



Marketing in the New Millennium

Proceedings

29th EMAC conference Rotterdam 2000

29th EMAC conference Rotterdam 23-26 May 2000



Erasmus
ERASMUS UNIVERSITY ROTTERDAM

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Marketing in the New Millennium

Proceedings of the 29th EMAC Conference

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Welcome

Dear Participants of EMAC 2000

Welcome at the 29th EMAC Conference! Welcome also in Rotterdam and at the Erasmus University, the place where it all happens. I hope, that attending EMAC 2000 will be a most pleasant and useful experience for you.

We have tried hard to create the conditions for such a positive experience. The program contains over two hundred twenty five papers and posters, that were selected in a meticulous review procedure. This year the reviewing process was organized by track, and as can be seen from the information on the Program Committee later in this volume, we have been able to recruit a set of high quality scholars to act as reviewers in the different tracks.

Marketers value innovation highly, and also this year the EMAC Conference contains new elements. We have (three) Keynote Speakers, and also the (four) Special Sessions are a novelty. Also new is the policy that participants could only submit papers with a maximum length of five pages. This is in line with the trend that conferences are increasingly used to exchange the most recent research outcomes, of which the best work will later find its way into the journals. Posters, another innovation of EMAC 2000, also are an effective way to communicate about work in progress.

Marketing is a diversified field and consequently the topics in this volume cover a lot of ground, ranging from emotions to cointegration and from neural nets to transvection analysis. If you want to grasp the precise meaning of these terms, read the abstracts in this book, or, even better, the full papers that you find on the CD ROM. As you can see from the program, in this conference the tracks with the largest numbers of papers are: Consumer Behavior (9 sessions), Marketing Strategy & International Marketing (8 sessions) and Marketing Models and Marketing Research (7 sessions) and Marketing Communications and Brands (7 sessions). These areas may well be considered as four solid pillars carrying the building of marketing.

I want to thank my co-members of the Organizing Committee, the members of the Scientific Committee and the reviewers in the Program Committee for their contribution to EMAC 2000. I also want to thank the Executive Task Force, who did the logistics and planning for the conference, organized the social events and prepared all the materials, including this book. A conference like this has an academic and a managerial side, and can only be a success if both elements are first rate.

I especially want to thank the sponsors of EMAC 2000. You find their names in this book. In particular I want to thank Unilever. There is a longstanding relationship between Unilever, headquartered in Rotterdam, and the Erasmus University and we are happy that this company is the most important sponsor of EMAC 2000.

I hope that attending EMAC 2000 will be a most rewarding experience for all of you. I have learned in the course of many conferences, that attending such an event has been useful if you take home at least two ideas that you can immediately put into use in your own research. In this sense, I hope that EMAC 2000 will turn out to be a "two-plus" conference.

Berend Wierenga,

Chairman Organizing Committee EMAC 2000

Organization

Organizing Committee

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Gerrit Antonides, *Treasurer*

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Doctoral Colloquium

In collaboration with the Erasmus University Rotterdam, the European Institute for Advanced Studies in Management (EIASM) and the European Marketing Academy (EMAC) organized the 13th colloquium for doctoral students in marketing from Sunday, May 21 – Tuesday, May 23, 2000.

The colloquium aims to provide doctoral students in marketing with an opportunity to discuss their research with leading academics in the field of marketing.

This year the colloquium has been organized by

João Borges de Assunção	(Universidade Católica Portuguesa)
Marnik Dekimpe	(Catholic University of Leuven)
Ale Smidts	(Erasmus University Rotterdam)
Marion Hebbelynck	(EIASM)

The EMAC CD-Rom provides you with further information on the Program, Faculty, Reviewers and Participants of the Doctoral Colloquium 2000

General Information

Registration at the Conference Building

Tuesday, May 23 th	Information Desk	13:00 to 21:00
Wednesday, May 24 th	Room: Heidelberg (M1-16)	08:30 to 17:00
Thursday, May 25 th	Room: Heidelberg (M1-16)	08:30 to 17:00

Opening Hours Conference Office

Wednesday, May 24 th	Room: Heidelberg (M1-16)	08:30 to 17:00
Thursday, May 25 th	Room: Heidelberg (M1-16)	08:30 to 17:00
Friday, May 26 th	Room: Heidelberg (M1-16)	08:30 to 14:30

Conference Fees

Your registration will be entered upon receipt of the conference fee.

	Before April 1, 2000	After April 1, 2000
EMAC Members	350 Euro	390 Euro
Non-members	430 Euro	475 Euro
Accompanying person	100 Euro	120 Euro

Paper Presentation

EMAC Conference parallel sessions start Wednesday at 11.15.

For those of you presenting a paper, the following rules apply:

- 20 minutes has been set aside for each paper: 15 to 18 minutes for the presentation, followed by a few minutes for discussion.
- In order to insure that every presenter has sufficient time to present his or her paper, we urge you to adhere to this time schedule.

Badges

Please note: Always wear your badge at conference events! Badges should be worn at all times during conference events, to indicate that you have registered and are therefore eligible for participating in all scheduled events (including lunches and dinners). Participants of the conference will wear white badges and accompanying persons will wear orange badges.

Liability

Although our cloak room is guarded, the Organizing Committee cannot accept any responsibility for personal accidents, valuables lost or stolen, or damage to the private property of participants.

E-mail address and website

Our e-mail address is emac2000@fbk.eur.nl

The website is www.fbk.eur.nl/PRJ/EMAC/

Telephone Numbers

Hotline during the conference: Tel: +31 10 4088820

Dell Internet Café

During the Conference, connection to the Internet is available at the Dell Internet Café in the Lund Room (M1-18). The Dell Internet Café will be open from Wednesday, May 24th, 08:30 till Friday, May 26th, 14:00.

Book Exhibition

During the Conference, the Book Exhibition will be held at the restaurant on the first floor of the EMAC Conference Building. The Book Exhibition will take place from Tuesday, May 23th, 13:00 till Friday, May 26th, 14:00.

