American Marketing Association

AMA Summer Educators' Conference 2004

"Enhancing Knowledge Development in Marketing"

August 6-9, 2004 Boston, MA, USA

Editors Kenneth L. Bernhardt James S. Boles Pam Scholder Ellen

Volume 15

Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 www.proceedings.com

ISBN: 978-1-60423-504-3

Some format issues inherent in the e-media version may also appear in this print version.

© Copyright 2004, American Marketing Association Printed in the United States of America

Publications Director: Francesca Van Gorp Cooley Editorial Project Assistant: Charles Chandler Cover Design: Jeanne Nemcek ISSN: 0888-1839 ISBN: 978-1-60423-504-3

All rights reserved. No part of the material protected by this copyright notice may be reproduced or utilized in any form or by any means, including photocopying and recording, or by any information storage or retrieval system without the written permission of the American Marketing Association.

TABLE OF CONTENTS

PREFACE AND ACKNOWLEDGMENTS

BEST PAPERS BY TRACK	
LIST OF REVIEWERS	
TABLE OF CONTENTS	
ISSUES IN THE ON-LINE ENVIRONMENT	
Complexity in an Online Environment: The Role of Motives in Influencing Telepresence Reetika Gupta, Sucheta Nadkarni	1
Segmenting the Online eMaven Information Disseminator Gianfranco Walsh, Vincent-Wayne Mitchell, Klaus-Peter Wiedmann	3
Online Privacy: The Impact of Self Perceived Technological Competence Pushkala Raman, Kartik Pashupati	5
DIFFUSION, SOCIAL NETWORKS, AND INTERCONNECTEDNESS	
Determinants of E-Business Potential: Evidence from Global Country-Level Data Nir Kshetri	7
Do Social Networks (Guanxi) Mediate the Internationalization-Performance Link? Xueming Luo, Wei-ping Wu, Lianxi Zhou	9
The Impact of Interconnectedness for Better Performance in Multinational Corporations: Conceptual Examination Goksel Yalcinkaya	11
CONTRIBUTIONS OF RESEARCH LITERATURE TO MARKETING TEACHING	
Exploring Multi-Dimensional Perceptual Ranking of Marketing Journals by North American Academics	
Michael Jay Polonsky, Paul Whitelaw	13
An Assessment of the Consumer Behavior Seminar in Doctoral Programs Ronald J. Bauerly, Don T. Johnson	21
Training Students and Executives in Meta-Thinking Arch G. Woodside, Victoria L. Crittenden	23
CHALLENGES IN NEW PRODUCT DEVELOPMENT	
Product Newness and the Stage-Gate Process for New Product Development Zafar Iqbal, Rajesh Sethi	25
The Nature of New Product Development in Nonprofit Organizations Gloria Barczak, Kenneth Kahn	27
Exploring the Role of Risk in New Product Development Rosanna Garcia	29

