

Southwestern Marketing Association

San Antonio, Texas March 15-18, 2000

1. [The Effect Of University Prestige On Survey Response Rates, Student Recruitment And Placement Of Graduate](#)
 - Joseph Abramson, Marshall University
 - Earl Z. Damewood, Marshall University
2. [Widespread Cheating And Satisfaction With University Choice: An Analysis Of Student Perceptions](#)
 - Nancy D. Albers-Miller
 - Robert D. Straughan
 - Penelope J. Prenshaw
3. [Product Country-Of-Origin Perceptions Of Consumers In Pakistan](#)
 - Soumava Bandyopadhyay
 - Syed Tariq Anwar
4. [Perceived Risk In The E-Commerce Environment](#)
 - Joseph Ben-Ur
 - Claire Winfield
5. [Market Orientation-Performance Linkage: A Replication In Saudi Arabia](#)
 - Shahid N. Bhuian
6. [Electronic Commerce: A Conceptual Framework](#)
 - Ernest A. Capozzoli, Troy State University
 - Sheb L. True, Kennesaw State University
 - Thomas K. Pritchett, Kennesaw State University
7. [Students' And Graduates' Views On The Relevance Of Marketing Education To Career Success](#)
 - Susan S. Carley, Kennesaw State University
 - Richard E. Mathisen, Kennesaw State University
8. [Direct-To-Consumer Advertising Of Prescription Drugs: Educational Vs. Promotional](#)
 - Kuan P. Chiang, University of Rhode Island
9. [The Social Responsibility Of Marketing](#)
 - Richard A. Dunipace, University of North Texas
 - John C. Crawford, University of North Texas
 - George W. Wynn, James Madison University
10. [Product And Brand: Interchangeable Terms?](#)
 - Geraldine Fennell, Consultant
11. [The Relationship Between Pay Structure And Salesperson's Mood: An Examination Of Self-Complexity As A Mediator](#)
 - Karen E. Flaherty, University of Massachusetts
 - James M. Pappas, University of Massachusetts
12. [Motivating Consumers To Buy: The Relationship Between Ethnicity And Level Of Product Involvement](#)
 - Cynthia M Frisby, University of Missouri

13. [A Model Of The Effect Of Country Of Origin On The Buyer Decision Making Process](#)
 - Darrell Goudge, University of Central Oklahoma
 - Bobi Ivanov, University of Central Oklahoma
14. [Short Term International Study Programs](#)
 - Peter J. Gordon, Southeast Missouri State University
 - Larry G. Gresham, Texas A&M University
 - Kenneth A. Heischmidt, Southeast Missouri State University
 - Bert J. Kellerman, Southeast Missouri State University
 - Daniel L. Sherrell, University of Memphis
15. [Marketing Strategy And Competitive Environment As Determinants Of Business Performace: A Study Of American Manufacturers](#)
 - Gordon T. Gray, Oklahoma City University
 - Stacia Wert-Gray, University of Central Oklahoma
16. [Assessing The Introductory Marketing Course: What Do Students Learn?](#)
 - Maxwell K. Hsu, Tennessee State University
 - Sean Dwyer, Louisiana Tech University
17. [A Comparison Of Car Buying Behavior Between American And Chinese People Living In North America: An Exploratory Study](#)
 - William C. Johnson, Nova Southeastern University
 - Lieh-Ching Chang, Nova Southeastern University
18. [Task-Specific Self-Concept Theoretical Influences On Salesperson Performance](#)
 - Keith C. Jones, Lynchburg College
 - Steven J. Remington, Buena Vista University
 - Scott Anderson, Buena Vista University
19. [Consumers' Identity Goals And The Persuasiveness Of Brand \(Product\) Placements](#)
 - James A. Karrah, The University of Alabama
20. [Relationship Marketing In Business Markets: A Means Or An End?](#)
 - Ralph G. Kauffman, University of Houston-Downtown
21. [The Moderating Role Of Risk Averse Behavior On A Salesperson's Practice Of Adaptive Selling](#)
 - Susan Bardi Kleiser, University of Texas at Arlington
 - Gillian Naylor, University of Nevada - Las Vegas
22. [The Internet And Marketing Strategy: An Empirical Study Of Healthcare Organizations](#)
 - Binshan Lin, Louisiana State University in Shreveport
 - Karen James, Louisiana State University in Shreveport
 - John Vassar, Louisiana State University in Shreveport
 - Chris Martin, Louisiana State University in Shreveport
23. [Assessment Of Patient Satisfaction With Telemedicine: Methodological Issues](#)
 - Binshan Lin, Louisiana State University in Shreveport
 - Charlottee A. Jones, Louisiana State University in Shreveport
 - Michael D. Brendler, Louisiana State University in Shreveport

