

## Tuesday

**Opening Address: Dr Anthony Patterson, Conference Co-Chair**

**Tuesday 5 July, 10:30-10:45**

**Sunloch Suite (Plenary Room)**

**Prof. Murray Dalziel, Director of ULMS Management School**

## **Key Note Session**

**Rashik Parmar: A Glimpse Into the Future (Introduction by Professor Steve Baron)**

**Tuesday 5 July, 10:45-11:45**

**Sunloch Suite (Plenary Room)**

## **Lunch**

**Tuesday 5 July, 11:45 - 12:30**

## Session 1: Competitive Papers

### Special Session: Work and Life in the City of the Future

Tuesday 5 July, 12:30 – 14:00 Sunloch Suite

Chair: Steve Baron, University of Liverpool

### AM/BMAF Marketing Education

Tuesday 5 July, 12:30 – 14:00 Paddock Lodge Boardroom

Chair: Monica Gibson-Sweet

Across the great divide: Building connections in a large first year marketing course through digital storytelling

Mary FitzPatrick, Dorothy Spiller

University of Waikato, Hamilton, New Zealand

Incorporating Case Studies in Marketing Education to Prepare the Students for Global Citizenship

Mizan Rahman

University of Lincoln, Lincoln, UK

The Glam Approach to Enhancing Marketing Graduates'

Employability : A Case Study from Glamorgan Business School

Monica Gibson-Sweet, Heather Skinner, Nicola Williams-Burnett, Henry Enos

University of Glamorgan, Wales, UK

### Arts, Heritage, Nonprofit and Social Marketing

Tuesday 5 July, 12:30 – 14:00 Earl of Derby Box 3

Chair: Mark Rosenbaum

Amy's Story: A Research Agenda for Smoking Cessation in Pregnancy

Seamus Allison<sup>1</sup>, Alex Hiller<sup>1</sup>, Claire Allison<sup>2</sup>

<sup>1</sup>Nottingham Trent University, Nottingham, United Kingdom,

<sup>2</sup>Sherwood Forest Hospitals NHS Foundation Trust, Mansfield, United Kingdom

Deciding to give? Insights into young people's donor decision-making processes

Mary Ho, Stephanie O'Donohoe

University of Edinburgh, Edinburgh, United Kingdom

Restorative Cancer Resource Center Servicescapes

Mark Rosenbaum<sup>1</sup>, Jillian Sweeney<sup>2</sup>, Jillian Smallwood<sup>3</sup>

<sup>1</sup>Northern Illinois University, DeKalb, IL, USA, <sup>2</sup>University of

Western Australia, Perth, Australia, <sup>3</sup>LivingWell Cancer Resource Center, Geneva, IL, USA

### B2B Marketing

Tuesday 5 July, 12:30 – 14:00 Earl of Derby Box 5

Chair: Sid Lowe

A Funny Thing Happened... The Role of Humour in Business-to-Business Marketing Management

Andrew Pressey<sup>1</sup>, Alan Gilchrist<sup>1</sup>, Linda Peters<sup>2</sup>, Peter Lenney<sup>1</sup>

<sup>1</sup>Lancaster University Management School, Lancaster University, UK, <sup>2</sup>University of Nottingham, Nottingham, UK

Sales Management Strategies to Survive an Economic Downturn  
Michael Marck, Blair Crawford  
*University of Strathclyde, Glasgow, UK*

Knowing and Doing Action-Orientated Research in Business Networks: The Use of Subjective Personal Introspection  
Michel Rod<sup>1</sup>, Nick Ellis<sup>2</sup>, Sid Lowe<sup>3</sup>, Sharon Purchase<sup>4</sup>, Ki-Soon Hwang<sup>5</sup>

<sup>1</sup>*Carleton University, Ottawa, Canada*, <sup>2</sup>*University of Leicester, Leicester, UK*, <sup>3</sup>*Kingston University, Kingston-Upon-Thames, UK*, <sup>4</sup>*The University of Western Australia, Crawley, Australia*, <sup>5</sup>*Kingston University, Kingston-Upon-Thames, UK*

## **Brand, Identity and Corporate Reputation**

**Tuesday 5 July, 12:30 – 14:00 Lord Sefton Box 1**

**Chair: Clive Boddy**

Influences and impacts of personal brand and political brand bi-directional endorsement

Stephen Dann, Andrew Hughes

*Australian National University, Canberra, ACT,, Australia*

A comparison of corporate social responsibility (CSR) practiced with employees in Chinese and Multinational private Financial Intermediation and Accounting companies in China

Zhengfeng Li, Shaun Powell, Alan Pomeroy

*University of Wollongong, Wollongong, NSW, Australia*

Corporate Reputation, Marketing and Corporate Psychopaths

Clive Boddy

*Nottingham Trent University, Nottingham, United Kingdom*

## **Consumer Research**

**Tuesday 5 July, 12:30 – 14:00 Lord Sefton Box 3**

**Chair: Tracy Harwood**

Consumer Cynicism: An Emergent Phenomenon in Fairtrade?

Alvina Gillani, Shumaila Yousafzai, John Pallister, Mirella Yani de Soriano

*Cardiff University, Cardiff, UK*

"Everybody's got something to hide except me and my monkey": Towards a consumer-centric approach to identity management in the digital economy

Alexander Reppel<sup>1</sup>, Isabelle Szmigin<sup>1</sup>

<sup>1</sup>*Royal Holloway, University of London, Egham, UK*, <sup>2</sup>*University of Birmingham, Birmingham, UK*

Using eye-gaze visual technologies to compare consumer response in real and 3D virtual worlds: an exploratory application to retail

Tracy Harwood, Martin Jones, Aisling Tiernan

*De Montfort University, Leicester, United Kingdom*

## **Critical Marketing Perspectives**

**Tuesday 5 July, 12:30 – 14:00 Hedge Hunter Bar**

**Chair: Ian Fillis**

An Archaeological Excavation into the Fields of Place Marketing and Place Branding

Heather Skinner

*University of Glamorgan, Wales, UK*

'Living is easy with eyes closed' : Thoughts on Critical Marketing and Education

M. Teresa Pereira Heath<sup>1</sup>, Matthew Heath<sup>2</sup>, Susana Marques<sup>3</sup>

<sup>1</sup>Nottingham University Business School, Nottingham, United Kingdom, <sup>2</sup>Instituto Superior Tecnico, Lisboa, Portugal, <sup>3</sup>Instituto Superior de Administração e Gestão, Porto, Portugal

Small Business Marketing: Aesthetic Understanding from the Creative Industries

Ian Fillis

*University of Stirling, Stirling, United Kingdom*

## **International Marketing**

**Tuesday 5 July, 12:30 – 14:00 Lord Sefton Box 5**

**Chair: Essam Ibrahim**

Does country-of-origin matter? A comparison study of the advanced vs. emerging and developing economies' consumer

Nathalia Tjandra, Maktoba Omar, John Ensor  
*Edinburgh Napier University, Edinburgh, UK*

Images of women in beauty product advertising: a cross-cultural study of female's perceptions and preferences

Essam Ibrahim, Caroline Carter  
*Edinburgh Uni, Edinburgh, -*

## **Relationship Marketing and Customer Experience Management**

**Tuesday 5 July, 12:30 – 14:00 Reynolds Town Bar**

**Chair: Steve Worthington**

The Path of Effects from Customer Value and Satisfaction to Customer Lifetime Value - Evidence from Banking Industry in Taiwan

Chien-Lin Chen, Len Tiu Wright, Michael Starkey  
*De Montfort, Leicester, UK*

Modelling CRM in the Social Media Age

Paul Harrigan  
*University of Southampton, Hampshire, UK*

Customer Surveillance and the role of Loyalty programs ,in an Australian context

steve worthington  
*Monash University, Melbourne, Australia*

## **Services Marketing**

**Tuesday 5 July, 12:30 – 14:00 Red Rum Bar**

**Chair: Tony Woodall**

BUILDING COMMITMENT WHEN CUSTOMERS DO NOT WANT A RELATIONSHIP - THE CASE OF FUNERAL SERVICES

Edwin Theron  
*University of Stellenbosch, Stellenbosch, South Africa*

Co-creation More Than a Play Date: The Real Value for the Consumer

Birgul Kupeli, Zeynep Gul Gunbegi  
*Bahcesehir University, Istanbul, Turkey*

The more we see it the less it means: a value-for-the-customer commentary on value-in-use

Tony Woodall  
*Nottingham Trent University, Nottingham, United Kingdom*

## **Sports Marketing**

**Tuesday 5 July, 12:30 – 14:00 Aldaniti Bar**

**Chair: Kathryn Waite**

Segmenting Exercise Participants by Surface Level Participation  
Motivation

Paul Morrissey<sup>1</sup>, Paul Baines<sup>2</sup>

<sup>1</sup>Waterford Institute of Technology, Waterford, Ireland, <sup>2</sup>Cranfield  
School of Management, Cranfield, United Kingdom

The Corporate brand web and brand relationships: The case of the  
TOYOTA Racing

Abel Kahuni<sup>1</sup>, Jennifer Rowley<sup>1</sup>

<sup>1</sup>Bangor University, Bangor, United Kingdom, <sup>2</sup>Manchester  
Metropolitan University, Manchester, United Kingdom

"I don't buy it": Customer and Non-Customer reactions to Sports  
Sponsorship

Susan Ferrier<sup>1</sup>, Kathryn Waite<sup>1</sup>, Tina Harrison<sup>2</sup>

<sup>1</sup>Heriot Watt University, Edinburgh, Scotland, United Kingdom,

<sup>2</sup>Heriot Watt University, Edinburgh, Scotland, United Kingdom,

<sup>3</sup>Edinburgh University, Edinburgh, Scotland, United Kingdom

## **Tourism Marketing**

**Tuesday 5 July, 12:30 – 14:00 Paddock Lodge Drawing Room Chair: Philippa Hunter-Jones**

Bridging The Gaps For Destination Extreme Sports: An Empirically  
Validated Model Of Sport Tourism Customer Experience

Philipp Klaus

Swansea University School of Business and Economics, Swansea,  
UK

A 'ticket to ride' or a 'hard day's night'? The importance of music  
tourism to Liverpool.

Caroline Jackson

Bournemouth University, Dorset, UK

Educated, Affluent, Assertive and IT-Literate? A Study of  
Parenthood and Generation Y Travel Behaviour

Philippa Hunter-Jones, Yusra Khogeer

University of Liverpool, Liverpool, UK

## Session 2: Working Papers

### 1. The Research Excellence Framework 2014/ 2. CIM Research Bids

Tuesday 5 July, 14:00 – Sunloch Suite

#### AM/BMAF Marketing Education

Tuesday 5 July, 14:00 – 15:00 Paddock Lodge Boardroom Chair: Lorna Walker

Educating Graduates for Marketing in Small Businesses

*Ranis Cheng<sup>1</sup>, Sheilagh Resnick<sup>1</sup>*

<sup>1</sup>University of Sheffield, Sheffield, United Kingdom, <sup>2</sup>Nottingham Trent University, Nottingham, United Kingdom

Intention versus reality: Exploring the use of Facebook for teaching and learning in three sports marketing modules

*Leah Donlan*

*University of Central Lancashire, Preston, UK*

What issues arise when delivering introductory marketing classes to multicultural groups? A comparison of the views of lecturers and students.

*Lorna Walker, Richard Mannix*

*Regent's College, London, UK*

#### Arts, Heritage, Nonprofit and Social Marketing

Tuesday 5 July, 14:00 – 15:00 Earl of Derby Box 3 Chair: Robin Croft

Consuming the Arts in an Emerging Market: A case study of the Contemporary Art scene in Venezuela.

