

Wednesday November 2, 2011

All Day Conference Seminars

(Pre-

registration is required for each pre-conference seminar along with registration

Wednesday 8:00 am-5:30 pm

Session 1.1

Elsevier Doctoral Consortium - Society for Marketing Advances

Session Chairs:

Brian Engelland - The Catholic University of America

Mathew Joseph, St. Mary's University

Wednesday 8:00 am-5:30pm

Session 1.2

5th Annual SMA Structural Equations Modeling Workshop

Facilitators: Barry Babin, Louisiana Tech University

Joseph F. Hair, Jr., Kennesaw State University

Morning Pre Conference Sessions

Wednesday 10:00 am-12:00 pm

Society for Marketing Advances Officers Meeting

Room

Presiding: Bob Erffmeyer, University of Wisconsin - Eau Claire

Wednesday 4:00pm-6:00 pm

SMA Registration and Exhibits

SMA/AMS Academic Placement Service

Wednesday 5:30 pm-7:00 pm

ANNUAL SMA WELCOME RECEPTION

Thursday November 3, 2011

All Day Conference Seminars

(Pre-

registration is required for each pre-conference seminar along with registration for SMA Conference)

Thursday 8:00 am-5:00 pm

SMA Registration and Exhibits

Thursday 8:00 am-5:00pm

SMA/AMS Academic Placement Service

Thursday 8:00 am-5:00pm

Session 2.1

Elsevier Doctoral Consortium

Session Chairs:

Brian Engelland - The Catholic University of America

Mathew Joseph - St. Mary's University

Morning Sessions

Thursday 8:30 am-10:00 am

Session 2.2

Sherwin-Williams Distinguished Teaching Competition Award

Session Chair: Daniel D. Butler, Auburn University

Pedagogy

John Branch, University of Michigan

Teaching (Services) Marketing: Walking the Talk

Dwayne D. Gremler, Bowling Green State University

Encouraging Engagement and Maximizing Learning Outcomes:

The Role of Innovations in Teaching

Angela Paladino, University of Melbourne

Judging Panel:

Brian Engelland, The Catholic University of America

Linda Ferrell, University of New Mexico

James Gray, Florida Atlantic University

Doug Hoffman, Colorado State University

Astrid Keel, Auburn University

Barbara Woolridge, University of Texas - Tyler

Thursday 8:30 a.m. - 10:00 a.m.

Session 2.3

Consumer Reactions to Price and Service Strategies

Session Chair: Aron Levin, Northern Kentucky University

Discussant: David Ortinau, University of South Florida

The \$5 Phenomenon: The Predictive Value of Theories
that Explain Today's Fast-Service Market

Cynthia Rodriguez Cano, University of South Florida

Amit Poddar, Georgia College and State University

Consumer Evaluations of Unit Pricing

Dora Schmidt, Louisiana State University

Are Customer Co-Creations Always Good?

Weiling Zhuang, Eastern Kentucky University

Barry J. Babin, Louisiana Tech University

An Exploratory Investigation of How Student Feelings (Affect) About Costs and
Benefits of Debt Influence Important Student Outcomes

Sarath A. Nonis, Arkansas State University

Gail I. Hudson, Arkansas State University

Melodie Philhours, Arkansas State University

Bill Hu, Arkansas State University

Session 2.4

Changing Conceptualizations and Issues in Branding

Session Chair: William C. Martin, University of North Dakota

Discussant: Robert Evans, Jr., Texas A&M International University

Consumer Anthropomorphism

Phillip Michael Hart, University of Memphis

Shawn R. Jones, University of Memphis

The Influence of Emotions on Brand Relationships: A French Look

Pierre Valette-Florence, IAE de Grenoble Domaine Universitaire

The Discount Channel: A Threat to Brand Equity?

Oliver Koll, University of Innsbruck

William C. Martin, University of North Dakota

Thursday 8:30 am-10:00 am

Session 2.5

Winning the Business and Maintaining a Customer Base

Session Chair: Kirby L.J. Shannahan, Memorial University of Newfoundland

Discussant: Rachelle J. Shannahan, Memorial University of Newfoundland

A Cross-Cultural Comparison of the Influence of Structural
Competition and Salesperson Trait Competitiveness on Sales Performance

Kirby L.J. Shannahan, Memorial University of Newfoundland

Richard A. Rocco, DePaul University

Wearing Your Cultural Lens to Win Back Lost Customers

Annie H. Liu, Loyola Marymount University

Mark P. Leach, Loyola Marymount University

Sijun Wang, Loyola Marymount University

Robert Winsor, Loyola Marymount University

A Complex Adaptive Systems Perspective on Maritime Piracy

S. Scott Nadler, University of Central Arkansas

John F. Kros, East Carolina University

Thursday, 8:30 a.m. - 10:00 a.m.

