

# TABLE OF CONTENTS

---

**Editorial Preface**

**Awards**

**Acknowledgements**

**2003 Program Leadership Team**

**Paper Reviewers**

**Message from the Program Chair**

## **INTERNATIONAL-CROSS CULTURAL-BEHAVIOR**

---

**The Challenge of Social Marketing: Can Public Health Promotional Efforts Compete in the Market?**

Michael A. Weininger, University of Texas Health Science Center – Houston

**European Consumer and Trade Perceptions of Travel Since September 11, 2001**

Ron Lennon, Barry University

Alex Sharland, Barry University

**Attributes About Life Events and Perceptions of Foreign Products: Contrasts in Individualism and Collectivism**

James H. Leigh, Texas A & M University

Young-Tae Choi, Texas A & M University

**Manager Attitudes and Globalization: Obstacles to Globalization as Perceived by Managers with Varying Degrees of Global Experience**

Shelly R. Tapp, West Texas State University

**The Changing Environment of Chaebols in the Republic of Korea: Some Implications for International Marketing**

Yu Ha Cheung, University of Missouri

Neil C. Herndon, University of Missouri

## **SERVICES MARKETING AND RETAILING**

---

**Rural Retailing: Understanding the Multi-Channel Outshopper**

Jane P. Wayland, Eastern Illinois University

Linda D. Simpson, Eastern Illinois University

Barbara E. Kemmerer, Eastern Illinois University

**The Influences of Service Encounters on Experiential Value of Consumers in Shopping Centers**

Ching-Jui Keng, National Taipei University of Technology, Taiwan

Tseng-long Huang, National Taipei University of Technology, Taiwan

Li-Jie Zheng, National Taipei University of Technology, Taiwan

## **Consumer's Store Behavior Orientations and Adverse Economic Conditions: An Empirical Investigation**

A. Ben Oumlil, University of Dayton

## **HEALTHCARE MARKETING**

---

### **Physician Satisfaction Scale: A Proposed Enhancement**

Robert Nixon, University of South Florida

Fernando Jaramillo, University of South Florida

### **Developing a Model of Consumer Search Strategies for Mental Health Services**

Thomas Lipscomb, Southeastern Louisiana University

Terri Shaffer, Southeastern Louisiana University

Kyna Shelley, Southeastern Louisiana University

### **Automated Healthcare Product and Service Information Systems: Assessing Consumers' Perceptions and Expectations**

Ashish Chandra, Marshall University

Dennis Emmett, Marshall University

### **Consumer Perceptions and Knowledge of Hospice Care: Identifying Areas of Strengthening Marketing Efforts**

Ashish Chandra, Marshall University

Michele Bush, Marshall University

Zachary Frank, Marshall University

### **Enrolling Minorities in Clinical Trials: Challenges and Strategies**

Ashish Chandra, Marshall University

William B. Stroube, University of Evansville

David P. Paul, III, Monmouth University

## **PUBLIC POLICY AND ETHICS**

---

### **Restricted Exchange Motivators in Social Marketing: A Comparison of Gender Differences in Importance Ratings and Influences of Advertised restricted Exchange Benefits in regard to Interest in Military Enlistment**

Kimball P. Marshall, Loyola University New Orleans

Ulysses J. Brown, Florida A & M University

### **Rational Consumption: A Brief Historical Analysis**

William E. Kilbourne, Sam Houston State University

## **The Business Environment in the Aftermath of 9-11:**

### **A Return to (A New) Normalcy**

Gordon G. Mosley, Troy State University

David K. Amponsah, Troy State University

## **ELECTRONIC COMMERCE**

---

### **Features of Web Site Design, Perceptions of Web Site Quality and Patronage Behavior:**

#### **A Conceptual Model**

Ji Hee Song, University of Georgia

George M. Zinkhan, University of Georgia

### **Horizontal vs. Vertical Online Marketplaces: Research Issues and Analysis**

Syed T. Anwar, West Texas A & M University

### **A Conceptual Model of Web Ad Message Design**

Chin-Feng Li, National Chin-Yi Institute of Technology, Taiwan

## **MARKETING RESEARCH AND STRATEGY**

---

### **International Sales Effects of Connectedness to Buyer's Networks**

Michael A. Taku, Talladega University

Felix Abeson, Coppin State College

### **The Impact of an Oil Shock on the Diffusion of Technological Innovations**

Hani I. Mesak, Louisiana Tech University

Maxwell K. Hsu, University of Wisconsin - Whitewater

### **Where Streams of Research Related to Role Variables, Market Orientation, and Vertical Exchange Relationship Intersect: A Research Proposal**

Patrick D. Fountain, East Central University - Oklahoma

Gene Brown, Bloch School of Business

John F. Tanner, Jr., Baylor University

### **How Good is Online research?: A Comparison of Alternative Communication Based Data Collection Methods**

Madhav N. Segal, Southern Illinois University - Edwardsville

### **Prediction of Monetary Donation: A Structural Modeling Approach**

Kuan-Pin Chiang, Long Island University - Brooklyn Campus

## **SALES, ADVERTISING, AND PROMOTIONS**

---

### **Changes in Organizational Commitment for Sales Force Newcomers: An Exploratory**

#### **Look at Early Employment Influences**

David H. Rylander, Texas Women's University

**Asymmetry of Commitment and the Sucker Effect: Salesperson Ethics in Common Agency**

Lawrence S. Silver, Mississippi College

Bryan Hayes, Mississippi College

**MARKETING EDUCATION**

**A Final Look at the Sales/Customer Orientation of Students in a Small Personal Selling Class**

Jeff W. Totten, Southeastern Louisiana University

Sandra McKay, Southeastern Louisiana University

Mike Jones, Southeastern Louisiana University

**Integrating Accounting into the MBA Core Marketing Core Course: The Marketing Implications of Activity-Based Costing**

Lawrence Silver, Mississippi College

Terry Grant, Mississippi College

**The Design and Delivery of Effective Web-Based Instruction: An Analysis of Faculty Concerns**

R. Nicholas Gerlich, West Texas A & M University

LaVelle H. Mills, West Texas A & M University

**Competitive Learning: Beyond Project Based Classes**

Mary Ann Stutts, Southwest Texas State University

Vicki West, Southwest Texas State University

**Pricing Strategies Over Alternative Distribution Channels: A Spreadsheet Student Assignment and Classroom Exercise**

Kimball P. Marshall, Loyola University New Orleans

Michael M. Pearson, Loyola University New Orleans

**STUDENT PAPERS**

---

**Development of Transportation and Freight Forwarding Services Market in Ukraine in Transitional Period**

Sergiy Spivakovskyy, Graduate Student at Hofstra University