*Victoria L. Rodner*

*Edinburgh Napier University, Edinburgh, Scotland, United Kingdom*

Miles Davis and *Kind of Blue*: A marketing and musical icon

*Noel Dennis<sup>1</sup>, Steve Oakes<sup>1</sup>*

<sup>1</sup>University of Teesside, Middlesbrough, United Kingdom,

<sup>2</sup>University of Liverpool, Merseyside, United Kingdom

Right here, right now: an exploratory study of the use of social media by jazz festivals

*Robin Croft<sup>1</sup>, Krzysztof Kubacki<sup>1</sup>*

<sup>1</sup>University of Bedfordshire, Luton, UK, <sup>2</sup>Keele University, Staffordshire, UK

#### B2B Marketing

Tuesday 5 July, 14:00 - 15:00 Earl of Derby Box 5 Chair: Adam Raman

Integrated Corporate Brand Value Loop: A Framework

*Alireza Sheikh<sup>1</sup>, Monireh Hosseini<sup>2</sup>, Amir Albadvi<sup>3</sup>*

<sup>1</sup>University of Leicester, Leicester, -, <sup>2</sup>K. N. Toosi University of Technology, Iran, -, <sup>3</sup>Tarbiat Modares University, Iran, -

The study of value creation - An assessment in the context of the financial industry in the UK

*Valdemir Oliveira, Jamie Burton, John A. Murphy*

*Manchester Business School, University of Manchester, Manchester, UK*

Developing a Framework for Researching CSR in a B2B Context

*Adam Raman<sup>1</sup>, Iain Davies<sup>1</sup>*

<sup>1</sup>Kingston University, London, United Kingdom, <sup>2</sup>University of Bath,

*Bath, United Kingdom*

## **Brand, Identity and Corporate Reputation**

**Tuesday 5 July, 14:00 – 15:00 Lord Sefton Box 1**

**Chair: Lisanne Bouten**

The Emergence of Anti-Brand Communities and Their Influence on Companies and the Other Consumers

Annie Pei-I Yu

*National Chung-Cheng University, Chia-Yi, Taiwan*

Corporate image formation and corporate communications in virtual communities. A qualitative study.

Christine Hallier, T.C. Melewar

*Brunel University, Uxbridge, UK*

Identity Idealized Design: How to discover new oceans without losing sight of the shore

Lisanne Bouten, Corné Stuij, M Orie

*Saxion University of Applied Science, Enschede, The Netherlands*

## **Consumer Research**

**Tuesday 5 July, 14:00 – 15:00 Lord Sefton Box 3**

**Chair: Louise M. Hassan**

The impact of family forms on interpersonal influence between single parent and full families

Agnes Neulinger

*Corvinus University of Budapest, Budapest, Hungary*

The development of a model for consumer attitudes towards legitimate free ad-supported music download services

Ainslie Harris, Andrew Turnbull

*Robert Gordon University, Aberdeen, -*

An examination of the role of endorement: Exploring differences between maximisers and satisficers

Louise M. Hassan<sup>1</sup>, Edward Shiu<sup>2</sup>, Deirdre Shaw<sup>3</sup>

*<sup>1</sup>Lancaster University, Lancaster, United Kingdom, <sup>2</sup>Bangor University, Bangor, United Kingdom, <sup>3</sup>University of Glasgow, Glasgow, United Kingdom*

## **Critical Marketing Perspectives**

**Tuesday 5 July, 14:00 – 15:00 Hedge Hunter Bar**

**Chair: Robert Cluley**

Energy Industry Marketing Madness - When Theory Meets Practice

Leanne Worsdall, Caroline Oates, Mike Simpson

*University of Sheffield, Sheffield, UK*

Managerial discourse in city branding - A critical perspective on Hamburg city branding

Markus Walz

*School of Business, Stockholm University, Stockholm, Sweden*

Retail therapies, marketing repressions and oedipal consumption: Freud's lessons for marketing theory

Robert Cluley

*University of Leicester, Leicester, -*

## **E-Marketing**

**Tuesday 5 July, 14:00 – 15:00 Lord Sefton Box 5**

**Chair: Mariann Hardey**

'Noise about nothingness', turning off eMarketing: The



disconnected consumer, identity and behavior.

Mariann Hardey

*University of Durham, Durham, UK*

A Synergistic perspective on the hybrid segmentation of online shoppers/non-shoppers for airline tickets: The case of the Egyptian market

Ola Tarek, Abeer Mahrous, Wael Kortam

*Cairo University, Giza, Egypt*

The echo-effect of social media: Marketing communications and Public Relations in a 21st Century digital age

Mariann Hardey

*University of Durham, Durham, UK*

## **Entrepreneurial and Small Business Marketing**

**Tuesday 5 July, 14:00 – 15:00 Reynolds Town Bar**

**Chair: Zubin Sethna**

Are we going around in circles? Diasporic SMEs: a conceptual pattern in the 'field' of the entrepreneurial networks.

Zubin Sethna

*University of Westminster, London, UK*

The Effect of different Eco-systems on Entrepreneurial Marketing Orientation (EMO): A Multi-country Study of Small Software Technology Firms

Rosalind Jones<sup>1</sup>, Mari Souranta<sup>1</sup>

*<sup>1</sup>Bangor University, Bangor, Wales, UK, <sup>2</sup>School of Business Economics, University of Jyväskylä, Finland*

The Dynamics Underlying SME brand development: *Insights From a Study of East of England Business to Business SMEs.*

Guy Parrott

*The University of Bedfordshire, Bedfordshire, United Kingdom*

## **Ethics and Marketing**

**Tuesday 5 July, 14:00 – 15:00 Aldaniti Bar**

**Chair: Rob Lawson**

Individual ethical investors and what they value: A UK context

Fannie Yeung

*University of Hull, Hull, UK*

Consumer Perception of Palm Oil: issues of sustainability for the Ecuadorian palm oil industry

Luís Kluwe Aguiar, Dudley Martinez, Marcia Dutra Barcellow, Luciana Marques Vieira, Gabriela Ferreira

*Royal Agricultural College, Gloucestershire, UK*

Children's understanding of TV advertising

Maria Sherrington<sup>1</sup>

*<sup>1</sup>University of Central Lancashire, Preston, UK, <sup>2</sup>University of Liverpool, Liverpool, UK*

How Consumer Rights Frame Justice in the Marketplace.

Gretchen Larsen<sup>1</sup>, Rob Lawson<sup>2</sup>

*<sup>1</sup>Kings College, London, London, United Kingdom, <sup>2</sup>University of Otago, Dunedin, New Zealand*

## **Marketing Communications and Public Relations**

**Tuesday 5 July, 14:00 – 15:00 Paddock Lodge Drawing Room**

**Chair: Terry Smith**

Three approaches of international public relations: Evidence of PR

campaigns in Southeast Asia

Suwichit Chaidaroon

*Nanyang Technological University, Singapore, Singapore*

"What Good Looks Like" in UK National Health Service

Communication

Anne Gregory

*Leeds Metropolitan University, Leeds, West Yorks, UK*

The Social-Dominant Logic of Marketing Communications: déjà vu or vuja dé?

Terry Smith

*University of Chester, Chester, UK*

## **Services Marketing**

**Tuesday 5 July, 14:00 – 15:00 Red Rum Bar**

**Chair: Aidan Daly**

Quality Modeling in Electronic Healthcare: A Study of mHealth Service

Shahriar Akter<sup>1</sup>, John D'Ambra<sup>1</sup>, Pradeep Ray<sup>1</sup>, Mahfuzur Rahman<sup>2</sup>

<sup>1</sup>*The University of New South Wales, Sydney, Australia,* <sup>2</sup>*Leeds Metropolitan University, Leeds, -*

Conceptualization of Virtual Worlds: A Service-Dominant Logic perspective

Eman Gadalla, Kathy Keeling

*Manchester Business School, Manchester, United Kingdom*

Marketing Services Internationally Remains A Neglected Research Topic

Aidan Daly, Merl Simpson

*NUI Galway, Galway, Ireland*

## **Sports Marketing & Relationship Marketing and Customer Experience Management**

**Tuesday 5 July, 14:00 – 15:00 Paddock Lodge Arthur's Room**

**Chair: Josée Laflamme**

This sporting portfolio: A case study of English and Welsh domestic cricket

Adrian Pritchard

*Coventry University, Coventry, United Kingdom*

Personalization and interactivity as value sources in the online environment: the importance of customer participation

Lorena Blasco-Arcas, Blanca Hernández-Ortega, Julio Jiménez-Martínez

*University of Zaragoza, Zaragoza, Spain*

Relationship commitment in a financial context: A case study in business-to-business.

Josée Laflamme, Catherine Beaudry, Mounir Aguir

*University of Quebec at Rimouski, Rimouski, Quebec, Canada*

## **SIG Fair/Tea/Coffee**

**Tuesday 5 July, 15:00 - 15:45 Papillon Suite**

## **Poster Session**

**Tuesday 5 July, 15:00 - 15:45 Papillon Suite**

Market Segmentation in Ecotourism: Penang National Park, Malaysia

Zaiton Samdin, Nolila Mohd Nawi, Nitty Hirawaty Kamarulzaman,  
Norfaryanti Kamaruddin  
*Universiti Putra Malaysia, Serdang, Selangor, Malaysia*

"Fixing a Hole"Product Management in HEIs - Preliminary  
Investigation - Strategies & Change

Mel Godfrey, Kim Roberts

*London South Bank University, London, UK*

Online fashion shopping experiences, web atmospherics and  
consumers' emotion

Fatema Kawaf

*Marketing Department at Strathclyde University, Glasgow, UK*

## Session 3: Competitive Papers

### Special Session: Music, Markets and Consumption: Production Perspectives

Tuesday 5 July, Session 3: 15:45 – 17:15

Sunloch Suite

Chair: Gretchen Larsen,  
King's College

### Arts, Heritage, Nonprofit and Social Marketing

Tuesday 5 July, Session 3: 15:45 – 17:15

Earl of Derby Box 3 Chair: Roger Bennett

Cultural consumers - exploring audience loyalty in amateur theatre

Jane Tonge

*Manchester Metropolitan University, Manchester, UK*

Dimensions Underlying the Opera Experience: Findings from a Developing Country

Bilge Aykol

*Dokuz Eylul University, Izmir, Turkey*

Formation of Interpretations of Marketing Issues within Small Nonprofit Contemporary Dance Companies

Roger Bennett

*London Metropolitan University, London, UK*

### B2B Marketing

Tuesday 5 July, Session 3: 15:45 – 17:15

Earl of Derby Box 5 Chair: Ross Brennan

Co-Creating Value in Strategic Partnerships: An Outsource Supplier and Client Perspective

Anne Dibley, *Moir Clark*

*Henley Business School, Oxfordshire, UK*

SERVITIZATION AS STRATEGIC FLEXIBILITY: DRAWING PARALLELS BETWEEN THE CONCEPTS

Danilo Brozovic, *Fredrik Nordin*

*Stockholm University (School of Business), Stockholm, Sweden*

Isovalues: A Useful Tool for B2B Marketing Theorists and Practitioners?

Ross Brennan

*Middlesex University, London, UK*

### Brand, Identity and Corporate Reputation

Tuesday 5 July, Session 3: 15:45 – 17:15

Lord Sefton Box 1

Chair: Francesca Dall'Omo  
Riley

Social Construction of Meanings: Advancing the Notion of Africa as a Continental Brand

Penelope Muzanenhano, *Temi Abimbola*

*Warwick Business School, Coventry, UK*

The Effect of Brand Personality and Congruity on Customer-based Brand Equity and Loyalty of Personal Computer Brands

*Stephanie Hooper*, Aaron Gazley, *LayPeng Tan*,  
*Jayne Krisjanous*

Victoria University, Wellington, New Zealand

Comparing Brand Personality Measures

Anastasia Alpatova<sup>1</sup>, Francesca Dall'Omo Riley<sup>1</sup>

<sup>1</sup>Berkley Square Cosmetics, London, UK, <sup>2</sup>Kingston University Business School, Kingston upon Thames, UK

## Consumer Research

Tuesday 5 July, Session 3: 15:45 – 17:15

**Lord Sefton Box 3 Chair: Stephen O'Sullivan**

The effects of television and family on young adults' materialistic values: a life course study in Greece

Vassiliki Grougiou<sup>1</sup>, George Moschis<sup>2</sup>

<sup>1</sup>International Hellenic University, Thessaloniki, Greece, <sup>2</sup>Georgia State University, Atlanta, State of Georgia, USA

Determinants of behavioural intent to adopt M-commerce among the Y Generation in Kazakhstan

Kim-choy chung<sup>1</sup>, Shin Shin Tan<sup>2</sup>, Anthony ShakJin<sup>2</sup>

<sup>1</sup>KIMEP, Almaty, Kazakhstan, <sup>2</sup>Bloomsbury Knowledge, London, UK

And In the Beginning There Was No Brand: The BPONG IRELAND Brand Community

Stephen O'Sullivan, Brendan Richardson  
University College Cork, Cork, Ireland

## E Marketing

Tuesday 5 July, Session 3: 15:45 – 17:15

**Lord Sefton Box 5 Chair: Johanna Gummerus**

Social Networking as a Marketing Tool: Study of Participation in Cultural Events Promoted by Facebook

Márcia Rebelo, Bráulio Alturas

ISCTE – University Institute of Lisbon, Lisbon, Portugal

Web 2.0 in a Relationship Marketing Context: Conceptualising a Social Media Marketing Framework

Baskin Yenicioglu, Moira Clark

Henley Business School, University of Reading, Henley on Thames, UK

Use of Online Social Networks as a marketing tool: A case study.

