## THURSDAY, AUGUST 4, 2011

### ACADEMIC PLACEMENT REGISTRATION
4:00pm – 7:00pm  
*Marriott Marquis: Nob Hill A/B (Lower Level B2)*

### ACADEMIC PLACEMENT ORIENTATION
5:00pm – 6:00pm  
*Marriott Marquis: Nob Hill C/D (Lower Level B2)*

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## FRIDAY, AUGUST 5, 2011

### Doc SIG Pre-Conference Symposium *(Pre-Registration Required)*
8:45 AM – 2:30 PM  
*Marriott Marquis: Golden Gate A (B2 Level)*

### ACADEMIC PLACEMENT REGISTRATION
8:00am – 5:00pm  
*Marriott Marquis: Nob Hill A/B (Lower Level B2)*

### ACADEMIC PLACEMENT INTERVIEWING
8:00am – 5:00pm  
*Marriott Marquis: Salon 8 (Lower Level B2)*

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### REGISTRATION OPEN
10:00 AM – 6:30 PM  
*Marriott Marquis: North Registration A & B (Lower B2 Level)*

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### SESSIONS 001. – 010.
1:30 PM – 3:00 PM

#### 001. Managing the NPD Process and Adoption in Turbulent Times
1:30 to 3:00 pm  
*Marriott Marquis: Salon 1*

Participants:

- Thinking Inside the Box: Incumbent Firms’ Innovativeness and Demand-Side Inertia. Michael A. Stanko, *North Carolina State University*; Francisco-Jose Molina-Castillo, *University of Murcia*; Bohlmann D. Jonathan, *NC State University*

Chair: Cheryl Nakata, University of Illinois, Chicago
002. A Closer Look on Customers and Customer-related Outcomes in CRM
1:30 to 3:00 pm
Marriott Marquis: Salon 2
Participants:
The Impact of Innate Level of Satisfaction on the Relationship between Product/Service Satisfaction and Loyalty. elena nadia pomirleanu, University of Nevada, Las Vegas; Pavan Rao Chennamaneni, University of Wisconsin, Whitewater
What will last: Differences in the long-run between Customer Satisfaction and Customer-Company Identification. Jan Wieseke, Ruhr-University of Bochum; Mario Rese, ESMT Berlin, Germany; Benjamin Quaiser, Ruhr-University Bochum, Marketing Department, Germany; Till Haumann, Ruhr-University Bochum, Germany
Are Chinese Consumers Created Equally Relational? A Cross-Regional Study of Generation-Y Consumers and Its Implications for Segmentation. Jack Wei, University of West Georgia
Chair: Jan Wieseke, Ruhr-University of Bochum

003. Branding Issues in International and Cross-Cultural Marketing
1:30 to 3:00 pm
Marriott Marquis: Salon 3
Participants:
Performance Implications of Global Brands and the Moderating Role of Culture Values. M. Berk Talay, University of Massachusetts - Lowell; Janell D Townsend, Oakland University
The Globalness Route toward Brand Equity: How Consumer and Brand Level Factors change the Route to Success. Bernhard Swoboda, Trier University; Karin Pennemann, Trier University; Markus Taube, University of Duisburg-Essen
Understanding Chinese Consumers' Brand Perceptions: the Role of Self and Gender Consciousness. Lilly Ye, Frostburg State University; Mousumi Bose, Fairfield University; Lou Pelton, University of North Texas
A Study of the Malaysian Automobile Industry: Is A Brand Alliance the Answer? Shir Way Siew, The University of Texas - Pan American; Michael S. Minor, The University of Texas-Pan American
Chair: Alexander Krasnikov, George Washington University

004. Advances in Quantitative and Qualitative Analysis Techniques
1:30 to 3:00 pm
Marriott Marquis: Salon 4
These three papers offer advances in and discussion of three different data analysis techniques, including both qualitative and quantitative methods.
Participants:
Advancing Means-End Chains by Incorporating Kano Method to Explore Consumer Perceptions. Chin-Feng Lin, National Pingtung Institute of Commerce, Taiwan
Modeling marketing response with fuzzy-set qualitative comparative analysis (FS/QCA). Antti Vassinen, Aalto University; Henrikki Tikkanen, Aalto University School of Economics
Questioning Some Claims Associated with PLS Path Modeling. Edward Rigdon, Georgia State University; David Gefen, Drexel University
Chair: M. Berk Talay, University of Massachusetts - Lowell

005. Co-Creation in Services
1:30 to 3:00 pm
Marriott Marquis: Salon 5
Participants:
Assessing Value Co-creation: DART Scale Development and Validation. Pia A. Albinsson, Appalachian State University; B. Yasanthi Perera, New Mexico State University; Pookie Sautter, New Mexico State University
User Experience Sharing: A Conceptual Model of Consumer Value Co-creation. Chien-Hung Tom Chen, Queensland University of Technology; Judy Drennan, Queensland University of Technology; Lynda Andrews, Queensland University of Technology
Consumer Willingness to Co-Produce: Engaging Through Sustainable Business Practices, Compromise and Confidence. Bonnie J.K. Simpson, University of Calgary; Scott K Radford, University of Calgary
Chair: Bonnie J.K. Simpson, University of Calgary

006. Consumer Behavior in Global Markets
1:30 to 3:00 pm
Marriott Marquis: Salon 6
Participants:

Impact of Acculturation on Immigrant Consumer Behavior. Annas Abedin, RWTH Aachen University; Malte Brettel, RWTH Aachen University

Does America reshape Chinese consumers' flavor towards luxury? Tingting MO, IAE Aix en Provence; Elyette Roux, IAE Aix-en-Provence; Nancy Wong, University of Wisconsin-Madison

Offshore Outsourcing of Customer Services - What do the Customers Think? Piyush Sharma, Hong Kong Polytechnic University

Chair: Piyush Sharma, Hong Kong Polytechnic University

007. Service Outcomes - I
1:30 to 3:00 pm
Marriott Marquis: Salon 10

Participants:

Performance Evaluations, Perceived Customer Orientation, and Behavioral Responses. Anja Geigenmueller, TU Bergakademie Freiberg

Social Services: An Application and Extension of Service-Dominant Logic. Steven William Rayburn, Oklahoma State University; Marlys J. Mason, Oklahoma State University

Antecedents and outcomes of cognitive and affective customer trust: a multi-channel perspective. Adina Poenaru, ESCP Europe Business School; Chris Halliburton, ESCP Europe Business School

Chair: Anja Geigenmueller, TU Bergakademie Freiberg

008. Emerging Perspectives about Sales Control Systems and Sales Management
1:30 to 3:00 pm
Marriott Marquis: Salon 11

Participants:

Effects of formal sales control systems: A combinatorial perspective. Fred Miao, Clarkson University; Kenneth R Evans, University of Oklahoma

Extending Views of Rewards and Salesperson Outcomes: Exploration of the Moderating Role of Task Programmability. C. Jay Lambe, Seattle University; Chiharu Ishida, Illinois State University; Kåre Sandvik, Buskerud University College

A Question of Productivity and Performance: The Selling Sales Manager or the Managing Sales Manager? Adam Rapp, Clemson University; J. Andrew Petersen, UNC Chapel Hill; Douglas E. Hughes, Michigan State University

Chair: Shane Hunt, Arkansas State University

009. Emotion and Identification in Advertising
1:30 to 3:00 pm
Marriott Marquis: Salon 12

Participants:

Endorsement: It’s about how you identify with Kate and then how Kate fits with the brand. Ravi Pappu, University of Queensland, Australia; T. Bettina Cornwell, University of Oregon; Ann Wallin, University of Queensland

Me and My Cozy Security Blanket - The Role of the "Feeling of Care and Security" in Emotional Advertising. Frank Huber, Johannes Gutenberg University Mainz; Frederik Meyer, Johannes Gutenberg University Mainz; Andrea Weihrach, Johannes Gutenberg University Mainz

Must be the Music: The impact of character association and product prestige on consumer responses to music video brand placement. Janee Burkhalter, Saint Joseph’s University; Corliss Thornton, Georgia State University

Chair: Jennifer Bechkoff, San Jose State University

010. Formal and Informal Contracting in Interorganizational Relationships
1:30 to 3:00 pm
Marriott Marquis: Salon 13

Participants:

Integrating Respect, Emotion, and Citizenship Behaviors into Business-to-Business Marketing Relationships. Maureen Bourassa, University of Saskatchewan; Peggy Cunningham, Dalhousie University; Laurence Ashworth, Queen’s University

Managing Contractual Breaches When Legal Enforcement May Not Be an Option. Jeff S. Johnson, University of Nebraska-Lincoln; Ravi Sohi, University of Nebraska-Lincoln

The Impact of Social and Contractual Enforcement on Reseller Performance: Mediating Role of Coordination and Inequity of Sharing E-business Benefits. Talai Osmonebekov, NAU; Brian Gregory, NAU

The Role of Formal Contract, Guanxi and Boundary Spanner’s Learning in Alliance Innovation: Evidence from China. Dong Liu, Nanjing
EXHIBIT AREA OPEN
3:00 PM – 6:30 PM
Marriott Marquis: Salon 7

BREAK IN EXHIBIT AREA
3:00 PM – 3:30 PM
Marriott Marquis: Salon 7

SESSIONS 011. – 021.
3:30 PM – 5:00 PM

011. International Culture and Country of Origin Effects
3:30 to 5:00 pm
Marriott Marquis: Salon 1
Participants:
- Discovering In-Group Reactions to Out-Group Focused Endorsements. Mubshar Munawar Khan, University of the Punjab; Bodo B. Schlegelmilch, Institute for International Marketing Management; Joe F. Hair, Kennesaw State University Coles College of Business
- Exploring Consumer Behaviors in China: The Moderating Role of Social Conformity. Ipkin Anthony Wong, Institute for Tourism Studies; Yu-Ying Huang, Macau University of Science and Technology; Hoi In Veronica Fong, University of Macau

