



SESSIONS PROGRAMME

SESSION 1: Tuesday 7th July 2009, 4:00pm - 5:30pm

Business to Business

ROOM : RB223

Chair: P. Williams

- 0068 Investigating Motivation Amongst International Channel Intermediaries: A Middle Eastern Viewpoint
Ronika Chakrabarti, Bradley R. Barnes, Leyland Pitt, Pierre Berthon
- 0290 Too close for comfort? The potential pitfalls of being 'too close' in a marketing relationship
Simon Haomin Ning, Julie Robson, Yasmin Sekhon
- 0293 Should I stay or should I search? A study of search strategies in Buyer-Seller Relationships
Michael Ehret, Samy Saab

Consumer Behaviour

ROOM : RB224

Chair: G. Lodorfos

- 0265 Digital Creations of the Female Self in the form of Avatars in Virtual Environments
Tina Claire Dyer, Leigh Doster
- 0217 Conspicuous Consumption and Social Influence: A Comparative Study of Luxury Goods Purchasing of Hong Kong and Taiwanese Young Female Consumers
Meng-Shan Wu, Cheng-Hao Chen, Morgan Ching-Cheng Wu*
- 0314 "It's Mine!" - Participation and Ownership within Virtual Value Co-creation Environments
Tracy Harwood, Tony Garry
- 0371 Consumer attitudes towards blogs: A Conceptual Model
Dilip Mutum

Competitive Intelligence, Analysis and Strategy

ROOM : RM206

Chair: S Wright

- 0006 The Role of Marketing Information Systems in Making Better Decisions: Evidence from Jordanian Banking Industry
Ghazi Al-Weshah, Jonathan Deacon
- 0280 Moving Closer to the Customers: Effects of Vertical Integration in the Swedish Commercial Printing Industry
Thomas Mejtoft
- 0304 A computer assisted dual-step predictive model for customer churn in pre-paid telecommunications service providers
Ali Tamaddon Jahromi, Mohammad Mehdi Sepehri, Babak Teimourpour, Sarvenaz Choobdar

E-marketing

ROOM: RB313

Chair: A Dean/I Butt

- 0249 "A Sims on the screen... is it me?": Consumer as an avatar and immersion on a 3D commercial website
Marion GARNIER, Ingrid PONCIN
- 0285 Exploring customer perceptions of e-service quality in Collaborative Virtual Environments: a critical incident analysis
Eman Gadalla, Alexandros Zarifis
- 0399 Downloading values: a netnographic study into the ethical characteristics of online communities towards non-consensual downloads
Imran Butt

Ethical Issues with Marketing

ROOM : RB320

Chair: F Harris

- 0098 Living a "good life" and living a "nice life": The struggle to consume ethically
Finola Kerrigan, Paul Harrison, Charlotte Van den Broucq
- 0253 Televised toy advertising: an investigation of Greece's partial ban.
Danae Harmandas, Paul Whysall
- 0460 Identifying the frequency and nature of food content in UK children's television: programmes and marketing communications
Caroline Oates

International Marketing

ROOM: RB225

Chair: J James

- 0054 Brazilians in the UK: revelations on ethnicity consumption
Luis Kluwe Aguiar, Luciana Marques Vieira, Gabriella Cardozo, Marcia Barcellos
- 0189 Consumer Identity Acculturation Strategies: An Alternative Approach to Analysing Consumers' Perceptions of Foreign and Domestic Brands
Eva Kipnis, Amanda Broderick
- 0225 Foreign Market Entry Involvement Influences
Maktoba Omar, Robert Williams
- 0436 Exploring the role of acculturation on the way Indians living in the UK, approach the process of unravelling the reasons for brand choice
ROHINI VIJAYGOPAL, SALLY DIBB

Marketing Communications

ROOM : RB229

Chair: C Fill

- 0212 Metaphors in print advertising
Roger Saunders
- 0230 FROM SOAP OPERA STARS TO FOOTBALL PLAYERS HEROES: A STUDY CONCERNING THE IMPACT OF CELEBRITY ENDORSEMENT ON FIRM PERFORMANCE IN AN EMERGING COUNTRY
Ricardo Boeing da Silveira, Rosilene Marcon
- 0369 Exploring Motivations for Consumer-Generated Advertising
Colin Campbell, Pierre Berthon, Phillip DesAutels
- 0376 Humorous advertisements and their effects on the consumer behaviour in an emerging country
Ricardo Boeing da Silveira, Marcelo Moll Brandão, Paulo Rockembach Junior, Rosilene Marcon

Relationship Marketing

ROOM : RB322

Chair: J James

- 0041 Purchasing Creativity: The Impact of Procurement on the Dynamics of Trust in Advertising Agency-Client Relationships
Peter B Betts, Ruth A Ashford
- 0044 THE ROLE OF PERSPECTIVE-TAKING AS AN ENHANCEMENT TO COMMITMENT-TRUST IN THE UNDERSTANDING OF COOPERATION AND RELATIONSHIP MARKETING
Albert Caruana, Noellie Brockdorff, Saviour Chircop, Liberato Camilleri
- 0207 Establishment of Trust in eBusiness - A Real Life Case Study
Cheng-Hao Chen, Meng-Shan Wu
- 0440 Using focus-group interviews for Assessing the theoretical relevance for the Knowledge-Enabled Recovery Effectiveness (KERE) construct
Samiha Mjahed, Abdelfattah Triki

Retailing and Channel Issues

ROOM : RB355

Chair: J Temperley

- 0067 The role of gender in service quality: a study in health and beauty retail
Carley Foster, Sheilagh Resnick
- 0095 Encouraging healthy eating: the effect of a food retailer intervention
Leigh Sparks, Douglas Eadie, Anne Findlay, Anne-Marie MacKintosh, Martine Stead
- 0268 Food Choices of older working-class women; the influence of retailing and shopping.
Stella Maria Walsh
- 0403 The Sustainable Clothing Market: Pragmatic Strategies for UK Fashion Retailers
Helen Goworek, Alex Hiller, Tim Cooper, Tom Fisher, Sophie Woodward

