

AMA Summer Educator's Conference 2013

Innovating and Collaborating in a Global Marketplace

AMA Educators Proceedings Volume 24

**Boston, Massachusetts, USA
9-11 August 2013**

Editors:

Rebecca Slotegraaf

David Griffith

ISBN: 978-1-62993-585-0

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© (2013) by the American Marketing Association
All rights reserved.

Printed by Curran Associates, Inc. (2014)

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

PREFACE AND ACKNOWLEDGMENTS	iii
BEST PAPERS BY TRACK	v
LIST OF REVIEWERS	vi
TABLE OF CONTENTS	xi
CONSUMER PSYCHOLOGY AND BEHAVIOR	
<i>Consumer Complainers: Biology, Society, or Other?</i> Elizabeth F. Purinton	1
<i>Emotion Regulation Consumption in the Face of Disaster</i> Elyria Kemp, Pamela A. Kennett-Hensel, Kim H. Williams	10
<i>The Role of Curiosity in Consumer Behavior</i> Krista M. Hill, Paul W. Fombelle	12
<i>Re-Thinking, Re-Conceptualizing, and Re-Examining the Role of Apathy in the Relationship Between Motivations and Behavioral Intention</i> Jared M. Hansen, Michael A. Levin	20
<i>Seeing Versus Touching: Impact of Color on Texture Perceptions</i> Marisabel Romero, Dipayan Biswas	22
<i>Aesthetic Authenticity and Consummate Experience</i> James Mason, Scott K. Radford	23
<i>Fact or Fiction? The Effect of Picture on Imagery Generation</i> Beichen Liang	25
<i>Visceral Factors as Mediators of the Effect of Ambient Olfactory Sensation on Purchase Intentions</i> David J. Moore, Jerome D. Williams	27
<i>A Behavioral and Lifestyle Model for Describing Calorie Intake</i> Deidre Popovich	29
<i>You Know You're Working Class When Your TV Is Bigger Than Your Bookcase: Enduring Household Identity Conflict</i> Helen L. Bruce, Hugh Wilson, Emma Macdonald	31
<i>Is Seeing Believing: Increasing Owners' Willingness to Sell by Counterfactual Reference Prices in the Second-Hand Market</i> Jin Zhang, Rong Chen, Xiaobing Xu	32
<i>Household Grocery Budgets: An Empirical Examination of Allocation Differences Across Different Household Types</i> Ayesha Tariq, Giles D'Souza, Arthur Allaway	34

<i>Upward Intergenerational Influences on Innovation Diffusion: The Impact of Lay Theories of Innovativeness on Innovation for Parents</i> Jianping Liang, Hongyan Jiang, June Cotte	36
<i>App Consumption: An Exploratory Analysis of the Uses and Gratifications of Mobile Apps</i> R. Nicholas Gerlich, Kristina Drumheller, Jeffrey Babb, De'Arno De'Armond	38
<i>Touch vs. Tech: Demonstrating How Technology Functions as a Barrier and Benefit to Interpersonal Exchanges</i> Michael Giebelhausen, Stacey Robinson, Nancy J. Sirianni, Michael K. Brady	40
<i>Video Game Player Capability, Game Difficulty, and Habituation</i> Yi-Chia Wu, Michael S. Minor	41
<i>Don't Tell Me What You Think I Want to Hear, Tell Me the Truth: Attenuating the Social Desirability Bias</i> Scott A. Wright	42
<i>The Negative Effect of Relationship Strength on Cognition and Judgment</i> Yu Hu	44
<i>Product Community Participation and the Consumption of Gold Based Investment Products: A Consumer Perspective on the Finance-Marketing Interface</i> Atanas Nikolov, Scott Thompson	50
<i>Classifying Word-of-Mouth Discourses: Theory and Evidence</i> Haksin Chan, Yu Ho Chung	52
<i>Does More Materialism Mean Less Philanthropy? It Depends on Social Trust</i> Huimin Xu, Ada Leung	54
<i>Consumers' Perceived Counterfeit Detection: A New Construct and Its Implications for Counterfeit Consumption and Unethical Behavior</i> Jiayun (Gavin) Wu, Anita D. Bhappu, Sabrina V. Helm, Shawn Kun Song	56
<i>Do Product-Harm Crises Wound Customers? The Impact of Recalls on Customer Satisfaction and Customer Nervousness</i> Sarah Busse, Malte Brettel	58
<i>When Consumers Believe Illegal Music File Sharing Is Ethical</i> Jared M. Hansen	60
PERSONAL SELLING AND SALES MANAGEMENT	
<i>What Is the Role of Commercial Operations Effectiveness on Improving Pharmaceutical Company Business Performance?</i> George Chressanthis, Eric Eisenstein, Patrick Barbro	62
<i>Trait Competitiveness and Competitive Psychological Climate as Antecedents of Salesperson Organizational Commitment and Sales Performance</i> Frank Q. Fu, Keith A. Richards Douglas E. Hughes, Wyatt A. Schrock	64
<i>Relationship Selling Behaviors' Impact on Sales Performance: The Moderating Role of Salesperson's Information Overload</i> Sanjaya S. Gaur, Sheau Fen Yap, Dong Han	66