Address of the Conference Building

Erasmus University Expo & Congress Centre (M-Building)
Woudestein Campus
Burgemeester Oudlaan 50
3062 PA Rotterdam
The Netherlands

Program Committee

Track A Interactive Marketing

Ale Smidts & Philip Hans Franses (track coordinators)

<i>Jacques-Marie Aurifeille</i>	Université de la Reunion
<i>Bart Bronnenberg</i>	UCLA
<i>John Deighton</i>	Harvard Business School
<i>Pete Fader</i>	University of Pennsylvania
<i>Janny C. Hoekstra</i>	University of Groningen
<i>Harald Hruschka</i>	University of Regensburg
<i>Eelko Huizingh</i>	University of Groningen
<i>Peter Leeftang</i>	University of Groningen
<i>Ed Peelen</i>	Nijenrode University
<i>Byron Sharp</i>	University of South Australia
<i>Bernd Skiera</i>	University of Frankfurt am Main

Track B Marketing and Emotions

Willem Verbeke & Berend Wierenga (track coordinators)

<i>Rick Bagozzi</i>	University of Michigan / Houston
<i>Patrick van Kenhove</i>	University of Ghent
<i>Harish Sujan</i>	Pennsylvania State University
<i>Marcel Zeelenberg</i>	Tilburg University

Track C Consumer Behavior

Gerrit Antonides & Ad Pruyn (track coordinators)

<i>Joseph W. Alba</i>	University of Florida
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<i>Theo Verhallen</i>	Tilburg University
<i>Luk Warlop</i>	Catholic University Leuven
<i>Klaus Wertebroch</i>	INSEAD

Track D Marketing Communications and Brand Management

Fred van Raaij (track coordinator)

<i>Karel Jan Alsem</i>	University of Groningen
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<i>Patrick Barwise</i>	London Business School
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<i>Christian Derbaix</i>	F.U.C.A.M, Mons
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<i>Christian Pinson</i>	INSEAD
<i>Theo Poiesz</i>	Tilburg University
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<i>Cees van Riel</i>	Erasmus University Rotterdam
<i>Rik Riezebos</i>	Erasmus University Rotterdam
<i>John Rossiter</i>	University of Wollongong
<i>Tiziano Vescovi</i>	Universita Ca' Foscari

Track E Marketing Models and Marketing Research

Philip Hans Franses & Ale Smidts (track coordinators)

<i>Greg M. Allenby</i>	Ohio State University
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<i>Tammo Bijmolt</i>	Tilburg University
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<i>Lee G. Cooper</i>	UCLA
<i>Marnik Dekimpe</i>	Catholic University Leuven
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<i>Sunil Gupta</i>	Columbia University
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<i>Tom Wansbeek</i>	University of Groningen
<i>Michel Wedel</i>	University of Groningen
<i>Dick R. Wittink</i>	Yale University

Track F Marketing Decision Making and Support Systems

Gerrit van Bruggen & Berend Wierenga (track coordinators)

<i>Jehoshua Eliashberg</i>	University of Pennsylvania
<i>Andrew A. Mitchell</i>	University of Toronto
<i>Luiz Moutinho</i>	University of Glasgow
<i>Hermann Simon</i>	Simon – Kucher & Partners

Track G Marketing Strategy, Competition and International Marketing

Eric Waarts & Yvonne van Everdingen (track coordinators)

<i>Frank Bradley</i>	University College Dublin
<i>Susan P. Douglas</i>	New York University
<i>Hubert Gatignon</i>	INSEAD
<i>Pervez N. Ghauri</i>	University of Groningen
<i>Oliver P. Heil</i>	Johannes Gutenberg University
<i>Graham J. Hooley</i>	Aston University
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<i>Peter Leeflang</i>	University of Groningen
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<i>Jean-Claude Usunier</i>	Pierre Mendes University
<i>Robin Wensley</i>	University of Warwick

Track H **Business-to-Business Marketing**

Harry Commandeur & Paul Matthyssens (track coordinators)

<i>Klaus Backhaus</i>	Universität Münster
<i>Wim G. Biemans</i>	University of Groningen
<i>Keith Blois</i>	Templeton College
<i>Christophe van den Bulte</i>	University of Pennsylvania
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<i>Lars-Gunnar Mattsson</i>	Stockholm School of Economics
<i>Kristian Möller</i>	Helsinki School of Economics
<i>James A. Narus</i>	Wake Forest University
<i>Robert E. Spekman</i>	University of Virginia

Track I **Sales Management**

Ad Pruyn & Willem Verbeke (track coordinators)

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<i>Rene Darmon</i>	Groupe ESSEC
<i>Ravipreet S. Sohi</i>	University of Nebraska-Lincoln
<i>Tom Ingram</i>	Colorado State University
<i>Bulent Menguc</i>	Lincoln University
<i>Harish Sujan</i>	Pennsylvania State University

Track J **Marketing Interfaces**

Mark Leenders & Eric Waarts (track coordinators)

<i>Ulrike de Brentani</i>	Concordia University
<i>Abie J. Griffin</i>	University of Illinois at Urbana-Campaign
<i>Lutz Hildebrandt</i>	Humboldt University Berlin

<i>Teck H. Ho</i>	University of Pennsylvania
<i>Erik Jan Hultink</i>	Delft University of Technology
<i>Christer Karlsson</i>	Stockholm School of Economics
<i>Rudy Moenaert</i>	University of Ghent
<i>Bart Nooteboom</i>	Erasmus University Rotterdam
<i>Joost Pennings</i>	University of Illinois at Urbana-Campaign
<i>Henry S.J. Robben</i>	Nijenrode University

Track K **Channels and Retailing**

Gerrit van Bruggen (track coordinator)

<i>Louis P. Bucklin</i>	University of California at Berkeley
<i>Benedict Dellaert</i>	Tilburg University
<i>Inge Geyskens</i>	Tilburg University
<i>Manish Kacker</i>	Pennsylvania State University
<i>Harmen Oppewal</i>	University of Surrey
<i>Jan Benedict Steenkamp</i>	Tilburg University

Track L **Marketing of Services**

Ale Smidts (track coordinator)

<i>José Bloemer</i>	Limburg University Centre Diepenbeek
<i>James Carman</i>	University of California at Berkeley
<i>Christine Ennew</i>	University of Nottingham
<i>Christian Grönroos</i>	Swedish School of Economics
<i>Evert Gummesson</i>	Stockholm University
<i>Hans Kasper</i>	University of Maastricht
<i>Jos Lemmink</i>	University of Maastricht
<i>Ko de Ruyter</i>	University of Maastricht

Scientific Program

Wednesday May 24th

Plenary Session

9:00 – 10:45

Keynote Speakers:

Room: Oxford (M1-12),

Chair: Berend Wierenga

Emotions and Human Behavior - Nico Frijda (University of Amsterdam)

Emotions in Marketing - Rick Bagozzi (University of Michigan / Houston)

Session 1

11:15 – 12:45

1.1 Marketing and Emotions I

Room: Oxford (M1-12),

Chair: Willem Verbeke

1.1.1 Complaining and the Structure of Consumption Emotions, Cognitive Evaluations and Satisfaction

Andreas H. Zins

1.1.2 Passion or Rationalism: Emotional Determinants versus Rational Determinants of Customer Delight in Service Processes

Joëlle Vanhamme, Adam Lindgreen, Roderick J. Brodie

1.1.3 Factors that Determine Social Behaviour: The Case of Urban Waste

Concepcion Garcés Ayerbe, Alberto Lafuente Félez, Marta Pedraja Iglesias, Pilar Rivera Torres

