

AMS Quarterly



Academy of Marketing Science

April 2003, Volume 6, Number 1

Message from the President



I am pleased to report to the AMS membership that we are making progress on many fronts. With respect to programs, we have our next Annual AMS Conference in Washington DC in May. Mark your calendars. It

is turning out to be a big event based on the number of people who submitted papers and special sessions. I am sure you will find it to be very rewarding, both intellectually and socially. Our World Marketing Congress will be held in Perth Australia, and again based on the number of paper/session proposal submissions, it looks like a huge event. Perth, Australia is a wonderful place to visit. I have been there and I can tell you that the place is breath-taking. Also, one of our co-sponsored programs, the Third Sustainable Development Forum, was recently held in Alexandria Egypt, and it went very well, thanks to Salah Hassan who chaired the conference.

On the publications front, Rajan Varadarajan is stepping down as JAMS editor and the incoming editor is George Zinkhan. Please join me in extending our gratitude and appreciation to Rajan for doing an outstanding job taking the journal to new heights. George will continue to uphold the high quality standards of the journal. Please join me in welcoming George in his new position of incoming editor. The AMS Review (our electronic journal) is doing very well. I heard from many, especially from our international colleagues, that they appreciate this journal for its inclusiveness and publishing innovative and creative work. Thank you Joe Cote for doing a great job with the journal. John Ford, our newsletter editor, is also doing a great job with the newsletter. The newsletter is an important communications forum that ties us together in many ways. I just heard from John that he will be posting past issues of the newsletter on the AMS website. As many of you know, the Journal of Personal

Selling and Sales Management is now affiliated with AMS. Greg Marshall is the current editor. Thanks Greg for working with Bob Peterson, our immediate past president, to bring this high quality journal under our roof. Those of you who specialize in personal selling and sales management, it is an indispensable journal. Sage is now offering a significant subscription discount to AMS members. You may want to take advantage of this offer. Furthermore, our vp-publications, Michel Laroche, has been hard at work to bring to AMS members other quality journals. Soon we will make an announcement of new journals that will be affiliated with AMS. A significant advantage to AMS members is the subscription discount.

One of the major goals of my presidency is to develop new programs to help our colleagues in countries outside of North America, especially in countries in which marketing professors feel isolated and do not have a "professional home." I have appointed a Blue Ribbon Commission made up of many distinguished professors who come from a variety of countries. The Commission is chaired by Jim Littlefield, a long-time colleague at Virginia Tech. The Commission will be reporting back to us soon about the many ideas they developed to reach out and connect with our many colleagues around the globe. If you have ideas about how to help our fellow marketing educators, especially those who cannot afford to join professional associations such as AMS, please contact Jim at jalittle@vt.edu with your ideas.

There are many other programs and events the Executive Committee (and the Board of Governors) are working on to do a better job catering to the research, teaching, and service needs of marketing educators. I will report to you about these in the next issue of the newsletter. In the meantime, I wish you all a productive and successful new year.

Joe Sirgy,
Virginia Tech, sirgy@vt.edu

From the Editor



Greetings from Norfolk, Virginia. It is amazing in this normally bustling strategic center for the U.S. Navy that things are so eerily quiet. There are so many ships and military personnel who are presently deployed to the Persian Gulf and Mediterranean Sea that the piers seem almost deserted. It is difficult to find anyone who is not personally affected by the war in Iraq. We have many military personnel taking classes, and we have an active program that focuses on transitioning military into public school education. I have taught many MBA classes to military officers in our MBA program, and I must say that they are excellent students. We are all here hoping for a safe return of our military forces and a speedy end to this conflict.

This spring issue of the AMS Quarterly will cover a number of topics that should be of interest to AMS membership. First of all, I have received many responses to my e-mail asking for news about faculty, and the **In the News** section has been greatly expanded to handle these news items. Please let me know via e-mail (jbford@odu.edu) should you have anything that you would like to report to the membership in future issues. I am also asking AMS Officers to provide you with any news that they would like to convey pertaining to their areas of responsibility that will begin in this issue.

Please make your plans to attend the 2003 Annual Conference that will be held at the Wyndham Washington, D.C. The program co-chairs are Barry Babin and Alvin Williams, and they have put together a terrific array of excellent presentations, special sessions and special events. The

conference dates are May 28-31, 2003, and please be sure to take advantage of the early registration fee of US\$170 by April 28, 2003 (which includes conference registration, banquet, luncheon and the Proceedings). It is also important to make your hotel registration by May 6, 2003 to get the conference rate of US\$159. More information about the conference is available at the AMS website: www.ams-web.org.

Please also remember that the 11th Biennial World Marketing Congress will be held at the Burswood International Resort Hotel in Perth, Western Australia from June 11-14, 2003. The Congress is hosted by Curtin University of Technology, and the Program Chairs are Vicky Crittenden, Mike Ewing and Ram Ramaseshan. A tentative conference program has been printed in this issue. Please note that this is not the final program. There may be changes when the final program is printed and made available for the conference attendees in June. It will, however, give the reader a good indication of the quality of the papers and special sessions at the WMC. Please plan to attend. Additional congress information is available at the WMC website: www.wmc2003.info and at the AMS website: www.ams-web.org. We are still looking for potential sites for future congresses. The World Congress provides an excellent forum for introducing AMS members to new countries and cultures, and if you would like your university and country to get this kind of exposure, please consider submitting a proposal for a future congress location to Jay Lindquist, Director for International Programs, at Jay.Lindquist@wmich.edu.

As always, I would ask you to send me your position announcements for the AMS Quarterly. This is a free service for AMS members, and these announcements will be carried on the AMS web site as well. Our mailing list is to over 1,500 members worldwide, and it is a great way to get the word out to the appropriate audience. I would also remind you that we are happy to publish your Conference Announcements, Calls for Papers, and any other academic news that you have that you would like our membership to see.

I hope that you are all well, and I would welcome your comments and suggestions regarding the AMS Quarterly.

John Ford, Old Dominion University, jbford@odu.edu

Dear AMS Members:

Our society's business has always been open to all our members. Our articles and bylaws are printed in the directory. In the past we have provided access to our policies and financial statements in two forms: (1) the business meeting at our regular annual conference and (2) to any member requesting in writing about any business aspect. Since our further development of the AMS website, we are taking additional steps to make the society's business more transparent. Part of our website development goals in the not-so-distant future is to provide AMS members access to the following business documents on the AMS website (for members only): (1) past policies, (2) new motions made and approved by both the Executive Committee and the Board of Governors, (3) minutes of Executive Committee and Board meetings, and (4) officers reports. Eventually, we would like to have our website provide a rich history of our programs and events too. Imagine our future website having a rich archive of pictures we take at our conferences and meetings, all the awards we give to our deserved members, keynote speeches, videotapes of our marketing legends, etc. Wouldn't this be wonderful? In other words, our website can be a significant tool to preserve our history, inform members of current and future programs and events, and making the society's business more transparent to all. This is our vision for the future. We are making good progress in that direction.

Warm Regards, Joe Sirgy,
AMS President

AMS MEMBERSHIP CHANGE OF ADDRESS FORM

(Tear off and send to Sally Sultan, AMS Central Office, School of Business Administration, University of Miami, P.O. Box 248012, Coral Gables, FL 33124-6536)

Moving?

Previous Address:

New Address:

Name:

Affiliation:

Address:

Telephone:

FAX:

E-Mail:

Table of Contents

AMS Officers and Staff	2
In The News	4
2003 World Congress Program	5
Scholarship and Research	10
Thoughts and Comments	12
Positions Announcements	13

CLIP OFF AND SEND IN

LETTER TO THE EDITOR: AMS QUARTERLY

January 15, 2003

Dear Editor,

I have noticed recently in the Academy By-laws that it is the responsibility of the Secretary/Treasurer to record and maintain minutes of the Executive Council meetings held at least twice a year. However, there seems to be no effort to share these minutes with the membership. I would like to see these published in the AMS Quarterly immediately following each meeting in order to keep the membership fully informed and involved in the activities of our organization.

Similarly, while recording and maintaining minutes for the annual Board of Governors meeting does not seem to be mentioned in the By-laws, it would also seem appropriate to record, maintain, and publish these as a matter of policy to keep the membership informed of the activities of this important body as well. Of course, it would be reasonable to keep personnel and certain other justifiably sensitive matters of the Executive Council and the Board of Governors confidential.

The Academy also seems to maintain financial records and must prepare a year-end financial report. These reports should be published annually in the AMS Quarterly in sufficient detail to keep the membership fully informed of the financial condition of the Academy and the support that they may need to provide. The Foundation also should prepare an annual report for the membership and publish it in the AMS Quarterly to keep the membership fully informed of its financial condition and activities.

Using the AMS Quarterly for these informative reports should provide ample opportunity for Fellows to follow the Academy's administrative activities and comment on them if they desire. It would also reduce the cost of distribution if additional mailings are considered.

Sincerely,
Neil Herndon

AMS Co-Sponsors 3rd Sustainable Development Forum in Alexandria, Egypt

The third international conference on Sustainable Development (SDF-3) attracted speakers and paper presenters from 10 countries that addressed "Managing Sustainable Development in Emerging Markets". The conference's sub-theme was "Sharing Knowledge ... Caring about the Future" which included best practices from public/private sectors and NGO's that were able to advance a wider and deeper understanding on social, cultural, economic, and environmental issues in global business. This Sustainable Development Forum (SDF-3) was held in Alexandria, Egypt on January 8&9, 2003.

This was a joint conference in cooperation with the International Society for Quality of Life Studies, the Academy of Marketing Science and Alexandria University and it was under the auspices of the Minister of Higher Education and Scientific Research in Egypt. The conference attracted a large delegation from South Africa that reported on the implications of the Johannesburg Summit. Also, the conference lead speakers included the Chairman of Shell Egypt, the Deputy Director of the World Bank, and the President of Alexandria University. At the Awards Dinner, several leading figures were honored including the Director of the Bibliotheca Alexandrina, the First female Minister of the Environment in the Arab region, the President of Friends of the Environment, the Editor-in-Chief of Al-Ahram Al-Iktesadi (the Egyptian Economist), and the Sawiris Foundation.

-Salah Hassan,
Conference Chair

up-and-coming stars). As such, the initial step in my membership strategy is that of reaching our doctoral students in marketing and providing these students with increased opportunities to become active in the marketing academic community. To this end, I received permission from the chairs of the 2003 annual conference to host a special session for doctoral students in Washington D.C. A total of 91 packets went out to doctoral program directors asking them to distribute notices for a special session at the annual meeting in Washington D.C.

The session, "Works-in-Progress: Current Research in Marketing Doctoral Programs," will feature research being conducted by marketing doctoral students. This research will consist of (but is not limited to): completed research projects in classes, works-in-progress, and dissertation topics/ideas. Sixteen doctoral students will present in a morning-long session on Saturday morning at the conference. These doctoral students represent the following universities: University of Illinois, University of Georgia, Florida International University, Texas A&M, University of Southern California, Florida Atlantic University, Temple University, Boston University, Tec de Monterrey, University of Houston, and the University of Alabama. These doctoral students will also be invited to the Mentor's Breakfast. Additionally, one-page abstracts of the works-in-progress will be printed and distributed in a separate binder to all doctoral participants and their doctoral program offices.

-Vicky Crittenden
Boston College
victoria.crittenden@B.C.EDU

Information for AMS Members from the V.P., Programs

Thanks for supporting our conferences. The periodic gathering of the masses is essential to the mission of the Academy. Again, thanks to all the "old" friends that we see each year. For those of you who may have let attending AMS meetings slip through the cracks along with many other loose ends, please support AMS through your attendance. We assure you that you will that you will benefit professionally through the conference program. But, just as importantly, the networking with colleagues will provide immeasurable benefits. And most importantly, we promise you that you will have a lot of fun! Here is information on future

conferences. The annual conference will be held in our traditional time slot in the following locations:

2003 Wyndham Washington D.C.
2004 Hotel Vancouver, Vancouver, B.C., Canada

2005 Westin Innisbrook Resort, Tampa, FL
The next AMS Multicultural/Minority Marketing Conference will be held in the second half of 2004 in Puebla, Mexico. The exact date has not been set, but start making your plans for another great cultural event.

Barry Babin,
University of Southern Mississippi,
barry.babin@usm.edu

NEW BOOK PRIZE RECOGNIZED MARKETING IMPACT

ATLANTA - November 11, 2002 - The American Marketing Association Foundation (AMAF) has announced the 2002 winner of the Berry-AMA Book Prize for the Best Book in Marketing. Established by Leonard L. Berry, distinguished author and professor, this new, annual award recognizes the top marketing work in innovation of ideas and overall impact on marketing and related fields.

The 2002 winner, *Driving Customer Equity: How Customer Lifetime Value is Reshaping Corporate Strategy*, (Free Press) by Roland T. Rust, Valarie A. Zeithaml and Katherine N. Lemon, challenges corporations to abandon traditional product-centered marketing strategies in favor of "Customer Equity," a customer-focused framework designed to maximize a company's most prized asset - total lifetime value of its customer base. All three authors are leaders in the industry: Rust, David Bruce Smith Chair in Marketing at the Robert H. Smith School of Business at the University of Maryland, where he directs the Center for e-Service; Zeithaml, Roy and Alice H. Richards Bicentennial Professor and Area Chair of Marketing at the Kenan-Flagler Business School of the University of North Carolina at Chapel Hill; and Lemon, Assistant Professor at the Wallace E. Carroll School of Management at Boston College.

continued on page 3

AMS Officers And Staff

Central Office:

School of Business Administration
University of Miami
P.O. Box 248012
Coral Gables, FL 33124-6536
(305) 284-6673
Fax (305) 284-3762
ams.sbba@miami.edu
www.ams-web.org

Officers:

President
M. Joseph (Joe) Sirgy
Virginia Tech
Department of Marketing
Blacksburg, VA 24061
(540) 231-5110
sirgy@vt.edu

Executive Vice President/Director

Harold W. Berkman
University of Miami
(Central Office)
(305) 284-6673

President-elect

Charles W. Lamb

Texas Christian University
(817) 257-7541
c.lamb@tcu.edu

Vice President for Programs

Barry J. Babin
University of Southern Mississippi
(601) 266-4629
barry.babin@usm.edu

Vice President for Publications

Michel Laroche
Concordia University
(514) 848-2942
laroche@jmsb.concordia.ca

Vice President for Membership - N. America

Victoria Crittenden
Boston College
(617) 552-0430
victoria.crittenden@bc.edu

Vice President for Membership - Intl

Margaret "Peggy" Cunningham
Queen's University

(613) 633-2327
pcunningham@business.queensu.ca

Vice President for Development

Linda Ferrell
University of Northern Colorado
(970) 351-2810
Linda.Ferrell@unco.edu

Secretary/Treasurer

John B. Ford
Old Dominion University
(757) 683-3587
jbford@odu.edu

Chairman, Board of Governors

J. Thomas Mentzer
University of Tennessee
(865) 974-1652
jmentzer@utk.edu

Board of Governors

Jill S. Attaway (2000-2006)
Julie Baker (2002-2008)
Leonard L. Berry (2002-2008)
O.C. Ferrell (2000-2006)
Roger A. Kerin (1998-2004)

Robert A. Lusch (1998-2004)
A. Parasuraman (2002-2008)
Leyland Pitt (1998-2004)
Jagdish N. Sheth (2000-2006)
Michael R. Solomon (2000-2006)
Rajan Varadarajan (1998-2004)

Immediate Past President

Robert A. Peterson
University of Texas at Austin
(512) 471-9438
rap@mail.utexas.edu

Journal of the Academy of Marketing Science Editor

Rajan Varadarajan
Texas A&M University
Department of Marketing
4112 TAMU
College Station, TX 77843-4112
(979) 862-1019
(979) 862-1020 (fax)
jams@cgsb.tamu.edu

Academy Of Marketing Science Review Editor

Joseph Cote
Department of Marketing
Washington State University
Vancouver, WA 98686
(360) 546-9753
(360) 546-9037 (fax)
cote@vancouver.wsu.edu

AMS Quarterly Editor

John B. Ford
Old Dominion University
Norfolk, Virginia 23529
jbford@odu.edu
(757) 683-3587
Fax (757) 683-5639

Associate Editor

William T. Neese
University of Northern Alabama
Florence, Alabama 35632-0001
(256) 765-4524
wneese@unanana.una.edu

continued from page 2

The Berry-AMA Book Prize is named in honor of the generous contributions of Leonard and Nancy Berry to the AMAF. "This prize was established to give visibility and recognition to outstanding books in the field of marketing. A good book can have such a powerful influence on the development of our profession. I just felt we needed a tangible way to convey the valuable role of books in marketing," says Berry, Distinguished Professor of Marketing and M.B. Zale Chair in Retailing and Marketing Leadership in the Lowry Mays College of Business at Texas A&M University.

Four Berry-AMA Book Prize finalists were named as runners-up:

-Counterintuitive Marketing: Achieve Great Results Using Uncommon Sense, (Free Press), by Kevin J. Clancy and Peter C. Krieg

-Loyalty Rules! How Leaders Build Lasting Relationships in the Digital Age, (Harvard Business School Press), by Frederick F. Reichheld

-The Experience Economy, (Harvard Business School Press), by B. Joseph Pine II and James H. Gilmore

-Will & Vision: How Latecomers Grow to Dominate Markets, (McGraw-Hill College Div.), by Gerard J. Tellis and Peter N. Golder

All five books will be available for purchase at www.marketingpower.com/amabookstore. Discounts are available for AMA members.

The Berry-AMA Book Prize selection

process has two phases. First, a six-member screening panel selects the finalists. The members of this year's screening panel included Jack Covert (800CEOREAD), George Day (Wharton School, University of Pennsylvania); Erik Gordon (Warrington College of Business, University of Florida); Jack Hollfelder (AMA Group Publisher); Phil Kotler (Kellogg School of Management, Northwestern University); and Sybil F. Stershic (Quality Service Marketing).

Next, a panel of current and past members of the executive board of the Marketing Science Institute (MSI), a not-for-profit institute that acts as a bridge between business and academia, served as the Prize's selection committee and chose the winner. Members of the selection committee included Steve Haeckel (Adaptive Business Designs); MSI Executive Director Don Lehmann (Columbia University); Dave Reibstein (Wharton School, University of Pennsylvania); Paul Root (Knight Ridder Center, Florida International University); and Gordon Wyner (Millward Brown).

Exceptional marketing books that have set the standard for excellence and that were published within the previous three years (copyright 1999, 2000 or 2001 for the 2002 Prize) were eligible for consideration to receive the 2002 Berry-AMA Book Prize. Nominations for next year's 2003 Berry-AMA Book Prize will be accepted by the AMAF via mail and online (at www.themarketingfoundation.org/berrybookprize) through May 1, 2003.