Felipe Uribe Saavedra, Josep Rialp Criado, Joan Llonch Andreu

Universitat Autònoma de Barcelona, Cerdanyola del Vallés (Barcelona), Catalunya, Spain

Consumer Motivations to Join a Facebook Brand Community

Johanna Gummerus, Veronica Liljander, Emil Weman, Minna Pihlström

Hanken School of Economics, HELSINKI, Finland

## Ethics and Marketing

Tuesday 5 July, Session 3: 15:45 – 17:15

**Hedge Hunter Bar Chair: Stephan Dahl**

Towards a holistic understanding of ethical consumer behaviours: A multi method approach

Eleni Papaoikonomou

*Universitat Rovira i Virgili, Reus, Spain*

Corporate social responsibility, internal marketing and labour law: Exploring the prospects for a mutually beneficial coexistence

Ioanna Papasolomou, Haris Kountouros

*University of Nicosia, Nicosia, Cyprus*

Subtle Sophistry or Savvy Strategy: The Ethics and Efficacy of Product Placement in the Mass Media?

Lynne Eagle<sup>2</sup>, Yvette Morey<sup>2</sup>, Stephan Dahl<sup>1</sup>, Julia Verne<sup>3</sup>

<sup>1</sup>*University of Hull, Hull, UK*, <sup>2</sup>*University of the West of England, Bristol, UK*, <sup>3</sup>*South West Health Observatory, Bristol, UK*

## Marketing Communications and Public Relations

Tuesday 5 July, Session 3: 15:45 – 17:15

**Reynolds Town Bar**

**Chair: Sally Laurie**

Ambient Marketing: Towards a Modern Definition

Megan Lee Yuen, Scott Dacko

*Warwick Business School, Coventry, UK*

Dialogic relationship building and political party websites: A multinational analysis that suggests it's time for a step-change

Anastasios Theofilou, Richard Scullion, Giles Venn  
*Bournemouth University, Bournemouth, Dorset, UK*

"IMC is dead. Long live IMC" Academic vs Practitioners' views

Sally Laurie<sup>1</sup>, Kathleen Mortimer<sup>1</sup>

<sup>1</sup>*University of Northampton, Northampton, UK*,

<sup>2</sup>*University of Northampton, Northampton, UK*

## Political Marketing

Tuesday 5 July, Session 3: 15:45 – 17:15

**Aldaniti Bar**

**Chair: Patrick Butler**

Image management through Web photo releases: The case of Canadian Conservative Prime Minister Stephen Harper

Alex Marland

*Memorial University, St. John's, Newfoundland, Canada*

The Political Participation of Muslims in Brussels: Identity and Political Schizophrenia.

MONA MOUFAHIM<sup>1</sup>, FATIMA ZIBOUH<sup>2</sup>

<sup>1</sup>*NOTTINGHAM UNIVERSITY BUSINESS SCHOOL, NOTTINGHAM, UK*, <sup>2</sup>*UNIVERSITE DE LIEGE, LIEGE, Belgium*

Political Monopoly in China: A Marketing Strategy Analysis

Patrick Butler<sup>1</sup>, Neil Collins<sup>1</sup>

<sup>1</sup>*Melbourne Business School, Melbourne, Victoria, Australia*, <sup>2</sup>*National University of Ireland (Cork), Cork, Ireland*

## Relationship Marketing and Customer Experience Management

Tuesday 5 July, Session 3: 15:45 – 17:15

**Paddock Lodge  
Drawing Room**

**Chair: Philipp Klaus**

The Role of Interactiveness for Enhancing Marketing Assets and Firm Performance

Albena Pergelova<sup>1</sup>, Diego Prior<sup>2</sup>, Josep Rialp<sup>2</sup>

<sup>1</sup>Grant MacEwan University, Edmonton, Canada,

<sup>2</sup>Universitat Autònoma de Barcelona, Barcelona, Spain

Effects of Firm Customization on the Severity of Unfairness Perceptions and (Mis)Behaviour: The Moderating Role of Trust

Bang Nguyen, Lyndon Simkin

Oxford Brookes University, Oxford, UK

EXQ: A Multiple-Item Scale for Assessing Customer Experience In The Emerging Experience Marketing Model

Philipp Klaus<sup>1</sup>, Stan Maklan<sup>2</sup>

<sup>1</sup>Swansea University School of Business and Economics, Swansea, UK, <sup>2</sup>Cranfield University School of Management, Cranfield, UK

## Services Marketing

Tuesday 5 July, Session 3: 15:45 – 17:15

**Red Rum Bar**

**Chair: David Longbottom**

Pace of the service product elimination decision-reaching process: an empirical investigation into the effects of firm and product characteristics

Paraskevas Argouslidis<sup>1</sup>, George Baltas<sup>1</sup>, Alexis Mavrommatis<sup>2</sup>, Kalliopi Oikonomou<sup>1</sup>

<sup>1</sup>Athens University of Economics and Business, Athens, Greece, <sup>2</sup>EADA International Management Development Centre, Barcelona, Spain

The impact of customer-directed resources on front line employee's customer service self efficacy: An exploratory study

Bee Leng Seow, Jillian C. Sweeney

The University of Western Australia, Perth, Australia

The role of deep emotions in service improvement initiatives: a summary of literature and a survey of critical factors

David Longbottom, Julie Hilton, Alison Lawson  
University of Derby, Derby, United Kingdom

## Tourism Marketing

Tuesday 5 July, Session 3: 15:45 – 17:15

**Paddock Lodge  
Arthur's Room**

**Chair: Adriana Campelo**

A Practitioner Model of Strategic Place Brand Management

Sonya Hanna<sup>1</sup>, Jennifer Rowley<sup>2</sup>

<sup>1</sup>Bangor University, Bangor, UK, <sup>2</sup>Manchester Metropolitan University, Manchester, UK

Place Marketing Performance: Benchmarking European Cities as Business Destinations

*Albena Pergelova, Fernando Angulo*  
*Grant MacEwan University, Edmonton, Canada*

Sensory knowledge in place marketing

*Adriana Campelo<sup>1</sup>, Robert Aitken<sup>1</sup>*

*<sup>1</sup>University of Aberystwyth, Aberystwyth, UK,*

*<sup>2</sup>University of Otago, Dunedin, New Zealand*

**Reception with live music from the guest editors (Dr Steve Oakes, Prof  
Dougie Brownlie and Dr Noel Dennis) to launch the call for papers of a special  
issue of Marketing Theory entitled - 'Ubiquitous Music'**

**Tuesday 5 July, 17:15-18:15**

**New journal launch event 'Arts Marketing: An International Journal' (Drinks  
reception sponsored by Emerald)**

**Tuesday 5 July, 18:15 – 19:00**



**Day 2: Wednesday, 6 July 2011**

## Session 4: Competitive & Working Papers

### Special Session: Meet the Editors 1

Wednesday 6 July, 09:00 – 10:30 Sunloch Suite

Chair: Steve Oakes, University of Liverpool

### Special Session: Video and Videography in Marketing: Research, Practice & Impact

Wednesday 6 July, 09:00 – 10:30 Hedge Hunter Bar

Chair: Katy Mason, Lancaster University

### AM/BMAF Marketing Education

Wednesday 6 July, 09:00 – 10:30 Paddock Lodge Boardroom

Chair: Andrew McAuley

Women in marketing: a European exploration

Carley Foster, Clare Brindley, Dan Wheatley  
Nottingham Trent University, Nottingham, United Kingdom

Teaching of Marketing Management In UK Higher Education, a Review of Literature and Primary Research with a Focus on the Future

James Seligman  
University of Southampton, Southampton, UK

Design and Marketing: A Case of the Chicken and the Egg?

Andrew McAuley  
Southern Cross University, Lismore, NSW, Australia

### Arts, Heritage, Nonprofit and Social Marketing

Wednesday 6 July, 09:00 – 10:30 Earl of Derby Box 3

Chair: Roger Bennett

Celticism and Crafts: the Myths and Realities Online

Nick Telford, Ian Fillis  
University of Stirling, Stirling, United Kingdom

Where is the Faith in Giving: An Analysis of the Motivation of Donors

Madalena Abreu  
Coimbra Polytechnic Institute, Coimbra, Portugal

Engagement Marketing for Cooperatives (IPS): A study on the marketing offer and launch of Community Shares in a supporter-owned football club

Griffiths Jane, Larson Mitchell J.  
University of Central Lancashire, Preston, Lancs, United Kingdom

Antecedents of Multiple Charity Donation Behaviour

Roger Bennett  
London Metropolitan University, London, UK

### Arts, Heritage, Nonprofit and Social Marketing

Wednesday 6 July, 09:00 – 10:30 Lord Sefton Box 1

Chair: Rob Lawson

The Forbidden Fruit: Adolescent Focused Anti-Smoking Advertisements' For Developing Countries -A Conceptual Perspective

Sonal Singh

*Macquarie University, North Ryden, NSW, Australia*

The Dimensions of Eco-Sustainable Orientation and  
Consequences of an Eco-Sustainable Approach to Business

Elmira Bogoviyeva

*KIMEP, Almaty, Kazakhstan*

Understanding Resistance to the Adoption of Energy Efficient  
Technologies

*Campbell Grieve, James Henry, Rob Lawson, Paul Thorsnes  
University of Otago, Dunedin, New Zealand*

## **Brand, Identity and Corporate Reputation**

**Wednesday 6 July, 09:00 – 10:30 Lord Sefton Box 5**

**Chair: Richard Speed**

Analysis of Brand Personality, Passion and Intimacy-Loyalty  
Relationships on Business Continuity

Helena M. Nobre<sup>1</sup>, Kip Becker<sup>2</sup>

*<sup>1</sup>ISAG, Porto, Portugal, <sup>2</sup>Boston University, Boston, USA*

Process of building brand architecture within the pharmaceutical  
industry – A comprehensive framework

*Christoph Burmann, Christopher Kanitz*

*University of Bremen, Bremen, Germany*

Towards a Typology of Human Brand-Organisational  
Relationships

*Richard Speed, Patrick Butler*

*Melbourne Business School, Victoria, Australia*

## **Consumer Research**

**Wednesday 6 July, 09:00 – 10:30 Lord Sefton Box 3**

**Chair: Prof Bill Donaldson**

Tight knit? Evolving Relationships in a Consumption Community

*Máire O Sullivan, Brendan Richardson*

*University College Cork, Cork, Ireland*

Judging Compound Events: The Influence of Framing and  
Processing Fluency

*Ahmad Daryanto<sup>1</sup>, Peter Hampson<sup>1</sup>*

*<sup>1</sup>Lancaster University, Lancaster, -, <sup>2</sup>Northumbria University,  
Newcastle, -*

NOTHING LASTS FOREVER - EVOLVING UNDERSTANDING  
OF CONSUMER ENGAGEMENT WITH ONLINE SHOPPING -  
A PROPOSED MODEL AND RESEARCH AGENDA

*Bill Donaldson, Peter Atorough*

*Robert Gordon University, Aberdeen, UK*

## **Market Segmentation**

**Wednesday 6 July, 09:00 – 10:30 Reynolds Town Bar**

**Chair: Gary Mortimer**

Needs Based Segmentation: An Analysis of Mobile Services  
Evolution

*Norlia Ahmad*

*Kwansei Gakuin University, Nishinomiya, Hyogo, Japan*

The Need for Differing Marketing Messages and Segmentation  
Strategies in the Automotive Sector.

*Paul Taylor-West, Jim Saker, Donna Champion*

*Loughborough University, Loughborough, UK*

The Emergent Male Grocery Shopper: An Identification of Male Supermarket Shopper Types

Gary Mortimer

*Queensland University of Technology, Brisbane, Australia*

## Political Marketing

**Wednesday 6 July, 09:00 – 10:30 Red Rum Bar**

**Chair: Robin Croft**

Big Society: Mission in Politics or Mission Impossible

*Fiona Walkley, Dianne Dean, Robin Croft*

*University of Hull, Hull, UK*

An Exploratory Analysis of the Message Discourses Employed in the 2010 British Party Election Broadcasts.

