

# **Southwestern Marketing Association**

## **(SMA) 1996**

### **1. Five-Factor Product of Coupon Proneness**

- Dennis B. Arnett, Texas Tech University

### **2. Some Psychological Correlates of Coupon Proneness**

- Swinder Janda, University of Arkansas

### **3. Measuring Perceived Value: Findings From Preliminary Research**

- S. Prasad Kantamneni, Emporia State University
- Kevin R. Coulson, Northeastern Illinois University

### **4. The Impact of Cognitive and Physical Activity on Advertisement Recall and Recognition by the Elderly**

- Bob Montgomery, Pembroke State University
- Ronald D. Taylor, Mississippi State University

### **5. Lifestyle Segmentation: What Retail Store Attributes are Important to the Elderly**

- Barbara Oates, Texas A & M University--Kingsville
- Lois Shufeldt, Southwest Missouri State University
- Bobby Vaught, Southwest Missouri State University

**6. Dental Provider Selection Among Elderly Consumers**

- Firooz Hekmat, Southeast Missouri State University
- Shahrokh M. Shafaie, Southeast Missouri State University
- Bert J. Kellerman, Southeast Missouri State University
- Peter J. Gordon, Southeast Missouri State University

**7. Sales Training to Build Trust in Buyer-Seller Relationships**

- Lynne D. Richardson, University of Alabama at Birmingham
- John E. Swan, University of Alabama at Birmingham
- Michael R. Bowers, University of Alabama at Birmingham

**8. Firm Size Influences Sales Managers' Attitudes Regarding Drug Use and Drug Testing: A Multivariate Analysis**

- Ralph B. Weller, Eastern Illinois University
- E. Wayne Chandler, Eastern Illinois University

**9. Ownership, Preference, and Ethnocentrism: Japanese Versus American Automobiles**

- Lynn R. Godwin, University of St. Thomas

**10. Cross-Cultural Negotiations and Conflict Perceptions**

- Wai-Kwan Li, University of Texas-Pan American
- Somkiat Mansumittrchai, University of Texas-Pan American
- Ben S. Liu, University of Illinois at Urbana-Champaign
- Grant T. Savage, Texas Tech University
- Jose A. Pagan, University of Texas-Pan American

## **11. An Assessment of Customer Services Provided by Home Furnishings**

### **Retailers: Perceptions of Hispanic Consumers**

- Beth E. S.Wuest, Southwest Texas State University
- Jerry V. Kinnaird, Dallas Market Center

## **12. Retail Satisfaction and Service: The Role of Returns Policies**

- Phylis M. Mansfield, University of Memphis

## **13. Incs From Developing Countries: Their Strengths and Incentives for Going International**

- C. M. Kochunny, University of South Alabama
- Hudson Rogers, University of Southwestern Louisiana
- Elsa Rogers, University of Southwestern Louisiana

## **14. The Strategic Choice of American, Japanese and German Companies**

### **Operating in the United States**

- Abhay Shah, University of Southern Colorado
- Charles Zeis, University of Southern Colorado
- Ahmad Ahmadian, University of Southern Colorado