The American Marketing Association (AMA) Foundation is a catalyst for the betterment of society through marketing. It brings the marketing discipline to new audiences, including underrepresented

groups, helps nonprofits market more effectively and engages the talents of marketing practitioners, academics and the AMA network of Chapters. By promoting and recognizing the best of marketing thinking and practices, the AMAF advances the contributions and the positive reputation of the marketing profession. For more information visit www.themarketingfoundation.org.

The American Marketing Association, headquartered in Chicago, IL, is a membership organization for marketing professionals and academics from every industry. Founded in 1937, the AMA is an essential resource for marketers providing professional development and strategic marketing publications both online and in print. For more information visit AMA's web site www.marketingpower.com.



News from Cardiff Business School Marketing and Strategy Section

Cardiff Business School's Marketing and Strategy section has recently welcomed several new members of staff in enhancing its teaching and research portfolio. Dr Eleri Thorpe joined the section in September 2002 after completing her PhD at the University of Wales Aberystwyth. Her areas of research centre on strategy implementation and mid-level management. A more recent addition is Dr Sheena Leek, previously of the University of Birmingham who joined the section in January 2003 and specialises in areas of consumer behaviour and business to business marketing. The Section also welcomes Dr Marie Mirella Yani de Soriano from the Universidad de Los Andes in Venezuela with a PhD from Keele University, whose research interests span consumer behaviour, market research and cross cultural marketing.

The Marketing and Strategy section has also initiated a scheme of visiting fellows to the School in the interests of sharing ideas and research collaboration. The Section is already pleased to welcome a number of leading professors. Greg Allenby holds the Helen C Kurtz Chair in Marketing at the Fisher School of Business, Ohio State University. Professor Allenby will be visiting the School for a short period in May to exchange ideas and to collaborate on research. He specialises in the study of economic and statistical issues in marketing. His research deals with developing new insights about consumer behaviour from customer data routinely collected by most organisations.

The second visitor to Cardiff is Marc Weinberger, Associate Dean and Professor of Marketing at the Isenberg School of Management, University of Massachusetts. Professor Weinberger arrived in Cardiff in January and will be participating and interacting with the faculty and students until March. He specialises in the areas of corporate brand values and corporate publicity and is currently working on research dealing with negative communication and effects on the marketplace, market share, brand value and company valuation.

The School has also welcomed Professor Jorge Oliveira-Castro from the University of Brasilia this year who will spend his

sabbatical, thanks to a fellowship from the Ministry of Education of Brazil, collaborating with the Consumer Behaviour Analysis Research Group, led by Professor Gordon Foxall. This collaboration has already produced some publications and will generate several others, among which a monograph in the *Journal of Consumer Behaviour* and a book on Brand Choice.

Previous visitors have included Ruth Bolton, Professor of Management (Marketing) at Vanderbilt University, Tennessee and Richard Bagozzi, J. Hugh Liedtke Professor of Management, Marketing, Behavioural Science and Psychology at Rice University, Texas. Also, Jan Heide, Professor of Marketing at the University of Wisconsin-Madison School of Business and Christine Moorman, Professor of Marketing, Fuqua School of Business Duke University, North Carolina.

Cardiff Business School's Marketing and Strategy Section would welcome future visits from other leading US academics, whether passing through or as part of a longer visit to the UK. For further information please contact Dr. John Pallister, Head of Marketing and Strategy Section, Cardiff Business School, Colum Drive, Cardiff, CF10 3EU, Wales, UK. Telephone: +44 (0)29 2087 508; fax: +44 (0)29 2087 4419; email: pallisterjg@cardiff.ac.uk



IT'S BACK!!!!

May 28 - May 31, 2003

2003 Academy of Marketing Science Annual Conference Creating and Delivering Value in Marketing: Worldwide Perspectives on a Value-Centre Orientation



Wyndham Washington D.C. Hotel

For complete conference program information and registration information, check out our web site at: www.ams-web.org

THOMSON
SOUTH-WESTERN

Celebrating 100 years of excellence in education, South-Western is pleased to introduce these titles for 2003!

MARKETING	
<p>Principles of Marketing Boone/Kurtz <i>Contemporary Marketing, 11e</i></p> <p>Hoffman, et al. <i>Marketing: Best Practices, 2e</i></p> <p>Lamb/Hair/McDaniel • <i>Marketing, 7e</i> • <i>Marketing Interactive Text, 7e</i></p> <p>Consumer Behavior Sheth/Mittal <i>Customer Behavior: A Managerial Perspective, 2e</i></p> <p>Advertising Parente <i>Advertising Campaign Strategy, 3e</i></p> <p>Marketing Research Churchill/Brown <i>Basic Marketing Research, 5e</i></p> <p>International Marketing Czinkota/Ronkainen <i>International Marketing, 7e</i></p> <p>Internet Marketing Reedy/Schullo <i>Electronic Marketing: Integrating Electronic Resources into the Marketing Process, 2e</i></p>	<p>Marketing Channels Rosenbloom <i>Marketing Channels: A Management View, 7e</i></p> <p>Sales Management Ingram/LaForge/Avila/Schwepker/Williams <i>Sales Management: Analysis and Decision Making, 5e</i></p> <p>Selling Ingram/LaForge/Avila/Schwepker/Williams <i>Professional Selling, 2e</i></p> <p>Business to Business Marketing/Industrial Marketing Hutt/Spoh <i>Business Marketing Management: A Strategic View of Industrial and Organizational Markets, 8e</i></p> <p>Small Business/Entrepreneurial Marketing Buskirk/Lavik <i>Entrepreneurial Marketing: Real Stories and Survival Strategies</i></p>

South-Western Marketing... At Your Service
1-888-859-7939
<http://marketing.swlearning.com>

<http://www.swlearning.com>

Phone 1.800.423.0563
Fax 1.859.647.5020

Request Texts at
<http://snapshot.swcollege.com>

The School has also welcomed Professor Jorge Oliveira-Castro from the University of Brasilia this year who will spend his

IN THE NEWS

James Agarwal is now Associate Professor and Area Chair of Marketing at the Haskayne School of Business at the University of Calgary, Alberta, CANADA.

Mark Bonn was recently appointed to a three-year term as Associate Editor for *The Journal of Travel Research*, based at the Leeds School of Business at the University of Colorado.

Dave Glascoff spent the Fall 2002 semester as a Visiting Professor at the Graduate School of International Studies at Korea University in Seoul, Korea teaching courses in International Marketing and Distribution Channels. He began a new permanent appointment in January 2003 as Professor of Marketing at Western State College in Gunnison, CO.

Ronald Goldsmith was recently designated as the Richard M. Baker Professor of marketing at Florida State University.

Roger L. Jenkins, Past President of the Academy of Marketing Science and Senior Fellow, has assumed the position of Dean of the Richard T. Farmer School of Business at Miami University. The BSchool is ranked in the top 50 by U.S. News and World Report and has approximately 150 faculty and 4600 students, making it one of the largest undergraduate business schools in the country.

Mike Jones joined the Marketing and Finance Department faculty at Southeastern Louisiana University in August (2002). He had previously been at Auburn University - Montgomery.

Mary Joyce has recently joined the faculty at California State University, Fullerton, as the Gianneschi Professor of Nonprofit Marketing. Her role will be to link the Department of Marketing and the College of Business and Economics to the NPO community of Orange County. This will include spearheading research activity in conjunction with the Gianneschi Center for Nonprofit Research, developing curricula (initially at the MBA level), and developing the service-learning link so that students can build their portfolios using NPO contexts as a backdrop.

David Lichtenthal at Baruch announces the establishment of the Foundation Series in Business

Marketing. Volumes published in this series will be on the leading edge of knowledge development while fostering our understanding of business marketing phenomena and managerial practice around the globe. These books will focus exclusively on topics in business marketing combining impeccable relevance with rigor. The first two inaugural volumes are: 1) *Fundamentals of Business Research* (Summer 2003), a comprehensive look at the literature of the business marketing area over the past twenty-five years. All areas under the general model of business marketing are examined in depth with an eye toward future research and implications for practice and 2) *Fundamentals of Business Marketing Education* (Summer 2003), an in-depth examination of business marketing education at all levels of University instruction (undergraduate, graduate, executive, MBA and doctoral studies) and also included is an informative discussion on the nature and content of business marketing textbooks. These separate volumes provide unprecedented point-of-use access for those individuals who want to do research and/or teach in the business marketing areas and will be promoted as a theme-based collection that will facilitate BOTH research and pedagogical efforts (because both theoretical and practical issues are addressed).

Naresh K. Malhotra reports that his text, *Marketing Research: An Applied Orientation*, third edition, Prentice Hall, Inc, 1999, has been translated into five languages: Chinese, Russian, Spanish, Portuguese, and Hungarian. Moreover, it has been published in four English language editions: North American, International, European, and Australian. The fourth edition of this book will be available in May 2003. Malhotra's latest book, *Basic Marketing Research: Application to Contemporary Issues*, was published by Prentice Hall in 2002.

Michael S. Minor announces the publication of the 9th edition of *International Business: The Challenge of Global Competition*, McGraw-Hill Irwin. Minor's coauthors are **Donald A. Ball, Wendell McCulloch, Paul Franz, and Mike Geringer**. Both this book and his *Consumer Behavior: A Framework* (Prentice Hall), coauthored with John C. Mowen, have recently been translated into traditional Chinese.

Michael Mulvey (Ph.D. Penn State) returned to his alma mater and joined the School of Management faculty at the University of Ottawa in Canada. He was previously an assistant professor of marketing at Rutgers Business School.

His new e-mail address is mulvey@management.uottawa.ca.

Roland T. Rust, Valarie Zeithaml, and Katherine Lemon were awarded the inaugural Berry-AMA Book Prize for the book, *Driving Customer Equity*, (Free Press 2000). The award is given by the American Marketing Association to the best book in marketing from the most recent three year period. The award recognizes "exceptional marketing books that have set the standard for excellence" and "whose innovative ideas have had significant impact on marketing and related fields." Anthologies, textbooks and manuals are not eligible for the award. The award is selected by a multi-stage selection process including prominent leaders in the marketing field, and the current and past Executive Directors of the Marketing Science Institute.

Roland T. Rust, Christine Moorman, and Peter Dickson were awarded the 2002 Marketing Science Institute Best Paper Award, for the paper, "Getting Returns from Service Quality: Is the Conventional Wisdom Wrong?" Established in 1993, the award recognizes the authors of papers that have made the most significant contribution to marketing practice and thought. It also signifies the kind of writing and research that is of lasting value to corporate marketing executives. To allow sufficient time to assess the impact of the work, this year's winners were selected from papers issued in 2000." A subsequent version of the paper, "Getting Return on Quality: Revenue Expansion, Cost Reduction, or Both?" was the lead article in the October 2002 issue of the *Journal of Marketing*.

A. Coskun "Josh" Samli received an award from CHOICE: Current Reviews for Academic Libraries with the designation of his recent book, *Empowering the American Consumer* (Quorum Books 2000) as an "Outstanding Academic Title for 2001." CHOICE is a publication of the Association of College and Research Libraries, a division of the American Library Association, and is recognized as an essential tool for collection development in academic libraries. Every year, CHOICE recognizes the top scholarly titles in a very selective list consisting of approximately 10% of the total works reviewed.

Tanuja Singh received the Outstanding International Educator Award given by the Division of International Programs at Northern Illinois University. This is a university-wide competitive award given to one individual who has done the most to advance International

Education at NIU over the years. I was tenured and promoted to Associate Professor in the Fall of 2002.

Jeff Totten moved from Bemidji (MN) State University to join the Department of Marketing and Finance at Southeastern Louisiana University in August of 2002.

Bill Trombetta, Professor of Pharmaceutical Strategy and Marketing at the Erivan K. Haub School of Business at St. Joseph's University has been invited to be a Visiting Professor of Pharmaceutical Strategy and Marketing for the Spring 2003 semester at Bocconi University in Milan, Italy in their Healthcare MBA Program.

Jeryl Whitelock reports that three new members of staff have joined the Marketing Group at the University of Salford, UK. **Fiona Cheetham's** interests are consumer behavior and consumption - particularly with regard to collecting - and ethnography. She believes a contribution to consumer behavior theory can be made by drawing on ideas generated in the fields of material culture and 'process' sociology and is currently researching the actor networks of collecting and consumption. **Morven Mc Eachern's** interests also lie in consumer behavior, in addition to marketing communications, social marketing and retail marketing. She is currently applying a modeling approach to researching quality assured labeling schemes, with specific reference to rural and urban purchasing behavior. Finally, **Richard Pearce's** interests include cultural/social dimensions to (international) marketing communications, marketing ethics and the sociology of consumption. He favors qualitative/interpretative/critical methodologies, especially discourse analysis and is currently employing discourse analysis to evaluate ethical issues in environmental advertising.

PLEASE NOTE:

Joe Cote, Editor for the AMS Review, reports that the e-mail address for AMS Review has changed. The new address is: amsreview@ams-web.org. Please change this in your addressbook. The old account will be held open for a transition period, but you will not want to delay in changing the address in your records.

**Do You Have
NEWS
To Report?**
Send Items To
JBFORD@ODU.EDU
For Inclusion

2003 WORLD MARKETING CONGRESS

WORLD MARKETING CONGRESS PROGRAM

Marketing across Borders and Boundaries: Understanding Cross-Functional and Inter-Disciplinary Interfaces Within an Increasingly Global Environment

June 11-14, 2003

Burswood International Resort Hotel
Perth, Western Australia

Program Chairs:

Victoria L. Crittenden (Boston College)
Mike Ewing (Monash University)
B. Ramaseshan (Curtin University of Technology)

Track Chairs

BUSINESS-TO-BUSINESS

George Avlonitis, Athens University of Economics and Business, Greece
Robert Morgan, University of Wales Aberystwyth, UK

CHANNELS OF DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT

Gerard Prendergast, Hong Kong Baptist University, Hong Kong
Phil Samouel, Kingston University, UK
Bert Rosenbloom, Drexel University, USA

CONSUMER BEHAVIOR AND CONSUMER MARKETING

Vince-Wayne Mitchell, UMIST, UK
Julie Napoli, Curtin University of Technology, Australia
Mark Speece, Asian Institute of Technology, Thailand

CURRENT ISSUES IN AUSTRALIA AND NEW ZEALAND

Juergen Gnoth, University of Otago, New Zealand
Ian Wilkinson, University of New South Wales, Australia

CURRENT ISSUES IN INDIA, CHINA, SINGAPORE, HONG KONG, KOREA, MALAYSIA, AND TAIWAN

Allan Chan, Hong Kong Baptist University, Hong Kong
P. Bucha Reddy, Osmania University, India
Paul Chao, University of Northern Iowa, USA

ELECTRONIC MARKETING

Tino Fenech, Griffith University, Australia
Sharon Keating, Curtin University of Technology, Australia
Tanuja Singh, N. Illinois University, USA

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Walter S. Good, Univ. of Manitoba, Canada
Deon Nel, Henley Management College, UK
Hean Tat Keh, National University of Singapore, Singapore

ETHICS AND SOCIAL RESPONSIBILITY

Linda Ferrell, University of Wyoming, USA
Isabelle Maignan, The Free University, The Netherlands
Carolyn Strong, Cardiff University, UK

HEALTH CARE MARKETING

Joseph Hair, Louisiana State University, USA
Patrick Poon, Lingnan University, Hong Kong

INTEGRATED MARKETING COMMUNICATION

Nigel deBussy, Curtin University of Technology, Australia
Nancy Albers Miller, Univ. of North Texas, USA

INTERNATIONAL MARKETING

John Ford, Old Dominion University, USA
Bodo Schlegelmilch, Wirtschaftsuniversitaet Wien, Austria
Costas Katsikeas, Cardiff University, UK

MARKETING EDUCATION

Mathew Joseph, Georgia College & State University, USA
Arthur Money, Henley Management College, UK
Elizabeth Wilson, Boston College, USA

MARKETING RESEARCH AND QUANTITATIVE ANALYSIS

Rod McNaughton, University of Waterloo, Canada
Jill Sweeney, University of Western Australia, Australia

MARKETING STRATEGY

Kathleen Krentler, San Diego State University, USA
Peter J. McDonough, University of Canterbury, New Zealand
Rob Widing, University of Melbourne, Australia

NOT-FOR-PROFIT

William Crittenden, Northeastern Univ., USA
Zabid Abdul Rashid, University Putra Malaysia, Malaysia
Adrian Sargeant, Henley Management College, UK

PRODUCT PLANNING AND PRICING STRATEGIES

Bryan Lukas, Univ. of Melbourne, Australia
Flip du Plessis, Univ. of Pretoria, South Africa
Ian Phau, Curtin University of Technology, Australia

RELATIONSHIP MARKETING

Katherine Lemon, Boston College, USA
Jaqueline Pels, Universidad Torcuato Di Tella, Argentina
Leyland Pitt, Rotterdam School of Management,

RETAILING

Julie Baker, Univ. of Texas/Arlington, USA
Pam Kiecker, VA Commonwealth Univ., USA
Edwin Tang, National University of Singapore, Singapore

SELLING & SALES MANAGEMENT

Ken Grant, Monash University, Australia
Buddy LaForge, Univ. of Louisville, USA

SERVICE MARKETING

Sharon Beatty, University of Alabama, USA
Michael Brady, Boston College, USA
David Webb, University of Western Australia, Australia

TRAVEL AND TOURISM

Jane Ali-Knight, Napier University, UK
Kau Ah Keng, National University of Singapore, Singapore
Judy Sigauw, Cornell University, USA

WINE MARKETING

Barry Babin, University of Southern Mississippi, USA
Ron Groves, Edith Cowan University, Australia
PROCEEDINGS EDITOR
Jeffrey Lewin, Boston College, USA

Tuesday, June 10, 2003

3:00 - 5:00 p.m.

Registration, Solitudes Function Room Foyer

6:00 - 7:30 p.m.

Opening Reception, Solitudes Function Room

Wednesday, June 11, 2003

8:00 a.m. - 5:00 p.m.

Registration, Solitudes Function Room Foyer

8:30 - 10:00 a.m.