*Janine Dermody, Stuart Hanmer-Lloyd*

*University of Gloucestershire, Cheltenham, United Kingdom*

You say yes, I say no: A study of the use of social media in the Welsh Referendum, 2011

*Robin Croft<sup>1</sup>, Dianne Dean<sup>1</sup>*

*<sup>1</sup>University of Bedfordshire, Luton, UK, <sup>2</sup>Hull University, Kingston upon Hull, UK*

## Retail Marketing

**Wednesday 6 July, 09:00 – 10:30 Earl of Derby Box 5**

**Chair: Julia Tyrrell**

Retail branding in Taiwan - An examination of the relationship between brand knowledge and brand loyalty

*Ching-Wei Ho<sup>1</sup>, John Temperley<sup>2</sup>*

*<sup>1</sup>Feng Chia University, Taichung, Taiwan, <sup>2</sup>Leeds Metropolitan University, Leeds, UK*

Functional food consumption models for multicultural society - Malays, Chinese and Indians in Malaysia

*Siti Hasnah Hassan*

*Universiti Sains Malaysia, Gelugor, Penang, Malaysia*

The Role of Small Convenience Stores in Building Neighbourhood Community

*Julia Tyrrell*

*Coventry University, Coventry, UK*

## Services Marketing

**Wednesday 6 July, 09:00 – 10:30 Aldaniti Bar**

**Chair: Aidan Daly**

Interaction Effects among Signals of Quality and their Use in E-Commerce Tourism Services.

*Katharina Bauer, Sabine Fließ*

*Fernuniversität in Hagen, Hagen, Germany*

Expanding Understanding of Satisfying Service Experiences - A Dyadic Approach

*Thorsten Gruber, Nathalie Kania*

*University of Manchester, Manchester Business School, Manchester, UK*

How to Use Forum Theatre to Help Service Businesses Deliver Branded Customer Service

*Aidan Daly, Ray Fisk, Steve Grove, Mike Dorsch*

*NUI Galway, Galway, Ireland*

## **Tourism Marketing**

**Wednesday 6 July, 09:00 – 10:30 Paddock Lodge Drawing Room Chair: Jackie Clarke**

An investigation of Stakeholder Relationships in the Marketing of Tourism within Northern Ireland

Claire McCamley, Audrey Gilmore, Danielle McCartan-Quinn  
University of Ulster, Jordanstown, United Kingdom

The Impact of UK Border Security Controls on Passenger Carriers' Relationships with Stakeholders

Kirstie Ball<sup>1</sup>, Ana Isabel Canhoto<sup>2</sup>, Elizabeth Daniel<sup>1</sup>, Sally Dobb<sup>1</sup>, Maureen Meadows<sup>1</sup>, Keith Spiller<sup>1</sup>

<sup>1</sup>Open University, Milton Keynes, UK, <sup>2</sup>Oxford Brookes University, Oxford, UK

A framework for purchased, modified and created gifts of tourism

Jackie Clarke

Oxford Brookes University, Oxford, UK

## **Coffee/ Tea**

**Wednesday 6 July, 10:30 – 11:00**

## **Key Note Session**

**Richard Hayes: The Importance of Branding in Value Creation (Introduction by Dr Steve Oakes)**

**Wednesday 6 July, 11:00 – 12:00**

**Sunloch Suite (Plenary Room)**

## **Lunch**

**Wednesday 6 July, 12:00 – 13:00**

## Session 5: Competitive Papers

### Special Session: Academic-practitioner Divide Debate

Wednesday 6 July, 13:00 – 14:30 Sunloch Suite

Chair: Steve Baron, University of Liverpool

### AM/BMAF Marketing Education

Wednesday 6 July, 13:00 – 14:30 Paddock Lodge Boardroom

Chair: Lisa O'Malley

International versus Domestic Student's Perceptions of Peer Feedback and Assessment at a UK University  
*Jacqueline Holland, Jane Underhill, Dave Wesson, Fraser Mcleay*  
*Newcastle Business School, Newcastle Upon Tyne, United Kingdom*

"Experts and Novices": can participative approaches to learning help the lonely academic writer?

*Deborah Anderson*  
*Kingston University, Kingston upon Thames, UK*

Marketing Leadership  
*Lisa O'Malley<sup>1</sup>, Vicky Story<sup>1</sup>*  
*<sup>1</sup>University of Limerick, Limerick, Ireland, <sup>2</sup>The University of Nottingham, Nottingham, United Kingdom*

### Arts, Heritage, Nonprofit and Social Marketing

Wednesday 6 July, 13:00 – 14:30 Earl of Derby Box 3

Chair: Douglas Brownlie

The Myth of the Isolated Genius: legitimising the artwork through peer relationships  
*Chloe Preece*  
*King's College London, London, United Kingdom*

Exploring pro-environmental behaviours and values in the suburbs  
*Wayne Binney, Michelle Hall*  
*Victoria University, Melbourne, Australia*

'Discourse AND Figure': Learning through visual regimes of signification  
*Douglas Brownlie<sup>1</sup>, Finola Kerrigan<sup>1</sup>*  
*<sup>1</sup>University of Stirling, Stirling, United Kingdom, <sup>2</sup>King's College London, London, United Kingdom*

### Brand, Identity and Corporate Reputation

Wednesday 6 July, 13:00 – 14:30 Lord Sefton Box 1

Chair: Sanjit Kumar Roy

Increase Brand Respect to Increase Brand Equity - Principles of Renaming Service Organizations for Growth  
*Robert Williams, Jr.<sup>1</sup>, Maktoba Omar<sup>2</sup>*  
*<sup>1</sup>Saint Mary's College, Notre Dame, IN, USA, <sup>2</sup>Edinburgh Napier University, Edinburgh, Scotland, UK*

Brand Love: A Conceptual Framework  
*Sanjit Kumar Roy*  
*IBS Hyderabad, Hyderabad, India*

## Competitive Intelligence, Analysis and Strategy

Wednesday 6 July, 13:00 – 14:30 Lord Sefton Box 5

Chair: Lyndon Simkin

Market Orientation in Nonprofit Organizations: Innovativeness, Resource Scarcity, and Performance

Pratik Modi

*Institute of Rural Management Anand, Anand, Gujarat, India*

Strategic Intelligence attitudes in Belgian SMEs: a survey

Sophie Larivet<sup>1</sup>, François Brouard<sup>1</sup>

<sup>1</sup>ESCE, Paris, France, <sup>2</sup>Sprott School of Business, Carleton University, Ottawa, Canada

In Turbulent Times Leadership Teams Rediscover Market Analysis In Seeking Competitive Advantage and Growth

Lyndon Simkin<sup>1</sup>, Sally Dibb<sup>2</sup>

<sup>1</sup>Oxford Brookes Business School, Oxford, UK, <sup>2</sup>The Open University Business School, Milton Keynes, UK

## Consumer Research

Wednesday 6 July, 13:00 – 14:30 Lord Sefton Box 3

Chair: Svetlana Bogomolova

Are Impulsive buying and brand switching satisfactory and emotional?

Lukman Aroean

*Bournemouth University, Bournemouth, Dorset, UK*

Exploring Emotional Reactions to Socialization Agents: A Study of 8-11 year old males.

Grace E. Mackie, W. G. Donaldson

*The Robert Gordon University, Aberdeen, United Kingdom*

Under the marketers' radar: commonly ignored triggers for brand switching

Svetlana Bogomolova, Olga Grudinina

*University of South Australia, SA, Australia*

## E marketing

Wednesday 6 July, 13:00 – 14:30 Paddock Lodge Drawing Room Chair: Abdullah AL-Ghamdi

Using Internet Marketing For Building and Communicating Brand Associations of Universities in Egypt

Wael Kortam<sup>1</sup>, Samaa Attia<sup>2</sup>, Abeer Mahrous<sup>1</sup>

<sup>1</sup>Cairo University, Cairo, Egypt, <sup>2</sup>British University in Egypt, Shorouk, Egypt

Websites that sell: consumer perceptions and attitudes

Joaquin Aldas, Enrique Bigne, Ines Kuster, Natalia Vila

*University of Valencia, Valencia, Spain*

Determinants of Continuance Intention (e-loyalty) for Online Flight Booking – The Case of Saudi Arabia

Talal Almaghrabi<sup>1</sup>, Charles Dennis<sup>2</sup>, Abdullah S. Al-Ghamdi<sup>1</sup>, Saleh Bukari<sup>1</sup>

<sup>1</sup>Brunel University, Uxbridge, United Kingdom, <sup>2</sup>University of Lincoln, Lincoln, United Kingdom

## Marketing Research and Research Methodology

Wednesday 6 July, 13:00 – 14:30 Reynolds Town Bar

Chair: Charles Graham



Research as Discovery: Practical Experiences of Employing Grounded Theory

Raquel Reis<sup>1</sup>, Moritz von Schwedler<sup>2</sup>, Caroline Oates<sup>3</sup>

<sup>1</sup>*Universidade Lusíada - CLEGI - Centro Lusíada de Investigação e Desenvolvimento em Engenharia e Gestão Industrial, Vila Nova de Famalicão, Portugal,* <sup>2</sup>*Universidade do Minho, Braga, Portugal,* <sup>3</sup>*University of Sheffield Management School, Sheffield, UK*

Impacts of Instrumental vs. Relational Centered Logic on Cause-Related Marketing Decision Making

Gordon Liu

*Bournemouth University, Poole, Dorset, UK*

A steady drip from the leaky bucket. The long-term erosion of repeat-purchase loyalty.

Charles Graham

*Ehrenberg Centre for Research in Marketing, London South Bank University, London, UK*

## Political Marketing

**Wednesday 6 July, 13:00 – 14:30 Hedge Hunter Bar**

**Chair: Gareth Smith**

UK Expatriate Political Connectivity and Engagement

Tony Garry<sup>1</sup>, Stuart Roper<sup>2</sup>

<sup>1</sup>*University of Canterbury, Christchurch, New Zealand,*

<sup>2</sup>*Manchester Business School, Manchester, United Kingdom*

PERSONALITY, VALUES AND VOTERS' CONSUMPTION BEHAVIOR IN THE ITALIAN POLITICAL CONTEXT

Gianluigi Guido, M. Irene Prete

*University of Salento, Lecce, Italy*

Defining a Political Brand Alliance: The Conservative and Liberal Democrat Coalition

Peter Reeves

*University of Salford, Salford, Greater Manchester, UK*

UK Politics from a Cultural Brand Perspective

Gareth Smith<sup>1</sup>, Richard Speed<sup>1</sup>

<sup>1</sup>*Oxford Brookes University, Oxford, UK,* <sup>2</sup>*Melbourne University, Melbourne, Australia*

## Retail Marketing

**Wednesday 6 July, 13:00 – 14:30 Red Rum Bar**

**Chair: Magda Nenycz-Thiel**

Investigating the Moderating Effect of Loyalty Programme Membership

Zhibin Lin, Dag Bennett

*London South Bank University, London, United Kingdom*

Customer Perceived Quality and Satisfaction of Self Service Technology-Automated Teller Machine (ATM) in Ghana

Bedman Narteh<sup>1</sup>, Nana Owusu-Frimpong<sup>1</sup>

<sup>1</sup>*University of Ghana, Accra, Ghana,* <sup>2</sup>*London Metropolitan University, London, UK*

Relationship between purchasing price and loyalty to private labels and national brands

Magda Nenycz-Thiel, Giang Trinh

*Ehrenberg-Bass Institute, University of South Australia, Adelaide, SA, Australia*

## Services Marketing

Wednesday 6 July, 13:00 – 14:30 Earl of Derby Box 5

Chair: Tim Hughes

Through the looking glass of the fitness instructor - how fitness professionals feel about their own body image in a society that worships the stick insect

*Henry Enos, Nicola Williams-Burnett*

*University of Glamorgan, Pontypridd, United Kingdom*

Which Dominates? Attitudes towards the Customer or Towards the Organization?