24. [Integrated Quantitative Methods And Means-End Chains To Establishing Marketing Strategy](#)
 - Chin-Feng Lin, National Chinyi Institute of Technology
25. [An Exploratory Study On The Relationships Between The Formation Factors And Performance In Taiwanese-U.S. Cooperative Alliances](#)
 - Nan-Hong Lin, Nova Southern University
26. [Organizational Influences On Salespersons' Relative Efficiency: A Conceptual Framework](#)
 - Xueming Luo, Louisiana Tech University
 - Sean Dwyer, Louisiana Tech University
27. [Toward A Marketing Model For Government Technology Transfer Programs](#)
 - Kimball P. Marshall, Jackson State University
 - William S. Piper, Alcorn State University
28. [Vicarious Role Model Influence On African-American And Caucasian Adolescents' Purchase Intentions](#)
 - Craig A. Martin, University of Memphis
 - Alan J. Bush, University of Memphis
29. [The Effects Of Information Relevancy And Product Experience On Brand Performance Rating Accuracy Within A Product Category](#)
 - Kevin Mason, Arkansas Tech University
 - David Roach, Arkansas Tech University
 - Robert Edwards, Arkansas Tech University
30. [Building Relationships With Older Adults Through Advertising](#)
 - Nancy D. Mitchell, University of Nebraska-Lincoln
31. [The Impact Of International Terrorism On Market Entry And Expansion](#)
 - Hale Newcomer, University of North Texas
32. Understanding Consumer Propensity To Keep And Use Direct Marketing Literature
 - Philip S. Nitse, Idaho State University
33. [Designing A Web Site With Users In Mind: An Idea Of Ideas](#)
 - Angela H. Patton, University of Houston
34. [A Multinational Comparison Of Critical Success Factors And Perceptions Of Small Business Owners: Analysis Over The Organizational Life Cycle](#)
 - Chris Pullig, Louisiana State University
 - Sudhir K. Chawla, Angelo State University
35. [The Influence And Scholarly Seasons Of Russell W. Belk, Consumer Researcher](#)
 - Scott D. Roberts, Northern Arizona University
 - Mohamed M. Sadki, California Products - Ghana
36. [A Comment For A Discussion On E-Commerce](#)
 - Jody Rodermel, Troy State University - Pacific Region
 - Ernest A. Capozzoli, Troy State University
37. [A Student Exercise For Classifying Market Segments In Brand Advertisements - Procedure](#)
 - Joel Saegert, The University of Texas at San Antonio
 - Geraldine Fennell, Consultant
 - Robert J. Hoover, Texas A&M University - Corpus Christi
38. [A Student Exercise For Classifying Market Segments In Brand Advertisements - Sample Report](#)

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- Geraldine Fennell, Consultant
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- 39. [Loyalty Programs As A Motivating Force For Grocery Stores](#)
 - Mary Alice Shaver, University of North Carolina at Chapel Hill
- 40. [Toward Developing A Measure Of Search, Experience And Credence Qualities For Products And Services](#)
 - Rachel Smith, University of Memphis
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- 41. [Student Course Evaluations: Examining The Views Of Students](#)
 - Brenda S. Sonner, Troy State University - Montgomery
 - James Deloach, Troy State University - Montgomery
- 42. [Whither Retail Distribution?](#)
 - James B. Spalding, Jr., Bellarmine College (Emeritus)
 - Jim L. Grimm, Illinois State University (Emeritus)
 - Bennett L. Rudolph, Grand Valley State University
- 43. [Salesperson Internet-Related Job Security Concerns](#)
 - Rajesh Srivastava, University of Louisiana at Lafayette
 - Terence L. Holmes, University of Louisiana at Lafayette
- 44. [Empowerment: Pedagogy/Practitioner](#)
 - Charles R. Strain, Jr., University of Houston-Downtown
- 45. [One Size Globalization Of Promotion Still An Ill Fit For Most Markets](#)
 - Ed Timmerman, Abilene Christian University
- 46. [Networked Situations Versus Product Attributes On The Consumer's Willingness To Adopt Internet Shopping](#)
 - Hsiu-Yuan Tsao, Tamkang University
 - Koong H. C. Lin, MingHsin Institute of Technology
- 47. [Knowledge Marketing: Promoting Research Utilization In The Health Care Workplace](#)
 - John A. Valentine, Florida Atlantic University
- 48. [Summer Scheduling On A Traditional Campus: Expectations, Reality, And Implications](#)
 - Jane P. Wayland, Eastern Illinois University
 - E. Wayne Chandler, Eastern Illinois University
 - Robert F. Wayland, Eastern Illinois University
- 49. [Social Responsibility From A Pluralistic Perspective: Conflicting Interpretations Of Socially Conscious Marketing](#)
 - Robert D. Winsor, Loyola Marymount University
- 50. [Business Process Reengineering: Is It A Feasible International Strategy?](#)
 - Rama Yelkur, University of Wisconsin-Eau Claire
 - Leland Jordan, Christopher Newport University
- 51. [New Models Of Consumer Behavior For An Emerging Technology](#)
 - George M. Zinkhan, University of Georgia