Session 1.1: Managing Online Markets
Hammersley Range Room

Session Chair: Bryan Lukas, University of Melbourne, Australia

"Understanding Hong Kong Consumers: A Study of Willingness to Purchase Airline Tickets Online"

Ailsa Kolsaker, University of Surrey, UK
Pui Ching Chong, University of Surrey, UK

"Consumer Personality Differences between Mall and Online Shopping Environments"

Margo Poole, Griffith University, Australia
Aron O'Casey, The University of Newcastle, Australia

"Building an Electronic Product Classification: Comparing Purchase Intentions Based on Digital and Psychology Classifications"

Hsiu-Yuan Tsao, Curtin University of Technology, Australia
Ian Phau, Curtin University of Technology, Australia
Koong H. C. Lin, Ming-Hsin Institute of Technology, Taiwan

"Consumer Electronic Commerce: Online Grocery Shopping"

Grant Robertson, Murdoch Business School, Australia
Chris Dubelaar, Monash University, Australia

"Transferring Brand Credibility On-Line"

Andrea Vocino, Monash University, Australia
Chris Dubelaar, Monash University, Australia

Discussion Leader: Mark Gabbott, Monash University, Australia

Session 1.2: Current Issues in Australia and New Zealand
Robinson Range Room

Session Chair: Irene Powell, Monash University, Australia

"Linking HRM and Marketing to Improve Services Competitiveness"

Brendan J. Gray, University of Otago, New Zealand
Trevor Buchanan, University of Ulster, UK
Mary Mallon, Massey University, New Zealand

"A Comprehensive Framework for Learning Orientation, Market Orientation, HR Practices, Innovation and Performance: An Empirical Examination of Australian Firms"
Jackie Chimhanzi, University of Wales Aberystwyth, UK
Felix T. Mavondo, Monash University, Australia

"Barriers to Adoption of Best Practices in New Zealand Service Firms"

Karen Knightbridge, University of Otago, New Zealand
Sheelagh Matear, University of Otago, New Zealand

Discussion Leader: Albert Caruana, University of Malta, Malta

Session 1.3: Strategic Issues in the World of E-Marketing

Paterson Range Room

Session Chair: Frances Ngozi Ekwulugo, Westminster University, UK

"Developing an Enhanced Model for Customer Relationship Management"

Byron Keating, The University of Newcastle, Australia
Robert Rugimbana, The University of Newcastle, Australia
Ali Quazi, The University of Newcastle, Australia

"Linking Contingent Forces, Strategy and Performance in an E-Marketing Context"

Carmen Lages, Institute Superior das Ciencias do Trabalho e da Empresa, Portugal
Paulo Rita, Institute Superior das Ciencias do Trabalho e da Empresa, Portugal
Luis Filipe Lages, Universidade Nova de Lisboa, Portugal

"E-Branding by the World's Top 100 Brands"

Jamie Murphy, University of Western Australia, Australia
Richard Mizerski, University of Western Australia, Australia
Jean Tan, University of Western Australia, Australia

"Consumer-Based Brand Equity in the Online Environment: A Conceptual Model for Professional Sports Websites"

Jamie Carlson, The University of Newcastle, Australia
Ali Quazi, The University of Newcastle, Australia
Byron Keating, The University of Newcastle, Australia

Discussion Leader: Antonis Simintiras, University of Swansea, UK

Session 1.4: Approaches for Improving Quality of Life in Healthcare Situations
Russell Range Room

Session Chair: Jillian Sweeney, University of Western Australia, Australia

"Exploring the Role of Quality of Life in Service Quality, Satisfaction, Behavioural Intent Relationship"

Tracey Dagger, University of Sunshine Coast, Australia
Jillian Sweeney, University of Western Australia, Australia

"Evaluating Lapsed Clients in the Weight Loss Industry: The Challenge of a Mature Market and the Need for a Relational Approach"

Stephen James Kelly, Southern Cross University, Australia
Jennifer Lee Harrison, Southern Cross University, Australia

"The Dimensions of Patient Empowerment: A Chronic Illness Consultations Perspective"

Robyn Ouschan, Curtin University of Technology, Australia
Jillian Sweeney, University of Western Australia, Australia
Lester W. Johnson, Mt. Eliza Business School, Australia

Discussion Leader: George Bell, Australian National University, Australia

Session 1.5: Global Marketing Issues-Advances in Perceptual Research
Kimberly Range Room

Session Chair: George Balabanis, Cass Business School, UK

"Perceptions of Postmodern Marketing Practices: The Case of Foreign and Domestic Firms"

Satyendra Singh, University of Winnipeg, Canada

"Nationalistically or Patriotically Derived Perceptual Bias on the Formation of Country of Origin Images"

George Balabanis, Cass Business School, UK
Rene Mueller, Charleston College, USA
T.C. Melewar, Warwick Business School, UK

"Concept Equivalence in Cross-Cultural Research: Implications for Research Approaches and Procedures"
Gillian S. Mort, University of Queensland, Australia

"Cultural Determinants of Behavior in Negotiations with Incomplete Information"

Ana Valenzuela, San Francisco State University, USA
Seonsu Lee, Wonkwang University, Korea
Foo Nin Ho, San Francisco State University, USA

Discussion Leader: Jan Brace Govan, Monash University, Australia

Session 1.6: Organizational Influences on Marketing Strategy
Solitudes Function Room

Session Chair: Rujirutana Mandhachitara, Long Island University, C.W. Post Campus, USA

"Competitive Positioning Foundations in Organizational Resources"

Graham Hooley, Aston University, UK
Gordon Greenley, Aston University, UK

"Elucidating Interpretation: Organization-Level Information in the Market Focused Firm"

Areti Krepapa, University of Bath, UK
Pierre Berthon, Bentley College, USA
Agnes Nairn, University of Bath, UK

"Developing and Assessing a Measurement Model of Firm-Employee Relationship Strength"

Carmel Herington, Southern Cross University, Australia

Discussion Leader: Nick Grigoriou, RMIT, Australia

10:00 - 10:30 a.m.-BREAK, Foyer

10:30 a.m. - noon

2.1 Plenary Session: Marketing's Interdisciplinary and Cross-Functional Interfaces
Kestrel Room

"The Marketing-Manufacturing Interface"
Victoria Crittenden, Boston College, USA

"The Marketing-Management/OB/HR Interface"
Charmine Hartel, Monash University, Australia

Lunch on your own

1:30 - 3:00 p.m.

Session 3.1: Advances in Product Planning
Hammersley Range Room

Session Chair: Nick Grigoriou, RMIT, Australia

"A Strategic Framework for Minimising New Product Failure with Specific Reference to a High Involvement Category"

Chris Jooste, Rand Afrikaans University, South Africa
R. Kersandt, Rand Afrikaans University, South Africa

"An Investigation on New Product Adoption in the Consumer Electronics Industry"

Thomas Tan, Curtin University of Technology, Australia

"The Market Orientation and New Product Development Link in Malaysia"

Md Zabid Abdul Rashid, Universiti Putra Malaysia, Malaysia
Violeta Llanes, University of Otago, New Zealand
Ng Tee Yew, Universiti Putra Malaysia, Malaysia

Discussion Leader: Francis Farrelly, Monash University, Australia

Special Session 3.2: A Potpourri of Retailing Issues

Robinson Range Room

Session Chair: Julie Baker, University of Texas/Arlington, USA

"Examining Gender and Shopping Companion Effects on Customer Perceptions of Mall Crowding"

Kirk Wakefield, Baylor University, USA
Julie Baker, University of Texas/Arlington, USA

"Targeted Web Design: Lessons Learned from Retail Atmospherics"

Pamela Kiecker, Virginia Commonwealth University, USA

"Cue-Based Trust: What Every Online Retailer Needs to Know"

Sijun Wang, University of Alabama, USA
Sharon E. Beatty, University of Alabama, USA

2003 WORLD MARKETING CONGRESS

Session 3.3: Comments on the Value of Wine Buying and Wine Consumption Paterson Range Room

Session Chair: Mitch Griffin, Bradley University, USA

"Balancing Risk with Trust: Initial Findings of Initiating Trust in On-line UK Wine Marketing"
Sally Harridge-March, Oxford Brookes University, UK
Sarah Quinton, Oxford Brookes University, UK

"Eliciting Consumer Values Impinging Upon Wine Choice: A Means-End Approach"
Ilias P. Vlachos, Agricultural University of Athens, Greece

"Sex, Snob and Sensory Appeals in Wine Advertising: Gender Differences in Hedonic and Behavioral Responses to Novel and Familiar Wines"
Jordan L. Bel, Concordia University, Canada

Discussion Leader: Donald P. Robin, Wake Forest University, USA

Special Session 3.4: Permission and Personalization in Customer-Firm Relationships Russell Range Room

Session Chair: Jamie Murphy, University of Western Australia, Australia

"The Role of Personalization in Increasing the Response Rate of Email Solicitations"
Debra L. Zahay, North Carolina State University, USA
Helge Thorbjørnsen, Norwegian School of Economics and Administration, Norway
Tiffany Barnett White, University of Illinois, USA

"Gaining Customer Permission: The Role of Opt-in and Opt-out Strategies in Customer Relationship Management"
Katherine N. Lemon, Boston College, USA

"Click Here for Your Recommendations: An Exploration of Online Personalization Applications"
Hugh Pattinson, University of Technology Sydney, Australia

"The Effect of Permission E-mail on Online Gambling Retention"
Bill Jolley, Norwich University, USA
Dick Mizerski, University of Western Australia, Australia
Jamie Murphy, University of Western Australia, Australia
Doina Olaru, CSIRO, Australia

"Building Online Trust in Western and/or Eastern Contexts"
Fang Liu, University of Western Australia, Australia

"The Impact of Internet Use on Inter-Firm Relationships: Evidence from Australian Financial Service Industry"
Sally Rao, The University of Adelaide, Australia

Discussion Leader: Katherine N. Lemon, Boston College, USA

Session 3.5: Marketing in the Nonprofit Environment Kimberly Range Room

Session Chair: Victoria L. Crittenden, Boston College, USA

"Competitor Analysis Practices of British Charities"
Roger Bennett, London Metropolitan University, UK

"Why Should I Care? Passion in Social and Non-profit Marketing Management"
George Bell, Australian National University, Australia
Railton Hill, Swinburne University of Technology, Australia

"A Donation of Thought: Extending Alderson to Include Charitable Marketing"
Laura L. Shelley, University of Technology, Sydney, Australia

Discussion Leader: Bryan Lukas, University of Melbourne, Australia

Session 3.6: Issues in Age Cohorts Solitudes Function Room

Session Chair: Lisa O'Malley, University of Limerick, Ireland

"Profiling the Teen Internet Maven"
Kathleen Krentler, San Diego State University, USA
Laura A. Flurry, Louisiana State University, USA
Michael A. Belch, San Diego State University, USA

"Comparison of the Macro-Structural Foundation of Consumption in Aging and Low-Birth-Rate Societies of Japan and U.S. Based on Bayesian Age-Period-Cohort Analysis"
Takoko Yamashita, University of Marketing and Distribution Sciences, Japan

"Older American Consumers and Their Money: An Exploratory Study"
Beverlee B. Anderson, California State University San Marcos, USA

"The Relative Influence of Consumer Socialization Agents on Children and Adolescents: The Impact of Stages of Development"
Monali Hota, University of Technology, Sydney, Australia
Robyn McGuiggan, University of Technology, Sydney, Australia

"Cross Cultural Perspectives on the Aging of Global Markets: Marketing Implications and Directions for Research"
George P. Moschis, Georgia State University, USA
Anil Mathur, Hofstra University, USA

Discussion Leader: Flip du Plessis, University of Pretoria, South Africa

3:00 - 3:30 p.m.-BREAK, Foyer

3:30 - 5:00 p.m.

Session 4.1: Relationships within the Supply Chain Hammersley Range Room

Session Chair: Phillip Samouel, Kingston University Business School, UK

"Warehouse Employee Development: Is There a Payoff?"
Alexander E. Ellinger, The University of Alabama, USA
Andrea D. Ellinger, The University of Alabama, USA
Scott B. Keller, Michigan State University, USA

"Development of Large Retailer Supply Chain through Information Exchange"
Hisao Fujimoto, Osaka University of Economics, Japan
Yohei Sasakawa, Osaka University of Economics, Japan

"Key Drivers to Successful Relationships between Pharmaceutical Companies and Contract Research Organisations"
Jenny Douglas, Pfizer UK
Phillip Samouel, Kingston University Business School, UK

Discussion Leader: Alexander E. Ellinger, The University of Alabama, USA

Session 4.2: Current Issues in China Business (Part 1) Robinson Range Room

Session Chair: Paul Chao, University of Northern Iowa, USA

"The Chinese Payment Card Market and the Prospects for Non-Chinese Credit Card Issuers"
Steve Worthington, Monash University, Australia

"A Historical Review of the Development of Advertising Industry in China"
Allan K.K. Chan, Hong Kong Baptist University, Hong Kong SAR, China
Zhang Genmiao, Xian Jiaotong University, China

"Content Analysis of Chinese Brand Names: Case of Paper Products"
Yan Dengfeng, Nanjing University, PRC

"Consumer Attributions and Postpurchase Behavioral Intentions in Canada and PRC"
Patrick Poon, Lingnan University, Hong Kong
Michael Hui, The Chinese University of Hong Kong, Hong Kong

Discussion Leader: Jyh-shen (George) Chiou, National Chengchi University, Taiwan

Session 4.3: Key Strategic Issues in Education Paterson Range Room

Session Chair: Sharon Keating, Curtin University of Technology, Australia

"An Investigation of Student Self-Monitoring Behaviors and their Impact on Sales Career Intentions"
Brian Handley, Curtin University of Technology, Australia
Robyn Ouschan, Curtin University of Technology, Australia
Tekle Shanka, Curtin University of Technology, Australia

"Introducing Pricing as a Strategic Tool: A Spreadsheet 'What-If' Model for Students"

Michael Pearson, Loyola University, USA
Kimball Marshall, Loyola University, USA

"An Account of the Links between Online Education and Retail Theatre"
Jan Brace Govan, Monash University, Australia

Discussion Leader: John Ford, Old Dominion University, USA

Special Session 4.4: Permission and Personalization in Customer-Firm Relationships (cont.) Russell Range Room

Session Chair: Jamie Murphy, University of Western Australia, Australia

"The Role of Personalization in Increasing the Response Rate of Email Solicitations"
Debra L. Zahay, North Carolina State University, USA
Helge Thorbjørnsen, Norwegian School of Economics and Administration, Norway
Tiffany Barnett White, University of Illinois, USA

"Gaining Customer Permission: The Role of Opt-in and Opt-out Strategies in Customer Relationship Management"
Katherine N. Lemon, Boston College, USA

"Click Here for Your Recommendations: An Exploration of Online Personalization Applications"
Hugh Pattinson, University of Technology Sydney, Australia

"The Effect of Permission E-mail on Online Gambling Retention"
Bill Jolley, Norwich University, USA
Dick Mizerski, University of Western Australia, Australia
Jamie Murphy, University of Western Australia, Australia
Doina Olaru, CSIRO, Australia

"Building Online Trust in Western and/or Eastern Contexts"
Fang Liu, University of Western Australia, Australia

"The Impact of Internet Use on Inter-Firm Relationships: Evidence from Australian Financial Service Industry"
Sally Rao, The University of Adelaide, Australia

Discussion Leader: Katherine N. Lemon, Boston College, USA

Session 4.5: International Services Marketing Kimberly Range Room

Session Chair: Greg Elliott, Macquarie University, Australia

"A Study of Consumers' Perceptions of Service Recovery Efforts Across East-West Cultures." Paul Patterson, University of New South Wales, Australia
Anna Mattila, Pennsylvania State University, USA

"Consumer Image Effects in International Marketing of a Service"
Zhou Peng, University of Southern Queensland, Australia
Meredith Lawley, University of the Sunshine Coast, Australia

"Retail Service Quality in Transition Economies: An Exploratory Study"
Brent McKenzie, University of Western Ontario, Canada
Bill Merrilees, Griffith University, Australia

"Modeling Entertainment Consumption at Shopping Centres: A Conceptual Framework"
Jason Sit, Griffith University, Australia
Bill Merrilees, Griffith University, Australia
Debra Grace, Griffith University, Australia

Discussion Leader: Colin Jevons, Monash University, Australia

Session 4.6: Decision Making Solitudes Function Room

Session Chair: Gianfranco Walsh, University of Hannover, Germany

"The International Reach of Internet Shopping and Factors Influencing Online Purchasing: An Analysis of Australian Shoppers"
Joshua Jui Shen Chang, University of Canberra Residences, Australia

"Effects of Perceived Retail Environment on Consumption, Emotions, Satisfaction and Behavioral Intentions: A Comparison between Shopping Centers and Traditional Retailing"
Luisa Andreu, University of Valencia, Spain
J. Enrique Bigne, University of Valencia, Spain
Ruben Chumpitaz, Catholic University of Lille, France
Valerie Swaen, Universite Catholique de Louvain,

Belgium

"Internet Buying Behaviour: A Different Decision Making Process?"
P. G. Mostert, University of Pretoria, South Africa
Ernest J. North, University of Pretoria, South Africa
Flip du Plessis, University of Pretoria, South Africa

"Understanding Different Approaches to the Business Buyer Decision Process: A Synthesis of Some of the Important Models"
Judy Rex, Swinburne University of Technology, Australia

"Demographic Differences in the Proclivity to Perceive Consumer Confusion"
Gianfranco Walsh, University of Hannover, Germany
Klaus-Peter Wiedmann, University of Hannover, Germany
Vincent-Wayne Mitchell, UMIST, UK

Discussion Leader: Chris Dubelaar, Monash University, Australia

6:00 - 7:30 p.m. Reception Plaza Ballroom East

Dinner on your own

Thursday, June 12, 2003

8:00 a.m. - noon Registration, Solitudes Function Room Foyer

8:30 - 10:00 a.m.