*Kemefasu Ifie*

*Swansea University, Swansea, UK*

Resource integration using self-service technology: The customer perspective

*Tim Hughes<sup>1</sup>, Toni Hilton<sup>2</sup>, Ebi Marandi<sup>1</sup>, Ed Little<sup>1</sup>*

*<sup>1</sup>University of the West of England, Bristol, United Kingdom,*

*<sup>2</sup>University of Westminster, London, United Kingdom*

## Tourism Marketing

Wednesday 6 July, 13:00 – 14:30 Aldaniti Bar

Chair: Antonio Hyder

Location-Based Social Network Marketing - An Exploratory Study

*Iis Tussyadiah*

*Temple University, Philadelphia, USA*

'Straight from the horse's mouth' or the problems of using on-line travel communities for market research

*Outi Niininen*

*School of Management, La Trobe University, Melbourne, Victoria, Australia*

THE ROLE OF TRAVEL DESTINATION PICTURES AND CONSUMER CHOICE WHEN ENGAGING CONSUMERS ON ONLINE TRAVEL DESTINATION WEB SITES

*Enrique Bigne, Joaquín Aldás, Antonio Hyder*

*the University of Valencia, Valencia, Spain*

## Coffee/Tea (sponsored by Cesim)

Wednesday 6 July, 14:30 – 15:00

## Session 6: Competitive Papers

### Special Session: Conceptualising and Measuring “Customer Experience”

Wednesday 6 July, 15:00 – 16:30 Sunloch Suite

Chair: Tony Garry, University of Canterbury

### Special Session: Theorising Place Marketing

Wednesday 6 July, 15:00 – 16:30 Hedge Hunter Bar

Chair: Mihalios Kavaratzis, University of Leicester

### Arts, Heritage, Nonprofit and Social Marketing

Wednesday 6 July, 15:00 – 16:30 Earl of Derby Box 3

Chair: Markus Wohlfeil

Organizational Learning and Marketing Capability Development in Charity Retailing Sector

Gordon Liu<sup>1</sup>, Wai-Wai Ko<sup>2</sup>

<sup>1</sup>Bournemouth University, Poole, Dorset, United Kingdom,

<sup>2</sup>Royal Holloway, University of London, Egham, Surrey, United Kingdom

Does the Shade of Green Matter? Insights from Information Technology

Kirk Plangger<sup>1</sup>, Anthony Chan<sup>2</sup>, Arthur H. Money<sup>2</sup>, Leyland F. Pitt<sup>1</sup>

<sup>1</sup>Simon Fraser University, Vancouver, BC, Canada, <sup>2</sup>Lulea University of Technology, Lulea, Sweden

There is something about Jena Malone: New insights into how celebrities appeal to consumers

Markus Wohlfeil<sup>1</sup>, Susan Whelan<sup>2</sup>

<sup>1</sup>Norwich Business School, University of East Anglia, Norwich, United Kingdom, <sup>2</sup>Waterford Institute of Technology, Waterford, Ireland

### B2B Marketing

Wednesday 6 July, 15:00 – 16:30 Paddock Lodge Boardroom

Chair: Miezaan Djorai

Goal Orientation and Role Stress in Salespersons: A Multi-Country Study

Sunil Sahadev<sup>1</sup>, Keyoor Purani<sup>2</sup>, Satish Nair<sup>3</sup>, Li Chen<sup>4</sup>

<sup>1</sup>University of Sheffield, Sheffield, UK, <sup>2</sup>Indian Institute of Management, Kozhikode, India, <sup>3</sup>Nirma University, Ahmedabad, India, <sup>4</sup>Shanghai Museum of Glass, Shanghai, China

Renqing the next chapter

Amna Khan<sup>1</sup>, Judy Zolkiewski<sup>2</sup>, John Murphy<sup>2</sup>

<sup>1</sup>Manchester Metropolitan University, Manchester, United Kingdom, <sup>2</sup>Manchester Business School, Manchester, United Kingdom

CUSTOMER-BASED BRAND EQUITY IN A B2B SERVICE ENVIRONMENT: THE CASE OF ERLANG SOLUTIONS

Miezaan Djorai<sup>2</sup>, Michael Bourlakis<sup>1</sup>, Des Laffey<sup>1</sup>, Marcus Taylor<sup>2</sup>

<sup>1</sup>Kent Business School, Canterbury, Kent, United Kingdom,

<sup>2</sup>Erlang Solutions, London, United Kingdom

## Competitive Intelligence, Analysis and Strategy

Wednesday 6 July, 15:00 – 16:30 Lord Sefton Box 1

Chair: Sheila Wright

Swimming with the sharks? Understanding the competitive structure of primary-demand level product-markets.

Charles Graham<sup>1</sup>, Nick Danenberg<sup>1</sup>

<sup>1</sup>Ehrenberg Centre for Research in Marketing, London South Bank University, London, UK, <sup>2</sup>Ehrenberg-Bass Institute, University of South Australia, Adelaide, Australia

Competitive Intelligence Effectiveness, Terminology, and Attitudes: Does Size Matter?

Jamie Smith, Sheila Wright, Daved Pickton  
De Montfort University, Leicester, -

A Behavioural and Operational Typology of Competitive Intelligence Practices in Turkish SMEs

Sheila Wright<sup>1</sup>, Christophe Bisson<sup>2</sup>, Alistair P. Duffy<sup>1</sup>

<sup>1</sup>De Montfort University, Leicester, UK, <sup>2</sup>Kadir Has University, Istanbul, Turkey

## Consumer Research

Wednesday 6 July, 15:00 – 16:30 Lord Sefton Box 3

Chair: Jayne Krisjanous

Exploring baby boomers' patterns of health care consumption: A New Zealand consumer research agenda

Mary FitzPatrick, Janet Davey, Caitlin Hewinson, Chloe King  
University of Waikato, Hamilton, New Zealand

Perceived Customer Value Regarding Eco-cars

Orose Leelakulthanit

National Institute of Development Administration, Bangkok, Thailand

"You don't buy clothes – you buy an identity. A correlation between fashion brand and country-of-origin"

Nathalia Tjandra<sup>1</sup>, Robert Williams, Jr.<sup>2</sup>, Maktoba Omar<sup>1</sup>

<sup>1</sup>Edinburgh Napier University, Edinburgh, Scotland, UK, <sup>2</sup>Saint Mary's College, Notre Dame, IN, USA

DRIVERS LEADING TO THE USE OF WEDDING DAY RITUALS

Jasmine Griffiths, Jayne Krisjanous

Victoria University of Wellington, Wellington, New Zealand

## Entrepreneurial and Small Business Marketing

Wednesday 6 July, 15:00 – 16:30 Lord Sefton Box 5

Chair: Luca Cacciolatti

Marketing in SMEs: A proposed '4 Ps' model

Sheilagh Resnick<sup>1</sup>, Ranis Cheng<sup>1</sup>

<sup>1</sup>Nottingham Trent University, Nottingham, United Kingdom, <sup>2</sup>University of Sheffield, Sheffield, United Kingdom

Entrepreneurial Marketing Typology: The Exploratory Study of Thai Hotels

Pattana Boonchoo, Denise Tsang, Nigel Wadeson

Henley Business School, University of Reading, Reading, United Kingdom

Empirical evidence for a relationship between Business Growth and the use of Structured Marketing Information amongst Food and Drink SMEs

Luca Cacciolatti<sup>1</sup>, Andrew Fearne<sup>1</sup>, David McNeil<sup>2</sup>  
<sup>1</sup>University of Kent, Canterbury, Kent, United Kingdom,  
<sup>2</sup>University of Tasmania, Tasmania, Australia

## **Event and Experiential Marketing**

**Wednesday 6 July, 15:00 – 16:30 Reynolds Town Bar Chair: Emma Gustafsson**

Protecting the Olympic Brand: Winners and Losers

Trevor Hartland, Nicola Williams-Burnett  
University of Glamorgan, Pontypridd, UK

Influence of prior knowledge on museum engagement

Babak Taheri, Karen Thompson  
University of Strathclyde, Glasgow, UK

Creating Experiences at the World Exposition 2010The Practice of Communification

Emma Gustafsson  
Stockholm University, School of Business, Stockholm, Sweden

## **International Marketing**

**Wednesday 6 July, 15:00 – 16:30 Red Rum Bar Chair: Habte Selassie**

International Market Selection through External Networks

Xinming He<sup>1</sup>, Yingqi Wei<sup>2</sup>  
<sup>1</sup>Newcastle University Business School, Newcastle upon Tyne, UK, <sup>2</sup>University of York, York, UK

Talkin' 'bout my generation!

Jessica Lichy  
ICAR (Idrac), Lyon, France

Reverse Export Promotion - Experiences from Least Developed Countries: An Exploratory Study

Habte Selassie  
Bedfordshire University, Luton, UK

## **Marketing Case Studies**

**Wednesday 6 July, 15:00 – 16:30 Earl of Derby Box 5 Chair: Barry Ardley**

Judging Marketing Mix Effectiveness: Demonstrating A Way Forward

Neil Brooks, Lyndon Simkin  
Oxford Brookes University, Oxford, UK

Old Spice: The Man Your Man Could Smell Like

Leyland Pitt<sup>1</sup>, Adam Mills<sup>1</sup>, Benjamin Kong<sup>2</sup>, Disa Novianty<sup>2</sup>,  
Samira Ghavam<sup>2</sup>, Yuli Kim<sup>2</sup>

<sup>1</sup>Simon Fraser University, Vancouver, BC, Canada, <sup>2</sup>Erasmus University, Rotterdam, The Netherlands

MARKETING A MEMORY OF THE WORLD: MAGNA CARTA AND THE STUDENT AS PRODUCER PERSPECTIVE

Barry Ardley, Nick Taylor, Emily McLintock, Frankii Martin,  
Gavin Leonard  
Lincoln University, Lincolnshire, UK

## **Marketing of Higher Education**

**Wednesday 6 July, 15:00 – 16:30 Aldaniti Bar Chair: Victoria Wells**

Why are they here? The factors motivating the class of 2010

first year entrepreneurial students to go to college

Catherine Rossiter

*Dun Laoghaire Institute of Art, Design & Technology, Dublin, Ireland*

PRIORITIZING ATTRIBUTES THAT ENHANCE STUDENT SATISFACTION

Fru Boniface Ayoche Ngu, Seldjan Timur, A. Tarik Timur

*Eastern Mediterranean University, Famagusta, North, Cyprus*

Who is the customer of the business school? A marketing perspective

Albena Pergelova, Fernando Angulo

*Grant MacEwan University, Edmonton, Canada*

Eduscape: An Exploratory Analysis of the Physical Learning Environment

Victoria Wells<sup>1</sup>, Kate Daunt<sup>2</sup>

*<sup>1</sup>Durham Business School, Durham, UK, <sup>2</sup>Cardiff Business School, Cardiff, UK*

## **Relationship Marketing and Customer Experience Management**

**Wednesday 6 July, 15:00 – 16:30 Paddock Lodge Chair: Ana Isabel Canhoto**  
**Drawing Room**

The Uncanny Valley of Relationship Marketing

Kaveh Peighambari<sup>1</sup>, Eric Giertz<sup>2</sup>, Mehdi Ghazisaeedi<sup>1</sup>

*<sup>1</sup>Lulea University of Technology, Lulea, Sweden, <sup>2</sup>KTH Royal Institute of Technology, Stockholm, Sweden*

Marketing Employee Experience in the Public Sector: The New Public Management Approach in Delivering Customer Experience

Khairiah Salwa Mokhtar, Mahmod Sabri Haron, Kaveh Abhari  
*Universiti Sains Malaysia, Penang, Malaysia*

The state of complaint management research – Review and research directions

Ana Isabel Canhoto<sup>1</sup>, Maira Clark<sup>2</sup>

*<sup>1</sup>Oxford Brookes University, Oxford, UK, <sup>2</sup>Henley Business School, Henley on Thames, UK*

## **AGM**

**Wednesday 6 July, 16:30 – 17:00**

**Day 3: Thursday, 7 July 2011**

## Session 7: Competitive Papers

### Special Session: Ehrenberg Inspired Research Forever: A Tribute to Andrew Ehrenberg and his Legacy

Thursday 7 July, 09:00 – 10:30 Hedge Hunter Bar

Chair: John Scriven, South Bank University

### Special Session: History of Marketing Education: Reflections from the Past, Views to the Future

Thursday 7 July, 09:00 – 10:30 Sunloch Suite

Chair: Mark Tadajewski and Paul Hewer, University of Strathclyde

### Arts, Heritage, Nonprofit and Social Marketing

Thursday 7 July, 09:00 – 10:30 Earl of Derby Box 3

Chair: Finola Kerrigan

Generational Divide, Music Consumption and Lifestyle Correlates  
*Nela Filimon<sup>1</sup>, Jordi López-Sintas<sup>2</sup>*

<sup>1</sup>Universitat de Girona, Girona, Spain, <sup>2</sup>Universitat Autònoma de Barcelona, Barcelona, Spain

Changing Trends in the UK Advertising Industry

*Antje Cockrill<sup>1</sup>, Shahrukh Feroz<sup>1</sup>, Mark M.H. Goode<sup>2</sup>*

