

# Table of Contents

HIGHER EDUCATION AND THE MARKETING OF INTERCOLLEGIATE SPORTS PROGRAMS: A PORTFOLIO APPROACH .....	1
Gary Brunswick, Northern Michigan University	
RATIONALITY IN CONSUMER DECISION MAKING .....	5
Khalid M. Dubas, Fayetteville State University Petur Jonsson, Fayetteville State University	
A TEST OF THE EFQM EXCELLENCE MODEL OF TQM .....	9
Khalid M. Dubas, Fayetteville State University Inder P. Nijhawan, Fayetteville State University	
UNIVERSITY BUSINESS SCHOOL MARKET ORIENTATION TOWARD STUDENTS AND OVERALL PERFORMANCE - AN EXTENSION .....	13
Kevin L. Hammond, The University of Tennessee at Martin Robert L. Webster, Ouachita Baptist University Harry A. Harmon, Central Missouri State University	
CAPITAL BUDGETING: WHERE DOES MARKETING FIT INTO THE EQUATION? .....	15
L. Jean Harrison-Walker, University of Houston-Clear Lake Grady Perdue, University of Houston-Clear Lake	
ETHICS IN ADVERTISING: SEX SELLS, BUT SHOULD IT? .....	17
Kathy L. Hill, Sam Houston State University Jessica Dawn Jaenicke, Sam Houston State University Jason Duane Stephenson, Sam Houston State University John S. Green, Texas A & M University	
BROADENING THE RURAL BANK CUSTOMER BASE: LITERATURE REVIEW .....	19
Timothy C. Johnston, The University of Tennessee at Martin	
AN INNOVATIVE TEACHING METHODOLOGY FOR THE PRINCIPLES OF MARKETING COURSE .....	21
Laura Lynn Kerner, Athens State University Robert Gulbro, Athens State University Jim Kerner, Athens State University	

THE EFFECT OF RECIPROCAL DISPERSION ON PRICE ACCEPTABILITY: SOME RESEARCH PROPOSITIONS .....	27
Yuan-shuh Lii, Feng Chia University Charles S. Chien, Feng Chia University Monle Lee, Indiana University South Bend	
THE IMPORTANCE OF THE INTERNET IN THE SELECTION OF SERVICE PROVIDERS .....	29
Martin S. Meyers, University of Wisconsin – Stevens Point	
EVALUATING THE IMPACT OF POWER AND COHESION-BASED FAMILIES, AND JOINT USAGE OF PRODUCT ON JOINT PURCHASE DECISION BY SPOUSES: A DUAL PRODUCT ANALYSIS .....	33
Nelson Oly Ndubisi, Monash University Malaysia	
EFFECTIVENESS OF SALES PROMOTIONAL TOOLS IN MALAYSIA: THE CASE OF LOW INVOLVEMENT PRODUCTS .....	41
Nelson Oly Ndubisi, Monash University Malaysia	
CUSTOMER LOYALTY AND ANTECEDENTS: A RELATIONAL MARKETING APPROACH .....	49
Nelson Oly Ndubisi, Monash University Malaysia	
DEVELOPMENT OF AN ELECTRONIC DATA INTERCHANGE MODEL FOR CHANNEL MANAGEMENT .....	55
James E. Ricks, Southeast Missouri State University Dana Schwieger, Southeast Missouri State University	
PERCEPTIONS OF RELATIONSHIP MARKETING ACTIVITIES BY SERVICE PERSONNEL IN THE HVAC INDUSTRY .....	59
Doris M. Shaw, Northern Kentucky University	
ONE FOR ME, ONE FOR YOU: EXPLORING THE RELATIONSHIP BETWEEN SELF-GIFTS AND GIFT-GIVING BEHAVIOR .....	61
Cheryl B. Ward, Middle Tennessee State University Thuhang T. Tran, Middle Tennessee State University	
MARKET ORIENTATION TOWARD VARIOUS CUSTOMER GROUPS IN BUSINESS SCHOOLS .....	63
Robert L. Webster, Ouachita Baptist University Kevin L. Hammond, University of Tennessee at Martin Harry A. Harmon, Central Missouri State University	

---

INTERNET SOFTWARE AFFLIATE PROGRAMS: A MARKETING DECISION .....	65
Ronald L. Earl, Sam Houston State University	
HOW MANY FACTORS? USING FACTOR ANALYSIS TO UNDERSTAND MARKETING CONSTRUCTS .....	67
John N. Gaskins, Longwood University Vincent P. Magnini, Longwood University	
Authors' Index .....	69