<i>What Are Salespeople Doing and Why? Diving into Sales Counterproductive Work Behaviors</i> Bryan W. Hochstein, Bryan Lilly	68
<i>Satisfaction, Commitment and Turnover Intent: The Role of Virtue Ethics Congruence</i> Kevin J. Shanahan, Christopher D. Hopkins, Shawn Keough, Brian T. Engelland	70
<i>Do Organizational Safeguards Such as Training, Education, and Compensation Method Influence Ethical Salesperson Behavior?</i> Jared J. Oakley, John E. Cicala, Alan J. Bush	72
<i>The Effect of Customer-Initiated Justice on Customer-Oriented Behaviors</i> Jin Ho Jung, Tom J. Brown, Alex R. Zablah	82
<i>Looking Competent: How Customer Perception of Salesperson Expertise Is Influenced by Visual Cues and Verbal Statements</i> Aaron D. Arndt, Kenneth Evans, Ziniya Zahedi, Emmyrose Khan	84
<i>Unintended Effects of Marketing Messages on Boundary Spanner Organizational Cynicism</i> Olalekan K. Seriki, Kenneth R. Evans, Hyo Jin (Jean) Jeon, Rajiv P. Dant, Amanda Helm	86
<i>Reducing Ambivalence Toward Salespeople: An Investigation of Double-Sided Persuasion Tactics</i> Katerina Hybnerova, Victoria Bush, Lifeng Yang	88
SOCIAL RESPONSIBILITY AND SUSTAINABILITY	
<i>The Effects of Featured Advertising and Package Labeling on Cause-Related Marketing Product Success</i> Sunny Choi, Sangno Lee, Michael K. Coolsen, Donna F. Davis	90
<i>The Brand-Building Potential of Sustainability Activities</i> Stefan Wamsler, Malte Brettel	92
<i>Strategic Green Alliances and Firm Value Creation</i> Anna Sadovnikova, Ashish Pujari	94
<i>Altruistic Motives and Socially Responsible Purchasing Behavior</i> Thomas L. Powers, Raymond A. Hopkins	96
<i>Society or the Environment? How Tangibility Affects Consumer Perceptions of Firm Sustainability Practices</i> Sara Bahnson, Lan Jiang, Jun Ye, Nagesh Murthy	104
<i>Of Pride and Pro-Social Participation: How Co-Creation of Green Outcomes Influences Service Satisfaction via Self-Signaling</i> Michael Giebelhausen, HaeEun Helen Chun, J. Joseph Cronin	106
<i>Consumer Responses to the Risk of Radioactive Product Contamination</i> Björn Frank, Shane J. Schvaneveldt	108
<i>Pay Today or Sweat Next Year: Exploring Consumers' Willingness to Internalize Environmental Costs</i> Martin Grimmer, Morgan P. Miles, Michael Jay Polonsky, Andrea Vocino	110

