AMA Winter Educators' Conference 2012

Marketing Theory and Applications

AMA Educators Proceedings Volume 23

St. Petersburg, Florida, USA 17-19 February 2012

Editors:

Sundar Bharadwaj John Hulland

ISBN: 978-1-62276-649-9

Printed from e-media with permission by:

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



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

Copyright© (2012) by the American Marketing Association All rights reserved.

Printed by Curran Associates, Inc. (2013)

For permission requests, please contact American Marketing Association at the address below.

American Marketing Association 311 S. Wacker Drive, Suite 5800 Chicago, Illinois 60606

Phone: (800)AMA-1150 or (312)542-9000

Fax: (312)542-9001

www.marketingpower2.com

Additional copies of this publication are available from:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 USA Phone: 845-758-0400

Fax: 845-758-2634

Email: curran@proceedings.com Web: www.proceedings.com

TABLE OF CONTENTS

MARKETING PLANNING, ORGANIZATION, AND FIRM PERFORMANCE

From Organic Cultures to Firm Performance: The Role of Market Responsiveness

An Empirical Analysis of Consumer-Company Identification Measures
Jeremy Wolter, Jeffery Smith, J. Joseph Cronin, Simon Brach

Marketing Strategic Emphasis: Shifts Due to Institutional Influence Felipe Thomaz, Leonce Bargeron, John Hulland, Chad Zutter

Nathaniel Boso, John W. Cadogan, Vicky M. Story

Hang T. Nguyen, William T. Ross, Jr.

An Empirical Examination of the Relationship Between Competitive Aggressiveness

Relationship Complexity and Uncertainty in M&A Selection and Value Creation

FIRM RESPONSE TO SHIFTING LANDSCAPES

Financial Risk of Product Alliances
Sudha Mani, Xueming Luo

and Market Share Performance

and Product Strategy Change in Emerging Markets Yinghong (Susan) Wei, Ruby P. Lee, Saeed Samiee 1 On the Effectiveness and Efficiency of Operational Marketing Planning: Antecedents and Implications for Company Performance Christian Homburg, Andreas Fürst, Birgit Löhndorf 3 Transferring the Retail Format Successfully into Foreign Countries 5 Bernhard Swoboda, Stefan Elsner, Dirk Morschett, Karin Pennemann The Influence of Marketing in New Product Development Teams Haisu Zhang, Alan J. Malter 7 TOP MANAGERS, BRAND EQUITY, AND CONSUMER RELATIONSHIPS When Do CMOs Create Value? The Role of Strategic Emphases and CMO **Compensation** Xueming Luo, Vamsi Krishna Kauri, Ragu Rajendran 8 An Exploratory Investigation of Reverse Causality Relationships Among Brand Equity and Sport-Related Success in Sports Clubs Stefan Hattula, Maik Hammerschmidt, Johannes Hattula, Cornelia Ebertin, Hans H. Bauer **10**

