

**2001 (SMA) Society for Marketing Advances  
New Orleans, Louisiana, November 6-10, 2001**

1. **Target Marketing to Vulnerable Consumers: Should Malt Liquor Advertisements be Banned?**
  - o Stevie Watson, Mississippi State University
  
2. **Web Sites of Fortune 500 Goods Retailers and Service Providers: Lavish or Limited Marketing Communications?**
  - o Charles D. Bodkin, University of North Carolina at Charlotte
  - o Monika Perry, California State University, Fullerton
  
3. **Comparative Advertising: Effects on the Consideration Set**
  - o Lisa L. Scribner, University of North Carolina at Wilmington
  
4. **Celebrity Advertising: An Assessment of Its Relative Effectiveness**
  - o Mohan K. Mennon, University of South Alabama
  - o Louis E. Boone, University of South Alabama
  - o Hudson P. Rogers, Florida Gulf Coast University
  
5. **Appealing to Fears for Our Children: Radon as the Phantom Menace**
  - o Michael S. LaTour, Auburn University
  - o Jeff Tanner, Baylor University
  - o Brent Wren, University of Alabama at Huntsville
  
6. **Corporate America's Web Marketing Presence: An Analysis of Fortune 500 Homepages**
  - o Rama Yelkur, University of Wisconsin-Eau Claire
  - o Chuck Tomkovick, University of Wisconsin-Eau Claire
  - o LaNette Flunker, University of Wisconsin-Eau Claire
  
7. **Sales Promotion Preferences: A Demographic Analysis**
  - o Michael J. Dodson, Appalachian State University
  - o Eva M. Hyatt, Appalachian State University
  
8. **When the Tables are Turned: The Impact of Negative Company Information on Celebrity Endorsers**
  - o Stacy Landreth, Louisiana State University
  - o Supriya Jindal, Louisiana State University

9. [The Impact of Celebrity Endorsers on Consumers' Product Evaluations: A Symbolic Meaning Approach](#)

- o James B. Hunt, University of North Carolina at Wilmington

10. [Logo Selection and Modification Guides: An Empirical International Validation](#)

- o Sergio Olavarriets S., University of Chile
- o Roberto Friedman, University of Georgia
- o Enrique Manzur, University of Chile

11. [Relational Knowledge Management: The Effective Management of Knowledge Within The Buyer-Seller Relationship](#)

- o Andy Artis, University of Tennessee
- o Geoff Stewart, University of Tennessee

12. [Opportunism and The Moderating Role of Channel Structure](#)

- o Faye S. McIntyre, State University of West Georgia
- o Faye W. Gilbert, Univeristy of Mississippi
- o Perng-Fei Huang, National Kashsiung First University of Science and Technology

13. [The Effect of Channel Members' Perceptions of Environmental Uncertainty on Levels of Satisfaction](#)

- o John Andy Wood, Georgia State University

14. [The Future of the Industrial E-Commerce Revolution: Applying the Lessons of Market Deregulation](#)

- o Roger Gomes, Clemson University
- o Patricia A. Knowles, Clemson University

15. [The Impact of Information Technology on Value Chain Management](#)

- o Kenneth J. Sousa, Bryant College
- o Robert Valvo, Bryant College

16. [A Case Analysis of Porter's Cluster Theory in the Amish Furniture Industry](#)

- o Tom De Witt, Florida State University

17. [An Evaluation of Web-Site Informational Content and Interactivity in The Transportation Industry](#)

- o Alexander E. Ellinger, University of Alabama
- o Daniel F. Lynch, Michigan State University
- o James M. Andzulis, Villanova University
- o Ronn J. Smith, Washington State University

18. [Resource Theory and Martial Decision-Making Power: The Utilization of An Hedonic Modeling Approach](#)

- Christopher D. Hopkins, Clemson University
- Cynthia Webster, Mississippi State University

19. [Charitable Behavior and Public Goods: Psychographic and Demographic Between Donors and Free Riders](#)

- Enrique Manzur, University of Chile
- Roberto Friedmann, University of Georgia

20. [An Investigation of Cultural Assimilation and Its Impact on Consumption Behaviors](#)

- J. Michael Weber, Barry University
- Sandra Murillo Weber, AT&T Media Services

21. [Culture and Identity: From Old Concepts to New Realities](#)

- Janet Morrison, Sunderland University Business School (UK)