1.2 Marketing Models and Marketing Research I

Room: Santander (M2-11),

Chair: Philip Hans Franses

1.2.1 Price Differentiation and Demand Bundling

Klaus Backhaus, Cordelia Baumeister

1.2.2 International Marketing of Motion Pictures: An Analysis of Adoption Patterns in the US and UK

Anita Elberse

1.2.3 Exploring a Non-Reactive Market Research Method: Evaluating Readership of Circulars by Analyzing Fingerprints

Marcus Schmidt, Niels Krause

1.3	Marketing Communications and Brand Management I	Room: Shanghai (M2-12), Chair: John Rossiter
1.3.1	How Brand Names Affect Consumer Store Choice	<i>Harmen Oppewal, Victor Leung</i>
1.3.2	A Categorisation of Circulars in Terms of Retail Communication Strategy	<i>Mogens Bjerre, Camilla Palmy Christiansen</i>
1.3.3	Pursuing the Value Conscious Consumer: Store Brands versus National Brand Promotions	<i>Kusum L. Ailawadi, Scott A. Neslin, Karen Gedenk</i>
1.3.4	Hypermarkets versus Traditional Retail Stores: Consumers and Retailers' Perceptions: A Comparative Analysis	<i>Minoo Farhangmehr, Susana Marques</i>
1.4	Marketing Strategy, Competition and Internat. Marketing I	Room: Athene (M1-19), Chair: Robin Wesley
1.4.1	Entrepreneurial Startups: An Examination of Marketing Orientations and Values	<i>Fredric Kropp, Noel J. Lindsay, Aviv Shoham, Gregory M. Rose</i>
1.4.2	Market Orientation of Distribution Networks	<i>Ulf Elg</i>
1.4.3	The Impact of Market Orientation on Innovation and Profitability	<i>Kare Sandvik, Kjell Grønhaug, Hakon Ogaard</i>
1.4.4	Developing a Market Oriented Learning Organisation	<i>Mark A. Farrell</i>
1.5	Consumer Behavior I	Room: Tokyo (M1-17), Chair: Patrick De Pelsmacker
1.5.1	Exchange Relationships: Consumers' Ways, Reasons, and Pleasure	<i>Sofia Daskou, Susan Hart</i>
1.5.2	A model of the Relationship between Trust and Commitment in Consumer Markets	<i>Sonia San Martin Gutierrez, Maria Carmen Camarero Izquierdo, Jesus Gutierrez Cillan</i>
1.5.3	The Customer Profiles of Competing Brands	<i>Rachel Kennedy, Andrew Ehrenberg, Steven Long</i>
1.5.4	Which Loyalty Concept Does the Verbal Probability Scale Capture?	<i>Sharyn Rundle-Thiele, Erica Riebe</i>

1.6	Sales Management	Room: Rochester (M2-10), Chair: Gilles Laurent
1.6.1	Identifying the Salient Attributes of Best and Worst Retail Salespersons: A Three-Perspective Approach	<i>Ad Pruyn, Ale Smidts</i>
1.6.2	An Empirical Analysis of Salespeople's Information Processing	<i>Pakize Schuchert-Güler</i>
1.6.3	Job Stressors and Work Outcomes of Consumer Brand Managers	<i>Cleopatra Veloutsou, George Panigyrakis</i>
1.7	Consumer Behavior II	Room: Forum (M3-15), Chair: Hans van Trip
1.7.1	How Do Consumers Evaluate Price Changes in Subsidized and Non-Subsidized Firms?	<i>Luk Warlop, Alexey Novoseltsev</i>
1.7.2	Consumers' Price Tolerance: Results of an Empirical Study	<i>Andreas Herrmann, Martin Wricke, Frank Huber</i>
1.7.3	Varieties of Price Knowledge for Consumer Goods	<i>Marc Vanhuele, Xavier Drèze</i>
1.7.4	Optimizing Price Cuts during Shopper's Upgrade to Premium Brands	<i>Mario J. Miranda</i>
	Session 2	13:45 - 15:15
2.1	Marketing and Emotions II	Room: Oxford (M1-12), Chair: Rick Bagozzi
2.1.1	The Influence of Commercial Affective Tone and Message Framing upon Persuasion and Recall	<i>Brett Martin</i>
2.1.2	The Effect of the Emotive and Informative Advertising Content on Commercials Evaluation	<i>Marcelo Royo Vela, Ana Maria Gutiérrez Arranz</i>
2.1.3	From Object to Situation: Self Efficacy and Emotions in Interactive Marketing-Usage of the Internet and the Interface between Virtual and Physical Space	<i>Dimitrios Ioannidis, Gundrun Balsvik, Eva Wikstrand</i>
2.1.4	The 'You Know What?' Syndrome: How to Use Surprise for Gaining Success?	<i>Christian Derbaix, Joëlle Vanhamme</i>

2.2	Marketing of Services I	Room: Santander (M2-11). Chair: Hans Kasper
2.2.1	Service Delivery Quality in a Retail Bank as Perceived by Frontline Employees	<i>Christine Ennew, Majid Mohra, Andrew Maclaran</i>
2.2.2	Employee Orientation Dimensions in UK Retail Outlets: An Empirical Study	<i>Ian N. Lings, Gordon E. Greenley, Amanda J. Broderick</i>
2.2.3	Evaluating the Link between Job Satisfaction and External Service Quality	<i>Sarah Todd, Andrew Robson, Wendy Lomax</i>
2.2.4	Enhancing Service Performance through Transformational and Transactional Leadership Styles	<i>Andrew Farrell, Anne Souchon, Geoffrey R. Durden</i>
2.3	Marketing Communications and Brand Management II	Room: Shanghai (M2-12). Chair: Karen Gedenk
2.3.1	Consumer Evaluations of Multiple Sponsorship Programmes	<i>Alain d'Astous, Gilles Valence, Julie Tourville</i>
2.3.2	Correlates of Cause-Related Marketing	<i>Fredric Kropp, Joanna R. Gabler, Aviv Shoham, Gregory M. Rose</i>
2.3.3	Integrated Communications in the 21 st Century: Exploring and Assessing the Bottom-line	<i>Joep P. Cornelissen, Phil Harris</i>
2.3.4	Corporate Communications: Audiences, Funding and Crisis Management	<i>Richard R. Dolphin, Ying Fan</i>
2.4	Marketing Strategy, Competition and Inter. Marketing II	Room: Athene (M1-19). Chair: John Roberts
2.4.1	The Dichotomy between Proactive and Reactive Strategic Behaviour of a Firm – Practicable Tool or Useless Fad?	<i>Birgitta Sandberg</i>
2.4.2	Autonomous Strategic Behavior during Marketing Strategy Implementation: Measurement, Antecedents & Consequences	<i>Amit V. Vyas, John W. Cadogan</i>
2.4.3	The Strategy-Performance Link and the Moderating Role of Market Knowledge	<i>Geir Grunvag Ottesen, Kjell Gronhaug</i>
2.4.4	Adaptive Capability and Operational Performance	<i>Matti Tuominen, Kristian Moller, Arto Rajala</i>