Chair: Claude Obadia, Advancia-Negocia, Paris

012. Current Issues in Advertising Effectiveness
3:30 to 5:00 pm
Marriott Marquis: Salon 2
Participants:
- Creativity and Repetition: Consumer Recall and Wearout. Kevin Lehnert, Grand Valley State University; Brian Till, Loyola University Chicago; Brad D. Carlson, Saint Louis University
- Integrating Means-End and Product Similarity Approaches to Evaluate Advertising Effectiveness. Chin-Feng Lin, National Pingtung Institute of Commerce, Taiwan
- Role of Surrogate Advertisements: Impact on Recall of Parent Product and Attitude Formation. Roopika Raj, Indian Institute of Management Ahmedabad

Chair: Michael W Kroff, Montana State University

013. Evolving Marketing Strategies in Social Networks
3:30 to 5:00 pm
Marriott Marquis: Salon 3
Participants:
- Customer Engagement via Social Media: Evidence from Firm-Sponsored Virtual Communities. Constance Porter, University of Notre Dame; Naveen Donthu, Georgia State University; William MacElroy, Socratic Technologies; Donna Wydra, Socratic Technologies
- A Qualitative Study of the Facebook Social Network: The Desire to Influence, Associate, and Construct a Representational and Ideal Identity. Jessica Pugh, Metlife; Mary Celsi, California State University Long Beach
- Listening in Social Media for Brand Reputation and Customers Understanding. Angela Hausman, Howard University; Barry McLawhorn,
Marketing That Works.TV
Forecasting the Use of Emerging Social Media and Technological Innovations at McDonald’s Corporation. Mark S Rosenbaum, Northern Illinois University

Chair: Angela Hausman, Howard University

014. Emerging Issues in Corporate Social Responsibility
3:30 to 5:00 pm
Marriott Marquis: Salon 4

Participants:
Corporate Social Responsibility Between Hypocrisy and Sincerity. Thomas Kilian, University Koblenz-Landau (Germany); Nadine Hennigs, Leibniz University of Hannover, Institute of Marketing and Management
A Customer Perceived Value Perspective on Motivations Underlying Boycott Participation. Klaus-Peter Wiedmann, Leibniz University of Hannover, Institute of Marketing & Management; Nadine Hennigs, Leibniz University of Hannover, Institute of Marketing and Management; Barbara Seegebarth, Leibniz University of Hannover; Lars Pankalla, Leibniz University of Hanover; Martin Kassubek, Leibniz University of Hannover
The Missing Bridge between Corporate Social Performance and Financial Performance: Firm Reputation. Xin Liu, California State Polytechnic University, Pomona; Sijun Wang, Loyola Marymount University; Jun R. Myers, California State Polytechnic University, Pomona
ISO Guidance on Social Responsibility towards Consumers: Implications for Marketers. Savita Hanspal, CUNY

Chair: Craig Andrews, Marquette University

015. Digital Media: Issues of Effectiveness, Interactivity and Creativity
3:30 to 5:00 pm
Marriott Marquis: Salon 5

Participants:
Time lags of digital Advertising Media: Differences between existing and new Customers. Ralph Breuer, RWTH Aachen University; Malte Brettel, RWTH Aachen University
The Price of Interactivity: The Effect of Interactivity on Willingness to Pay More for Digital Information Products. Colleen P. Kirk, Pace University
Does Making Consumers Creative Improve Brand Evaluations? Wenyu Dou, Department of Marketing, City University of Hong Kong; jintao wu, Lingnan College, Sun Yat-Sen University; Ming Cheung, Department of Media and Communication, City University of Hong Kong; Qin Yao, Department of Marketing, City University of Hong Kong

Chair: Alladi Venkatesh, University of California, Irvine

016. Dual Processing and Meanings
3:30 to 5:00 pm
Marriott Marquis: Salon 6

Participants:
Bilinguals’ Perspective on Polysemous and Single Meaning Slogans. Miguel Angel Zúñiga, New Mexico State University; Ivonne M. Torres, New Mexico State University; Mihai Niculescu, New Mexico State University
Effects of Visual and Verbal Processing Strategies on Omission Neglect. Xiaoi Han, University of Cincinnati
The Role of Dual-Systems of Processing in Analyzing Products’ Attribute Modifications. Ataollah Tafaghodijami, University of Utah; Himanshu Mishra, University of Utah

Chair: Ataollah Tafaghodijami, University of Utah

017. Emerging Issues in Sustainability and Green Marketing
3:30 to 5:00 pm
Marriott Marquis: Salon 10

Participants:
Communicating Product Sustainability to Consumers: An Examination of Sustainability Disclosure Formats on Food Product Evaluations. Yoon-Na Cho, University of Arkansas
Beyond Green Regulations: Achieving True Sustainability through Engagement in a Forced Adoption Context. Judy Frels, Audencia Nantes School of Management; Olga Kapitskaia, Audencia Nantes School of Management
Promoting Healthful Foods: Could Water be the Answer? T. Bettina Cornwell, University of Oregon; Anna R McAlister, University of Wisconsin - Madison; Seung-Pil Lee, University of Michigan; Christopher Swift, University of Michigan; Arielle Mellen, University of
Michigan; Mandie Maurer, University of Michigan
Striking the Right Chord with Organ Donation.  B. Ramaseshan, Curtin University; David H Wong, Curtin University; Bradley Turner, Curtin University

Chair:
Gerald Albaum, University of New Mexico

018.  Service Outcomes - II
3:30 to 5:00 pm
Marriott Marquis: Salon 11
Participants:
Socializing To Coproduce: Pathways to Consumers' Financial Well-Being.  Lin Guo, University of New Hampshire; Eric J. Arnould, University of Wyoming; Chuanyi Tang, University of Florida
Remote-Services Satisfaction - An Initial Examination.  Stefanie Paluch, TU Dortmund University; Markus Blut, TU Dortmund University
Allocating Optimal Multi-Period Budget to Loyalty and Sales Promotion Programs.  Hsiu-Yuan Tsao, Tamkang University

Chair:
Hsiu-Yuan Tsao, Tamkang University

019.  Fairness, Blame, and Customer Control
3:30 to 5:00 pm
Marriott Marquis: Salon 12
Participants:
Price Unfairness and Spillover of Blame.  Umit Koc, Drexel University; Rajneesh Suri, Drexel University
When Receiving a Discount Seems to be a Loss: Fairness in Ambiguous Price Promotions.  Sungchul Choi, University of Northern British Columbia; Mike Christopher Stanyer, University of Northern British Columbia; Sang-June Park, Chonbuk National University; Chun (Martin) Qiu, McGill University
When Should Retailers Offer Greater Control to Consumers?  Gary L Hunter, Illinois State University

Chair:
Shelby Haynes McIntyre, Santa Clara university

020.  Focusing on Managers and Employees in Strategy Research
3:30 to 5:00 pm
Marriott Marquis: Salon 13
Participants:
Intrafirm Network Centrality & Individual Employee's Market Orientation.  Tao Zhu, University of Groningen
The Satisfaction Mirror Phenomenon Revisited: How Client Satisfaction Affects Employee Satisfaction and Retention.  Regina Viola Frey, German Graduate School; Tomás Bayón, German Gradute School of Manegament and Law
How Do Small Businesses Learn and Process Market Information and Their Marketing Implications.  Ada Leung, Penn State Berks; Kyle Luthans, University of Nebraska at Kearney

Chair:
Nina Landauer, University of Mannheim (Germany)

021.  Green Behaviors (And Other Special Consumption Practices)
3:30 to 5:00 pm
Marriott Marquis: Salon 14
Participants:
Egoism and the Everyday Consumer: Developing a New Theory on Prosocial Behaviors in Consumption Contexts.  Spencer M. Ross, University of Massachusetts-Amherst
Green Behavior: Concern for the Self or Others?  Iman Naderi, University of North Texas
Liberating Stigmatized Consumption Practices.  Soonkwan Hong, Michigan Technological University

Chair:
Soonkwan Hong, Michigan Technological University

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WELCOME RECEPTION IN EXHIBIT AREA
5:00 PM – 6:30 PM
Marriott Marquis: Salon 7
SATURDAY, AUGUST 6, 2011

COFFEE AND DANISH IN EXHIBIT AREA
8:00 AM – 8:30 AM
Marriott Marquis: Salon 7

REGISTRATION OPEN
8:00 AM – 5:00 PM
Marriott Marquis: North Registration A & B (Lower B2 Level)

EXHIBIT AREA OPEN
8:00 AM – 5:00 PM
Marriott Marquis: Salon 7

ACADEMIC PLACEMENT REGISTRATION
8:00am – 5:00pm
Marriott Marquis: Nob Hill A/B (Lower Level B2)

ACADEMIC PLACEMENT INTERVIEWING
8:00am – 5:00pm
Marriott Marquis: Salon 8 (Lower Level B2)

SESSIONS 022. – 031.
8:30 AM – 10:00 AM

022. The Sustainability Imperative and Marketing
8:30 to 10:00 am
Marriott Marquis: Salon 1
This is a special session of leading academics and practitioners in the area.
Participants:
The Sustainability Imperative and Marketing: Bridging the Chasm between Business Practice and Research in Business Disciplines. Robert Cialdini, Arizona State University
The Talk - Do Ratio: Appropriate Management of Sustainability Marketing. Tony Kingsbury, Dow Executive-in-Residence, Sustainable Products and Solutions Program, University of California at Berkeley
The Sustainability Imperative and the Marketing Mandate: Concurrent Pursuit of a Smaller Environmental Footprint and a Larger Market Footprint. Rajan Varadarajan, Texas A&M University
Chair:
Rajan Varadarajan, Texas A&M University