Services Marketing

ROOM : RB307

Chair: K Tyler

- 0075 Determining Service Excellence in The Banking Sector
Harjit Sekhon, Dima El-Eisawi
- 0080 Modelling Loyalty in Retail Banking Using Formative and Reflective Approaches
Chris Baumann, Greg Elliott, Hamin Hamin
- 0409 A study of how international students select banks in the UK
Abder R Beloucif, Ahmed Beloucif, Bill Donaldson

Sports Marketing

ROOM : RB308

Chair: K Mackreth

- 0058 Surrogate Brands- The pull to adopt an 'Other' nation; via sports merchandise
Jon A. J. Wilson, Jonathan Liu, Fan Ying
- 0088 Determining the brand-building success of sponsorship
Leah Donlan
- 0181 Identifying the Relationship Between Motivation and Loyalty Among Fans of Sport in The United Kingdom
Balwant Samra, Husni Kharouf
- 0274 The virtual and the real: examining the impact of fantasy sport participation on overall sport consumption.
Adam Karg, Heath McDonald

SESSION 2: Wednesday 8th July, 9:00am - 10:30am

Business to Business

ROOM : RB223

Chair: P Williams

- 0047 Trust, Reliance, and Dependence in Business Relationships: A Factor-Analytical Test of Construct Differences
Zhizhong Jiang, Stephan Henneberg, Peter Naude
- 0463 Exploring the Nature of Complaint Management in Business Relationships
Thorsten Gruber, Stephan Henneberg, Alexander Reppel, Pete Naude, Frank Huber

Consumer Behaviour

ROOM : RB224

Chair: S Carter

- 0132 Reference Points: Consumer Buying Decision Process
Theodoros Tarnanidis, Nana Owusu-Frimpong
- 0188 Beyond the Extended Self: Collective Insights into Actor-Network-Theory and Consumer Materiality.
Tim Stone, Michael Saren
- 0365 Conceptualising Brand-related Autobiographical Memory and its brand commitment implications
Nilanthi Ratnayake, Amanda J Broderick
- 0431 Evolution of Consumer Behaviour Literature
Setayesh Sattari, Henrik Blomgren, Esmail Salehi Sangari, Mana Farshid

E-marketing

ROOM : RB313

Chair: E Moustakas/A Dean

- 0113 Virtual Worlds: Role-player Categories And Attitudes Toward On-line Advertising
Kristy Hoare, James Richard
- 0048 Modelling 3D product visualization on the online retailer
Raed Algharabat, Charles Dennis
- 0266 EXPLORING ONLINE INFORMATION QUALITY ACROSS TASK CONDITION
Kathryn Waite, Tina Harrison
- 0446 LEGISLATIVE APPROACHES TO TACKLE UNSOLICITED COMMERCIAL E-MAIL (SPAM): A CROSS-COUNTRY COMPARATIVE ANALYSIS
Evangelos Moustakas, Ross Brennan, Chandrasekaran Ranganathan

Ethical Issues with Marketing

ROOM : RB320

Chair: F Harris

- 0060 "Putting CSR Marketing in its Place": CSR, COO and the purchase of clothing.
Karine Avetisyan, Francesca Dall'Olmo Riley
- 0153 The Influence of Ethical Standards upon Clients' Behaviour at an Orthodontic Clinic
Elaine de Oliveira Pereira, José Marcos Carvalho de Mesquita
- 0162 The Policy Implications of Profiling "Profitable" Customers
Paul Harrison, Charles Ti Gray

International Marketing

ROOM : RB225

Chair: J James

- 0071 The Resurgence of China's Consumer Ethnocentrism: Impacts on Consumption Behaviour
Frauke Mattison Thompson, Wendy Hui, Saileshsingh Gunessee, Robert Hoffmann, Jeremy Lerner
- 0333 The Impact of Conscientiousness and Collectivism on Ethnocentric Tendencies of Mozambican Consumers
Anna John, Malcolm Brady
- 0329 The Nature of Consumer Ethnocentrism in North-Western Russia
Anna John, Malcolm Brady
- 0361 Consumer Perceptions on Foreign Products and Ethnocentric Behaviour in Romania
Cristina Raiciu

Marketing Communications

ROOM : RB229

Chair: C Fill

- 0209 Symbolic Production in Marketing Communication and Positioning: A Glance on the Brazilian Market Through the Case of the Havaianas Sandals
Francisco Vieira, André Urda
- 0275 A poststructuralist critique of the binary opposition between management and creativity within the academic discourse of marketing communications.
Judy Strachan
- 0302 The Corporate Auditory Identity Construct under Scrutiny: Qualitative Research Results from Practitioners' Perspectives
Roland H. Bartholmé, T C Melewar

Marketing Education

ROOM : RB310

Chair: D Lane

- 0014 Using Simulation Games in the Marketing Curriculum
Ross Brennan, Lynn Vos, Roger Willetts
- 0241 Embedding Institutional Dimensions to Evaluating Simulation Games to Deliver Learning: An Augmented Evaluative Framework in HE Marketing Education
Usha Sundaram
- 0362 Second Life: An Appropriate Place for Marketing Learning & Teaching? Students Reflect.
Janet Ward
- 0413 The application of the Resource-based view in Marketing: Literature review
Gilbert Zvobgo, Mabel Zvobgo

Marketing Segmentation

ROOM : RB307

Chair: L Bailey

- 0029 Is Market Segmentation Really Dead? A Critical Review of its Influence on Business Performance
Adina Poenaru
- 0170 Finding a Place for Market Segmentation
Lee Quinn
- 0238 Consequences and Antecedents of Effective Market Segmentation Strategies: An Explorative Case Study
Daniel Schulze Lammers, Peter Maas

Not for Profit, Social Marketing and Sustainability

ROOM : RB206

Chair: N Richardson

- 0015 Antecedents of Charity Switching Donor Behaviour: An empirical study
Roger Bennett
- 0156 The Application of Marketing Principles to Fundraising for Not-For-Profit Organisations: A Fundraising Strategy for The Burn House.
Andrew Turnbull, Rowena Mountjoy
- 0282 Managing successful "thons": balancing participant enjoyment, community acceptance and benefits to the cause.
Heath McDonald
- 0410 Making a Difference: insights into how young people donate and relate to charities
Mary Ho

