

**Preliminary Program
Academy of Marketing Science
2007 World Marketing Congress
Verona, Italy**

Tuesday, July 10
<p>3:00 – 6:00 pm Registration (Hotel Accademia, Via Scala 12, Verona)</p> <p>6:00 – 7:30 pm Welcome Reception (Liston 12 - Piazza Bra', 12 - First floor – reserved room)</p>
Wednesday, July 11
<p>8:00 am – 5:00 pm Registration (Polo Zanotto Building hall, Via Università)</p> <p>Wednesday, July 11, 8:30 – 10:00 am</p> <p>Session 1.1. Business-to-Business, Channels of Distribution and Supply Chain Management Logistics Strategies in Channel Development Room: 1.3 (1st floor Polo Zanotto Building)</p> <p><u>Session Chair: Beth R. Davis, University of Louisville</u></p> <p>“Returns Management as a Supply Chain Process: A Look at Marketing/Logistics Integration in Italian Firms” Ivan Russo, University of Verona Diane Mollenkopf, University of Tennessee Robert Frankel, University of North Florida</p>

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<p>“Cooperative Relationships and Supplier Involvement in Product Development: A Preliminary Study” Mohan Pisharodi, Oakland University</p> <p>“Cooperation and Trust in Environmental Logistics Channel” Hisao Fujimoto, Osaka University of Economics Yohei Sasakawa, Fukuoka University Yasuhiko Kubo, Sagami Women's University</p> <p>"Linking Different Types of ICT Adoption Conditions to Their Performance Outcome" Paulina Papastathopoulou, Athens University of Economics and Business George J. Avlonitis, Athens University of Economics and Business Spiros Gounaris, Athens University of Economics and Business</p>
<p>Wednesday, July 11, 8:30 am – 10:00am</p> <p>Session 1.2. Consumer Behavior and Consumer Marketing (1) Consumer Perception and Evaluation Room: 1.1 (1st floor Polo Zanotto Building)</p> <p><u>Session Chair: Clay M. Voorhees, Michigan State University</u></p> <p>“Consumer Orientations towards Risky Behavior: A Clustering Approach to Create Consumer Typology” Dheeraj Sharma, Ball State University</p> <p>“Perceptions and Consequences of Price Unfairness” David Martín-Ruiz, University of Seville Francisco Javier Rondán-Cataluña, University of Seville</p> <p>“A Qualitative and Quantitative Investigation into the Role of Customer Attributions in Favorable Service Encounters”</p>

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Clay M. Voorhees, Michigan State University
J. Joseph Cronin, Jr. Florida State University
Ryan White, Michigan State University

Wednesday, July 11, 8:30 am – 10:00 pm

Session 1.3. “What More to Say Beyond Value”?

Room: T1 (ground floor Polo Zanotto Building)

Session Chair: Barry J. Babin, President, The Academy of Marketing Science

Speakers:

Jean-Charles Chebat, HEC-Montreal
Mitch Griffin, Bradley University
Claire-Gelinas Chebat, University of Quebec
Richard Michon, Ryerson University
Christine Petr, Institut de Gestion de Rennes
Christine Gonzalez, Université de Nantes

Wednesday, July 11, 8:30 am – 10:00 pm

**Session 1.4. Ethics and Social Responsibility,
Socially Responsible Consumption**

Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair : Tanuja Singh, Northern Illinois University

“It’s Not Easy Bein’ Green: Green Creeds, Green Deeds, and Environmental Locus of Control”
Mark Cleveland, University of Western Ontario

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Maria Kalamas, Kennesaw State University
Michel Laroche, Concordia University

“Integrating Environmentally Friendly Behavior with Hedonic Consumption: The Case of Organic Wine”

Janeen Olsen, Sonoma State University
Linda Nowak, Sonoma State University
Liz Thach, Sonoma State University

“Fair Trade Coffee, Global Value Chains, and Ethical Marketing”

Syed Anwar, West Texas A&M University
Lal-Khan Almas, West Texas A&M University

“Using Behavioral Influence Strategies to Incite Customers to Buy Fairly-Traded Products”

Alain d’Astous, HEC Montreal
Suzanne Mathieu, Le Groupe Keyrus

Discussants

Mark Cleveland, University of Western Ontario
Lena Weick, Applied Sciences University, Germany

Wednesday, July 11, 8:30 am -10:00 pm

**Session 1.5. Global and Cross-Cultural Marketing (2)
Product/Service Considerations in International Marketing**

Room: 1.4 (1st floor Polo Zanotto Building)

Session Chair: Lyn S. Amine, Saint Louis University

“Determinants of Successful Internationalization of Services - A Conceptual Model”

Christina Sichtmann, Free University of Berlin
Ilka Griese, Free University of Berlin

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<p>Maren Klein, Free University of Berlin</p> <p>“Exploring the Interrelationship Between Materialism, Attention-to-Social-Comparison” Joo-Gim Heaney, Griffith University Ronald E. Goldsmith, Florida State University Michael F. Heaney, The Southport School</p> <p>Discussant: Rodney L. Stump, Towson University</p>
<p>10:00 am - 10:30 am Break (Polo Zanotto Building hall)</p>
<p>Wednesday, July 11, 10:30 – 12:00 Opening Plenary: Jagdish Sheth, Emory University Room: T2 (ground floor Polo Zanotto Building)</p>
<p>12:00 – 1:30 pm Lunch (University Restaurant)</p>
<p>Wednesday, July 11, 1:30 pm – 3:00 pm</p> <p>Session 2.1. Electronic Marketing Improving E-Marketing Performance Room: 1.4 (1st floor Polo Zanotto Building)</p> <p><u>Session Chair: Tanuja Singh, Northern Illinois University</u></p> <p>“Towards a Framework of Web Performance Evaluation: A Literature Review and Measurement Classification” Robert Ankomah Opoku, Lulea University of Technology Magnus Hultman, Lulea University of Technology</p> <p>“The “Social” in Social Marketing Applied to E-Precautions: Identifying the Social Aspect in the Decisional Balance Scale Construct” Pei-ju Lucy Ting, University of Manchester</p>