023. Impulse Buying, Loyalty and Consumer Segments in Retailing
8:30 to 10:00 am
Marriott Marquis: Salon 2
Participants:
Are Loyalty Programs Effective? The Role of Customer-Company Identification. thomas brashear alejandro, University of Massachusetts Amherst; Lin Jiang, Renmin University of China; Jun Kang, University of Massachusetts Amherst; Mark Groza, UMASS; Bo Zhang, Renmin University of China
Impulsive Buying: A Quantitative Synthesis of the Literature. Gary R Holmes, Drury University; Clinton Amos, Augusta State University; William C Keneson, University of South Carolina
The Interplay between Psychographic and Socio-Demographic Factors on Consumers’ Attitude towards Private Label Brands. Paurav Shukla, University of Brighton; Madhumita Banerjee, The University of Warwick; Phani Tej Adidam, University of Nebraska at Omaha
Chair:

Gary L Hunter, Illinois State University

024. Ethical Issues in Sales
8:30 to 10:00 am
Marriott Marquis: Salon 3
Participants:

What Shapes Ethical Judgments of Supervisor Behavior? Action, Intention or Outcomes. Barry James Babin, Louisiana Tech University; Kevin William James, Louisiana Tech University; Yasemin Ocal, Louisiana Tech University; David Shows, Louisiana Tech University

A Cross-Cultural Study of Unethical Sales Behaviors. Ning Li, George Mason University; William H. Murphy, University of Saskatchewan

Using the TPB for Predicting Salespeople’s Ethical Intentions and Behavior in a Developing Country. Ahmed Shahriar Ferdous, Deakin University; Michael Polonsky, Deakin University

Chair:

Linda Ferrell, University of New Mexico

025. Influences of Culture, Gender, and Age
8:30 to 10:00 am
Marriott Marquis: Salon 4
Participants:

The Role of Situated Learning in Coping with Professional Service Experiences: A Cross-Cultural Perspective. Mousumi Bose, Fairfield University; Lilly Ye, Frostburg State University; Anna Walz, Grand Valley State University

Why Is Luxury Appealing? Exploring Consumer’s Brand Response with a Special Focus on Gender. Nicola Stokburger-Sauer, University of Innsbruck, Department of Strategic Management, Marketing and Tourism; Karin Teichmann, University of Innsbruck, Department of Strategic Management, Marketing and Tourism

Understanding Older Consumers through Cognitive Age and Personal Values: An International Perspective. Florian Kohlbacher, German Institute for Japanese Studies (DIJ) Tokyo; Lynn Sudbury, Liverpool John Moores University; Agnes Hofmeister, Corvinus University

Chair:

Florian Kohlbacher, German Institute for Japanese Studies (DIJ) Tokyo

026. Innovation in Marketing Content Delivery
8:30 to 10:00 am
Marriott Marquis: Salon 5
Participants:

Experiential Learning in Second Life: An Application in Retail Management. Christy Ashley, East Carolina University; Sharon Collins, East Carolina University; Susan Thornton, East Carolina University

Using Social Media to Address Curriculum Objectives in Integrated Marketing Communications Course. Iryna Pentina, University of Toledo

Student Centered Learning about Consumer Behavior Using Feature Films. Laurie Meamber, George Mason University; Fiona Sussan, George Mason University

Chair:

Elisa Fredericks, Northern Illinois University

027. International Standardization/Adaptation and Account Management
8:30 to 10:00 am
Marriott Marquis: Salon 6
Participants:

Complexity and Context in International Marketing: From Standardization/Adaptation to Value Co-creation. Melissa Archpru Akaka, University of Hawaii at Manoa; Stephen Vargo, University of Hawaii at Manoa

Competitive Intensity of Foreign Markets and Export Price Adaptation. Claude Obadia, Advancia-Negocio, Paris; Barbara Stöttinger, Wirtschaftsuniversität Wien

Successful Global Account Management Organization towards International Retail Customers. Bernhard Swoboda, Trier University; Edith Olejnik, Trier University; Andrea Schlueter, Trier University

Chair:

Magnus Hultman, Leeds University Business School

028. Market Orientation and Interfirm Knowledge in Interorganizational Relationships
8:30 to 10:00 am
Marriott Marquis: Salon 10
Participants:

Interfirm Knowledge Transfer in Co-opetitive Buyer-Supplier Relationships: The Case of Plural Governance. Shipra Gupta, University of Nebraska, Lincoln; Ravi Sohi, University of Nebraska-Lincoln

Market-Driving Behavior: Performance Consequences in High-Tech Start-Ups. Malte Brettel, RWTH Aachen University; Susanne Schmidt, European University Viadrina; Tessa Christina Flatten, RWTH Aachen University; Andreas Engelen, RWTH Aachen University

The Effectiveness of Social Media Messages in B2B Context. Kunal Swani, University of Massachusetts, Amherst; Brian P. Brown, University of Massachusetts Amherst

The market orientation-learning orientation interface: An empirical analysis of the moderating effect of competitive and dynamic market environments. Niels Becker, RWTH Aachen University; Malte Brettel, RWTH Aachen University

Chair: Ursula Y. Sullivan, Northern Illinois University

029. Global Branding and Firm Performance
8:30 to 10:00 am
Marriott Marquis: Salon 11

Participants:

Can a Company's Reputation Influence the Effects of Share Performance on Investor Regret? Shalini Vohra, Sheffield Hallam University; Gary Davies, University of Manchester

Global Brand Equity, Multistakeholder Relations, and Firm Performance. Hui-ming Deanna Wang, San Francisco State University; Ram Bezawada, School of Management, The State University of New York, Buffalo

How to best allocate marketing mix resources for local and foreign brands in developing countries. Markus Taube, University of Duisburg-Essen; Martin Heinberg, University of Duisburg-Essen

Chair: Anja Geigenmueller, TU Bergakademie Freiberg

030. The Market Knowledge Management, Market Orientation, and Innovation Connection: Take two!
8:30 to 10:00 am
Marriott Marquis: Salon 12

Participants:

Who should Influence Decisions? Investigation of Departments' Decision Influence on Responsive and Proactive Market Orientation. Monika Oswald, RWTH Aachen University; Malte Brettel, RWTH Aachen University

Network-Based Market Knowledge and Product Innovativeness. Yongchuan Bao, Suffolk University; Shibin Sheng, University of Alabama at Birmingham; Kevin Zheng Zhou, The University of Hong Kong

Strategic Orientation Sets and Product Commercialization. Jifeng Mu, ALABAMA A&M UNIVERSITY; Anthony Di Benedetto, Temple University

Do Organizational Memory and Marketing-R&D/Engineering Integration Mediate the Market Orientation-New Product Performance Relationship? The Case of U.S. Manufacturers. Türkan Dursun, West Texas A&M University; John B. Ford, Old Dominion University; Ceyhan Kilic, IC

Chair: Michael A. Stanko, North Carolina State University

031. Understanding Online and Offline Consumer Behavior
8:30 to 10:00 am
Marriott Marquis: Salon 13

Participants:

Conceptualizing Fear Of Online Identity Theft: A Qualitative Study And Model Development. Patrick Hille, University of Koblenz-Landau; Gianfranco Walsh, Marketing Professor; Simon Brach, University of Koblenz-Landau

Conversations to Cause Change: A Proposed Typology of Consumers Utilizing Facebook to Enact Consumer Boycotts. Mya Pronschinske, University of Wyoming

Toward a Richer Understanding of Word-of-Mouth Content: Theoretical Analysis and Research Propositions. Haksin Chan, The Chinese University of Hong Kong; David Mick, University of Virginia

Chair: Demetra Andrews, Florida State University
BREAK IN EXHIBIT AREA
10:00 AM – 10:30 AM
Marriott Marquis: Salon 7

JOURNAL OF MARKETING EDITORIAL BOARD MEETING
10:30 AM – 12:00 PM
Marriott Marquis: Salon 14

SESSIONS 032. – 041.
10:30 AM – 12:00 PM

032. The Sustainability Imperative and Retailing
10:30 to 12:00 pm
Marriott Marquis: Salon 1
Participants:
- The Sustainability Imperative and Retailing: Innovations, Initiatives, Opportunities and Challenges. Matt Kistler, Senior Vice President of Marketing Walmart
Chair:
Rajan Varadarajan, Texas A&M University

033. Key Account Management and Value-Based Selling
10:30 to 12:00 pm
Marriott Marquis: Salon 2
Participants:
- 'It's Almost Like Taking the Sales out of Selling' - Conceptualizing Value-Based Selling in Business Markets. Harri Terho, Assistant Professor; Alexander Haas, Professor; Andreas Eggert, Professor; Wolfgang Ulaga, Professor
- How does key customer focus moderate market-based organizational learning? An empirical analysis under the specific consideration of product commoditization. Niels Becker, RWTH Aachen University; Malte Brettel, RWTH Aachen University
- Key Account Retention: A Naturalistic Approach Assessing the Drivers & Outcomes of Key Account Relationships. Scott B Friend, University of Nebraska-Lincoln; Jeff S. Johnson, University of Nebraska-Lincoln
Chair:
Andrea Dixon, Baylor University