2.5	Consumer Behavior III	Room: Tokyo (M1-17). Chair: Fred van Raaij
2.5.1	An Exploratory Study on the Role of Familiarity in Product Evaluations	Jozsef Beracs, Tamas Gyulavari, Louise A. Heslop, Nicolas Papadopoulos
2.5.2	A Behavioral Approach to Explain the Usage of WWW: Findings in the Airline Industry	Frank Huber, Thomas Keller
2.5.3	Evidence of a Home Country Bias in Evaluations of Products: A 15-country Study	Louise A. Heslop
2.5.4	The Stability of Brand and Competitor Responses	Annemarie Sharp, Jenni Romaniuk
2.6	Marketing Interfaces I	Room: Rochester (M2-10). Chair: Rod Brodie
2.6.1	The Sales-Marketing Interface: A dyadic Approach	Philip L. Dawes, Graham Massey
2.6.2	Competitiveness through Integration between Marketing and Design	Tore Kristensen, Kjell Grønhaug, Margaret Bruce
2.6.3	The Interface between Marketing and Feminism	Pauline Maclaran, Miriam Catterall
2.6.4	Managerial Responses to Experienced Stress in Advertising Creative Teams: The Role of Willingness and Ability	Stephan R. Meadows, Nicholas J. Ashill, David Stewart
	Special Session	
X 2.7	Frontiers in Marketing Modeling	Room: Forum (M3-15). Chair: Jan-Benedict Steenkamp
2.7.1	Estimation of Competitive Interaction: Demand Functional Form, Vertical Channel Relations and Retailer Passthrough	William P. Putsis
2.7.2	Entry Decisions in the International Expansion Process: Do They Still Matter in the Long Run	Katrijn Gielens, Marnik Dekimpe
2.7.3	Models for Strategic Marketing Decisions	Dick R. Wittink

Session 3		15:45 – 17:15
3.1	Consumer Behavior IV	Room: Oxford (M1-12), Chair: Luk Warlop
3.1.1	The Role of National Identification in the Identification in the Evaluation of Countries and Their Products	<i>Peeter Verlegh</i>
3.1.2	Perceived Risk versus Uncertainty and Information Handling Activities	<i>Andreas H. Zins</i>
3.1.3	A Structural Equations Modelling Approach to Assess Older Consumers' Attitudes toward Retailing Patterns: In-store shopping vs. Innovative Systems based on New Technologies	<i>Ildefonso Grande</i>
3.1.4	Comparing Internet Users and Non-Users Among Older Individuals: Implications for Marketers	<i>Philip J. Trocchia, Janda Swinder, John Patrick Brady</i>
3.2	Marketing Models and Marketing Research II	Room: Santander (M2-11), Chair: Els Gijbrechts
3.2.1	Structural measures of Means-End Networks and Perceived Importance: Exploring the Relationship	<i>Johan van Rekom, Eveline van Brero</i>
3.2.2	A Utility-Consistent Brand Demand System with Endogenous Category Consumption	<i>George Baltas</i>
3.2.3	Dynamic Aspects of Brand-Choice Structural vs. Reduced Form Models	<i>Bernhard Baumgartner, Harald Hruschka</i>
3.2.4	Homogeneous Samples in Cross-National Research	<i>Nina L Reynolds, Antonis C. Simintras, Adamantios Diamantopoulos</i>
3.3	Marketing Communications and Brand Management III	Room: Shanghai (M2-12), Chair: Ad Pruyn
3.3.1	The Challenge of Financial Service Branding: Majoring on Category or Brand Values?	<i>Leslie de Chernatony, Fiona Harris</i>
3.3.2	Factors Influencing Perceived Similarity between Established Brands and Brand Extensions	<i>Leif E. Hem, Rune Lines, Kjell Grønhaug</i>
3.3.3	Effects of Brand- and Product-Fit on the Evaluation of Cobranding	<i>Carsten Baumgarth</i>
3.3.4	A Contemporary Communication Theory for Marketing Communication	<i>Richard J. Varey</i>

3.4	Marketing Strategy, Competition and Inter. Marketing III	Room: Athene (M1-19), Chair: Lars-Gunnar Mattson
3.4.1	Sources of Export Competitive Advantage	<i>Anna Kaleka</i>
3.4.2	The Effect of Controls on Performance in Export Distribution Channels	<i>Miguel Hernandez-Espallardo,</i> <i>Daniël C. Bello, David I. Gilliland</i>
3.4.3	The Impact of Organisational Factors and Export Leadership on Propensity to Export to Psychologically Distant Markets	<i>Sanna Sundqvist, Kaisu,</i> <i>Puumalainen, Risto T. Salminen,</i> <i>John W. Cadogan</i>
3.4.4	Performance Measurement in International Strategic Alliances	<i>Vivienne Shaw, Sheelagh Matear,</i> <i>Saleema Kauser</i>
3.5	Consumer Behavior V	Room: Tokyo (M1-17), Chair: Theo Verhallen
3.5.1	The Hierarchy of Cognitive & Affective Effects on Satisfaction Formation	<i>Juergen Gnoth, Simone Hilt</i>
3.5.2	Customer Satisfaction, Word-of-Mouth Intentions, and Repurchase Intentions: An Empirical Exploration of the Potential for Timing-of-Measurement Effects	<i>Magnus Söderland</i>
3.5.3	Customer Satisfaction through Fair Pricing	<i>Andreas Herrmann, Martin</i> <i>Wricke, Frank Huber</i>
3.5.4	Consumer Perceptions and Evaluations of Telephone Waiting Times	<i>Gerrit Antonides, Peter C.</i> <i>Verhoef, Marcel van Aalst</i>
3.6	Marketing Interfaces II	Room: Rochester (M2-10), Chair: Erik Jan Hultink
3.6.1	Examining Shifts in Adoption Related Variables over the Diffusion Curve	<i>Eric Waarts,</i> <i>Yvonne M. van Everdingen</i>
3.6.2	Market Structure and Intrafirm Rates of Diffusion: The Case of the ATMs in the Spanish Savings Banks	<i>Lucio Fuentelsaz,</i> <i>Jaime Gomez, Yolanda Polo</i>
3.6.3	The Use of Push and Pull Technologies as Communication Channels	<i>Francesca Dall'Olmo Riley,</i> <i>Patricia Harris, Carol Orr</i>

3.7 **Building Bridges and Broadening Perspectives** Room: Forum (M3-15),
Chair: Berend Wierenga

Panel by three Unilever Erasmus Professors:
Jerry Wind, Susan Douglas and John Rossiter

Thursday May 25th

Plenary Session 9:00 – 9:45
Keynote Speaker: Room: Oxford (M1-12)
Chair: Gerrit Antonides

Interactive Marketing - John Deighton (Harvard University)