<p>Peter J. McGoldrick, University of Manchester Kathy A. Keeling, University of Manchester</p> <p>“To Blog or Not to Blog: A Practitioner’s Guide to Blogging as a Marketing Communications Tool” Tanuja Singh, Northern Illinois University Liza Veron-Jackson, Alberto-Culver, Inc.</p>
<p>Wednesday, July 11, 1:30 pm – 3:00 pm</p> <p>Session 2.2. Integrated Marketing Communication (1) Brand image Room: 1.1 (1st floor Polo Zanotto Building)</p> <p><u>Session Chair: Dan Flint, University of Tennessee</u></p> <p>“A Longitudinal Analysis of Sponsorship Effects on Brand Perception” David M. Woisetschlager, University of Dortmund Heiner Evanschitzky, University of Muenster Patrick Lentz, University of Dortmund</p> <p>“The Role of Brand Awareness and Product Involvement on Choice and Recall in the Context of Product Placement” Giacomo Gistri, Università di Pisa Siva K. Balasubramanian, Southern Illinois University Priyoo Manadote, Southern Illinois University at Carbondale, USA Lucio Masserini, Università di Pisa</p> <p>“Branding and Diversity: The Role of Brand Personality in Positioning Business Schools” Albert Caruana, University of Malta Leyland F. Pitt, Simon Fraser University Pierre Berthon, Bentley College Jean-Paul Berthon, Lulea University of Technology</p>

“How to Increase the Sales Volume of Private Label by a Well-designed DM?”

Wu I-Huei, National Taiwan University
Shan-Yu Chou, National Taiwan University
Ning-Hsiu Su, National Taiwan University

Wednesday, July 11, 1:30 pm – 3:00 pm

Session 2.3. Marketing Education

Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Laurie Babin, The University of Southern Mississippi

“How Well Can Early Career Research Output Predict Future Success?”

Thomas L. Powers, University of Alabama, Birmingham
John E. Swan, University of Alabama, Birmingham

“Approaches to Greening Marketing Education: Environmental and Social Concerns”

Beverlee B. Anderson, California State University - San Marcos

“Creativity and Marketing Students: An Empirical Analysis”

Denny E. McCorkle, University of Northern Colorado
Janice Payan, University of Northern Colorado
James Reardo, University of Northern Colorado
Nathan Kling, University of Northern Colorado

“An Exploratory Study on the Treatment of Ethics in Undergraduate Business Principles Textbooks”

Lonnie Phelps, McNeese State University
George W. Stone, North Carolina A&T
Mathew Joseph, University of South Alabama
Ashley Berken, McNeese State University

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Carmen-Maria Albrecht, University of Mannheim

Wednesday, July 11, 1:30 pm – 3:00 pm

Session 2.4. Marketing Research and Quantitative Analysis (1)

Room: 1.3 (1st floor Polo Zanotto Building)

Session Chair: Teresa M. McCarthy, Lehigh University

“Customer Choice Variability and Profit Optimization Modelling in a Firm: An Analytical Framework”

Rajagopal, Monterrey Institute of Technology and Higher Education, ITESM

“Asymmetries in the Market Structure over Time – A multi-mode Approach to Unfold Spatial Maps Based on Consumer Choice Data”

Werner H. Kunz, Institute of Marketing, Humboldt-University of Berlin

“Multiple Method Research in Marketing”

Donna F. Davis, Texas Tech University
Susan L. Golicic, University of Oregon
Sabrina Sattler, Texas Tech University

Wednesday, July 11, 1:30 pm – 3:00 pm

Session 2.5. Marketing Strategy

Strategic Customer Relationships

Room: T1 (ground floor Polo Zanotto Building)

Session Chair: Klaus-Peter Wiedmann, Leibniz University

“A Consumer-Derived Measure of Brand Positioning Effectiveness: Development and Validation”

Christoph Fuchs, University of Vienna

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Adamantios Diamantopoulos, University of Vienna

“Strategy Implementation: Building a Capable Organization”

Victoria L. Crittenden, Boston College
William F. Crittenden, Northeastern University
Olga Kehagias, OMED Medical Supplies

“Customer Prioritization: Performance Outcomes and Implementation Issues”

Christian Homburg, University of Mannheim
Mathias Droll, University of Mannheim
Dirk Totzek, University of Mannheim

3:00 - 3:30 Break (Polo Zanotto Building hall)

Wednesday, July 11, 3:30 pm – 5:00 pm

Session 3.1. Product Planning and Pricing Strategies (1)
Contemporary Issues about Product Planning and Pricing Strategies
Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Paul Chao, Eastern Michigan University

“How Mental Budgeting Affects Future Spending: the Role of Income and Framing”

Christina Homburg, University of Mannheim
Nicole Koschate, University of Mannheim
Dirk Totzek, University of Mannheim

“Frequent Markdowns, Purchase Delay, and Resale Price Maintenance, Evidence from Taiwan”

Miao-Ling Chen, Sun Yat-sen University
Guan-Ru Chen, Shi Chien University

“How Does the Mass Customization Level Affect Consumer Demand?”

