

Co Author Session Cross Reference

Anderson Cynthia E.
Thursday, March 25, 2010 11:00 AM Promenade 6
Session 3:1 Service Learning in Marketing Courses
The "Perfect" Service-Learning Class Project: Implications for the SELEB Scale

Anitsal Ismet
Thursday, March 25, 2010 9:30 AM Promenade 6
Session 2:1 Marketing Research
Gift Cards and Gift Giving: Research Notes from the Field

Anitsal M. Meral
Thursday, March 25, 2010 9:30 AM Promenade 6
Session 2:1 Marketing Research
Gift Cards and Gift Giving: Research Notes from the Field

Arora Raj
Thursday, March 25, 2010 8:00 AM Promenade 7
Session 1:2 Non Profit Marketing
Effectiveness of Price Bundling in an Entertainment Setting

Aung May
Thursday, March 25, 2010 11:00 AM Promenade 8
Session 3:3 Sports Marketing III
The Portrayal of Native American Stereotypes: A Semiotic Analysis of Sports Logos Overtime

Baalbaki Sally
Thursday, March 25, 2010 11:00 AM Promenade 5
Session 3:4 Supply Chain Collaboration
The Effect of Acculturation on Franchise Relationships

Batory Anne Heineman
Friday, March 26, 2010 9:30 AM Promenade 8
Session 5:3 Ethical Issues Arising from the Academic Environment
Student Evaluations of Academic Integrity and Business Behaviors in Private and Public Universities

Batory Steve
Friday, March 26, 2010 9:30 AM Promenade 8
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Saturday, March 27, 2010 9:00 AM Promenade 5
Session 7:4 Panel Session
The Perks and Problems of Being Department Chair

Blankson Charles
Friday, March 26, 2010 9:30 AM Promenade 7
Session 5:2 Retail Issues
College Students's Choice Criteria of Retail Banks

Blomgren Henrick
Saturday, March 27, 2010 10:30 AM Promenade 6
Session 8:1 Managing Extended Supply Chain Networks
Interpreting a Case of Outsourcing Shift-gears in the Car Industry Using Different Theorys Simultaneously

Bridges Eileen
Saturday, March 27, 2010 9:00 AM Promenade 8
Session 7:3 Services, Stores, and Clothing
Provider and Customer Response to the Service Environment: A Field Experiment

Brinson, Sr. Robert J.
Saturday, March 27, 2010 9:00 AM Promenade 7
Session 7:2 Exploring Ways of Teaching and Learning
Utilizing the Innovative Leadership Behavior Inventory and Relationship Marketing as Critical Elements for Teaching/Learning Entrepreneurial Leadership

Bruneau Carol
Friday, March 26, 2010 11:00 AM Promenade 8
Session 6:3 Potpourri II
Rebates and Reward Programs: Conflicting Drivers

Bruning Edward R.
Thursday, March 25, 2010 11:00 AM Promenade 5
Session 3:4 Supply Chain Collaboration
Does the Degree of Internationalization Moderate the Market Orientation-Performance Relationship?

Burns David
Thursday, March 25, 2010 11:00 AM Promenade 7
Session 3:2 Retail Innovations and Sales Leadership
Loyalty Cards: A Review of the Research and Suggestions for Future Research

Friday, March 26, 2010 9 :30 AM Promenade 7
 Session 5:2 Retail Issues
 Ethics in Retail Buying and Sales: Perceptions of Future Retail Personnel

Saturday, March 27, 2010 9 :00 AM Promenade 5
 Session 7:4 Panel Session
 The Perks and Problems of Being Department Chair

Bush Nancy Lawrence
 Thursday, March 25, 2010 8 :00 AM Promenade 6
 Session 1:1 Marketing the Curriculum
 Business Literature: A Cross-Disciplinary Approach to Marketing Education