Session 4 9:45 – 11:15

X 4.1 **Interactive Marketing I** Room: Oxford (M1-12),
Chair: Arvind Rangaswamy

4.1.1 The Value of Consumer Experience in Electronic Markets *Robert Davis,
Margo Buchanan-Oliver*

4.1.2 Improving Flow on the Internet *Ruth Rettie*

4.1.3 An Exploratory Study in the Understanding of Consumers' Attitudes towards the Internet *Spiros P. Gounaris,
George J. Avlonitis, Paulina Papastathopoulou*

4.1.4 Museum Management for Value Creation through Service: The Impact of New Technologies *Michela Addis*

4.2 **Marketing Strategy, Competition and Inter. Marketing IV** Room: Santander (M2-11),
Chair: John Saunders

4.2.1 The Standardization of Cross-National Advertising Strategy: A Review of the Empirical Literature *Björn Walliser*

4.2.2 The Influence of External Factors on a Company's Pricing Strategy *Pedro J. Cuestas Diaz,
José Luis Munuera Aleman*

4.2.3 The Advertising Environment on the Advertising Standardization Decision *Enrique Flores,
Salvador Ruiz*

X 4.2.4 Explaining and Managing the International Performance of Movies *Mark A.A.M. Leenders,
Jehoshua Eliashberg*

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| 4.3 | Marketing Communications and Brand Management IV | Room: Shanghai (M2-12),
Chair: Andrew Ehrenberg |
| 4.3.1 | Standardisation or Customisation? The Implementation of Global Brand Strategies in China | <i>Diana Yue Li, Heidi Winklhofer, Christine Ennew</i> |
| 4.3.2 | Colour Effects in Consumer Goods Advertising Across Cultures and by Product Category- Synthesis and Extension | <i>George Panigyrakis</i> |
| 4.3.3 | Corporate Reputation Management in the Creative Industry | <i>Constantine Andriopoulos, Manto Gotsi</i> |
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| 4.4 | Marketing Strategy, Competition and Inter.Marketing V | Room: Athene (M1-19),
Chair: Eric Waarts |
| 4.4.1 | Sources and Implications of Asymmetric Competition: An Empirical Study | <i>Pilar Lopez-Belbeze</i> |
| 4.4.2 | Marketing Resource and the Resource of Marketing | <i>Graham Hooley, John Fahy, Tony Cox, Jozsef Beracs, Krsyzstof Fonfara, Boris Snoj</i> |
| 4.4.3 | Launch Decisions and Competitive Reactions: An Empirical Market Signaling Study | <i>Erik Jan Hultink, Fred Langerak</i> |
| 4.4.4 | Designing Market Defence Strategies of a New Entrant Based on Prelaunch Calibration | <i>John H. Roberts, Charlie J. Nelson, Pamela D. Morrison</i> |
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| 4.5 | Marketing of Services II | Room: Tokyo (M1-17),
Chair: Rik Pieters |
| 4.5.1 | The Distorting Effects of Time on Perceptions of Service Quality | <i>Adrian Palmer, Martin O'Neil</i> |
| 4.5.2 | Does Self-Stated Satisfaction with Multi-Service Providers Explain Future Purchase Behavior? | <i>Peter C. Verhoef, Philip Hans Franses, Janny C. Hoekstra</i> |
| 4.5.3 | Advertising and the Climate for Service: Incongruity Effects on Boundary Spanners' Extra-Role Customer Service Behavior | <i>Leigh J. Broderick, Geoffrey R. Durden</i> |

4.6	Marketing Models and Marketing Research III	Room: Baltimore (M1-06), Chair: Gary Lilien
4.6.1	An Artificial Neural Net Attraction Model (ANNAM) to Analyze Market Shares	<i>Harald Hruschka</i>
4.6.2	Near Optimal Solutions for Product Line Design Using Genetic Algorithms	<i>Winfried Steiner, Harald Hruschka</i>
4.6.3	Developments in Model Building for Marketing Decisions	<i>Peter S.H. Leeftang, Dick R. Wittink</i>
4.7	Channels and Retailing I	Room: Rochester (M2-10), Chair: Gerrit van Bruggen
4.7.1	Establishing the Internet Channel: Short-Term Pain but Long-Term Gain?	<i>Inge Geyskens, Katrijn Gielens, Marnik G. Dekimpe</i>
4.7.2	Experimental Study of the Effect of the Switch to the Euro on the Intention to Buy a Private Label Brand	<i>Pierre Desmet, Charlotte Gaston-Breton</i>
4.7.3	Buyer's Profile of Store Brands: A Predictive Purchase Model	<i>Eva Maria Caplliure Giner, Salvador Miquel Peris</i>
4.8	Consumer Behavior VI	Room: Forum (M3-15), Chair: Kazuhiko Okuda
4.8.1	The impact of Attention to Television Coverage and Consumer Characteristics on Meat Consumption Decisions	<i>Wim Verbeke, Ronald W. Ward, Jacques Viaene</i>
4.8.2	Children's Reactions to Advertising Communication	<i>Claude Pecheux</i>
4.8.3	Whether and How Much to Bundle: The Influence of Consumer and Supplier Characteristics	<i>Manoj K. Agarwal, Ruud T. Frambach, Stefan Stremersch</i>
4.8.4	When Not to Apologize: How Apology Affects Responses to Product Recalls	<i>Keith E. Niedermeier, Michael J. Ahearne</i>

Session 5

11:45 – 13:15

5.1 Interactive Marketing II

Room: Oxford (M1-12).

Chair: Ale Smidts

- 5.1.1 Word-of-Mouse vs Word-of-Mouth: The Effects of the Internet on Consumer's Pre-Purchase Information Search Activities *Dan Martin, Wendy Lomax*
- 5.1.2 Internet Marketing the News: Same players, different playground *Enrique Dans, Koen Pauwels*
- 5.1.3 Redress Seeking as Planned Behaviour for Goods Purchased via the World Wide Web *Francesca Dall'Olmo Riley, Anthony Burns, Robert East, Wendy Lomax*
- 5.1.4 Social Influences on the Use of the Television as a Service and Shopping Delivery Channel in the Home: Who Holds the Remote? *Kathy Keeling, Peter McGoldrick, Denise Fowler*

5.2 Business-to-Business Marketing I

Room: Santander (M2-11).

Chair: Kristian Möller

- 5.2.1 Value-Creation Customer-Supplier Relationships: The Role of Adaption, Trust and Commitment *Achim Walter, Thomas Ritter*
- 5.2.2 Economic and Behavioral Determinants of Long-Term Buyer-Seller Relationships in Industrial Markets *M. Carmen Camarero Izquierdo, Jesus Gutierrez Cillan*
- 5.2.3 Objective Measures of Relationship Quality *Narelle Page, Byron Sharp*

5.3 Marketing Communications and Brand Management V

Room: Shanghai (M2-12).