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Akinori Ono, Keio University
Seiji Endo, University of Mississippi

“Justifying Your Price Online: an Investigation of Some Academic Associations’ Online Communication of Membership Benefits”

Magnus Hultman, Lulea University of Technology
Marie-Louise Jung, Lulea University of Technology
Robert Opoku, Lulea University of Technology
Esmail Salehi-Sangari, Lulea University

Wednesday, July 11, 3:30 pm – 5:00 pm

Session 3.2. Selling and Sales Management (1)
Research into Salesperson Characteristics
Room: 1.1 (1st floor Polo Zanotto Building)

Session Chair: Joseph A. Bellizzi, Arizona State University

“Quality of Working Relationships: Buyers’ Perceptions of Sellers’ Communication Skills”

Tanya Drollinger, University of Lethbridge
Lucette Comer, Purdue University

“Selling Automobiles at Retail: Is Empathy Important?”

David G. Spaulding, Northwood University
Richard E. Plank, University of South Florida
Larry Chiagouris, Pace University
Mary Long, Pace University

“A Study of Work-Family Conflict, Family-Work Conflict and the Contingent Effect of Self-Efficacy of Retail Salespeople in a Transitional Economy”

Rodney Stump, Towson University
Cristian Chelariu, York University

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Ravi Mehta, York University

“A Study of Aggressiveness of Salespersons, Consumers’ Attitude towards Product Brand, Store Image and Purchase Intentions”

Amy Y.K. Mak, Hong Kong Baptist University

Noel Y.M. Siu, Hong Kong Baptist University

C.L. Or, Hong Kong Baptist University

Wednesday, July 11, 3:30 pm – 5:00 pm

Session 3.3. Service Marketing (1)

Services & Strategy

Room: 1.4 (1st floor Polo Zanotto Building)

Session Chair: Janet McColl-Kennedy, University of Queensland

“A Comparison of Service Quality Attributes Weights Across Service Experiences”

Tracey Dagger, University of Queensland

Jillian Sweeney, University of Western Australia

“The Effects of Counterfactual Thinking and Time Orientation in Service Failure and Recovery Encounters”

Janet McColl-Kennedy, University of Queensland

Amy K. Smith, George Washington University

Doan Nguyen, University of Queensland

“Conceptualizing the New Service Development Based Competitive Strategy in Project-Oriented Service Firms”

Sandeep Salunke, University of Queensland

Jay Weerawardena, University of Queensland

Janet McColl-Kennedy, University of Queensland

Wednesday, July 11, 3:30 pm – 5:00 pm

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Session 3.4. Entrepreneurship (1)

Room: 1.3 (1st floor Polo Zanotto Building)

Session Chair: Fredric Kropp, Monterey Institute of International Studies

“An Empirical Study of Israeli Social Entrepreneurships”

Ayalla Ruvio, Graduate School of Management, University of Haifa

Aviv Shoham, Graduate School of Management, University of Haifa

“Network Behaviors, Social Capital, & Organizational Learning in High-Growth Entrepreneurial Firms”

Mathew Hughes, Nottingham University

Robert E. Morgan, Cardiff University

R. Duane Ireland, Texas A&M University

Paul Hughes, Loughborough University

“Entrepreneurial Orientation and Organizational Performance in the Military”

Fredric Kropp, Monterey Institute of International Studies

Roxanne Zolin, Naval Postgraduate School

Noel Lindsay, The University of Adelaide

Wednesday, July 11, 3:30 pm – 5:00 pm

Session 3.5. Relationship Marketing (1)

Issues in Relationship Marketing

Room: T1 (ground floor Polo Zanotto Building)

Session Chair: Kathleen A. Krentler, San Diego State University

“How to Initiate Trust in Business Relationships? Theoretical Framework and Empirical Investigation”

Margit Enke, Freiberg University of Technology

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<p>Larissa Greschuchna, Informan AG Anja Geigenmueller, Freiberg University of Technology</p> <p>“Toward an Identification-Based Understanding of Consumer Relationship Quality: An Empirical Investigation” James Agarwal, University of Calgary Stephen Pieroway, University of Calgary</p> <p>“The Role of Employee Satisfaction in Managing Customer Satisfaction in Franchise Networks” Heiner Evanschitzky, University of Muenster Maren Wunderlich, Premiere Fernsehen GmbH & Co. KG Catia Prykop, Credit Swiss</p> <p>“Key Issues in CRM Implementation: Some Evidence from Scandinavian Businesses” B. “Ram” Ramaseshan, Curtin University of Technology Jan Mattsson, Roskilde University</p>
<p>5:15 pm – 6:00 pm Wine Tasting; The Wines of Northern Italy Location: T2 (ground floor Polo Zanotto Building)</p>
<p>6:00 pm – 7:00 pm Reception (Polo Zanotto Building hall)</p>
<p>Dinner on your own</p>
<p>Thursday, July 12</p>
<p>8:00 am – 12:00 pm Registration (Polo Zanotto Building hall)</p>
<p>Thursday, 8:30 am– 10:00 am</p>
<p>Session 4.1. Retailing (1)</p>

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<p>Room: T1 (ground floor Polo Zanotto Building)</p> <p><u>Session Chair: Beth Davis, University of Louisville</u></p> <p>“The Ten Dimensions of the Luxury Fashion Brand” Christopher M. Moore, Heriot Watt University</p> <p>“Pricing Strategies and Retailing Competition: An Exploratory Analysis of the Italian market” Davide Pellegrini, University of Parma Marcello Viola, University of Parma</p> <p>“Distribution Intensity Level as an Antecedent of Brand Equity of Food Products” Angel Fco. Villarejo-Ramos, University of Seville Manuel Jesús Sanchez-Franco, University of Seville Francisco J. Rondan-Cataluna, University of Seville</p>
<p>Thursday, July 12, 8:30 am – 10:00 am Room: 1.3 (1st floor Polo Zanotto Building)</p> <p>Session 4.2. Business-to-Business, Channels of Distribution and Supply Chain Management Channels of Distribution and Supply Chain Management</p> <p><u>Session Chair: Thomas Page, Michigan State University</u></p> <p>“A Model of Knowledge Calibration in Global Supply Chain Management” Kishore Gopalakrishna Pillai, University of Leeds Soonhong Min, University of Oklahoma</p> <p>“Negotiation Relationship Outcome Perceptions Based on Geographic Origin” Thomas J. Page, Jr., Michigan State University Lloyd M. Rinehart, University of Tennessee</p>