Byon Kevin K.
 Thursday, March 25, 2010 11:00 AM Promenade 8
 Session 3:3 Sports Marketing III
 Dimensions of Event Quality Associated with High School Football Games: Scale Development

Cano Cynthia
 Friday, March 26, 2010 9 :30 AM Promenade 8
 Session 5:3 Ethical Issues Arising from the Academic Environment
 Ethical Decision-Making of Business Students: A Field Observation

Carley Susan
 Thursday, March 25, 2010 8 :00 AM Promenade 6
 Session 1:1 Marketing the Curriculum
 Business Programs in Study Abroad: A Reconsideration

Carr Jon
 Saturday, March 27, 2010 10:30 AM Promenade 6
 Session 8:1 Managing Extended Supply Chain Networks
 The Evolving Role and Responsibilities of IS Managers in Logistics

Chang Joseph W.
 Friday, March 26, 2010 9 :30 AM Promenade 6
 Session 5:1 Consumer Behavior
 The Impacts of Contextual Cues on the Effects of Brand Extension

Chen Steve Shih-Chia
 Thursday, March 25, 2010 8 :00 AM Promenade 8
 Session 1:4 Sports Marketing I
 Preparation for an International Sport Event: The Promotional Strategies of 2009 Kaohsiung World Games

Friday, March 26, 2010 11:00 AM Promenade 6
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 Collegiate Basketball Season-ticket Holders' Purchasing Motivation and Interests

Ciletti Dorene
 Thursday, March 25, 2010 9 :30 AM Promenade 8
 Session 2:3 Sports Marketing II
 Evidence of Sustainability Communication in Major League Baseball: A Website Analysis

Clark Ronald A.
 Friday, March 26, 2010 9 :30 AM Promenade 6
 Session 5:1 Consumer Behavior
 Why Do Shoppers Shop?

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

Clodfelter Richard
 Thursday, March 25, 2010 11:00 AM Promenade 7
 Session 3:2 Retail Innovations and Sales Leadership
 Using Diffusion of Innovation Theory to Help Predict the Adoption of New Technologies in Retailing

Coleman Miles Clinton
 Saturday, March 27, 2010 10:30 AM Promenade 5
 Session 8:4 E Marketing
 The Lifeblood Model: The Power of Trust in E-commerce Communication

Cooper Coyte G.
 Thursday, March 25, 2010 8 :00 AM Promenade 8
 Session 1:4 Sports Marketing I
 Revolutionizing the Market: Electronic Branding Strategies within NCAA FBS Athletic Departments

