anna Zarkada-Fraser, Queensland University of Technology
Andrea Insch, Queensland University of Technology

Corporate Citizenship and Organizational Citizenship: What Do We Know? Where Shall We Go?.....424
Valerie Swaen, Université Catholique de Louvain

Communicating the Ethos of Codes of Ethics in Australia’s Largest Marketing
Organisations: A Reliance on Osmosis..............................................................................425
Greg Wood, Deakin University

How Do Codes of Ethics Affect Managerial Behavior? The Impact of Familiarity..................430
Thomas Wotruba, San Diego State University
Lawrence Chonko, Baylor University
Terry Loe, Baylor University

Entrepreneurship as it Relates to Networks, Alliances and Alternative Contexts

A Study of Strategic Alliances of Small and Medium-Sized Firms......................................431
Akmal S. Hyder, University of Gavle

SME Marketing Networks—Handover Issues Faced by Australian Entrepreneurs: A Pilot Study........436
Ken Grant, Monash University
Richard Laney, Monash University
Bill Pickett, Monash University
The Effects of Environmental Challenges and Centralisation on the Entrepreneurial Orientation and Performance of Public Sector Utilities ................................................................. 441
Albert Caruana, University of Malta
Michael Ewing, Curtin University of Technology
B. Ramaseshan, Curtin University of Technology

Strategic Marketing Management

Mitra Barun Sarkar, University of Central Florida

Market Orientation within University Schools of Business as Perceived by Deans and Chief Academic Officers: An Item by Item Comparison Using Narver and Slater’s Scale .... 443
Kevin Hammond, The University of Tennessee at Martin
Robert Webster, Ouachita Baptist University
Harry Harmon, Central Missouri State University

Personal Investment Theory: A Tool for Segmenting Markets When Devising Marketing Strategy .......................................................... 444
Kent Granzin, University of Utah
Marlys Mason, University of Utah
Kenneth Bahn, James Madison University

The Effect of Market Orientation on New Product Performance .................................................................................. 452
B. Ramaseshan, Curtin University of Technology
Loo Soon Pang

Marketing Tools in Not-for-Profit Settings

Public Art Policy and the Role of Relationship Marketing in Local Government ................................................................. 453
Jennifer Radbourne, Queensland University of Technology
Josephine Bennett, Queensland University of Technology

The Measurement of Service Quality in Provincial Hospitals in South Africa ................................................................. 459
J. W. de Jager, Technikon Pretoria
A. T. du Plooy, Technikon Pretoria

Latent Variable Interactions and IRT

An Item Response Theory Analysis of Rosenberg’s Self-Esteem Scale” ................................................................. 469
Chankon Kim, St. Mary’s University
Michel Laroche, Concordia University
Roy Toffoli, UQAM
Marc A. Tomiuk, HEC

Probing Latent Variable Interactions and Quadratics Involving Unobserved Variables and Survey Data ................................................................. 470
Robert A. Ping, Wright State University

Developing a Scale to Measure the Perceived Quality of an Internet Shopping Site (PQISS) ................................................................. 471
Boonghee Yoo, St. Cloud State University
Naveen Donthu, Georgia State University
A New Approach to Compute Interactions of Latent Variables in Structural Equation Models - Results of an Empirical Study.................................................................472
Michael Johnson, University of Michigan
Frank Huber, University of Mainz
Andreas Herrmann, University of Mainz
Christine Braunstein, University of Mainz

Country Risks and Marketing Practices in the Global Context (continued)

A Comparative Study of Political Risk in Export and Foreign Direct Investment: The Case of Canadian Firms .................................................................478
James Agarwal, University of Regina
Dorothee Feils, University of Regina

Discussant Comments

Comments on the Participative Service Consumer .................................................................479
Tim Christiansen, Purdue University

The Personal Side of Relationship Marketing..........................................................................481
Carol Bienstock, University of Memphis

The Outcome of Values Creation: Satisfaction and Patronage ...............................................483
Andrea L. Dixon, University of Cincinnati

Measurement Issues in Services Marketing ........................................................................485
Robert F. Hurley, Fordham University

Vulnerable and At-Risk Consumers .......................................................................................486
Ashwin W. Joshi, York University

Industrial Communication ..................................................................................................487
Julie Napoli, Curtin University of Technology

INDEX OF AUTHORS ..................................................................................................488
Proceedings of the 2000 Academy of Marketing Science (AMS) Annual Conference
Spotts, H.E.; Meadow, H.L. (Eds.)
2015, XXXIV, 489 p., Hardcover
ISBN: 978-3-319-11884-0