Session 2.6

Cognitive and Contextual Influences on Media Communications

Session Chair: En-Chi Chang, University of Manchester, UK

Discussant: Alex Muk, Texas State University - San Marcos

The Use of Catastrophes as Advertising Appeal: Content and Reactions to Advertising Following the Earthquake in Chile on February 27, 2010

Rodrigo Uribe, The University of Chile

Enrique Manzur, The University of Chile

Pedro Hidalgo, The University of Chile

Carolina Martinez, The University of Chile

Website Design and Social Influence in Online Group Buying -

A Conceptual Framework

En-Chi Chang, University of Manchester, UK

Christina Chung, Ramapo College of New Jersey

Fang Shyh-Rong, Hsiuping Institute of Technology, Taiwan

Need for Cognition and its Effect on the Effectiveness of Product Placement

Deepa Pillai, Utah Valley University

Siva K. Balasubramanian, Stuart School of Business

Timing Fashion Cycles: Implications for Integrated Marketing Communications

Talai Osmonbekov, Northern Arizona University

Erin Bridges, University of Southern Mississippi

Thursday 8:30 a.m. - 10:00 a.m.

Session 2.7

Simulations, Fuzzy Sets, and Video Blogs: Expanding the Boundaries of Marketing Research

Session Chair:

Discussant:

Fuzzy-Set Qualitative Comparative Analysis in Industrial Buying-Marketing Negotiations over Share of Business
Arch Woodside, Boston College

Strategic Decision Making in Networks: A Simulation Approach
Sebastian Forkmann, University of Manchester, UK
Di Wang, University of Manchester, UK
Stephan C. Henneberg, University of Manchester, UK
Peter Naude, University of Manchester, UK
Alistair Sutcliffe, University of Manchester, UK

Consumer-to-Consumer Video Blogs: Leveraging New Technologies in Market Research
Julie Sneath, University of South Alabama

Thursday 10:15 a.m. - 11:45 a.m.

Session 3.1

SMA 2011 ELSEVIER DISTINGUISHED SCHOLAR LECTURE

Session Chair: Arch Woodside, Boston College

Terry L. Childers

Dean's Chair in Marketing

Iowa State University

Thursday 12:00 p.m. - 1:45 p.m.

LUNCH ON YOUR OWN

Marketing Education Review - Editorial Board Meeting

Session Chair: Doug Hoffman, Colorado State University

Afternoon Sessions

Thursday 2:00 pm-3:30 pm

Session 4.1: Current Issues in Europe

Session Chair: Alexander E. Reppel, Royal Holloway -
University of London

Discussant:

Exploring the Desired Attributes of Professors in Service Recovery
Encounters in Higher Education: Should Professors Treat
Students Differently Based on Gender?
Thorsten Gruber, University of Manchester, UK
Sneha Chandra, University of Manchester, UK
Anthony Lowrie, Minnesota State University

Student Financial Capability and the Role of Parents:
Insights from the UK and Ireland
Isabelle Szmigin, University of Birmingham, UK
Deirdre O'Loughlin, University of Limerick, Ireland

Fashion Businesses and their Responsibilities:
A Harm Chain Approach
Caroline Moraes, University of Birmingham, UK
Morven McEachern, Lancaster University, UK
Marylyn Carrigan, University of Birmingham, UK

Thursday 2:00 pm-3:30 pm

Session 4.2: Meet the Editors of Leading Marketing Journals

Session Chair:

Barry J. Babin, **JOURNAL OF BUSINESS RESEARCH**
Louisiana Tech University
Victoria Crittenden, **AMS REVIEW**
Boston College
Tomas Hult, **JOURNAL OF THE ACADEMY OF MARKETING SCIENCE**
Michigan State University
Greg Marshall, **JOURNAL OF MARKETING THEORY AND PRACTICE**
Rollins College
Charles Martin, **JOURNAL OF SERVICES MARKETING**
Wichita State University

Thursday 2:00 pm-3:30 pm

Session 4.3: Disservice: Deploring the Dysfunctional Deeds that Doom Delight

Session Chair: Joby John, University of Louisiana at Lafayette

Panel:

Les Carlson, University of Nebraska - Lincoln

Raymond P. Fisk, Texas State University - San Marcos

Jerry R. Goolsby, Loyola University - New Orleans

Stephen J. Grove, Clemson University

Lloyd C. Harris, Warwick University, UK

Session 4.4: Case Writing and Research in Marketing

Session Chair: Julie Sneath, University of South Alabama

Discussant:

Emporium Luggage

Michael A. Levin, Otterbein University

Bruce C. Bailey, Otterbein University

Roger McFearsom and the Birthday Card

Danny Butler, Auburn University

The Houston Marathon: Managing a Reputation Problem

Gary L. Simon, University of Tampa

Using Marketing Audits as the Basis for Non-Profit Case Generation

Charles S. Madden, Baylor University

Van D. Gray, Baylor University

Richard W. Easley, Baylor University

Thursday 2:00 p.m. - 3:15 p.m.