Cooper Matthew
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 Revolutionizing the Market: Electronic Branding Strategies within NCAA FBS Athletic Departments
 Coulmas Nancy
 Friday, March 26, 2010 8 :00 AM Promenade 6
 Session 4:1 Potpourri I
 Budgeting in a Chaotic Economic Environment ... Factors Leading to Improvement
 Dailey Lynn
 Thursday, March 25, 2010 8 :00 AM Promenade 6
 Session 1:1 Marketing the Curriculum
 Marketing Part-Time MBA Programs: Understanding The Need For And Dimensions Of Flexibility
 Dailey Mike
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 Business Programs in Study Abroad: A Reconsideration
 DeMaio Daniel
 Saturday, March 27, 2010 9 :00 AM Promenade 7
 Session 7:2 Exploring Ways of Teaching and Learning
 A Tale of Two Worlds: A Second Life for Higher Education?
 Dick Ron
 Thursday, March 25, 2010 8 :00 AM Promenade 8
 Session 1:4 Sports Marketing I
 Preparation for an International Sport Event: The Promotional Strategies of 2009 Kaohsiung World Games
 Elliott Charlene
 Thursday, March 25, 2010 9 :30 AM Promenade 7
 Session 2:2 Demographics
 Product Placement and its Influence on Children
 Ellis Aimee Dars
 Friday, March 26, 2010 11:00 AM Promenade 8
 Session 6:3 Potpourri II
 Rebates and Reward Programs: Conflicting Drivers
 Flint April
 Friday, March 26, 2010 11:00 AM Promenade 7
 Session 6:2 Panel Session
 Municipalities and University Athletic Departments: The Collaborative Funding of Capital Improvement
 Projects
 Flynn Leisa R.
 Thursday, March 25, 2010 9 :30 AM Promenade 6
 Session 2:1 Marketing Research
 Brand Engagement and Consumer Innovativeness
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 Why Do Shoppers Shop?
 Fontenot Renee
 Saturday, March 27, 2010 9 :00 AM Promenade 7
 Session 7:2 Exploring Ways of Teaching and Learning
 Expert to Matrix Learning: A Comparison of Graduate versus Undergraduate
 Fowler Kendra
 Saturday, March 27, 2010 9 :00 AM Promenade 8
 Session 7:3 Services, Stores, and Clothing
 Provider and Customer Response to the Service Environment: A Field Experiment
 Franklin Tony
 Friday, March 26, 2010 11:00 AM Promenade 7
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 Municipalities and University Athletic Departments: The Collaborative Funding of Capital Improvement
 Projects
 Frear Dean
 Friday, March 26, 2010 9 :30 AM Promenade 8
 Session 5:3 Ethical Issues Arising from the Academic Environment
 Student Evaluations of Academic Integrity and Business Behaviors in Private and Public Universities
 Fullerton Sam
 Friday, March 26, 2010 11:00 AM Promenade 6
 Session 6:1 Sports Marketing IV
 The Nexus of Payroll, Performance, Ticket Prices, and Attendance in MLB
 Girard Tulay
 Thursday, March 25, 2010 9 :30 AM Promenade 5

Session 2:4 Marketing Management I
 A Logo Selection Method

Godfrey Mike
 Friday, March 26, 2010 11:00 AM Promenade 7
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Goldsmith Ron
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Greenberg Steve
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 Session 2:3 Sports Marketing II
 Lead Certification in New Ballpark Development: A Case Study

Haan Perry
 Thursday, March 25, 2010 8:00 AM Promenade 7
 Session 1:2 Non Profit Marketing
 Projecting Integrity: Online Branding for Nonprofits

Hair Joe
 Thursday, March 25, 2010 7:00 AM Promenade 5
 Session 1:0 SEM Seminar
 SEM Seminar 1
 Friday, March 26, 2010 7:00 AM Promenade 5
 Session 4:0 SEM Seminar
 SEM Seminar 3
 Friday, March 26, 2010 8:00 AM Promenade 5
 Session 4:4 SEM Seminar
 SEM Seminar 4

Horace Jennifer
 Friday, March 26, 2010 11:00 AM Promenade 7
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 Municipalities and University Athletic Departments: The Collaborative Funding of Capital Improvement Projects

Hudson Simon
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 Session 2:2 Demographics
 Product Placement and its Influence on Children

Inglessis Maria Gracia
 Saturday, March 27, 2010 9:00 AM Promenade 8
 Session 7:3 Services, Stores, and Clothing
 Why Hispanic Women Wear What They Wear

Joseph-Mathews Sacha
 Saturday, March 27, 2010 9:00 AM Promenade 8
 Session 7:3 Services, Stores, and Clothing
 Retail Prejudice: Does Marketplace Color Really Matter?

Kasabov Edward R.
 Friday, March 26, 2010 9:30 AM Promenade 8
 Session 5:3 Ethical Issues Arising from the Academic Environment
 Customer Compliance through Automated Marketing in Higher Education Practice
 Saturday, March 27, 2010 10:30 AM Promenade 5
 Session 8:4 E Marketing
 Automated Marketing: A Narrow Focus on Technology or an Emerging Business Philosophy?