Public Relations and Political Marketing

ROM : RB308

Chair: R Tench

- 0337 Beyond marketing: Is public relations still strategic?
Gareth Thompson
- 0395 Brand Trust: Linking interactive communication and reputation
Suraksha Gupta, T C Melewar
- 0453 "What Good Looks Like" in UK National Health Service Communication
Anne Gregory
- 0196 The Utilisation of Language in Political Marketing Theory and Practice
Peter Reeves

Relationship Marketing

ROOM : RB322

Chair: N Tzokas

- 0026 What motivates customers to initiate and maintain bank accounts in Ghana
Robert Hinson, Nana Owusu-Frimpong, Julius Dasah
- 0052 Business Model: The New Marketing Mix for the Networked Business Environment?
Aku Valtakoski, Petteri Vainikka
- 0176 Does the Internet Put Relationship Banking in its Place?
Malek Azizeh, John Flanagan

Retailing and Channel Issues

ROOM : RB355

Chair: C Vignali

- 0018 Visual Merchandising Dimensions Affecting the Behaviour towards Shopping: A Study of Indians
Prathap Oburai, Anushree Agnihotri
- 0125 EVALUATING SONIC SEGMENTATION AND SIGNPOSTING IN RETAIL ZONES
Steve Oakes, Anthony Patterson
- 0306 The Impact of a Company's New Website on its Stores' Customer
Regine Vanheems, Patrick Nicholson
- 0363 "Lighting" and "temperature": Levers to improve internal consumers' responses and stores evaluation?
Gwenaelle BRIAND, Bernard PRAS

SESSION 3: Wednesday 8th July, 11:00am - 12:30pm

Business to Business

ROOM : RB322

Chair: P Williams

- 0062 A stage model for transitioning to KAM
Iain A. Davies, Lynette Ryals
- 0083 Why does Salesperson's Customer Orientation differ across B2B and B2C Contexts?
Abraham Koshy, Ramendra Singh, Prathap Oburai
- 0103 A Conceptual Model of an Analysis- and Training Instrument for Pharmaceutical Sales Persons
Michael Stros, Dr Juerg Hari
- 0375 Using Business Networks To Bolster Business Development and Sales
Michael Marck, Emma Leishman

Consumer Behaviour

ROOM : RB224

Chair: J Strachan

- 0017 Mascara choice: Exploring the impact of informing consumers
Michelle Law, Sharyn Rundle-Thiele
- 0024 CONSUMER EVALUATIONS ON PRODUCT MATERIALS- A dive into meanings attached to wood
Minna-Maarit Jaskari
- 0082 The Social Context of Postmodern Pet Research: A Review and Framework for the Future
Annie Chen, Norman Peng, Chris Hackley
- 0102 Brand Building: Harnessing the Power of Social Network Sites
Melissa Vignardi, Ruth Rettie

E-marketing

ROOM : RB313

Chair: E Moustakas

- 0012 THE RELEVANCE OF GENDER IN ENGENDERING CONSUMER ONLINE TRUST
Sonia San Martín, Nadia Jiménez
- 0300 From Hobby-Tribe to Profi-League. A Study of the effects of professional users on the participation in gaming-communities
Michael Ehret, Tobias Fritsch
- 0331 Study of Customer Perceptual Antecedents of Value and attitude towards electronic marketing communication tools (e-mail and SMS): an application to the tourism industry
Daniel Almeida, Paulo Rita
- 0439 Gender differences in purchase intention of music downloads
Jacques Nel, Jacques Raubenheimer, Mounia Bounagui

Empirical Replication and Generalisations in Marketing

ROOM : RB229

Chair: F Dall'Olmo Riley

- 0122 Market Share and the Volume of Word of Mouth
Mark Uncles, Robert East, Wendy Lomax
- 0250 The Savvy French Consumer: A cross-cultural replication
Marion GARNIER
- 0260 What's the point of Marketing anyway? New findings on the prevalence, temporal extent & implications of long-term market share equilibrium.
Charles Graham
- 0312 Grocery Brand Loyalty Transfer from In-store to Online
Chris Hand, Hsin Chen

International Marketing

ROOM : RB225

Chair: J James

- 0003 "An Empirical Assessment of the Relationship between Character/Ethics Education and Consumer Behaviour at the Tweens Segment: The Case of Egypt"
Noha El-Bassiouny, Ahmed Taher, Ehab Abou-Aish
- 0086 College drinking: insights from Canada and Poland
Krzysztof Kubacki, Dariusz Siemieniako, Sharyn Rundle-Thiele
- 0110 A Preliminary study of the Self-service concept at UAE petrol pumps
Nnamdi Madichie

Marketing Education

ROOM : RB310

Chair: M Gibson-Sweet

- 0065 Improving academic/practitioner engagement in marketing: what can we learn from other management disciplines?
Tim Hughes, David Bence, Louise Grisoni, Nicholas O'Regan, David Wornham
- 0269 Understanding the New Marketing DNA: bringing marketing education up to speed with marketing practice
James Seligman, Paul Harrigan
- 0305 An empirical investigation to identify the attributes and qualifications requirements of employers for early career marketers.
Neil Wellman
- 0346 Marketing textbooks: Not worth the paper they're written on?
Lee Kennedy, Heather Skinner, Robin Croft
- 0416 Cutting the apron strings- at what point does the use of pedagogical teaching impede the transition from pupil to managerial candidate?
Neil Richardson, Shirley Beresford, Gareth Williams, Lucy Laville

Marketing Segmentation

ROOM : RB320

Chair: S Dibb

- 0033 A challenging segmentation task: 'Transnationals'
Ibrahim Sirkeci, Richard Mannix
- 0248 Childhood Obesity: Segmenting the Market
Claire Griffiths, Kacy Mackreth, Kimberley Edwards, Paul Gately, Carlton Cooke