Session 4.5

Measurement: Validity and Reliability

Session Chair: Diane Edmondson, Middle Tennessee State University

Discussant:

Climbing the Ladder of Abstraction: Assessing the Usefulness
of Different Tutorials for Complex Online Questionnaires

Alexander E. Reppel, Royal Holloway, University of London

Kathy Keeling, University of Manchester, UK

Thomas Jagel, University of Manchester, UK

Thorsten Gruber, University of Manchester, UK

Eman Gadalla, University of Manchester, UK

Stephan C. Henneberg, University of Manchester, UK

Likert Scales: A Regression to the Mean?

Yancy D. Edwards, Saint Leo University

Diane R. Edmondson, Middle Tennessee State University

The Moderating Role of Religiosity in the Effectiveness
of Non-Profit Print Advertising

Kevin J. Shanahan, Mississippi State University

Christopher D. Hopkins, Clemson University

Mary Anne Raymond, Clemson University

Thursday 2:00 p.m. - 3:15 p.m.

Session 4.6: Authenticity in Hospitality and Tourism

Session Chair:

Discussant:

Perceived Authenticity from Front Wine Labels and Associated Perceived Risk

Renaud Lunardo, Groupe ESC Troyes

National Brands and the Internet: Insights from Central America

Leyland Pitt, Simon Fraser University

Kirk Plangger, Simon Fraser University

Anjali Bal, Simon Fraser University

Colin Campbell, Monash University, Australia

Jane Xia, Simon Fraser University

Authenticity and International Travel Destinations

Gavin Fox, Texas Tech University

Thursday 3:45 p.m. - 5:15 p.m.

Session 5.1: Direct-to-Consumer Advertising and Promotion of Prescription Drugs

Session Chair: Isaac Wanasika, University of Northern Colorado

Discussant: Melanie Zilles, Texas Woman's University

DTC Coupon Culture and the Pharmacist as Intermediary

Karen Hood, University of Arkansas at Little Rock

Qayyim Said, University of Arkansas for Medical Sciences

The Impact of Third-Party Sponsored Direct-to-Consumer (DTC) Websites:

The Moderating Role of Perceived Risk

Yam Limbu, Montclair State University

Robin T. Peterson, New Mexico State University

Joseph Lojko, Montclair State University

The Effects of Pharmaceutical DTC Advertising on Patient Compliance:

The Moderating Role of Health Orientation

Avinandan Mukherjee, Montclair State University

Session 5.2

Doctoral Student Perspectives 1

Session Chair: Maria Kalamas, Kennesaw State University

Discussant: John E. Morris, The University of Texas - Pan American

Can Unexpected Events Affect Purchase Decisions? Exploring the Impact of Interruptions on Product Evaluations

Cuauhtemoc Luna-Nevarez, New Mexico State University

The Role of Patient Empowerment in the Adoption of Healthy Behaviors

Marzena Nieroda, University of Manchester, UK

Debbie Keeling, University of Manchester, UK

Consumer Perceptions of Foreign Cinema: An Examination of Country-of-Origin Effects in the Film Industry

John E. Morris, University of Texas - Pan American

Session 5.3

Teaching Marketing Research: Best Practices and Innovative Teaching

Special Session

Session Chair: Diane Edmondson, MiddleTennessee State University

Panelists:

Session 5.4

Pride-Ferrell Cengage Innovations in Teaching Competition

Session 1

Session Chair:

Discussant:

Use of Pecha Kucha to Achieve Balance in Presentations

Michael A. Levin, Otterbein University

Student-Written Exams: An Innovative Approach to Learning and Evaluation

Hope Corrigan, Loyola University Maryland

Georgiana Craciun, University of Pittsburg

Boardroom in the Classroom

Shane D. Smith, Kennesaw State University

Session 5.5

Extended Supply Chain and Disruptive Influences

Session Chair: Ernie Nichols, University of Memphis

Discussant Leaders: Philip Hart, University of Memphis

Shawn Jones, University of Memphis

Modeling Risk Management in Grocery Retail Supply Chains

Chris I. Enyinda, Alabama A&M University

Mandated Innovation in the Supply Chain: A Firm

Capabilities and Relational View Perspective

Sara Liao-Troth

Georgia Southern University

Logistics Framework for Private Response in Disaster Recovery

David Swanson, University of Arkansas

Ronn Smith, University of Arkansas

Friday November 4, 2011

All Day Conference Seminars

Friday 8:00 am-12:00 pm

SMA Registration and Exhibits

Friday 8:00 am-5:00pm

SMA/AMS Academic Placement Service

Morning Sessions

Friday 8:30 am-10:00 am

Journal of Marketing Theory & Practice Editorial Review Board

Facilitator: Greg Marshall, Rollins College

Friday 8:30 am-10:00 am

Session 6.1: The Impact of Emerging Technologies on Salesperson Effectiveness

Session Chair: Melissa Nieves, Florida State University

Discussant: Mimi Rickard, Kennesaw State University

A Comparison of B2B and B2C Sales Profession's

Utilization of Social Media Technologies

Jesse N. Moore, Clemson University

Mary Anne Raymond, Clemson University

Christopher D. Hopkins, Clemson University

Surveillance Technology and the Salesperson:

Empowering or Enslaving?

