

**ASSOCIATION OF MARKETING THEORY AND PRACTICE
2010 ANNUAL MEETING
MARCH 25 – 27, 2010
HILTON HEAD, SC**

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2010 Conference Events

Wednesday, March 24, 2010

6:00 PM to 7:30 PM
Early Bird Reception

Thursday, March 25, 2010

12:30 PM Until
Golf Tournament

Thursday, March 25, 2010

6:30 PM to 8:30 PM
Thursday Night Reception

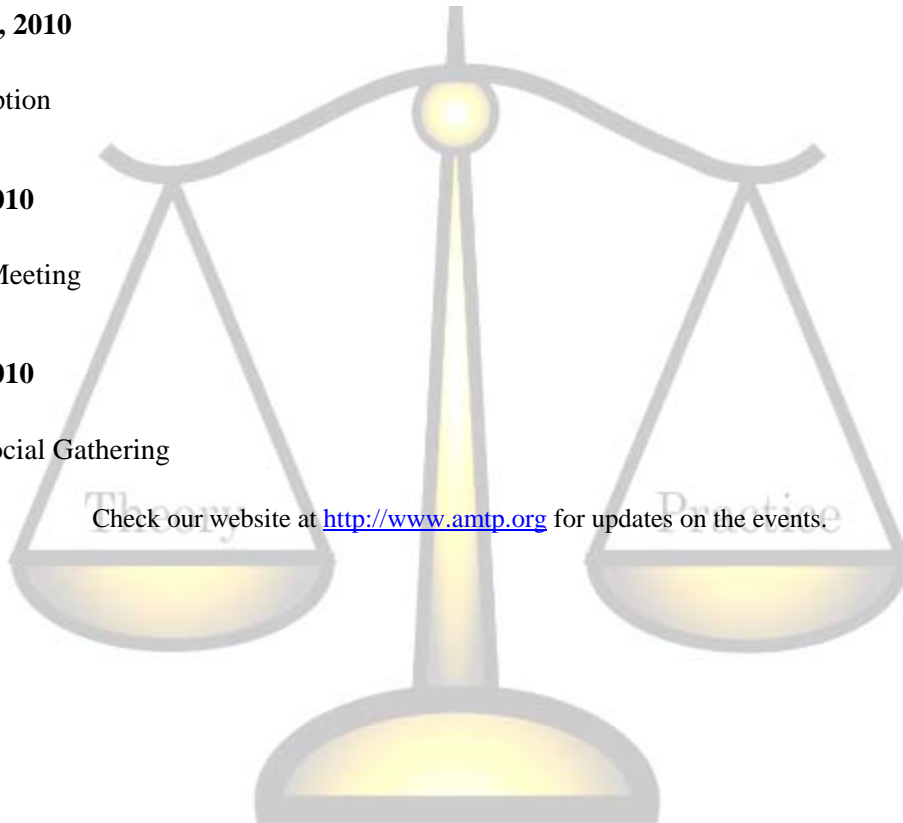
Friday, March 26, 2010

12:30 PM to 2:00 PM
Lunch and Business Meeting

Friday, March 27, 2010

6:30 PM to 8:30 PM
Annual Dinner and Social Gathering

Check our website at <http://www.amtp.org> for updates on the events.



2010 Program Sessions

Thursday, March 25, 2010

7:00 AM to 8:00 AM

Promenade 8

Session 1:0 SEM Seminar

Session Chair: Joe Hair, Kennesaw State University

SEM Seminar 1

Joe Hair, Kennesaw State University

Thursday, March 25, 2010

8:00 AM to 9:15 AM

Promenade 6

Session 1:1 Marketing the Curriculum

Session Chair: Renee Fontenot, Georgia College and State University

Business Literature: A Cross-Disciplinary Approach to Marketing Education

Nancy Lawrence Bush, Wingate University

Business Programs in Study Abroad: A Reconsideration

Susan Carley, Kennesaw State University

Randy Stuart, Kennesaw State University

Mike Dailey, Pioneer Marketing Research

Marketing Part-Time MBA Programs: Understanding The Need For And Dimensions Of Flexibility

Lynn Dailey, Capital University

Thursday, March 25, 2010

8:00 AM to 9:15 AM

Promenade 7

Session 1:2 Non Profit Marketing

Session Chair: Christine A. Lai, SUNY College at Buffalo

Effectiveness of Price Bundling in an Entertainment Setting

Raj Arora, University of Missouri-Kansas City

Charles R. Stoner, Bradley University

Projecting Integrity: Online Branding for Nonprofits

Lisa W. Witzig, Ideen LLC

Perry Haan, Tiffin University

The Influence of Increasing Transaction Price to Facilitate Direct Charitable Contribution on Consumer Product Choice