Not for Profit, Social Marketing and Sustainability

ROOM : RB206

Chair: R Bennett

- 0163 Promoting physical activity: what health benefits do people know?
Nadine Henley, Raguragavan Ganeshasundaram, Carina Marshall, Kasunori Nosaka
- 0164 Promoting physical activity in adolescent girls with positive self-talk
Nadine Henley, Kandy James, Janice Redmond
- 0277 Impact of Intention to Quit Smoking on Word of Mouth
Roopika Raj, Mayank Jyotsna Soni, Prathap Oburai
- 0377 Applying brand equity to the social product of breastfeeding
Rebekah Russell-Bennett, Danielle Gallegos, Judy Drennan
- 0430 Leaving Home and the Impact on the Food Choices of Students at an English University
Matthew Wood, Bishnu Sharma, Debra Harker, Michael Harker

Relationship Marketing

ROOM : RB308

Chair: N Tzokas

- 0049 Integrating Transactional and Relational Exchange into Exchange Orientation in Customer Relationships
Aurelia Lefaix-Durand, Robert Kozak
- 0073 RELATIONAL CAPABILITIES THAT DETERMINE SUPPLY CHAIN RELATIONSHIPS
Mario Ferrer, Philip Bretherton
- 0133 The Value Proposition: Towards a Conceptual Model
Pennie Frow, Adrian Payne
- 0353 Current state of research in interorganizational marketing communications: relationship marketing perspective
Andrey Starkov
- 0455 CRM: The shifting of a "paradigm shift"
Diana Luck

Retailing and Channel Issues

ROOM : RB355

Chair: C Vignali

- 0107 Exploring product delisting in retail firms
Paraskevas Argouslidis, George Baltas, Alexis Mavrommatis
- 0185 Consumer Responses to No Capacity Situations in a Retail Service Setting
Paul W. Ballantine, Lakshika Jayakody, Andrew G. Parsons
- 0449 An Exploration of Attitude Strength in Retail Image Research - Do They Offer Any Benefits over Conventional Valence Measures?
Cathy Bakewell, Peter McGoldrick, Ruth Schmidt, Jay Wissema

Services Marketing

ROOM : RB307

Chair: K Tyler

- 0010 Pricing Objectives and Their Antecedents in the Services Sector
Kostis Indounas, George Avlonitis, Paris Argouslidis
- 0315 Bridging the gap between customer education and customer co-creation, customer citizenship behaviours
Mohamed Hassan Temerak, Sally Hibbert, Heidi Winklhofer
- 0393 Fit for Purpose: Co-production and the case of the Fitness Suite
Fiona Syson

SESSION 4: Wednesday 8th July, 3:30pm - 5:00pm

Business to Business

ROOM : RB223

Chair: P Williams

- 0063 How do SME Networks Evolve? Investigating Network Context, Features and Outcomes
Chrysa Lamprinopoulou, Angela Tregear
- 0064 Retention of Dissatisfied B-to-B Services Customers: An Empirical Test of the Mediating Effects of Dependence and Calculative Commitment.
Venkata Yanamandram, Lesley White
- 0276 Very Small Businesses as Business Customers :a Qualitative Study of their Relationship Expectations and Behaviours
Thierry DELECOLLE
- 0347 Double Intangibility of Enterprise Software Offerings: Antecedents, Impact on Buyer-Seller Relationship Initiation, and Mitigation Strategies
Aku Valtakoski

Consumer Behaviour

ROOM : RB224

Chair: B Jones

- 0118 Exploring Gender Differences in Extrinsic and Intrinsic Values Aspirations
John Gountas, Sandra Gountas
- 0180 Do Savvy Consumers Desire Co-Creation?
Emma Macdonald, Mark Uncles
- 0296 Seniors' attitude towards voiced complaints: a qualitative study
Vassiliki Grougiou

E-marketing

ROOM : RB313

Chair: E Moustakas

- 0091 The effectiveness of online advertising methods on purchasing mobile phones by youngsters
Ruth Yeung, Wallace Yee, Vincent Chan
- 0094 ANTECEDENTS OF ONLINE SHOPPING EXPERIENCE FOR APPAREL: INCORPORATING THE ROLE OF MATERIALISM
E. Taçli Yazicioglu, Gary Davies
- 0252 Internet Retailing: Following the Store Lead?
Noreen Siddiqui, Grete Birtwistle, Edward Shiu, Mike Mannion
- 0424 Does your web site need IVF treatment?
Aftab Dean

International Marketing

ROOM : RB225

Chair: G Williams

- 0221 Conceptualising the luxury construct in the East Asian context
Lien Le Monkhouse, Andrew Lock, Malcolm Chapman
- 0229 Making profit to solve development problems: The case of Telenor AS and the Village Phone Programme in Bangladesh
Ahmed Rashid, Mizan Rahman
- 0396 Brazilian low-income families buying decision: How much brand matters?
Karen Prado, Geraldo Toledo, Eliane Brito

Marketing Communications

ROOM : RB229

Chair: C Fill

- 0092 How do major European companies communicate their corporate identity across countries? - An empirical investigation of corporate internet communications
Chris Halliburton, Agnes Ziegfeld
- 0310 Can Companies Build Relationships via Permission-based Mobile Marketing?
Julia Tyrrell, Manvinder Kalsi
- 0335 Uses and Gratifications Associated With Young People's Use Of Online Social Networking Sites
Aine Dunne, Margaret-Anne Lawlor
- 0338 Information and Emotion in Advertising: A Content Analysis of Brazilian Advertising on the Internet
Melby Huertas, Antônio Segura

Marketing Education

ROOM : RB310

Chair: R Brennan

- 0099 INSTRUCTING THE INVISIBLE: AN EXERCISE IN TEACHING SUBLIMINAL PERCEPTION
Stacey Morrison, Michael Parent, Leyland Pitt
- 0147 The use of discussion boards in Taiwanese students' Higher Education decision-making process
Hsiao-Pei (Sophie) Yang, Julie Robson
- 0166 A British course or a British educational experience? Comparisons from a UK University
Heather Skinner, Haydn Blackey
- 0218 Personal Examination Feedback Using MP3 Audio
David Lane