Chair: ~~Dick Wiltink~~ Fred van Raay

- 5.3.1 Single-Item vs. Multiple-item Measurement in Advertising Research *Lars Bergkvist*
- 5.3.2 The Use of Testimonial in Advertising: Bi-Directional Relationships between Celebrities and Product Classes *Ilaria Baietti, Isabella Soccia*
- 5.3.3 Advertising Persuasion: An Integrative Framework of Information Processing Theories of Persuasion *Joan Meyers-Levy, Prashant Malaviya*
- 5.3.4 The Form that Ads Take (FAT)- A Snapshot of UK Magazine Ads as Seen by the Public *Andrew Ehrenberg, Pam Mills, Rachel Kennedy*

5.4	Marketing Models and Marketing Research IV	Room: Athene (M1-19), Chair: Dick Wittink
5.4.1	The Category Demand Effects of Price Promotions	<i>Vincent R. Nijs, Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp, Dominique M. Hanssens</i>
5.4.2	Forecasting Repeat Sales at CDNOW: A case Study	<i>Peter S. Fader, Bruce G.S. Hardie</i>
5.4.3	The Impact of Stock-Outs on Whether, How Much and What to Buy	<i>Katia Campo, Els Gijbrecchts, Els, Patricia Nisol</i>
5.4.4	Forecasting Market Shares From Attraction Models: Some First Simulation Results	<i>Dennis Fok, Philip Hans Franses, Richard Paap</i>
5.5	Marketing of Services III	Room: Tokyo (M1-17), Chair: Walle Oppedijk van Veen
5.5.1	Influences on the Zone of Tolerance	<i>Anne L. Gwynne, James F. Devlin, Christine T. Ennew</i>
5.5.2	From Intangibility to Tangibility in Service Quality Perceptions	<i>Jessica Santos, Brian P. Mathews</i>
5.5.3	Evaluation Differences Between Goods and Services	<i>Einar Breivik, Dirk Snelders, Sigurd Villads Troye</i>
5.5.4	Examining Relationships in Professional Services: A Cross-Cultural Comparison	<i>Kalipso M. Karantinou, Margaret K. Hogg</i>
5.6	Consumer Behavior VII	Room: Baltimore (M1-06), Chair: Christian Pinson
5.6.1	The Relative Importance of Mechanical Product Sound in Consumer Evaluations	<i>Dirk Snelders, Sylvia C. Mooy, Paul P.M. Hekker</i>
5.6.2	An investigation into the Impact of Consumers' Personality Traits on Their Colour Preferences	<i>Louise M. Benson, Margaret Bruce, Margaret K. Hogg</i>
5.6.3	Sensory Modality Dominance in the Consumer Information Encoding Process	<i>Amanda J. Broderick, Loick Le Dean</i>
5.6.4	Exploring the Influence of Background Musical Tempo upon Perceived Duration and Satisfaction Levels in a Student Registration Queue Scenario	<i>Steve Oakes</i>

- 5.7 **Marketing Interfaces III** Room: Rochester (M2-10),
Chair: Mark Leenders
- 5.7.1 Preliminary Findings on the Relationship between Market Orientation: NPD-Activities and NPD-Performance *Fred Langerak, Erik Jan Hultink, Henry Robben*
- 5.7.2 Attitudes towards Marketing in a Market Orientation Context *Amparo Cervera Taulet, Manuel Sanchez Perez*
- 5.7.3 The Development Process of "Really new Products": Criteria for Different Evaluation Gates *Pilar Carbonell Foulquie, José L. Munuera Aleman, Ana I. Rodriguez Escudero*
- 5.7.4 An Empirical Investigation of the Determinants of Product Innovation in Small and Medium Sized Firms *George Baltas, Eleni Salavou*

Special Session

- 5.8 **Eye Movement Research** Room: Forum (M3-15),
Chair: Rik Pieters & Luk Warlop
- 5.8.1 How Eye Fixations to Print Ads Build Brand Memory: Model and Findings *Michel Wedel, Rik Pieters*
- 5.8.2 Internet Advertising: Consumer's Search Behaviors and Memory Effects *Xavier Drèze, François-Xavier Hussherr*
- 5.8.3 How Conspicuous Packages Influence Consumers' Visual Orientation and Memory *Johan de Heer*
- 5.8.4 The Effects of Point-of-Sales Marketing on Consumer In-Store Search and Choice *Pierre Chandon, J. Wesley Hutchinson, Scott H. Young*

Session 6

14:30 – 16:00

- 6.1 **Interactive Marketing III** Room: Oxford (M1-12),
Chair: John Deighton
- 6.1.1 Improving the Accessibility of Websites by Higher Ranking in Search Engines *Jordi Haarman, Ed Peelen*
- 6.1.2 Marketing of Tourism Services on the Internet: Investigating the Impact of Website Attributes on Hit Rate *Simon Best, Devashish Pujari*
- 6.1.3 Personalised vs Standard Advertising on the Internet: Does it Work? *Stéphane Bourliataux-Lajoinie*
- 6.1.4 The Commercial Use of Selection and Segmentation Techniques for Database Marketing *Penny Spring, Peter C. Verhoef, Janny C. Hoekstra, Peter S.H. Leeftang*

6.2	Business-to-Business Marketing II	Room: Santander (M2-11), Chair: Ulrike de Brentani
6.2.1	Customer heterogeneity with respect to value dimensions in industrial markets-the perspective of embedded purposive action	<i>Stefan Wuyts, Harry Commandeur</i>
6.2.2	Dangerous Dichotomies: An empirical investigation of contemporary marketing practices	<i>Nicole E. Coviello, Roderick J. Brodie</i>
6.2.3	Timing of Strategic Marketing Actions	<i>Per Andersson, Lars-Gunnar Mattson</i>
6.2.4	Exploring supply chain configuration to leverage market orientation: A taxonomy of vertical de-integration	<i>Katy Mason, Peter Doyle, Veronica Wong</i>
6.3	Marketing Communications and Brand Management VI	Room: Shanghai (M2-12), Chair: Graham Hooley
6.3.1	The Identity of Art Brands	<i>Tony Lindley, Daragh O'Reilly</i>
6.3.2	Relationships between Usage categories, Image Responses and Probability of Purchase	<i>Jenni Romaniuk</i>
6.3.3	Impact of Television Advertising on Purchase Requests of Pre-School Children	<i>Elisabeth Goetze, Bodo B. Schlegelmilch</i>
6.3.4	Influence of Self-Concept and Brand Personality Congruency on Youth Response towards Fashion Clothing Advertising	<i>Mino Farhangmehr, Antonio Azevedo</i>
6.4	Marketing Strategy, Competition and Inter. Marketing VI	Room: Athene (M1-19), Chair: Andras Bauer
6.4.1	Pioneer Brand Advantage with Retail Buyers in Japan: A Comparison with U.S. Data	<i>Frank Alpert, Michael A. Kamins, Tomoaki Sakano, Naoto Onzo, John Graham</i>
6.4.2	Issues of Approximation in Cross-Cultural Consumer Research: Exploring the Consumption of Cosmetics by Chinese Women in Taiwan and P.R.China	<i>Margaret K. Hogg, Charles Chi Cui, Yu-Ting Huang</i>
6.4.3	Exploring the National Identity in Yemen: Implications for International Marketing Research	<i>Charles Chi Cui, Edward I. Adams</i>
6.4.4	Market Orientation and the Organisational Culture of Taiwanese Business	<i>Yau-Sheng Tsai, Robin Wensley</i>

