Table of Contents

Doctoral Colloquium Session—Latest Methodological Considerations

An Application of Clusterwise Logistic Regression to Complaint Data ................................................. 1
Gavin L. Fox, Florida State University

Optimum Price Premium of Experience Products: A Categorical Hybrid Conjoint Approach .................. 2
Atanu Adhikari, Syracuse University

Accounting for Euclidean Distance in Clusterwise Regression ......................................................... 3
Gavin L. Fox, Florida State University

Primacy Effect or Recency Effect? A Long-Term Memory Test of the 2006 Super Bowl Commercials .......... 4
Cong Li, University of North Carolina at Chapel Hill

For Better or Worse: Extending the Impacts of Referent Attractiveness on Self-Esteem and Purchase Intentions ................................................................. 5
Edward Ramirez, Florida State University
Gavin L. Fox, Florida State University

Retailing—Mood and Emotion in a Retail Setting

Impulse Buying as a Mood-Booster: Evidence from an Experimental Study ........................................ 6
Anna S. Mattila, Pennsylvania State University
Li Miao, Pennsylvania State University

The Role of Store Experiences and Personalities in Creating Consumer Emotional Attachments ............. 7
and Loyalty to Brands
Ulrich R. Orth, Christian-Albrechts-Universitat Kiel
Marianne McGary-Wolf, California Polytechnic State University
Steffi Gal, Christian-Albrechts-Universitat Kiel

Consumer Shopping Experience in the Mall: Conceptualization and Measurement ............................ 8
Haiyan Hu, Utah State University
Cynthia Jasper, University of Wisconsin - Madison

Consumer Behavior—Consumers Perceptions of Corporate Social Responsibility

Does One Bad Apple Soil the Whole Bunch? A Social Identity Explanation .................................... 9
of Consumers’ Reactions to Employee Morality
Allison R. Johnson, Queen’s University
Valerie Folkes, University of Southern California

The “Boomerang Effect” of CSR Promotion Campaigns during Corporate Crises .......................... 10
Joelle Vanhamme, RSM-Erasmus University
Valerie Swaen, University Catholique de Louvain
Guido Berens, RSM-Erasmus University
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Importance of Values Motivation and Expectations for Consumers’ Responses to Corporate Social Responsibility</td>
<td>11</td>
</tr>
<tr>
<td>Ursa Golob, University of Ljubljana</td>
<td></td>
</tr>
<tr>
<td>Klement Podnar, University of Ljubljana</td>
<td></td>
</tr>
<tr>
<td>Zlatko Jancic, University of Ljubljana</td>
<td></td>
</tr>
<tr>
<td>Sports Marketing–Fan Avidity: Painted Faces and Screaming Voices</td>
<td>12</td>
</tr>
<tr>
<td>The Role of Sport Team-Public Relationships in Strengthening Team Identification</td>
<td></td>
</tr>
<tr>
<td>Gi-Yong Koo, University of Tennessee</td>
<td></td>
</tr>
<tr>
<td>Adam Love, University of Tennessee</td>
<td></td>
</tr>
<tr>
<td>Jiho Kim, University of Tennessee</td>
<td></td>
</tr>
<tr>
<td>Examining Attitude Strength Properties in Team Attachment</td>
<td>16</td>
</tr>
<tr>
<td>Mark P. Pritchard, Central Washington University</td>
<td></td>
</tr>
<tr>
<td>Daniel C. Funk, Griffith University</td>
<td></td>
</tr>
<tr>
<td>Where Have You Gone, Involvement? A Taxonomy of Consumer Involvement</td>
<td>22</td>
</tr>
<tr>
<td>Ian David Parkman, University of Oregon</td>
<td></td>
</tr>
<tr>
<td>The Effects of Sports Sponsorship on Attitudes and Purchase Intention: An Empirical Investigation of Direct and Moderating Effects</td>
<td>23</td>
</tr>
<tr>
<td>Frank Huber, University of Mannheim</td>
<td></td>
</tr>
<tr>
<td>Kai Vollhardt, University of Mainz</td>
<td></td>
</tr>
<tr>
<td>Isabel Matthes, University of Mainz</td>
<td></td>
</tr>
<tr>
<td>Doctoral Colloquium Session– Ethics, Covert Marketing, Church Marketing and Negative Rumor Mongering</td>
<td>28</td>
</tr>
<tr>
<td>Societal and Organizational Effects of Covert Marketing: A Persuasion Knowledge Model Approach</td>
<td></td>
</tr>
<tr>
<td>Stefanie Boyer, University of South Florida</td>
<td></td>
</tr>
<tr>
<td>Brent Baker, University of South Florida</td>
<td></td>
</tr>
<tr>
<td>Why Do Managers Persist with Bad Decision-Making? A Case for Organizational Harmony</td>
<td>29</td>
</tr>
<tr>
<td>Edward Nowlin, University of Nebraska-Lincoln</td>
<td></td>
</tr>
<tr>
<td>Church Marketing: The Application and Examination of the Motivation Process Model in a Non-Profit Context</td>
<td>30</td>
</tr>
<tr>
<td>Riza Casidy Mulyanegara, Monash University, Australia</td>
<td></td>
</tr>
<tr>
<td>When Corporate Actions and Consumer Values Collide: Does Consumer Religious Commitment Influence Store Loyalty and Consumer Complaint Intentions?</td>
<td>31</td>
</tr>
<tr>
<td>Krist R. Swimberghe, Louisiana Tech University</td>
<td></td>
</tr>
<tr>
<td>Gilding the Lie: Using Brand Ambassadors to Capitalize on Negative Rumors About Their Organizations: An Initial Test of the Learning Model</td>
<td>34</td>
</tr>
<tr>
<td>Carolyn Holton, University of South Florida</td>
<td></td>
</tr>
<tr>
<td>Diane R. Edmondson, University of South Florida</td>
<td></td>
</tr>
</tbody>
</table>
B-2-B and Relationship Marketing—Managing Channel Relationships for Success