<i>Self-Congruity and the MOA Framework: An Integrated Approach to Understanding Social Cause Community Volunteer Participation</i> Susan Emens, Darin W. White, Yancy D. Edwards, Thomas A. Klein, Susan R. Mann, Alan B. Flaschner	111
<i>Co-Creating Fun: Improving Consumer Well-Being Through Teamwork and Enjoyment</i> Stefanie M. Tignor, Paul W. Fombelle, Nancy J. Sirianni	113
<i>Together We Can Do It: Using Group Influence to Motivate Prosocial Consumer Behavior</i> Guy P. Champniss, Hugh N. Wilson, Emma K. Macdonald, Radu M. Dimitriu	115
ADVERTISING, PROMOTION AND MARKETING COMMUNICATIONS	
<i>Uses and Gratifications of Brand Fan Pages in Social Networks—An Empirical Study on Facebook Brand Fan Pages of Food and Beverage Brands</i> Barbara Kleine-Kalmer, Christoph Burmann	117
<i>A Differentiated View of the Sales Impact of Facebook Advertising Compared to Other Channels</i> José Manuel Gavilanes, Malte Brettel	118
<i>Effect of Information Providers' Positions in a Social Network on Deal Evaluation</i> Anthony (Hongbum) Kim, Scott A. Thompson	120
<i>Social Media's Impact on Sales Promotion</i> Don E. Schultz, Martin P. Block	122
<i>Ethical Ideology Effects on Alcohol Advertising Appraisals: The Moderating Role of Strength of Ethnic Identification</i> Miguel Angel Zúñiga, Ivonne M. Torres	133
<i>Fear, Love, and Social Influence in Social Marketing: Evolution or Elaboration?</i> Jyh-Shen Chiou, Cheng-Chieh Hsiao, Chun-Hao Chang	135
<i>Selling Health Care Services: A State-of-the-Art Review on Hospital Marketing Communications and Branding</i> Sophia Fischer, Sebastian Gurtner	137
<i>Message Framing in Green Advertising: The Moderating Role of Construal Level</i> Hua Chang, Lingling Zhang, Hyokjin Kwak	139
<i>Comparing the Impact of Brand, Retailer and Peer-to-Peer Touchpoints on Consideration in Consumer Goods</i> Emma K. Macdonald, Shane Baxendale, Hugh N. Wilson	141
<i>Optimal Design of Online Sweepstakes and Contests: A Conjoint Analysis</i> Matthias Schulten, Michaela Rauch	142
<i>Effectiveness of Trade-Ins and Price Discounts: Substitutability and Loss Aversion</i> Xiaobing Xu, Rong Chen, Jin Zhang	144
<i>Mobile Targeting Strategies</i> Xueming Luo, Michelle Andrews, Zheng Fang, Chee Wie Phang	146
<i>The Differential Impacts of Advertising Media on Consumers and Investors</i> Sascha Raithel, Manfred Schwaiger	148

<i>Diagnosticity of Social Earned Media vs. Traditional Media: Influence of the Communication Source in Forming Corporate Beliefs</i>	150
Gema Vinuales, Daniel A. Sheinin	
<i>Reverse Sponsoring: An Empirical Analysis of Sponsors' Impact on the Image of Sport Team and League Brands</i>	151
Stephan Hanisch, Michael Schade, Christopher Kanitz, Christoph Burmann	
<i>The Effect of Social Media Unique Relevance Features on Social Media Brand Perception and Behavior</i>	153
Klaus-Peter Wiedmann, Sebastian Fritz, Sascha Langner, Steffen Schmidt	
<i>Perceived Materiality: A Defensive Mindset View on the Third-Person Effect of Deceptive Advertising</i>	155
Guang-Xin Xie	
<i>Image Print Advertisements of Violent Video Games: The Effects on Arousal, Pleasure, Game Play and Violent Action Intentions</i>	157
Jared M. Hansen, Michael J. McGinty	
<i>Individual Differences in the Processing of Negative Advertising Information: Tolerance of Negativity</i>	159
Akshaya Vijayalakshmi, Russell Laczniak, Darrel Muehling	
CONSUMER COLLABORATION AND CUSTOMIZATION	
<i>Information Attributes in Virtual Communities: How Member-Generated Information Drives Customer Co-Creation of Value via New Product Development</i>	160
Sarv Devaraj, Constance Elise Porter, Daewon Sun	
<i>Conceptualization and Measurement of Value Co-Creation: A Formative Approach</i>	162
Kumar Rakesh Ranjan, Stuart Read	
<i>Enabling the Co-Creation of E-Services Through Enhancing the E-Service Quality: The Case of the Egyptian Telecommunication Sector</i>	163
Tamer H. Elsharnouby, Abeer A. Mahrous	
<i>Strong or Weak? The Use of Social Networks in Collaborative Co-Creation</i>	165
Adriana M. Bóveda-Lambie, Ruby Roy Dholakia	
MARKETING STRATEGY AND MARKETING MANAGEMENT (I)	
<i>Maximizing vs. Satisficing: Understanding Managers' Tradeoffs Between Exploration and Exploitation</i>	167
Alina Ferecatu, Arnaud De Bruyn	
<i>Strategic Implications of Export Manager Creativity</i>	168
Evangelia Katsikea, Marios Theodosiou, Anastasios Karamanis	
<i>Producing Tacit Knowledge Through Relationship Learning: A Resource Advantage Approach</i>	170
Xinchun Wang	