22. [Education Level and Ethnocentrism in the Indian Market: Suggested Optimal Entry Strategies for U.S. Firms](#)

- Nabarun Ghose, Tiffin University

23. [Export Positions in the Apparel Commodity Chain and Product Import Values](#)

- Eun-Ju Lee, University of Tennessee at Knoxville

24. [How do US firms globalize or localize their Internet sites compared to their European counterparts?](#)

- Maud Tixier, ESSEC Business School

25. [Social Responsibility: Strategic Implications for International Marketing](#)

- Janet Morrison, Sunderland University Business School (UK)

26. [An Empirical Investigation of Consumer Ethics in Kuwait: A Dyadic Approach](#)

- Adel Wugayan, Kuwait University
- C.P. Rao, Kuwait University

27. [Perceptions of Turkish Consumers about the Ethicality of Marketing Practices](#)

- Orhan Erdem, Sultan Qaboos University
- Inci Varinli, Erciyes University

28. Australia: Some Observations on Ethical Issues in Marketing Research (Not Available)
- Madhav N. Segal, Southern Illinois University at Edwardsville
  - Ralph W. Gliacobbe, Southern Illinois University at Edwardsville
29. [International Organization of US Retail Web Sites](#)
- Carolyn F. Siegel, Eastern Kentucky University
30. [Gender Differences in Response to Advertising: Testing the Equivalence of the Lastovicka Scale](#)
- Margy P. Conchar, University of North Carolina at Charlotte
  - Albert Caruana, University of Malta
  - Michael T. Ewing, Curtin University of Technology, Western Australia
31. [International Outsourcing Strategic Decisions](#)
- A. Ben Oumlil, University of Dayton
32. [Acculturation Strategies: The Case of the Muslim Minority in the United States](#)
- Ziad Swaidan, Jackson State University
  - Kimball P. Marshall, Jackson State University
  - J.R. Smith, Jackson State University
33. [The Euro: Retrospective Analysis and Future Directions](#)
- William J. Kehoe, University of Virginia
  - Linda K. Whitten, Skyline College
34. [Advertising Practice in a Transitional Economy: An Examination of Advertising Industry in Vietnam](#)
- Thi Muoi Le, CERAG, Université Pierre Mendés France, Grenoble, France
  - Alain Jolibert, CERAG, Université Pierre Mendés France, Grenoble, France
35. [An Exploration of Acculturation Patterns and Consumption Behaviors Among International Students](#)
- Mary Conway Dato-on, Northern Kentucky University
  - A. Catherine McCabe, Suffolk University
  - Shannon L. Bridgmon, University of Kentucky
36. [Enhancing Research Skills and Embracing Service Learning: Maximizing the Potential of the Marketing Research Class](#)
- Nora Ganim Barnes, University of Massachusetts Dartmouth

37. [The Eight D's: A Framework for the Discipline of Marketing Management](#)

o Michael R. Hyman, New Mexico State University

38. [Do I Know What to Do?: An Application of Marketing Planning](#)

o Rhea Ingram, Columbus State University

o Donna Mayo, Middle Tennessee State University

39. [Moderating Effects of Achievement Motive and Situational Optimism on the Relationship Between Ability and Performance Among College Students](#)

o Sarath A. Nonis, Arkansas State University

o David Wright, Abilene Christian University

o Melodie Philhours, Arkansas State University

40. [Investigating A Dark Side of Student Behavior](#)

o Bruce L. Stern, Portland State University

o Cammie Wallbaum, Portland State University

41. [Adding Internet Technology to the Classroom](#)

o Patricia A. Knowles, Clemson University

o Roger Goames, Clemson University

42. [No More Retreat: Headlong into the Eye of the Storm with 15 Years of Research Achievement in Journal of Marketing](#)

o John B. Ford, Old Dominion University

o Tony L. Henthorne, University of Southern Mississippi

o Michael S. LaTour, Auburn University

43. [The Significance of Character Traits in Experiential Learning Activities in Marketing Education](#)

o Nancy T. Frontczak, Metropolitan State College of Denver

o Robert S. Heiser, Metropolitan State College of Denver

44. [Students' Critical Evaluation of Service Quality: A Preliminary Analysis](#)

o Mathew Joseph, Georgia College & State University

o Simon Valderrabano, Georgia College & State University

o George Stone, Georgia College & State University

o Robin Marchant, Georgia College & State University

o Karla Wilson, Georgia College & State University

o Emily Sarrett, Georgia College & State University

45. [Assessing the Business Classroom: Understanding Differences in Behaviors, Attitudes, Grade Expectations, and The Value of Course Tools](#)

o Lori S. Feldman, Purdue University Calumet

o Hugh G. Daubek, Purdue University Calumet

o Casimir C. Barczyk, Purdue University Calumet

46. [Practice What We Preach: What Business Schools Should Learn from Relationship Marketing](#)