Susan K. DelVecchio, East Carolina University

Stephen Shapiro, East Carolina University

An Empirical Examination of Time Management's Influence

on Salesperson Work-Family Conflict

Sarath Nonis, Arkansas State University

Grant Fenner, Arkansas State University

C. Shane Hunt, Arkansas State University

Friday 8:30 am-10:00 am

Session 6.2: Trends in Services Marketing Research

Session Chair:

Discussant:

Explanations as a Services Recovery Initiative: The Amount of Information and by Whom it is Provided

Thomas L. Baker, Clemson

Tracy Meyer, University of North Carolina - Wilmington

The Impact of Employee Identification on Workplace Engagement

Nwamaka Anaza, Francis Marion University

Brian Rutherford, Kennesaw State University

Positive Affectivity as an Antidote to Work-Family and Family-Work Conflicts

Ugur Yavas, East Tennessee State University

Osman M. Karatepe, Eastern Mediterranean University -

Turkish Republic of Northern Cyprus

Emin Babakus, The University of Memphis

Friday 8:30 am-10:00 am

Session 6.3: Relationships and Marketing Strategy

Session Chair: J. Michael Weber, Mercer University

Discussant: Charles S. Madden, Baylor University

Social Marketing and Organ Donation: What Works, What Doesn't and Where to Go from Here?

Patricia Chisolm, McNeese State University

Susie S. Cox, McNeese State University

Ashley P. Gatte, McNeese State University

Jeff W. Totten, McNeese State University

Using Online Product Recommendation Agents:

Does Consumer Participation Increase Trust?

Xiaojing Sheng, University of Texas - Pan American

Pratibha A. Dabholkar, University of Tennessee - Knoxville

An Examination of Market Orientation and Innovativeness

Julia Rice, Otterbein University

Michael A. Levin, Otterbein University

Bruce C. Bailey, Otterbein University

Business Relationships and Business Strategies:

A Configuration Theory Approach

Gasem Zaefarian, University of Manchester, UK

Stephan C. Henneberg, University of Manchester, UK

Peter Naude', University of Manchester, UK

Friday 8:30 am-10:00 am

Session 6.4: Effective Messaging and How to Break Through

Session Chair: Talaibek Osmonbekov, Northern Arizona University

Discussant: William Martin, University of North Dakota

Path Analysis of Comparative Advertising

Alexander Muk, Texas State University - San Marcos

Christina Chung, Ramapo College of New Jersey

Xiaoyu Wu, Ramapo College of New Jersey

Huiping Li, Ramapo College of New Jersey

Increasing Advertising Receptivity through

Social Media Engagement

Manisha Mathur, The University of Mississippi

Victoria Bush, The University of Mississippi

Spokes-characters as Endorsers in Marketing Communications:

Present and Future Research

En-Chi Chang, University of Manchester, UK

Lee Edwards, University of Manchester, UK

I Said 'No': Understanding Parental Perceptions of Screen Media

Advertising to Children

Christine M. Kowalczyk, East Carolina University

Marla B. Royne, University of Memphis

Friday 8:30 am-10:00 am

Session 6.5: Doctoral Student Perspectives II

Session Chair: Charles A. Ingene, The University of Mississippi

Discussant: Cuauhtemoc Luna-Nevarez, New Mexico State University

The Effect of Tenure Confidence on Job Satisfaction
among Junior Marketing Faculty

Xin Wang, University of Cincinnati

Xiaoqi Han, University of Cincinnati

Scott Wright, University of Cincinnati

Hooray for Hollywood: An Examination of
Country-of-Origin Effects in the Film Industry

John E. Morris, The University of Texas - Pan American

Friday 8:30 am-10:00 am

Session 6.6: Evolving Marketing Mix Strategies

Session Chair:

Discussant:

Should I Strut My Stuff or Hide My Head:

A Conceptual Framework of the Influencers of Online Privacy Behaviors

Melanie Zilles, Texas Woman's University

Pushkala Raman, Texas Woman's University

Deciding to Give Online to Cultural Non-Profits: Affiliation, Attitudinal
and Demographic Segmentation

Thaddeus Janicki, Mount Olive College

Jill Kurp Maher, Robert Morris University

Factors Influencing Customer Acceptance of Novel Technologies:

The Case of Nanofoods

Anastasia E. Thyroff, University of Arkansas - Fayetteville

Steve W. Kopp, University of Arkansas - Fayetteville

Friday 10:15 am-11:45 am

Session 7.1: Pride-Ferrell Cengage Innovations in Teaching

Competition - Session 1

Session Chair: John Branch, University of Michigan

Use of Pechu Kucha to Achieve Balance in Presentations

Michael A. Levin, Otterbein University

Student-Written Exams: An Innovative Approach to
Learning and Evaluation

Hope Corrigan, Loyola University - Maryland

Georgiana Craciun, University of Pittsburg

Boardroom in the Classroom

Shane D. Smith, Kennesaw State University

Friday 10:15 am-11:45 am

Session 7.2

Preparing the Next Generation of Marketing Leaders: The Ever-Evolving Marketing Curriculum