Kent Thomas
 Saturday, March 27, 2010 9:00 AM Promenade 7
 Session 7:2 Exploring Ways of Teaching and Learning
 Utilizing the Innovative Leadership Behavior Inventory and Relationship Marketing as Critical Elements for Teaching/Learning Entrepreneurial Leadership

Kim Sally
 Friday, March 26, 2010 11:00 AM Promenade 8
 Session 6:3 Potpourri II
 The Role of Cognitive Dissonance in a Service Setting

King Jordana
Thursday, March 25, 2010 11:00 AM Promenade 8
Session 3:3 Sports Marketing III
The Portrayal of Native American Stereotypes: A Semiotic Analysis of Sports Logos Overtime

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

Klein Anne
Saturday, March 27, 2010 10:30 AM Promenade 7
Session 8:2 Entrepreneurship
Business Consulting: A Marketing Strategy for the Entrepreneur

Ko Jae-Youn
Saturday, March 27, 2010 10:30 AM Promenade 6
Session 8:1 Managing Extended Supply Chain Networks
A Successful International Joint Venture: Exploring the Critical Success Factors of Starbucks Korea

Kolten Ryan
Thursday, March 25, 2010 11:00 AM Promenade 8
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The Portrayal of Native American Stereotypes: A Semiotic Analysis of Sports Logos Overtime

Korzenny Felipe
Thursday, March 25, 2010 9 :30 AM Promenade 6
Session 2:1 Marketing Research
Brand Engagement and Consumer Innovativeness

Lai Christine A.
Thursday, March 25, 2010 11:00 AM Promenade 6
Session 3:1 Service Learning in Marketing Courses
A little bit of service...pays off

Lam Eddie
Thursday, March 25, 2010 11:00 AM Promenade 8
Session 3:3 Sports Marketing III
Dimensions of Event Quality Associated with High School Football Games: Scale Development

Lanasa John M.
Thursday, March 25, 2010 9 :30 AM Promenade 8
Session 2:3 Sports Marketing II
Evidence of Sustainability Communication in Major League Baseball: A Website Analysis
Saturday, March 27, 2010 9 :00 AM Promenade 5
Session 7:4 Panel Session
The Perks and Problems of Being Department Chair

Latta Michael
Thursday, March 25, 2010 9 :30 AM Promenade 7
Session 2:2 Demographics
Sample Frames Vs. Data Quality: When Research Panels Are from a Client and a Research Firm

Law Mark D.
Friday, March 26, 2010 8 :00 AM Promenade 6
Session 4:1 Potpourri I
Budgeting in a Chaotic Economic Environment ... Factors Leading to Improvement

Lee Kyuho
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LeMay Stephen
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The Evolving Role and Responsibilities of IS Managers in Logistics

Lester Deborah H.
Saturday, March 27, 2010 10:30 AM Promenade 5
Session 8:4 E Marketing
Differences in Online Social Media Mavens: The Gender Gap

Levens Michael
Thursday, March 25, 2010 8 :00 AM Promenade 7
Session 1:2 Non Profit Marketing
The Influence of Increasing Transaction Price to Facilitate Direct Charitable Contribution on Consumer Product Choice

