

Southern Marketing Association

Table of Contents - 1995

1. [Linking Strategy Creation Styles with Corporate Climate in a Distribution Channel Context](#)
 - Darin W. White, Union University
 - Robert A. Robicheaux, University of Alabama
2. [An Empirical Investigation Into the Impact of Organizational Culture and Marketing Strategy on Firm Performance](#)
 - Thomas L. Baker, University North Carolina at Wilmington
 - Jon M. Hawes, University of Akron
3. [Identifying Strategic Groups in Services Through Cluster Analysis](#)
 - Abhay Shah, University of Southern Colorado
 - Stephen Miller, Oklahoma State University
4. [Marketing Practices of Credit Card Issuers: Implications for Regulatory Policy and Education](#)
 - Chuck Tomkovick, University of Wisconsin-Eau Claire
 - Babu G. Baradwaj, University of Wisconsin-Eau Claire
5. [Why Do People Donate? A Model of Willingness to Donate](#)
 - Steve Edison, Texas Tech University
 - Steve German, Texas Tech University
6. [How to Make Better Products Faster: An Organizational Integration Model of New Product Development](#)
 - Mincheol Shin, Case Western Reserve University
7. [Product Elimination Decision-Making: After-The-Fact](#)
 - Mark Andrew Mitchell, Universtiy of South Carolina--Spartanburg
 - Ronald D. Taylor, Mississippi State University
 - Faruk Tanyel, University of South Carolina--Spartanburg
8. [Implementing More Timely and Effective Planning and Procurement Tactics](#)
 - David R. Rink, Indiana University Kokomo
 - Harold W. Fox, Pan American University
 - Kathy Parkison, Indiana University Kokomo
9. [Marketing and Manufacturing: The Quest for Synergy](#)
 - Alphonso O. Ogbuehi, Christopher Newport University
 - C.M. Kochunny, University of South Alabama
 - Hudson P. Rogers, University of Southwestern Louisiana
10. [A Current Look at Punitive Damages](#)
 - Fred W. Morgan, University of Kentucky
11. [Busing for Desegregation: A Marketing Dilemma](#)
 - Lee R. Duffus, University of South Florida at Fort Myers
 - Madelyn L. Isaacs, University of South Florida at Fort Myers

12. [Generic Prescription Drugs: Awareness, Attitudes and Intentions of Elderly Consumers](#)
 - o Rama Yelkur, Texas A&M International University
 - o Louis M. Capella, Mississippi State University
13. [Communicating Environmental Accountability Through Corporate Reporting](#)
 - o Jacquelyn Warwick, University of Pudget Sound
14. [An Estimation of Short-Run Advertising Elasticity of Demand for Variable Weight Products Using Supermarket Level Scan Data](#)
 - o Chris I. Enyinda, Alabama A&M University, Huntsville
15. [Persuasion and Personal Construct Systems: An Alternative Framework for Understanding the Impact of Persuasive Communications](#)
 - o Richard E. Plank, Western Michigan University
 - o Ann P. Minton, East Carolina University
16. [A Comparison of the Responsiveness of Male Shoppers Versus Female Shoppers to Sales Promotions](#)
 - o Brenda S. Sonner, TSUM
 - o Gail Ayala, University of Georgia
 - o Richard Mizerski, Griffith University
17. [Effects of Involvement, Arguments Strength and Product Prior Knowledge on Advertising Information Processing](#)
 - o Jean-Charles Cebat, University of Quebec, Montreal
 - o Caroline Lavallee, Marcon Consultants
18. [Enduring Product Involvement and Reaction to Advertising](#)
 - o Ronald E. Goldsmith, Florida State University
 - o Stephen J. Newell, Bowling Green State University
19. [Using Product Involvement Segmentation to Improve Advertising Productivity](#)
 - o William T. Neese, University of Arkansas at Little Rock
 - o Ronald D. Taylor Mississippi State University
 - o Louis M. Capella, Mississippi State University
20. [International Comparative Research: Issues in Research Design](#)
 - o Nancy D. Albers-Miller, University of North Texas
21. [An Exploratory Examination of Ethical Issues as Viewed by British and American Advertisers](#)
 - o Gerald Crawford, University of North Alabama
 - o Leonard Rychtanek, University of North Alabama
 - o R. Keith Absher, University of North Alabama
22. [Comparative Magazine Advertisements Revisited: A Content Analysis](#)
 - o Karen E. James, Louisiana State University at Shreveport
 - o John Fraedrich, Southern Illinois University at Carbondale
 - o Paul J. Hensel University of New Orleans
23. [Product Knowledge as a Behavioral Outcome Variable and Its Impact on Sales Effectiveness](#)
 - o Michael L. Boorum, California State University--San Bernardino
24. [Personal Characteristics of Salespeople and Their Use of Upward Influence Tactics](#)
 - o Sarath A. nonis, Arkansas State University