COUNTRY-OF-ORIGIN, CONSUMER ETHNOCENTRISM, AND NATIONAL IDENTITY EFFECTS ON CONSUMER DECISION MAKING

Country of Origin Effects and Foreign Product Evaluations: Does Involvement Have a Moderating Role?	
Khaled Aboulnasr	31
Individual Differences in Country-of-Origin Effects Among Consumers in Developed and Emerging Markets: A Conceptual Framework Piyush Sharma, Wu Zhan	32
	-
Exploring the Role of Salience in the Expression of Feelings of National Identity in Consumption Patterns Sergio W. Carvalho, Martha Cook	34
SIMULATIONS AND CASES IN MARKETING EDUCATION	54
The Computerized Beer Distribution Game: A Powerful Tool for Teaching	
Collaborative Relations in the Marketing Curriculum Kofi Q. Dadzie, Evelyn Winston	36
Using Marketing Simulations in International Marketing Teaching: An Effectiveness Study	
Parissa Haghirian, Horst Treiblmaier	38
Exploring Relationships Among Student Learning Styles, Course Delivery Method, and	
Student Outcomes Daniel J. Goebel, Michael H. Humphreys	40
INTERORGANIZATIONAL MARKETING PERFORMANCE	
The Role of Organizational Culture in Interorganizational Network Orientation – Some Empirical Evidence	
Despina A. Karayanni	42
Interorganizational Teams as Boundary Spanners Between Supplier and Customer Companies	
Ruth Maria Stock	44
Return on Measurement: Relating Marketing Metrics Practices to Firm Performance Bruce H. Clark, Andrew V. Abela, Tim Ambler	46
INTELLECTUAL PROPERTY ISSUES	
Cyber-Identity Theft: A Conceptual Model and Implications for Public Policy Angeline Grace Close, George M. Zinkhan, R. Zachary Finney	48
Protecting the Right to Intellectual Property in the Digital Age: The Vulnerability of Copyrights	
Thomas S. O'Connor, Terrence M. O'Connor	56
ORGANIZATIONAL EFFECTS ON NEW PRODUCT PERFORMANCE	
An Empirical Examination of the Roles of Team Innovativeness and Product Newness in New Product Performance	
Yili Huang Pokay, Albert L. Page	63

The Effects of Market Intelligence and Organizational Factors on New Product Success:	
Exploring the Complexity of the Relationships	
Anna Shaojie Cui, Roger J. Calantone	65
Senior Management Styles and Marketing-Manufacturing Involvement in U.S. and	
Japanese Firms	
Michael Song, Tomoko Kawakami, Barbara Dyer	67
CRM	
Outsourcing of Customer Relationship Management: Antecedents and Consequences	
Kartik Kalaignanam, P. Rajan Varadarajan	69
The Role of Organizational Capabilities in Successful CRM Adoption	
Pushkala Raman, Nancy A. Rauseo	70
Assessing the Impact of Information Communications Technology (ICT) on Customer	
Relationship Management (CRM)	
Aileen Kennedy	72
PRICING AND PRICE DISCOUNTS	
Memory Distortion and Consumer Price Knowledge	
Lan Xia	74
How Today's Promotion Affects Tomorrow's Purchase: Price Discounts and Price	
Expectations	
Devon DelVecchio, H. Shanker Krishnan, Daniel C. Smith	76
The Roles of Anticipated Regret and Urgency in Explaining How Discount Level and	
Time Restriction Affect Purchase Intentions	
Richard C. Hanna, Scott E. Swain, Lisa J. Abendroth	78
CORPORATE SOCIAL RESPONSIBILITY	
The Strategic Role of Corporate Social Responsibility Programs in Generating Customer	
Loyalty and Brand Trial	
Julie Pirsch, Shruti Gupta, Stacy Landreth	80
Coping with the Complexity and Interconnectedness of the Emerging Marketplace:	
The Case of Coca Cola Company Versus the Los Angeles Unified School District	
Jagdip Singh, Rama Jayanti, Jean Kilgore, Kokil Agarwal,	
Ramadesikan Gandarvakottai	82
EXPLORING TRANSACTION COST ADVANTAGES AND INFORMATION	
USE PREFERENCES IN ORGANIZATIONAL BUYING DECISIONS	
Organizational Buyers' Choices Among Independent Suppliers: A Transaction	
Governance Perspective	
Tao Gao	84
Investigating the Antecedents and Outcomes of Customer Firm Transaction Cost	
Savings in a Buyer-Supplier Relationship	
Neeraj Bharadwaj, Ken Matsuno	90
Cultural Influence on Optimal Mix of Industrial Marketing Communication Channels:	
A Cross-Cultural Conjoint Analysis	
Jean-Fran is Ouellet	92