Session 5.1: Getting to Know Your Customers Hammersley Range Room

Session Chair: Gabriel Ogunmokon, University of Southern Queensland, Australia

"Perceived Values, Satisfaction and Intention to Recommend: An Empirical Investigation Within the Higher Education Sector"
Lesley Ledden, Kingston University, UK

"Achieving Intimacy with Students and Employers: Guidelines to Developing a New Higher Education Business Program"
David Wong, Curtin University, Australia

"Marketing Education Factors Influencing Students' Level of Satisfaction: A Comparative Study of Satisfied versus Unsatisfied Higher Education Students in Australia"
Vanessa Quintal, Curtin University of Technology, Australia
Gabriel Ogunmokon, University of Southern Queensland, Australia

"An Institutional Approach to Understand the Development of Marketing Education in Russia"
Marina Volkova, Baltic State Technical University, Russia
Tor Korneliusen, Bodø Graduate School of Business, Norway
Kjell Grønhaug, Norwegian School of Economics and Business Administration, Norway

Discussion Leader: Stavros Kalafatis, Kingston University, UK

Session 5.2: Understanding Consumer Groups Robinson Range Room

Session Chair: Mark Speece, Asian Institute of Technology, Thailand

"Dyadic Interaction Based Consumer Ethics in Two Contrasting Cultures"
Adel Wugayan, Kuwait University, Kuwait
C. P. Rao, Kuwait University, Kuwait

"Consumer Animosity: An Empirical Study in Taiwan"
Yu-An Huang, National Chi Nan University, Taiwan
Ian Phau, Curtin University of Technology, Australia

"Investment Preferences of Individual Investors: Identifying Characteristic Groups"
Marilyn Clark-Murphy, Edith Cowan University, Australia
Geoffrey N. Soutar, University of Western Australia, Australia

"Going Green: Examining Consumer Intentions to Purchase Ecologically Sound Consumer Products"
Angela Paladino, The University of Melbourne, Australia

Discussion Leader: Ian Michael, Victoria University, Australia

Session 5.3: Strategies for Relationship Marketing Paterson Range Room

Session Chair: Denise Jarratt, Charles Sturt University, Australia

2003 WORLD MARKETING CONGRESS

"An Examination of Relationship Type and Expected Duration in a Business-to-Business Setting"
Thomas J. Page, Jr., Michigan State University, USA
Lloyd M. Rinehart, University of Tennessee, USA

"Conceptualizing a Relationship Management Capability"
Denise Jarratt, Charles Sturt University, Australia

"Integrated Satisfaction-Management in Service Networks"
Dieter Ahlert, University of Muenster, Germany
Heiner Evanschitzky, University of Muenster, Germany
Maren Wunderlich, University of Muenster, Germany

Discussion Leader: Thomas J. Page, Jr., Michigan State University, USA

Session 5.4: Trends and Industry-Specific Factors in Wine Marketing Russell Range Room

Session Chair: Joe Hair, Louisiana State University, USA

"An In-Depth Interview with the Negotiant of Burgundy"
Donald P. Robin, Wake Forest University, USA

"Foreign Wine Consumption: Australia"
Ursula Brown, Griffith University, Australia
Aron O'Cass, The University of Newcastle, Australia

"Perceived Legality and Wine Buying Emotions"
Mitch Griffin, Bradley University, USA
Barry J. Babin, The University of Southern Mississippi, USA
Donald P. Robin, Wake Forest University, USA

Discussion Leader: Laurie Babin, The University of Southern Mississippi, USA

Session 5.5: Advertising/Food Issues Kimberly Range Room

Session Chair: Thorsten Hennig-Thurau, University of Hannover, Germany

"Creating a Marketer-Specific Emotional Profile: Effectiveness and Presentation of Erotic Stimuli in Advertising"
Katharina J. Srnka, University of Vienna, Austria
Silvia Neumaier, University of Vienna, Austria

"Viewer Response to Advert Execution: The Role of Playfulness"
Albert Caruana, University of Malta, Malta
Joseph Vella, University of Malta, Malta
B. Ramaseshan, Curtin University of Technology, Australia

"SpiceVEG' Niche Marketing: The Case of Vegetarian Food Marketing in Malaysia"
Shahidan Shafie, Universiti Sains Malaysia, Malaysia
Katharina Vestbo, Norwegian School of Management, Norway
Carmilla C. B. Ringvold, Norwegian School of Management, Norway
Joakim M. Olsem, Norwegian School of Management, Norway
Stig Wiig Sorensen, Norwegian School of Management, Norway

"Situational Factors Considered in Purchasing Processed Food"
Samsinar M. D. Sidin, Universiti Putra Malaysia, Malaysia
Santhamaria Ragee, Universiti Putra Malaysia, Malaysia

"Consumer Response to Bushfood Stimulus under Taste Test Conditions"
Nigel K. Li. Pope, Griffith University, Australia
Mark R. Brown, University of Queensland, Australia
Kevin E. Voges, Griffith University, Australia

Discussion Leader: Peter Reed, Monash University, Australia

Session 5.6: Current Issues in India Solitudes Function Room

Session Chair: P. Bucha Reddy, Osmania University, India

"Emerging Trends and Issues in Corporate Diversification in Select Sectors in India"
V. Venkataramana, University of Hyderabad, India

"Globalization Process and India's International Trade"
A. Vidyadhar Reddy, Osmania University, India
V. Shekar, Osmania University, India

"Consumer Perceptions of Privatization of India: Evidence and Implications"
S. Prasad Kantamneni, Emporia State University, USA
Audhesh K. Paswan, University of North Texas, USA

G. Somayajulu, Institute of Public Enterprise, India
V. Venkataramana, University of Hyderabad, India

"Changing Dynamics of Retail Industry in South Asia: A Study in Indian Context"
P. Narayan Reddy, Osmania University, India

Discussion Leader: Farhat Yusuf, Macquarie University, Australia

10:00 - 10:30 a.m.-BREAK, Foyer

10:30 a.m. to noon

Session 6.1: Corporate Social Responsibility in Marketing Hammersley Range Room

Session Chair: Jan Brace Govan, Monash University, Australia

"Developing Social Responsibility in Retail Systems"
Annette Cerne, Lund University, Sweden

"The Missing Link between Corporate Responsibility and Relationship Marketing"
Adam Lindgreen, Eindhoven University of Technology, The Netherlands
Valerie Swaen, Universite Catholique de Louvain, Belgium

"The New Role of CSR: Restoring Stakeholder Confidence in Business"
Isabelle Maignan, The Free University, The Netherlands
O.C. Ferrell, Colorado State University, USA
Linda Ferrell, University of Wyoming, USA

Discussion Leader: George Bell, Australian National University

Session 6.2: Global Marketing Issues-Strategic Challenges Robinson Range Room

Session Chair: Bodo B. Schlegelmilch, Vienna University of Economics and Business, Austria

"Marketing a Country: Conceptual Framework for Foreign Investors Assessment"
Biljana Crnjak-Karanovic, University of Split, Croatia

"The 'Real' Obstacles to Marketing Across Borders: A Southern African Case Study"
Werner Soontiens, Curtin University of Technology, Australia

"Crossing Cultural and Organizational Boundaries: A Model of Knowledge Transfer between Globally Dispersed Marketing Functions"
Bodo B. Schlegelmilch, Vienna University of Economics and Business Administration, Austria
Tina Claudia Chini, Vienna University of Economics and Business Administration, Austria

"Discriminating Power of Public Opinion in an Emerging Market: An Investigation in a Franchise Context Involving Indian Consumers"
Audhesh K. Paswan, University of North Texas, USA
S. Prasad Kantamneni, Emporia State University, USA

Discussion Leader: P. Bucha Reddy, Osmania University, India

Session 6.3: Brand Management Paterson Range Room

Session Chair: Rob Widing, University of Melbourne, Australia

"Making Sense of Branding in SMEs: A Case Study Approach"
Ho Yin Wong, Griffith University, Australia
Bill Merrilees, Griffith University, Australia

"Some Consumer-based Consequences of Behavioural Brand Loyalty: A 'Heads Up' for Brand Strategist"
Rujirutana Mandhachitara, Long Island University, C.W. Post Campus, USA

"Corporate Brand and Corporate Identity: Some Food for Thought"
Popy Rufaidah, University of New South Wales, Australia
Mohammed Abdur Razzaque, University of New South Wales, Australia
Allan Walpole, University of New South Wales, Australia

"Conceptualizing Corporate Reputation in Germany: Evaluating and Extending the RQ"
Klaus-Peter Wiedmann, University of Hannover, Germany
Gianfranco Walsh, University of Hannover
Wolfgang Hinck, Louisiana State University-Shreveport, USA

Discussion Leader: David Bednall, Monash University, Australia

Session 6.4: Emerging Issues in Services Marketing

Russell Range Room

Session Chair: Brendan Phillips, Curtin University of Technology, Australia

"Exploring the Importance of Pre-Consumption and Consumption Brand Dimensions of Service Brands"
Debra Grace, Griffith University, Australia
Aron O'Cass, The University of Newcastle, Australia

"Hospitality: A Key Sponsorship Service in Sports Marketing"
Rick Burton, University of Oregon, USA
Lynn R. Kahle, University of Oregon, USA
John Tripodi, Mars Confectionery of Australia/New Zealand

"Exploring the Relationship between Customer Loyalty to the Service Worker and Customer Citizenship Behavior to the Service Organization"
Nichola L. Robertson, LaTrobe University, Australia
Liliana L. Bove, LaTrobe University, Australia
Simon J. Pervan, LaTrobe University, Australia

Discussion Leader: Sharyn Rundle-Thiele, Griffith University, Australia

Session 6.5: Branding Issues in a Global Environment Kimberly Range Room

Session Chair: Robyn Ouschan, Curtin University of Technology, Australia

"Brand Personality Recognition, Brand Origin and Advertising Copy Pretesting"
Antonio Azevedo, University of Minho, Portugal
Minoo Farhangmehr, University of Minho, Portugal

"Integrating Brand Extension Research Towards the Establishment of Diffusion Brands: Concepts, Methods, and Strategies"
Edith Cheong, Curtin University of Technology, Australia
Ian Phau, Curtin University of Technology, Australia

"The Outside-In Approach to Brand Contact Management: Is it a New Brand World?"
Ernest J. North, University of Pretoria, South Africa
Carla Enslin, University of Pretoria, South Africa

"Captivating Company: Dimensions of Employer Attractiveness-Employment Brand Value"
Michael T. Ewing, Monash University, Australia
Pierre Berthon, Bentley College, USA

Discussion Leader: Md Zabid Abdul Rashid, University Putra, Malaysia

Session 6.6: Time Solitudes Function Room

Session Chair: Vincent-Wayne Mitchell, UMIST, UK

"Male and Female Students Shopping Behaviors and Store Attitudes based on Product Involvement and Brand Commitment"
Jung-Im Seo, University of Tennessee, USA
Laurel Jolly, University of Tennessee, USA

"Polychronic Tendency Models: A Gender Contrast"
Jay D. Lindquist, Western Michigan University, USA
Carol Kaufman-Scarborough, Rutgers University, USA

"Perceived Time Shortage and Media Consumption"
Peter Vitartas, Southern Cross University, Australia

"The Impact of Brand Extension Strategies Moderated by Perceived Innovativeness on an Upward Vertical Extension and Core Brand Evaluations"
Jean Boisvert, American University of Sharjah, United Arab Emirates
Francois Coderre, Universite de Sherbrooke, Canada

"Packaging and Purchase Decisions: A Focus Group Study on the Impact of Involvement Level and Time Pressure"
Pinya Silayoi, Kasetsart University, Thailand
Mark Speece, Asian Institute of Technology, Thailand

Discussion Leader: Mike Reid, Monash University, Australia

Lunch on your own

2:00 - 5:00 p.m.-City Tour

6:00 - 7:30 p.m. Reception Plaza Ballroom East

Dinner on your own

Friday, June 13, 2003

8:00 a.m. - 5:00 p.m. Registration, Solitudes Function Room Foyer

8:30 - 10:00 a.m.

Session 7.1: Marketing Channel Strategies for a High-Tech Global Economy Hammersley Range Room

Session Chair: Bert Rosenbloom, Drexel University, USA

"Supplier Diversity Programs and their Impact on Purchasing Agent Negotiation Strategies: A Model Based on Social Identity & Related Theories"
Rodney L. Stump, York University, Canada
Ashwin W. Joshi, York University, Canada
Keysuk Kim, Oregon State University, USA

"Shifting Strategies of Private Brands and Its Impact on the Supply Chain"
David Rachman, City University of New York, USA

"Development of Large Retailer Supply Chain through Information Exchange"
Hisao Fujimoto, Osaka University of Economics, Japan
Yohei Sasakawa, Fukuoka University, Japan

"Multichannel Marketing and E-Commerce: Prospects and Problems"
Bert Rosenbloom, Drexel University, USA

Discussion Leader: Kerrie Bridson, Monash University, Australia

Session 7.2: Current Issues in China Business (Part 2) Robinson Range Room

Session Chair: Allan Chan, Hong Kong Baptist University, Hong Kong

"Does Market Orientation Affect Firm Performance? A Study of Chinese Enterprises"
Gloria L. Ge, Griffith University, Australia
Daniel Z. Ding, City University of Hong Kong, Hong Kong

"Locus of Control and Marketing in a Chinese Socio-cultural Context: A Qualitative Research on Chinese Small and Medium Sized Enterprises"
W.S. Siu, Hong Kong Baptist University, Hong Kong SAR, China

"Informative and Experiential Aspects of In-Store POP Posters and Impulse Buying Behavior: An Empirical Examination in Chinese Supermarkets"
Lianxi Zhou, Lingnan University, Hong Kong
Amy Wong, Lingnan University, Hong Kong

Discussion Leader:

Session 7.3: New Approaches to Education Paterson Range Room

Session Chair: Chad Perry, Southern Cross University, Australia

"An Eclectic Approach to Teaching the Marketing Strategy Case Course"
Adel El-Ansary, University of North Florida, USA

"Andragogy, Pedagogy and Information Technology: Implications for Marketing Education"
Lynne Eagle, Massey University, New Zealand
Lynn Hunt, Massey University, New Zealand
Philip Kitchen, University of Hull, UK

"Using Accelerated, Whole-of-Brain Learning Techniques in Higher Education: Principles and Practice"
Chad Perry, Southern Cross University, Australia
Debra Harker, University of the Sunshine Coast, Australia

"Stepping into the Adventures of a Qualitative Researcher: Using Collaborative and Experiential Learning to Teach Qualitative Inquiry"
Lorraine Friend, University of Waikato, New Zealand

Discussion Leader: Irene Powell, Monash University, Australia

Session 7.4: Brand Entry Strategies Russell Range Room

Session Chair: Kathleen Krentler, San Diego State University, USA

"Understanding Timing of Entry Decisions: A Brand Capability Perspective"
Jelena Dodic, University of Melbourne, Australia
Danielle Chmielewski, University of Melbourne, Australia

"Exploring Brand Entry Strategy: Toward a More Comprehensive Guide"
Danielle Chmielewski, University of Melbourne, Australia
Bryan Lukas, University of Melbourne, Australia
Rob Widing, University of Melbourne, Australia

"A Conceptual Framework for Integrating International Branding and Foreign Market Entry Strategies"

2003 WORLD MARKETING CONGRESS

Ho Yin Wong, Griffith University, Australia
Bill Merrilees, Griffith University, Australia

Discussion Leader: Thomas Tan, Curtin University of Technology, Australia

Session 7.5: The Role of Commitment Kimberly Range Room

Session Chair: Jamil B. Bojei, University Putra Malaysia, Malaysia

"The Relationship between Personal, Sociological and Institutional Influences and Relationship Commitment in Retail Banking"
Jamil B. Bojei, Lecturer, University Putra Malaysia, Malaysia
Che Aniza binti Che Wel, Universiti Kebangsaan, Malaysia

"Does Commitment Contain More than Meets the Eye? Combining Some Classic Theories of Psychology to Form a Conceptual View of the Origins of the Perceptions Existing in Marketing Dyads"
Sami Berghäll, University of Helsinki, Finland

"The Development of Trust at the Early Stages of the Relationship Lifecycle for Cross-Cultural Business-to-Business Relationships"
Troy Heffernan, Charles Sturt University, Australia

Discussion Leader: Yolanda Jordaan, University of Pretoria, South Africa

Session 7.6: Loyalty Solitudes Function Room

Session Chair: Adamantios Diamantopoulos, Loughborough University Business School, UK

"Flow Experiences as a Catalyst of Addiction"
Ting-Jui Chou, University of South Australia, Australia
Chih-Cheh Ting, National First University of Science and Technology, Taiwan

"Is There a 'Variant' Loyalty? Understanding Loyalty to Product-Variants"
Jaywant Singh, University of Luton, UK

"A Comparison of Loyalty Approaches"
Sharyn Rundle-Thiele, Griffith University, Australia
Rebekah Bennett, University of Queensland, Australia

"Place Attachment and its Influence on Consumption in Rural Western Australia"
Maria Ryan, Edith Cowan University, Australia

Discussion Leader: Steve Worthington, Monash University, Australia

10:00 - 10:30 a.m.-BREAK, Foyer

10:30 a.m. - noon

8.1 Plenary Session: Marketing and the Peoples' Republic of China - Kestrel Room

Session Chair: Mike Ewing, Monash University, Australia

"An Overview of the Chinese Economy"
Jianguo Wang, Peking University, China, and National University of Singapore, Singapore

"Conventional Marketing China-Do Global Lessons Apply?"
Alistair Watts, CEO AC Nielsen, Shanghai

"An Overview of Research Directions for Academics"
Yigang Pan, Hong Kong University, Hong Kong

Lunch on your own

1:30 - 3:00 p.m.