- Laddie B. Logan, Arkansas State University
- 25. [Transaction Finalization Strategies: A Reclassification](#)
 - Raymond C. Rody, Loyola Marymount University
 - Robert Winsor, Loyola Marymount University
 - Gladis Kaufman, University of Wisconsin--Waukesha Center
- 26. [Salesperson and Manager Perceptions of Control: Exploring Perceptual Differences](#)
 - Susan K. DelVecchio, North Carolina A&T State University
- 27. [Entrepreneurial Orientation in the Salesforce: Development of the EOS Measure](#)
 - E. Stephen Grant, University of New Brunswick
 - Alan J. Bush, University of Memphis
- 28. [Outcomes of the Vertical Exchange Relationship: A Study of the Perceived Fairness of Reward Distribution and Performance](#)
 - John F. Tanner, Jr., Baylor University
 - William A. Weeks, Baylor University
 - Jacques Nantel, Ecole des Hautes etudes commerciales de Montreal
- 29. [Implications of TQM for the Industrial Salesforce: Using Control Charts for Continuous Process Improvement](#)
 - Scott A. Inks, University of Memphis
 - Amy J. Morgan, Bradley University
- 30. [Salesforce Compensation and Ethical Issues: A Game-Theory Approach](#)
 - Daniel R. LeClair, University of Tampa
 - Debbie M. Throne, University of Tampa
- 31. [Inter-National Experiment in Consumer Sales Strategic Preferences Using Multiple Analysis of Variance](#)
 - James E. Ricks, Southeast Missouri State University
- 32. [Retail Ethics: An Exploratory Examination of Consumer Perceptions](#)
 - James L. Thomas, Jr., University of Mississippi
 - Faye S. McIntyre, Rockhurst College
 - Faye W. Gilbert, University of Mississippi
- 33. [Perceptions of Age Based Price Discrimination: The Case of Senior Discounts](#)
 - Peter Gillett, University of Central Florida
 - Jeff Allen, University of Central Florida
 - Don Fuller, University of Central Florida
- 34. [A Methodology for Community Health Needs Assessments in Rural Markets: Strategic Advantages of a Consumer Research Approach](#)
 - Elizabeth K. Lafleur, Nicholls State University
 - Delia A. Sumrall, University of Scranton
 - Susan Lee Taylor, West Georgia College
- 35. [Nonprofit Organizations and Future Funding Issues for HIV/AIDS Services](#)
 - Gerland Keesling, Towson State University
 - Shohreh A. Kaynama, Towson State University
- 36. [Applying the Marketing Concept to the Marketing of Higher Education](#)
 - Hugh G. Daubek, Purdue University Calumet
 - Lori S. Feldman, Purdue University Calumet

37. [Trust in the Distribution Channel: A Theoretical Perspective](#)
 - o Chris Manolis, Loyola Marymount University
 - o Robert D. Winsor, Loyola Marymount University
38. [Individual and Joint Decision Making in Industrial Vendor Selection](#)
 - o W.E. "Pat" Patton, III, Appalachian State University
39. [The Role of Communications in Relationship Development: A Marketing Channels Perspective](#)
 - o Terry W. Loe, University of Memphis
 - o Amy Morgan, Bradley University
40. [Services Marketing Strategic Planning Models](#)
 - o Jack E. Forrest, Middle Tennessee State University
41. [Images of Suburban Regional Shopping Malls: Relationships with Mall Location and Mall Preference](#)
 - o David J. Burns, Youngstown State University
 - o John Lanasa, Duquesne University
 - o Conway Lackman, Duquesne University
42. [The International Political Economic Paradigm Concept as a Marketing Channel Tool](#)
 - o James E. Ricks, Southeast Missouri State University
43. [Who's Afraid of the Dark: Shoppers and Their Safety Concerns](#)
 - o Carol Felker Kaufman, Rutgers University--Camden
 - o Paul M. Lane, Western Michigan University
44. [Who is Really Watching Television Shopping Channels?](#)
 - o Teri R. Shaffer, Southeast Louisiana University
 - o Debbie Easterling, Bentley College
45. [Urban Versus Suburban Work Environments: A Comparison of Two Types of Work Environments](#)
 - o J. Steven Kelly, DePaul University
 - o Buddy Boatwright, University of Tampa
 - o William Haueisen, Sterling Research
46. [The Marketing Effectiveness Audit as a Client-Sponsored Student Project](#)
 - o Brian T. Engelland, University of Evansville
47. [Measuring the Expectations of a Declared Major: Comparing Marketing Majors with Non Business Majors](#)
 - o Sarath A. Nonis, Arkansas State University
 - o Gail I. Hudson, Arkansas State University
 - o Charles W. Ford, Arkansas State University
 - o Laddie B. Logan, Arkansas State University
48. [Analyzing Marketing Cases Using Decision Support System Facilities](#)
 - o R. Viswanathan, University of Northern Colorado
49. [Consulting By Marketing Educators: Antecedents and Impact](#)
 - o Kenneth E. Clow, Pittsburg State University
 - o David L. Kurtz, University of Arkansas
 - o Mary Kay Wachter, Pittsburg State University
50. [Strategic Planning in Business Schools: Fact or Fiction?](#)
 - o Nessim Hanna, Northern Illinois University
51. [The Attitudes and Behaviors of Marketing Educators Toward Teaching and](#)