E-COMMERCE

Engendering Trust Among Online Shoppers: Preliminary Analysis of Website	
Antecedents and Loyalty Effects	
Kofi Q. Dadzie, Amit Poddar, Euehun Lee	99
Is There Anything Different About Relationships in Cyberspace? Comparing the Impact	
of Relationship Quality on Customer Retention in Online and Offline Environments	
for Two Services	
Thorsten Hennig-Thurau, Daniel Bornemann, Gianfranco Walsh	101
The Effect of Internet Confidence on Web-Based Data Collection and CRM	
Terry Daugherty, Matthew Eastin, Harsha Gangadharbatla	103
EVALUATION OF SERVICES	
An Investigation of the Simultaneous Invest of Developed Service Quality and	
An Investigation of the Simultaneous Impact of Perceived Service Quality and Democined Brockwet Overlity	
Perceived Product Quality AnnA-Marie Harhay, Peter A. Dacin	105
The Penalty Decade: Examining Customers' Responses to Service Organizations' Penalties	
Young K. Kim, Amy K. Smith	107
Innovation and Quality in Service Sector: A Model for Consumer Perception and Evaluation	
Evaluation Mohammadali Zolfagharian	109
Mohammadan Zonagnarian	109
RELATIONSHIPS IN SERVICES MARKETING	
Examining Customer-Related Outcomes and Antecedents of Service Employees'	
Emotional Labor Strategies for Interactive and Individualized Services	
Thorsten Hennig-Thurau, Markus Groth, Gianfranco Walsh	111
The Mediating Roles of Interactive Communication and Social Interaction on the Trust-	
Commitment Relationship	
Nicole Ponder	113
The Role of Interpersonal Commitment in Service Failures and Relationship Failures	
The Role of Interpersonal Commitment in Service Failures and Relationship Failures T. Jones, S. Taylor	116
1. Jones, 5. 1 ayıtı	110
SPECIAL TOPICS IN NEW PRODUCT DEVELOPMENT	
Grumpier Old Men: Sex and Cohort Differences in the Evaluation of New Products	
Jeffrey B. Schmidt, Linda Tuncay, Roger J. Calantone	118
Approaching the Problem of Prototypicality: A Consideration of Design-as-Text	120
Cait Poynor	120
Network Externalities and Free Product Promotion: A Potential Diffusion Tradeoff	
Beth Antonuk, Fiona Sussan, Hirokazu Takada	122
FRESH INSIGHTS FOR BRAND BUILDERS	
Building Brands Through Brand Alliances: The Moderating Role of Involvement	
Bashar S. Gammoh, Kevin E. Voss, Goutam Chakraborty	124

Moving Brand Transgressions Beyond Service Failures: An Application to Marketing Communication	
Felicia M. Miller	126
The Sponsorship Alienation Effect: Implications for Brand Equity Erosion Thomas M. Hickman, Katherine E. Lawrence	127
EVOLUTION OF SERVICES MARKETING	
<i>The Evolution of the Service Marketing Literature: 1993–2003</i> Pierre Sollberger, Olivier Furrer	129
The Role of Social Factors in E-Tailing Atmospherics Liz Wang, Judy A. Wagner, Julie Baker	136
Comparison of Consumer Reactions to Price-Matching Guarantees in the Internet and Bricks-and-Mortar Retail Environments Monika Kukar-Kinney, Dhruv Grewal	139
DEVELOPING TOPICS IN CHANNELS OF DISTRIBUTION MANAGEMENT	
Exploring Biaxial Agency Relationships and Their Performance Implications Under Relational Governance Andrew T. Stephen, Leonard V. Coote	141
E-Business Infusion in Manufacturer-Reseller Relationships: Impact on Channel Effectiveness	
Talai Osmonbekov, Daniel C. Bello	143
The Impact of Organizational Identification and Commitment on Firm and Relationship Outcomes Marion Peyinghaus, Daniel Corsten, Tom Gruen	144
CREATING VALUES IN BUSINESS-TO-BUSINESS RELATIONSHIPS	
Systems Selling in Industrial Markets: An Investigation of Performance Drivers and Contingency Factors	146
Ruth Stock, Sven Kühlborn, Neeraj Bharadwaj	146
Relationship Value and Relationship Quality: Broadening the Nomological Network of Business-to-Business Relationships Wolfgang Ulaga, Andreas Eggert	148
WHEN FEELINGS LEAD TO ACTIONS	
Consumers Eagerness: When Feelings Lead to Action Julie Fitzmaurice	150
Opportunism in Interpersonal Exchanges: When Dissatisfaction Is Followed by Positive Word-of-Mouth Florian V. Wangenheim	152
SEGMENTING ON-LINE SHOPPERS	134
Profiling and Segmenting Customers on the Internet: An Analytical Framework for Dynamic and Interactive Personalization	
Michele Costabile, Francesco Ricotta, Gaetano "Nino" Miceli	154