Session 9.1: Internet Related Shopping Issues Hammersley Range Room

Session Chair: Lynda Fitzgerald, University of Queensland, Australia

"Can You Keep a Secret? Building Customer Confidence in the Exchange of Personal Information with Online Retailers"
Lenita Davis, University of Alabama, USA
Karen Machleit, University of Cincinnati, USA
Terri Feldman-Barr, Miami University, USA

"Factors Influencing Intention to Adopt Wireless Shopping"
Tino Fenech, Griffith University, Australia

"A Preliminary Investigation of Consumer Bookmarking Behavior"
Jamie Murphy, University of Western Australia, Australia
Charles F. Hofacker, Florida State University, USA

"Consumer Search of the Web: The Web Browser Skills Scale-A Measure of Consumer Web Search Facilitation"
Christopher Hodkinson, Griffith University,

Australia
Geoffrey Kiel, University of Queensland, Australia

"Students' Attitudes Toward Using the Internet for Making Travel Purchases"
Tekle Shanka, Curtin University of Technology, Australia

Discussion Leader: Chris Dubelaar, Monash University, Australia

Session 9.2: Issues in Franchising and Retail Promotion Robinson Range Room

Session Chair: Lorelle Frazer, Griffith University, Australia

"Why do Franchisees Cooperate with Franchisors? An Empirical Analysis of Franchise System Quality"
Yu-An Huang, National Chi Nan University, Taiwan
Ian Phau, Curtin University of Technology, Australia
Book-Khai Tan, National Chi Nan University, Taiwan

"Causes of Franchise Failure: An Analysis of Franchisor and Franchisee Perspectives"
Lorelle Frazer, Griffith University, Australia
Hume Winzar, Griffith University, Australia

"Understanding Retail Promotion Practices in Hong Kong and New Zealand: An Exploratory Study"
Kim Shyan Fam, City University of Hong Kong, HK

Discussion Leader: Kerrie Bridson, Monash University, Australia

Session 9.3: Global Marketing Issues: The Impact of Electronic Media Paterson Range Room

Session Chair: Tanuja Singh, Northern Illinois University, USA

"Internet Use in Global Business-to-Business Marketing: Evolutionary or Revolutionary?"
Tanuja Singh, Northern Illinois University, USA
Sharon Purchase, University of Western Australia, Australia

"Countertrade in the Electronic Age"
Richard Fletcher, University of Technology, Sydney, Australia

"A Theoretical Framework for Assessing the Impact of the Internet on Exporters from Developing Nations"
Tanuja Singh, Northern Illinois University, USA

"China's Internet Structure: Control Measures and Problems"
Craig Conrad, Western Illinois University, USA
J. Mike Rayburn, The University of Tennessee, USA

Discussion Leader: David Wong, Curtin University of Technology, Australia

Session 9.4: Relationship Marketing: Perspectives from Other Disciplines Russell Range Room

Session Chair: Brendan Philips, Curtin University of Technology, Australia

"Labeling Theory: What We Call the Customer Frames the Dialog in our Relationships with Them"
Rian van der Merwe, Curtin University of Technology, Australia
Melani Prinsloo, University of Pretoria, South Africa

"An Inter-Disciplinary Perspective on Consumer Information Privacy"
Albert C. Jordaan, University of Pretoria, South Africa
Yolanda Jordaan, University of Pretoria, South Africa

"Relationship Marketing and Management: An Exploratory Analysis of 'Deep' and 'Wide' Perspectives in Service Activity"
Frédéric Jallat, Paris Graduate School of Business (ESCP-EAP), France
Elliot Wood, Curtin University of Technology, Australia

Discussion Leader: Robin Ouschan, Curtin University of Technology, Australia

Session 9.5: Selling and Sales Management Kimberly Range Room

Session Chair: Colin Jevons, Monash University, Australia

"Does Playfulness Make for a Better Negotiator?"
Albert Caruana, University of Malta, Malta
Kathleen A. Krentler, San Diego State University, USA

"Coping with Customer Complaints: The Moderating Role of Positive and Negative

Affectivity on the Relationship between Complaints and Salesperson Commitment to Customer Service"
James A. Luddington, University of Melbourne, Australia
Simon J. Bell, University of Cambridge, UK

"Consumer Response to Sales Forces Automation in the Insurance Industry"
Ravipa Larpsiri, Sripatum University and Asian Institute of Technology, Thailand
Mark Speece, Asian Institute of Technology and Bangkok University, Thailand

"Culture and Sales Negotiation"
Sunanta Chairsakeo, Sripatum University and Asian Institute of Technology, Thailand
Mark Speece, Asian Institute of Technology and Bangkok University, Thailand

"Sales Implications of Customer Satisfaction for High-Tech and Low-Tech Offerings in Industrial Markets"
Michael W. Preis, Long Island University - C.W. Post Campus, USA
Gregory M. Kellar, SUNY College at Old Westbury, USA

Discussion Leader: Ken Grant, Monash University, Australia

Session 9.6: Chinese/Japanese Consumers Solitudes Function Room

Session Chair: Christine Ennew, University of Nottingham, UK

"Arouse Effects of Using Fear Appeal on Chinese Consumers"
Susan Tai, Hong Kong Polytechnic University, Hong Kong

"Mood and Involvement as Dual Constructs in Experiential Research"
Jane Summers, University of Queensland, Australia
Melissa Johnson Morgan, University of Queensland, Australia

"Chinese in America: How They Give Gifts"
Sijun Wang, University of Alabama, USA
Sharon E. Beatty, University of Alabama, USA

"An Exploratory Study of Christmas Gift Giving Involvement"
Peter Clarke, Griffith University-Gold Coast, Australia
Aron O'Cass, The University of Newcastle, Australia

"Predicting Japanese Consumers' Price-Contingent Purchase Intentions: The Theory of Planned Behavior and Direct Experience"
Sherry L. Lotz, The University of Arizona, USA
Soyeon Shim, The University of Arizona, USA
Kenneth C. Gehrt, San Jose State University, USA

Discussion Leader: C. P. Rao, Kuwait University, Kuwait

3:00 - 3:30 p.m.-BREAK, Foyer

3:30 - 5:00 p.m.

Session 10.1: Perspectives on Product Development and Pricing Hammersley Range Room

Session Chair: Flip du Plessis, University of Pretoria, South Africa

"How to Set Prices When Customers' Price Knowledge is Absent? Exploring German Retailers' Pricing Strategies During the Introduction of the Euro"
Alexander Haas, University of Erlangen-Nuernberg, Germany
Gabriele Brambach, University of Erlangen-Nuernberg, Germany

"Product Counterfeiting: The 'New Worldwide Real Product'"
Anas Hidayat, Curtin University of Technology, Australia
Ian Phau, Curtin University of Technology, Australia

"Cultivating New Mental Space for Marketing Innovation"
Marius Leibold, Stellenbosch University, South Africa
Michael Gibbert, University of St. Gallen, Switzerland, and Yale School of Management, USA

Discussion Leader: Steve Dix, Curtin University of Technology, Australia

Session 10.2: Issues in Sales and B2B Markets Robinson Range Room

Session Chair: Jackie Chimhanzi, University of Wales Aberystwyth, UK

"Managerial Performance, Behavioral Control, Organization Design, Psychic Distance and Sales Organization Effectiveness in Export Market Ventures: Implications for Industrial Exporters"
Eva S. Katsikea, Athens University of Economics and Business, Greece

Marios Theodosiou, University of Cyprus, Cyprus

"Is Technology Killing Sales?"
John Johnston, University of Wales Swansea, UK
Nina Reynolds, University of Wales Swansea, UK
Antonis Simintiras, University of Wales Swansea, UK

"The Influence of Customer Satisfaction on Repurchase Intention for B2B Sales: An Empirical Model"
Gregory M. Kellar, SUNY College at Old Westbury, USA
Michael W. Preis, Long Island University, USA

"Preferences of Software Customers-Highlights for Emerging Investors on Country of Origin Effects: An Empirical Test-Study on Professional Turkish Software Users in B2B Markets"
Ülkü Yüksel, Istanbul Technical University, Turkey
Aslı Yüksel, University of Marmara, Turkey
Hakan Yildirim, University of Marmara, Turkey

"Adoption of Business-to-Business Applications by Small Agribusiness Organizations"
Illias P. Vlachos, Agricultural University of Athens, Greece

Discussion Leader: Mark Speece, Asian Institute of Technology, Thailand

Session 10.3: New Directions in Conceptualizing the Service Encounter Paterson Range Room

Session Chair: Paul Patterson, University of New South Wales, Australia

"Re-conceptualizing the Service Encounter: Services and Information Empowered Consumers"
Angus Laing, The Open University, UK
Gillian Hogg, Glasgow Caledonian University, UK

"Differential Impact of Social Influence in the Service Encounter"
Ken Butcher, Charles Sturt University, Australia

"Modelling Behavioural Intentions: The Role of Service Quality, Service Recovery and Overall Encounter Satisfaction, An Empirical Investigation"
Ruben Chumpitaz, Catholic University of Lille, France

Discussion Leader: Pam Kiecker, Virginia Commonwealth University, USA

Session 10.4: Global Issues in Consumer Marketing Russell Range Room

Session Chair: Steve Baron, University of Liverpool, UK

"Marketing Across Borders and Boundaries: Understanding Cross-Functional and Interdisciplinary Interfaces within an Increasingly Global Environment"
Kim Harris, University of Liverpool, UK
Steve Baron, University of Liverpool, UK

"A Cross-Industry Comparison of Customer Satisfaction"
G. Ronald Gilbert, Florida International University, USA
Mark M. H. Goode, University of Cardiff, UK
Luiz Moutinho, University of Glasgow, UK
Cleopatra Veloutsou, University of Glasgow, UK

"Developing a Scale to Measure Need for Social Identity"
Anne M. Lavack, University of Regina, Canada

"Validating a Tri-Component Model of Attitudinal Commitment"
Stephen James Kelly, Southern Cross University, Australia

"Customer Delight: Scale Development and Validation"
Hean Tat Keh, National University of Singapore, Singapore

Discussion Leader: Aron O'Cass, University of Newcastle, Australia

Session 10.5: Global Marketing Strategies in Healthcare Kimberly Range Room

Session Chair: Felix Mavondo, Monash University, Australia

"Studies on China's Medicine Marketing"
Xiao Wen, Zhejiang University, China
Xu Guangming, Zhejiang University, China

"DTC-Not Just a Doctor's Dilemma: Diverse Perceptions from Health Professionals?"
Lynne Eagle, Massey University, New Zealand
Kerry Chamberlain, Massey University, New Zealand
Liping Zou, Massey University, New Zealand

"Differentiating the Health Care Product Through the Creation of High Reliability Organizations"
Robert C. Ford, University of Central Florida
Myron D. Fottler, University of Central Florida,

2003 WORLD MARKETING CONGRESS

USA

Discussion Leader: Craig Julian, University of Adelaide, Australia

Session 10.6: Current Issues in Other Regional Countries Solitudes Function Room

Session Chair: A. Vidyadhar Reddy, Osmania University, India

"Choice Behaviour of Singaporean Students: Postgraduate Online Courses"
Jane Summers, University of Southern Queensland, Australia
Meredith Lawley, University of the Sunshine Coast, Australia

"Retailer-Supplier Relationships and Supply Contract for SMEs in the Post-WTO Era: In a Context of Taiwan"
Ju-Miao Melody Hsiao, University of Sydney, Australia
Shams Rahman, University of Sydney, Australia

"A Three-Country Comparison of Service Quality Measures: Australia, Bangladesh and Vietnam"
Colin Jevons, Monash University, Australia
John Pidgeon, Swinburne University of Technology, Australia
Shahadat Khan, Monash University, Australia

"Bank Customer Expectations-Satisfaction 'Gap' Analysis and its Implication for Bank Marketing Strategies in GCC Country, Kuwait"
C. P. Rao, Kuwait University, Kuwait
Mohammed Al-Mahmeed, Kuwait University, Kuwait
George Paul, Institute of Banking Studies, Kuwait

"Profiling Customers towards Developing a Customer Relationship Management Strategy: The Case of Nona Roguy Malaysia"
Maisarah Ahmad, Universiti Kebangsaan Malaysia, Malaysia
Aliah Hanim M. Salleh, Universiti Kebangsaan Malaysia, Malaysia

Discussion Leader: P. Narayan Reddy, Osmania University, India

6:00 - 7:00 p.m. Reception Plaza Ballroom Central East

7:00 - 9:00 p.m. Congress Banquet Plaza Ballroom Central East

Saturday, June 14, 2003

8:00 - 10:30 a.m. Registration, Solitudes Function Room Foyer

8:30 - 10:00 a.m.

Session 11.1: Strategy and Marketing Hammersley Range Room

Session Chair: Kathleen Krentler, San Diego State University, USA

"Competitive Strategy: The Art of War within an Australian Context"
Yu Zhengyuan, University of Western Australia, Australia
Sharon Purchase, University of Western Australia, Australia
Jamie Murphy, University of Western Australia, Australia

"Marketing's Influence Within the Firm: 'A Crisis?': A Conceptual Model and Research Implications"
Omar Merlo, University of Melbourne, Australia
Bryan A. Lukas, University of Melbourne, Australia
Gregory J. Whitwell, University of Melbourne, Australia

"Reclaiming the Strategy Field by Marketers"
Jan Mattsson, Roskilde University, Denmark
B. Ramaseshan, Curtin University of Technology, Australia
D. Carson, University of Ulster, UK

"Market Orientation: Hear No Evil, See No Evil, Speak No Evil"
Rob Hecker, University of Tasmania, Australia

Discussion Leader: Felix Mavondo, Monash University, Australia

Session 11.2: Issues in Integrated Marketing Communications Robinson Range Room

Session Chair: Mark Gabbott, Monash University, Australia

"How Marketing Communications Works: Alternative Situational and Attitudinal Explanations"
Peter Reed, Monash University, Australia
Michael T. Ewing, Monash University, Australia

"A Profile of Complainants about Advertising in Australia: An Agenda for Research"
Michael Volkov, University of Ballarat, Australia
Debra Harker, University of the Sunshine Coast,

Australia
Michael Harker, University of the Sunshine Coast, Australia

"Public Relations in the United Arab Emirates: An Empirical Investigation"
Nabil Razzouk, California State University, USA
Victoria Seitz, California State University, USA
Abdulla Butti AlQubaisi, California State University, USA

"Why Corporations 'Look' as They do?"
Yelena Tsarenko, Monash University, Australia
Mark Gabbott, Monash University, Australia
Jane Carroll, Monash University, Australia
Tatiana Anisimova, Monash University, Australia

Discussion Leader: Craig Julian, University of Adelaide, Australia

Session 11.3: Achieving Successful Relationships Up and Down the Channel Paterson Range Room

Session Chair: Ken Grant, Monash University, Australia

"The Mediating Role of Trust in Upstream and Downstream Relationships"
Stavros Kalafatis, Kingston University Business School, UK
Wendy Lomax, Kingston University Business School, UK
Charles Blankson, Long Island University, C. W. Post Campus, USA

"Clinching Happy Deals: An Investigation of the Buyer-Supplier Relationship within the Australian Fresh Produce Industry"
Melina Parker, Monash University, Australia
Kerrie Bridson, Monash University, Australia

"Goal Congruence, Trust and Commitment in the Exporter-Foreign Channel Intermediary Relationship"
Amal Karunaratna, Adelaide Graduate School of Business, Australia

Discussion Leader: Thomas Tan, Curtin University of Technology, Australia

Session 11.4: General Issues in the Whole Region Russell Range Room

Session Chair: C. P. Rao, Kuwait University, Kuwait

"Contemporary Developments in Asian Marketing Practices: A Review of the Literature"
Kim Shyan Fam, City University of Hong Kong, HK
Bill Merrilees, Griffith University, Australia

"Consumer Attitudes Towards An Integrated e-Payment System"
Victor Z. Liao, Hong Kong Baptist University, Hong Kong SAR, China

"Antecedents of Adolescents' Loyalty Toward the Merchandise of a Celebrity: Differences Between the Celebrity Worship and Non-worship Groups"
Jyh-shen Chiou, National Chengchi University, Taiwan
Chein-yi Huang, National Taipei College of Nursing, Taiwan
Min-Chieh Chuang, National Chengchi University, Taiwan

"On the Effectiveness of Cross-Cultural Competence in Joint Ventures"
Zheng Fan, Shanghai International Studies University, China
Jinwei Tong, Shanghai International Studies University, China

"International Marketing Resources and Export Performance: An Exploratory Study of Small-Medium Sized Firms in Thailand"
Theingi, University of Western Australia, Australia
Gabriel O. Ogunmokun, University of Southern Queensland, Australia

Discussion Leader: V. Venkataramana, University of Hyderabad, India

Session 11.5: Proactive Ethical Conduct in Marketing Kimberly Range Room

Session Chair: David Bednall, Monash University, Australia

"The Children-Nutrition-Marketing Ethics Conundrum: The Efficacy of Proposed Bans and Restrictions on Advertising to Children"
Lynne Eagle, Massey University, New Zealand
Anne de Bruin, Massey University, New Zealand
Sandy Bulmer, Massey University, New Zealand

"Post-Modern Branding and the 'Anti-Globalisation' Protest Movement"
Alexander James Nichols, University of Surrey, UK
Doug Foster, University of Surrey, UK

"Exploring the Multidimensionality of Environmental Locus of Control and Its Impact on

Proenvironmental Behavior"

Michel LaRoche, Concordia University, Canada
Mark Cleveland, Concordia University, Canada
Maria Kalamas, Concordia University, Canada
Guido Barbaro-Forleo, Concordia University, Canada

Discussion Leader: Aron O'Cass, University of Newcastle, Australia

Special Session 11.6: Cultural Dynamics and Consumer Evaluations Solitudes Function Room

Session Chairs: Ana Valenzuela, San Francisco State University, USA
Judi Strebel, San Francisco State University, USA

"Culture, Cognitive Style and Context in Consumer Evaluations"
Mary Conway Dato-on, Northern Kentucky University, USA

"Can Game-based Promotions Reduce Purchases? Understanding Which Shoppers Don't Feel Lucky"
Donnel Briley, Hong Kong University of Science and Technology, Hong Kong
Lydia Price, Hong Kong University of Science and Technology, Hong Kong

"Is 'Better than Expected' Good for Everyone? The Effect of Mode of Reasoning in Consumer Delight"
Judi Strebel, San Francisco State University, USA
Ana Valenzuela, San Francisco State University, USA

10:00 - 10:30 a.m.-BREAK, Foyer

10:30 a.m. - noon

Session 12.1: Global Marketing Issues: Export Marketing Strategies Hammersley Range Room

Session Chair: Gabriel O. Ogunmokun, University of Southern Queensland, Australia

"The Marketing Strategy-Performance Relationship of Australian Export Market Ventures"
Craig Julian, University of Adelaide, Australia
Aron O'Cass, The University of Newcastle, Australia

"Influence of Export Financing Resources and Supply Chain Skills on Export Competitive Advantages: Moderating Roles of Venture/Product-Specific Factors"
Li Ling-Yee, Lingnan University, Hong Kong
Gabriel O. Ogunmokun, Southern Queensland, Australia

"A Comparative Study of Successful versus Unsuccessful Export Ventures and Their Strategic Marketing Planning Formulation and Implementation Process: A Case of Exporting Firms in China"
Gabriel O. Ogunmokun, University of Southern Queensland, Australia
Li ling-Yee, Lingnan University, Hong Kong

"Export Marketing: Perspectives from the Land Down Under"
Aron O'Cass, The University of Newcastle, Australia
Craig Julian, University of Adelaide, Australia

Discussion Leader: Werner Soontiens, Curtin University of Technology, Australia

Session 12.2: Marketing Research and Quantitative Analysis Robinson Range Room

Session Chair: Peter Reed, Monash University, Australia

"Trimmed Centroid Computation in Robust K-Means Partitioning"
Jonathan Kim, Hanyong University, Hong Kong

"On the Application of Acquisition Pattern Analysis to Transnational Data"
Leo Paas, Tilburg University, Netherlands

"Clients' Evaluations of Market Research Reports"
David Bednall, Monash University, Australia

Discussion Leader: Farhut Yusof, Macquarie University, Australia

Special Session 12.3: Marketing Education and Training: Current Challenges and Opportunities Paterson Range Room

Session Chair: Peter Gates, Moreton Institute of TAFE, Australia

Session Presenters:
Lynne Eagle, Massey University, New Zealand
Peter Gates, Moreton Institute of TAFE, Australia
Cathi McMullen, Charles Sturt University, Australia
Irene Powell, Monash University, Australia
Sherryl Tanian, Edith Cowan University, Australia

Session 12.4: Functional Perspectives on Relationship Marketing

Russell Range Room

Session Chair: Melani Prinsloo, University of Pretoria, South Africa

"Market Orientation, Trust and Commitment in the Sponsorship Relationship: Does it Affect Renewal?"
Francis Farrelly, Monash University, Australia
Pascale Quester, The University of Adelaide, Australia