- Research: A Follow-up
- Earl D. Honeycutt, Jr., Old Dominion University
 - John B. Ford, Old Dominion University
52. Marketing Course Content: The Present State of Marketing Education
- Daniel D. Butler, Auburn University
 - Katherine Straughn-Mizerski, Griffith University, Australia
 - Kathleen T. Lacher, Auburn University
53. Global and Demographic Diversity Perspectives in Business Education: Outcome Assessment Using the CETSCALE
- Brian T. Engelland, University of Evansville
 - Letty Workman, Purdue University
 - William C. LaFief, Southern Illinois University at Carbondale
54. Currently Available Entry Level Marketing Jobs: Should Marketing Academics Respond to Employer Demand?
- Avery M. Abernathy, Auburn University
 - James I. Gray, Florida Atlantic University
55. Marketing Students Perceptions of Computer Usefulness: New Evidence
- Richard L. Divine, Central Michigan University
 - Hugh G. Daubek, Purdue University-Calumet
 - J. Holton Wilson, Central Michigan University
56. Establishing a Link Between Marketing Educators and Internet
- Carolyn F. Siegel, Eastern Kentucky University
57. Enhancing the Teaching Environment: Do Better Visuals Make the Grade?
- Jane P. Wayland, Eastern Illinois University
58. Coursework Impact on Students Perceptions for Entry-Level Position Profiles: Implications for Outcomes Assessment
- Bob Kimball, University of West Florida
59. Student Evaluation of Marketing Faculty: Academically Motivated or Administratively Driven
- William A. Rooks, Jr., Kennesaw State College
60. But We Didn't Cover That in Class!:" Using Essay Exams to Assess Critical Thinking Skills in Marketing Research Courses
- Bruce Wrenn, Indiana University South Bend
61. The Impact of Religious Symbols as Cues in Advertising
- Michael J. Dotson, Appalachian State University
 - Eva M. Hyatt, Appalachian State University
62. The Effects of Winning, Weather, Scheduling, and Promotion on Attendance at NCAA Division II Men's College Basketball Games
- John T. Drea, Western Illinois University
63. Outcomes of the Vertical Exchange Relationship: A Study of the Perceived Fairness of Reward Distribution and Performance
- John F. Tanner, Jr., Baylor University
 - William A. Weeks, Baylor University
 - Jacques Nantel, Ecole des Hautes 'etudes commerciales de Montreal
64. The Planning Fallacy: Consumers' Overly Optimistic Prediction of the Future
- James W. Clark, James Madison University

- Richard R. Tansey, University of Alaska
- George W. Wynn, James Madison University
- 65. [Warranty Coverage: How Important in Purchasing an Automobile?](#)
 - F. Kelly Shuptrine, University of South Carolina
- 66. [Enduring Product Involvement And Reaction to Advertising](#)
 - Ronald E. Goldsmith, Florida State University
 - Stephen J. Newell, Bowling Green State University
- 67. [Ethnicity and Framing Effects on the Distribution of Satisfaction Responses](#)
 - Teri R. Shaffer, Southeastern Louisiana University
 - Bradley S. O'Hara, Southeastern Louisiana University
- 68. [Effects of Price Framing on Consumer Behavior](#)
 - Laurie A. Babin, University of Southern Mississippi
- 69. [Differences in Diffusion of Innovations Through Ethnic Sub-Groups](#)
 - Naveen Donthu, Georgia State University
 - Joseph Cherian, University of Illinois-Chicago
- 70. [Perceived Risk and the Information Acquisition Process of Computer Mail-Order Shoppers](#)
 - D. S. Sundaram, Black Hills State University
 - Michael D. Richard, Mississippi State University
- 71. [Direct Marketing: The Role of Risk Minimization](#)
 - David J. Burns, Youngstown State University
 - John Lanasa, Duquesne University
 - Conway Lackman, Duquesne University
- 72. [Using Telepresence to Mimic Reality in the Virtual World: A Futuristic Assessment of the Impact of VR Technology for Consumer Behavior](#)
 - Tanuja Srivastava, Florida Institute of Technology
- 73. [Strategic Alliances: Are They Relational By Definition](#)
 - Joyce A. Young, Indiana State University
 - Lou E. Pelton, University of North Texas
- 74. [Marketing Strategy and Performance Differences Between U.S. and European Businesses in Europe: An Analysis of PIMS Consumer Goods Businesses](#)
 - Franklyn A. Manu, Morgan State University
- 75. [Transition and Its Effects on Individuals: A Marketing Case Study in Romania](#)
 - Dana-Nicoleta Lascu, University of Richmond
 - Mircea Vatasescu, Ecological University of Bucharest
- 76. [An Assessment of Consumer Knowledge Concerning the Country-of-Origin of Hybrid Products](#)
 - R. Keith Tudor, Kennesaw State College
 - Sheb L. True, Loyola Marymount University
 - Robert D. Winsor, Loyola Marymount University
 - James R. Lumpkin, University of Southwestern Louisiana
- 77. [Ethical Perceptions in a Developing Nation: The Case of Muslim Malays](#)
 - John T. Brady, University of Maryland
 - David J. Burns, Youngstown State University
 - John Lanasa, Duquesne University