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“Opportunism as an Inhibitor in the Development of Western-Chinese Business Relationships”

Bradley R. Barnes, University of Leeds
Noel Y.M. Siu, Hong Kong Baptist University
Leonidas C. Leonidou, University of Cyprus

"An Economics of Information Perspective of Industrial Buyer-Seller Relationships - A Theoretic Framework"

Christina Sichtmann, Free University of Berlin

Thursday, July 12, 8:30 am – 10:00 am

Room: 1.1 (1st floor Polo Zanotto Building)

Session 4.3. Consumer Behavior (2)

Issues in the Processing of Advertising

Session Chair: Scott Rader, University of Tennessee

“Psychological Antecedents of Media Consumption and Information Exposure”

Jason Stella, Deakin University
Stewart Adam, Deakin University

“All Political Advertisement Are Not Created Equal: Influences of Political Sophistication and Candidate Credibility on Political Advertising”

Chun-Tuan Chang, National University of Kaohsiung
Yu-Kang Lee, National Sun Yat-sen University

“The Phenomenon of Personal Technology Consumption: Reinterpretation of Means-End Theory through Extensions of Man”

Scott Rader, University of Tennessee

“Advertising and Children’s Request: The Role of the Age and the Presence of Television in the Kids’ Bedroom”

Rodrigo Uribe, The University of Chile

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Carolina Martínez, The University of Chile
Ricardo Muñoz, The University of Chile
Valeska Hidalgo, The University of Chile
Juan Eduardo Gorioitía, The University of Chile

Thursday, July 12, 8:30 am – 10:00 am

Room: 1.2 (1st floor Polo Zanotto Building)

Session 4.4. Theory and Measurement Issues in Ethics

Session Chair: Ralf Schellehase, University of Applied Sciences, Darmstadt

“Cultural Measurement Invariance of a Workplace Ethics Scale: Four Chinese Sub-Cultures”

Paul L. Sauer, Canisius College
Paul Chao, Eastern Michigan University

“Marketing Orientation, Privatization and Performance: Evidence from a Developing Economy”

Anthony Pecotich, University of Split
Biljana Crnjak-Karanović, University of Split
Nataša Renko, University of Zagreb

“The Influence of Our World on Student Ethics: Does Time Matter?”

Kathleen Krentler, San Diego State University
Sara L. Appleton-Knapp, San Diego State University

Discussant: John Cherry, Southeast Missouri University

Thursday, July 12, 8:30 am – 10:00 am

Room: 1.4 (1st floor Polo Zanotto Building)

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Session 4.5. Electronic Marketing (2)

Designing Successful Web-Sites

Session Chair: Sandra Newton, Sonoma State University

“Consumer Evaluations of Online Retail Sites: The Relationship of Attitude Toward the Site and Credibility”

Richard E. Plank, University of South Florida

Larry Chiagouris, Pace University

Mary Long, Pace University

“Internet for Franchising: Something New or Just a Different Way of Communicating?”

Elena Cedrola, Università degli Studi di Macerata

Sabrina Memmo, Università degli Studi di Macerata

“The Effects of Locus of Control on the Concern for Privacy on the Internet”

Desmond Lam, University of Macau

10:00 am – 10:30 am

Break (Polo Zanotto Building hall)

Thursday, July 12, 10:30 am – 12:00 am

Room: 1.4 (1st floor Polo Zanotto Building)

Session 5.1. Non-for-Profit Marketing (1)

Session Chair: Jay Weerawardena, University of Queensland

“Framing Charity Advertising: Influences of Vividness Valence and Number Size Framing”

Yu-Kang Lee, National Sun Yat-sen University, Taiwan

Chun-Tuan Chang, National University of Kaohsiung, Taiwan

“Brand Personality and Nonprofit Heritage: A case of Surf Life Saving Australia”

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Gillian Sullivan Mort, Griffith University
Jay Weerawardena, University of Queensland
Brett Williamson, Surf Life Saving

“Personal Characteristics and Social Exchange: An Intrapersonal Exchange Perspective”

Deborah Griffin, Griffith University

Aron O’ Cass, University of Newcastle

Thursday, July 12. 10:30 am – 12:00 noon

Session 5.2. Integrated Marketing Communication (2)

Advertising

Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Susan L. Golicic, University of Oregon

“The Impacts of Resale Price Maintenance on Advertising: Does Resale Price Maintenance Encourage Manufacturers to Advertise? Using a Real Options Analysis”

Miao-Ling Chen, National Sun Yat-sen University

Guan-Ru Chen, Shih Chien University

“An Investigation of Multi-sensory Experience and Interactivity In Communication led Activities of European Football Clubs on the Web”

George S. Spais, University of Peloponnese

Vasiliki T. Avgerinou, University of Peloponnese

“Advertising and Promotions Budgeting, Taking Risks and the Current State of Practice”

Douglas West, University of Birmingham

Thursday, July 12, 10:30 am – 12:00 am

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**Session 5.3. Global and Cross-Cultural Marketing (1),
A Role of Culture and a Country-of-Origin in International Marketing
Room: 1.1 (1st floor Polo Zanotto Building)**

Session Chair: Piyush Sharma, Hong Kong Polytechnic University

“Country-of-Origin, Animosity and Consumer Response: A Study of Anti-Americanism and Francophobia”
Lyn S. Amine, St. Louise University