<sup>1</sup>Swansea University, Swansea, UK, <sup>2</sup>University of Wales Institute Cardiff, Cardiff, UK

'Warhol': 'Celebritisation' as Human Branding

*Claudia Daza-LeTouze<sup>1</sup>, Finola Kerrigan<sup>2</sup>, Douglas Brownlie<sup>2</sup>, Paul Hewer<sup>3</sup>*

<sup>1</sup>King's College London, London, UK, <sup>2</sup>University of Stirling, Stirling, UK, <sup>3</sup>University of Strathclyde, Glasgow, -

### B2B Marketing

Thursday 7 July, 09:00 – 10:30 Paddock Lodge Boardroom

Chair: Katy Mason

FORMAL CONTRACTUAL AGREEMENTS: EXPLORATORY ASSESSMENT OF TRANSACTION COST THEORY FROM AN EMERGING MARKET PERSPECTIVE

*Emmanuel Chao*

Agder University, Kristiansand, Norway

Rigour - Relevance - Action: Exploring the Impact of Video on B2B Action Research

*Katy Mason<sup>1</sup>*

<sup>1</sup>Lancaster University Management School, Lancaster, United Kingdom, <sup>2</sup>Advanced Institute of Management, London, United Kingdom

### Brand, Identity and Corporate Reputation

Thursday 7 July, 09:00 – 10:30 Earl of Derby Box 5

Chair: Abas Mirzaei

Impact of the semantic congruence or divergence of Brand Names/Fairy Tales association on Brand Image

*Xavier Menaud*

ESG Management School, Paris, France

The strategic challenge of moving towards co-created customer



experience in the media industry  
Rita Järventie-Thesleff, Mikko Villi, Saara Könkkölä, Johanna Moisander

*Aalto University School of Economics, Helsinki, Finland*

Quantifying Brand Equity as a Measure of Marketing Effectiveness

Abas Mirzaei, David Gray

*Macquarie University, Sydney, NSW, Australia*

## Consumer Research

**Thursday 7 July, 09:00 – 10:30 Lord Sefton Box 3 Chair: Julian Vieceli**

Grandparent Syndrome vs. Grandparent Disorder: A Clarification and Examination in the Context of Consumer Behaviour

Michele Roberts, Simone Pettigrew

*University of Western Australia, Perth, Western Australia, Australia*

Investigating the predictive capacity of psychographic variables regarding green consumer behaviour: a study of Jordanian university students

Ebi Marandi<sup>2</sup>, Calin Gurau<sup>1</sup>, Agnès Le Bellac<sup>1</sup>, Omar Daoudieh<sup>3</sup>

<sup>1</sup>GSCM - Montpellier Business School, Montpellier, France,

<sup>2</sup>Bristol Business School, Bristol, UK, <sup>3</sup>Jordanian Embassy, Jakarta, Indonesia

Consumer recall of brand associations for fabricated brands

Julian Vieceli, John Hall

*Deakin University, Burwood, Victoria, Australia*

## E Marketing

**Thursday 7 July, 09:00 – 10:30 Lord Sefton Box 1 Chair: Johanna Gummerus**

Adoption of e-tourism and influential factors: a comparative study in terms of perceived benefits

Tan Vo Thanh<sup>1</sup>, Thi Bich Ngoc Pham<sup>1</sup>

<sup>1</sup>La Rochelle Business School, La Rochelle, France, <sup>2</sup>University of Perpignan Via Domitia, Perpignan, France

Gender Perceptions towards Internet Banking Loyalty: Empirical Evidence

Abdullah AL-Ghamdi, Charles Dennis, Tamira King

*Brunel University, London, UK*

Bloggers' motivations to produce content: A gratifications theory perspective.

Marianne Sepp, Veronica Liljander, Johanna Gummerus

*Hanken School of Economics, Helsinki, Finland*

## Ethics and Marketing

**Thursday 7 July, 09:00 – 10:30 Lord Sefton Box 5 Chair: Alex Hiller**

The Worth of Animals and Values in Marketing

John Desmond

*St. Andrews, Scotland, United Kingdom*

360 DEGREE REGULATION AS A MEANS TO EVALUATE HOW PRACTITIONERS PERCEIVE & RESOLVE ETHICAL DILEMMAS AROUND CONTROVERSIAL ADVERTISING

Tom Farrell

*Oxford Brookes University, Oxford, UK*

Consumer Attitudes Towards key Ethical Retailing Issues: A

comparison of Bangladesh and the UK.

Shahina Pervin, Mike Wilman, Lesley Macdonald, Ashok Ranchhod

Southampton Solent University, Hampshire, UK

A Conceptualisation of Ethical Consumption from a Value Perspective

Alex Hiller

Nottingham Business School, Nottingham, United Kingdom

## International Marketing

Thursday 7 July, 09:00 – 10:30 Reynolds Town Bar Chair: Malcom Stewart

UK FDI in Emerging African Markets: a Case of Blue Skies Holdings Limited

Collins Osei

Edinburgh Napier University, Edinburgh, United Kingdom

Simulated Test Marketing in FMCG: some empirical evidence from the Russian market

Nikolay Korotkov, Nicoletta Occhiocupo

Oxford Brookes University Business School, Oxford, UK

Antecedents, Policies and Practices of Promotional Standardisation Strategy: A comparison of British MNCs' and Advertising Agencies in the UK, France and Germany.

MALCOLM STEWART, STAN PALIWODA

UNIVERSITY OF STRATHCLYDE, GLASGOW, UK

## Marketing Case Studies

Thursday 7 July, 09:00 – 10:30 Red Rum Bar Chair: Chris Raddats

Marketing \$#! My Dad Says

Leyland Pitt<sup>1</sup>, Adam Mills<sup>1</sup>, Phuong Nguyen<sup>2</sup>, Jia-Rong Wu<sup>2</sup>, Aschwin van Alphen-Sato<sup>2</sup>

<sup>1</sup>Simon Fraser University, Vancouver, BC, Canada, <sup>2</sup>Erasmus University, Rotterdam, The Netherlands

Club Penguin: Should Disney Waddle into Social Networking?

Anjali Bal, Vandad Sotoudhnia, Candice Ashe, Jaime Lunt, Renee Picard, Leyland Pitt, Kirk Plangger, Adam Mills  
Simon Fraser University, Vancouver, BC, Canada

Marketing Applications: From Angry Birds to Happy Marketers

Michael Harker, Babak Taheri

University of Strathclyde, Glasgow, UK

## Marketing Communications and Public Relations

Thursday 7 July, 09:00 – 10:30 Aldaniti Bar Chair: Jane Tonge

Synergy in integrated marketing communications: empirical efficiency analysis.

Ekaterina Stolyarovca, Josep Rialp

Autonomous University of Barcelona, Barcelona, Spain

Investigating of Consumer Emotions during Product-Harm Crises

Anastasios Theofilou<sup>1</sup>, Aikaterini Vassilikopoulou<sup>2</sup>, Emmanuel Skourtis<sup>3</sup>

<sup>1</sup>Bournemouth University, Bournemouth, Dorset, UK, <sup>2</sup>Athens University for Economics & Business, Athens, Attiki, Greece,

<sup>3</sup>Hellenic Open University, Patra, Achaia, Greece

Managing the Public Affairs Function in a Global Market Place  
*Danny Moss, Jane Tonge, Conor McGrath*  
*University of Chester, Chester, UK*

## **Services Marketing**

**Thursday 7 July, 09:00 – 10:30 Paddock Lodge      Chair: Nana Owusu-Frimpong**  
**Drawing Room**

A Literature Review of the Conceptualisation of Service Loyalty:  
Do we really know what Service Loyalty is?

*Dahlia El-Manstrly*

*University of Edinburgh, Edinburgh, UK*

THE DUAL ROLE OF PHYSICAL FEATURES OF SERVICE  
QUALITY TO CUSTOMERS AND EMPLOYEES SATISFACTION

*Angelos Pantouvakis<sup>1</sup>, Nancy Bouranta<sup>1</sup>*

*<sup>1</sup>University of Piraeus, Athens, Greece, <sup>2</sup>University of Western  
Greece, Agrinio, Greece*

Investigating Service Quality and Customer satisfactionh in  
Traditional Catering Industry (Chop bars) in Ghana

*Nana Owusu-Frimpong<sup>1</sup>, Bedman Narteh<sup>1</sup>*

*<sup>1</sup>London Metropolitan University, London, -, <sup>2</sup>University of Ghana,  
Accra, Ghana*

## **Coffee/ Tea**

**Thursday 7 July, 10:30 – 11:00**

## Session 8: Competitive Papers

### Special Session: Co-Creation of Value in Practice

Thursday 7 July, 11:00 – 12:30 Sunloch Suite

Chair: Steve Baron, University of Liverpool

### Arts, Heritage, Nonprofit and Social Marketing

Thursday 7 July, 11:00 – 12:30 Earl of Derby Box 3

Chair: Chris Hand

The Role of Brand Orientation in Church Participation: An Empirical Examination

Riza Mulyanegara

*Swinburne University, Melbourne, Victoria, Australia*

Communicating with Parents about Child Feeding Practices

*Simone Pettigrew, Melanie Pescud*

*University of Western Australia, Perth, Western Australia, Australia*

Gambling Purchases in England: An Empirical Analysis of Behavioural Segments

Chris Hand<sup>1</sup>, Jaywant Singh<sup>1</sup>

<sup>1</sup>*Kingston Business School, Kingston upon Thames, UK, <sup>2</sup>Kingston Business School, Kingston upon Thames, UK*

### Consumer Research

Thursday 7 July, 11:00 – 12:30 Lord Sefton Box 3

Chair: John Egan

They Really Got a Hold on Us: Movies' Product Placement in a Cross-Cultural Study Between Brazil and the USA

Ricardo Boeing da Silveira<sup>1</sup>, James Gentry<sup>2</sup>, Rosilene Marcon<sup>3</sup>, André Urdan<sup>1</sup>

<sup>1</sup>*Fundação Getúlio Vargas - FGV-EAESP, São Paulo - SP, Brazil,*

<sup>2</sup>*University of Nebraska - Lincoln, Lincoln - NE, USA,*

<sup>3</sup>*Universidade do Vale do Itajaí, Biguaçu - SC, Brazil*

Does variety-seeking at the attribute level vary between utilitarian and hedonic products? An experimental study

George Baltas, Flora Kokkinaki, Apostolia Loukopoulou

*Athens University of Economics and Business, Athens, Greece*

Consumer attitudes towards direct advertising of prescription drugs - a UK perspective

Fernando Lopes<sup>1</sup>, John Egan<sup>1</sup>, Jacqueline Lynch<sup>2</sup>

<sup>1</sup>*London South Bank University, London, United Kingdom,*

<sup>2</sup>*University of Westminster, London, United Kingdom*

### Consumer Research

Thursday 7 July, 11:00 – 12:30 Paddock Lodge Boardroom

Chair: Robert East

When I'm Sixty Four - Will you still need me? (McCartney P. 1966) An investigation of the impacts of adult children living at home.

Mel Godfrey, Kim Roberts

*London South Bank University, London, United Kingdom*

Do Brazilian children have materialistic values? Drawings from high and low income children around 9 years old

Andres Rodriguez Veloso<sup>1</sup>, Diogo Fajardo Nunes Hildebrand<sup>2</sup>,

Marcos Cortez Campomar<sup>1</sup>

<sup>1</sup>FEA-USP, Sao Paulo/SP, Brazil, <sup>2</sup>Baruch College - The City University of New York, New York, United States

Do Brand Users Give More Word of Mouth When they Hear their Brand Recommended?

Robert East<sup>1</sup>, Wendy Lomax<sup>1</sup>, Jenni Romaniuk<sup>1</sup>

<sup>1</sup>Kingston Business School and Ehrenberg-Bass Institute, UNISA, LONDON, UK, <sup>2</sup>Kingston Business School, London, UK,

<sup>3</sup>Ehrenberg-Bass Institute, UNISA, Adelaide, Australia

## **E Marketing**

**Thursday 7 July, 11:00 – 12:30 Earl of Derby Box 5**

**Chair: Jana Ebermann**

The Case of Amazon.com: What constitutes the online customer experience in the context of the online book market?