<i>How Do Executives Measure Marketing Results? Proposals on Dimensions and Corresponding Items for a Scale Measuring the Perception of Marketing Metrics Adoption</i> Henrique de Campos Junior, Fundaco Getúlio Vargas, Carlos Eduardo Lourenco, Fundaco Getúlio Vargas	172
BRANDING AND BRAND MANAGEMENT (I)	
<i>Position Matters When We Stand Together: Consumers' Perceptions of Composite Brand Extension Expressions</i> Meng-Chun Tsai, Kent B. Monroe, Yung-Chien Lou, Lien-Ti Bei	181
<i>Impacts of Consumers' Thinking Styles on Vertical Brand Extensions</i> Xin Liu, Andy Wei, Michael Y. Hu	183
<i>Brand Co-Creation: The Effects of Reward Type and Its Likelihood on Self-Brand Connection</i> Elmira Bogoviyeva	184
GLOBAL AND CROSS-CULTURAL MARKETING (I)	
<i>What Drives Export Performance: A Conceptual Model and Empirical Test</i> Jason Q. Zhang, Richard R. Klink, Catherine N. Axinn, Gerard A. Athaide	185
<i>SMEs Relational Governance of Export Relationships</i> Claude Obadia, Irena Vida	186
<i>The Effects of Marketing Capabilities on Performance Outcomes of International New Ventures: The Mediating Role of Market Information Resources</i> Silvia L. Martin, Rajshekhar (Raj) G. Javalgi	188
CRM AND RELATIONSHIP MARKETING (I)	
<i>The Impact of Relationship Marketing Investments on Customer Gratitude in a Retailing Context</i> Min-Hsin Huang	189
<i>About the Relevance of Irrelevance: Does Medium Magnitude in Loyalty Programs Matter?</i> Sören Köcher, Markus Blut	190
<i>Predicting Customer Churn: Old Techniques Are Still Alive</i> Ali Tamaddon Jahromi, Stanislav Stakhovych, Michael Ewing	192
<i>The Mediating Roles of Commitment, Switching Costs and Corporate Image on Satisfaction, Trust and Customer Loyalty</i> Harsandaldeep Kaur, Harmeen Soch	194
NEW PRODUCT DEVELOPMENT AND INNOVATION (I)	
<i>How Do Executives Impact New Product Performance? An Investigation of Non-Linear Effects</i> Nicolas A. Zacharias, Ruth Maria Stock, Subin Im	196
<i>Online User Generated Content and Product Development</i> Nga N. Ho-Dac	198

<i>The Relationship Between Nutrition Claims Across Products and Firm Value: Simplicity or Sophistication?</i> Zixia Cao	200
<i>The Imagination of Managers During New Product Development: Identifying and Preventing Bias</i> Eric D. DeRosia	202
RESEARCH METHODS AND ANALYTICS	
<i>Text Mining Online Product Reviews for Marketing Structure Analysis</i> Xin Wang, Roger H.L. Chiang, Feng Mai	203
EMERGING MARKETS (I)	
<i>Myths and Rites of Postmodern Consumption: The Shopping Cidade Jardim Case</i> Flavia Cardoso, Florence Pinot, Olivier Badot	204
<i>Black Versus White: Understanding the Luxury Market in South Africa</i> Laurel Steinfield	206
<i>Despite Unethical Retail Store Practices, Consumers at the Bottom of the Pyramid Continue to Be Loyal</i> Shruti Gupta, Pratish Srivastav	215
SERVICES MARKETING (I)	
<i>Managing Customer Experience: A Conceptual Model and Propositions</i> Alisha Stein, B. Ramaseshan	216
<i>A Social Cognitive Model of Consumer Well-Being: A Longitudinal Exploration of the Role of the Service Organization</i> Chuanyi Tang, Lin Guo, Mahesh Gopinath	217
<i>Service DNA: A Systematic Classification of Services</i> Myra Mabel Pérez Rivera	218
RETAILING AND PRICING (I)	
<i>Reducing Product Returns in Online Retailing: Do Threat and Normative Appeals Really Work?</i> Ina Garnefeld, Eva Münkhoﬀ, Karen Raum	227
<i>An Investigation of Post Product Recall Sales Dynamics Using Functional Data Analysis</i> Kyung-Ah Byun, Mayukh Dass	229
<i>Perceptions of Wrongdoing in the Deviant Consumption of Digital Media</i> Jeremy Ainsworth	230
<i>An Empirical Study on Post-Participation Dissonance</i> Devdeep Maity, Todd J. Arnold	238
GLOBAL AND CROSS-CULTURAL MARKETING (II)	
<i>Whether International Retailers Benefit from Being Global in Emerging Countries: Evidence from China</i> Bernhard Swoboda, Frank Haelsig	240