“The Personality of Countries: Positioning and Preference Analysis Applications”
Lilia Boujbel, HEC Montréal
Alain d’Astous, HEC Montréal

“Identical Brand – Different Culture – Different Perception: How Culture Can Influence the Perception of a Brand”
Thomas Foscht, California State University, East Bay
Bernhard Swoboda, Trier University
Cesar Maloles, California State University, East Bay
Manfred Hammerl, University of Graz, Austria

“Exploring the Role of Cultural Intelligence in Inter-cultural Service Encounters”
Piyush Sharma, The Hong Kong Polytechnic University
Leslie Yip, The Hong Kong Polytechnic University
Sherriff Luk, The Hong Kong Polytechnic University
Alison Lloy, The Hong Kong Polytechnic University

Thursday, July 12, 10:30 am – 12:00 noon

**Session 5.4. Marketing Research and Quantitative Analysis (2)
Room: 1.3 (1st floor Polo Zanotto Building)**

Session Chair: Donna F. Davis, Texas Tech University

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“PLS Path Modeling: Some Recent Methodological Developments, a Software Integrated in XLSTAT and Its Application to Customer Satisfaction Studies”

Vincenzo Esposito Vinzi, Università degli Studi di Napoli
Thierry Fahmy, Addinsoft
Yves-Marie Chatelin, Institut de l’Elevage, Paris
Michel Tenenhaus, HEC School of Management (GREGHEC)

“Interfirm Demand Integration: Integrating Supply Chain Structure and Process”
Teresa M. McCarthy, Lehigh University
John T. Mentzer, University of Tennessee

“Using the Partial Least Squares Method to Investigate a Model of Determining and Moderating Influences of the Sponsorship Effect”
Frank Huber, University of Mainz
Isabel Matthes, University of Mainz
Andreas Herrmann, University of St. Gallen
Michael Johnson, University of Michigan

Thursday, July 12, 10:30 am – 12:00 noon

**Session 5.5. Marketing Strategy
Product-Market Strategies**

Room: T1 (ground floor Polo Zanotto Building)

Session Chair: Chuck Ingene, University of Mississippi
Discussant: Hester Nienabar, University of Pretoria

“Why Do Product-market Strategies Fail? An Examination Under Conditions of Adherence”
Paul Hughes, Loughborough University
Rob E. Morgan, Cardiff University
Mathew Hughes, Nottingham University

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<p>Nigel Piercy, University of Warwick</p> <p>“New Product Announcements and the Stock Market Reaction: The Case of the Computer Industry” Paul Sergius Koku, Florida Atlantic University</p> <p>“Has Terrorism an Effect on Brand Value? An Empirical Study on the 100 Biggest World Brands” Gabriele Suder, CERAM Sophia Antipolis, France Claude Chailan, CERAM Sophia Antipolis, France D. Suder, CCI Nice, France</p>
<p>12:15 pm – 2:00 pm Awards Luncheon Location: University Restaurant</p>
<p>2:30 pm – 4:30 pm Verona Walking Tour (departures from the “AMS” hotels – general meeting point in front of the Gran Guardia Palace -Piazza Bra’)</p>
<p>6:00 p.m Bus Transportation to Peschiera - Lake Garda (BUS Meeting point: in front of the Gran Guardia palace - Piazza Bra’)</p> <p>7:30 p.m. – 11:00 p.m MOTONAVE ITALIA Cruise Reception and Dinner Cruise on Lake Garda</p> <p>11:00 p.m - Bus Transportation from Peschiera to Hotels BUS Meeting point: in front of the Boat – Peschiera Port</p>
<p>Friday, July 13</p> <p>8:00 am – 5:00 pm Registration (Polo Zanotto Building hall)</p>

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<p>Friday, July 13, 8: 30 am – 10:00 am</p> <p>Session 6.1. Retailing (2) Room: T1 (ground floor Polo Zanotto Building)</p> <p><u>Session Chair: Beth Davis, University of Louisville</u></p> <p>“Enhancing Customer-Based Retail Brand Equity: A Comparison of the Influence of Different Retail Marketing Instruments in DIY and Textile Retailing” Bernhard Swoboda, Trier University Frank Halsig, Trier University Dirk Morshett, University of Saarland Hanna Schramm-Klein, University of Saarland</p> <p>“Contacts between Retailers and Customers as a Basis for Customer Segmentation” Guenter Silberer, University of Goettingen Sascha Steinmann, University of Goettingen Gunnar Mau, University of Goettingen</p> <p>“On How Retailers Approach the Buying Negotiation Process: A Case in Understanding Retailer Buying Behavior” Elena Bonel, Università degli Studi di Trento</p> <p>“Recreational Retailing and Consumer Behavior towards Leisure Shopping: An Empirical Study in Mexico” Rajagopal, Monterrey Institute of Technology and Higher Education, ITESM</p>
<p>Friday, July 13, 8: 30 am – 10:00 am</p> <p>Session 6.2. Selling and Sales Management (2) Research into Sales Manager Behaviors Room: 1.2 (1st floor Polo Zanotto Building)</p>

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Session Chair: Mark A. Moon, University of Tennessee

“Disciplining Unethical Sales Force Behavior: Honoring Explanations of Top Sales Performers and Poor Sales Performers”
Joseph A. Bellizzi, Arizona State University

“Sales Managers’ Learning Orientation and Salespeople’s Goal Orientation: The Impact on Organisational Performance”
Nicholas G. Paparoidamis, Catholic University of Lille
Ruben Chumpitaz, Catholic University of Lille

“Cultural Training: An Analysis of the Effects of Sales Manager and Family Training on Job Performance in a Foreign Assignment”
Berrin Guner, Rowan University
Nevin Deniz, Marmara University
Rolph Anderson, Drexel University