Not for Profit, Social Marketing and Sustainability

ROOM : RB206

Chair: R Bennett

- 0030 Cause-Related Marketing, Social Alliances and Voluntary Employee Activities: A Resource-Based Perspective
Chih-Yao Gordon Liu, Catherine Liston-Heyes, Wai Wai Ko
- 0055 An Analysis of Cause-Related Marketing Implementation Strategies: Perceptions from both the For-Profit and Non-Profit Sectors
Chih-Yao Gordon Liu, Isabella Chaney, Wai-Wai Ko
- 0174 The Value of Cause-Related Marketing (CRM) for the Charity Partners
Carole Platt

Place, Tourism and Regional Marketing

ROOM : RB320

Chair: T Coll

- 0027 An Assessment of Perceptual Cues from Wine Labels and Brands of Western Australian (WA) Wine that Contribute to Wine Choice by the WA Consumer
Tekle Shanka, Aymee Mastaglia
- 0072 Regional Marketing: Is Tourism a Double Edged Sword?
Phil Bretherton, Ken Simpson
- 0109 Architecture and the Marketing of Urban Shopping Destinations
Tony Kent, Gary Warnaby, Audrey Kirby

Relationship Marketing

ROOM : RB322

Chair: N Tzokas

- 0294 A General Model for Understanding Relationship Marketing: Indian Pharmaceutical sales
Basant Purohit, Prathap Oburai
- 0299 Relationship Quality and Life-long learning: A study of the importance of relationship quality in the life-long learning industry in Hong Kong
Sangeeta Narwani, Dimple Mirpuri
- 0392 Customer Churn Management by Using Continuous Survival Analysis
Sofia Portela, Rui Menezes
- 0433 "The Influence of Customer Relationship Management Offerings on the Advantaged- and Disadvantaged Customers".
Bang Nguyen, Lyndon Simkin

Retailing and Channel Issues

ROOM : RB355

Chair: J Temperley

- 0184 Country of Origin and Private Label Merchandise
Andrew Parsons, Paul Ballantine
- 0232 Placing farmers' markets: The New Zealand Experience
Andrew Murphy
- 0291 Corporate Reputation on the Social Web: an exploratory case study of Primark
Anderson Lima, Brian Jones, John Temperley

Sports Marketing

ROOM : RB308

Chair: K Mackreth

- 0129 Plying With Matches - An investigation into encouraging family engagement in football match attendance through community marketing initiatives: the case of Wycombe Wanderers FC
Lorna Young, Jillian Farquhar
- 0130 What Place do Small Football Clubs have in Sports Marketing? Towards a Conceptual Framework
Damian Gallagher, Audrey Gilmore, Nick Alexander
- 0368 Local or global phenomenon: Segmenting the football replica shirt market in Argentina, Spain and England An update of findings from an international comparative study of football fans
Nick Wilde, Philip R Holden

An Introduction to the Scholarly Publication Process

LECTURE THEATRE B

Chair: R Whitfield, Emerald and others

SESSION 5: Thursday 9th July, 9:00am - 10:30am

Asia Pacific

ROOM : RB322

Chair: C Cui/M Leung

- 0057 Integrating effect of consumer perception factors in predicting an international retailer's private brand purchase in Taiwan
Chen-yu Lin, David Marshall, John Dawson
- 0425 Pre-Purchase Reference Points and Post-Purchase Values Derived – A Study of Indonesian and Singaporean Consumers
Charles Cui, Sandra Awanis
- 0135 Demographics as Drivers of Repeat Purchase Behaviour in India
Bikram Mann, Rashmi Aggarwal
- 0171 Putting Web Gambling Consumer Marketing in its Place: A Macau Example
Matthew T. Liu, James G. C. Shi

Case Study

ROOM : RB355

Chair: M Harker

- 0077 A proved relationship among the performance measure and sales force automation
Amara Haroon, Shakil Ahmed
- 0111 The Grameen Bank
Zala Pogorelnik, Deon Nel, Leyland Pitt, Colin Campbell
- 0140 RM and HRM in the Greek Banking sector A case from the Greek Financial Services Sector
Damian Giannakis
- 0237 Modernization of Fair Price Shops: A Case of Gujarat
Piyush Kumar Sinha, Sanjay Kumar Kar

Consumer Behaviour

ROOM : RB224

Chair: G Lodorfos

- 0038 Family Gift Giving Behaviour in the Leisure Sector
Jackie Clarke
- 0190 Passengers' Consumption Experiences in Airports: a Review and Research Agenda
M. Teresa Heath, Caroline Tynan, Christine Ennew
- 0243 The Impact of Attitudes toward Advertising on Playful Consumption
Lukman Aroean
- 0311 Mobile Phone Usage by Generation Y Teens: A Comparison Study of Finnish Teens and American Teens
Susan Geringer, Rudy Sanchez

E-marketing

ROOM : RB313

Chair: A Dean

- 0173 A conceptualisation of customer participation and customer perceived value in an Internet self-service technology environment
Amrul Asraf Mohd Any, Christine Ennew, Heidi Winklhofer
- 0211 Impact of organizational efforts on customer engagement in C2C online auction commerce and their consequences
Paurav Shukla, Keith Perks, Madhumita Banerjee, Phani Tej Adidam
- 0042 Social Networking: Investigating the Features of Facebook Applications
Rebekah Russell-Bennett, Larry Neale

Entrepreneurial and small business marketing

ROOM : RB223

Chair: B Jones

- 0053 Why Bother to Start a Craft Business? Towards a Theoretical Framework
Andrew McAuley
- 0251 Uncertainty, Entrepreneurial Strategy Mistakes and 'Hesitant Growth' of Biotechnology Spin-Outs
Edward Kasabov
- 0341 An export entrepreneurial orientation: Conceptualisation, research propositions, and managerial implications
Nathaniel Boso, Vicky, M. Story, John, W. Cadogan
- 0464 Use of supermarket panel data amongst small and medium sized business in the food industry
Luca Cacciolatti, Christina Donnelly, Andrew Fearne, Bellemai Ihua, David Yawson, Gillian Armstrong, Geoff Simmons