- o Mary F. Mobley, Augusta State University
- o Lou E. Pelton, University of North Texas
- o H.David Strutton, University of Louisiana at Lafayette
- o Dan Sherrill, University of Memphis
- o Larry Gresham, Texas A&M
- o Ellen Moore, University of South Carolina

47. [Assessment of the Marketing Program: The Eastern Illinois University Experience](#)>

- o Jane Waylad, Eastern Illinois University
- o Sid Dudley, Eastern Illinois University
- o Christie Roszkowski, Eastern Illinois University
- o Mike Boorum, Eastern Illinois University
- o Wayne Chandler, Eastern Illinois University

48. [Cautions and Precautions on the Use of "Borrowed" Scales in Marketing Research](#)

- o Bruce T. Engelland, Mississippi State University
- o Bruce L. Alford, Louisiana Tech University
- o Ronald D. Taylor, Mississippi State University

49. [Knowledge Borrowing: Embellishing or Eroding the Theory Base in Marketing?](#)

- o Daniel M. Ladik, University of South Florida

50. ['Here's Looking at You, Kid': Eye Tracking Applications in Consumer Information Processing Research](#)

- o Reto Felix, Universidad de Monterrey
- o Wolfgang Hinck, University of Texas-Pan American
- o Michael S. Minor, University of Texas-Pan American

51. [Classification of Companies by Type and Extent of Market Research Use: An Empirical Study \(Not Available\)](#)

- o Ganish Raguragaven, Massey University
- o Tony Lewis, Massey University
- o Zane Kearns, Massey University

52. [Athletes With a Cause: The Intersection of Sports and Social Responsibility](#)

- o Donald P. Roy, Middle Tennessee State University
- o Timothy R. Graeff, Middle Tennessee State

53. Legal Obligations of Celebrity Endorsers (Not Available)

- o Fred Morgan, University of Kentucky
- o Carla Canada-Johnson, University of Kentucky
- o Chris McCrory, University of Kentucky

54. Big Brother Has a Deal for You: The Ethics Challenges for E-Commerce

- o Susan H. Godar, William Paterson University
- o Patricia J. O'Conner, Queens College, City University of New York

55. Exporting Entrepreneurship as a Source of Competitive Advantage: Understanding the Differential Impact of Proactiveness, Risk-Taking, and Innovativeness on Firm Performance"

- o Poh-Lin Yeoh, Bentley College

56. Who Do Consumers Blame When Hybrid Messages are Unmasked?

- o Kenneth V. Henderson, Morehead State University
- o Barbara M. Lyons, Morehead State University

57. Market Entry Timing, First/Late Mover Advantage, and Product Strategy: An Integrated Framework & Research Propositions

- o Frank Tian Zie, Georgia State University

58. Future External Reference Prices: You Better Buy Now

- o David M. Hardesty, University of Miami
- o Adam Different, University of Southern Mississippi

59. Reputation Price Premium in Online Auctions

- o Timothy C. Johnston, University of Tennessee at Martin

60. Structural Change in American Transportation: Some Marketing Management Implications

- o William Cunningham, Air Force Institute of Technology-Airlines
- o Kathryn Dobie, North Carolina A&T State University-Railroads
- o L.Milton Glisson, North Carolina A&T State University-Water
- o James P. Rakowski, University of Memphis-LTL Motor Carrier
- o Neil Southern, University of Memphis-TL Motor Carrier

61. Mass Media and Direct Contact Influences on School System Image and Tax Support: A Social Marketing Perspective

- o Kimball P. Marshall, Loyola University, New Orleans
- o William S. Piper, Alcorn State University
- o Lisa Micich, Jackson State University

62. Water, Water Everywhere and None to Drink? A Marketing Examination of a Growing Environmental Issue

- o Faye S. McIntyre, State University of West Georgia
- o Deborah J. Webb, State University of West Georgia

63. [Triangulatory Reciprocal Benefit in Social Marketing: Measuring Motivation at Cause-Related Fitness Events](#)