<i>Creating the Right Customer Experience Online: The Role of Culture</i> Saeed Shobeiri, Ebrahim Mazaheri, Michel Laroche	242
<i>An Empirical Model of Consumer Medical Tourism Considerations</i> Mohammadali Zolfagharian, Eliane Munoz Brede	244
<i>Foreign Market Exit of International Retailers: An Integrative Perspective</i> Ikechi Ekeledo, Archana Kumar	246
INTER-ORGANIZATIONAL ISSUES IN MARKETING (I)	
<i>Dynamic Capabilities, External Collaboration, and Firm Performance: A Conceptual Model</i> Guangping Wang, Wenyu Dou, Nan Zhou	248
<i>Risk Perception of Technology-Based Service Usage in Inter-Organizational Settings</i> Nancy Wunderlich, Stefanie Paluch	250
<i>Reciprocity Between Buyer Cost-Sharing and Supplier Willingness to Invest in Technology</i> Chun Zhang, Sridhar Viswanathan, Chun Zhang	A-251
NEW PRODUCT DEVELOPMENT AND INNOVATION (II)	
<i>Multilateral R&D Alliances and Innovation Output: The Importance of Governance Mechanism and Technological Scope</i> Shichun Xu, Anton Fenik	252
<i>R&D-Marketing Relational Forms, Knowledge Integration, and New Product Performance</i> Yongchuan Bao, Jizhen Li	254
<i>Improving NPD Performance and Project Speed Through Team Composition: The Mediating Role of Cross-Functional Integration</i> Kai Oberschmidt, Malte Brettel	256
<i>Creativity in New Product Development: When Collectivistic Values Outperform Individualistic Values</i> Jungim Mun, Charles D. Lindsey	258
THE DYNAMICS OF MARKETING EDUCATION (I)	
<i>Massive Open Online Courses: An Overview and Research Agenda</i> Jamie Murphy, Charles Hofacker, Patricia Brogan, Paul Kim	260
<i>How High-Intensity Teaching Enhances Learning Outcomes in Online Marketing Education</i> Aaron Arndt, Ze Wang	262
<i>“Can You Hear Me Now?” Encouraging Student Engagement Through the Use of Technology in the Classroom</i> Michael Bevis	264
<i>Teaching a Blended Synchronous Interactive Online Course: What You Should Know?</i> Anthony Francescucci	270

RETAILING AND PRICING (II)

- The Antecedents of Strategic Pricing and Its Effect on Company Performance in Industrial Service Industries*
Kostis Indounas 272
- The Shape of Money: How the Purchase Phase Affects the Shoppers' Overall Store Price Image*
Alexander Mrozek, Tomas Falk, Werner H. Kunz 274
- World of Goo: A Large Scale Pay-What-You-Wish Experiment*
Paul Mills 275
- Monetary Dimension and Psychological Distance*
Miri Chung 277

EMERGING MARKETS (II)

- Innovation and Collaboration in Emerging Markets: The Case of India's Pharmaceutical Industry*
George T. Haley 279
- Entrepreneurial Orientation, Innovation and Firm Performance: Moderating Role of Marketing Capabilities*
S. Arunachalam, Sridhar N. Ramaswami, Pol Herrmann, Doug Walker 281
- Launching Reverse-Innovated Product from Emerging Markets to Developed Markets: A Theoretical Framework for MNC's Decisions*
Fengxia Zhu, Shaoming Zou 283
- Developing and Deploying R&D Capability for Product Innovation in Emerging Economies: Antecedents and Strategic Contingencies*
Wei Jiang, Xina Yuan, Zhaoyang Guo, Xue Ke 285