12

14

15

17

19

CURRENT PERSPECTIVES IN NEW PRODUCT DEVELOPMENT

Sales Force Integration in New Product Development: A Key Driver of New Product Success?	
Sabine Kuester, Andreas Christian Hildesheim	21
The Impact of Co-Creation Adoption Strategies in NPD on the Strategic Orientation-	
Firm Performance Relationship	
Nicola Spiller, Lucio Lamberti, Giuliano Noci	23
Does Improvisation Accelerate New Product Development? The Contingent Role of	
Team Expertise	26
Kyriakos Kyriakopoulos, Marcel J.H. van Birgelen	26
Strategic Orientation Effects on Product Innovation at the Component-Level: A Tale of Two Models	
Jelena Spanjol, Silke Muehlmeier, Torsten Tomczak	28
BRAND AUTHENTICITY	
When Is Being Transparent Beneficial to a Brand?	
Yeyi Liu, Andreas B. Eisingerich, HaeEun Helen Chun	30
Consumers Yearning for the Authentic: Measurement, Antecedents, and	
Consequences of Brand Authenticity	
Daniela Schaefer, Verena Schoenmueller, Manfred Bruhn	32
Brand Signals of Authenticity: From Conscious to Non-Conscious Effects	
Hang T. Nguyen, Kunter Gunasti, Robin Coulter	34
HUMOR, GENDER, AND BRANDS	
Do Men and Women Laugh About Different Types of Humor? A Comparison Study	
in Print Ads	2.5
Uta Schwarz, Stefan Hoffmann, Katharina Hutter	35
Men Might Be from Mars, but Women Are Definitely from Venus: Influence of	
Gender on Effectiveness of Probability Markers in Advertising	24
Ivana Bušljeta Banks, Nathalie Dens, Patrick De Pelsmacker	36
Do Humor and Threat Work Well Together? The Moderating Effect of Need for	
Cognition in Humorous Threat Persuasion Advertisements	
Hye Jin Yoon, James Mark Mayer	38
BRANDS, THEIR EMPLOYEES, AND THEIR EMPLOYERS	
Employer Branding: Winning the War for Talent	
Susan E. Myrden, E. Kevin Kelloway	40
The Effect of Communications on Employer Reputation	
Martina Littich	42
Are You Saying What I Want to Hear? A Consistency Test Between What Potential	
Employees Want and What Companies Offer	
Isabelle Hillebrandt, Philipp Alexander Rauschnabel, Björn Sven Ivens	43

Measurement Scale	
Isabelle Hillebrandt, Björn Sven Ivens	52
BRAND SIGNALS AND BRAND PERFORMANCE	
To Respond or Not to Respond: The Effectiveness of Organizational Responses to	
Negative Online Reviews Nathalia Purnawirawan, Patrick De Pelsmacker, Nathalie Dens	62
Online and Traditional User-Centered Production in New Product Development: The Impact of Timing and Market Condition Richard L. Gruner, Bryan A. Lukas, Christian Homburg	64
Sending the Right Signals? Impact of Trust and Interactions with Brand Signals on Purchase Intention	
Frank Huber, Frederik Meyer, Andrea Weihrauch, Isabelle Weißhaar	65
CONTEXT AND BRANDS	
Extending Service Brands: Does the Extension Category Matter? Christina Sichtmann	67
Reciprocal Effects of Retailers' Corporate Reputation and Store Equity Bernhard Swoboda, Bettina Berg, Hanna Schramm-Klein	69
The Role of Local Competition on Retail Brand Equity and Store Accessibility Effects Parabord Symbols Potting Para Hope Schromer Vision	71
Bernhard Swoboda, Bettina Berg, Hanna Schramm-Klein BRAND DIMENSIONS AND BRAND PERFORMANCE	/1
Research Method and Brand Personality Scale Development: A Retrospective Gopal Das, Biplab Datta, Kalyan Kumar Guin	73
Repetition Effects of Product Placement Deepa Pillai, Siva K. Balasubramanian	75
Is Brand Experience Simple to Define? An Investigation on Dimensions of Brand Experience	
Sua Jeon	77
NON-TRADITIONAL ELEMENTS OF BRAND PERCEPTIONS	
The Path from Sound to Brand on Customer Intention Wei-Lun Chang	79
Consumers' Emotional and Cognitive Connections to Brands: How They Can Be Strengthened and How They Affect Brand Performance Bettina Nyffenegger, Harley Krohmer, Wayne D. Hoyer, Lucia Malär	88
MANAGING CHANNELS AND CUSTOMERS	
Complaint Handling in B2B-Industries: Determinants of Customer Loyalty After	
a Negative Incident Markus Blut, Jasmin Ulrich, Christian Brock	90