Michael Levens, Walsh College

Thursday, March 25, 2010

8:00 AM to 9:15 AM

Promenade 8

Session 1:3 SEM Seminar

Session Chair: Joe Hair, Kennesaw State University

SEM Seminar 2

Thursday, March 25, 2010

8:00 AM to 9:15 AM

Promenade 5

Session 1:4 Sports Marketing I

Session Chair: Ron Dick, Duquesne University

Assessing Sport-Sales Training Effectiveness: Development of a Baseline Sample

Richard Southall, University of North Carolina - Chapel Hill

Preparation for an International Sport Event: The Promotional Strategies of 2009 Kaohsiung World Games

Steve Shih-Chia Chen, Morehead State University

Ron Dick, Duquesne University

Ashley McNabb, Morehead State University

Ying-chu Tseng, Kaohsiung Medical University

Providing Consistent Service at the Concessions Stands: A Potential Problem

Mark Nagel, University of South Carolina

Thursday, March 25, 2010

9:30 AM to 10:45 AM

Promenade 6

Session 2:1 Marketing Research

Session Chair: Anne Klein, Capella University

Brand Engagement and Consumer Innovativeness

Ron Goldsmith, Florida State University

Leisa R. Flynn, University of Southern Mississippi

Felipe Korzenny, Florida State University

Fitting X-bar Chart to The Traditional Transaction Surveys Analysis

Usama Saleh, Handymarketing

Gift Cards and Gift Giving: Research Notes from the Field

M. Meral Anitsal, Tennessee Tech University

Ismet Anitsal, Tennessee Tech University

Sara E. Taylor, Tennessee Tech University

Spirituality: A Multidimensional Construct and Its Implications for Marketing

Emna Zouari, Institut des Hautes Etudes Commerciales

Thursday, March 25, 2010

9:30 AM to 10:45 AM

Promenade 7

Session 2:2 Demographics

Session Chair: Clinton Amos, Augusta State University

Product Placement and its Influence on Children

Simon Hudson, University of South Carolina

Charlene Elliott, University of Calgary

Sample Frames Vs. Data Quality: When Research Panels Are from a Client and a Research Firm

Michael Latta, Coastal Carolina University

Thursday, March 25, 2010

9:30 AM to 10:45 AM

Promenade 8

Session 2:3 Sports Marketing II

Session Chair: John M. Lanasa, Duquesne University

Evidence of Sustainability Communication in Major League Baseball: A Website Analysis

Dorene Ciletti, Duquesne University

John M. Lanasa, Duquesne University

Diane Ramos, Duquesne University

Ryan Luchs, Duquesne University

Junying Lou, Duquesne University

Sporting Change: Greening the Ballpark

Steve Greenberg, Duquesne University

Anthony Taormina, Duquesne University

Robert Sroufe, Duquesne University

The Role of Recovery Marketing to Recapture a Sport Market over the Past Decade: From Travel and Tourism to

Professional and Amateur Sport Business

Eric C. Schwarz, Saint Leo University

Thursday, March 25, 2010

9:30 AM to 10:45 AM

Promenade 5

Session 2:4 Marketing Management I

Session Chair: Renee Fontenot, Georgia College and State University

A Logo Selection Method

Tulay Girard, Penn State Altoona

Michelle N. Pope, Penn State Altoona

A Study of Market Segmentation in High-tech Startup Ventures

Alan Lish, University of Houston

Exploring B2B Brand Equity: Beyond the Traditional Models

Rick Mathisen, Kennesaw State University

Mike Musante, Quinnipiac University

Thursday, March 25, 2010

11:00 AM to 12:15 PM

Promenade 6

Session 3:1 Service Learning in Marketing Courses

Session Chair: Mark F. Toncar, Youngstown State University

A little bit of service...pays off

Christine A. Lai, SUNY College at Buffalo

Service-Learning Partnerships in Marketing Education: A Case Study in a Sales Management Course

Doris M. Shaw, Northern Kentucky University

The "Perfect" Service-Learning Class Project: Implications for the SELEB Scale

Cynthia E. Anderson, Youngstown State University

Jane S. Reid, Youngstown State University

Mark F. Toncar, Youngstown State University

Thursday, March 25, 2010

11:00 AM to 12:15 PM

Promenade 7

Session 3:2 Retail Innovations and Sales Leadership

Session Chair: Joe Schwartz, Georgia College and State University

Implications of Contemporary Leadership Models on Sales Management

Ellen Marie Raineri, Wilkes University

Loyalty Cards: A Review of the Research and Suggestions for Future Research

David Burns, Xavier University

Using Diffusion of Innovation Theory to Help Predict the Adoption of New Technologies in Retailing