Philipp Klaus

Swansea University School of Business and Economics, Swansea, UK

Identifying the Antecedents of Word-Of-Mouth Promotions of Retail Websites

Sanjit Kumar Roy<sup>1</sup>, Gul Butaney<sup>2</sup>

<sup>1</sup>IBS Hyderabad, Hyderabad, India, <sup>2</sup>Bentley University, Waltham/MA, USA

The Impact of pre-release eWOM on experience based products - An explorative analysis based on Twitter, the Hollywood Stock Exchange and Movies

Jana Ebermann<sup>1</sup>, Anne Suphan<sup>1</sup>, Katarina Stanoevska-Slabeva<sup>2</sup>, Thomas Plotkowiak<sup>1</sup>, Miriam Meckel<sup>1</sup>

<sup>1</sup>University of St. Gallen, St. Gallen, Switzerland, <sup>2</sup>University of Neuchatel, Neuchatel, Switzerland

## **Entrepreneurial and Small Business Marketing**

**Lord Sefton Box 1**

**Chair: Stephen Dann**

Drivers and performance outcomes of an eco-friendly corporate and marketing strategy in smaller manufacturing firms

Leonidas C. Leonidou<sup>1</sup>, Paul Christodoulides<sup>2</sup>, Constantinos N. Leonidou<sup>3</sup>

<sup>1</sup>University of Cyprus, Nicosia, Cyprus, <sup>2</sup>Cyprus Technological University, Limassol, Cyprus, <sup>3</sup>University of Leeds, Leeds, UK

Work in progress "What makes them tick?" Developing a contingency model of Entrepreneurial Risk for investment and innovation decisions.

Andrew Hirst<sup>1</sup>, Vicky Story<sup>2</sup>

<sup>1</sup>Sheffield Hallam University, Sheffield, UK, <sup>2</sup>Nottingham University Business School, Nottingham, UK

The impact of entrepreneurial orientation and marketing innovation on sustained competitive advantage of female SMEs in Egypt: A conceptual framework

Sara Adam, Abeer Mahrous, Wael Kortam  
Cairo University, Giza, Egypt

The Marketing Mix Matrix

Stephen Dann

Australian National University, Canberra, ACT, Australia

## Marketing Case Studies

Thursday 7 July, 11:00 – 12:30 Lord Sefton Box 5

Chair: Conor Carroll

Harley-Davidson: Rides into the Abyss?

Ann M. Torres

*National University of Ireland Galway, Galway, Ireland*

Taking Australia (and the world) to the cleaners: A case study of community and marketing

Naomi Cheeseman, Paul Harrison

*Deakin University, Melbourne, Australia*

Improving the Orchestration of Case Sessions - The Role of Teaching Notes in Enhancing Learning

Conor Carroll

*University of Limerick, Limerick, Ireland*

## Marketing of Higher Education

Thursday 7 July, 11:00 – 12:30 Reynolds Town Bar

Chair: David Chalcraft

Using cross-curricular collaboration to foster holistic understanding of brand development from concept to consumer

Rosemary Varley, Edwin Phiri

*University of the Arts, London, London College of Fashion, London, UK*

Consumers to Co-Developers: The complex roles of a student in Higher Education

John Beaumont-Kerridge

*University of Bedfordshire, Bedfordshire, United Kingdom*

Value propositions in higher education - an S-D logic view

David Chalcraft, Jacqueline Lynch

*University of Westminster, London, United Kingdom*

## Relationship Marketing and Customer Experience Management

Thursday 7 July, 11:00 – 12:30 Red Rum Bar

Chair: Phil Crowther

Value-in-use, Customer Experience and Co-creation: Towards a Holistic Model for Professional Service Firms

Iain Davies, Steven Fuerth

*University of Bath, Bath, United Kingdom*

Marketing Event Objectives: From Tactical to Strategic

Phil Crowther

*Sheffield Hallam University, Sheffield, UK*

## Retail Marketing

Thursday 7 July, 11:00 – 12:30 Aldaniti Bar

Chair: Paul W. Ballantine

Retailer branding of consumer price promotions: An experimental study

Robert Hamlin, Sophie Lindsay

*University of Otago, Dunedin, New Zealand*

Own Brand and Retailers Corporate Brand Personalities Alignment

Maria Carolina Zanette, Eliane Pereira Zamith Brito

*Gomes Parente*

*EASP - FGV, São Paulo - SP, Brazil*

Towards an Holistic Understanding of Retail Atmospheric Cues

*Paul W. Ballantine<sup>1</sup>, Andrew G. Parsons<sup>2</sup>*

*<sup>1</sup>University of Canterbury, Christchurch, New Zealand, <sup>2</sup>Auckland University of Technology, Auckland, New Zealand*

## **Services Marketing**

**Thursday 7 July, 11:00 – 12:30 Paddock Lodge Drawing Room Chair: Adrian Palmer**

Evaluative Cues and Financial Services: The Effect of Consumer Knowledge

*James Devlin*

*Nottingham University Business School, Nottingham, UK*

Linking the Physical and Interactive Service Features of Services to Customer Satisfaction. An Examination of Grönroos's Proposal.

*ANGELOS PANTOUVAKIS, ATHANASIOS DIMAS*

*UNIVERSITY OF PIRAEUS, PIRAEUS, Greece*

THE EFFECTS OF PRE-SERVICE POSITIVE AND NEGATIVE EMOTIONS ON SATISFACTION

*Adrian Palmer, Nicole Koenig-Lewis*

*Swansea University, Swansea, UK*

## **Tourism Marketing**

**Thursday 7 July, 11:00 – 12:30 Hedge Hunter Bar Chair: Scott McCabe**

Cross border shopping: stimulant factors for crossing from China to Macao

*Ruth M W Yeung<sup>1</sup>, Wallace M S Yee<sup>2</sup>*

*<sup>1</sup>Institute for Tourism Studies, Macau, Macao, <sup>2</sup>University of Macau, Macau, Macao*

Our mobile future: how smartphones will transform visiting experiences.

*Scott McCabe<sup>1</sup>, Clare Foster<sup>2</sup>, Cunxiao Li<sup>1</sup>, Bhanu Nanda<sup>1</sup>*

*<sup>1</sup>Nottingham University Business School, Nottingham, UK,*

*<sup>2</sup>Westminster University, London, UK*

## **Lunch**

**Thursday 7 July, 12:30 – 13:30**

## Session 9: Competitive Papers

### Special Session: Whither B2B Marketing

Thursday 7 July, 13:30 – 15:00 Sunloch Suite

Chair: Nick Ellis, Leicester University &  
Andrew Pressey, Lancaster University

### Special Session: Meet the Editors 2

Thursday 7 July, 13:30 – 15:00 Hedge Hunter Bar

Chair: Steve Oakes, University of  
Liverpool

### Arts, Heritage, Nonprofit and Social Marketing

Thursday 7 July, 13:30 – 15:00 Earl of Derby Box 3 Chair: Stephan Dahl

A Confirmatory Scale for Measuring Market Orientation in  
Nonprofit Organizations

Pratik Modi

*Institute of Rural Management Anand, Anand, India*

Challenges to the Growth and Development of Jazz Music in  
Wellington

David Stewart, Lori Burns

*Victoria University of Wellington, Wellington, New Zealand*

Visceral Clues in Social Marketing: Should we be less good to do  
good?

Stephan Dahl<sup>1</sup>, Mustafa Ebrahimjee<sup>2</sup>

*<sup>1</sup>University of Hull, Hull, United Kingdom, <sup>2</sup>Pall Mall Surgery,  
Leigh-On-Sea, United Kingdom*

### Brand, Identity and Corporate Reputation

Thursday 7 July, 13:30 – 15:00 Paddock Lodge  
Boardroom

Chair: Jonathan Wilson

CORPORATE IDENTITY: A PARADIGMATIC SHIFT IN  
THE THEORETICAL CONSTRUCTION OF ITS MEANING

Tayo Otubanjo<sup>1</sup>, Nelarine Cornelius<sup>1</sup>

*<sup>1</sup>Lagos Business School, Lagos, Nigeria, <sup>2</sup>University of Bradford,  
England, UK*

Matavenero: From Brand to Place

Javier Lloveras Gutierrez, Cathy Parker

*Manchester Metropolitan University, Manchester, UK*

Chinese Global Brand Vision: Exploratory Content Analysis

Jonathan Wilson<sup>2</sup>, Ross Brennan<sup>1</sup>

*<sup>1</sup>Middlesex University, London, UK, <sup>2</sup>Anglia Ruskin University,  
Cambridge, UK*

### Consumer Research

Thursday 7 July, 13:30 – 15:00 Lord Sefton Box 3

Chair: Douglas Brownlie

Reciprocity Toward the Internet

Kaveh Peighambari, Arash Kordestani, Mana Farshid

*Lulea University of Technology, Lulea, Sweden*

The influence of consumer emotions on self-service technology  
adoption

William George, Yuksel Ekinci, Lyndon Simkin



*Oxford Brookes University, Oxford, United Kingdom*

On The Public Understanding of 'Market-ing': Battles for vision, legitimacy and form

*douglas brownlie*

*university of stirling, Stirling, UK*

## **Consumer Research**

**Thursday 7 July, 13:30 – 15:00 Earl of Derby Box 5 Chair: Andres Rodriguez Veloso**

The perceived value-loyalty-link: heterogeneity among car users

*Monika Koller*, *Arne Floh*, *Alexander Zauner*

*WU Vienna, Vienna, Austria*

Speed Subcultures: A Narrative Investigation of Motorcycling as Edgework

*Stephen Murphy*, *Maurice Patterson*

*University of Limerick, Limerick, Ireland*

Proposition of an econometric model for children influence in Family Decision Making

*Andres Rodriguez Veloso*<sup>1</sup>, *Diogo Fajardo Nunes Hildebrand*<sup>2</sup>,  
*Marcos Cortez Campomar*<sup>1</sup>

<sup>1</sup>*FEA-USP, Sao Paulo/SP, Brazil*, <sup>2</sup>*Baruch College - The City University of New York, New York/NY, United States*

## **Entrepreneurial and Small Business Marketing**

**Thursday 7 July, 13:30 – 15:00 Lord Sefton Box 1 Chair: Catherine Ashworth**

Complementary Research? A comparison of Franchising and SME Research in Australia and the UK

*Owen Wright*<sup>1</sup>, *Andrew McAuley*<sup>1</sup>

<sup>1</sup>*Griffith University, Brisbane/QLD, Australia*, <sup>2</sup>*Southern Cross University, Lismore/NSW, Australia*

Thriving in Chaos and Uncertainty: Business as Usual for Sri Lankan Entrepreneurial Marketers

*Muditha Cooray*, *Rikke Duus*

*University of Hertfordshire, Hatfield, Hertfordshire, United Kingdom*

The Impact of Social Media on SME Online Retailing in the Fashion Sector

*Catherine Ashworth*

*Manchester Metropolitan University, Manchester, United Kingdom*

## **Event and Experiential Marketing**

**Thursday 7 July, 13:30 – 15:00 Lord Sefton Box 5 Chair: Stephen Henderson**

The antecedents and outcomes of visitor attendance at commemorative events

*John Hall*<sup>1</sup>, *John Basarin*<sup>1</sup>, *Leonie Lockstone-Binney*<sup>2</sup>

<sup>1</sup>*Deakin University, Melbourne, Australia*, <sup>2</sup>*Victoria University, Melbourne, Australia*

AN INVESTIGATION INTO ADOPTION OF INNOVATION IN YOUNG AND OLD FAMILY-RUN BUSINESSES

*Sylvie Laforet*

*University of Sheffield, Sheffield, UK*

Running Down A Dream - An exploration of the secondary ticket market for events

*Stephen Henderson*

## Retail Marketing

Thursday 7 July, 13:30 – 15:00 Reynolds Town Bar Chair: Joan Keegan

SUNDAY SHOPPING FOREVER?