Session Chair: William Madway, The Wharton School,
University of Pennsylvania

Discussant:

The Current State of Marketing Education

Daniel D. Butler, Auburn University

Match/Mismatch of the College Business Student Service-Learning
Experiences: Drivers of Perceived Attitude Change, Satisfaction,
and Future Volunteer Intentions

Jeananne Nicholls, Kennesaw State University

Kurt Schimmel, Slippery Rock University

Facilitating Knowledge Transfer in Undergraduate
Marketing Education

David Raska, Northern Kentucky University

Doris Shaw, Northern Kentucky University

Eileen Weisenbach Keller, Northern Kentucky University

Donna Crane, Business Navigation Group

Drama Enactments of Customer-Server Exchanges by Trainees:

Live Case Study of "Jessica Serves ... Not"

Arch Woodside, Boston College

Linda Jane Coleman, Salem State university

Carol Megehee, Coastal Carolina University

Friday 10:15 am-11:45 am

Session 7.3: Financial Metrics in Marketing Strategy

Session Chair: J. Michael Weber, Mercer University

Discussant: Charles S. Madden, Baylor University

Cash: A Strategic Decision for Family Physicians

J. Michael Weber, Mercer University

Goal Alignment of Pricing and Salesforce Compensation

Strategies: A Study in Reducing Agency Costs

Wendy Ritz, Kennesaw State University

The Case of Firm Risk: The Influence of Official Sports

Sponsorship

Robert D. Evans, Jr., Texas A&M International University

George D. Deitz, University of Memphis

Dan S. Sherrell, University of Memphis

Beyond 4P's: Enhancing Organizational Performance through Strategic Marketing

Sampath Ranganathan, University of Wisconsin - Green Bay

Satish Mehra, University of Memphis

Munsung Rhee, UIDUK University

Friday 10:15 a.m. - 11:45 a.m.

Session 7.4

Strategic Issues in B2B Marketing: Current Perspectives

Session Chair:

Discussant:

Strategic Firm Investments in CRM and Firm Performance:

Is CRM Capability a Missing Link"

Manisha Mathur, University of Mississippi

The Impact of Network Configurations and Value Constellations in Business Markets:

The Case of an Innovation Network

Daniela Corsaro, University of Manchester, UK

Carla Ramos, University of Manchester, UK

Stephan C. Henneberg, University of Manchester, UK

Peter Naude, University of Manchester, UK

A Multiple Dyadic Model of Business Services Buyer Behavior

Thomas L. Powers, University of Alabama at Birmingham

Dawn Valentine, Georgia Southwestern State University

Friday 10:15 am-11:45 am

Session 7.5: Organizational Challenges Facing Sales Managers

Session Chair: Concha Neeley, Central Michigan University

Discussant:

Modification of Organizational Directives by Sales Agents

Greg McAmis, University of Oklahoma

Sales Managers: Should They Coach or Play? A Salesperson's Perspective

David A. Gilliam, University of Arkansas at Little Rock

Gary Frankwick, University of Texas at El Paso

Reducing Research Problems When Evaluating Higher Sales Training Levels

Earl D. Honeycutt, Jr., Elon University

Ashraf M. Attia, State University of New York at Oswego

Sharon K. Hodge, Elon University

Friday 10:15 am-11:45 am

Session 7.6

The Impact of Culture and Religion on Buyer Behavior

Session Chair: Weiling Zhaung, Eastern Kentucky University

Discussant: Christine Kowalczyk, East Carolina University

Happiness in Money, Acquisition, and Consumption:

A Replication and Extension

Reto Felix, University of Monterrey

The Influence of Consumer Religiosity on Environmental
Attitudes and Behaviors

William C. Martin, University of North Dakota

Connie Rae Bateman, University of North Dakota

The Influence of Religiously-Motivated Consumers

Boycott on Global Brand Image

Ibrahim Abosag, University of Manchester, UK

Maya Farah de Villegas, ITESM - Egade Business School

Friday 10:15 a.m. - 11:45 a.m.

Session 7.7

Emerging Challenges in Marketing Ethics

Session Chair:

Discussant:

Consumer Misbehavior: Does the Size of the Victimized Organization Impact
the Level of Disapproval Associated with a Questionable Consumer Action?

Sam Fullerton, Eastern Michigan University

Larry G. Neale, Queensland University of Technology (Australia)

Political Sex Scandals in Cartoon

Anjail Bal, Simon Fraser University, Canada

Kirk Plangger, Simon Fraser University, Canada

Adam Mills, Simon Fraser University, Canada

Leyland F. Pitt, Simon Fraser University, Canada

Corporate Ethical Behavior in Social Media

Todd J. Bacile, Florida State University

Melissa Clark Nieves, Florida State University

The Importance of Religiosity, Belief Congruency, and

Consumer Ethics for Online Retailers

Carolyn (Casey) Findley Musgrove, Indiana University Southeast

Giles D'Souza, University of Alabama

Sarah Al Houti, University of Alabama

Timothy Butler, University of Alabama

FRIDAY 12:00 p.m. - 1:30 p.m.