Richard Clodfelter, University of South Carolina

Thursday, March 25, 2010

11:00 AM to 12:15 PM

Promenade 8

Session 3:3 Sports Marketing III

Session Chair: Sam Fullerton, Eastern Michigan University

A Fighting Chance: The Struggle of a Historically Black College Athletic Program

James W Satterfield, Clemson University

Dimensions of Event Quality Associated with High School Football Games: Scale Development

Kevin K. Byon, University of Southern Mississippi

Matthew Ziennik, Cleveland State University

Eddie Lam, Cleveland State University

James J. Zhang, University of Florida

The Portrayal of Native American Stereotypes: A Semiotic Analysis of Sports Logos Overtime

May Aung, University of Guelph

Jordana King, University of Guelph

Kyle Kivimaki, University of Guelph

Ryan Koltén, University of Guelph

Scott McCreary, University of Guelph

Kevin O'Doherty, University of Guelph

Alyssa Rodrigo, University of Guelph

Thursday, March 25, 2010

11:00 AM to 12:15 PM

Promenade 5

Session 3:4 Supply Chain Collaboration

Session Chair: Dave McMahon, Pepperdine University
Does the Degree of Internationalization Moderate the Market Orientation-Performance Relationship?

Edward R. Bruning, University of Manitoba

Organization Structure and Service Capabilities as Predictors of Supply Chain Performance: B2B Seller's Perspective

Harash J. Sachdev, Eastern Michigan University

G. Russell Merz, Eastern Michigan University

The Effect of Acculturation on Franchise Relationships

Sally Baalbaki, University of North Texas

The Role of Trust in Today's Extended Enterprise

Ken Saban, Duquesne University

Michaela Ann Noakes, Duquesne University

Friday, March 26, 2010

7:00 AM to 8:00 AM

Promenade 8

Session 4:0 SEM Seminar

Session Chair: Joe Hair, Kennesaw State University

SEM Seminar 3

Joe Hair, Kennesaw State University

Friday, March 26, 2010

8:00 AM to 9:15 AM

Promenade 6

Session 4:1 Potpourri I

Session Chair: May Aung, University of Guelph

Budgeting in a Chaotic Economic Environment ... Factors Leading to Improvement

Nancy Coulmas, Bloomsburg University

Mark D. Law, Bloomsburg University

Practitioner Implications on Sample Frame for Single Language Products

Joe Schwartz, Georgia College and State University

Friday, March 26, 2010

8:00 AM to 9:15 AM

Promenade 5

Session 4:2 Dealing with Customer Issues

Session Chair: Sally Kim, Shenandoah University

At the Intersection of Politics & Consumption: A Review of Ethical Shopping in America

Julie M. Pharr, Tennessee Tech University

Attitudes towards Consumer Transgressions in the Marketplace

Sam Fullerton, Eastern Michigan University

Larry Neale, Queensland University of Technology

Successful Strategising through Customer Exclusion

Edward R. Kasabov, University of Bath

Alex J. Warlow, Noridol Ltd.

Friday, March 26, 2010

8:00 AM to 9:15 AM

Promenade 7

Session 4:3 Panel Session

Session Chair: Mary F. Mobley, Augusta State University

The Psychodynamic Limits of Fractured Relationships: When Emotional Tensile Strength is Broken

Mary F. Mobley, Augusta State University

Michael C. Mobley, Psychiatric Medicine

Friday, March 26, 2010

8:00 AM to 9:15 AM

Promenade 8

Session 4:4 SEM Seminar

Session Chair: Joe Hair, Kennesaw State University

SEM Seminar 4

Joe Hair, Kennesaw State University

Friday, March 26, 2010

9:30 AM to 10:45 AM

Promenade 6

Session 5:1 Consumer Behavior

Session Chair: Christine A. Lai, SUNY College at Buffalo
The Impacts of Contextual Cues on the Effects of Brand Extension

Bob Wu, Bowling Green State University

Joseph W. Chang, Vancouver Island University

Why Do Shoppers Shop?