Friday, July 13, 8: 30 am – 10:00 am

Session 6.3. Service Marketing (2)

Customer Related Issues

Room: 1.4 (1st floor Polo Zanotto Building)

Session Chair: Tracey Dagger, University of Queensland

“The Customer-based Corporate Reputation Scale: Replication and Development of a Short Form”
Gianfranco Walsh, University of Koblenz-Landau
Sharon E. Beatty, University of Alabama

“Customers as Social Spatial Influencers”
Alastair Tombs, University of Queensland
Janet McColl-Kennedy, University of Queensland

“Relationship Marketing, Human Resource Management, and the Service-Profit Chain: A Conception of Key Linkages”

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Carmel Herington, Griffith University
Lester W. Johnson, University of Melbourne

Friday, July 13, 8: 30 am – 10:00 am

Session 6.4. Business-to-Business, Channels of Distribution and Supply Chain Management

Special Session: Marketing Strategies in Multi-Channel Environments

Room: 1.3 (1st floor Polo Zanotto Building)

Session Chair: Arun Sharma, University of Miami

Arun Sharma, University of Miami
Gopalkrishnan R. Iyer, Florida Atlantic University
R. Krishnan, University of Miami

Friday, July 13, 8: 30 am – 10:00 am

Session 6.5. Consumer Behavior and Consumer Marketing (3)

Consumer Decision-making

Room: 1.1 (1st floor Polo Zanotto Building)

Session Chair: Gonca Ulubasoglu, Istanbul Technical University

“Observing the Role of Differentiation in Air-conditioning Decisions”
Sharyn Rundle-Thiele, Griffith University
Wei Shao, Griffith University
Ashley Lye, Griffith University

“A Multi Criteria Analysis of Factors Influencing Organic Food Marketing”
Y. Ilker Topcu, Istanbul Technical University
Sebnem Burnaz, Istanbul Technical University

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<p>Suha Urgan, London School of Economics</p> <p>“Exploring Shopping Paths and Attention Behavior at the Point of Sale” Günter Silberer, Georg-August-Universität Göttingen, Institute of Marketing and Retailing Oliver B. Büttner, Georg-August-Universität Göttingen, Institute of Marketing and Retailing Alexander Gorbach, Georg-August-Universität Göttingen, Institute of Marketing and Retailing</p> <p>“ Underlying Motives of Online Information Search Behavior of Consumers: A Means-end Chain Analysis” Gonca Ulubasoglu, Istanbul Technical University</p>
<p>10:00 am - 10:30 am Break</p>
<p>10:30 am – 12:00 noon Plenary: (TBA) Room: T2 (ground floor Polo Zanotto Building)</p>
<p>12:00 noon – 1:30 pm Lunch (University Restaurant)</p>
<p>Friday, July 13, 1:30 pm – 3:00 pm</p> <p>Session 7.1. Business-to-Business, Channels of Distribution and Supply Chain Management Special Session Room: 1.3 (1st floor Polo Zanotto Building)</p> <p>“Linking Marketing Management and Supply Chain Management: The Demand-Supply Integration Framework” Kenneth B. Kahn, University of Tennessee Theodore P. Stank, University of Tennessee</p>
<p>Friday, July 13, 1:30 pm – 3:00 pm Session 7.2. Consumer Behavior and Consumer Marketing (4)</p>

Kommentar [PS1]: Will professor Varaldo present here? We received his confirmation. Do we have to organize something in it? Please tell me some details!!!!

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<p>Social Influences on Consumer Behavior Room: 1.1 (1st floor Polo Zanotto Building)</p> <p><u>Session Chair:</u> Richard A. Spreng, Michigan State University</p> <p>“The Impact of Negative Messages and Perceived Social Relationships on Online Information Trust” Lee-Yun Pan, Feng Chia University Jyh-Shen Chiou, National Chengchi University</p> <p>“An Exploratory Study of Parental Christmas Request Communications” Peter Clarke, Griffith University Mary-Lou Clarke, Bond University Tino Fenech, Griffith University</p> <p>“A Typology of WOM Referral Behavior: Individual and Social Capital as Basic Drivers/Qualities of Social Influences” Klaus-Peter Wiedmann, Leibniz University of Hanover Nadine Hennings, Leibniz University of Hanover Sascha Langner, Leibniz University of Hanover</p> <p>“When Brand Communities Collide: Moral Judgments and Pseudo-Relationships in Cross-Community Conflicts” Toni Eagar, Australian National University</p>
<p>Friday, July 13, 1:30 pm – 3:00 pm Session 7.3. Ethic and Social Responsibility Room: 1.4 (1st floor Polo Zanotto Building)</p> <p>Special Session: “Consumer Resistance of the Ordinary People: The Experience of Italian Gruppi di Acquisto Solidale” Federico Brunetti, University of Verona Elena Giaretta, University of Verona</p>

Kommentar [PS2]: My colleagues say they presented to another conference the same paper, so they could not present in ours. They wrote to their track chair to inform about the cancellation of their special session.