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

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

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

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

Intra- and Inter-coordination of Export Manufacturers: A Cluster Analysis of Indigenous Chinese Exporters
Chun Zhuang, University of Vermont
Zuohao Hu, Tsinghua University
A Contrast of Manufacturing and Service Firms on the Dimension of Preparation for Terrorism
Michael R. Czinkota, Georgetown University
Gary A. Knight, Florida State University
Marketing Standardization or Adaptation: The MNC Subsidiaries (MNCs) Approach in Emerging Markets
Hoa Hong Pham, Victoria University
Susan Zeidan, Victoria University
Organizations That Are International From Inception: Conceptual Differences in Terminology
Janice M. Payan, University of Northern Colorado
Goran Svensson, Oslo School of Management
48

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

Moderator Variables that Impact the Link between Satisfaction and Loyalty
Hans Froehling, HCA Healthcare
The Influences of Communication and Attraction in the Trust-Relationship Commitment Model:
An Empirical Investigation
Norizan Mohd Kassim, Qatar University, Qatar
Nor Asiah Abdullah, Multimedia University, Malaysia
Determinants of Student Loyalty in Higher Education: A Relationship Marketing Approach
Jose’ I. Rojas-Mendez, Universidad de Talca, Chile
Arturo Z. Vasquez-Parraga, University of Texas-Pan American
51
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.................................119
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..............................................................................120
Mohammed Abdur Razzaque, University of New South Wales

Doctoral Colloquium Session—Consumer Behavior Issues
Exploring the costs of Material Possession Attachment...........................................................................124
Jamie Ressler, Nova Southeastern University

Toward the Construction of the Ideal Self: A Sexual Selection Perspective............................................125
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......................................................................................................................126
Joseph C. Miller, Michigan State University

Brand Switching and the Elderly Consumer..............................................................................................127
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................128
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 .................................................................129
Joel E. Collier, Mississippi State University
Daniel L. Sherrell, University of Memphis

Cyberbanking: Are Customers Ready to be 100% Electronic?..............................................................130
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.......................................................................................................................... 135
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................................................................. 136
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?.............................................................................................................................. 137
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................................................................. 138
Handan Vicdan, University of Texas-Pan American
Sindy Chapa, University of Texas-Pan American

The Effect of Product Sampling on Brand Image................................................................................................................................. 139
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................................. 145
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.............................................................................. 146
Lilly Ye, University of North Texas

National Culture, Organization Structure and Innovation: A Contingency Theory Perspective .................................................... 147
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................................................................. 148
Beth R. Davis, University of Louisville

xxi
<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 Uлага, 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>154</td>
</tr>
<tr>
<td>T. Dobbeltstein, 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>164</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>165</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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commitment's Formation in Risk Averse and Risk Tolerant Service Patrons</td>
<td>Mark P. Pritchard, Central Washington University, Rex Moody, Central Washington University</td>
<td>187</td>
</tr>
<tr>
<td>Did You Complain or Not?</td>
<td>Gavin L. Fox, Florida State University</td>
<td>194</td>
</tr>
<tr>
<td>The Effectiveness of Service Recovery on Repurchase Intention: Moderating Effect of Customer Loyalty and Negative Emotion</td>
<td>Jaehoon Lee, University of Alabama</td>
<td>195</td>
</tr>
</tbody>
</table>

### Sports Marketing—Sponsorship: Putting Money Where the Heart Is

<table>
<thead>
<tr>
<th>Topic</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toward an Effective Approach toward Selecting Sport Marketing Sponsorship: An Application of Analytic Network Process and Goal Programming Model</td>
<td>Wann-Yih Wu, National Chen Kung University, Kuan-Ping Lee, National Chen Kung University</td>
<td>196</td>
</tr>
<tr>
<td>Intent-to-Purchase and Mega-Special-Event Sponsorship: A Longitudinal Analysis of the Super Bowl</td>
<td>Norm O'Reilly, Laurentian University, Mark Lyberger, Kent State University, Larry McCarthy, Seton Hall University, Benoit Seguin, University of Ottawa, John Nadeau, Carleton University</td>
<td>202</td>
</tr>
<tr>
<td>Goodwill and Commercialization in a Community-based Sponsorship: The Case of the flower Parade in the Netherlands</td>
<td>Antonis K. Klidas, Tilburg University, Kristel Lambregts, Tilburg University</td>
<td>203</td>
</tr>
</tbody>
</table>

### Consumer Behavior—Desire and Readiness—Consumers’ Responses to Innovation

<table>
<thead>
<tr>
<th>Topic</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Theory of Initial Affective Responses to an Innovation</td>
<td>Arjun Chaudhuri, Fairfield University, Khaled Aboulnasr, Florida Gulf Coast University</td>
<td>204</td>
</tr>
<tr>
<td>Sentiment towards Marketing: The Impact of Consumer Alienation and Readiness to Embrace New Technologies</td>
<td>Tarek Mady, American University in Dubai, Hosein Gharavi, American University in Dubai</td>
<td>205</td>
</tr>
</tbody>
</table>
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 Commoditization: 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 Chernatony, 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 Badhinarayanan, 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