Marketing Communications

ROOM : RB229

Chair: R Gosnay

- 0104 Dual Marketing Communications in B2B and B2C Contexts
Philip J. Kitchen, Alfonso Siano, Maria Palazzo
- 0295 The Effectiveness of Fear Appeals in the British Anti-Smoking Campaign
Simon Manyiwa, Martina Otahalova
- 0374 Ingredient branding: A strategic lever of the emerging Dual Marketing Communications
Alfonso Siano, Maria Palazzo, Maria Giovanna Confetto

Marketing Education

ROOM : RB310

Chair: M Gibson-Sweet

- 0025 DEVELOPING A CREATIVE AND EFFECTIVE PHYSICAL LEARNING SPACE FOR BUSINESS STUDENTS - a learner-centred approach
Minna-Maarit Jaskari
- 0214 'Business Creativity' - Innovating European Entrepreneurship Education
Matthias Eickhoff, Andrew Turnbull, Sabine Mueller
- 0297 Creative Marketing: marketing education outside its place
Edel Moore

Marketing Research Incorporating Qualitative Enquiry

ROOM : RB225

Chair: J Blythe

- 0360 Meaning making of emotional labour of sales personnel with reference to change in technology
Prem Dewani, Prathap Oburai
- 0418 Exploring the problems experienced by people with swallowing difficulties in order to build a long-term unique sustainable competitive advantage for Rosemont Pharmaceuticals within the liquid medicine market sector
Justine Haigh, Peter Williams
- 0432 The Great Qualitative Enquiry: Philosophical Debate
Alexis McLean, Ben Binsardi, Phil Harris

Marketing Strategy and New Product Development

ROOM : RB320

Chair: K Lee

- 0123 Marketing back in its place?
Evmorfia Argyriou, Peter Leeflang, John Saunders, Peter Verhoef
- 0309 Understanding the Scope of Marketing Practice
Sally Dibb, Claudia Simoes, Robin Wensley
- 0343 LINKING MARKETING CAPABILITY AND ORGANIZATIONAL LEARNING TO FINANCIAL PERFORMANCE
L. Fernando Angulo Ruiz, Diego Prior, Josep Rialp

Not for Profit, Social Marketing and Sustainability

ROOM : RB206

Chair: N Richardson

- 0032 Parental Mediation of the Market's Influence on their Children: Toy Libraries as Safe Havens
Lucie K. Ozanne, Julie L. Ozanne
- 0192 Making Green 'Normal': Improving the Success of Sustainability Initiatives
Ruth Rettie, Chris Barnham
- 0283 Environmental claims in international advertisements: The relevance of advertising greenness
Leonidas C. Leonidou, Constantinos N. Leonidou

Place and Tourism Marketing

ROOM : RB308

Chair: T Coll

- 0175 Why is a tourist site spectacular? - Consumers' point of view
Pascale Marcotte, Laurent Bourdeau
- 0267 Identifying the Dimensions of Customer Experience in the Recreational and Tourism Context: A Netnography Approach.
Ahmed Rageh, TC Melewar, Lynn Lim
- 0321 The Determinants of Satisfaction of Loyal Customers in the Purchase of Online Tourism Products
Helia Pereira, Paulo Rita, Fatima Salgueiro
- 0326 The Impact of Sport Tourism in Destination Loyalty: the Estoril Coast (Portugal) promotion of recurrent major sporting events
Diogo Travassos, Paulo Rita

Services Marketing

ROOM : RB307

Chair: K Tyler

- 0007 What Drives Guest's Loyalty? Service Quality vs. Customer Satisfaction
Mahadzirah Mohamad, Abdul Manan Ali, Mei-Na Liao, Tengku Nordin Tengku Salim
- 0011 A Conceptual Framework for Total Service Experience in Leisure Consumption: An Exploratory Study
Ping DONG, Noel Yee-Man SIU
- 0262 An Evaluation of Customer Retention in the Mobile Telecommunications Marketplace
Kaveh Peighambari, Esmail Salehi-Sangari, Setayesh Sattari
- 0330 Does nationality influence the satisfaction-loyalty link? Some preliminary findings.
ANGELOS PANTOUVAKIS, ATHANASIOS DIMAS

SESSION 6: Thursday 9th July, 11:00am - 12:30pm

Arts and Heritage Marketing

ROOM : RB308

Chair: S Beresford

- 0146 Music and Self-Representation: Testing the Conceptual Framework
Gretchen Larsen, Rob Lawson, Sarah Todd
- 0281 The arts/market couplet: constructing jazz as art and commodity
Noel Dennis, Tom Mordue
- 0378 Modelling Motivation and Consumption for Cultural Experiences
Pandora Kay, Denny Meyer
- 0427 Word of mouth, critical reviews and film selection- An analysis of the impact of social media on film selection
Finola Kerrigan, Cagri Yalkin

Case Study

ROOM : RB355

Chair: M Harker

- 0161 EPODE (Ensemble, Prévenons l'Obésité Des Enfants) Case Study: Preventing Childhood Obesity
Nadine Henley, Sandrine Raffin
- 0292 National Theatre of Scotland and its Sense of Place
Ben Walmsley
- 0318 Marketing and Implementing Electronic Government (MleG);A Case Study of the Cheshire County Council
A. Binsardi, C. Rowland, A. Mclean
- 0421 Investigating the application of improved pedagogical approaches to a very large marketing module
Neil Richardson, Ruth Gosnay, Patsy Robertshaw
- 0422 Case Study: Brand it like Bollywood: Destination communication in Indian film
Sukhbinder Barn

Competitive Intelligence, Analysis and Strategy

ROOM : RB206

Chair: D Pollard

- 0307 Organizational learning effects on firm's flexibility, competitive strategy and performance
Leticia Santos-Vijande, José Ángel López-Sánchez, Juan Antonio Trespalacios Gutiérrez
- 0124 Complaints are a firm's best friend
Sophie Larivet, François Brouard
- 0145 Competitive Intelligence in Small Companies: a Synthesis of Studies and Research Agenda
Jamie Smith
- 0298 Empirical Study of Competitive Intelligence Practice: Evidence from UK Retail Banking
Sheila Wright, Elsayed R Eid, Craig S Fleisher

