### Upcoming Conferences

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<th>Institution</th>
<th>Conference Details</th>
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| **IAV** | **Who:** International Advisory Board  
 **What:** 2015 International Conference on Food Studies  
 **When:** September 18-19, 2015  
 **Where:** Blacksburg, Virginia, USA  
 **Deadline for Papers:** October 7, 2014 |
| **IABE** | **Who:** International Academy of Business and Economics  
 **What:** IABE 2015 Conference  
 **When:** June 18-20, 2015  
 **Where:** Rome, Italy  
 **Deadline for Papers:** April 10, 2015 |
| **AABRI** | **Who:** Academic and Business Research Institute  
 **What:** AABRI International Conference  
 **When:** October 9-11, 2014  
 **Where:** Las Vegas, NV, USA  
 **Deadline for Papers:** September 9, 2014 |
| **LEH** | **Who:** Leuphana University of Lüneburg  
 **What:** 5th Leuphana Conference on Entrepreneurship  
 **When:** January 15-17, 2015  
 **Where:** Germany, Lüneburg  
 **Deadline for Papers:** October 1, 2014 |
| **SBI** | **Who:** Small Business Institute  
 **What:** 39th Annual Academic Conference  
 **When:** February 12-15, 2015  
 **Where:** St. Pete Beach, Florida, USA  
 **Deadline for Papers:** October 1, 2014 |
The Small Business Advancement National Center aims at increasing your knowledge of small business and entrepreneurship. All questions and comments are greatly appreciated.

The Albers School of Business and Economics at Seattle University in Seattle, Washington, USA is accepting applications for the position of Lawrence K. Johnson Endowed Chair of Entrepreneurship to begin in AY 2015-16.

The American Society of Business and Behavioral Sciences is having its 22nd Annual Conference February 19-22, 2015, at the Harrah’s Las Vegas Casino and Hotel, Las Vegas, Nevada.

The Small Business Institute is seeking a Sponsor for the Journal of Small Business Strategy. The SBI seeks an academic institution as a Sponsor to provide all editorial and production services required to maintain the academic integrity of the JSBS efficiently and effectively.

The Association for Small Business and Entrepreneurship is having their 2014 ASBE Conference September 24-26, 2014, at the Doubletree Hotel in Memphis, Tennessee.

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What: October 2014 Issue  
Deadline: September 30, 2014

Who: Association of Collegiate Marketing Educators  
What: 2015 ACME Conference  
Deadline: October 15, 2014

Who: University of South Florida Sarasota-Manatee  
Where: Ft. Lauderdale, Florida

Who: Istanbul Economics Research Association  
What: 15th EBES Conference  
Deadline: October 28, 2014
Sales Promotion

In addition to using advertising and public relations, marketing managers can use sales promotion to increase the effectiveness of their promotional efforts. Sales promotion consists of marketing communication activities other than advertising, personal selling, and public relations, in which a short-term incentive motivates consumers or members of the distribution channel to purchase a good or service immediately, either by lowering the price or by adding value.

Sales promotion is usually cheaper than advertising and easier to measure. A major national television advertising campaign often costs $5 million or more to create, produce, and place. In contrast, promotional campaigns using the Internet or direct marketing methods can cost less than half that amount. It is also very difficult to determine how many people buy a product or service as a result of radio or television ads. With sales promotion, marketers know the precise number of coupons redeemed or the number of contest entries received.

Sales promotion usually has more effect on behavior than on attitudes. Giving the consumer an incentive to make an immediate purchase is the goal of sales promotion, regardless of the form it takes. Sales promotion is usually targeted toward either of two distinctly different markets. Trade sales promotion is directed to members of the marketing channel, such as wholesalers and retailers. Consumer sales promotion is targeted to the ultimate consumer market. The objectives of a promotion depend on the general behavior of targeted customers. For example, marketers who are targeting loyal users of their product need to reinforce existing behavior or increase product usage. An effective tool for strengthening brand loyalty is the frequent buyer program, which rewards consumers for repeat purchases. Other types of promotions are more effective with customers who are prone to brand switching or with those who are loyal to a competitor’s product. A cents-off coupon, free sample, or eye-catching display in a store will often entice shoppers to try a different brand.

Once marketers understand the dynamics occurring within their product category and determine the particular customers and behaviors they want to influence, they can then go about selecting promotional tools to achieve these goals.
Investigating Connectedness to Brand Users: How Important is Social Interaction?

This paper was written by William C. Martin of University of South Dakota, Joel E. Collier of Mississippi State University, & Brian T. Engelland of The Catholic University of America.

Abstract:

While brand-related groups have become a major topic in the marketing literature, the psychological aspects of this phenomenon have yet to be thoroughly explored. In this manuscript, the theoretical groundwork is laid for a construct central to group-minded brand consumption: connectedness to brand users. A framework of connectedness to brand users, a perception of being linked to the users of a brand, is presented and demonstrated to be of importance to firms' branding efforts. Results indicate that the brand-oriented social interaction frequently referred to in the marketing literature may not play as vital a role in consumers’ psychological connections to brand users as previously suggested. Discussion of the results is offered, as are limitations and directions for future research.

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August 26th Newsletter Correction:

The featured paper, “The Influence of the Entrepreneur’s Education Level …“, was cited as being authored solely by Robert Lussier. It was in fact authored by both Robert N. Lussier and Matthew C. Sonfield.

Feature Paper Source:
Marketing Management Journal
Volume 24, 2014
Martin, Collier and Engelland
Page 23

Tip of the Week Source:
Principles of Marketing
Lamb, Hair & McDaniel
CENGAGE Learning
Page 307-308