Session 8.1

SMA AWARDS LUNCHEON

Afternoon Sessions

Friday 1:30 pm-2:00 pm

Session 9.1: **SMA ANNUAL BUSINESS MEETING**

Presiding: Bob Erffmeyer, University of Wisconsin - Eau Claire

Friday 2:00 pm-3:30 pm

Session 10.1

Doctoral Dissertation Competition - Session 1

Dissertation Competition ... Best Overall Proposal and Runner-Up Proposal

Session Chair: Lauren Skinner Beitelspacher, Portland State University

Friday 2:00 p.m. - 3:30 p.m.

Session 10.2:

Pharmaceutical Sales and Strategic Value Creation

Session Chair: Vivek S. Natarajan, Lamar University

Discussant: Chris I. Enyinda, Alabama A&M University

The State of the Art in Pharmaceutical Healthcare Sales:
Surveying a Changing Healthcare Climate

Dennis A. Kopf, University of Wisconsin - Whitewater

R. Christopher Bratschi, Lane College

Engaging BOP Customers in the Pharmaceutical Industry
Through Strategic Value Creation

Isaac Wanasika, University of Northern Colorado

Efficacy and Sales Potential of Stem Cell-Based
Biologics in Southern Wisconsin

Benjamin Jaeger, Medovations, Inc.

Dennis A. Kopf, University of Wisconsin - Whitewater

Friday 2:00 pm-3:30 pm

Session 10.3: Equity and Intentions in Brand and Product Management

Session Chair: Kirby Shannahan, Memorial University of Newfoundland

Discussant: Richard A. Rocco, DePaul University

Human Brand Equity: Branding Healthcare Professionals

Ravi K. Jillapalli, Texas State University - San Marcos

Regina Jillapalli, Texas State University - San Marcos

Impact of Trust, Brand Attitudes and Value on Intentions
to Use E-Textbooks

Sampath Ranganathan, University of Wisconsin - Green Bay

Sanipan Sen, Southeast Missouri State University

Vivek Madupu, Missouri Western University

Subjective Customer Equity: Considerations and Applications

Aliosha Alexandrov, University of Wisconsin - Oshkosh

Friday 2:00 pm-3:30 pm

**Session 10.4: Graphic Novels: Exploring the Relevance for
Marketing Promotion and Learning**

Session Chair: Elise 'Pookie' Sautter, New Mexico State University

Sarah Fischback, New Mexico State University

Cuauhtemoc Luna-Nevarez, New Mexico State University

Elise 'Pookie' Sautter, New Mexico State University

Kelly Tian, New Mexico State University

Friday 2:00 pm-3:30 pm

Session 10.5

Teacher-Friendly Options for Incorporating Experiential Learning Projects in Marketing Courses

Special Session

Session Chair: William Madway, The Wharton School,
University of Pennsylvania

Leslie Kendrick, Johns Hopkins University

Marilyn Lavin, University of Wisconsin - Whitewater

Katie Matthew, United States Military Academy

Sandra Utt, The University of Memphis

Friday 3:30 pm-3:45 pm

COFFEE BREAK

Friday 3:45 pm-5:15 pm

Session 11.1

A New Framework for Ethics and Responsibilities in Marketing

Session Chair: O.C. Ferrell, University of New Mexico

O.C. Ferrell, University of New Mexico

Linda Ferrell, University of New Mexico

Gene Laczniak, Marquette University

Pat Murphy, University of Notre Dame

Friday 3:45 pm-5:15 pm

Session 11:2

**The Integration of Sustainability in the Marketing Curriculum:
A Multifaceted Approach**

Special Session

Session Chair: Cynthia Rodriguez Cano, University of South Florida

Cynthia Rodriguez Cano, University of South Florida

Mary Mobley, Augusta State University

Michael C. Mobley, Psychiatric Medicine, PC

Friday 3:45 pm-5:15 pm

**Session 11.3: Strategic Decisions and Competitive Intelligence
Diffusion in Today's Sales Environment**

Contact Quality of the Salesperson and Its Impact on Customer Delight
Mehdi Tanzeeb Hossain, University of Texas at Arlington
Lawrence B. Chonko, University of Texas at Arlington

Fake It To Make It: Stretching the Truth in a Shrinking Job Market
John F. (Jeff) Tanner, Jr., Baylor University
Trelitha Bryant, Behavioral Sciences Research Press
George Dudley, Behavioral Sciences Research Press

Competitive Intelligence Diffusion in the Buyer-Seller Exchange Process:
The Influence on Product Competitiveness, Customer Satisfaction,
and Brand Preference
Joel Le Bon, University of Houston
Adam A. Rapp, University of Alabama
Douglas E. Hughes, Michigan State University
James 'Mick' Andzulis, University of Alabama