Consumer Behaviour

ROOM : RB224

Chair: L Bailey

- 0204 Purchasing Intention in Services: A Conceptual Framework
Stephanie Slater, Nina Michaelidou
- 0235 Cues facilitating Consumer choice of Wine selection
Tekle Shanka, Aymee Mastaglia
- 0288 Explaining the Purchase Motivations of Generation Y Consumers: A Temporal Perspective
Marwa Gad Mohsen, Scott Dacko
- 0457 An investigation into the factors influencing consumers' purchasing of confectionery
George Lodorfos, June Dennis, Katie Steele
- 0461 Consumer Perceptions of Monetary and Non-Monetary Introductory Promotions for New Products
Ben Lowe

Entrepreneurial and Small Business Marketing

ROOM : RB223

Chair: J Deacon

- 0045 Understanding Complexities of e-SME Success in Fashion Retail Marketing
Catherine J Ashworth, Elke A Pioch, Ruth A Schmidt
- 0090 The role of e-CRM in creating Customer Insight in SMEs
Paul Harrigan, Elaine Ramsey, Patrick Ibbotson
- 0327 Using a Discourse Analysis lens to interpret perceptions of marketing in SMEs
Paul Copley
- 0443 WOMEN'S ENTREPRENEURSHIP IN THE UAE: IN SEARCH OF A THEORETICAL FRAMEWORK
Nnamdi Madichie, Rabia Naguib

Events and Experiential Marketing

ROOM : RB229

Chair: E Wood

- 0356 All-rounders or single-trackers: Segmenting the music festival audience
Stephen Henderson, Emma Wood
- 0380 Staying at the cutting edge: Co-creating value for luxury goods offline and online
Caroline Tynan, Sally McKechnie
- 0394 Events as a marketing communications tool: An opportunity and challenge for brand development
Phil Crowther

Marketing Education

ROOM : RB310

Chair: R Brennan

- 0016 Changing a Marketing Quantitative Unit's Perception of Quality: A Non-Quantitative Reflection on an Australian Change Intervention (Part 1)
Ann Mitsis, Patrick Foley
- 0119 Marketing Faculty & Ph.D. Supervision: A House Divided?
Robert Hamlin
- 0165 Climate Change: Curriculum Change
Alan Lovell, Heather Skinner
- 0340 Evidence-Based Evaluation - Wot's that then?: The Findings of the Marketing Education SIG's Survey of Learning and Teaching 2009
Monica Gibson-Sweet, Anne Foy, Peter Rudolph, Jacqueline Lynch

Marketing of Higher Education

ROOM : RB322

Chair: F Maringe

- 0009 Marketing Analytics in UK Higher Education
James Seligman
- 0202 University 'Brand Promises'
Sheila Furey, Christine Parsons, Paul Springer
- 0210 Brand Personality And Net Promoter Type Scores: An Exploratory Investigation of Premium Branded Universities in Australia and the UK
Ann Mitsis, Patrick Foley, Dionysis Skarmas
- 0227 Service Branding Higher Education Institutions
Robert Williams
- 0317 Customer orientation and commitment strategies on the Internet in HE: A Qualitative Study
Tahir Rashid

Marketing Research Incorporating Qualitative Enquiry

ROOM : RB225

Chair: J Blythe

- 0019 Service-Dominant Logic: Marketing Research Implications and Opportunities
Steve Baron, Kim Harris, Anthony Patterson, Gary Warnaby
- 0203 Thoughts on Conceptualising Customer-Perceived-Value
Connie Chang, Sally Dibb
- 0345 THE MULTIPLICITY OF INTERACTIVENESS: A QUALITATIVE INQUIRY INTO FIRM-CONSUMER INTERACTIONS
Albena Pergelova, Josep Rialp, Diego Prior

Not for Profit, Social Marketing and Sustainability

ROOM : RB320

Chair: R Bennett

- 0191 Putting Marketing in Its Place? Consumers' Perceptions of Personal versus Marketing's Responsibility for an Unsustainable World
M. Teresa Heath, Andreas Chatzidakis
- 0325 An Exploratory Study of Strategies for Sustainable Fashion Consumption
Pei-Ju Lucy Ting, Chia-Chun Jenny Chen, Pei-Yuan Patty Ting
- 0339 Public Understanding of Sustainable Clothing: Implications for Social Marketers
Alex Hiller, Helen Goworek, Tom Fisher, Tim Cooper, Sophie Woodward
- 0415 An investigation into the perceived efficacy of a proposed sustainable retail marketing (SRM) benchmarking framework amongst key stakeholders
Neil Richardson

Place and Tourism Marketing

ROOM : RB313

Chair: T Coll

- 0254 Public Transport Services, Tourism Policies and Place Marketing: Which are the Value Drivers of a "Slow Bus Service"?
ANTONELLA CAPRIELLO, IAN D. ROTHERHAM
- 0264 Nicosia- Concerted Retailing and Tourism Strategies to Awaken a Neglected and Sleeping Beauty
Hans Ruediger Kaufmann, Werner Gronau, Savvas Sakkadas
- 0386 The decision of whether or not to fly: A double pilot study of green consumers
Claire Carlile, Seonaidh McDonald, Caroline Oates, Maree Thyne, Leigh-Ann McMorland
- 0390 Service Quality Measurement: an application to Visitor Attractions
David Lynch

Services Marketing

ROOM : RB307

Chair: M-P Sheard

- 0034 Let Nonverbal Behaviour takes its place in Services Marketing
Catherine Rossiter
- 0136 A Holistic Approach to Service Productivity Measurements and Managements
Andrews Yalley
- 0142 An Application of Forum Theatre in Services
Aidan Daly
- 0219 Exploring the Effects of Perceived Service Provider Sincerity on Consumers' Emotional State and Satisfaction during Service Consumption
Sandra Gountas, Michael Ewing, John Gountas, Felix Mavondo