Why Shareholders Are Better Customers: Four Experimental Studies David M. Woisetschläger, Christof Backhaus, Heiner Evanschitzky, Markus Blut	92
Factors Influencing Marketing Channel Performance: A Meta-Analysis Jun Kang, Anthony K. Asare, Thomas G. Brashear	94
PROFESSIONAL SELLING STRATEGY	
Is Believing in the Product Necessary? A Conceptual Model for Frontline Employee Buy-In Legica Milesche, Amit Scini	0.5
Jessica Mikeska, Amit Saini	95
Competing with Competitive Intelligence: When Salespeople's Customer-Based Information Impacts Firm Performance	0-
Joel Le Bon, Adam Rapp, Douglas E. Hughes	97
Storytelling by the Sales Force David A. Gilliam	99
Multilevel Effects of Leadership Styles on Selling Approaches and Customer Outcomes	
Felicitas M. Morhart, Walter Herzog, Wolfgang Jenewein	101
NEW INSIGHTS ABOUT THE INFLUENCE OF SALESPEOPLE AND CRM PROGRAMS ON CUSTOMER LOYALTY	
Salespeople's Misperception of Customer Commitment: A Neglected Danger for Customer Relationships	102
Christian Homburg, Max Kretzer, Torsten Bornemann	103
Nailing Down Sales Force's Impact on Customer Lifetime Value: The Role of Solution Selling	
Nikolaos G. Panagopoulos	105
Growing Existing Customers' Profitability with Customer Referral Programs Ina Garnefeld, Andreas Eggert, Sabrina V. Helm, Stephen S. Tax	107
Endowed Status in Hierarchical Loyalty Programs Andreas Eggert, Ina Garnefeld, Lena Steinhoff	109
INTERNAL CLIENT RELATIONS	
When Sales Managers and Salespeople Disagree in the Appreciation for Their Firm: The Phenomenon of Organizational Identification Tension	
Florian Kraus, Till Haumann, Michael Ahearne, Jan Wieseke, Son K. Lam	111
Mediators of Job Performance on Organizational Commitment and Advocacy in Retail Services	
Yelena Tsarenko, Andrey Mikhailitchenko	113
Internal Branding Through Brand Games: Evidence from a Field Experiment Benjamin von Walter, Wibke Heidig, Laura Hansen, Torsten Tomczak	114
Coordination Flexibility in Sales and Marketing: In-Depth Insights into an Important New Concept	
Belinda Dewsnap, Milena Micevski, John W. Cadogan	116

CREATING AND GROWING BUSINESS WITH SERVICES

The Impact of Different Modes of Customer Involvement on Service Innovativeness Ruth Maria Stock, Sebastian Dreher	118
Co-Creation in New Service Development: An Experiment	
Monika C. Schuhmacher, Sabine Kuester, Sven Feurer	120
Growing with Industrial Services: A Configurational Approach	100
Andreas Eggert, Eva Muenkhoff, Christoph Thiesbrummel	122
Patterns of Frontline Cognitive and Emotional Work and Its Customer Satisfaction Consequences: A Pilot Study	
Sunil Kumar Singh, Detelina Marinova, Jagdip Singh	124
ORGANIZATIONAL CHALLENGES IN NEW PRODUCT DEVELOPMENT	
Understanding Customer Involvement in Interorganizational NPD Teams Ruth Maria Stock	125
Ruth Maria Stock	123
Will It Ever Fly? The Neglected Role of the Firm-Internal Uncertainty-Adoption- Performance Chain	
Christian Homburg, Christina Kuehnl, Jan Wieseke	126
Explicating the Effects of Regret and Disappointment on Escalation of Commitment	
Sunil H. Contractor, Piyush Kumar	127
SUPPLY CHAIN AND CHANNELS IN RETAILING	
Purchase Intentions in Online Stores of Multichannel Retailers: Influence of	
Congruity in Store-Attribute Dimensions and Self-Image Vishag Badrinarayanan, Enrique Becerra, Sreedhar Madhavaram	129
visnag Daurmarayanan, Emrique Decerra, Sreeunar Maunavaram	12)
Channel-Based Price Differentiation: Does It Affect Customer Retention and Is	
It Feasible for Mobile Communications Retailers? Michael Paul, Julia Beckmann	131
Value-Attenuation in Distribution Networks: Insights from a Service Dominant- Logic Perspective on Retail Out-of-Stocks	
Joachim Ehrenthal, Thomas W. Gruen, Joerg S. Hofstetter	133
MIXING MARKETING, HEALTH, AND SAFETY: ISSUES AND IMPACT	
What's Your Beef? The Effects of Ground Beef Nutrition Information Provision	
and Lean/Fat Framing Leaned Arman Cook, Seat Bunton, Botan Hamilett	124
Laurel Aynne Cook, Scot Burton, Betsy Howlett	134
Health Promotion in Corporations Through Personal Intervention: Influencing	
Factors and Outcomes Morris George, John F. Tanner, Jr.	136
	-20
Adult and Teen Internet Safety Perceptions and Behaviors: A Comparative Protection Motivation Theory Examination	
Jeff Johnson, Shipra Gupta, Les Carlson, Nora J. Rifon, Robert Larose,	
Elizabeth Taylor Quilliam	138