034. Managing Culture, Perceived Innovativeness and Judgment, and Information Distribution Toward Valuable Innovation From the Consumer’s Perspective
10:30 to 12:00 pm
Marriott Marquis: Salon 3
Participants:
- Is the Future Static or Dynamic? The Effect of Culture on Evaluations of New Products. Beichen Liang, ETSU
- Are Companies Capable to Assess Their Innovativeness? Antecedents and Outcomes of Perception Differences between Companies and Customers. Ruth Stock, Technische Universität Darmstadt; Nicolas Zacharias, Technische Universität Darmstadt
- Does Exposure to Concept Products Affect Consumer Judgment of Marketed Products? Irene Scopelliti, Bocconi University; Paola Cillo, Bocconi University; David Mazursky, The Hebrew University of Jerusalem
- The Effect of Information Distribution on New Product Decision Making. Haisu Zhang, University of Illinois at Chicago; Timothy Basadur, University of Illinois at Chicago
Chair:
Fu-Mei Chuang, Loughborough University
035. Managing Product and Brand Portfolios
10:30 to 12:00 pm
Marriott Marquis: Salon 4
Participants:
Current corporate product portfolio management practice: an exploratory study. Sabine Kuester, University of Mannheim; Nina Landauer, University of Mannheim (Germany)
Stand Ahead, Not Necessary to Be the Head: Who Is Responsible for a Composite Brand Extension? Meng-Chun Tsai, Doctoral Candidate, National Chengchi University; Kent B Monroe, University of Richmond; Yung-Chien Lou, Professor, National Chengchi University; Lien-Ti Bei, Professor, National Chengchi University
Assortment Diversification and the Trade-Off between Sales Growth and Profit Maximization. Thomas Rudolph, University of St.Gallen; Timo Sohl, University of St.Gallen
Chair: Dirk Totzek, University of Mannheim

036. Marketing Communications in Society and Academe
10:30 to 12:00 pm
Marriott Marquis: Salon 5
Participants:
Color it Right: The Differential Effects of Color in Coping with Firm Competence versus Ethical Failures. Marina Puzakova, Drexel University; Hyokjin Kwak, Drexel University; Joseph F. Rocereto, Monmouth University; Trina Larsen Andras, Drexel University
Consumer Perceptions of Corporate Societal Marketing Initiatives: A Multiple Cause Approach. Ryan Langan, University of South Florida; Anand Kumar, University of South Florida
On the Role of Event Marketing in Science Communication - An Empirical Examination. Alexander Leischnig, Freiberg University of Technology; Anja Geigenmueller, TU Bergakademie Freiberg; Margit Enke, Freiberg University of Technology
Chair: Nora J Rifon, Michigan State University

037. More than Meets the Eye: Visual Features, Aesthetics, and Counterfeit Behaviors
10:30 to 12:00 pm
Marriott Marquis: Salon 6
Participants:
A Goal-Striving Model for Consumers’ Deliberate Counterfeit-Consumption Behavior. Jiayun (Gavin) Wu, The University of Arizona; Anita D. Bhappu, University of Arizona; Sabrina Verena Helm, The University of Arizona
All That Glitters Is Not Gold: Packaging Aesthetics, Centrality Of Product Visual Aesthetics, and Consumer Responses. Chun-Ming Yang, Ming Chuan University
The Best vs. The Brightest: Low-Level Visual Features Influence Every-Day Consumer Choices. Milica Milosavljevic, California Institute of Technology; Vidhya Navalapakkam, California Institute of Technology; Christof Koch, California Institute of Technology; Antonio Rangel, California Institute of Technology
Chair: Milica Milosavljevic, California Institute of Technology

038. Service Innovation
10:30 to 12:00 pm
Marriott Marquis: Salon 10
Participants:
Consumer Trial, Adoption and Retailer Benefits of Service Innovation. Heiner Evanschitzky, Aston Business School; Gopalkrishnan Iyer, Florida Atlantic University; Peter Kenning, Zeppelin University; Reinhard Schutte, University of Muenster
Transformational Leadership and Customer Satisfaction: The Mediating Role of Market Responsive Capability and Innovativeness. Hua Chang, Drexel University
Highlighting the role of IMO for intra-organizational relationships and NSD performance. Achilleas F Boukis, Athens University of Economic and Business; Spyridon Gounaris, Athens University of Economic and Business
Chair: Hua Chang, Drexel University

039. Consumer Participation in Mobile Marketing
10:30 to 12:00 pm
Marriott Marquis: Salon 11
Participants:
The Co-Production of Marketing Communications Distributed through Personal Technology: A Service Customization Perspective. Todd
Bacile, Florida State University; Charles Hofacker, Florida State University
Consumers Un-Tethered: A Multi-Market Study of Mobile Marketing Acceptance. Tao (Tony) Gao, Northeastern University; Andrew J. Rohm, Northeastern University; Fareena Sultan, Northeastern University; Margherita Pagani, Bocconi University
Pay-What-you-Want Pricing for Mobile Phone Applications: The Effects of Social Information and Privacy Assurances. Pradeep Racherla, West Texas A&M University; Mark Keith, West Texas A&M University; Jeffrey Babb, West Texas A&M University
Chair: Mohammad Ali Zolfagharian, The University of Texas - Pan American

040. Effects of Branding
10:30 to 12:00 pm
Marriott Marquis: Salon 12
Participants:
Developing Brand Loyalty in Services: A Hierarchy of Effects Model. Rodoula H. Tsiotsou, University of Macedonia
Feedback Loops between Corporate and Retail Store Image: Corporate Brand Dominance and Evaluation Approach as Moderators. Bernhard Swoboda, Trier University; Karin Pennemann, Trier University; Markus Taube, University of Duisburg-Essen
Priming Effects in the Spill-over of the Corporate Brand. Gary Davies, University of Manchester
Chair: J. Tomas Gomez-Arias, Saint Mary’s College of California

041. The Role of Affect on Information Processing
10:30 to 12:00 pm
Marriott Marquis: Salon 13
Participants:
Disentangling Affect and Memory in Consumer Choice. Martin Reimann, University of Southern California; Judith Zaichkowsky, Copenhagen Business School; Antoine Bechara, University of Southern California
Power and Deferral: The Role of Anticipated Regret. Mehdi Mourali, University of Calgary; Frank Pons, Universite Laval; Derek Hassay, University of Calgary
Chair: Mehdi Mourali, University of Calgary

2011 AWARDS LUNCHEON
12:00 PM – 1:30 PM
Marriott Marquis: Salon 9

SESSIONS 042. – 051.
1:30 PM – 3:00 PM

042. Meet the AMA Editors
1:30 to 3:00 pm
Marriott Marquis: Salon 1
Meet the AMA Editors
Panelists:
David Griffith, Journal of International Marketing
Gary Frazier, Journal of Marketing
Russ Winer, Journal of Marketing Research
Ron Hill, Journal of Public Policy & Marketing

043. Pathways and Sequences in Consumer Decision Making
1:30 to 3:00 pm
Marriott Marquis: Salon 2
Participants:

A Multidimensional Sequence Alignment Approach to Cluster Customers by their Multidimensional Contact Sequences - Results of an Empirical Study in Retailing. Sascha Steinmann, University of Siegen; Günter Silberer, Georg-August-University Goettingen; Gunnar Mau, University of Siegen; Hanna Schramm-Klein, University of Siegen

Analyzing Multidimensional Customer Contact Sequences with a Multi-State Markov-Model - Results of an Empirical Study in Retailing. Sascha Steinmann, University of Siegen; Gunnar Mau, University of Siegen; Hanna Schramm-Klein, University of Siegen; Gerhard Wagner, University of Siegen; Dirk Morschett, University of Fribourg / Switzerland

Consumer Path Dependence in High-Tech Markets. Alexandra Langer, European University Viadrina Frankfurt (Oder)

Chair:

Gulnur Tumbat, San Francisco State University

044. Ethical Issues in Marketing

1:30 to 3:00 pm
Marriott Marquis: Salon 3

Participants:

Biasing Effects of Group Affiliation on Ethical Judgment. Scott Andrew Wright, University of Cincinnati; John Bowman Dinsmore, University of Cincinnati; Xiaoning Guo, University of Cincinnati; James J Kellaris, University of Cincinnati


Recession, Financial Hardship, and Ethical Judgment: Do Tough Times Beget Tough Judges? John Bowman Dinsmore, University of Cincinnati; Scott Andrew Wright, University of Cincinnati; Xiaoning Guo, University of Cincinnati; James J Kellaris, University of Cincinnati

Using BRT and PLS Examining Drivers of Generosity Behavioral Intentions of Business Students’ College S-L-Experience. Jeananne Nicholls, Kennesaw State University; Kurt E. Schimmel, Robert Morris University; D. Steven White, University of Massachusetts - Dartmouth

Chair:

O.C. Ferrell, University of New Mexico

045. Mobile and Online Marketing Communications

1:30 to 3:00 pm
Marriott Marquis: Salon 4

Participants:

Formulation of the Online Marketing Communications Mix: A Prescriptive Conceptual Model Based on Media Naturalness Theory. Philip J. Boutin, Jr., University of Tennessee

An Exploratory Investigation and Typology of Mobile Information Search, Perceived Credibility and WOM Behavior Amongst Generation Y. Megan Keith, The University of Mississippi

Long-term effects and synergies of e-advertising. Ralph Breuer, RWTH Aachen University; Malte Brettel, RWTH Aachen University

Chair:

Shelby Haynes McIntyre, Santa Clara university

046. Motivation and Goals

1:30 to 3:00 pm
Marriott Marquis: Salon 5

Participants:

An Exploration of the Effects of Motivational Priming on Consumer’s Food Portion Size Change Intentions. Kelly Wilder, Mississippi State University; Cynthia Webster, Mississippi State University

Goal-Theoretic Perspectives of Consumer Suspicion in Value Co-Creation. Nicole Kirpalani, LIM College

Mental budgets and Mental Construals: Do mental budgets work over the long haul? Sonja Prokopec, ESSEC Business School; Francine Espinoza, European School of Management and Technology; Vanessa Patrick, University of Houston

Chair:

Kelly Wilder, Mississippi State University

047. What’s Next in Sales? A Sales SIG Officers Special Session

1:30 to 3:00 pm
Marriott Marquis: Salon 6

Panelists:

Alexander Haas, Professor
Ellen Bolman Pullins, University of Toledo
Kenneth Le Meunier-FitzHugh, Norwich Business School, University of East Anglia, UK
Greg W Marshall, Rollins College
Chair:

Andrea Dixon, Baylor University

048. Service Quality
1:30 to 3:00 pm
Marriott Marquis: Salon 10
Participants:
Service Guarantees: The Impact of Playing 'Hard to Get' on Perceptions of Firm Credibility and Repurchase Intent. Susan Myrden, Memorial University of Newfoundland; Kevin Kelloway, Saint Mary’s University
Exploring the usefulness of mystery shopping for services. Jan Wieseke, Ruhr-University of Bochum; Neeru Malhotra, Aston University; Karsten Schmidt, Ruhr-University of Bochum
Measuring Service Quality in Higher Education: An Empirical Examination of the Hierarchical Structure Model in a High Involvement Setting. Yit Sean Esther Chong, Monash University; Pervaiz Khalid Ahmed, Monash University

Chair:

Neeru Malhotra, Aston University

049. Co-Branding
1:30 to 3:00 pm
Marriott Marquis: Salon 11
Participants:
Brand Development: The Effects of Customer Brand Co-Creation and Self-construal on Self-Brand Connection. Elmira Bogoviyeva, KIMEP
Effective Co-Branding between Two Firms: A Game Theory Perspective. Qiang Yan, Marketing Department, New Mexico State University
The Influence of Brand Experience and Congruity on the Evaluation of Different Types of Co-Branding Strategies. Nadine Stutz, Lucerne University of Applied Sciences and Arts; Dorothea Schaffner, Lucerne University of Applied Sciences and Arts

Chair:

Radha Nandkumar, University of Illinois

050. Branding in a Tumultuous Economy
1:30 to 3:00 pm
Marriott Marquis: Salon 12
Participants:
Luxury Brands in a Tumultuous Global Economy: The Crucial Role of Customer Perceived Value. Klaus-Peter Wiedmann, Leibniz University of Hannover, Institute of Marketing & Management; Nadine Hennigs, Leibniz University of Hannover, Institute of Marketing and Management; Thomas Wuestefeld, Leibniz University of Hannover, Institute of Marketing & Management; Steffen Schmidt, Leibniz University of Hannover, Institute of Marketing & Management
The Importance of Brand Heritage: Delivering Value to Consumers in Turbulent Times. Klaus-Peter Wiedmann, Leibniz University of Hannover, Institute of Marketing & Management; Nadine Hennigs, Leibniz University of Hannover, Institute of Marketing and Management; Steffen Schmidt, Leibniz University of Hannover, Institute of Marketing & Management; Thomas Wuestefeld, Leibniz University of Hannover, Institute of Marketing & Management
The Impact Of Perceived Brand Risk On Perceived Value: A Multidimensional Approach. ULUN AKTURAN, Galatasaray University

Chair:

Mohammed Nadeem, National University

051. Trust Issues in Services
1:30 to 3:00 pm
Marriott Marquis: Salon 13
Participants:
Antecedents and Consequences of Job Satisfaction and Organizational Commitment in Charity Organizations: Role of Internal Marketing. Paul Chao, Eastern Michigan University
Conceptualizing the impact of trust on value co-creation in interpersonal customer-service provider relationships. Jasmin Baumann, Norwich Business School, University of East Anglia, UK; Kenneth Le Meunier-FitzHugh, Norwich Business School, University of East Anglia, UK
In Search of the Gift of Feedback: The Moderating Role of Trust on Retailer-Customer Communication. Kevin G. Celuch, University of Southern Indiana; Nadine M Robinson, Athabasca University, Algoma University; Anna Walz, Grand Valley State University

Chair:

Kevin G. Celuch, University of Southern Indiana
SESSIONS 042. – 061.
3:30 PM – 5:00 PM

052. Celebrating the Contributions of the Sheth Foundation
3:30 to 5:00 pm
Marriott Marquis: Salon 1
Co-Chairs:
  Richard J. Lutz, University of Florida
  June Cotte, University of Western Ontario
Distinguished presenters:
  Robert Lusch, University of Arizona "Toward Developing a Lexicon for a General Theory of Marketing"
  Kevin Lane Keller, Dartmouth College "Perspectives on the Past, Present, and Future of Branding"
  Valarie A. Zeithaml, University of North Carolina "The Role of AMA in a Service Scholar’s Career"
Panelists:
  Kevin Lane Keller, Dartmouth College
  Robert Lusch, University of Arizona
  Valarie Zeithaml, University of North Carolina at Chapel Hill
Chair:
  June Cotte, University of Western Ontario

053. Delivering Value in Turbulent Times: Managing Interorganizational Relationships in Emerging Markets
3:30 to 5:00 pm
Marriott Marquis: Salon 2
Participants:
  Fairness in Marketing Relationships in Emerging Markets: Observations from a Multi-National Study. Donald J Lund, UAB
  Antecedents of Financial Investments in Contractual Marketing Channel Relationships in Emerging Markets: Evidence from the Franchising Sector in India. Manish Kacker, DeGroote School of Business, McMaster University
  International Customer Perspectives on Franchising: India vs. China. Rajiv Dant, University of Oklahoma
Chair:
  Ursula Y. Sullivan, Northern Illinois University

3:30 to 5:00 pm
Marriott Marquis: Salon 3
Chairs:
  Subin Im, San Francisco State University
  Minu Kumar, San Francisco State University

055. Finding Your Dream Job: Trends and Insights into Marketing Academia’s Job Market
3:30 to 5:00 pm
Marriott Marquis: Salon 4
Panelists:
  Sundar Bharadwaj, Emory University
  Rajdeep Grewal, Pennsylvania State University
  Michale Hartline, Florida State University
  Robin Soster, University of South Carolina
  Marie Yeh, Kent State University

056. Can Marketing Create Value in Political Campaigns….Or Not? An Interdisciplinary Perspective
3:30 to 5:00 pm
Marriott Marquis: Salon 5
Panelists:
- **Linda Ferrell**, University of New Mexico
- **O.C. Ferrell**, University of New Mexico
- **Dianne Dean**, University of Hull
- **Kenneth Cosgrove**, Suffolk University
- **Mark Milewicz**, Gordon College
Discussant:
- **Chad Milewicz**, University of Southern Indiana

057. Global SIG Special Session: Global Marketing Research Roundtable
3:30 to 5:00 pm
Marriott Marquis: Salon 6
Panelists:
- **Camille Schuster**, California State University San Marcos
- **Frank Franzak**, Virginia Commonwealth University
- **David Griffith**, Michigan State University
- **Michael Czinkota**, Georgetown University
- **Liesl Riddle**, The George Washington University
- **William Lundstrom**, Cleveland State University
- **Kashef Majid**, The George Washington University
- **Timo Sohl**, University of St. Gallen
Chair:
- **Annie Peng Cui**, West Virginia University

058. Improving Relations between Marketing and Sales
3:30 to 5:00 pm
Marriott Marquis: Salon 10
Participants:
The Marketing-Sales Interface During New Product Launch: How Can Marketing Influence the Sales Force?  
**Michael Ahearne**, University of Houston; **Willy Bolander**, Florida State University; **Florian Kraus**, University of Mannheim; **Carmen Liutec**, University of Houston

The Multifaceted Nature of Sales-Marketing Interfaces.  
**Avinash Malshe**, University of St. Thomas; **Wim Beimans**, University of Groningen

The Marketing-Sales Interface at the Interface: Building Internal Competitive Advantage.  
**Douglas E. Hughes**, Michigan State University; **Joel LeBon**, University of Houston; **Avinash Malshe**, University of St. Thomas; **Jan Fedderson**, Saleslabs

Chairs:
- **Michael Ahearne**, University of Houston
- **Willy Bolander**, Florida State University
Discussant:
- **Michael Ahearne**, University of Houston

059. Retailing Special Session: Visual Signals in Retailing
3:30 to 5:00 pm
Marriott Marquis: Salon 11
Participants:
The Impact of Swoosh in Making Online Product Exposures more Experiential.  
**Claudia Townsend**, University of Miami; **Anne L. Roggeveen**, Babson College; **Dhruv Grewal**, Babson College; **Ramasubramanian Krishnan**, University of Miami

Are Consumers Aware of Top-Bottom but not of Left-Right Inferences? Implications for Shelf Space Positions.  
**Ana Valenzuela**, Baruch College, CUNY; **Priya Raghurir**, New York University

Do Price Refunds Help Reduce Post-Purchase Regret?  
**Sujay Dutta**, Wayne State University; **Abhijit Biswas**, Wayne State University; **Dhruv Grewal**, Babson College

Chair:
- **Anne L. Roggeveen**, Babson College

060. Networks, Alliances and Other Strategic Configurations of Interorganizational Relationships
3:30 to 5:00 pm
Marriott Marquis: Salon 12
Participants:

Boosting Innovation through Leveraging International Alliance Network Embeddedness: Evidence from Chinese Domestic Firms.  
**Sunny Li Sun**, University of Missouri - Kansas City; **Ruby Lee**, Florida State University
Performance Implications of Customer Relationships: A Compositional Approach. Tianjiao Qiu, California State University, Long Beach
Strategic configurations of inter-organizational relationships: A Methodological Perspective. Ghasem Zaefarian, Manchester Business School; Peter Naude, Manchester Business School; Stephan Henneberg, Manchester Business School
The Impact of Networking Capability and Tie Strength on Product Innovation. Jifeng Mu, ALABAMA A&M UNIVERSITY

Chair:
Bob Dahlstrom, University of Kentucky

3:30 to 5:00 pm
Marriott Marquis: Salon 13

AMA SIG RECEPTIONS
5:00 PM – 6:00 PM

Global Marketing SIG Reception: Marriott Marquis: Salon 1
Entrepreneurial Marketing and Sports & Special Events Marketing SIGs Co-Reception: Marriott Marquis: Salon 6
Marketing and Society SIG Reception: Marriott Marquis: Salon 4
Consumer Behavior Marketing and Retailing & Pricing SIGs Co-Reception: Marriott Marquis: Salon 11
Services Marketing SIG Reception: Marriott Marquis: Salon 3
Interorganizational Marketing SIG Reception: Marriott Marquis: Salon 2
Marketing Research SIG Reception: Marriott Marquis: Salon 12
Sales SIG Reception: Marriott Marquis: Salon 10
Teaching & Learning SIG Reception: Marriott Marquis: Salon 5