MARKETING STRATEGY AND MARKETING MANAGEMENT (II)

- Developing Marketing Capability to Improve New Product Development Performance*
Jifeng Mu 287
- Is Finding Needs and Filling Them a Good Idea? A Longitudinal Examination of Strategic Orientations*
Nikolai A. Jaeger, Malte Brettel 289
- Strategic Drivers of Mobile Application Performance*
Joseph Matthes, Amit Saini 291
- Outcomes and Mediators of Subjective Customer Orientation Value Congruence*
Ryan Mullins, Michael Ahearne 293

SERVICES MARKETING (II)

- Antecedents and Outcomes of Front-Line Employee External Customer Mind-Set*
Rajesh Iyer, Mark Johlke 294

<i>The Relationship Between E-Shopper Perceptions of Value and Citizenship Behaviors: An Empirical Investigation</i> Jing Zhao, Wang Tao, Nwamaka A. Anaza	295
<i>The Long-Term Impact of Service Empathy and Responsiveness on Customer Satisfaction and Profitability</i> Jun Ye, Beibei Dong	297
<i>Organizational Pride—How It Is Created and How It Shapes Frontline Employee Performance</i> Tobias Kraemer, Matthias H.J. Gouthier, Tomas Falk	299
RETAILING AND PRICING (III)	
<i>When Do Online Consumers Need an Offline Store: The Moderating Effects of Product Characteristics</i> Yuanfeng Cai, Kathy Ning Shen, Zhaoyang Guo	301
<i>Application of an Extended TAM to the Assessment of Mobile Payments Adoption in the U.S.</i> Ainsworth Anthony Bailey, Iryna Pentina, Aditya Shankar Mishra, Mohammed Slim Ben Mimoun	309
<i>Survival of the Fittest: How Overlap and Format Impact Incumbents' Vulnerability</i> Efua Obeng, Ryan Luchs, J. Jeffrey Inman, John Hulland	311
<i>Multi-Touchpoint Segmentation in Relational Contexts: A Real-Time Experience Tracking Approach</i> Hugh N. Wilson, Umut Konus, Emma K. Macdonald	312
EMERGING MARKETS (III)	
<i>Contextual Drivers of Privacy Perceptions and Behaviors on Chinese Weibo: Implications for Digital Marketing</i> Clinton Amos, Iryna Pentina, Lixuan Zhang	313
<i>Do Institutional and Cultural Factors Create More Growth Obstacles for Female Entrepreneurs? Evidence from Emerging Markets</i> Lee Allison, Zuobao (Eddie) Wei	315
<i>What Determines Unethical Behavior in Buyer-Supplier Relationships in Emerging Markets?</i> Wei Yang, Ying Huang, Yi Liu, Yadong Luo	317
<i>The Effect of Product-Harm Crisis Situations on Firms' Spokesperson Strategies: Evidences from the Emerging Economies of China Market</i> Xiaoyu Wang, Zhiliang Wang	318
INTER-ORGANIZATIONAL ISSUES IN MARKETING (II)	
<i>Transactions with Product Diversity on a Two-Sided Platform</i> Ruhai Wu, Mei Lin	320
<i>Understanding Distributor Opportunism in a Horizontal Network</i> Fue Zeng, Ying Chen, Maggie Chuoyan Dong	322
<i>The Creation of Reciprocal Debt in the Exchange Process</i> Donald J. Lund, Lisa K. Scheer	324