Consumer Attitudes Toward Sharing Personal Health and Shopping Information: A Hierarchical Model to Understanding Privacy Concerns Jodie L. Ferguson, Jennifer L. Fries, Pam Scholder Ellen	140
CORPORATE SOCIAL RESPONSIBILITY	
From Responsibility to Opportunity? The Impact of Corporate Social Responsibility on New Product Introductions Xueming Luo, Shuili Du	142
Communication and Shareholder Value: Understanding the Impact of Economic and Social Values	
Sascha Raithel, Martina Littich, Manfred Schwaiger	143
The Impact of Brand Crises on Consumer Reactions: The Role of Corporate Ability and Corporate Social Responsibility Ioannis Assiouras	145
The Impact of Retailers' Corporate Social Responsibility on Price Fairness Perceptions and Loyalty	
Kusum L. Ailawadi, Y. Jackie Luan, Scott A. Neslin, Gail A. Taylor	154
PERSPECTIVES ON CAUSE-RELATED MARKETING	
Collective Shopping for a Better World: Theoretical Background of the Carrotmob and a Call for Further Research Stefan Hoffmann, Katharina Hutter	156
	130
Firms Are Doing Well, but Who Is Doing Good? Customer Participation in CSR Sponsored Causes Scott A. Thompson, Molan Kim	157
The Trustworthiness of Cause-Related Marketing: An Analysis of the CRM Triad	
with Agency Theory Perspective Chia-ying Chang, Ghi-Feng Yen, Yi-Chung Hu	159
Managing Charitable Giving: Cause Portfolio Dimensions and Their Impact on Stakeholder Evaluations	
A. Meike Eilert, Stefanie Rosen Robinson	161
DIGITAL ADVERTISING AND PROMOTIONS	
Interest-Based Internet Advertising and Privacy Concerns: How to Increase the Acceptance of a Rising Marketing Phenomenon	
Nicole Groene, Florian von Wangenheim, Jan H. Schumann	163
The Success of Product Placement: Integrating the National Brand in POP Contents	
Joo Hwan Seo, Bumsoo Kim	165
Deal or No Deal? Factors Impacting Purchase Decisions on Internet Group Buying Sites	
Keith S. Coulter, Anne Roggeveen	167
A Value-Based Adoption Model of Mobile Couponing Te-Lin Chung, Brian Rutherford, JungKun Park	169