2011 SOCIAL EVENT
Kick of your evening with free drinks and food while networking with your colleagues!
6:00 PM – 7:30 PM
Marriott Marquis Atrium
COFFEE AND DANISH IN EXHIBIT AREA
8:00 AM – 8:30 AM
Marriott Marquis: Salon 7

REGISTRATION OPEN
8:00 AM – 4:45 PM
Marriott Marquis: North Registration A & B (Lower B2 Level)

EXHIBIT AREA OPEN
8:00 AM – 3:15 PM
Marriott Marquis: Salon 7

ACADEMIC PLACEMENT REGISTRATION
8:00am – 5:00pm
Marriott Marquis: Nob Hill A/B (Lower Level B2)

ACADEMIC PLACEMENT INTERVIEWING
8:00am – 5:00pm
Marriott Marquis: Salon 8 (Lower Level B2)

JOURNAL OF INTERNATIONAL MARKETING EDITORIAL BOARD MEETING
8:30 AM – 10:00 AM
Marriott Marquis: Salon 14

SESSIONS 062. – 071.
8:30 AM – 10:00 AM

062. Meet the Non-AMA Editors
8:30 to 10:00 am
Marriott Marquis: Salon 1
Meet the Editors
Panelists:
  Kusum Ailawadi, International Journal of Research in Marketing
  Tomas Hult, Journal of the Academy of Marketing Science
  Ann McGill, Journal of Consumer Research
  Charles Hofacker, Journal of Interactive Marketing
  Rajiv Dant, Journal of Retailing
  James Brown, Journal of Retailing
  Kay Lemon, Journal of Service Research

063. Reactions to Pricing and Selling Options
8:30 to 10:00 am
Marriott Marquis: Salon 2
Participants:
The joint effect of discount and time restrictions on perceived price promotional value. Igor Makienko, University of Nevada Reno
Upselling or Upsetting? Determinants of a Successful Upsell Option. Wibke Heidig, University of St. Gallen; Daniel Wentzel, RWTH Aachen University; Torsten Tomczak, University of St. Gallen
Whether and to what extent consumers care about fair pricing for its own sake. Adam Nguyen, Siena College; Juan (Gloria) Meng, Minnesota State University, Mankato
064. Branding Issues
8:30 to 10:00 am
Marriott Marquis: Salon 3
Participants:
- Brand Euthanasia, A Daunting Call: A Conceptual Model Explicating Why Some Firms Retain Their Unprofitable Brands. **Purvi Shah**, Texas Tech University
- Impact of the Financial Crisis on the Employer Brands of Banks. **Kai Weinrich**, HHL - Leipzig Graduate School of Management; **Manfred Kirchgeorg**, HHL-Graduate School of Management

Chair:
**rujrutana mandhachitara**, Pennsylvania State University

065. Religion and Consumer Behavior
8:30 to 10:00 am
Marriott Marquis: Salon 4
Participants:
- Impact of Religiosity on the Consumer Behavior of Turkish Immigrants in Germany. **Annas Abedin**, RWTH Aachen University; **Malte Brettel**, RWTH Aachen University
- Profile the Lives in a Paradox between Road Rage and Going Church. **Li-Shiue Gau**, Asia University, Taiwan; **Arch G. Woodside**, Boston College
- The Impact of Cultural and Religious Animosity on Product Evaluations and. **Morris Kalliny**, Saint Louis University; **Angela Hausman**, Howard University; **Anshu Saran**, University of Texas of the Permian Basin; **Brad D. Carlson**, Saint Louis University

Chair:
**Brad D. Carlson**, Saint Louis University

066. Resources, Capabilities, and Performance in International Markets
8:30 to 10:00 am
Marriott Marquis: Salon 5
Participants:
- Different Means for Different Ends:Global E-tailing Resources and Progressive Performance Objectives. **Deborah Ann Colton**, Rochester Institute of Technology; **Martin S. Roth**, University of South Carolina
- Managerial Ties, Product Innovation, and the Moderating Role of Ecosystem: A Dynamic Capabilities Perspective. **Shanxing Gao**, Xi’an Jiaotong University; **Yu Gao**, Xi’ an jiaotong university; **Xu Jiang**, Xi’an Jiaotong University; **Chengli Shu**, University of Illinois at Chicago; **Albert L Page**, University of Illinois at Chicago
- Knowledge Integration, Market Learning and Export Performance. **Lancy Mac**, University of Macau; **Felicitas Evangelista**, Univ of Western Sydney

Chair:
**Brian Chabowski**, The University of Tulsa

067. Retail Assortments and Strategy
8:30 to 10:00 am
Marriott Marquis: Salon 6
Participants:
- Optimizing Retail Assortments When Customers "Satisfice". **Stephen A. Smith**, Santa Clara University; **Shelby Haynes McIntyre**, Santa Clara university; **Dale D. Achabal**, Santa Clara University
- The Impact of Multichannel Assortment Integration on Customer Choice. **Oliver Emrich**, University of St.Gallen; **Michael Paul**, University of Münster; **Thomas Rudolph**, University of St.Gallen

Chair:
**Thomas Foscht**, Department of Marketing, Karl-Franzens-University Graz

068. Retail Pricing Strategy
8:30 to 10:00 am
Marriott Marquis: Salon 10
Participants:
Conditional Price Promotions: The Effect of Promotional Price on Consumers' Willingness to Pay. Mauricio Palmeira, Monash University; Joydeep Srivastava, University of Maryland
Divide or Unite? Consumers' Evaluations of Partitioned and All-inclusive Pricing Strategies. David Blatter, University of Bern; Klaus M. Miller, University of Bern
How Does Corporate Reputation Impact Consumers' Reactions to Price Increases? Sabrina Verena Helm, The University of Arizona; Julia Tolsdorf, Witten/Herdecke University

Chair: Ge Xiao, Wilkes University

069. Self, Agency, and Individual Differences
8:30 to 10:00 am
Marriott Marquis: Salon 11
Participants:
I did it my way: Individual differences and the value of mass customized products. Scott K Radford, University of Calgary; David M. Hunt, University of Wyoming; Kenneth R Evans, University of Oklahoma
The Cultivation of Hubs through the Activation of the Hub Self. Cinthia B. Satornino, Florida State University; Demetra Andrews, Florida State University; Rebeca Perren, University of Central Florida
The Mitigating Effect of Personal Agency on Regret. Sunil H Contractor, Towson University; Piyush Kumar, University of Georgia
Chair: Erin Adamson Gillespie, University of Mississippi

070. Studying the Effects of Marketing Capabilities on Firm Performance
8:30 to 10:00 am
Marriott Marquis: Salon 12
Participants:
Structural Sources of Customer Centricity: An Empirical Examination. Ju-Yeon Lee, University of Washington; Conor M Henderson, University of Washington; Robert W Palmatier, University of Washington; Shrihari Sridhar, Michigan State University
The Role of Interactiveness for Enhancing Marketing Assets and Firm Performance. Albena Pergelova, Grant MacEwan University; Diego Prior, Universitat Autònoma de Barcelona; Josep Rialp, Universitat Autònoma de Barcelona
Chair: Sungho Lee, University of Seoul

071. The Role of Creativity, Stability, Anticipate Regret in New Product Development
8:30 to 10:00 am
Marriott Marquis: Salon 13
Participants:
How Critical is Stability in Cross-Functional Product Development Teams? Anju Sethi, Clarkson University; Rajesh Sethi, Clarkson University
Testing the Differential Learning Hypothesis: Developing Marketing Program Creativity in Chinese High Technology Ventures. Fu-Mei Chuang, Loughborough University; Matthew J. Robson, University of Leeds; Robert E. Morgan, Cardiff University
Should I Stay or Should I Go?: The Dynamics of Anticipating Regret When Developing New Products. Jeffrey B Schmidt, University of Oklahoma; Kumar Sarangee, Santa Clara University
Chair: Bohlmann D. Jonathan, NC State University

BREAK IN EXHIBIT AREA
10:00 AM – 10:30 AM
Marriott Marquis: Salon 7
SESSIONS 072. – 081.
10:30 AM – 12:00 PM

072. The Future of Marketing: MSI Research Projects from the Year 2025
10:30 to 12:00 pm
Marriott Marquis: Salon 1
Panelists:
Robert Lusch, University of Arizona
Kirthi Kalyanam, Santa Clara University
John Deighton, Harvard University
Chair:
Roland Rust, University of Maryland

073. Business Models - Exploring value drivers and the role of marketing
10:30 to 12:00 pm
Marriott Marquis: Salon 2

074. Retailing Challenges in Transmodern Times
10:30 to 12:00 pm
Marriott Marquis: Salon 3
Panelists:
Rajiv Dant, University of Oklahoma
Ruby R. Dholakia, University of Rhode Island
Nikhilesh Dholakia, The University of Rhode Island
Susan Dobscha, Bentley University
Mohammad Ali Zolfagharian, The University of Texas - Pan American
Marko Grünhagen, Eastern Illinois University

10:30 to 12:00 pm
Marriott Marquis: Salon 4
Participants:
Ubiquitous Sponsorship Activation Triggers: Cutting Through the Clutter. Robert Madrigal, University of Oregon; Jesse King, Oregon State University
Calendar Clutter and Consumer Attention: Ubiquitous Events. Rick Burton, Syracuse University
The Psychology of NASCAR’s Signage Moving at 175 MPH: Ubiquitous Decals. Eda Gurel-Atay, University of Puget Sound; Lynn Richard Kahle, University of Oregon
Chair:
T. Bettina Cornwell, University of Oregon
Discussant:
Stephen A. Greyser, Harvard Business School

