

**1999 Southwestern Marketing Association Houston, Texas
March 10-13, 1999**

1. [Emerging Markets in the 21st Century: The Future of Global Marketing](#)
 - Ram Yelkur, University of Wisconsin-Eau Claire
2. [Marketing Know-How Critical to Women Business Owners](#)
 - Julia D. Newcomer, Texas Woman's University
 - Sherrill R. Taylor, Texas Women's University
3. [Should Hispanics and Non-Hispanic Whites be Combined into One Analysis Sample?](#)
 - Charles N. Weaver, St. Mary's University
 - Robert S. Franz, University of Southwestern Louisiana
4. [Multi-Cultural Service Marketing: Segmentation and Performance of Minority Physician and Practices](#)
 - Robert D. Green, Indiana State University
 - Robert C. Haring, Strayer University
5. [The Year 2000 Problem and Its Impacts on the Supply Chain](#)
 - Stephen M. Rutner, Georgia Southern University
 - Brian J. Gibson, Georgia Southern University
6. [The 100% Experiential Learning and Authentic Marketing Course](#)
 - Leon Winer, Pace University
7. [Subgroup Analysis as a Vendor of Type II Error](#)
 - Charles R. Strain, University of Houston-Downtown
8. [Administration as a Learning Experience](#)
 - George M. Zinkhan, University of Georgia
 - Angela Patton, University of Houston
9. [How to Use the Historical Perspective Could Benefit the Study of Church Marketing](#)
 - Thomas K. Pritchett, Kennesaw State University
 - Betty M. Pritchett
10. [A Model of the Business School as a Developer of Achievers](#)
 - Leon Winer, Pace University
11. [Student Evaluations of Teaching: the Good, the Bad, and the Possibilities](#)
 - Kathryn M. Kimery, Saint Mary's University
 - Shelley M. Rhinehart, University of New Brunswick
 - E. Stephen Grant, University of New Brunswick
12. [The Impact of Technical Certification of Non-Clinical Employees on the Marketing Strategies of Healthcare Service Provider Institutions](#)
 - Sandra A Keen, Touro Infirmary
 - Susan Blanchard, Touro Infirmary
 - Milton M. Keen, Xavier University of Louisiana
 - Ashish Chandra, Xavier University of Louisiana
13. [Person-Organization Fit: A Market Orientation/Customer Orientation Perspective](#)
 - Tara Burnthorpe Lopez, Louisiana Tech University

14. [A Contingency Model of New Product Performance: The Moderating Effect of Industry Competitiveness and Competitive Dominance](#)
 - Mehmet I. Yagci, Louisiana State University
15. [Classic Motorcycles, Inc. \(A\) & \(B\) with Teaching Note](#)
 - Kelly E. Fish, Rhodes College
16. [Marketing on the Internet-- The Indian Scenario](#)
 - Usha Kiran Rai, Banaras Hindu University
 - Ashish Chandra, Xavier University of Louisiana
 - Sheb L. True, Kennesaw State University
17. [Evaluating Internet Marketing Software Applications](#)
 - David E. Gunderson, Stephen F. Austin State University
 - Ravi Behara, Florida Atlantic University
 - Ernest A. Capazzoli, Troy State University
18. [Pros and Cons of Marketing Pharmaceuticals on the Internet](#)
 - Ashish Chandra, Xavier University of Louisiana
 - Susan Casas de Betancourt, Xavier University of Louisiana
 - Christine Wyble, Xavier University of Louisiana
19. [Mexican Consumers on the Border Profesionistas Y Jornaleros](#)
 - Scott D. Roberts, Northern Arizona University
 - Pablo Rhi-Perez, University of Texas-Brownsville
20. [Business Marketing in a Supply Chain Management Environment: Implications for Marketing](#)
 - Ralph G. Kaufmann, University of Houston-Downtown
21. [Internet Marketing: Promises and Problems](#)
 - Stephen C. Garrott, Troy State University
 - Jean W. Laliberte, Troy State University
22. [The Multivocal Consumer Culture of Voluntary Simplicity](#)
 - Kenneth Wm. Kury, University of Texas-Brownsville
23. [Social Responsibility, Consumerism, and the Marketing Concept](#)
 - Robert D. Winsor, Loyola Marymount University
24. [A Comparison of Pharmaceutical Print Advertisements Between the United States and Taiwan](#)
 - Kuan P. Chiang, University of Rhode Island
25. [The Potential Impact of the Computer Mediated Environment on the Emotions and Empathy of Individuals Toward Public Service Ads](#)
 - Beverly T. Venable, The University of Mississippi
26. [Consumer Ethnocentrism in South Asia](#)
 - Soumava Bandyopadhyay, Lamar University
 - Munir Muhammad, Lamar University
27. [Corporate Compliance in Healthcare: A Marketing Framework](#)
 - Rachel K. Smith, The University of Memphis
28. [Advertising Sensitivity and Integrated Marketing Communications in the International Environment](#)
 - Ashish Chandra, Xavier University of Louisiana
 - Ron Cheek, Morehead State University
 - Usha Kiran Rai, Banaras Hindu University

29. [Who is the Customer? A Commentary on Participant Roles at Institutions of Higher Education](#)
 - Sheb L. True, Kennesaw State University
 - Susan S. Carley, Kennesaw State University
 - Robert D. Winsor, Loyola Marymount University
30. [Pharmaceutical Marketing in India: A Macroscopic View](#)
 - Abhijit Dey, Banaras Hindu University
 - Usha Kiran Rai, Banaras Hindu University
 - Ashish Chandra, Xavier University of Louisiana
31. [The Country of Origin Effect In Newly Emerging Eastern European Countries: A Macedonian Consumer Study](#)
 - Darrell Goudge, University of Central Oklahoma
 - Bobi Ivanov, University of Central Oklahoma
32. [Attitudes Toward the Internet: An Exploratory Study With Marketing Implications](#)
 - Sanjay S. Mehta, Sam Houston State University
 - Douglas M. Kline, Sam Houston State University
 - Roger D. Abshire, Sam Houston State University
33. [Get a Handle on the 65 Plus Hispanics Market](#)
 - Barbara R. Oates, Texas A&M University--Kingsville
34. [Service Quality of Retailers Distributing Technical Products: An Extension](#)
 - Subhash C. Mehta, National University of Singapore
 - Soon-Li Han, Singapore Trade Development Board
 - Ashok K Lalwani, Temasek Polytechnic Singapore
 - Sanjay S. Mehta, Sam Houston State University

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