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Friday, July 13, 1:30 pm – 3:00 pm

Session 7.4. Non-for-Profit Marketing (2)

Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Gillian Sullivan Mort, Griffith University

“Measuring Health Care Performance from Patient’s Perspective”

Sandra S. Liu, Purdue University
Jie Chen, Purdue University

“The Marketing of Reputation: New Vistas for Christian Charities”

Stuart Middleton, University of Queensland

“Cause-related Marketing: Relationship with Collective Self-esteem and Impulse Buying”

Anne M. Lavack, University of Regina
Patrick Cooper, University of Regina
Fredric Kropp, Monterrey Institute of International Studies
David H. Silvera, University of Texas at San Antonio

Friday, July 13, 1:30 pm – 3:00 pm

Session 7.5. Entrepreneurship (2)

Room: T1 (ground floor Polo Zanotto Building)

Session Chair: Van R. Wood, Virginia Commonwealth University

“Effects of Entrepreneurs’ Innovativeness and Personality on the Intention to Adopt Innovations: A Survey on Italian SMEs”

Alberto Marcati, LUISS University of Rome
Gianluigi Guido, University of Lecce and LUISS University of Rome

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Alessandro M. Peluso, University of Lecce

“Progressive Decision Making for Strategic Alliances – The PRODEMSTRA Model: A Method For Determining International Strategic Alliance Feasibility For Small To Medium Sized Enterprises”

Van R. Wood, Virginia Commonwealth University

“Assessing the Most Influential Entrepreneurs’ Features on New Firms Growth: A Longitudinal Study”

Barba-Sanchez Virginia, University of Castilla-La Mancha
Martinez-Ruiz Maria Del Pilar, University of Valencia

3:00 pm – 3:30 pm Break (Polo Zanotto Building hall)

Friday, July 13, 3:30 pm – 5:00 pm

Session 8.1. Electronic Marketing (3)

Consumer Behavior in E-Marketing

Room: 1.4 (1st floor Polo Zanotto Building)

Session Chair: Linda Nowak, Sonoma State University

“Critical Success Factors in E-Tailing and Priority Differences Between Alternative Online Consumer Tendencies”

Unsal Hakan Nikbay, Bogazici University
Hande Kimiloglu, Bogazici University

“Beyond the Reputation System: An Investigation into Valuable Signals Affecting Auction Outcome”

Chung-Chi Shen, Providence University
Jyh-shen Chiou, National Chengchi University
Biing-Shen Kuo, National Chengchi University

“An Effort to Reduce Web Based Cart Abandonment”

Tino Fenech, Griffith University, Gold Coast

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Friday, July 13, 3:30 pm – 5:00 pm

Session 8.2. Global and Cross-Cultural Marketing (3)
Consumer Decision Making Considerations in International Marketing
Room: 1.1 (1st floor Polo Zanotto Building)

Session Chair: Stephen L. Vargo, University of Hawaii

“Mobile Phone Adoption Levels across Countries”
Rodney L. Stump, Towson University
Wen Gong, Howard University
Zhan Li, University of San Francisco
Geweï Ye, Towson University

“Young People Purchase-Decision Patterns: A European Comparative Analysis”
Stéphane Ganassali, University of Savoie
Paola Cerchiello, University of Pavia
Nadine Hennings, University of Hannover
Ines Kuster, University of Valencia
Jean Moscarola, University of Savoie
Carmen Rodrigues Santos, University of Leon
Astrid Siebels, University of Hannover
Natalia Vila, University of Valencia
Antonella Zucchella, University of Pavia

“Foreign Product Evaluations: The Case of Involvement”
Ivonne M. Torres, New Mexico State University

Discussant: Christina Sichtmann, Free University of Berlin

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Friday, July 13, 3:30 pm – 5:00 pm

Session 8.3. Marketing Research and Quantitative Analysis,
Special Session: "Recent Developments in Partial Least Squares Path Analysis"
Room: 1.3 (1st floor Polo Zanotto Building)

Session Chair: Mee-Shew Cheung, Xavier University

Andreas Eggert, University of Paderborn
Joerg Henseler, Radboud University
Christian M. Ringle, University of Hamburg

Friday, July 13, 3:30 pm – 5:00 pm

Session 8.4. Marketing Strategy
Session 1: Market-oriented strategies
Room: T1 (ground floor Polo Zanotto Building)

Session Chair: Paolo Guenzi, SDA Bocconi

“Leveraging IT Resources for Comparative Advantage in Trade Relationships: The Mediating Role of Market-Oriented IT Competence”

Donna F. Davis, Texas Tech University
Susan L. Golicic, University of Oregon

“Strategic Store Location: Structural Determinants of Retail Market Potential in Japan”
Chuck Ingene, University of Mississippi
Ikuo Takahashi, Keio University

Friday, July 13, 3:30 pm – 5:00 pm

Session 8.5. Service Marketing (3)

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Current Issues in Services

Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Mirella Kleijnen, Vrije Universiteit Amsterdam

“Dimensions of Customer Organizational Citizenship Behavior in Services”

Romana Garma, Victoria University
Lilian Bove, University of Melbourne
Virginia Bratton, University of Melbourne

“Mobile Social Networks and the Adoption of Mobile Service Innovations”

Mirella Kleijnen, Vrije Universiteit Amsterdam
Annouk Lievens, Antwerpen University
Ko de Ruyter, Maastricht University
Martin Wetzels, Maastricht University

“Events as Marketing Tools: Impacts on Tourist Destination Image”

Sonia Ferrari, University of Calabria
Giuseppe Emanuele Adamo, University of Calabria
Anna Rita Veltri, University of Calabria

7:00 pm -8:00 pm

Welcome from the President - Castelvecchio Museum

President’s speech and short visit at the museum

8:00 pm -10:00 pm

Presidential Reception and Congress Banquet

(Circolo Ufficiali, Castelvecchio, Verona)

Saturday, July 14

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8:00 am – 10:00 am

Registration (Polo Zanotto Building hall)

Saturday, July 14, 8:30 am – 10:00 am

Session 9.1. Consumer Behavior and Consumer Marketing (5)

Customer Loyalty and Brands

Room: 1.1 (1st floor Polo Zanotto Building)

Session Chair: Sharyn Rundle-Thiele, Griffith University

“Analysis of the Influence of Customer’s Shopping Motives on the Impact of Retailer Attributes on Customer-Based Retail Brand Equity”