076. Developing a Holistic View of Innovation: Marrying Academic and Practitioner Perspectives
10:30 to 12:00 pm
Marriott Marquis: Salon 5
Participants:
Innovation Radar: A Holistic Framework of Innovation. Jiyao Chen, Kellogg School of Management; Mohanbir Sawhney, Kellogg School of Management
Measuring Innovation Activities of Russian Firms: Insights from the Innovation Radar Framework. Alexander Krasnikov, George Washington University; Vera Rebyazina, Saint Petersburg State University; Maria Smirnova, Saint Petersburg State University; Sergei Kouchtch, Saint Petersburg State University
Innovation Orientation and Firm Performance: A Contingent Framework. Jiyao Chen, Kellogg School of Management; Mohanbir Sawhney, Kellogg School of Management
Measure and Manage Innovation Activities in Nordic Countries: An Application of the Innovation Radar in 100 Nordic Companies. Jørn
077. Is Social Media Taking Over Marketing Communications? A Discussion of Future Research Opportunities
10:30 to 12:00 pm
Marriott Marquis: Salon 6
Panelists:
Parimal Bhagat, Indiana University of Pennsylvania
Lauren McCadney, CDW
Geraldine Rosa Henderson, The University of Texas at Austin
Charlene Bebko, Indiana University of Pennsylvania
Chair: Parimal Bhagat, Indiana University of Pennsylvania

078. The Role of Educators in Delivering Value in the Marketing Classroom
10:30 to 12:00 pm
Marriott Marquis: Salon 10
Panelists:
Leyland Pitt, Simon Fraser University
Jon Hawes, Indiana State University
Mark Johlke, Bradley University
Chair: Victoria Crittenden, Boston College

079. Uncalculated Exchange Outcomes in Turbulent Times: Extending the Discussion of Exchange and Externalities
10:30 to 12:00 pm
Marriott Marquis: Salon 11
Panelists:
Clifford Shultz, Loyola University Chicago
Stephen Vargo, University of Hawaii at Manoa
William L. Wilkie, University of Notre Dame
Greg Gundlach, University of North Florida
O.C. Ferrell, University of New Mexico
Chairs:
Frank Houston, Rutgers University @ Camden
JoNel Mundt, Oasis Consulting LLC

080. Just the Two of Us: Developing Relationships in Business-to-Consumer Markets
10:30 to 12:00 pm
Marriott Marquis: Salon 12

081. Understanding the Market in Turbulent Times
10:30 to 12:00 pm
Marriott Marquis: Salon 13
Participants:
The Impact of Opportunity Identification and Reconfiguring on Capabilities. Ralf Wilden, University of Technology, Sydney; Ian Lings, Queensland University of Technology; Siggi Gudergan, The University of Newcastle (Australia)
Dealing with Turbulence: Revisiting the Impact of Market Orientation on Performance during the GFC. Angela Paladino, The University of Melbourne
Advertising during Economic Downturns: Market Orientation and Industry Environment Effects. Peren Ozturan, Koç University; Aysegul Ozsomer, Koç University
Towards a Greater Understanding of Proactive Customer Orientation: Construct and Scale Development. Dennis Herhausen, University of St. Gallen; Marcus Schoegel, University of St. Gallen; Sven Henkel, University of St. Gallen
Chair:
Peren Ozturan, Koç University
LUNCH ON OWN
12:00 PM – 1:00 PM

SESSIONS 082. – 092.
1:00 PM – 2:30 PM

082. Research at the Marketing-Finance Interface
1:00 to 2:30 pm
Marriott Marquis: Salon 1
Participants:
- Corporate Reputation and Customer Satisfaction: A Stakeholder Group Perspective. xueming luo, UTA
- Customer Satisfaction and the Cost of Equity Capital. Martin Artz, University of Mannheim; Marwan El Chamaa, University of Mannheim
- Does It Pay To Outsource Marketing? - An Event Study. Lorenz Zimmermann, Ludwig-Maximilians-University Munich
Chair: Alexander Krasnikov, George Washington University

083. Self-construal and Identity
1:00 to 2:30 pm
Marriott Marquis: Salon 2
Participants:
- Effect of Self-Construal on Consumers’ Adoption Propensity toward Incrementally New and Really New Products. Zhenfeng Ma, University of Ontario Institute of Technology; Zhiyong Yang, The University of Texas at Arlington
- Impact of Self-Construal on Consideration Set Size: The Moderating Role of Involvement. Maha Ghosn, CSU Pomona; Jae Min Jung, California State Polytechnic University, Pomona
- Integrating Identity and Consumption: An Identity Investment Theory. Scott Thompson, University of Georgia; James M Loveland, HEC Montreal
Chair: Jae Min Jung, California State Polytechnic University, Pomona

084. Social Marketing Meets Sales: The Role of Social Media in Professional Selling
1:00 to 2:30 pm
Marriott Marquis: Salon 3
Chair: Robert Peterson, Northern Illinois University

085. Virtual Communities and Social Networks
1:00 to 2:30 pm
Marriott Marquis: Salon 4
Participants:
- "Like It or Not": Word-of-Mouth Communication in Online Social Networks. Keith Coutler, Clark University; Anne L. Roggeveen, Babson College
- Pascal’s Wager: The Promised or Delivered Benefits of Brand-Sponsored Virtual Brand Communities. Caroline Morgan Ford, Georgia State University; Robert W. Heller, Georgia State University; Michael S. Jordan, Georgia State University; Pamela Scholder Ellen, Georgia State University
- Understanding Consumer Active Participation in Healthcare Virtual Communities. Devon S. Johnson, Northeastern University; Ben Lowe, University of Kent
Chair: Laurie Meamber, George Mason University

086. Service Failure, Recovery, & Departure - I
1:00 to 2:30 pm
Marriott Marquis: Salon 5
Participants:
- Untangling Social Presence Effects on Customers Reactions to Service Failure. Yi He, California State University, East Bay; Chen Qimei,
When Consumers’ Role Matters: Examining Consumers’ Appraisal and Adaptation after an Online Service Failure.  Lin Guo, University of New Hampshire; Mary Ann Eastlick, University of Arizona; Chuanyi Tang, University of Florida
What If a Co-produced Service Fails? An Investigation of Customer Participation in Service Recovery. Beibei Dong, Lehigh University; Kenneth R Evans, University of Oklahoma; Shaoming Zou, University of Missouri

Chair: Yi He, California State University, East Bay

087. Service Encounters, Attention, & Deception
1:00 to 2:30 pm
Marriott Marquis: Salon 6
Participants:

Service Encounter: Loyalty, Customer Value and Competition. Shu-Ching Chen, Massey University; Felix T. Mavondo, Monash University
The Thin Line Between Love and Hate of Attention. V. Myles Landers, University of Alabama; Sarah Alhouti, University of Alabama Tuscaloosa; Wooung Chang, University of Alabama; Lenita Davis, University of Alabama
A Tangled Web: Views of Deception from the Customer’s Perspective. Katie Hybnerova, University of Mississippi; Erin Adamson Gillespie, University of Mississippi

Chair: Katie Hybnerova, University of Mississippi

088. Brand Personality
1:00 to 2:30 pm
Marriott Marquis: Salon 10
Participants:

Can "Micro" and "Macro" Approaches of Brand Personality Coexist? An Illustration for Print Media Brands in a French Setting. Rita Livia VALETTE-FLORENCE, IMUS-IREGE Annecy FRANCE; Virginie de BARNIER, IAE d'Aix-en-Provence; Pierre Michel VALETTE-FLORENCE, IAE de Grenoble FRANCE
Creating Gender Brand Personality with Brand Names. Lan Wu, California State University, East Bay; Richard R. Klink, Loyola University Maryland; Jiasheng Guo, California State University, East Bay
What Makes a Brand Exciting? The Role of Embodiment in Brand Personality Interpretation. Jana Moeller, Northwestern University, Kellogg School of Management; Steffen Herm, University of Technology Berlin, Marketing-Department

Chair: Angela Hausman, Howard University

089. Interesting Aspects of Branding
1:00 to 2:30 pm
Marriott Marquis: Salon 11
Participants:

Why do non-deceptive counterfeits allure consumers of emerging markets: A qualitative study. Aneela Akram, CERGAM, IAE Graduate School of Management, Aix-en-provence, France; Muhammad Shakaib Akram, CERGAM, IAE Graduate School of Management, Université Paul Cézanne Aix-Marseille-III, France
Manifestations of brand orientation in museums: An exploratory study. Jody Evans, Melbourne Business School; Kerrie Bridson, Deakin University; Ruth Rentschler, Deakin University
Customer Satisfaction-Based Mispricing - Looking Beyond Portfolios. Christian Brendel, RWTH Aachen University; Malte Brettel, RWTH Aachen University

Chair: Thomas Foscht, Department of Marketing, Karl-Franzens-University Graz

090. Sport Consumer Behavior and Perception
1:00 to 2:30 pm
Marriott Marquis: Salon 12
Participants:

Model of Spectator Sport Consumption. Galen Trail, Seattle University; Jeffrey D. James, Florida State University
The Relationship between Integration in a Fitness-Based Service Community and "Wearing" Community. Mark S Rosenbaum, Northern Illinois University; Drew Martin, University of Hawaii at Hilo

Chair: Robert Evans, Jr., Texas A&M International University
091. Student Orientation and Marketing Pedagogy
1:00 to 2:30 pm
Marriott Marquis: Salon 13
Participants:
A Desirable Educational Model. Adam Nguyen, Siena College; Joseph Rosetti, Siena College
An Assessment of Marketing Department Student Portfolios. Elisa Fredericks, Northern Illinois University
Understanding Student-Professor Service Recovery Encounters. Thorsten Gruber, The University of Manchester, Manchester Business School; Ilma N Chowdhury, The University of Manchester, Manchester Business School; Alexander E Reppel, Royal Holloway, University of London
Chair: Anne Lee Balazs, Eastern Michigan University