"Examining Relationship Marketing in Cyberspace"
Byron Keating, The University of Newcastle, Australia
Robert Rugimbana, The University of Newcastle, Australia
Ali Quazi, The University of Newcastle, Australia

"Customer's Dependence in Interpersonal Based Buyer-Seller Relationships: Towards a Conceptual Framework"
K. Abdul Waheed, Indian Institute of Technology Bombay, India
Sanjaya S. Gaur, Indian Institute of Technology Bombay, India

Discussion Leader: Rian van der Merwe, Curtin University of Technology, Australia

Session 12.5: Retail Strategies Kimberly Range Room

Session Chair: David Wong, Curtin University of Technology, Australia

"Retail Strategy, Its Antecedents and Relationship with Pharmacy Performance"
Kerrie Bridson, Monash University, Australia
Abirami Varatharajan, Monash University, Australia

"Managing the Relationship: Tenants and the Shopping Centre Managers"
Jane Roberts, Griffith University, Australia
Bill Merrilees, Griffith University, Australia
"Do Masculinity and Environmental Uncertainty Factors Influence Retailers' Choice of PMIS?"
Kim Shyan Fam, City University of Hong Kong, Hong Kong
Thomas Focht, Karl-Franzens University of Graz, Austria

"The Relevance of Product Value and Store Value to Shopping Trip Value"
Vien Chau Stephanie Diep, Australian Bureau of Statistics, Australia
Jillian Sweeney, University of Western Australia, Australia

"A Motivational Segmentation of Youth Entertainment Seekers: Implications for Shopping Centre Marketing"
Jason Sit, Griffith University, Australia
Bill Merrilees, Griffith University, Australia
Debra Grace, Griffith University, Australia
Tracey Harrison-Hill, Griffith University, Australia

Discussion Leader: Brian Handley, Curtin University of Technology, Australia

Session 12.6: The Interface between Tourism and Marketing Solitudes Function Room

Session Chair: Jane Ali-Knight, Napier University, UK

"Understanding Age and Memory for Pictures and Text Formats in Tourist Destination Advertising"
Malcolm C. Smith, University of Manitoba, Canada
Kelly J. MacKay, University of Manitoba, Canada

"Risky Venture and Dangerous Journeys: Insights into Singaporeans' Consumption of Adventure Tourism"
Siok kuan Tambyah, National University of Singapore, Singapore
May Oo Lwin, National University of Singapore, Singapore
Ng Pei Sze, Robinson & Co. (S) Pte Ltd., Singapore

"An Exploratory Study of Hotel Guests' Perception About Hotel Facilities"
Tekle Shanka, Curtin University of Technology, Australia

"The Development of a Positioning Theme for Tioman Island and Its Marketing Implications"
Norzalita A. Aziz, Universiti Kegangaan Malaysia, Malaysia
Ahmad Azmi M. Ariffin, Universiti Kegangaan Malaysia, Malaysia
Aliah Hanim M. Salleh, Universiti Kegangaan Malaysia, Malaysia

Discussion Leader: Vanessa Quintal, Curtin University of Technology, Australia

SCHOLARSHIP AND RESEARCH

AMS DISTINGUISHED MARKETER OF THE YEAR

The AMS Distinguished Marketer of the Year award is reserved for individuals who have distinguished themselves in business and/or public policy. The Marketer of the Year should be a high-level officer (President, CEO, Board Chair, Executive Director, etc.) of a sizable and well-known organization. The recipient will have demonstrated his/her accomplishments through their actions and statements, and will have at all times acted with integrity and high ethical standards.

The ideal candidate will be likely to contribute to the Academy's vision through future involvement with the Association. The announcement of the Marketer of the Year should attract Fellows and guests to the banquet and add prestige to the event.

Any Fellow of the Academy of Marketing Science may nominate candidates for this prestigious award by submitting a brief description of what the individual has accomplished to deserve this recognition. Nominations should be sent to:

J. Thomas Mentzer, Chair
Department of Marketing,
Logistics and Transportation
310 Stokely Management Center
Knoxville, TN 37996-0530

ACADEMY OF MARKETING SCIENCE OUTSTANDING MARKETING EDUCATOR

The AMS Outstanding Marketing Educator award is the Academy's most important and most prestigious recognition. The Outstanding Marketing Educator award is reserved for marketing scholars who have made sustained contributions to the academic discipline of marketing over an extended period of time. The AMS Outstanding Educator does not have to be a current AMS member.

The selection committee is encouraged to consider the following qualities in selecting the Outstanding Marketing Educator of the Year: (1) distinguished scholar; (2) global reputation; (3) impact on the discipline of marketing; and (4) collaboration and mentoring. To nominate someone for the AMS Outstanding Marketing Educator award, please send a letter briefly outlining the credentials of the nominee to:

J. Thomas Mentzer, Chair
Department of Marketing,
Logistics and Transportation
310 Stokely Management Center
Knoxville, TN 37996-0530

Call For Papers

INTERNATIONAL MARKETING REVIEW

SPECIAL EDITION ON SERVICES RESEARCH
IN A CROSS-NATIONAL CONTEXT
JOHN B. FORD, Special Issue Editor

International Marketing Review announces a call for papers for a special edition of the journal focusing on services research in a cross-national or cross-cultural context.

Purpose of the Special Issue

The growth of the services sector in a global context has been and continues to be phenomenal. While excellent quantitative as well as qualitative research is ongoing in many individual country settings, there is little which has been published in a cross-national or cross-cultural context. Service companies are facing important questions about the applicability of home market service "experiences" in new international markets. Do customers have the same expectations in mind for service offerings? What are important strategic implications for service marketers looking at new foreign markets? With the economic pressures to standardize service offerings, are there similar service expectations that can be found in multi-country settings? With the importance of service quality and customer satisfaction, do assessment mechanisms hold up in cross-national contexts? Are service recovery strategies applicable in multi-country settings? This special edition of *International Marketing Review* will focus on all aspects of services research in a cross-national/cross-cultural context.

Potential Manuscript Topics

Topics for this special issue should focus on such cross-national/cross-cultural issues as: service design and development, customer service expectations, service recovery strategies, the applicability of assessment tools such as SERVQUAL, SERVPERF and blueprinting, service personnel in multi-country settings, strategic issues involving the services mix, and qualitative and quantitative tools and methods for services research.

Deadline for Submission: January 31, 2004

Papers submitted must not have been published, accepted for publication, or presently be under consideration for publication elsewhere.

The submitted manuscripts should follow the format as suggested in the **Notes for Contributors** found in any recent issue of *International Marketing Review*. Of particular note is that four copies of the manuscript should be submitted, the paper should be double-spaced with wide margins, and the length should be no longer than 4500 words. Also please be sure to include a 150-word abstract of the article along with the submitted manuscript.

Authors may submit manuscripts at any time prior to the January 31, 2004 deadline.

Manuscripts and any questions should be directed to:

Dr. John B. Ford
Special Issue Editor
International Marketing Review
Department of Business Administration
College of Business and Public Administration
2117 Constant Hall
Old Dominion University
Norfolk, Virginia 23529, USA
Tel. (757) 683-3587, FAX (757) 683-5639

Call For Papers

Retailing 2003: Strategic Planning in Uncertain Times The Seventh Triennial AMS/ACRA Retailing Conference

November 6-9, 2003 • Embassy Suites Hotel •
Columbus, Ohio
Sponsored by the Academy of Marketing Science and
the American Collegiate Retailing Association

Conference Announcement

The conference will be held November 6-9, 2003, at the Embassy Suites Hotel, Columbus, Ohio. Competitive sessions will consist of presentations of papers that have been accepted following a blind-review process. The deadline for paper submissions is May 1, 2003. A number of special sessions will also be presented.

Conference Co-Chairpersons

Barry Berman, Marketing & Intl. Business, Hofstra University, Hempstead, NY 11549, (516) 463-5711, mktbxb@hofstra.edu
Charles McMellon, Marketing & Intl. Business, Hofstra University, Hempstead, NY 11549, (516) 463-6450, mktcam@hofstra.edu
AMS Liaison: Barry Babin, University of Southern Mississippi
ACRA Liaison: Lewis J. Neisner, University of Maryland

Accommodations and Conference Fee

Arrangements have been made with the Embassy Suites Hotel in Columbus, Ohio for a special rate of \$109 per night, including breakfast and a cocktail reception each day. The conference fee of \$225 will include ALL sessions, Proceedings, lunches & dinners, and a special event. Columbus, Ohio is home to Retail Forward, The Limited, Glimcher Realty, and major shopping centers.

Best Paper Award

The Best Paper will be published in the *Journal of Retailing*. A panel consisting of Dhruv Grewal, Joel R. Evans, and Barton A. Weitz will recommend three papers for the Best Paper Award. The *Journal of Retailing* editorial board will then select one of these papers as the Best Paper Award recipient. This paper will be subsequently published in the *Journal of Retailing* after the author(s) meets the criteria of the *Journal of Retailing* editorial board.

There will be other awards presented for outstanding scholarship. The Chairperson of the Awards Committee is A. Coskun Samli.

Special Sessions

Proposals for special sessions must include a rationale, an outline of the issues to be discussed, and names and relevant qualifications of the proposed session participants. Typically a minimum of two double-spaced typed pages will be needed to provide the necessary information. Three (3) copies of each proposal should be sent to either Barry Berman or Charles McMellon. For material from a special session to be considered for publication in the Proceedings, it must be submitted for competitive blind review.

General Rules for Competitive Papers

These rules apply: (1) Four copies of complete papers must be received by the proper track chair on or before May 1, 2003. (2) A self-addressed, stamped post card should accompany each paper. The post card will notify the author(s) about manuscript receipt. (3) Also include a 3" x 5" index card with the title of the paper, the names and addresses of all authors, and an indication who the contact author is. Please include that person's phone and fax numbers and E-mail address. (4) Papers should not exceed 15 double-spaced typed pages, including exhibits, references, and appendices. The maximum length for final drafts of accepted papers for publication in the Proceedings will be five single-spaced pages in the format prescribed by the editor. Accepted papers will be

submitted on disk. Contact Barry Berman with any questions. (5) Competitive papers will be double-blind reviewed. Name(s) of the author(s), their affiliations, and the title of the paper should only appear on the title page. Authors should not reveal their identities in any way in the manuscript. (6) The title of the paper - but not the name(s) of the author(s) - should be at the top of page 1 followed by a single-spaced abstract not exceeding 100 words. The body of the paper should be double-spaced and follow *Journal of the Academy of Marketing Science* style. (7) To be considered for acceptance, the paper or a similar version of it MUST NOT: a) have been previously published, b) have been accepted for publication elsewhere, c) be under consideration for publication elsewhere, or d) be submitted for review elsewhere during the conference review process. (8) At least one author of an accepted paper MUST agree to: a) pre-register for the conference within 10 days of notification of acceptance, b) appear at the conference to present the paper, c) release the copyright on the paper to the Proceedings editor, and d) provide a final copy of the manuscript in accordance with publication instructions. (9) Authors uncertain regarding the track to which their paper should be sent may submit manuscripts directly to Barry Berman who will forward the work to an appropriate track. Questions on the conference may be directed to either Co-Chairperson.

Track and Chairpersons Information

Consumer and Shopper Behavior: Works dealing with consumer behavior, in store and merchandise/service choice, patronage, loyalty, consumption, shopping behavior models, and related topics are welcome. Send to: Susan S. Fiorito, Textiles & Consumer Sciences Dept., Florida State Univ., Tallahassee, FL 32306-1492, (850) 644-9883, sfiorito@garnet.acns.fsu.edu or Jay D. Lindquist, Coll. of Business, Western Michigan Univ., Kalamazoo, MI 49008-3812, (616) 387-6062, jay.lindquist@wmich.edu.

Customer Service: Papers on any aspect of customer service, the convenience and quality of services, drivers of customer service evaluation, linkage of customer service to value and behavioral intentions, CRM (customer relationship management), loyalty programs, complaints and returns handling strategies and programs, free vs. fee-based services, and linkage of customer service to various performance metrics are invited. Send papers to: Katherine Harris, Babson College, Wellesley, MA 02157, (781) 239-5267, kharris@babson.edu; Dhruv Grewal, Babson College; or Michael Levy, Babson College.

Direct Marketing and Web-Based Retailing: Manuscripts on topics related to theory, applications, and research in all areas of direct marketing and Web-based retailing are sought. Send to: Elaine Sherman, Dept. of Marketing and International Business, Hofstra Univ., Hempstead, NY, 11549, (516) 463-5708, mktetz@hofstra.edu or Martin T. Topol, Lubin School of Business, Pace Univ., 1 Pace Plaza, NY, NY 10038, (212) 346-1827, mtopol@pace.edu.

Global Retailing: Works covering the range of retailing topics in the global environment, comparative studies, or topics related to retailing in specific nations throughout the world are solicited. Send to: Dana-Nicoleta Lascu, Dept. of Marketing, E.C. Robins School of Business, Univ. of Richmond, Richmond, VA 23173, (804) 289-8586, dlascu@richmond.edu; A. Coskun Samli, Dept. of Management and Marketing, Univ. of North Florida, Jacksonville, FL 32216, (904) 620-2780, jsamli@unf.edu; or Leigh Sparks, Inst. for Retail Studies, Univ. of Stirling, Stirling, FK9 4LA Scotland, United Kingdom, (44) 1786-467384, Leigh.Sparks@stirling.ac.uk.

Human Resources Management: Papers dealing with recruiting, selection, training, motivation, evaluation, retention, compensation, and management of personnel in the retail environment, and other related matters are invited. Send to: Linda K. Good, Human Environment & Design, Michigan State Univ., East Lansing, MI 48824, (517) 355-1282, goodl@msu.edu or Alex Sharland, Barry University, 207 Andreas, 11300 NE 2nd Avenue, Miami Shores, FL 33161, (305) 988-3530, asharland@mail.barry.edu

Issues in Retailing: Manuscripts on a wide variety of current and emerging challenges and issues in retailing such as diversity, ethical practices, technology impact, and others are sought. Send to: Ann E. Fairhurst, College of Human Ecology, Univ. of Tennessee, 1215 West Cumberland Avenue, Knoxville, TN 37996, (865) 974-6609, fairhurs@utk.edu; Carol Kaufman-Scarborough, School of Business, Rutgers Univ., 227 Penn St., Camden, NJ, 08102-1656, (856) 225-6592, ckaufman@camden.rutgers.edu; or Michelle A. Morgansky, Dept. of Agricultural and Consumer Economics, Univ. of Illinois, 324 Mumford Hall, MC-710, Urbana, IL 61801, (217) 333-0737, morganos@uiuc.edu.

Merchandising: Papers on any aspect of merchandising, including buying, open to buy, category management, buying organizations, private labels, electronic issues, and assortment planning are invited. Submit to: Donna Smith, School of Retail Management, Ryerson University, 350 Victoria Street, Toronto, Canada M5B 2K3, (416) 979-5000 Ext. 7281, drsmith@acs.ryerson.ca or Patricia Huddleston, Dept. of Human Environment & Design, Michigan State Univ., Room 112 Human Ecology, East Lansing, MI 48824 (517) 353-9907, huddles2@msu.edu.

Operations Management and Technology: Papers dealing with operational and technological issues such as improving productivity, the impact of downsizing, prototype stores, labor scheduling, space allocation, inventory management, store maintenance, retail information systems, EDI, ECR, and the use of new technologies are invited. Send to: Patrick Dunne, Dept. of Marketing, Texas Tech Univ., Box 42101, Lubbock, TX, 79409, (806) 742-3432, pdunne@ba.ttu.edu or Alan B. Flaschner, Touro Univ., 5665 Plaza Drive, 3rd Fl. Cypress, CA 90630, (714) 816-0366 Ext. 2020, AFlaschner@tourouniversity.edu.

Retailing Education: Papers on effective teaching methods/models, student motivation, effective use of technology in the classroom, trends in training and experiential learning, and other related matters in retail education are invited. Send to: Laura Jolly, Retailing and Consumer Sciences, Univ. of Tennessee, 245 Jessie Harris Building, Knoxville, TN 37996-1911, (865) 974-4594, ljolly@utk.edu or Michael M. Pearson, Coll.

of Business Administration, Loyola University, New Orleans, LA 70118, (504) 864-7938, pearson@loyno.edu. (Please E-mail submissions to Prof. Pearson as he will be on leave during Spring 2003).

Retail Promotion: Papers on in-store promotion, visual merchandising, the promotion mix, uses of new media, promotion modeling, promotion effectiveness, and related topics are invited. Send to: William H. Bolen, Dept. of Marketing, Georgia Southern Univ., P.O. Box 8154, Statesboro, GA 30460, 912 681-5336, wbolen@gsaia2.cc.gasou.edu or Mary Ann Eastlick, Div. of Retailing & Consumer Sciences, Univ. of Arizona, P.O. Box 210033, Tucson, AZ 85721-0033, (520) 621-9696, eastlick@u.arizona.edu.

Site Selection and Geographic Information Systems: Conceptual and applied manuscripts on site selection, trading area attributes, shopping districts, shopping centers, location models, and geographic information systems (mapping) are invited. Send to: David J. Burns, Dept. of Marketing, Youngstown State Univ., Youngstown, Ohio 44555, (330) 742-1894, dburns@wcbu.yasu.edu or Mary Long, Pace University, Lubin School of Business, 1 Pace Plaza, New York, NY 10038, (212) 346-1712, mlong@pace.edu

Strategic Retailing: Manuscripts dealing with any aspect of the development, implementation, and evaluation of strategic plans in retailing - both conceptual and applied - are sought. Send to: Larry Gresham, Marketing Dept., Texas A&M Univ., College Station, TX 77843, (409) 845-5692, lgresham@tamu.edu, Jack Gifford, Dept. of Marketing, Miami Univ., Oxford, OH 45056, (513) 529-1207, gifforbj@muohio.edu, or Sherry Lotz, Div. of Retailing & Consumer Sciences, Univ. of Arizona, P.O. Box 210033, Tucson, AZ 85721-0033, (520) 621-1295, slotz@u.arizona.edu.

Academy of Marketing Science
University of Miami
PO Box 248012
Coral Gables, FL 33124-6536

Call For Papers

6th International Forum on The Sciences, Techniques and Art Applied to Marketing, Academy and Profession

Venue

Faculty of Economics and Business Sciences
Complutense University of Madrid
November 27th-28th 2003

Objective and subjects

This Forum is a meeting point for professors and researchers relates to marketing activities. It is also open to all those researchers in any area of knowledge who through their work and contributions can favour the development and the advancement of marketing as a science, as a technique or as an art. The papers can be oriented towards investigations and theories that are related to or can be applied to marketing. They can originate in any of the disciplines, such as: economics, sociology, psychology, anthropology, philosophy, mathematics, law, etc. Contributions concerned with the following issues are welcome.

