

1998 SMA

Dallas, Texas
March 4-7, 1998

Southwestern Marketing Association

1. [The New Relationships in Business Marketing: An Overview of Implications for Organizational Marketing Processes](#)
 - o Ralph G. Kauffman, University of Houston-Downtown
2. [Industrial Buyer Complaint Behavior: Actions and Expectations](#)
 - o Lynn A Godwin, University of St. Thomas
3. [Using Theory of Constraints' Evaporating Cloud to Manage Conflict: A Tool For Sales Force Managers](#)
 - o Marjorie J. Cooper, Baylor University
 - o Terry W. Loe, Baylor University
4. [Diversity's Effect on Sales Performance: A Script-Theoretic Explanation](#)
 - o Gordon G. Mosley, Louisiana Tech University
5. [Normative Influences: A Rational Perspective On The Antecedents Of Behavior Within Exchanges](#)
 - o B. Andrew Cudmore, University of South Carolina
6. [Reference Group Theory Revisited](#)
 - o Keith R. Tudor, Kennesaw State University
 - o Susan S. Carley, Kennesaw State University
7. [Hispanic and Non-Hispanic Consumers: Perceptions of Home Furnishings Retail Services](#)
 - o Paul Darbyshire, Victoria University of Technology
 - o Andrew Wenn, Victoria University of Technology
 - o Stephen Burgess, Victoria University of Technology
8. [Involvement and Its Influence on the Selection of a University](#)
 - o Beth E S. Wuest, Southwest Texas State University
9. [Forming Alliances to Provide Lower Cost International Program Opportunities for Students](#)
 - o Peter J. Gordon, Southeast Missouri State University
 - o Kenneth A. Heischmidt, Southeast Missouri State University
10. [Distribution Functions and Channel Design Rationales in Marketing Education: An Illustration from Rural Mexico](#)
 - o Robert D. Winsor, Loyola Marymount University
11. [Career Orientation in a Direct Sales Force](#)
 - o John C. Crawford, University of North Texas
 - o George W. Wynn, James Madison University
12. [Personality Comparisons as an Assessment of Russian Congruence With American Salesperson Performance Criteria](#)
 - o Charles R. Strain, Jr., University of Houston-Downtown
 - o Gary R. Jackson, University of Houston-Downtown
13. [Enhancing Student Performance Through Daily Quizzes](#)

- Nancy D. Marlow, Eastern Illinois University
- Jane P. Wayland, Eastern Illinois University
- 14. [Indian Consumer Perceptions of Quality Differences Between 'Made in USA' and 'Made in India' Health Care Products: Implications for Marketers](#)
 - Ashish Chandra, Xavier University of Louisiana
 - Nabarun Ghose, Xavier University of Louisiana
- 15. [Measuring Student Perceptions of Teaching Effectiveness](#)
 - Sarath A. Nonis, Arkansas State University
 - Gail I. Hudson, Arkansas State University
- 16. [Sponsoring Your Way to Brand Identity: The Influence of Event Sponsorships on Brand and Corporate Associations](#)
 - Donald P. Roy, University of Memphis
- 17. [Strategic Issues In Corporate Event Sponsorships: A Comparison of Product and Service Firms](#)
 - Donald P. Roy, University of Memphis
 - T. Bettina Cornwell, University of Memphis
- 18. [Working with the Media: A Practical Guide for the Small Business Marketer](#)
 - Scott Markham, University of Central Arkansas
- 19. [Evaluation of Prescription Drug Advertisements in Consumer Magazines](#)
 - Ashish Chandra, Xavier University of Louisiana
 - Daniel F. Sarpong, Xavier University of Louisiana
- 20. ["The Dynamics of Retail Institutions": More Support for the Empirical Generalization of the "Wheel of Retailing"](#)
 - Marko Grunhagen, University of Nebraska-Lincoln
 - Robert A. Mittelstaedt, University of Nebraska-Lincoln
- 21. [Use of Point-of-Sale and Electronic Data Interchange in Retailing: Using Factor Analysis to Determine Underlying Benefits of an Barriers to Adoption](#)
 - Mary Margaret Weber, Emporia State University
 - S. Prasad Kantamneni, Emporia State University
- 22. [Integrity Marketing](#)
 - O. C. Ferrel, University of Memphis
 - Debbie Throne LeClair, University of Tampa
 - Linda Ferrell, University of Tampa
- 23. [A Model of Strategic Marketing Alliances for Hospices: Horizontal, Vertical, Internal, and Osmotic](#)
 - Backy J. Starnes, Auburn University Montgomery
 - Donald R. Self, Auburn University Montgomery
- 24. [Healthcare Products and Services Marketing: New Opportunities for Marketing Professionals](#)
 - Ashish Chandra, Xavier University of Louisiana
 - Deborah C. Barbe, Nunez Community College
 - Ron Cheek, LaGrange College
- 25. [Benefit Plan Selection: A Market Basket Perspective Using Hierarchical Bayes Analysis](#)
 - Ann Petersen, University of Iowa
 - Doyle Weiss, University of Iowa

26. [Small Business Bankruptcy Caused By Poor Marketing](#)
 - Don B. Bradley III, University of Central Arkansas
27. [Degree of Product Innovation Among the Manufacturers of Power Sources for Electric Vehicles: A Content Analysis](#)
 - Robert N. McGrath, Embry Riddle Aeronautical University
 - Blaise P. Waguespack, Jr., Embry Riddle Aeronautical University
28. [Barriers in Strategic Marketing: Review, Propositions, and Implications](#)
 - Chandan DeSarkar, Union College
29. [An Exploratory Examination of a Typology of Alliances in the Global Airline Industry](#)
 - Blaise P. Waguespack, Jr., Embry Riddle Aeronautical University
 - Scott R. Evans, Embry Riddle Aeronautical University
30. [Corporate Trademark and Logotype Images as Facilitators of Competitive Advantage](#)
 - Robert D. Winsor, Loyola Marymount University
 - Chris Manolis, Loyola Marymount University
31. [Promotional Strategies for Performing Arts Organizations: Affordable Opportunities From Co-Patronage](#)
 - Richard E. Mathisen, Kennesaw State University
 - Thomas K. Pritchett, Kennesaw State University
 - Betty M. Pritchett, Kennesaw State University
32. [The Portrayal of Blacks in Trade Publication Advertising: A Mid-90s Extension](#)
 - Thomas H. Stevenson, University of North Carolina at Charlotte
33. [Defining "Franchising" in Marketing: A Review of the Literature](#)
 - Robert D. Winsor, Loyola Marymount University
34. [Customer Service and Facility Characteristics for Mature Guests: Perceptions of Hotel/Motel Managers](#)
 - Beth E. S. Wuest, Southwest Texas State University
 - Daniel Emenheiser, University of North Texas
 - Richard Tas, University of North Texas
35. [An Exploratory Analysis of Flea Market Shoppers](#)
 - Martha R. McEnally, University of North Carolina at Greensboro