ONLINE SOCIAL NETWORKS

City Web Site and Engagement: A Bayesian Belief Network Approach Kyoungok Kim, Namhyoung Kim, Jaewook Lee, Seok Kang, Taewon Suh	171
Commercialization of Social Network Fan Pages: An Empirical Assessment Marc Schnöring, David M. Woisetschläger, Christof Backhaus	172
Are You Yourself in Virtual World? An Examination of the "User-Avatar" Gap in Second Life Azadeh Kazeminia, Jacques Nel, Esmail Salehi-Sangari	174
Evaluating the Role of Weak Ties in the Context of an Online Social Network Michael Obal, Gordon Burtch, Werner Kunz	176
BRANDING AND SOCIAL MEDIA	
Does Print Usage and Loyalty Affect Web Usage and Loyalty for Magazines? Olli Kuivalainen, Sanjit Sengupta, Anssi Tarkiainen, Hanna-Kaisa Ellonen	186
Online Brand Fandom on Social Networking Sites: The Impact of Fan Page Usage and Engagement on Customer Relationships Benedikt Jahn, Werner Kunz	188
Passion-Push: Exploring the Relationship Between Passions and the Illegal Downloading of Digital Music Files Waros Ngamsiriudom	190
Brand Communication in the Era of Social Media: Do Companies Risk Losing Control? Verena Schoenmüller, Daniela B. Schäfer, Manfred Bruhn	192
ONLINE WORD OF MOUTH – I What's Not to Like? Consumer Responses to Word-of-Mouth Communication in On-Line Social Networks Keith S. Coulter, Anne Roggeveen	194
The Effects of Online Reviews on Consumers' Response: The Moderating Roles of Regulatory Focus and Gender Yueming Zou, Leona Tam	196
Information Source Effects on Deal Evaluation: Who Makes the Best Messenger? Anthony (Hongbum) Kim, Scott A. Thompson	198
The Impact of Social Loyalty and Social Word-of-Mouth on Sales Girish Ramani, V. Kumar	200
The Quality of Electronic Customer-to-Customer Interaction Dominik Georgi, Moritz Mink	201
What Customer Reviews Influence Online Purchase Decisions? Toward a Better Understanding of Electronic WOM in Online-Shops Klaus-Peter Wiedmann, Sascha Langer, Jens Friedlandt	203

Failing to Follow Your Own Star: Preference Formation, Deviation, and the Negative Influence of Community-Feedback on Self-Designable Products Christian Hildebrand, Jan R. Landwehr, Andreas Herrmann	205
What Drives Experiential Product Reviewers of Third-Party Websites? Enping (Shirley) Mai, Jun Yang, Joseph Ben-Ur	207
CONSUMPTION IN THE DIGITAL, MOBILE, AND ONLINE WORLD	
Website Characteristics Effects on Online Consumer Intentions and Online Purchases: An Empirical Literature Review Mine Diren	208
How Can E-Tailers Improve Patronage Intentions by Providing Experiential Values?	
Saeed Shobeiri, Michel Laroche, Ebrahim Mazaheri	217
Determinants and Outcomes of Consumer Digital Piracy Behavior: Cross-Cultural	
Validation Mateja Kos Koklic, Monika Kukar-Kinney, Irena Vida	218
Personalization of Coupons in the Context of Mobile Services: The Role of Regulatory Relevance Saman Khajehzadeh, Harmen Oppewal, Dewi Tojib	220
WHEN CONSUMERS GET EMOTIONAL	
You Are the University You Attend: Compulsive Buying and College-Branded Merchandise	
Monika Kukar-Kinney, Kent B. Monroe, Amra Kramo-Aluk	222
The New Me: An Examination of the Role of Anticipatory Emotions in Elective Cosmetic Surgery Decisions Atefeh Yazdanparast	224
The Effects of Personal Agency on Disappointment Sunil H. Contractor, Piyush Kumar	226
Consumers' Strategies to Cope with Overload Confusion-Induced Stress Marion Brandstaetter, Thomas Foscht, Cesar Maloles	228
ENGAGING CONSUMERS THROUGH MUSIC AND CELEBRITY	
Admiration: An Important Determinant of Celebrity Effectiveness Michael Basil	229
Celebreality vs. Reality Stars: How Do They Affect Product Endorsements? Gina A. Tran	238
The Effects of Music on the Time Course and Number of Buy Decisions Daniel E. Gaygen	240
Pleasant Music's Relationship with Patronage Experience and Return Intentions in Retail and Service Environments Valerie L. Vaccaro, Sucheta Ahlawat, Veysel Yucetepe, Myung-Soo Lee	242