<i>Managing Sport Sponsorship Programs: An Interorganizational Assessment Framework</i> Ragnar Lund	326
BRANDING AND BRAND MANAGEMENT (II)	
<i>Influences on Brand Extension Evaluations: Product and Consumer Innovativeness</i> Chunling Yu, Yujie Wei	327
<i>Outcomes of Internal Brand Management: Conceptual Model and Empirical Validation</i> Rico Piehler, Ceridwyn King, Christoph Burmann	329
<i>Who Do You Share That Perimeter Billboard With? Brand Image Transfer in a Sponsorship Alliance</i> Philip Gross, Klaus-Peter Wiedmann	331
<i>Consumer-Based Brand Equity Measurements for Higher Education: Developing and Testing the Relationships</i> Tulay Girard, Musa Pinar, Paul Trapp, Thomas E. Boyt	334
SERVICES MARKETING (III)	
<i>The Power of Co-Creation – Examining Customers’ Willingness to Co-Create as the Missing Link to Explain the Adoption of Technology-Based Services</i> Sven Heidenreich, Matthias Handrich	336
<i>The Literature on Co-Creation: Bibliometric Analysis and Review</i> Daniele Dalli, Marco Galvagno	338
<i>The Impact of Co-Created Service Recovery on Customers’ Justice Perceptions</i> Joohyung Park, Sejin Ha	340
<i>Customer Services in Social Media Channels: An Empirical Analysis</i> Alexander Rossmann	342
BRANDING AND BRAND MANAGEMENT (III)	
<i>Does Brand Equity Mean Brand Equity? An Empirical Study of Consumer Based Brand Equity and Financial Based Brand Equity</i> Thuy Nguyen, Charlene Dadzie, Arezoo Davari	344
<i>The Impact of Emotions Over Time During Non-Product-Related Negative Publicity</i> Haodong Gu, Ashish Sinha	346
<i>The Impact of Brand Rating Dispersion on Firm Value</i> Xueming Luo, Sascha Raithel, Michael A. Wiles	348
RESEARCH METHODS AND ANALYTICS (II)	
<i>Direct Marketing, Channel Conflict, and Entry Deterrence</i> Kenji Matsui	349
<i>Optimal Timing for Posting a Direct Price Under Channel Conflict</i> Kenji Matsui	351

<i>Two Useful Criteria in Estimating the Number of Market Segments in a Data Set: The Gap Statistic and HINoV</i> Ali Kara, Frank J. Carmone Jr.	353
SOCIAL RESPONSIBILITY AND SUSTAINABILITY (II)	
<i>Cake Looks Larger Than Salad in Trash: The Effect of Food Types on Perception of Food Waste</i> Joon Yong Seo, Sukki Yoon	354
<i>The Impact of Soliciting Feedback Through Process Improvement Engagement on Customers' Behavioral Intentions</i> Xavier Walthoff-Borm, Bart Larivière	356
<i>Attitude, Intention, and Behavior Towards Electronic Piracy: Insights from Literature</i> Sanjaya S. Gaur, Halimin Herjanto, Chayanin Saransomrurtai, Shivganesh Bhargava	358
MARKETING STRATEGY AND MARKETING MANAGEMENT (III)	
<i>Positive Earnings Surprises: Financial Analysts, Perceived Quality, and the Moderating Effect of Visibility</i> Christoph Liefelaender, Malte Brettel	360
<i>Toward an Evaluation of Marketing Investments: Linking Reputation to Firm Value</i> Alexander Haas, Anne Eckert	362
<i>Satisfaction-Based Strategies for Improved Business Performance: A Meta-Analysis of the Empirical Evidence</i> Ashley S. Otto, David M. Szymanski, P. Rajan Varadarajan	364
<i>Social Media Performance Measurement: A Process-Oriented Analysis of Direct and Moderating Effects</i> Erik Klautzsch, Melania Molinari, Peter Mathias Fischer, Sven Reinecke	366
NEW PRODUCT DEVELOPMENT AND INNOVATION (III)	
<i>The Effect of Channel Partner Knowledge Management on New Product Outcomes</i> Subin Im, Stephen K. Kim, Edward U. Bond III	368
<i>Managing Seller-Buyer NPD Relationships</i> Gerard A. Athaide, Richard R. Klink	369
<i>New Product Launches and Manufacturers' Returns: The Impact of New Product Decisions on Value Claimed</i> Tereza Dean, David A. Griffith, Roger J. Calantone	370
<i>Proactiveness and Innovativeness in Service Firms: Too Much of a Good Thing?</i> Maheshkumar P. Joshi, Sidhartha R. Das, Nacef Mouri	372
THE DYNAMICS OF MARKETING EDUCATION (II)	
<i>Student Equity: The Application of Customer Equity to the Education Industry</i> Lucy M. Matthews	381
<i>Should Potential Marketing Doctoral Students Limit Their Search to US Schools? Benchmarking the Global Competition</i> Matt Elbeck, Brian A. Vander Schee	382