Segmenting Virtual Community Users by the Expression of Emotions Monica D. Hernandez, Cecilia Maldonado, Gilberto de los Santos	156
Internet Privacy Preference and Its Impact on Internet Behaviors Angela Hausman, Don Lloyd Cook	157
KEY ISSUES IN DEVELOPING SALES STRATEGIES	
Information Sources Used by Buyers During Relationship Development in Business-to- Business Markets	
C. Shane Hunt, Gary L. Frankwick, Cindy Claycomb	159
Effects of Sales Call Position and Selling Strategy Within a Sequence of Competitive Sales Calls	
Judy A. Wagner, Noreen M. Klein	161
ADVERTISING STANDARDIZATION AND CULTURAL INFLUENCES ON ADVERTISING	
A Mixed Method Approach for Enhancing Substantive Inference in International	
Marketing Research: An Advertising Standardization Illustration David A. Griffith, Aruna Chandra, John K. Ryans, Jr.	163
Daviu A. Grinnui, Aruna Chanura, John K. Kyans, Jr.	105
The Impact of Cultural Differences and Religion on Television Advertising: A Content	
Analysis of the United States and the Arab World Morris Kalliny, Grace Dagher, Michael S. Minor	165
When Countries Divide: A Cross-Cultural Analysis of Advertising Appeals Rick T. Wilson, Mark J. Arnold	172
TOPICS IN MARKET RESEARCH	
TO ICS IN MARKET RESEARCH	
Predicting Customers' Future Purchases: An Empirical Comparison of the NBD, the NBRM, and the RFM Model	
Jason Q. Zhang, Richard J. Fox	178
Management of the Market Research Function in Client Firms David H.B. Bednall, Michael J. Valos, Bill Callaghan	185
A Taste of a Method's Own Medicine: A Content Analysis of Content Analyses	
Caroline Graham Austin, Angeline Grace Close, Sunil Contractor, Ji Hee Song, Jason Q. Zhang	192
WHAT'S NEW? PRODUCTS, DOT.COMS AND MOVIES	
Analogies, Product Development, and Consumers	
José Antonio Rosa, Stephen E. Hoeffler	194
An Empirical Study of Determinats of Dot.Coms' Performance Avraham Shama	196
The Good, the Bad, and the Studio-Manufactured Buzz: Can Good Marketing Carry	
a Bad Motion Picture? Thorsten Hennig-Thurau, Mark B. Houston	198