- Brand policy and strategy
- Marketing communications
- Pricing policy
- Consumer behaviour
- Marketing ethics
- Product innovation
- Direct marketing
- Marketing and ecological issues
- Relationship marketing
- Distribution channels
- Marketing models and theory
- Sales and sales management
- Globalisation of markets
- Marketing on the Internet
- Services marketing
- Industrial marketing
- Marketing research
- Social marketing
- International marketing
- Marketing strategy
- Travel and tourism marketing

Guidelines for Contributors of Papers

Papers must be written in English or Spanish with a maximum length of 12 pages excluding the title page, single spaced in 10pt Times New Roman, with 2,5 cm. or 1 inch margins. The title page must contain: Title, Author(s), Affiliation(s) and show contact details at the bottom of the page. The first page must carry in the top half the Title of the paper (without the author(s) names) and an Abstract in no more than 100 words. The dissertation text should start in the bottom half of the page. Papers should be sent by e-mail, plus a hard copy and a copy on diskette in Microsoft Word for Windows (Version 6 or higher) before September 15th 2003 to:

Dr. Enrique Ortega
Telephone: (+34)913942538
Department of Marketing
Fax: (+34)913942479
Campus de Somosaguas e-mail:
marketeo@ceee.ucm.es
Pozuelo de Alarcón
http://www.ucm.es/info/forumint
28223 Madrid-Spain

The number of authors of each paper must not exceed three. Acceptance of a paper means that at least one of the authors must paid the inscription fee and present

SCHOLARSHIP AND RESEARCH

the paper at the Forum. The duration of the dissertation will be 20 minutes maximum. Interpreters will provide simultaneous translation from both English to Spanish and Spanish to English. Those wishing to participate in the Forum without presenting a paper will be welcomed.

Organization and Scientific Committee

- Dr. Enrique Ortega Martínez (Chair)
- Dr. Miguel Martín Dávila
- Dr. Ladislao González Ruiz (Secretary)
- Dr. Enrique Pérez del Campo
- Dr. José Antonio Puelles Pérez

Review Committee

Papers will be subject to double blind peer review by a panel of academic experts in the field.

Deadlines

The deadline for submission of papers is September 15th 2003. Acceptance, rejection or suggested modifications of papers will be notified to the authors before October 15th 2003. Authors will then have 3 weeks to amend their papers. The registration form and registration fee should be received before November 10th.

Advance Programme

Thursday 27th November, 2003
Registration 11.00 -13.00
Welcome lunch 13.15 -14.15
Start Forum 15.00

Friday 28th November, 2003
Conference continuation 0900-13.00
Lunch 13.15-14.15
Conference continuation 15.00
Forum dinner 21.30

Registration Fee

The Forum fee for those presenting papers and for those that wish to simply attend the Forum, is 175 Euro. This fee will include the Forum Proceedings, admission to all sessions, lunches, last day dinner and morning and afternoon coffees and refreshments. The fee should be forwarded by bank transfer to: Caja Madrid, account "Fundación General Universidad Complutense", N° 2038-1735-91-6000402693 mentioning the reference: 6th International Forum. The sender must pay any charges for the transfer.

Hotel Accommodation

Hotel accommodation is not included in the Forum fee, but hotel details with special rates will be provided at a later date.

REGISTRATION FORM

6th International Forum on The Sciences, Techniques and Art Applied to Marketing, Academy and Profession

Faculty of Economics and Business Sciences
Complutense University of Madrid
November 27th-28th 2003

Inscription Fee: 175 euro

Please type or use capitals

Title (Prof., Dr, Mr, Mrs, Ms) _____

Surname _____

Christian name _____

University/Centre _____

Address _____

Town _____

Postal code _____

Country _____

Telephone _____

Fax _____

E-mail _____

Please include a copy of the transfer document.

Return this form to:

Faculty of Economics and Business Sciences
Marketing Department
Campus de Somosaguas, 28223 Madrid, Spain
Tel: (+34)913942469 Fax: (+34)913942479
E-mail: marketeo@ccee.ucm.es

Call for Papers

6th Annual Retail Strategy and
Consumer Decision Research Seminar

of the Society for Marketing Advances (SMA)
(New Orleans La, Hyatt Hotel November 5, 2003)

A one-day *special topics in retailing* seminar will be held on November 5, 2003 once again to initiate the **Society for Marketing Advances** in New Orleans, La. Research papers and special session topics in all areas related to retailing, patronage behavior, services and distribution are sought:

The key characteristics of the seminar are:
- an informal setting that maximizes interchange between the audience and the presenter
- accepted papers will be considered for publication in a special section of the

Journal of Business Research

- cutting edge research topics with current research
- highly reputed keynote speakers

- outstanding paper awards
- presenters from around the world discussing retailing around the world
- membership in the SMA

Location and Program

The seminar will be held in New Orleans at the Hyatt hotel located in the central business district (see mkt.cba.cmich.edu/sma for details).

Topics

1. Strategy Formulation and Implementation in Retail Organizations.

Papers related to strategy formulation and/or implementation are invited. Submissions dealing with competitive positioning, industry consolidation, information systems, negotiation strategies, third-party collaboration, category management and profitability analysis are strongly sought. Other topics of interest include non-store retailing, pricing strategies, sales and employee issues, electronic commerce and global retailing strategies and prospects.

2. Consumer decision making: here is a non-exhaustive list of possible topics

What are the retail cues to which consumers respond? What are the decision processes elaborated by consumers outside the store and inside the store? What is the contribution of the store atmospherics to the retention of consumers? Can or should electronic commerce deliver both utilitarian and hedonic shopping value?

Deadline for Paper Submissions July 1, 2003

Special Sessions and Workshops

Robert A. Robicheaux
Bruno Prof. of Retail Marketing
University of Alabama
PO Box 870225
Tuscaloosa, AL 35487-0225, USA
Telephone (205) 348-8919
Fax (205) 348-6695
Rrobiche@cba.ua.edu

Consumer Decision Track

Jean-Charles Chebat
Omer DeSerres Chair Prof. of Retailing
École des HEC
3000, Côte Sainte-Catherine
Montreal (Qc) H3T 2A7, Canada
Telephone (514) 340-6846 or 340-6431
Fax (514) 340-6432
ean-charles.chebat@hec.ca

Retail Management

Employee Behavior Track
Barry Babin
University of Southern Mississippi
College of Administration
Hattiesburg MS 39406, USA
Telephone (601) 266-4629
Fax (601) 266-4630
barry.babin@usm.edu

1. Manuscripts must follow the style guidelines of the Journal of Business Research.

2. Manuscripts should not exceed 20 pages total.

3. Please submit a 3x5 index card with the name(s) of the author(s) and the address and telephone number of the contact person.

4. Manuscripts will be double blind reviewed. Please do not identify yourself on any page other than the title page.

5. Contact the Track Chairs if you have any questions or are uncertain of the appropriate track for the paper.

6. Include an electronic version with your submission.

Call For Papers

SIXTH ANNUAL FORDHAM PRICING CONFERENCE

Honoring the Contributions of William O. Bearden
November 7th and 8th, 2003
(Submission Deadline: May 1, 2003)

The fifth annual Fordham Pricing Conference will be held on Friday November 7th and Saturday November 8th, 2003 at Fordham University. The conference will focus on papers related to various aspects of pricing, from both academic and managerial perspectives.

This year, the conference is dedicated to the contributions of William O. Bearden to pricing research. Papers can be considered for publication in the Journal of Product and Brand Management, and the conference will also host the Fordham Doctoral Dissertation Competition in Pricing. While the following is a list of potential topics of interest, other related areas of research in pricing are also covered:

- Auction pricing
- Biased price perceptions
- Bundle pricing
- Cross cultural price perceptions
- Demographics and price responses
- Elasticity estimation
- Fairness in pricing
- Information processing of price
- International pricing
- Negotiated pricing
- Odd/even pricing
- Price interaction & marketing mix
- Pricing strategy
- Product mix pricing
- Promotional pricing
- Public policy and price controls
- Quality inferences in prices
- Quantity surcharges

Reference prices Internet pricing Yield pricing

Deadline for submissions is May 1, 2003. Please consult www.fordham.edu/cba/pricecenter for additional details on the 2003 conference, the Ph.D. competition, as well as prior years' conferences.

www.fordham.edu/cba/pricecenter

NEW FULBRIGHT PROGRAM OFFERS SHORT-TERM GRANTS

The new Fulbright Senior Specialists Program, which offers short-term grants of two to six weeks for U.S. faculty and professionals, is proving very popular. Some 120 grantees have gone to 52 countries and another 680 have been approved to be on a roster and eligible to be requested by overseas higher educational institutions that need their assistance.

Applications are being accepted in the following fields:

Anthropology and archaeology	Law
Business administration	Library science
Communications and journalism	Political science
Economics	Public administration
Education	Sociology and social work
Environmental science	U.S. studies - i.e., art, art history, dance, history, literature
Information technology	

Created to complement the 55-year-old traditional Fulbright Scholar Program, the Senior Specialists Program aims at increasing the number of faculty and professionals who have the opportunity to go abroad on a Fulbright.

"The traditional Fulbright Scholar Program offers longer term grant opportunities and some academics and professionals find it difficult to be away overseas for that length of time," explains Patti McGill Peterson, executive director of the Council for International Exchange of Scholars (CIES), the organization that manages the Fulbright Scholar Program. "The new Senior Specialists Program offers scholars another option," she added.

Grantees also undertake new activities designed to support curricular and faculty development and institutional planning at academic institutions in 140 countries around the world. Duties range from conducting teacher training and developing and assessing curricula or education materials, to leading seminars or workshops and conducting needs assessments.

Academics and professionals apply to be on a roster of Senior Specialists Scholars who can be matched with requests coming to CIES through overseas Fulbright Commissions or U.S. embassies. There is a rolling deadline and applicants can apply online through the CIES Web site (www.cies.org). Their applications are reviewed and vetted online by peer review committees in their disciplines.

For additional information on the Senior Specialists Program, write or call the Council for International Exchange of Scholars, 3007 Tilden Street, N.W. - Suite 5L, Washington, D.C., 20008. Phone: 202-686-4026. E-Mail: fulspec@cies.ie.org.

The Fulbright Scholar Program is sponsored by the United States Department of State's Bureau of Educational and Cultural Affairs. The program's purpose is to increase mutual understanding between the people of the United States and the people of other countries.

Call For Papers

Journal of Consumer Affairs

The Journal of Consumer Affairs is seeking high quality manuscripts for possible publication. Both conceptual and empirical papers are encouraged. The Journal of Consumer Affairs is a double-blind, peer-reviewed journal that fosters and disseminates professional thought and scholarly research that advances the consumer interest. The Journal features analysis of individual, business, and/or government decisions and actions that can affect or influence the interests of consumers in the marketplace. Topics include consumer education, economics, nutrition, public policy, consumer psychology, and marketing from the consumer's point of view. Guidelines for submission are available at the ACCI website at: <http://www.consumerinterests.org/public/articles/index.html?cat=13>

The Journal also announces that future issues will include a new section, "Bits, Briefs and Applications." Bits, Briefs and Applications contains the shorter articles designed to assist the consumer affairs researchers and professionals in decision making and policy making. This section is developed primarily for short research notes and applications, theoretical briefs, and individual commentary. Critical to any manuscript submitted to this section is implications for practitioners. Appropriate submissions for this section may include applications, brief research findings and reports, comments and position papers. Manuscripts submitted to Bits, Briefs and Applications should not exceed 3500 words. Submissions should follow the Guide for Submission of Manuscripts to the Journal found at the ACCI web page. Interested authors can request a free sample copy of a past issue of the journal from either the ACCI offices or the editor.

For the main journal, please send inquiries and manuscript to the new editor:
Herbert Jack Rotfeld, Editor
The Journal of Consumer Affairs
Department of Marketing
201 Business Building
415 W Magnolia
Auburn University, AL 36849-5246
334-844-2459
rotfeld@business.auburn.edu
Please address inquiries and submissions for Bits, Briefs and Applications to:

Dr. Marla Roynce Stafford, Associate Editor
The Journal of Consumer Affairs
University of Memphis
Department of Marketing
Fogelman College of Business and Economics
Memphis, TN 38152
901-678-2499 (O)
901-678-2685 (Fax)
mstaffrd@memphis.edu

Call For Papers

June 1, 2003

Journal of Retailing/Marketing Science Institute (MSI)

Special JR Issue: Retail

Branding and Loyalty

Dhruv Grwal and Michael Levy,
Babson College

Co-Editors, Journal of Retailing and
Donald R. Lehmann, Columbia University
Special Issue Co-Editor

The rise of the retailer as a brand is one of the most important trends in retailing. Understanding the status of the retailer as a brand, how it is enhanced or decreased, and its impact on loyalty are important issues both for retailers and the manufacturers who rely on them to sell their own branded merchandise. The purpose of this competition is to stimulate work on this topic.

- Impact of store versus national brands
 - Global retail branding strategies
 - Impact of retail brand extension strategies
 - Private label options: copycat, premium, and parallel strategies
 - Joint effects of store reputation and other information cues (e.g., price, brand) on perceptions of quality, value and behavioral intentions.
 - Determinants of store reputation (e.g. flagship stores, brands carried)
 - Retailer loyalty
 - Loyalty programs
 - Service recovery issues
 - Drivers of store loyalty
 - consumer service and its impact on loyalty and profitability
 - Integrating on-line and in-store activities
- Papers should be submitted to Journal of Retailing by June 1, 2003. See babson.edu/jr for details of submission guidelines. We expect this special issue to appear in early 2004.

Call For Papers

The Journal of Asia Pacific Marketing

(JAPM) is a new, refereed quarterly journal published by MCB University Press. The journal recognises the dynamic expansion of Asian Pacific Marketing in the international arena. It therefore aims to provide a platform to communicate relevant and current marketing research and emerging marketing trends in the Asia Pacific and their application to the global business community. The articles include empirical research, conceptual frameworks, literature reviews and case studies. Submitted articles are reviewed by members of the Editorial Advisory Board and other peer referees as necessary.

JAPM invites the submission of relevant papers for the upcoming issues. The topics may include marketing strategy, cross-cultural issues, consumer markets and buying behaviour, Asian branding, segmentation, marketing theory, managing marketing channels, new product development, marketing research and integrated marketing communications. Authors wishing to submit papers should contact the Editor:

Dr Ian Phau
Curtin University of Technology
School of Marketing
GPO Box U1987, Perth,
Western Australia 6845
Tel: 61-8-92664014
Fax: 61-8-92663937
Email: phau@pbs.curtin.edu.au
Editorial Advisory Board
Sharon Beatty - University of Alabama
Russell Belk - University of Utah
Pierre Berthon - Bentley College
Noel Capon - Columbia University
Paul Gamble - University of Surrey
Jagdeep Chhokar - Indian Institute of Management, Ahmedabad
John Ford - Old Dominion University
Petter Gottschalk - Norwegian School of Management
Brendan Gray - University of Otago
Joseph Hair - Louisiana State University
James Hulbert - Columbia University
Isabelle Maignan - University of Nijmegen
Kau Ah Keng - National University of Singapore
Jan Mattsson - Roskilde University
Richard Nelson - Louisiana State University
Chad Perry - Southern Cross University
Leyland PittCurtin - University of Technology
Gerard Prendergast - Hong Kong Baptist University
Samart Powpaka - Chinese University of Hong Kong
B Ramaseshan - Curtin - University of Technology
Mark Speece - Asian Institute of Technology
Jagdish Sheth - Emory University

THOUGHTS AND COMMENTS

Dysfunctional Medical Care Marketing

Almost three decades ago, a series of United States Supreme Court decisions began to limit, and eventually, virtually removed the ability of medical, legal and "learned" professionals' trade associations to prevent their members from advertising. While consultants and educators readily provided practitioners with an explosion of research on medical service marketing, some health care providers tentatively experimented with advertising to attract new patients and customer satisfaction gradually became a watchword for physicians.

Of course, a "patients as customers" view is preferable to the "patient as stupid cattle" attitude that many doctors were once criticized for following. And marketing could be a tool for encouraging patients to be more involved in their own health care, resulting in a possible doctor-patients therapeutic alliance of joint decision making toward a goal of long-term improved health. Yet there are limits to the benefits of seeing medicine as a business in the strictest sense of the word, especially as medical service remains for many people a series of discrete transactions between physicians and customers that need to be satisfied.

A medical customer's short-term perceived needs often are for some quick fix even when the therapeutic solution is not so simple. A patient comes to the office wanting something for the trouble, a cure or something that looks like a cure, and the situation creates a pressure for the marketing oriented physician to make prescriptions that might be useless, and possibly even harmful to society as a whole. For example, a common cause for a doctor visit is a sore throat. As reported in the government/published FDA Consumer, only 15 percent of sore throats are caused by bacteria which results in strep throat and the rest are caused by viruses. Viruses cause most sinus infections, coughs and bronchitis. While antibiotics can help treat bacterial-caused sore throats or other illnesses, they do not work against viruses. According to several published studies, more than half of U.S. adults are treated with antibiotics for sore throats. According to the Center for Disease Control (CDC), antibiotic prescriptions for outpatients could be reduced by more than 30 percent without adversely affecting patient health. Aside from the financial waste, the frequent overuse of these broad spectrum antibiotics has been blamed for the rise of various drug-resistant strains of highly infectious and potentially-deadly bacteria. The antibiotics are used so often when not needed, in the future they won't work when they are. In this case, patients and society could both be losers because of patients that are always given what they might want or think they need.

Since medical doctors are people, not decision making machines, they are not always as rational in their prescribing decisions as patients might like to presume. As with any other product, the physician's primary source of pharmaceutical drug information is provided by the manufacturers. One study found that a significant number of statements from the sale representatives contradicted information readily available to them, and that the physicians generally failed to recognize the inaccuracies. Our personal doctors might claim that they use only research articles for finding information on prescription decisions, these industry contacts do have an influence. Research repeatedly finds that once a company starts selling a drug to assist a certain condition, the number of people diagnosed with the problem increases by several times the original rate. Patients must at least wonder about the medical decision when their new prescription is pre-printed on the doctor's note pad, or when the brand name is emblazoned on coffee mugs around the nurse's desk.

Adding to the pressures on doctors, consumers are increasingly bombarded with Direct to Consumer (DTC) advertising for various prescription drugs. The print versions of DTC advertisements are filled with the same pages of print-heavy data on indications, contraindications and precautions found in medical journal advertisements, and the television voice-overs and super-imposed print disclaimers are themselves providing enough warnings of side-effects to make the audience members nauseous.