<i>Who Cares About Universities Going Green?</i> Jane Hemsley-Brown, Anthony Lowrie	383
<i>Co-Branding in Higher Education: Conceptual Framework and Research Propositions</i> M. Deniz Dalman	385
GLOBAL AND CROSS-CULTURAL MARKETING (III)	
<i>Antecedents of Tendency to Anthropomorphise Products: A Cross-Cultural Analysis</i> Mandeep Kaur, Li Huang, Thomas J. Madden, Martin S. Roth	392
<i>The Role of Hispanicness on Purchase Intentions in Response to English, Spanish, and Spanglish Advertisements</i> Robert D. Evans Jr.	395
<i>International Transfer and Perception of Retail Formats: A Comparison of Germany and Romania</i> Bernhard Swoboda, Bettina Berg, Dan-Cristian Dabija	401
CRM AND RELATIONSHIP MARKETING (II)	
<i>The Effect of the Size of Inertia Segment and Budget Allocation on Market Share Growth and Customer Equity</i> Hsiu-Yuan Tsao	403
<i>Effectuating Customer Retention Through Customer Prioritization Under Time-Dependent Milieu of Relationships</i> Manisha Mathur	404
<i>The Role of Brand Representative in Creating Value for Business Relationships</i> Suraksha Gupta	406
<i>Modeling Consumer-Company Relationships: A Multi-Theoretical Justice Framework</i> James Agarwal, Naresh K. Malhotra, Katherine White	407
THE DYNAMICS OF MARKETING EDUCATION (III)	
<i>Concepts in a Flash: Combining Humanities and Marketing Pedagogy</i> Michael Wachter, Heather Kirkwood-Mazik	408
<i>Using Cartoons to Teach Corporate Social Responsibility: A Class Exercise</i> Adam J. Mills, Karen Robson, Kirk Plangger	410
RESEARCH METHODS AND ANALYTICS (III)	
<i>Notes on “Used Data”</i> Robert Ping	412
<i>Enhancing Customer Perceived Value Measurement: A Multi-Dimensional Index for Television Consumption</i> Helen L. Bruce, Hugh Wilson, Emma Macdonald	422
<i>Perceived Quality: A Shield for Firm Value During Financial Market Uncertainty?</i> Christoph Lieflaender, Malte Brettel	423

RETAILING AND PRICING (III)

- Towards a Methodological Standard for the Research of Impulse Purchases*
John B. Dinsmore, Karen A. Machleit, Kathleen D. Vohs, Frank R. Kardes 425
- Financial Performance of Store-Within-Store Strategy in the French Fashion Industry*
Paul Amadiou, Karine Picot-Coupey, Jean-Laurent Viviani 427
- I Love That Store! Toward a Theory of Customer Chemistry*
Michael Breazeale, Nicole Ponder 438
- Choosing with the Lights on: The Effects of Ambient Light on Product Choices*
Dipayan Biswas, Courtney Szocs, Donald Lehmann 440

SERVICES MARKETING (IV)

- Failure Severity Re-Examined: The Moderation of Procedural Justice and Mediation of Satisfaction*
Livia Lopes Barakat, Jase Ramsey, Marlusa Gosling 441
- Switchers and Stayers: A Longitudinal Analysis of Customer Referral*
Alisha Stein, B. Ramaseshan 443
- Exploring Antecedents of Customer Organizational Citizenship Behaviors (COCBs) in Service Recovery: A Social Exchange Theory Approach*
Lae Choi, Sherry L. Lotz, MiRan Kim 445
- Toward a Better Understanding of Customers' Reactions to Online Service Failures: A Psychological Contracts Perspective*
Hua Chang, Bert Rosenbloom, Hyokjin Kwak, Lingling Zhang 447

NEW PRODUCT DEVELOPMENT AND INNOVATION (III)

- What About Passive Innovation Resistance? Investigating Adoption-Related Behavior from a Resistance Perspective*
Sven Heidenreich, Matthias Handrich, Tobias Krämer 449
- Toward More Efficient New Product Development Projects: A Data Envelopment Analysis Approach*
M. Billur Akdeniz, Roger J. Calantone 451
- Pimp My Ride: Scale Development for Adoption Characteristics of Eco-Friendly Innovations*
Martin Petschnig 453
- The Role of Marketing in Predevelopment Activities*
Maria Moreno Moya, Ed Nijssen, Jose Luis Munuera Alemán 454

- AUTHOR INDEX 455