092. Retail Environments and Channels
1:00 to 2:30 pm
Marriott Marquis: Salon 14
Participants:
Analysis of Online Shopping Comparison Sites. Kwon JUNG, KDI School of Public Policy & Management; Yoon C. Cho, KDI School of Public Policy & Management
A Multilevel Examination of the Effects of Service Climate upon Retail Store Performance. George D. Deitz, University of Memphis; Brad D. Carlson, Saint Louis University; Todd Donavan, Colorado State University; Emin Babakus, The University of Memphis; John D. Hansen, University of Alabama at Birmingham
An Empirical Investigation on Customer Evaluation of Individual Retail Channels and Their Integration in a Multichannel System. Hanna Schramm-Klein, University of Siegen; Gerhard Wagner, University of Siegen; Sascha Steinmann, University of Siegen; Dirk Morschett, University of Fribourg / Switzerland
Chair: Michael Paul, University of Münster

2011 ICE CREAM SOCIAL
IN EXHIBIT AREA
2:30 PM – 3:15 PM
Marriott Marquis: Salon 7

SESSIONS 093. – 102.
3:15 PM – 4:45 PM

093. Performance Implications of Interorganizational Relationships
3:15 to 4:45 pm
Marriott Marquis: Salon 1
Participants:
An Examination of Factors Shaping Dissolution Intention in Channel Relationships. Donghoon Yang, Yonsei University; Bohyeon Kang, Korea Kyungpook National University; Sejo Oh, Yonsei University; Eugene Sivadas, University of Washington, Tacoma
Social Capital and Relationship Effectiveness in University-Firm Cooperation. Anja Geigenmueller, TU Bergakademie Freiberg
The Differential Profit Impact of Distributive, Procedural, and Interactional Price Fairness in Buyer-Seller Relationships. Christian Homburg, University of Mannheim; Jan Kristof Allmann, University of Mannheim; Dirk Totzek, University of Mannheim
The Fit of Business Relationships with Business Strategies. Ghasem Zaefarian Zaefarian, Manchester Business School; Stephan Henneberg, Manchester Business School; Peter Naude, Manchester Business School; Zhaihao Najafi Tavani, Manchester Business School; Carla Sofia Ramos, Manchester Business School
Chair: Robert Stassen, University of Arkansas

094. The Good, the Bad, and the Ugly in the Sales Force
3:15 to 4:45 pm
Marriott Marquis: Salon 2

Participants:

Placing Boundary Conditions on Frontline Employee Withdrawal: Turning Job Dissatisfaction into Extra-Role Customer Service. Jeffrey Patrick Boichuk, University of Houston; Bulent Menguc, Brock University

Are "Lone Wolves" Really That Bad? An Analysis of Team Players, Lone Wolves, and the Lonely. Jessica J Hoppner, George Mason University

Examining the Role of Salesperson's Emotional Traits in Ethical Decision Making. Raj Agnihotri, William Paterson University; Adam Rapp, Clemson University; Rakesh Singh, XLRI; Shashank Shakher, Reliance Capital Asset Management Ltd.

Chair: Gary K Hunter, Case Western Reserve University

095. Brand Extensions
3:15 to 4:45 pm
Marriott Marquis: Salon 3

Participants:

How to Promote Brand Extensions? Michael A. Merz, San Jose State University; Dana L. Alden, University of Hawaii; Qimei Chen, University of Hawaii

When the Head Is Hidden: A Linguistic Perspective on Composite Brand Extensions. Meng-Chun Tsai, Doctoral Candidate, National Chengchi University; Lien-Ti Bei, Professor, National Chengchi University; Kent B Monroe, University of Richmond; Yung-Chien Lou, Professor, National Chengchi University

Buying Organic Food Products: Do Certified Third-Party Labels Function Like Brands? Simon Brach, University of Koblenz-Landau; Gianfranco Walsh, Marketing Professor; Patrick Hille, University of Koblenz-Landau

Chair: Ge Xiao, Wilkes University

096. Service Failure, Recovery, & Departure - II
3:15 to 4:45 pm
Marriott Marquis: Salon 4

Participants:

The Effects of Group Emotional Contagion and Deindividuation on Complaint Intentions in Group Service Failure. Du JianGang, NanKai University; Fan Xiucheng, FuDan University; Feng Tianjun, FuDan University

The Parting of the Ways: Emotional and behavioral reactions in response to alternative customer divestment strategies. Michael Haenlein, ESCP Europe; Andreas Kaplan, ESCP Europe

The Effects of Moral Identity, Moral Awareness and Anger on Moral Disengagement of Consumer Revenge to Service Failure. Hongwei He, University of Warwick; Lloyd Harris, University of Warwick

Chair: Michael Haenlein, ESCP Europe

097. Antecedents and Consequences of Branding
3:15 to 4:45 pm
Marriott Marquis: Salon 5

Participants:

Investigating Antecedents and Consequences of Brand Experience in Advertising Contexts. Widyarso Roswinanto, University of North Texas, USA; PPM School of Management, Jakarta, Indonesia

Closing the Gap on Customer Satisfaction-Based Mispricing. Christian Brendel, RWTH Aachen University; Malte Brettel, RWTH Aachen University

The significance of cognitive and emotional variables: Towards a better understanding of brand relationships. Rita Livia VALETTE-FLORENCE, IMUS-IREGE Annecy FRANCE; Pierre Michel VALETTE-FLORENCE, IAE de Grenoble FRANCE

Chair: M. Billur Akdeniz, University of New Hampshire

098. Social Responsibility and Ethical Issues in International and Cross-Cultural Marketing
3:15 to 4:45 pm
Marriott Marquis: Salon 6

Participants:

An Examination of Product Imitations and Contingency Factors. Ruby Lee, Florida State University; Kevin Zheng Zhou, The University of Hong Kong

Antecedents and Relationship Consequences of Foreign Supplier Unethical Marketing Behavior: An Importer's Perspective. Leonidas C
Does Corporate Social Responsibility Foster Marketing Capabilities? An International Perspective. Andreas Engelen, RWTH Aachen University; Malte Brettel, RWTH Aachen University; Tessa Christina Flatten, RWTH Aachen University; Susanne Schmidt, European University Viadrina

Chair: Constantinos N. Leonidou, University of Leeds

099. Sport Sponsorship and Brand Equity
3:15 to 4:45 pm
Marriott Marquis: Salon 10
Participants:
Exploring the Dynamic Relationship between Brand Equity and Sport-Related Success in Sports Clubs. Stefan Hattula, University of Mannheim; Maik Hammerschmidt, University of Goettingen; Johannes Hattula, University of St. Gallen; Hans H. Bauer, University of Mannheim
Investor Reaction to Official Sports Sponsorships: The Case of Firm Market Liquidity. Robert Evans, Jr., Texas A&M International University; George D. Deitz, University of Memphis; Dan L. Sherrell, University of Memphis
Sport Sponsoring - The Communication Impact of Different Components of the Sponsor-Event-Fit and the Role of Involvement. Monika Christine Schuhmacher, University of Mannheim (Germany); Sabine Kuester, University of Mannheim; Maurus Tremel, University of Mannheim
Which value do different sport sponsorship tactics deliver? Christoph Breuer, German Sport University Cologne, Institute of Sport Economics and Sport Management; Christopher Rumpf, German Sport University Cologne - Institute of Sport Economics and Sport Management

Chair: Galen Trail, Seattle University

100. The Impact of Customer Loyalty and Loyalty Programs
3:15 to 4:45 pm
Marriott Marquis: Salon 11
Participants:
Not All Repeat Purchases Are the Same: Attitudinal Loyalty and Habit. Yuping Liu-Thompkins, Old Dominion University; Leona Tam, Old Dominion University
Regulatory Focus, Chronic Reactance, and Consumer Reward Choices in Loyalty Programs. Meltem Tugut, Saint Louis University; Mark J. Arnold, Saint Louis University
Understanding customer loyalty from volition control perspective: loyalty intentions and expectations. Mitja Pirc, A.T. Kearney

Chair: Mitja Pirc, A.T. Kearney

101. The Understudied Senses of Touch, Taste, and Smell
3:15 to 4:45 pm
Marriott Marquis: Salon 12
Participants:
A Magical Touch: The Secondary-Contamination Effect. Chun-Ming Yang, Ming Chuan University; I-Ling Ling, National Chia-Yi University; Norman Peng, University of Westminster; Edward Ku, National Kaohsiung University of Tourism and Hospitality
Mirror, Mirror, on the Wall Which Food Is Tastiest of All. Ataollah Tafaghodijami, University of Utah; Himanshu Mishra, University of Utah
Seeing First or Smelling First? Order Effects of Sensory Cues on Product Evaluations. Dipayan Biswas, University of South Florida; Lauren Labrecque, Northern Illinois University; Donald Lehmann, Columbia University

Chair: Dipayan Biswas, University of South Florida

102. Towards a Broader Understanding of Marketing Capabilities
3:15 to 4:45 pm
Marriott Marquis: Salon 13
Participants:
Consolidating the Properties of Market-based Capability from the Perspective of Viewing Marketing Activities as Organizationally Embedded Process: Conceptualization and Scale Development. Sohyoun Shin, Eastern Washington University; Sungho Lee, University of Seoul; Seol Chaiy, Korea University Business School
Developing the Market Together: Scale Development and Performance Implications of Co-Marketing Capability. Marcus Schoegel,
University of St. Gallen; Dennis Herhausen, University of St. Gallen; Christian Schmitz, University of St. Gallen
Marketing Capabilities and Environmental Sustainability: A Conceptual Framework. Patriya Tansuhaj, Washington State University; Nacef Mouri, George Mason University; Babu John Mariadoss, Washington State University

Chair: Jack Wei, University of West Georgia

CONFERENCE ADJOURNS
4:45 PM