BEHAVIORS IN THE PURCHASE SITUATION

The Determinants of Consumer Regret in Purchase Situations Jennifer H. Dennis, Thomas J. Page, Jr., Richard A. Spreng, Bridget K. Behe	200
The Impact of Consumer's Need for Uniqueness and Nationality on Retail Patronage Behaviors: An Exploratory Study of U.S. and Taiwanese Consumers Rajasree K. Rajamma, Lou E. Pelton	202
"I Am Calling You from the Mall": Effects of Mobile Communication Technology Devices on Shopping Behaviors and the Perceived Servicescape Chris Houliez	204
INTRODUCING NEW ISSUES INTO SUPPLY CHAIN MANAGEMENT	
Third Party Logistics-Based Organizational Learning Haozhe Chen, Soonhong Min	206
Interdepartmental Customer Orientation and Employee Performance: Determinants of Warehouse Performance M. Douglas Voss, Roger J. Calantone, Scott B. Keller	208
	200
Logistics Strategy Fit, Firm Strategy Type and Performance: A Nexus Gilbert N. Nyaga, Daniel F. Lynch, Roger J. Calantone	210
CULTURE, CONNECTIVITY AND CUSTOMER ORIENTATION	
A Balancing Act: Bottom Line Issues for Strategic Orientation of Service Organizations Jun Ye, Jagdip Singh, Detelina Marinova	212
A Structural Model of Marketing Managers' Boundary Spanning Ability and Multi- Foci Commitments Tianjiao Qiu	214
The Connectivity Characteristic of Information Products: Implications for Marketing Strategy Tarun Kushwaha, Rajan Varadarajan	216
EXPLAINING DIVERSE MARKETING PHENOMENA	
Market Potential and Foreign Direct Investment: Exploring the Relationship in Emerging Markets	
A.N.M. Waheeduzzaman, Pradeep Rau	218
The Impact of Culture and Individual Characteristics on Ethical Judgment: A Cross- National Investigation	
Jae Min Jung, James J. Kellaris	220
Information Quality and Communication Media Characteristics: Insights to Develop Relationships in Industrial Purchasing Contexts Alka Varma Citrin, Jim McCullough	222
BRAND ALLIANCE, BRAND EXTENSION, AND NEW SERVICE DEVELOPMENT	
A Cross-National Comparative Study of New Service Development: United States and Australia	
Intekhab (Ian) Alam	223

When Is the High/Low Status Brand Alliance a Viable Strategy – The Role of Strategic Complementarity	
C. Fred Miao	225
Brand Extension Decisions in International Marketplace and the Extended Eclectic Paradigm	
Henry Yu Xie, Hongxin (John) Zhao	232
INTERFACE OF MARKETING AND TECHNOLOGY	
Assessing the Impact of Accessibility Level of a Technology on the Size of Its Installed User Base	
Tarun Kushwaha	234
Impact of Smart Agents on Consumer Decision Making Mayukh Dass, Moutusi Maity	236
IDENTIFICATION, COMMUNITY, AND SOCIAL INFLUENCE	
The Role of Consumer–Brand Identification in Building Brand Relationships: A Conceptual Framework	
Andrew T. Stephen, Leonard V. Coote	238
Brand-Self Convergence: A Netnographic Investigation of Brand Communities Sarah M. Haas, Mark J. Arnold	240
Individual Differences to Consumer Responses to Social Influence Across Cultures Ronald A. Clark, James J. Zboja	247
COORDINATION ISSUES IN THE NEW PRODUCT PROCESS	
The Effects of Measures for Functional Diversity in New Product Development Teams Michael Hyung-Jin Park, Philip H. Birnbaum-More, Il Im	249
Information Technology Infrastructure Capability and New Product Development	
Process Effectiveness: A Nomological Model Serdar S. Durmusoglu	258
A View on New Product Launch Planning and Its Coordination Ken Kono	260
CONSUMER CHOICE AND OTHER ISSUES IN RETAILING	200
Does Distance from the Mall and Group Size Affect a Shopping Mall Experience?: An Exploratory Study	
Tim Christiansen, David J. Snepenger	262
Emotional Effects of Shop Window Displays on Consumer Behavior Sabine Fliess, Jens Hogreve, Dirk Nonnenmacher	264
A Propositional Framework Exploring Consumers' Shopping Center Choices Gary L. Hunter, Steven A. Taylor	267
The Role of Lead Products in Store Choice Decisions: A New Factor for Store Choice Pilsik Choi	269