Yet you have to wonder about just what impact all this DTC advertising must have or what the companies hope to accomplish. On the one hand, the advertisements could make for better informed and knowledgeable patients. But on the other hand it must be admitted that the drug companies produce the advertising campaigns to increase demand for their brand name product. And since the brand names often are patented or otherwise unique,

they would also like to see an increase in generic demand for this form pharmacological treatment.

Not every case of sneezing, feeling depressed, sleep loss or lowered sex drive should be treated by expensive drugs. Yet the ads often make emotional appeals based on general symptoms, encouraging people to rush to doctors for what could be minor non-medical concerns. DTC ads can readily play on many consumers' uncertainty about their own health. Even highly educated medical students tend to spot in their own bodies each new disease studied. Freshman psychology students tend to suddenly find all sorts of neurotic difficulties in themselves or their friends.

In theory, the medical practitioners remain as gatekeepers on the drug purchases. Food and Drug Administrations officials repeatedly insist that the DTC advertising does not prompt unnecessary prescriptions, and the research does support such a skeptical view. Yet this is an inherently difficult issue to study conclusively and we know that a sizable percentage of patients would respond negatively if their physician refused to prescribe the DTC drug the medical consumer believes will solve the problem. Physicians must feel the pressure, and a possibly misplaced marketing orientation insists that the customers' needs be satisfied. It would be unrealistic to think that many doctors would not give the requested drug, even when the advertised brand might not be the physicians' first choice for treatment, or even when the patient might be better off not taking any drug at all.

There are many intuitively obvious benefits for doctors taking a marketing orientation toward patient relations, but not all consumer needs should be satisfied. In some cases, the customer does not always know best, and reading the drug companies' literature does not make a patient a medical expert.

- Herbert Jack Rotfeld, Auburn University,
rotfeld@business.auburn.edu



Pusillanimous Paranoia in Pedagogical Publishing

I once had a paper rejected by a conference editor despite a lack of any substantive negative comments from the reviewers. One set of comments noted that my comparison of research journals and their summaries in textbooks would be sure to generate a wealth of discussion, providing a few suggestions on how to improve the presentation. Another person's concerns, however, were obviously the basis for the negative decision, a single sentence stating that if I have anything critical to say about textbooks I "should talk to the authors directly instead of making it the basis for a public discussion." Obviously, there was an editorial fear that a textbook author might attend the session and get upset.

In a similar vein, an author told me how a journal editor wanted to handle a reviewer/mentioned potential problem with an otherwise-accepted paper, a concern that it "might offend some readers." A rigorous and thorough presentation of a new theoretical model, the author had presented his own views of how other models fell short in answering certain questions or in providing directions for research, naming the authors of the other models and properly citing the key articles. The editor wanted the author to delete the names or citations of these other models and say the list of references were "available on request from the author." Of course, if someone reads the article after the author dies or retires from academia, any comparison with the other models would remain unknown and the claimed benefits of the new model would have to be based on faith.

These editors suppressed academic discussions out of a strange sense of fear that someone somewhere might be offended by the publication of critical comments.

Opening doors for academic discussion only would have required a lack of cowardice by the editors. Note that I didn't say "bravery," just a lack of cowardice. Such fear probably explains those editors that want all referees' approval of any accepted version, sending each revision, no matter how trivial, out for another set of reviews. Not doing their job of making editorial decisions, these editors worry about reviewers' possible anger when a decision does not fit what they recommend, while they also hide behind the reviewers in fear of author reactions to a negative decision.

These editors worry about whether they will be liked by all stakeholders in the journal. Publishers, on the other hand, are increasingly paranoid that someone will sue them.

After reading the first draft of my book, *Adventures in Misplaced Marketing*, the publisher insisted that I disguise or otherwise hide the names of the companies whose practices I ridiculed or criticized. Fortunately, most of these stories did not require a company name to make a point, and where a company name was needed, the publisher was not difficult to assuage if I could produce a reputable citation. Obviously, some other publishers are not so readily satisfied.

As the issue of the respected research journal neared publication and distribution, an article that was accepted by the editors and referees was listed in the table of contents on the publisher's web page and in the announcements on internet discussion lines. But unfortunately, a person in the publication office called the president of an business association whose public service efforts were shown by the article's data to be much less effective than generally claimed. Why the call was made, or what the publisher actually feared is uncertain. Yet when the association president asked that the article not be published, it was quickly pulled from the journal within days of the final printing. In an effort to avoid any and all potential legal actions, one British publisher of numerous academic journals has written guidelines barring any potentially defamatory or otherwise unflattering statements of companies, regardless of whether the statements are true or extensively documented. The journal's solicitors could be stopped from suppressing the article if the names are disguised, but not if the identity of the company might be discerned from the rest of the discussion. Accordingly, their editorial guidelines note that "there are individuals and companies which are impossible to hide," and any research paper or case report critical of them would not be published. As a specific application of these guidelines, a paper was accepted by an academic journal editor but was later killed by the publisher's managing editor. The article named the companies engaging in sweatshop/like operations in third/world countries, and the discussion was not "saved" by citing newspapers who had already written about the heavily-reported practices manufacturing practices.

These publishers or managing editors are usually removed from the academic issues of publication and discussion. To them, academic integrity, open discussion or free speech are irrelevant. They want to avoid problems. This is not to say that their concerns are totally unfounded.

Some car companies' whose models are noted as unsafe in Consumer Reports have responded to the criticisms by suing the magazine. Boise Cascade responded to a negative article in the *Denver Journal of International Law and Policy* by having a company lawyer contact the authors and the university publisher to demand that they cease distributing the article. *Physics Today* and *Bulletin of the American Physical Society* published companion articles that were a cost effectiveness study of various scientific journals, comparing subscription charges and content. The owners of a journal that came out low in the rankings responded with intense legal actions in several different countries against the non-profit association that printed the studies in its publications. One author told me that his first book got killed by an academic publisher after a news organization described in his manuscript wrote to him to threaten legal action if he published his well documented research on the company's international practices.

And yet, it is one thing to be cautious and another to be paranoid. When Federal Trade Commission regulatory activism was at its peak, an advertising agency account manager observed that if given total control, their lawyers would never let them make any substantive claims. Since so many claims were open to possible FTC investigation, the lawyer stock answer to everything was "No." If they worried about everything, their advertising would never say anything. With academic conferences, journals and books, ideas and discussion are all we really have of value. And if editors and publishers perpetually fear criticism, instead of the facilitators of academic thought, they become its greatest enemy.

- Herbert Jack Rotfeld, Auburn University,
rotfeld@business.auburn.edu

Expanding International Knowledge About Marketing

Controversy in Marketing

I taught marketing during the era when marketing was only an American phenomenon. I taught some of the first courses in international marketing. Now our colleagues around the world know about marketing. However, knowing about marketing is not quite the same as knowing marketing. Knowing about marketing refers to knowledge by description, knowing marketing is knowledge by experience. We still do not acknowledge the role of marketing in economic development and delivery of quality of life in any society. In many parts of the world, marketing is not used in an optimal manner. Perhaps the most important activity for marketing as a discipline is to guide the economies of emerging world markets in the right direction. Without offending or patronizing anyone, we must share our knowledge of marketing in these countries, and frankly, when needed and possible, we must learn together.

The president of AMS, Joe Sirgy from Virginia Tech, has appointed a blue ribbon committee to raise international understanding and the usefulness of marketing as a discipline. One may ask what some of the key points of emphasis such be in such an undertaking. Here is an eight-point platform for your use and comments. These are my thoughts. If you have others, please let us know.

- Development of an International Forum. Connected to AMS, it will be able to perform two key tasks: 1) Providing a group of experts to give seminars and evaluate marketing programs, and 2) Conducting marketing research regarding global relationships and uniqueness of regional and local marketing practices.
- Developing a Communications System. Either an entire issue of the *AMS Quarterly* or a section of the *AMS Quarterly* in every issue should be devoted to international marketing information and activities. Also a web network should be developed and also devoted to international marketing and activities.
- Developing a Ph.D. Candidate Conference Internationally. This would be organized and run by Ph.D. candidates, and information would be received regarding a variety of needs and activities.
- Exchange Faculty and Student Programs. Exchanges of faculty and students are strategically critical. It is particularly important for faculty and students from emerging countries to visit western industrial centers and get the chance to see marketing in action.
- Understanding Our Way of Doing Things. It is critical for our organization not to dictate that things should be done in other countries as they are in our own. We must be inquiring and become knowledgeable so that we can advise only what is workable and appropriate in different international settings.
- Mentoring for Aspiring Researchers and Authors. AMS, or the international forum, will provide help in undertaking research and generating articles from emerging countries for publication. Such an effort to exchange ideas and information could be instrumental in broadening the discipline's boundaries.
- Developing Programs for National TV. In cooperating with our counterparts in other countries, a series of educational programs focusing on the functions and importance of international marketing should be developed. Such programs should be shared with colleagues all over the world.
- Developing New Ideas. Instead of spreading dogma, the whole activity should be geared to generating new and better ideas that can help to stimulate economies and create better quality of life (QOL). The discipline should be relentless in generating new ideas and disseminating them as widely as possible.

- A. Coskun "Josh" Samli,
University of North Florida,
Jsamli@unf.edu

POSITION ANNOUNCEMENTS

**LONG ISLAND
UNIVERSITY
COLLEGE OF
MANAGEMENT
C. W. POST CAMPUS
ASSISTANT / ASSOCIATE
PROFESSOR OF
MARKETING**

The Marketing Department of the C.W. Post Campus of Long Island University is seeking to hire a faculty member (Ph.D.) with focus in advertising and consumer behavior. Candidates must be willing to teach a variety of undergraduate and graduate courses as needed. Candidates with a demonstrated record of effective teaching and research excellence are preferred. The department is willing to consider candidates with new Ph.D. who have strong potential for research. Salary is competitive and rank is open. In addition there is a possibility of a Visiting position opening up. C.W. Post is located in a suburban setting on the Gold Coast of Long Island close to New York City. We are an equal opportunity employer.

To apply: mail, fax or e-mail cover letter and detailed Curriculum Vitae to Dr. Srikumar S. Rao, Chairperson, c/o Camille D. Lamantea, LIU/ C.W. Post Campus, Department of Marketing, 720 Northern Blvd., Brookville, NY 11548 phone: 516-299-2143; fax: 516-299-3917; e-mail: lamantea@liu.edu.

**THE ARROW
ELECTRONICS
PROFESSORSHIP IN
SUPPLY CHAIN
MANAGEMENT**

The first appointee to the Arrow Electronics Professorship must have a distinguished record of scholarship and practice in Logistics and Supply Chain Management. Successful candidates must have an earned doctorate and nationally recognized research and publications in the cited or related areas, as well as a continuing record of exceptional teaching and innovation in the classroom. The candidate should be able to develop and implement integrated academic programs in Supply Chain Management as well as conduct seminars, conferences and workshops for regional business managers. Preference will be given to candidates who can demonstrate a leadership role in procurement of major grants. Nominations and applications including CV and a sample of scholarly work in Logistics and Supply Chain Management and related areas should be forwarded to: Dr. Robert J. Sanator, Dean, College of Management Long Island University C.W. Post Campus 720 Northern Blvd., Brookville, NY 11548 Long Island University is an affirmative action/equal opportunity employer. Minority and women candidates are especially urged to apply.

**MICHIGAN STATE
UNIVERSITY
ASSISTANT / ASSOCIATE
PROFESSOR OF
INTERNATIONAL
MARKETING / BUSINESS**

Michigan state university, The Eli Broad Graduate School of Management is seeking applications for an academic-year, tenure-track position in the area of International Marketing. Appointment is intended to resume with Fall Semester 2003, but earlier dates will be considered.

In addition, we are interested in a visitor in the same discipline for the Spring 2003 semester (January-June 2003).

We have a specific need for individuals who can teach International Marketing/Business courses at the MBA and Executive MBA level, but who also have an interest in undergraduate and Ph.D. teaching on those topics.

Assistant/Associate candidates are desired but the rank is open. Please submit your application or nomination as soon as possible.

Both the tenure-track and visiting positions will have competitive salaries. The tenure track position requires extensive research, quality teaching, and support of MSU-CIBER activities within a challenging and collegial professional environment. Qualifications include a doctorate from an accredited university, a record of demonstrated research accomplishment, and reputation commensurate with position level. Formal doctorate level coursework in International Marketing is highly desirable.

The Department of Marketing and Supply Chain Management ranks high in a number of academic rankings. The Broad Graduate School of Business was ranked # 12 in The Wall Street Journal's most recent rankings of MBA programs. The Center for International Business Education and Research (CIBER) is often regarded as one of the best federally-supported national resource centers in international business. Inquiries about the positions should be directed to S. Tamer Cavusgil (cavusgil@msu.edu) or Tomas Hult (hult@msu.edu). Please send resumes to Professor S. Tamer Cavusgil, The John W. Byington Endowed Chair in Global Marketing, Department of Marketing and Supply Chain Management, Michigan State University, 370 N. Business College, East Lansing, Michigan 48824-1122,

U.S.A. (Phone: 517-432-4320). MSU is an Affirmative Action/Equal Opportunity Institution, and persons with disabilities have a right to request and receive reasonable accommodation.

**WAYNE STATE
UNIVERSITY
SCHOOL OF BUSINESS
ADMINISTRATION
KSMART ENDOWED CHAIR
IN MARKETING**

The Wayne State University Department of Marketing is seeking a full or an associate professor in Marketing for a tenured appointment to the Kmart Endowed Chair in Marketing beginning fall 2002. The Kmart Chair will teach and engage in research in one of the following general areas: strategic marketing/marketing management or e-commerce and technology.

Applicants or nominees must have a) a doctoral degree, b) demonstrated the highest level of academic leadership including publications in leading academic journals, and c) the promise of making continuing contributions of similar academic quality. Additionally, the selected candidate will have demonstrated excellence in teaching undergraduate and MBA students. The chosen candidate will work collaboratively with departmental colleagues, our constituents in the School of Business Administration, alumni and members of the business community.

Wayne State University, with an enrollment of 31,000 students, is a Carnegie University Research Extensive University. The School of Business Administration is one of 14 schools and colleges comprising the University academic community. The School of Business Administration, accredited by AACSB International, grants the BA, BS, MBA, and MS in Taxation degrees. The School enrolls 1,000 undergraduate and 1,500 graduate students. Majors in Accounting, Business Logistics, Finance, Information Systems and Manufacturing, Management, and Marketing are offered. The Marketing Department also houses the Adcraft/Simons-Michelson Professorship in Advertising. It is an endowed professorship funded by the Adcraft Club of Detroit, the largest advertising club in the world. The Kmart Chair will join the 11 full-time faculty with interests in Advertising, Automotive Marketing, Business Communications, International Business, Research Methodology, and Supply Chain Management. Review of applications will begin February 1, 2002, and continue until the position is filled. Please send a letter of application, curriculum vitae and the names of three references to: Dr. Deborah Stanifer Assistant Dean for Administrative Affairs Wayne State University School of Business Administration Detroit, MI 48202 For more information on WAYNE STATE UNIVERSITY please visit our web site - www.wayne.edu Wayne State University is an equal opportunity/affirmative action employer and welcomes applications from women, minorities and other under-represented groups.



The preferred collection of Marketing. Just ask the instructors and students who helped create them.

McGraw-Hill/Irwin is proud to once again be part of the Academy of Marketing Science Meeting. We've brought with us the latest and best offerings in Marketing, so please stop by our booth to see the most complete textbook and technology packages we've ever offered.

What makes **McGraw-Hill/Irwin** more than just another publisher is the tremendous help from authors, editors, instructors, and students whose inspiration, input, and feedback have allowed us to maintain our high standard of published materials.

In the last few years, **McGraw-Hill/Irwin** has emphasized the importance of technology in education. So, in addition to just offering a complete textbook that's well-received by students and instructors, we also supplement our offerings with extras like Online Learning Centers, PageOut, PowerWeb, Student and Instructor CD-ROMs, PowerPoint® Presentations, and numerous other additions to create a more effective learning experience.

McGraw-Hill/Irwin offers texts for every level in Marketing. From basics like marketing principles, retailing, and advertising, to more specific topics such as global marketing, e-Commerce, and consumer behavior—we have it all covered on the ends and in between.

Please, stop by our booth to see the best **McGraw-Hill/Irwin** products ever.

From: Vicky Crittenden, V. P. Membership-U.S.A.
To: All AMS members

MEMBERSHIP RENEWAL:

If you have not yet renewed your membership, I would like to take this opportunity to urge you to renew your AMS membership for 2003 and to remind you that your AMS membership offers you a unique set of benefits:

1. A subscription to JAMS is included in your membership price. JAMS is increasingly regarded as a premier marketing journal and it is now included in the Social Sciences Citation Index as well as in other recognized publication indices.
2. A subscription to the new online journal, AMS Review, is also included in your membership price. Members receive abstracts via email automatically.
3. Professional networking, through the annual AMS conference, other conferences sponsored by the Academy, and through the membership directory. AMS conferences are known for a unique friendly and welcoming atmosphere. They are designed to offer interactive opportunities for sharing research and teaching ideas. AMS also recognizes outstanding teaching through its annual teaching excellence awards.
4. Opportunities to interact with academics on an international level. With its current international membership close to 30% of the total, and its biennial World Marketing Congress and multicultural conferences, the Academy is a truly international organization for marketing academics.
5. This quarterly newsletter from AMS that offers early notification of upcoming conferences, academic and people news, and announcements of competitions and awards.

With all of these benefits, AMS members receive a high value for their membership dues and ample opportunities to grow professionally. Your membership dues also support the AMS Foundation which offers scholarships and awards to advance scholarly research in marketing.

I hope you decide to continue your membership in the Academy!

Please send your renewal to Sally Sultan, AMS Coordinator, at
 The Academy of Marketing Science, School of Business Administration
 University of Miami, P. O. Box 248012, Coral Gables, Florida 33124-6536
 Telephone: (305) 284-6673, FAX: (305) 284-3762, email: ssultan@exchange.sba.miami.edu

If you would like to help recruit new members for AMS, please share the above information with any of your colleagues (faculty or doctoral students) who are not currently members of the Academy. More detailed information about the Academy and membership forms are available at our web site: www.ams-web.org. THANKS FOR YOUR HELP!

PRESORTED
 STANDARD
 U.S. POSTAGE
 PAID
 NORFOLK, VA
 PERMIT NO. 49

AMS Quarterly
 Academy of Marketing Science

#1MK00

Dr. John B. Ford, Editor
 Old Dominion University
 Department of Business Administration
 Norfolk, Virginia 23529