CURRENT ISSUES IN PRICE PERCEPTION

Does Personality Influence Price Perception? An Empirical Study Stefanie Scholz, Isabelle Hillebrandt, Bjoern Sven Ivens	244
Asymmetric Price Range Effects on Vertical Extensions	252
Nicolas Pontes, Mauricio Palmeira, Colin Jevons	252
Seeing Dollar Signs: The Influence of Consumer Shopping Motives on Perception of Store Price Image Courtney Szocs, Sajeev Varki	254
WHEN PRICING REFLECTS FAIRNESS, WHEN IT REFLECTS PRESTIGE	
Practice What You Preach! Consumers' Perception and Acceptance of a Price Increase Justified by a Company's Social Commitment Verena Schoenmüller, Daniel Heinrich, Hans H. Bauer	256
Price Complexity and Perceptions of Price Fairness: The Moderating Effect of Need for Cognition	
Sabine Kuester, Barbara Broermann, Sven Feurer, Monika C. Schuhmacher	258
Prestige for Narcissists: Product Price or Store Image? Iman Naderi	260
YOU GET WHAT YOU PAY FOR: OPTIMAL PRICING STRATEGIES	
Price Raise or Quantity Decrease: Choosing the Optimal Price Increase Strategy for Consumer Goods David Blatter, Reto Hofstetter, Harley Krohmer, Klaus Miller, John Zhang	262
There Is Nothing Permanent Except Change: Analyzing Individual Price Dynamics in "Pay-What-You-Want" Situations Jan Wieseke, Mario Rese, Wiebke Rasmussen, Laura Marie Schons, Wolf-Christian Strotmann, Daniel Weber	264
Effects of Product Virtual Experience on Consumers' Willingness to Pay in Participative Pricing Mechanisms	•
Fei Lee Weisstein, Shir Way Siew, Kent B. Monroe	266
TOUCH, HUMOR, AND EXPERIENTIAL CONSUMPTION	
Does Product Expertise Affect the Need to Touch Products? An Online Shopping Examination Atefeh Yazdanparast	268
Does Sexual Humor Work on Mars, but Not on Venus? Exploring Consumer Acceptance of Sexually Humorous Advertising by Gendered Brands J. Mark Mayer, Piyush Kumar, Hye Jin Yoon	270
Order Effects of Sampling Similar Versus Dissimilar Experiential Products Dipayan Biswas, Donald Lehmann, Lauren Labrecque, Ereni Markos	272
RELATING TO CONSUMERS	
Road to Perdition? The Phenomenon of Consumer Relationship Fading Heiner Evanschitzky, B. Ramaseshan, Fazlul K. Rabbanee, Christian Brock	274