Frank Halsig, Trier University
Bernhard Swoboda, Trier University
Dirk Morschett, Saarland University
Hanna Schramm-Klein, Saarland University

“A Comprehensive Model of Customer Loyalty”

Richard A. Spreng, Michigan State University
Thomas J. Page, Jr., Michigan State University
Bridget Behe, Michigan State University

“The Entry and Exit of Airline Brands in Network Alliances: The Impact on Consumer Perceptions”

David Woisetschlaeger, University of Muenster
Manuel Michaelis, University of Muenster
Christof Backhaus, University of Muenster
Dieter Ahlert, University of Muenster

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<p>“The Effects of the Corporate Brand on Consumer Loyalty” Tatiana Anisimova, Monash University</p>
<p>Saturday, July 14, 8:30 am – 10:00 am</p> <p>Session 9.2. Electronic Marketing Special Session Room: 1.4 (1st floor Polo Zanotto Building)</p> <p>Session Chair: Carol DeMoranville, Bryant University</p> <p>“Current Issues in Customer Data Management and Measurement in Electronic Environments: A Research Summary and Overview” Elisa Fredericks, Northern Illinois University Abbie Griffin, University of Utah Sharon Shavitt, University of Illinois, Urbana-Champaign Helge Thorbjornsen, Norwegian School of Economics and Business Administration Tiffany Barnett White, University of Illinois Debra Zahay, Northern Illinois University George Zinkhan, University of Georgia</p>
<p>Saturday, July 14, 8:30 am – 10:00 am</p> <p>Session 9:3 Entrepreneurship Special Session: Values and Entrepreneurship Room: 1.3 (1st floor Polo Zanotto Building)</p> <p>Session Chair: Noel J. Lindsay, The University of Adelaide</p> <p>“Exploring the Values - Entrepreneurial Attitude Relationships of Necessity-Based Nascent Entrepreneurs” Wendy A. Lindsay, The University of Adelaide Noel J. Lindsay, The University of Adelaide</p>

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<p>Anton Jordaan, The University of Adelaide Gary Hancock, The University of Adelaide</p> <p>“Values of Entrepreneurs and Non Entrepreneurs” Noel Lindsay, The University of Adelaide Fredric Kropp, the Monterey Institute of International Studies</p> <p>“Entrepreneurial Materialism” Gregory Rose, University of Washington - Tacoma</p>
<p>Saturday, July 14, 8:30 am – 10:00 am</p> <p>Session 9.4. Global and Cross-Cultural Marketing Special Session Room: 1.2 (1st floor Polo Zanotto Building)</p> <p>Session Chair: Robert F. Lusch, University of Arizona Stephen L. Vargo, University of Hawaii</p> <p>“Revised Logics for a Revised Understanding of Global Wealth and Wellbeing” Richard Varey, Waikato Management School, Hamilton Jaqueline Pels, University Torcuato DiTella, Buenos Aires Stephen L. Vargo, University of Hawaii Robert F. Lusch, University of Arizona Gunter Wessels, University of Arizona</p> <p>“Revised Logics for a Revised Understanding of Global Wealth and Well-being” Roger Layton, University of New South Wales</p>
<p>10:00 am – 10:30 am Break (Polo Zanotto Building hall)</p>

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Saturday, July 14, 10:30 am – 12:00 noon

Session 10.1. Service Marketing,

Special Session: “Interaction and Curvilinear Mechanisms in Service Evaluation Structures: Theoretical and Methodological Perspectives”

Room: 1.4 (1st floor Polo Zanotto Building)

Fan-Yang Wallentin, University of Uppsala
Clara Agustin, Instituto de Empresa
Pavlos A. Vlachos, Athens University of Economics and Business

Saturday, July 14, 10:30 am – 12:00 noon

Session 10.2. Entrepreneurship,

Special Session: Indigenous Entrepreneurship

Room: 1.3 (1st floor Polo Zanotto Building)

Session Chair: Robert Anderson, University of Regina

Aldene Meis Mason, University of Regina Saskatchewan
Leo Paul Dana, University of Canterbury
Robert Anderson, University of Regina Saskatchewan
Kevin G. Hindle, Swinburne University of Technology

Session 10.3 10:30 am – 12:00 noon

Special Session “Interpersonal Relationship in International Cultures”

Room: 1.2 (1st floor Polo Zanotto Building)

Session Chair: Leyland Pitt, Simon Fraser University

Greece: Constantine Katsikeas, Leeds University

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Iran: Esmail Salehi-Sangari, Lulea University of Technology
South Africa: Nic Terblanche, University of Stellenbosch
Arien Strasheim, University of South Africa
China: Colleen Dodd, Simon Fraser University
Sweden: Lars Backstrom, Lulea University of Technology

Session 10.4. 10:30 am – 12:00 noon

Marketing Strategy: Strategic Marketing Capabilities

Room: 1.1 (1st floor Polo Zanotto Building)

Session Chair: Hester Nienabar, University of Pretoria

Discussant: Donna F. Davis, Texas Tech University

“Operant Resource-Based Capabilities as Antecedents to Firm Performance”

Liem Viet Ngo, The University of Newcastle
Aron O’Cass, The University of Newcastle

“Rigidity and Interdependency Effects of Learning Capabilities”

Diane Rutter, University of Queensland
Jay Weerawardena, University of Queensland
Len Coote, University of Queensland

“Inter-functional Customer Portfolio Strategies as Antecedents of Firm Performance”

Suvi Nenonen, Hanken Swedish School of Economics and Business
Kaj Storbacka, Nyenrode Business Universiteit

12:00 PM

Congress Ends

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Thanks for being part of this conference. We hope to see you in 2009.

Evening on your Own: Opera at L'Arena – Il Barbiere di Siviglia by Gioachino Rossini