

Advances in Marketing
Proceedings of the Annual Meeting of the
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

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The University of Tennessee at Martin

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MESSAGE FROM THE CONFERENCE PROGRAM CHAIR

It gives me great pleasure to welcome all the participants to the 2005 Association of Collegiate Marketing Educators (ACME) Conference being held in Dallas, TX. I would also like to welcome you not only on behalf of the ACME but also the Federation of Business Disciplines (FBD) of which ACME is a small but significant part. You and all the participants have helped in making the conference a wonderful place of learning marketing related issues by way of sharing your knowledge and experience with participants with diverse backgrounds.

This conference would not have been such a success if it were not for the wonderful and hardworking team of track chairs. They are the ones who played an active role in the solicitation of quality papers, having the papers reviewed in a timely manner, as well as the recruitment of several presenters for special sessions. Regarding the recruitment of presenters, the special session chairs Nancy Miller and Carolyn Tripp have established absolutely fabulous research and education related workshops respectively. The ACME will provide certificates of participation to all attendees of these sessions. I can confidently state that these sessions will go a long way in enhancing the skills of current and future marketing educators.

The ACME is also fortunate to have Tim Johnston as the Proceedings Editor of this year's conference proceedings. His patience and generosity in extending the submission deadline to several participants helped presenters get a publication which no doubt will be of value in their professional careers. His tireless work in coming out with a high quality proceedings speaks for itself.

Another group of individuals which played a key role in the success of the conference are the officers of the ACME. They all have played a key role in helping me in the conference sessions organizing process as well as in recruiting several key experts in the field of marketing. I am particularly thankful to the past ACME Presidents Nancy Miller, Bert Kellerman, and Peter Gordon who came to my rescue in time of needed special presenters.

In a nutshell, there are several people such as the participants, track chairs, and officers who really deserve the credit for making this a successful conference. I would like take this opportunity to encourage the faculty participants to get students involved in paper presentations and participation at future ACME conferences. This organization embraced me when I was a student and it has helped me tremendously in my professional career as well as in becoming a part of a wonderful circle of friends. I believe it will do the same for your students as well.

I look forward to interacting with you all during this as well as future ACME and FBD conferences. Thank you everyone for a job well done!

Ashish Chandra
2005 ACME Program Chair

MESSAGE FROM THE PROCEEDINGS EDITOR

Advances in Marketing: Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators was made possible by the efforts of many authors, track chairs, workshop coordinators, reviewers and the leadership of ACME. I thank them for their service to the profession. A special thanks goes to Ashish Chandra for organizing the March, 2005 conference program in Dallas that yielded this fine collection of 43 papers and abstracts. Thanks also to The University of Tennessee at Martin and Marshall University for administrative support.

Timothy C. Johnston
2005 Editor, *Advances in Marketing*

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Recipient of the 2005 Prentice Hall Outstanding Educator Award

Bert J. Kellerman, Southeast Missouri State University

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“Best of Track” Paper Award Winners

Advertising & Promotion Track:

Sylvia A. Miller, Cameron University
M. Suzanne Clinton, Cameron University
John Camey, University of Central Oklahoma

Consumer Behavior Track:

Henry B. Dunn, Stephen F Austin State University
Charlotte Allen, Stephen F Austin State University

International/Cross Cultural Track:

Albert J Milhomme, Texas State University at San Marcos

Marketing Strategy Track:

Prashant Srivastava, Oklahoma State University
Gary L. Frankwick, Oklahoma State University

Selling and Sales Management:

Thomas W. Lanis, East Central University
Patrick D. Fountain, East Central University
Karla Peterson, East Central University

Best Student Paper:

My Bui, Loyola University New Orleans