6.5	Marketing of Services IV	Room: Tokyo (M1-17), Chair: Jos Lemmink
6.5.1	Effective Development of New Retail Financial Services: Does Formality Matter?	George J. Avlonitis, Paulina Papastathopoulou
6.5.2	The Effect of Knowledge Management on New Service Development	Chris Storey, David Kelley
6.5.3	City Marketing: Towards Marketing of Services	Jan van 't Verlaat
6.5.4	The Adoption of Internet Financial Services: A Qualitative Study	Nancy Jo Black, Andy Lockett, Heidi Winkelhofer, Christine Ennew
6.6	Marketing Models and Marketing Research V	Room: Baltimore (M1-06), Chair: Jehoshua Eliashberg
6.6.1	Constructing reliable and valid scales for environmental consciousness and environmentally friendly behaviour of consumers	Irene Roozen, Patrick de Pelsmacker
6.6.2	The Effect of Stimuli Presentation on Customers Preferences and Sales Shares for Innovative Products	Klaus Backhaus, Ekkehard Stadie, Thorsten Schmidt
6.6.3	Method Effects in Elicitation of Attributes: A Comparison of Four Techniques	Magne Supphellen, Einar Brevik
6.6.4	Comparison of a Semi Parametric Utility Choice Model Estimated by Two Different Algorithms	Makoto Abe, Yasemin Boztug, Lutz Hildebrandt
6.7	Channels and Retailing II	Room: Rochester (M2-10), Chair: Inge Geyskens
6.7.1	Modelling Supermarket Patronage Using Multi-Nominal Logistic Regression	Luiz Moutinho, Graeme Hutcheson
6.7.2	Vertical Price Leadership within a Channel: A Cointegration Study	W. Erno Kuiper, Matthew T.G. Meulenberg
6.7.3	Triple Jeopardy for Store Brands - Disconfirming Evidence	Byron Sharp, Erica Riebe
6.7.4	Internet as a New Channel to Market: Implications for International Marketing	Susan Bridgewater, David Arnott

Special Session

- 6.8 **Frontiers in Consumer Behavior Research** Room: Forum (M3-15).
Chair: Jan-Benedict Steenkamp
- 6.8.1 Singular Thinking in Consumer and in Managerial Judgement *Frank R. Kardes*
- 6.8.2 How Does Humor Work? An Examination of an Incongruity Framework and Identification of Culture-Specific Dimensions *Wayne D. Hoyer*
- 6.8.3 Hedonic Consumption *Klaus Wertenbroch*

Poster Session

16:00 – 17:45

Room: Restaurant (M3-09)

- The Role of Industrial Brands in Industrial Marketing: Motivations, Forms & Influences *Clara Agustin*
- Study of the Formation and Dynamic of Consumer Satisfaction Within Electric Heating Experience *Anne-Françoise Audrian*
- Avoiding Negative Selves: A Study of Rejection and Distastes *Emma Banister*
- Hearing Voices: The Impact of Announcer Voice Characteristics on Consumer Response to Broadcast Advertising *Amitava Chattopadhy,
Darren W. Dahl,
Robin J.B. Ritchie,
Kimary N. Shahin*
- Meta Skill, Marketing Capabilities and The Resourced Based View: An Empirical Study of UK Seaport *Helen Gabriel*
- Is Internet a Good Media for Relational Marketing? *Julio Jimenez-Martinez,
Martin de Hoyos, Maria José*
- The Consumption of Music in Social Situations *Gretchen Larsen*
- The Relationship between Cultural Dimensions and Service Quality *Christina Lee, Bodo Lang,
Jacqueline J.H. Chan*
- Consumer Acceptance of Radically New Products: With Application to Foods *Anne Michaut*
- The Category Demand Effects of Price Promotions *Vincent Nijs*
- The Impact of Consumer Internationalism on Country of Origin Perceptions *Maria Papacosta*

Small Business Networks as Activity Systems: The Application of Information Technology in Small Business Activity	<i>Frans Prenkert</i>
Building Brand Relationships on the Internet	<i>Helge Thorbjornsen</i>
Enhancing Salespeople' Effort toward Competitive Intelligence: The Necessary Attitudinal vs. Motivational Perspective	<i>Joël le Bon</i>
Using Surprise as a Marketing Tool: The Surprise Satisfaction Link	<i>Joëlle Vanhamme</i>
Measurement and Analysis of Attention for TV-Commercials	<i>Josephine Woltman Elpers</i>
Partner Selection in Industrial Co-Supplier Networks: A Customer Perspective	<i>Stefan Wuyts</i>
The Effect of Extreme-Priced Products on Consumer Reservation Prices	<i>Carolyn Yoon, Mary Wagner, Aradhna Krishna</i>
One-to-one Market Orientation: Adoption and Implementation	<i>Evelien Zengerink</i>

Friday May 26th

EMAC General Assembly

8:30 – 9:45

Room: Forum (M3-15)

Session 7

9:45 – 11:15

7.1	Business-to-Business Marketing III	Room: Santander (M2-11), Chair: Fred Langerak
7.1.1	Global New Product Development Programs: Pilot Studies of Success Factors in Industrial Goods and Services Firms	<i>Ulrike de Brentani, Elko J. Kleinschmidt</i>
7.1.2	Pricing Strategies and Practices of High-Technology Companies	<i>Mai Antilla, Kristian Möller</i>
7.1.3	Transvection Analysis- A Reverse Perspective on Distribution	<i>Lars-Erik Gadde, Kaisa Hulthén, Ivan Snehota</i>