- o Andrea Scott, University of South Florida
- o Dee Sams, University of South Florida

64. [Variation in Environmental Concern & Action](#)

- o Ralph W. Jackson, University of Tulsa
- o Gail M. Zank, Southwest Texas State University

65. [Customer Inquiries and Complaints: The Impact of Firm Response Time to Email Communication](#)

- o Robert Moore, Mississippi State University
- o Melissa Moore, Mississippi State University

66. [The Impact of Internet Knowledge on Online Buying Attitudes, Behavior, and Future Intentions: A Structural Modeling Approach](#)

- o Leisa Reinecke Flynn, Florida State University
- o Ronald E. Goldsmith, Florida State University

67. [A Proposed Multi-Dimensional Scale to Measure the E-Tailer Image Construct](#)

- o Christopher D. Hopkins, Clemson University
- o Bruce L. Alford, Louisiana Tech University

68. [Do Consumers' Perceptions of Product Quality Differ from Objective Measures of Product Quality?"](#)

- o Richard Clodfelter, University of South Carolina
- o Deborah Fowler, University of South Carolina

69. [A New Seven-Dimensional Approach to Measuring the Retail Image Construct">](#)

- o Christopher D. Hopkins, Clemson University
- o Bruce L. Alford, Louisiana Tech University

70. [The Effects of National Advertising on Unit Sales and Returns to Advertising: The Case of Restaurant Chains](#)

- o J.Duncan Herrington, Radford University

71. [Understanding Consumer Choice of Secondary Supermarkets](#)

- o J. Duncan Herrington, Radford University

72. [Retail Site Selection in a Mall Context](#)

- o Beverly K. Brockman, University of Tennessee at Chattanooga
- o Gary L. Benton, Western Kentucky University
- o L.W.Turley, Western Kentucky University

73. [A Comparative Analysis of Levels of Customer Satisfaction in the Financial Services Industry: Banks versus Credit Unions in Perth, Australia](#)

- o Martin S. Meyers, University of Wisconsin-Stevens Point
- o Gary E. Mullins, University of Wisconsin-Stevens Point

74. [An Exploratory Investigation of the Irritants of Web Site Atmospherics](#)

- o Craig A. Kelley, California State University, Sacramento

75. [Is It Worth Clicking or Driving to the Retailer?](#)

- o Kenneth V. Henderson, Morehead State University
- o Michelle B. Kunz, Morehead State University

76. [Starving Students Productions-Creating and Operating a New Business Venture: Lessons Learned](#)

- o Felicia g. Lassk, Northeastern University
- o Linda E. Parry, Western Kentucky University
- o Douglas Fugate, Western Kentucky University

77. [The Impact of Sales Related Problems on Sales Unit Performance](#)

- o Thomas W. Porter, University of North Carolina-Wilmington
- o William Meo, FOB.COM
- o Bryan S. Lilly, University of Wisconsin-Oshkosh

78. [Salesperson Performance: The Effect of Salesperson Identity Salience, Commitment to Supervisor, and Job Satisfaction](#)

- o Mark Fish, Texas Tech University
- o C. Michael Wittmann, University of North Texas
- o Demmos B. Arnett, Texas Tech University

79. [An Examination of the Characteristics of Behavior versus Outcome-Based Canadian Salesforces](#)

- o A.Tansu Barker, Brock University

80. [Shades of Embeddedness: Tie Strength and Obligations in Direct Selling Parties](#)

- o Scott D. Johnson, University of Louisville
- o Patrick Migliore, University of Louisville

81. [Sales Forecasting: A "Job Shop" Case Study Revisited](#)

- o Maxwell K. Hsu, Tennessee State University
- o P. Byron Pennington, Tennessee State University
- o Festus Olorunniwo, Tennessee State University