Ron Goldsmith, Florida State University

Leisa R. Flynn, University of Southern Mississippi

Ronald A. Clark, Missouri State University

Friday, March 26, 2010

9:30 AM to 10:45 AM

Promenade 7

Session 5:2 Retail Issues

Session Chair: M. Meral Anitsal, Tennessee Tech University

A Comparative Analysis of Retail Store Image: Wal-Mart and Dillards

Charles Pettijohn, Missouri State University

Linda Pettijohn,

AJ Taylor, Coastal Carolina University

Andrew J. Newman, Salford University

College Students's Choice Criteria of Retail Banks

Charles Blankson, University of North Texas

Trang P Tran, University of North Texas

Ethics in Retail Buying and Sales: Perceptions of Future Retail Personnel

David Burns, Xavier University

Friday, March 26, 2010

9:30 AM to 10:45 AM

Promenade 8

Session 5:3 Ethical Issues Arising from the Academic Environment

Session Chair: Michael Levens, Walsh College

Customer Compliance through Automated Marketing in Higher Education Practice

Edward R. Kasabov, University of Bath

Ethical Decision-Making of Business Students: A Field Observation

Cynthia Cano, Georgia College and State University

Dee Sams, Georgia College and State University

Student Evaluations of Academic Integrity and Business Behaviors in Private and Public Universities

Steve Batory, Bloomsburg University

Anne Heineman Batory, Wilkes University

Dean Frear, Wilkes University

Friday, March 26, 2010

9:30 AM to 10:45 AM

Promenade 5

Session 5:4 Panel Session

Session Chair: Lydia McKinley-Floyd, Florida A&M University
The Lighter Side of Darkness: B-School Management and Succession

Lydia McKinley-Floyd, Florida A&M University
Melvin Stith, Syracuse University

Friday, March 26, 2010

11:00 AM to 12:15 PM

Promenade 6

Session 6:1 Sports Marketing IV

Session Chair: Steve Greenberg, Duquesne University
Collegiate Basketball Season-ticket Holders' Purchasing Motivation and Interests

Steve Shih-Chia Chen, Morehead State University
Jennifer Mak, Marshall University

Implementing the Customer Relationship Paradigm in Sports Marketing

Lynn W. McGee, University of South Carolina Beaufort

Revolutionizing the Market: Electronic Branding Strategies within NCAA FBS Athletic Departments

Coyte G. Cooper, University of North Carolina - Chapel Hill
Richard Southall, University of North Carolina - Chapel Hill
Matthew Cooper, Indiana University

The Nexus of Payroll, Performance, Ticket Prices, and Attendance in MLB

Sam Fullerton, Eastern Michigan University

Friday, March 26, 2010

11:00 AM to 12:15 PM

Promenade 7

Session 6:2 Panel Session

Session Chair: James W Satterfield, Clemson University
Municipalities and University Athletic Departments: The Collaborative Funding of Capital Improvement Projects

James W Satterfield, Clemson University

Tony Franklin, Clemson University

Jennifer Horace, Clemson University

April Flint, Clemson University

Mike Godfrey, Clemson University

Friday, March 26, 2010

11:00 AM to 12:15 PM

Promenade 8

Session 6:3 Potpourri II

Session Chair: Edward R. Bruning, University of Manitoba
Identifying Potential Student Blood Donors by Personality Traits

Harold J. Ogden, Saint Mary's University
Brian Mascarenhas, Saint Mary's University
Milen Minchev, Saint Mary's University
Emilie Pelletier, Saint Mary's University
Ryan Slanley, Saint Mary's University

Rebates and Reward Programs: Conflicting Drivers

Michael McCall, Ithaca College

Clay Voorhees, Michigan State University

Carol Bruneau, The University of Montana

Aimee Dars Ellis, Ithaca College

The Role of Cognitive Dissonance in a Service Setting

Sally Kim, Shenandoah University

Friday, March 26, 2010

11:00 AM to 12:15 AM

Promenade 5

Session 6:4 Potpourri III

Session Chair: Linda Pettijohn,
Are Nonprofits Choosing the Right Type of Website

Dave McMahon, Pepperdine University

Samuel Seaman, Pepperdine University

Prisoner Recidivism: A Question for Social Marketing

Joseph R. Stasio, Merrimack College

Self-Efficacy and its Relation to Sales Outcomes

Charles Pettijohn, Missouri State University

Allen Schaefer, Missouri State University

Saturday, March 27, 2010

9:00 AM to 10:15 AM

Promenade 7

Session 7:2 Exploring Ways of Teaching and Learning

Session Chair: Henrick Blomgren, Royal Institute of Technology

A Tale of Two Worlds: A Second Life for Higher Education?