Friday 3:45 pm-5:15 pm

Session 11.4

The Role of Satisfaction in Travel and Tourism

Session Chair: Mohan Menon, University of South Alabama
Discussant: Wendy Ritz, Kennesaw State University

The Honeymooner and Honeymoon Destination Satisfaction
Timothy H. Reisenwitz, Valdosta State University BEST PAPER

Customer Satisfaction in Service Companies:
The Case of the Restaurant Industry
Jose Roberto Concha V., Universidad Icesi, Cali, Columbia

Service Fairness, Consumption Emotions, Satisfaction and
Behavioral Intentions: The Case of the Heritage Tourism Visitors
Lujun Su, Xiamen University, Fujian, China
Maxwell K. Hsu, University of Wisconsin - Whitewater
Wang Liang, Macau University of Science and Technology, China
Fucai Huang, Xiamen University, Fujian, China

Friday 3:45 pm-5:15 pm

Session 11.5: Pride-Ferrell Cengage Innovations in Teaching Competition

Session 2

Session Chair:

Discussant:

Business GIS in Marketing 3.0: An Interactive SpatialLAB Approach

Fred L. Miller, Murray State University

W. Glynn Mangold, Murray State University

Joy Roach, Murray State University

Terence Holmes, Murray State University

Timothy Johnston, Murray State University

You Like Me: Using Facebook to Engage Classrooms and Consumers

Michael Parent, Simon Fraser University

Tackling the Toolbox: Transforming a Useful Metaphor

into Practical Assignments

Michael A. Levin, Otterbein University

Staged Cases: Combining Traditional Case Analysis, Live Case Analysis,
and Simulation

Rex McClure, Marshall University

Friday 5:30 pm-7:30 pm

PRESIDENT'S RECEPTION

Saturday November 5, 2011

Session 12.1

Saturday 8:30 a.m. - 10:00 a.m.

New SMA Officers Meeting

Session 12.2 8:30 a.m. - 10:00 a.m.

SMA Board of Governors Meeting

Saturday 8:30 am-10:00 am

Session 13.1: Dimensions of Travel and Tourism

Session Chair: Mike Simmons, Butler University

Discussant: David Williams, Kennesaw State University

Resort Tourist Segmentation and Marketing Implications:

A Study Conducted in Goa, India

Robert Inbakaran, University of Canberra, Australia

Babu P. George, University of Southern Mississippi

Mervyn Jackson, RMIT University, Australia

Filipe Rodrigues e Melo, Rosary College, Goa, India

A Proposed Moderated Model of Sport Tourism

as Economic Development

Sarah Roche, St. Mary's University

Deborah F. Spake, University of South Alabama

Mathew Joseph, St. Mary's University

Saturday 8:30 am-10:00 am

Session 13.2: Innovative Modeling Approaches to SCM Research

Session Chair: Ernie Nichols, University of Memphis

Discussant:

Walking the Tightrope: Balancing Inventory and Maintenance

Costs in Critical Supply

Shawn Jones, University of Memphis

A Comparative Study of Alternative Production-Sales Policies

for New Products: An Agent-Based Modeling Simulation Approach

Mehdi Amini, University of Memphis

Mike Racer, University of Memphis

Mohammad Nejad, Fordham University

Multiple-Sourcing Strategy for Supply Chain Configuration

on New Products: An Integrated Optimization Approach

Mehdi Amini, University of Memphis

Haitao Li, University of Missouri - St. Louis

Saturday 8:30 am-10:00 am

Session 13.3: Variations of Retail: Virtual, Mobile, Themed

Session Chair: Dena Hale, Georgia Southern University

Discussant: Gary Hunter, Illinois State University

Themed Retailing: New Approach to Retail Atmospherics

Erin Bridges, University of Southern Mississippi

Jayme Foster, University of Southern Mississippi

Mark Wessinghage, University of Southern Mississippi

The Role of Virtual and Mobile Commerce in Commerce Research

Suzanne Nasco, Southern Illinois University, Carbondale

Robert Boostrom, Jr., University of Wisconsin, Whitewater

Kesha Coker, Eastern Illinois University

Saturday 8:30 am-10:00 am

Session 13.4: Consumer Responses and Attitudes toward Marketing Activities

Session Chair: Walter Henley, University of Memphis

Discussant: Yujie Wei, University of West Georgia

Reframing the Discourse: Advertising Rhetoric Fails to

Combat Islamophobia

Eric Van Steenburg, University of North Texas

Hispanicness and Viewer Response to English, Spanish, and Spanglish Advertisements