82. [Perhaps It's Time to Rethink the Way We Think About Sales Jobs](#)  
o Richard T. Brown, Freed-Hardeman University  
o Gordon C. Bruner II, Southern Illinois University-Carbondale
83. [Gender Related Effects on Buyers' Perceptions of Salespeople: Rervisited](#)  
o Robert C. McMurrian, University of Tampa  
o William H. Rhey, University of Tampa
84. [Strategic Mergers and Acquisitions of E-Commerce Companies: An Exploratory View of Wealth Maximization and Incentive-Conflict Hypotheses](#)  
o Stevie Watson, Mississippi State University
85. [The Management's Role in a Market-Oriented Organization: The Effect of Management Leadership Styles](#)  
o Tung-Zong Chang, Metropolitan State College, Denver  
o Su-Jane Chen, Metropolitan State College, Denver  
o Jyh-Shen Chiou, National Chengchi University, Taipei, Taiwan
86. [Moderating Effects of Customer Involvement on Relationships Between Customer Orientation and Service Quality, Satisfaction and Employee Service Quality](#)  
o Thomas L. Baker, University of North Carolina at Wilmington
87. [General Systems Theory of the Consumer Psychology of Travel Behavior: An Interdisciplinary View](#)  
o Arch G. Woodside, Boston College
88. [When Customer Service Breaks Down Relationships Can Help](#)  
o Randi Priluck, Pace University
89. [The Development of Cuba's Tourism Industry](#)  
o Tony L. Henthorne, University of Southern Mississippi
90. [Group Dynamics and the Service Encounter: Cohesion and its Influence on Prosocial Service Behaviors](#)  
o Tom DeWitt, Florida State University
91. [Self- vs. Full-Service: The Impact of Risk Perception on Service Choice](#)  
o Carol M. Megehee, University of South Alabama  
o Pamela A. Kennett, University of New Orleans
92. [Perceived Moral Intensity and Changing Expectations During Service Encounters: An Exploratory Investigation](#)  
o James L. Thomas, Jacksonville State University

93. [What Impact Will New Standards Have on Internet Advertising?](#)

- o Michelle B. Kunz, Morehead State University
- o Peggy Osborne, Morehead State University

94. [Going, Going, Gone! An Examination of the Applicability of Traditional Pricing Theory to the "Open Marketplace" of Online Auctions](#)

- o Charles M. Wood, University of Tulsa
- o Bruce L. Alford, Louisiana Tech University
- o Ralph W. Jackson, University of Tulsa

95. [New Product Development: A Comparison of Traditional Creative Methods with Genetic Algorithms in the Ideation Stage](#)

- o Claire Allison Stammerjohan Mississippi State University
- o David Vance, Mississippi State University

96. [Innovative Online Buyers](#)

- o Ronald E. Goldsmith, Florida State University
- o Barbara A. Lafferty, University of South Florida

97. [Web Site Visit Duration as a Basis for Determining Marketing Communication Effectiveness: An Empirical Investigation](#)

- o Hsiu-Yuan Tsao, Curtin University of Technology
- o Sharon Keating, Curtin University of Technology

98. [Cue-based Trust in an Online Shopping Environment: Conceptualization and Propositions](#)

- o Sijun Wang, University of Alabama

99. [Testing the Interactions of Atmospheric Color and Interactivity in Advertising Response in the Computer Mediated Environment](#)

- o Claire Allison Stammerjohan, Mississippi State University

100. [Factors Affecting E-Commerce Site Effectiveness](#)

- o C. Michael Powell, North Georgia College & State University
- o Christopher Conca, Appalachian State University
- o Gerald U. Skelly, North Georgia College & State University

101. [Electronic Management of Relationship: The Trial and Tribulation of CRM](#)

- o Sutirtha Basu, Mississippi State University

102. [Exchange Technology and Governance: A Typology of Business-to-Business Marketplaces](#)

- o Vinita Sangtani, Georgia State University
- o Cristian Chelariu, York University
- o Daniel C. Bello, Georgia State University

103. [Ten Ways to Create and Maintain Killer E-commerce Websites](#)

- o Allan C. Reddy, Valdosta State University
- o Rajesh Iyer, Valdosta State University

104. [A Market Orientation on the Internet](#)

- o Soonhong Min, Georgia Southern University
- o Seokwoo Song, Georgia Southern University

105. [Brand Loyalty and CRM on the Internet](#)

- o Horng-Der Leu, Chung Yuan Christian University
- o Hsuan-Jung Chung, Chung Yuan Christian University
- o Kuo-Heng Wang, Chung Yuan Christian University

106. [The Role of Theory in Doctoral Research in Business:Global Perspectives](#)

- o Joe Hair, Louisiana State University
- o Arthur Money, Henley Management College, UK
- o Phil Samouel, Kingston University, UK
- o Stavros Kalafatis, Kingston University, UK
- o Costas Katsikeas, Cardiff Business School, UK
- o Leyland Pitt, Curtin University, Australia
- o Jens E. Jorgensen, Copenhagen Business School, Denmark