- Conway Lackman, Duquesne University
- 78. [Global Branding Policies by the Big Three Soapmakers: An Updated and Expanded Study](#)
 - Charles R. Patton, University of Texas at Brownsville
 - Betsy V. Boze, University of Texas at Brownsville
- 79. [NAFTA: Concepts, Problems, Promise](#)
 - William J. Kehoe, University of Virginia
- 80. [Exchange Types and the Nature of Marketing](#)
 - Isabelle Maignan, The University of Memphis
- 81. [Conceptual Developments in Market Segmentation for Global Markets](#)
 - Ali Kara, Pennsylvania State University at York
 - Erdener Kaynak, Pennsylvania State University at Harrisburg
- 82. [Business Partnerships and Alliances: An Empirical Study](#)
 - A. Ben Oumlil, University of Dayton
 - Larbi Oumlil, International Consultants
- 83. [Professors and Librarians as Business Partners](#)
 - Loles D. Solis, Appalachian State University
- 84. [Reintegrating Business Schools Into the Business Community: Marketing as a Leader, Follower, or Bystander?](#)
 - Margorie J. Cooper, Baylor University
 - Charles S. Madden, Baylor University
 - Mark G. Dunn, Baylor University
- 85. [Measuring the Prestige Profiles of Consumers: A Preliminary Report of the PRECON Scales](#)
 - Dawn R. Deeter-Schmelz, University of South Florida
 - Jesse N. Moore, University of South Florida
 - Daniel J. Goebel, University of South Florida
 - Paul J. Solomon, University of South Florida
- 86. [The Significance of Statistical Significance Tests Revisited](#)
 - Newell D. Wright, Western Carolina University
 - Val Larsen, Northeast Missouri State University
 - Roger Higgs, Western Carolina University
- 87. [A Guide for Improving Global Marketing Research](#)
 - Angela R. D'Auria, Old Dominion University
 - Earl D. Honeycutt Jr., Old Dominion University
 - Wilbur W. Stanton, Radford University
- 88. [Two "New" Meta-Analytic Techniques: Consideration, Explanation, and Limitations](#)
 - James R. Williams, University of New Orleans
 - Mark E. Hill, University of New Orleans
 - Cynthia Jasper-Parisey, Thomas More College
- 89. [Defining Marketing in the Purest Sense: A Reconceptualization Beginning with an Understanding of the Market as a Communications Network](#)
 - Richard T. Brown, Southern Illinois University at Carbondale
- 90. [Strategic Environmental Marketing Management - Managing the Unmanageable: The Role of Information Technology](#)
 - Robert A. Lupton, New Mexico State University

- Birgit Court, New Mexico State University
- 91. [The Integration of Internal Marketing Into the Organizational Culture of Service Firms](#)
 - Tracy A Suter, University of Arkansas
- 92. [Three Research Perspectives on Market Orientation](#)
 - J. Robert Graves, University of Tennessee
 - Ken Matsuno, University of Tennessee
- 93. [Toward A Comprehensive Framework of Cross-National Differences in Advertising Expression](#)
 - Isabelle Maignan, The University of Memphis
- 94. [The Creative Salesperson: An Investigative Theoretical Framework](#)
 - Deborah J. Grassi, University of South Florida at Tampa
- 95. [The Marketing of Family Planning Programs in Less Developed Countries](#)
 - Sandra B. Conners, Mississippi State University
- 96. [Customer Locus of Control and the Service Encounter: Propositions for Future Research on Perceived Service Quality and Complaint Behavior](#)
 - Shelley M. Rinehart, University of New Brunswick, Saint John
- 97. [Male Senior Citizens and Their Shopping Preferences](#)
 - Carolyn Folkman Curasi, University of South Florida
- 98. [A Review of the Equity for Disadvantaged Consumers Within the U.S. Retail Sector](#)
 - Sandra B. Conners, Mississippi State University