7.2	Marketing Communications and Brand Management VII	Room: Shanghai (M2-12), Chair: Rik Riezebos
7.2.1	Testing the Relationship between Mention of Competitor Brand and Customer Switching	<i>Jenni Romaniuk, Byron Sharp</i>
7.2.2	The Contribution of the Brand Personality Construct to Explain Brand Loyalty Behavior	<i>Ralf Mader, Frank Huber, Andreas Herrmann,</i>
7.2.3	Are Negative Perceptual Responses an Indicator of Customer Vulnerability / Switching?	<i>Maxwell Winchester, Jenni Romaniuk</i>
7.3	Marketing Strategy, Competition and Inter. Marketing VII	Room: Athene (M1-19), Chair: Yvonne van Everdingen
7.3.1	An Exploratory Cross-National Assessment of Antecedents to Export Information Use	<i>Thomas Salzberger, Hartmut H. Holzmuller, Anne L. Souchon, Adamantios Diamantopoulos, Catherine N. Axinn, Geoffrey R. Durden</i>
7.3.2	A Comparative Study of Marketing Planning in Portugal and the UK	<i>Sally Dibb, Lyndon Simkin, Minoo Farhangmehr</i>
7.3.3	International Market Entry Choice: A Resource-Based Perspective	<i>Carlos M.P. Lucas de Freitas</i>
7.3.4	An Exploratory Study of Portuguese Exporters Marketing Strategies	<i>Luis Filipe Lages, T.C. Melewar</i>
7.4	Marketing Models and Marketing Research VI	Room: Tokyo (M1-17), Chair: Peter Leeflang
7.4.1	Modelling attrition in panel surveys	<i>Peter J. Danaher</i>
7.4.2	Are RFM-Variables Useful for Predicting the Response to Charity Fund Direct Mailings?	<i>Jedid-Jah Jonker, Richard Paap, Philip Hans Franses</i>
7.4.3	Estimation Bias in Choice Models with Last Choice Feedback	<i>Alexandru M. Degeratu</i>

7.5	Channels and Retailing III	Room: Rochester (M2-10). Chair: Harmen Oppewal
7.5.1	Determinant Factors of Shopping Centre Selection	<i>Marta Frasset, Alejandro Molla, Irene Gil</i>
7.5.2	Retailer's Supplier Selection Criteria - the Chinese Case	<i>Kare Hansen, Kjell Gronhaug</i>
7.5.3	Cross-Border Shopping Motives: Implications for Retailers	<i>Kenneth R. Lord, Sanjay Putrevu</i>
7.6	Consumer Behavior VIII	Room: Forum (M3-15), Chair: Suzanne Beckmann
7.6.1	Consumer Product Choice: Does Product Constellations Matter?	<i>Fredrik Lange, Richard Wahlund</i>
7.6.2	Dual Processes in Consumer Choice	<i>Fergus Bolger, Gerrit Antonides</i>
7.6.3	Intangible Product Attributes of Watches	<i>Pascal C.M. Govers, Jan P.L. Schoormans</i>
7.6.4	The Processing of Negated Product Attributes	<i>Prashant Malaviya, Susan Jung, Brian Sternthal</i>
	Session 8	11:45 - 13:15
8.1	Business-to-Business Marketing IV	Room: Santander (M2-11), Chair: Veronica Wong
8.1.1	Company Reputation as a Determinant of Trust and Commitment in Supplier / Purchaser Relations	<i>Roger Bennet, Helen Gabriel</i>
8.1.2	Determining the Causes of Dissolution in Long-Term Inter-Organisational Relationships	<i>Andrew D. Pressey</i>
8.1.3	Inter-firm Dependence, Environmental Uncertainty and Vertical Co-ordination in Industrial Buyer-Seller Relationships	<i>Arnt Buvik, Kjell Gronhaug</i>
8.1.4	Firm Predispositions and and Interfirm Relationships	<i>Ravipreet Sohi, Jean L. Johnson</i>

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| 8.2 | Marketing Decision Making and Support Systems | Room: Shanghai (M2-12),
Chair: Arvind Rangaswamy |
| 8.2.1 | Antecedents and Dynamics of Perceived Usefulness of Marketing Decision Support Systems | <i>Zhimin Chen, Gerrit van Bruggen, Berend Wierenga</i> |
| 8.2.2 | Management Consensus for Action: Conditions Suggesting Parity vs. Delayed Entry in Response to a Pioneering Competitor's New Production Introduction | <i>Scott G. Dacko</i> |
| 8.2.3 | Decision Processes in Professional Investors: Does Expertise Moderate Judgemental Biases? | <i>Ekkehard Stephan, Guido Kiell</i> |
| 8.2.4 | The Acceptance of Information Technology Innovations in the Sales Force | <i>Niels Schillewaert, Michael J. Ahearne, Ruud T. Frambach, Rudy K. Moenaert</i> |
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| 8.3 | Marketing Strategy, Competition and Inter.Marketing VIII | Room: Athene (M1-19),
Chair: Susan Douglas |
| 8.3.1 | A Factor Analytic Study of Export Performance and Its Determinants: Evidence from Portuguese Exporters | <i>Luis Filipe Lages, T.C. Melewar</i> |
| 8.3.2 | Do Cultural Differences Affect Perceptions of the Importance of Marketing? | <i>Olaf A. Kvitastein, Kjell Grønhaug</i> |
| 8.3.3 | Associating a Brand with the Wrong Country of Origin or Country of Manufacturing: Does It Matter? | <i>George Balabanis</i> |
| 8.3.4 | Chilean and Argentine Consumer Perceptions of Products Made in Current and Potential NAFTA Member Countries | <i>Sadrudin A. Ahmed, Alain d'Astous, José Rojas</i> |
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| 8.4 | Marketing Models and Marketing Research VII | Room: Tokyo (M1-17),
Chair: Marnik Dekimpe |
| 8.4.1 | Predicting Purchase and Use of 'Green' Products on the Basis of Value-System Segmentation | <i>Kristine Brangule-Vlagsma, Michel Wedel, Rik Pieters</i> |
| 8.4.2 | Sales Promotion Effects and the Promotion Sensitive Consumer | <i>Linda Teunter, Berend Wierenga, Teun Kloek</i> |
| 8.4.3 | Competitive and Marketing Mix Effects on Market Share Volatility | <i>Demetrios Vakratsas, Gurumurthy Kalyanaram</i> |

8.5	Channels and Retailing IV	Room: Rochester (M2-10) , Chair: József Berács
8.5.1	The Variety Offered by Stores	<i>Erica van Herpen,</i> <i>Rik G.M. Pieters</i>
8.5.2	Retailer Attitude Matters! The case of the german carpet market	<i>Nicolaus Franke,</i> <i>Andreas Unterreitmeier</i>
8.5.3	The Influence of Atmospherics in a Car Dealership: Measuring Customer Perceptions of a Change in the Selling Environment	<i>Gary Reed Vicky Story,</i> <i>Louise Hurdley,</i> <i>Jim Saker</i>
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8.6	Consumer Behavior IX	Room: Forum (M3-15) , Chair: Johan van Rekom
8.6.1	Environment Related Consumer Behaviour in a Macro-Cultural Perspective: An Anthropological Approach	<i>Annemarie G. Christensen,</i> <i>Suzanne C. Beckmann,</i> <i>Alice Slater Christensen</i>
8.6.2	Influences Affecting Consumers' Vegetarian-Oriented Attitudes and Behaviors	<i>Swinder Janda,</i> <i>Phillip J. Trocchia, Dane Folster</i>
8.6.3	Reference Group Influence on Environmental Responsible Purchase and Disposal	<i>Ynte K. van Dam</i>
8.6.4	Consumer Procrastination and Purchase Delay	<i>Denis Darpy</i>