Robert D. Evans, Jr., Texas A&M International University

Jyotsna Mukherji, Texas A&M International University

Ananda K. Mukherji, Texas A&M International University

A Cross-Cultural Study of Consumer Attitudes toward Marketing Practices

Trang Phuc Tran, University of North Texas

Saturday 8:30 am-10:00 am

Session 13.5: Consumer Behavior: The Explorations of Love, Touch and Status

Session Chair: Dora Schmidt, Louisiana State University

Discussant: Kate Pounders, California State University - San Bernardino

The Impact of Generational Cohorts on Status Consumption:
An Exploratory Look

Jacqueline Eastman, Georgia Southern University

When Hands Decide: Relating Involvement and
Risk to Consumer Need for Touch

Phillip Michael Hart, The University of Memphis

Subhash Jha, The University of Memphis

Looking for Love on Craig's List: The Role of Self-Marketing

Jane Boyd Thomas, Winthrop University

Cara O. Peters, Winthrop University

We are Family: The Role of Fefe and Fido in the American Home

Alexandra Hutto, Metropolitan State College of Denver

Gregory S. Black, Metropolitan State College of Denver

Saturday 10:00 am-10:15 am

Coffee Break

Saturday 10:15 a.m. - 11:45 a.m.

Session 14.1: Consumer Behavior and Health Information

Session Chair: Karen Hood, University of Arkansas at Little Rock

Discussant: Dennis A. Kopf, University of Wisconsin - Whitewater

Diabetes Rates and Lifestyle Variables: An Empirical Investigation
across U.S. Metropolitan Statistical Areas

Vivek S. Natarajan, Lamar University

Avinandan Mukherjee, Montclair State University

Kabir C. Sen, Lamar University

Improving Pharmaceutical Relationship Marketing:

Leveraging Social Media

Chris I. Enyinda, Alabama A&M University

Mirror, Mirror on the Wall? Who is the Healthiest of Them

All? An Empirical Study of Online Health Information Seeking Patterns

Melanie Zilles, Texas Woman's University

Carlotta S. Hayes, Texas Woman's University

Pushkala Raman, Texas Woman's University

Tina Landes, Texas Woman's University

Health Care Reform and Its Impact on Young Consumers

Kristina Lindsey, St. Mary's University

Deborah F. Spake, University of South Alabama

Mathew Joseph, St. Mary's University

Session 14.2 B2B Customer Bonding: Trust-Building Strategies

Session Chair: Alex Hamwi, Missouri State University

Discussant:

Trust in Business Relationships: Examining the Mediating Effects
Bahar Ashnai, Manchester Business School

Promoting the Provider Performance in Service B2B Relationships
Junhong Min, Michigan Technological University
Debi P. Mishra, State University of New York at Binghamton

Composite Ties and the Tensile Strength of B2B Relationships
John 'Andy' Wood, West Virginia University

Session 14.3 Integrating Foreign Travel into Course Development Using Multi-Sensory Technology (Special Session)

Session Chair: Esmeralda de los Santos, University of the Incarnate Word

Esmeralda de los Santos, University of the Incarnate Word
Annette Craven, University of the Incarnate Word

Session 14.4: Evaluating and Experiencing the Offer

Session Chair: Yujie Wei, University of West Georgia

Discussant: John R. 'Rusty' Brooks, Jr., Houston Baptist University

The South-North Divide in International Marketing -
How Consumers' Associations with South vs. North Affect
Their Product Evaluations

Igor Makienko, University of Nevada

Alexander Jakubanecs, Institute for Research in
Economics and Business Administration

The Effects of Brand Name, COO, and Price on Perceived Quality
and Willingness to Purchase: A Study of Female Chinese Consumers
Yujie Wei, University of West Georgia

How Consumer's React to Service Failures When They
Are a Minority in their Own Country

Amro Maher, Qatar University

Rana Sobh, Qatar University

Saturday 10:15 a.m . - 11:45 a.m.

Session:

Session 14.5 Emerging Themes for Strategic Marketing Research

Session Chair:

Discussant:

Climbing the Ladder of Abstraction: Assessing the Usefulness
of Different Tutorials for Complex Online Questionnaires

Alexander E. Reppel, Royal Holloway, University of London

Kathy Keeling, University of Manchester, UK

Thomas Jagel, University of Manchester, UK

Thorsten Gruber, University of Manchester, UK

Eman Gadalla, University of Manchester, UK

Stephan C. Henneberg, University of Manchester, UK

Likert Scales: A Regression to the Mean?

Yancy D. Edwards, Saint Leo University

Diane R. Edmondson, Middle Tennessee State University

The Moderating Role of Religiosity in the Effectiveness
of Non-Profit Print Advertising

Kevin J. Shanahan, Mississippi State University

Christopher D. Hopkins, Clemson University

Mary Anne Raymond, Clemson University

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Session 14.6

Connecting with Consumers through Technology

Making the Case for Business GIS Tools in Small- and
Medium-Sized Enterprises

Fred L. Miller, Murray State University

W. Glynn Mangold, Murray State University

Joy Roach, Murray State University

Terence Holmes, Murray State University

Mobile Loyalty Orientations among Generation Y:

A Conceptual Model of the Impact of Mobile Application

Attributes and User Behavior

Megan Keith, University of Mississippi

Victoria Bush, University of Mississippi