Hina Khan, Fraser McLeay, Paul Bentham

Newcastle Business School, Newcastle, United Kingdom

Perceptions of Meaning and Measures in Retail Innovation

Latchezar Hristov<sup>1</sup>, Jonathan Reynolds<sup>2</sup>

<sup>1</sup>Audencia Nantes School of Management, Nantes, France, <sup>2</sup>Saïd Business School, University of Oxford, Oxford, UK

A Retailer's Perspective of Customer Loyalty

Joan Keegan<sup>1</sup>, Clare Brindley<sup>1</sup>

<sup>1</sup>Dublin Institute of Technology, Dublin, Ireland, <sup>2</sup>Nottingham Trent University, Nottingham, UK

## Services Marketing

Thursday 7 July, 13:30 – 15:00 Red Rum Bar Chair: Adrian Payne

De-constructing the Value Proposition of a Service Innovation Exemplar

Adrian Payne<sup>2</sup>, Pennie Frow<sup>1</sup>

<sup>1</sup>University of Sydney, Sydney, NSW, Australia, <sup>2</sup>University of New South Wales, Sydney, NSW, Australia

Examining Internet banking services in China: an integrated trust, perceived justice and risk model

Anita Lifen Zhao<sup>1</sup>, Stuart Hanmer-Lloyd<sup>2</sup>, Philippa Ward<sup>3</sup>

<sup>1</sup>Swansea University, Swansea, UK, <sup>2</sup>University of Gloucestershire, Cheltenham, UK, <sup>3</sup>University of Gloucestershire, Cheltenham, UK

Value and loyalty in wireless telecommunications – an experimental investigation of the halo between product and service

Alexander Zauner, Monika Koller, Arne Floh

WU Vienna, Vienna, Austria

Diagnosing the Supplementary Services Model

Pennie Frow<sup>1</sup>, Adrian Payne<sup>2</sup>, Liem Ngo<sup>2</sup>

<sup>1</sup>University of Sydney, Sydney, Australia, <sup>2</sup>University of New South Wales, Sydney, Australia, <sup>3</sup>University of New South Wales, Sydney, Australia

## Sports Marketing

Thursday 7 July, 13:30 – 15:00 Aldaniti Bar Chair: Mazia Yassim

The brand image of professional sport teams – an empirical investigation of the relevance of brand personality

Michael Schade, Christoph Burmann

University of Bremen, Bremen, Germany

A Question of Sport: Dawning Realizations of Changes in Gulf & UAE Football

Nnamdi Madichie<sup>1</sup>, Cedric Nosa<sup>2</sup>

<sup>1</sup>University of Sharjah, Sharjah, United Arab Emirates, <sup>2</sup>University of East London, London, UK

Understanding Domestic One-day Cricket Spectators: A Qualitative Approach

Mazia Yassim, Sven Kuenzel  
University of Greenwich Business School, London, UK

## **Tourism Marketing**

**Thursday 7 July, 13:30 – 15:00 Paddock Lodge      Chair: Ilenia Bregoli**  
**Drawing Room**

Social Content Search in Tourism Purchase Decisions

Jillian Ney, Alan Wilson

University of Strathclyde, Glasgow, UK

Social Media and Destination Branding: How Mediterranean  
Tourism Destinations use Facebook

Evgeniya Chernysheva<sup>1</sup>, George Skourtis<sup>1</sup>, Ioannis Assiouras<sup>1</sup>,  
Michail Koniordos<sup>1</sup>

<sup>1</sup>Technological Institution of Piraeus, Athens, Greece, <sup>2</sup>University  
of Piraeus, Athens, Greece, <sup>3</sup>Athens University of Economics and  
Business, Athens, Greece, <sup>4</sup>Technological Institution of Piraeus,  
Athens, Greece

DMO co-ordination and destination branding: a mixed method  
study on the city of Edinburgh

Ilenia Bregoli

Università Cattolica del Sacro Cuore, Milano, Italy

## **Coffee/ Tea**

**Thursday 7 July, 15:00 – 15:30**

## Session 10: Competitive Papers

### Special Session: Marketing and Mystification

Thursday 7 July, 15:30 – 17:00 Sunloch Suite

Chair: Mark Tadajewski, University of Strathclyde

### Arts, Heritage, Nonprofit and Social Marketing

Thursday 7 July, 15:30 – 17:00 Earl of Derby Box 3

Chair: Mizan Rahman

What's not to Like? Parents' Views of Inappropriate School Canteen Foods

*Simone Pettigrew, Melanie Pescud*

*University of Western Australia, Western Australia, Australia*

Nonprofit's Interaction with the Public and the Private Sector Providing Essential Healthcare to the Rural Poor in a Developing Country Context

*Mizan Rahman*

*University of Lincoln, Lincoln, UK*

### B2B Marketing

Thursday 7 July, 15:30 – 17:00 Paddock Lodge Boardroom

Chair: Gary Harden

The Management Practices and Materials of Market-Makers

*Katy Mason<sup>2</sup>, Claudia Simoes<sup>3</sup>*

*<sup>1</sup>Lancaster University Management School, Lancaster, UK,*

*<sup>2</sup>Advanced Institute of Management, London, UK, <sup>3</sup>Minho University, Braga, Portugal*

An Examination of the Drivers of Retaliation in Business-to-Business Relationships

*David Vidal*

*Inseec Business School, Paris, France*

Mirror, mirror on the wall: Do academics think of themselves as Key Account Managers?

*Gary Harden*

*Nottingham Trent University, Nottingham, United Kingdom*

### Consumer Research

Thursday 7 July, 15:30 – 17:00 Lord Sefton Box 3

Chair: Killian O'Leary

Global Brand Image: The Influence of Consumer Religiously Motivated Boycotts

*Ibrahim Abosag, Maya Farah*

*Manchester Business School, Manchester, UK*

EMPOWERING CONSUMERS TOWARDS THE RESPONSIBLE CHOICE: THE RELATIONSHIP OF SPANISH CONSUMERS WITH CSR LABELS.

*Carmen Valor, Isabel Carrero*

*Universidad Pontificia Comillas, Madrid, Spain*

Exploring the Online Poker Subculture: Web 2.0 and its effect on Subcultural Theory

*Killian O'Leary*

*University of Limerick, Limerick, Ireland*

## Consumer Research

Thursday 7 July, 15:30 – 17:00 Earl of Derby Box 5 Chair: Zhibin Lin

Opt-in Mobile Advertising Choice Behaviour: A Transactional Model

Dayana Yermekbayeva, Sarah Hong Xiao  
Durham Business School, Durham, UK

A cross-cultural study of the paradoxes of mobile technology and consumer's attitudinal loyalty in the mobile phone industry

Maureen P.F. Li, David Bowen, Yuksel Ekinci  
Oxford Brookes University, Oxford, United Kingdom

Frequent Flyer Programmes: The China Experience

Zhibin Lin, Dag Bennett  
London South Bank University, London, United Kingdom

## E Marketing

Thursday 7 July, 15:30 – 17:00 Lord Sefton Box 1 Chair: Jim Blythe

Mitigating e-business challenges of UK Banks – an analysis of HSBC e-banking performance

N.Gladson Nwokah, Juliet Gladson-Nwokah  
Rivers State University of Science and Technology, Port Harcourt, Nigeria

The spread and spread of word of web: towards understanding how marketers can interact with social networks

Sue Halliday<sup>1</sup>, Bogdan Vrusias<sup>1</sup>  
<sup>1</sup>University of Surrey, Guildford, UK, <sup>2</sup>University of Surrey, Guildford, UK

Print versus Screen: Attitudes to Accessing Information from the Internet versus Print Media

Nigel Bradley<sup>1</sup>, Nigel Jacklin<sup>2</sup>, Jim Blythe<sup>1</sup>  
<sup>1</sup>Westminster Business School, London, UK, <sup>2</sup>Think Media Consultancy, London, UK

## Ethics and Marketing

Thursday 7 July, 15:30 – 17:00 Lord Sefton Box 5 Chair: Paul Harrison

"It's a long step from saying to doing": Product sustainability and smoothie purchase in London

Tani Gossenberger, Ibrahim Sirkeci  
European Business School London, Regent's College, London, UK

The definition of green marketing in developing countries: the case of Iran

MohammadHossein Askariazad, Samira Iran  
Sharif University of Technology International Campus, Kish, Iran, Islamic Republic of

The Effects of Consistency, Commitment and Depletion on Decision-Making in Healthy Food Situations

Kathryn Chalmers, Paul Harrison  
Deakin University, Melbourne, Australia

## International Marketing

Thursday 7 July, 15:30 – 17:00 Reynolds Town Bar Chair: Padmali Rodrigo

The role of fishermen cooperative in the development of an export-oriented supply chain: Some evidence from the Eritrean fish industry

Mesfin Habtom

*London metropolitan university, london, United Kingdom*

The role of auction item information in online auction success

Jacques Nel, Lisa-Marie Weppenaar, Paul de Beer

*University of the Free State, Bloemfontein, South Africa*

An investigation into the Elite Sri Lankan consumers' propensity to seek country of origin information when purchasing hedonic and utilitarian products

Padmali Rodrigo, Hina Khan, Fraser McLeay

*Northumbria university, Newcastle, UK*

## **Marketing of Higher Education**

**Thursday 7 July, 15:30 – 17:00 Hedge Hunter Bar**

**Chair: Heather Skinner**

Blended & Online Learning - the French exception?

Jessica Lichy<sup>1</sup>, Lori Turner<sup>1</sup>, Jonathan Britten<sup>1</sup>

<sup>1</sup>ICAR (IDRAC Centre for Applied Research), Lyon, France,

<sup>2</sup>IDRAC Lyon, Lyon, France, <sup>3</sup>Chester Business School, Chester University, -

Motivators for a Career in Sales: Higher Education Australasian Students' Views

Brian Handley, Tekle Shanka

*Curtin University, Perth, WA, Australia*

Insights into International Students' Choice of UK HEI

Heather Skinner, Paul Jones

*University of Glamorgan, Wales, United Kingdom*

## **Marketing Research and Research Methodology**

**Thursday 7 July, 15:30 – 17:00 Red Rum Bar**

**Chair: Andrew Fearne**

Private label perceptions and brand usage – application of prior knowledge

Magda Nenycz-Thiel, Jenni Romaniuk

*Ehrenberg-Bass Institute, University of South Australia, Adelaide, SA, Australia*

Using qualitative data analysis software for the development of a measurement scale

Wafa Bel Kahla, Abdelfattah Triki

*Institut Supérieur de Gestion, Tunis, Tunisia*

Sustainable Value Chain Analysis - A Case Study of Oxford Landing Wine

Andrew Fearne<sup>1</sup>, Claudine Soosay<sup>2</sup>, Ben Dent<sup>3</sup>

<sup>1</sup>University of Kent, Canterbury, UK, <sup>2</sup>University of South Australia, Adelaide, Australia, <sup>3</sup>University of Queensland, Brisbane, Australia

## **Political Marketing**

**Thursday 7 July, 15:30 – 17:00 Aldaniti Bar**

**Chair: Jenny Lloyd**

Assessing the Impact of E-Campaign in Malaysia

Mahmod Sabri Haron, Khairiah Salwa Mokhtar

*Universiti Sains Malaysia, Minden, Penang, Malaysia*

More Questions than answers? A Critical examination of the use

of projective techniques in political brand image research  
*Christopher Pich, Dianne Dean*  
*Hull University Business School, Hull, UK*

A Good Idea Doomed to Failure? The Challenge Facing the 'Big Society'

*Jenny Lloyd*  
*University of the West of England, Bristol, UK*

## **Sports Marketing**

**Thursday 7 July, 15:30 – 17:00 Paddock Lodge                      Chair: Ricardo Boeing da Silveira**  
**Drawing Room**

Consumer Behaviour in Fitness Centres: a Typology of Customers  
*Pinelopi Athanasopoulou, Konstantinos Oikonomou, John Douvis, John Skalkos*  
*University of Peloponnese, Sport Management Department, Sparta, Lakonia, Greece*

Using sports museums as marketing tools: a case study in football.  
*John Douvis, Pinelopi Athanasopoulou, John Skalkos, Chrysoula Papagiannopoulou*  
*University of Peloponnese, Sport Management Department, Sparta, Lakonia, Greece*

Hardcore fans of soccer and their motivation and beliefs for buying counterfeit sports products: Empirical evidence from Brazil  
*Andres Rodriguez Veloso<sup>1</sup>, Gabriel Saraiva<sup>2</sup>, Marcos Cortez Campomar<sup>1</sup>, Marcelo Barbieri Campomar<sup>1</sup>*  
*<sup>1</sup>FEA-USP, Sao Paulo/SP, Brazil, <sup>2</sup>Mackenzie, Tamboré, Brazil*

With Love, from the Firms to the Teams: The Sport Sponsorship Strategy with Brazilian Football Teams  
*Débora Ferrari<sup>2</sup>, Ricardo Boeing da Silveira<sup>1</sup>*  
*<sup>1</sup>Fundação Getúlio Vargas - FGV-EAESP, São Paulo - SP, Brazil, <sup>2</sup>Universidade do Vale do Itajaí, Balneário Camboriú - SC, Brazil*

## **Drinks Reception (sponsored by Emerald)**

**Thursday 7 July, 19:30 – 20:00 St George's Hall**

## **Gala Dinner**

**Thursday 7 July, 20:00                      St George's Hall**