Cross-Selling in Service Recovery Encounters: Staying Under the Customer's Radar to Avoid Salesperson Stereotype Activation Claudia Jasmand, Vera Blazevic, Ko de Ruyter	276
Unified Framework of the Effects of Relationship Quality Under Service Failure: Literature Review and Conceptual Framework Yi-Fen Liu	278
SAVVY CONSUMERS: REACTIONS TO PRODUCT-HARM	
Don't Toy with Us! Parents' Reactions to Toy Product Recalls William H. Murphy, Monica M. Popa	279
The Effect of Self-Construal on Consumers' Attribution to Product-Harm Crises: The Moderating Role of Commitment Hongyan Jiang, Haizhong Wang, Shi Zhang, Kelly Tian	281
The Effects of Multiple Front-of-Package Nutrition Disclosures on Food Package Evaluations	
Christopher L. Newman, Elizabeth Howlett, Scot Burton	283
AFFECT, POWER, AND INTIMACY IN SERVICE ENCOUNTERS	
Commercial Intimacy: Examining Intimate Experiences Within Service Encounters Aubrey R. Fowler III, Jie Gao Fowler	285
Power Drives Consumer Perception Following Service Failure Agung Yoga Sembada, Yelena Tsarenko, Dewi Tojib	287
The Role of Employees' Affective Displays in Customer-Service Provider Interactions Ze Wang, Surendra N. Singh, Monica Biernat, Sanjay Mishra	289
FALLING IN LINE: CONSUMER COMPLIANCE	
The Pivotal Role of Different Risk Dimensions as Obstacles to Piracy Product Consumption Robert Mai, Thomas Niemand	291
Stimulating Patient Compliance via Self-Service Technologies Kai N. Bergner, Tomas Falk, Hans H. Bauer, Julia Czernetzki, Jörg Hölzing	302
Mass Customization Made Easy: When Individual Fantastical Thinking Matters Giulia Miniero, Michela Addis, Francesco Ricotta	303
UNDERSTANDING INDIVIDUAL DIFFERENCES AMONG CONSUMERS	
Emotional Contagion Influencing Product Evaluation: Differences in Gender Giuliana Isabella	305
Perceived Customer Discrimination: Scale Development and Validation Gianfranco Walsh, Nicole Klinner-Möller, David Dose, Patrick Hille, Simon Brach	314
Exploring Fashionistas: Fashion Periodicals, Retailer Strategies, Consumer Perceptions, and a Framework for Fashionista Identification Courtney Szocs, Sreedhar Madhavaram	315

THE CASE FOR ALIGNMENT IN MARKETING EDUCATION: STUDENTS, PROFESSOR, CURRICULUM AND CONTEXT

I Want My Professor to Care: But About What? Student Evaluation of Teaching in a Service Environment	
Dennis E. Clayson	317
Curriculum Alignment for Improved Learning Outcomes David Raska, Eileen Weisenbach Keller, Doris Shaw	318
CRM Systems as a Form of Social Media for Business: The Value of Incorporating CRM Experiential Learning in Sales/Marketing Education	
Xin Wang, Riley Dugan, Jane Sojka	320
Delivering Quality Instruction to Mega-Classes: A Successful Solution to Dwindling Resources and Growing Student Bodies	
Rebeca Perren, Carolyn A. Massiah, Ronald E. Michaels	322
E-LEARNING IN MARKETING	
Assessing the Acceptance of E-Textbooks Through the Theoretical Testing of Business Student Attitudes	
Esther Swilley	323
The Impact of Social Capital and Personality Traits on Students' E-Learning Experience	
Jun Yang, June Lu, Chun-Sheng Yu, Linda Hayes	325
Student Centered Marketing Education Through Open Learning Resources and Web 2.0 Tools	
Rosalyn J. Rufer, Ruifang Hope Adams	327
GLOBALIZATION, NETWORKING, INFORMATION, AND EVOLUTION	
Toward an Evolutionary Theory of Competitive Actions Jukka Luoma, Jaakko Aspara, Henrikki Tikkanen	335
The Marketing of Information in the Information Age	225
Ronald E. Goldsmith, Charles F. Hofacker	337
A Postcolonial Critique of the Globalization of Popular Culture: The Case of K-Pop Soonkwan Hong	339
CULTURAL INFLUENCES IN INTERNATIONAL MARKETING	
A Cross-Cultural Investigation of the Positivity Effect Jianping Liang, Zengxiang Chen, Haizhong Wang, Kyle B. Murray	340
What Keeps Consumers from Buying Organic Food? Individual, Product, and Situational Determinants of Organic Food Buying Behavior in a Cross-National	
Context Katja Soyez, June N.P. Francis, Maria M. Smirnova	343
Extracting Nuances of Cross-Cultural Concerns for Marketing: A Study Using	
Muslim/Western Reviews Concerning Two Films Fiona Sussan, Laurie A. Meamber, Kevin McCrohan	345