SESSION 7: Thursday 9th July, 2:00pm - 3:30pm

Arts and Heritage Marketing

ROOM : RB308

Chair: F Kerrigan

- 0257 Pleasure is Useful: Exploring Perceived Consumer Values in Leisure Products
Laurent Bourdeau, Pascale Marcotte, Hamid Yeganeh
- 0373 'Celebrization' : Putting the icon into iconic brands
Douglas Brownlie, Paul Hower
- 0456 'Arts Marketing' is What You Can Get Away With
Daragh O'Reilly, Krzysztof Kubacki

Brand Identity and Corporate Reputation

ROOM : RB224

Chair: T C Melewar/L Yeomans

- 0074 Brand Values, Corporate Identity and Reputation As the Motivation to Buy
Orose Leelakulthanit
- 0255 The strategic use of intellectual property rights in corporate branding - Visual identity perspective
Pia Hurmelinna-Laukkanen, Mari Juntunen, Saira Saraniemi, Jenni Alahuhta
- 0388 Corporate Reputation and Financial Performance: a multilevel analysis of Brazilian context.
Fábio Artoni, Eliane Brito, Patricia Daré
- 0428 Motivating Employees to 'Live the Brand': A comparative case study of employer brand attractiveness within the firm
Simon Knox, Rachael Maxwell

Case Study

ROOM : RB355

Chair: M Harker

- 0158 Pacific Bay: A Case Study in New Venture Marketing
Max Briggs
- 0201 Segmenting the Energy Market: Problems and Successes
Lyndon Simkin, Sally Dibb
- 0348 Make Yorkshire Yours : The rebranding of Yorkshire
Trish Coll

Entrepreneurial and Small Business Marketing

ROOM : RB223

Chair: J Deacon

- 0051 Being Crafty: Reflections on how the Craft Enterprise can Survive the Credit Crunch.
Andrew McAuley
- 0199 How Internal and External Firm Factors Affect Brand Development and Brand Building in Small Family Firms.
Sylvie Laforet
- 0246 Marketing capability, new product survival and NPD success: An exploration of relationships
Susan J. Hart, Sena Ozdemir, Stephen K. Tagg
- 0420 Entrepre-natal education: Psalm 139 and the pre-birth business-fetus
Zubin Sethna

Marketing Education

ROOM : RB310

Chair: M Gibson-Sweet

- 0126 Is there any other way? Promoting Qualitative Research Methodologies in Marketing
John Egan
- 0143 The needle and thread: Assessing large marketing cohorts online
Stephen Henderson, Emma Wood
- 0186 E-polling in Marketing lectures (and creating the "Buzz")
George MASIKUNAS
- 0379 Putting Reflective Practice in its Place: An exploratory study of the lived experience of 'Posting'
Douglas Brownlie, Paul Hewer

Marketing of Higher Education

ROOM : RB322

Chair: F Maringe

- 0008 Customer Experience Management in UK Higher Education
James Seligman
- 0043 "I was always looking at like Vogue..[I'd] be really good in the ad. world" Student Choice and Vocational Degrees
Helen Haywood, Mike Molesworth
- 0179 Renaming Higher Education Institution "Corporate" Brands to Grow
Robert Williams, Maktoba Omar
- 0234 Stackable Negative Affect: A Hidden Barrier?
Patricia Bovingdon, Philip Bretherton

Marketing Research Incorporating Qualitative Enquiry

ROOM : RB225

Chair: J Blythe

- 0155 From Brand-Image to 'Total Image': From a Cluster of Mental Associations to Full-Blown Experience
Michael Woodward, Jeryl Whitelock, Gretchen Larsen
- 0195 A model for the empirical determination of heterogeneous and heteroscedastic preferences in conjoint experiments
GEORGE BALTAS, CHARALABOS SARIDAKIS
- 0352 A Journey of a Thousand Miles Begins with a Single Step: Designing Appropriate Marketing Research Methods for Virtual Worlds.
Janet Ward, Michael Saren

Marketing Strategy and New Product Development

ROOM : RB320

Chair: K Lee

- 0059 One size doesn't fit all. Exploring marketing strategies for influencing three dimensions of brand loyalty
Rebekah Russell-Bennett, Steve Worthington, Charmine Hartel
- 0220 The effect of service-oriented R&D activities on inter-firm relationships: a longitudinal case study of the Japanese telecom industry
Kenichi Nishioka, Chieko Minami, John Dawson
- 0303 Towards a 360-degree view of the customer: A conceptual model for 'customer insight' as a strategic asset
Bev Hulbert, Ian Burst
- 0434 A preliminary review of the study on consumer innovativeness and innovation resistance across Middle Eastern countries
Nasir Salari, Eric Shiu, Robert Cressy

Place and Tourism Marketing

ROOM : RB313

Chair: H Skinner

- 0222 "Destination" Fruit: Sense of Place and the Marketing of Foods.
Ellen Bloxsome, Nigel Pope
- 0240 Acknowledging Consumer Dimensions in Place Branding Scholarship: A Summary of Research Issues
Usha Sundaram
- 0316 Place branding- a different dimension to regeneration in 'City of Liverpool'
Vishwas Maheshwari, Ian Vandewalle

Services Marketing

ROOM : RB307

Chair: M-P Sheard

- 0159 Real Service Improvement: the implication for value adding strategy
David Longbottom, Julie Hilton, Vanessa Zheng
- 0182 Making Marketing Academics useful to Managers of International Service Businesses: The Case of Market Entry Mode Decisions
Aidan Daly, Merlin Simpson
- 0206 A LONGITUDINAL STUDY OF EMOTIONS AND SATISFACTION AS PREDICTORS OF BEHAVIOURAL INTENTION
Adrian Palmer, Nicole Koenig-Lewis
- 0236 THE IMPACT OF DOWNSIZING ON CUSTOMERS: A CASE STUDY FROM BUSINESS TO BUSINESS SERVICES
Paul Williams, Sajid Khan, Earl Naumann