Daniel DeMaiolo, Youngstown State University

Donna Walsh, Youngstown State University

Expert to Matrix Learning: A Comparison of Graduate versus Undergraduate

Renee Fontenot, Georgia College and State University

Utilizing the Innovative Leadership Behavior Inventory and Relationship Marketing as Critical Elements for Teaching/Learning Entrepreneurial Leadership

Howard F. Rudd, Jr., College of Charleston

John E. Clarkin, College of Charleston

Thomas Kent, College of Charleston

Robert J. Brinson, Sr., College of Charleston

Saturday, March 27, 2010

9:00 AM to 10:15 AM

Promenade 8

Session 7:3 Services, Stores, and Clothing

Session Chair: Randy Stuart, Kennesaw State University
Provider and Customer Response to the Service Environment: A Field Experiment

Kendra Fowler, Kent State University

Eileen Bridges, Kent State University

Retail Prejudice: Does Marketplace Color Really Matter?

Sacha Joseph-Mathews, University of the Pacific

Why Hispanic Women Wear What They Wear

Maria Gracia Inglessis, New American Dimensions

Saturday, March 27, 2010

9:00 AM to 10:15 AM

Promenade 5

Session 7:4 Panel Session

Session Chair: David Burns, Xavier University

The Perks and Problems of Being Department Chair

David Burns, Xavier University

Steve Batory, Bloomsburg University

John M. Lanasa, Duquesne University

Chris Manolis, Xavier University

Saturday, March 27, 2010

10:30 AM to 11:45 AM

Promenade 6

Session 8:1 Managing Extended Supply Chain Networks

Session Chair: Ken Saban, Duquesne University

A Successful International Joint Venture: Exploring the Critical Success Factors of Starbucks Korea

Kyuhoo Lee, Western Carolina University

Melih Madanoglu, Florida Atlantic University

Jae-Youn Ko, KyungHee University

Interpreting a Case of Outsourcing Shift-gears in the Car Industry Using Different Theories Simultaneously

Henrick Blomgren, Royal Institute of Technology

The Evolving Role and Responsibilities of IS Managers in Logistics

Stephen LeMay, Dalton State College

Dave McMahon, Pepperdine University

Jeffery A. Periatt, Auburn University Montgomery

Jon Carr, University of Southern Mississippi

Saturday, March 27, 2010

10:30 AM to 11:45 AM

Promenade 7

Session 8:2 Entrepreneurship

Session Chair: Lisa W. Witzig, Ideen LLC

Business Consulting: A Marketing Strategy for the Entrepreneur

Anne Klein, Capella University

The Effect Of Culture On Consumers' Attitude Towards Online Shopping

Atefeh Yazdanparast, University of North Texas

Saturday, March 27, 2010

10:30 AM to 11:45 AM

Promenade 8

Session 8:3 Marketing Management

Session Chair: Doris M. Shaw, Northern Kentucky University

An Investigation of the Relationships Among Market Power, Industry Concentration and Industry Share

Rick Mathisen, Kennesaw State University

Tom Miller, Kennesaw State University

Organizational Ethics: The Ethical Beliefs of Marketing Managers in Trinidad and Tobago

Mohammed Y.A. Rawwas, University of Northern Iowa

Retiring Workers Could Present a Problem for Marketers, Even in a Recession

Eileen Weisenbach Keller, Northern Kentucky University

Doris M. Shaw, Northern Kentucky University

Saturday, March 27, 2010

10:30 AM to 11:45 AM

Promenade 5

Session 8:4 E Marketing

Session Chair: Julie M. Pharr, Tennessee Tech University
Automated Marketing: A Narrow Focus on Technology or an Emerging Business Philosophy?

Edward R. Kasabov, University of Bath

Differences in Online Social Media Mavens: The Gender Gap

Tyra Mitchell, Kennesaw State University

Deborah H. Lester, Kennesaw State University

Keith Tudor, Kennesaw State University

Dolly D. Loyd, University of Southern Mississippi

The Lifeblood Model: The Power of Trust in E-commerce Communication

Miles Clinton Coleman, Sacramento State University

CONGRATULATIONS TO THE AUTHORS OF THE BEST PAPERS IN TRACK

Marketing Education/The Dynamic Business Environment

Service-Learning Partnerships in Marketing Education: A Case Study in a Sales Management Course
Doris M. Shaw, Northern Kentucky University

Marketing Research/Demographics/Consumer Behavior

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Harash J. Sachdev, Eastern Michigan University
G. Russell Merz, Eastern Michigan University

Ponzurick Award for Best in Conference

Organization Structure and Service Capabilities as Predictors of Supply Chain Performance: B2B Seller's Perspective
Harash J. Sachdev, Eastern Michigan University
G. Russell Merz, Eastern Michigan University

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WALSH COLLEGE
YOUNGSTOWN STATE UNIVERSITY**

**See you next year in Panama City, Florida!
We will meet at the Edgewater Beach Resort
March 24, 2011 to March 26, 2011**

Watch our website for further information.

<http://www.amtp.org>