German Americans vs. Chinese Americans: Comparing Three Generations of Immigrant Consumers Mohammadali Zolfagharian, Ebru Ulusoy Akgun	354
IMPROVING PERFORMANCE IN INTERNATIONAL MARKETS	
The Moderating Role of Neutralizations in the Consumption of High-End Pirated	
Products Laura Serviere-Munoz, Penny Simpson	355
	333
The Moderating Effects of National Innovation Systems on the Firm Innovativeness- Performance Relationship	
Ahmet H. Kirca, Gaia Rubera	357
The Impacts of Market-Based Resources on Export Performance: Empirical	
Examination of Non-Linear and Moderating Effects Nathaniel Boso, John W. Cadogan, Vicky M. Story	358
Market Orientation, Marketing Capabilities, Sales Strategy, and Performance in Export Market Ventures	
Evangelia Katsikea, Marios Theodosiou, George Avlonitis, Katerina Makri	360
ORGANIZATIONAL BEHAVIORS AND ISSUES IN INTERNATIONAL MARKETING	
Grass Looks Greener on the Other Side: Cultural Influence on Environmental	
Behavior Yoon-Na Cho, Anastasia Thyroff, Molly I. Rapert, Seong-Yeon Park,	
Hyun Ju Lee	362
Examining Ethnic Consumers' Attitudes Toward Ethnic Enterprises Ronnie (Chuang Rang) Gao, Yanliu Huang, Trina Larsen Andras	364
Do Perceptions of Market Orientation Vary Across Functions and Across Hierarchies	
in Emerging Economy Settings? Evidence from Business Group Firms in Turkey	200
Attila Yaprak, Cenk Kocas, Burcu Tasoluk	366
The International Growth of Emerging Market Firms: Evidence from India Sourindra Banerjee, Jaideep C. Prabhu, Rajesh K. Chandy	368
	300
RESEARCH IN INTERNATIONAL BRANDING AND SERVICES	
Implicit Country Attitudes and Their Spontaneous Influence on Cognitive and	
Affective Dimensions of the Brand Image Marc Florian Herz, Adamantios Diamantopoulos	370
An Assessment of Global Branding Research: Co-Citation Analysis as a Tool to	
Evaluate a Literature Area	
Brian R. Chabowski, Saeed Samiee, G. Tomas M. Hult	372
The Expression and Suppression of Accent-Based Biases in Services Ze Wang, Aaron D. Arndt, Surendra N. Singh, Monica Biernat, Fan Liu	373
MARKETING ANALYTICS AND RESEARCH I	
Thematic Discrepancy Analysis: Producing Insights to Target Lurkers	
James M. Loveland, Scott A. Thompson, Paul W. Fombelle	375

The Dynamic Impact of Fan Sign-Ups and Word-of-Mouth on Sales: Evidence from a Social Networking Website	
Girish Ramani, V. Kumar, Hua Chang	377
Determinants and Consequences of the Net Promoter Score: A Dynamic Approach Irina Hoof, David M. Woisetschläger, Christof Backhaus	379
Would You Like Some More? Voluntary Choice Sets and Progressive Incentive Alignment in Conjoint Analysis Felix Eggers	381
MARKETING ANALYTICS AND RESEARCH II	
Strategic Upfront Marketing Channel Integration as an Entry Barrier Kenji Matsui	383
Performance Implications of Organizational Controls in Marketing: Complementary Roles of Performance Measurement and Market Orientation Johanna Frösén, Matti Jaakkola, Jukka Luoma, Henrikki Tikkanen	385
Developing Typologies Using Qualitative Comparative Analysis (QCA): An Illustration Andrea Ordanini, Edwin J. Nijssen	387
Effects of Survey Formats on Brand Halo Response Thomas J. Madden, Martin S. Roth, William R. Dillon	388
Transnational Business and Their Mandate to Serve Consumers Ronald Paul Hill, Kelly D. Martin	390
AUTHOR INDEX	