CHANNEL COLLABORATION, RETAILER-CONSUMER INTERDEPENDENCE, AND CULTURAL INFLUENCES ON NATIONAL VERSUS STORE BRANDS

271
273
275
277
2//
284
286
287
289
201
291
293
296
304

PRIVACY/AUCTIONS

luence of Price, Product Category, Expertise, and Gender on Consumer Bidding in line Auctions: Insights from a Laboratory Experiment	
Eugene Sivadas, John Kim, Terence L. Holmes, Frank Kardes	306
Sellers' Quality Claims in Online Auctions: A Quality Signal? Jianwei Hou, Ying Lan	308
A Three-Phase Study of Online Privacy Disclosures Yue Pan, George M. Zinkhan	317
INFORMATION EFFECTS IN CHALLENGING MARKETS	
Effects of Controversial Publicity on Consumers' Responses – When Bad News Boomerangs	
C. Fred Miao	319
Phantom Smokers: The Unidentified Who Do Not Identify with Smokers Nora J. Rifon, Laura Bix, Teresa Mastin, Vickie Van Hurley, Sejung Marina Choi	326
The Moderating Role of Psychographic Characteristics on the Recycling Adoption Behavior	
Gonzalo Díaz Meneses, Asunción Beerli Palacio	328
CONSUMERS, COMPANIES, AND COMMUNICATIONS	
Consumer–Company Identifiction and Consumer–Company Relationships: A Conceptual Framework	
Leonard V. Coote, T. Bettina Cornwell, Andrew T. Stephen	336
Boundary Blurring Theory and the Strategic Management of Business to Business Relationships	
Gary K. Hunter	338
The Effects of Mergers and Acquisitions on the Advertising Agency Industry: A Replication and Extension	
Karen M. Lancendorfer, Bonnie B. Reece	340
ISSUES IN ADVERTISING RESEARCH	
The Moderating Effects of Perceived Product Characteristics on the Message Framing-Advertising Effectiveness Relationship Chun-Tuan (Debbie) Chang	347
Mental Imagery in Advertisements: More Than Meets the Eye?	547
Vaidotas Lukošius	349
Consumer Skepticism Toward Celebrity Endorsements: Initial Scale Development Ainsworth A. Bailey, Sema Kalaian	351
SALESPEOPLE IN THE ORGANIZATION: A DIFFERENT BREED?	
Examining the Antecedents and Consequences of a Separate Salesforce Subculture Claudia M. Bridges, Donald W. Jackson, Jr.	357

Investigating Salesperson Attitudes and Behaviors Using a Locus of Control By Self-Efficacy Heuristic	
Jeffery Sager, David Strutton	359
If You Are in My In-Group, I Will Tell You What I Know! Avinash Malshe	361
EXPERIENTIAL KNOWLEDGE, LEARNING ALLIANCES, AND STANDARDIZATION VERSUS ADAPTATION	
Experiential Knowledge and Internalization of Foreign Markets: A Meta-Analytical Review	
Taewon Suh	363
Partner Asymmetry and Alliance Failure: An Investigation of Learning Alliances Anna Shaojie Cui	365
Who Is Winning Out: Retrospection on the Two-Decade Standardization/ Adaptation Debate and Future Foreseeing	
Shichun Xu	367
OUTCOMES IN MARKETING EDUCATION: STUDENT AND RECRUITER VIEWS	
Student Value in Marketing Education Tânia Modesto Veludo-de-Oliveira, Ana Akemi Ikeda	369
Role Overload Among Undergraduate College Students Gregory A. Rich	381
ADDENDUM	
The following papers were presented at the Winter Educators' Conference, but were not included in the proceedings.	
Customer Loyalty: Product Identification and Consumer Purchasing Orientation as Key Antecedents	
Joseph F. Rocereto	383
Exploring Student Perceptions of Learning Through the Use of a National Competition in the Classroom	296
Natalie Ross Adkins	386
Internet Trust Perceptions and Consumer Gender: Is Gender Biology or Psychology? Eun-Ju Lee, David W. Schumann	388
Brand Personality Outside the Developed World: A Combined Emic-Etic Study in Chile Sergio Olavarrieta, Roberto Friedmann, Enrique Manzur	390
Speaking to the Shared Values of Buyers in B-2-B: Exploring Loyalty Among Tradesman Torsten Ringberg, Susan Forquer Gupta	397

AUTHOR INDEX