Lish Alan

Thursday, March 25, 2010 9 :30 AM Promenade 5
 Session 2:4 Marketing Management I
 A Study of Market Segmentation in High-tech Startup Ventures
 Lou Junying
 Thursday, March 25, 2010 9 :30 AM Promenade 8
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 Loyd Dolly D.
 Saturday, March 27, 2010 10:30 AM Promenade 5
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 Luchs Ryan
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 Madanoglu Melih
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 Mak Jennifer
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 Manolis Chris
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 Mascarenhas Brian
 Friday, March 26, 2010 11:00 AM Promenade 8
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 Identifying Potential Student Blood Donors by Personality Traits
 Mathisen Rick
 Thursday, March 25, 2010 9 :30 AM Promenade 5
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 Exploring B2B Brand Equity: Beyond the Traditional Models
 Saturday, March 27, 2010 10:30 AM Promenade 8
 Session 8:3 Marketing Management
 An Investigation of the Relationships Among Market Power, Industry Concentration and Industry Share
 McCall Michael
 Friday, March 26, 2010 11:00 AM Promenade 8
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 Rebates and Reward Programs: Conflicting Drivers
 McCreary Scott
 Thursday, March 25, 2010 11:00 AM Promenade 8
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 The Portrayal of Native American Stereotypes: A Semiotic Analysis of Sports Logos Overtime
 McGee Lynn W.
 Friday, March 26, 2010 11:00 AM Promenade 6
 Session 6:1 Sports Marketing IV
 Implementing the Customer Relationship Paradigm in Sports Marketing
 McKinley-Floyd Lydia
 Friday, March 26, 2010 9 :30 AM Promenade 5
 Session 5:4 Panel Session
 The Lighter Side of Darkness: B-School Management and Succession
 McMahan Dave
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 Are Nonprofits Choosing the Right Type of Website
 Saturday, March 27, 2010 10:30 AM Promenade 6
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 The Evolving Role and Responsibilities of IS Managers in Logistics
 McNabb Ashley
 Thursday, March 25, 2010 8 :00 AM Promenade 8
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 Preparation for an International Sport Event: The Promotional Strategies of 2009 Kaohsiung World Games

Merz G. Russell
Thursday, March 25, 2010 11:00 AM Promenade 5
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Organization Structure and Service Capabilities as Predictors of Supply Chain Performance: B2B Seller's Perspective

Miller Tom
Saturday, March 27, 2010 10:30 AM Promenade 8
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Minchev Milen
Friday, March 26, 2010 11:00 AM Promenade 8
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Identifying Potential Student Blood Donors by Personality Traits

Mitchell Tyra
Saturday, March 27, 2010 10:30 AM Promenade 5
Session 8:4 E Marketing
Differences in Online Social Media Mavens: The Gender Gap

Mobley Mary F.
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Session 4:3 Panel Session
The Psychodynamic Limits of Fractured Relationships: When Emotional Tensile Strength is Broken

Mobley Michael C.
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The Psychodynamic Limits of Fractured Relationships: When Emotional Tensile Strength is Broken

Musante Mike
Thursday, March 25, 2010 9 :30 AM Promenade 5
Session 2:4 Marketing Management I
Exploring B2B Brand Equity: Beyond the Traditional Models

Nagel Mark
Thursday, March 25, 2010 8 :00 AM Promenade 8
Session 1:4 Sports Marketing I
Providing Consistent Service at the Concessions Stands: A Potential Problem

Newman Andrew J.
Friday, March 26, 2010 9 :30 AM Promenade 7
Session 5:2 Retail Issues
A Comparative Analysis of Retail Store Image: Wal-Mart and Dillards

Noakes Michaela Ann
Thursday, March 25, 2010 11:00 AM Promenade 5
Session 3:4 Supply Chain Collaboration
The Role of Trust in Today's Extended Enterprise

O'Doherty Kevin
Thursday, March 25, 2010 11:00 AM Promenade 8
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The Portrayal of Native American Stereotypes: A Semiotic Analysis of Sports Logos Overtime

Ogden Harold J.
Friday, March 26, 2010 11:00 AM Promenade 8
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Identifying Potential Student Blood Donors by Personality Traits

Pelletier Emilie
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Periatt Jeffery A.
Saturday, March 27, 2010 10:30 AM Promenade 6
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The Evolving Role and Responsibilities of IS Managers in Logistics

Pettijohn Charles
Friday, March 26, 2010 9 :30 AM Promenade 7
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Self-Efficacy and its Relation to Sales Outcomes

Pettijohn Linda

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Pope Michelle N.
 Thursday, March 25, 2010 9 :30 AM Promenade 5
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 A Logo Selection Method

Raineri Ellen Marie
 Thursday, March 25, 2010 11:00 AM Promenade 7
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 Implications of Contemporary Leadership Models on Sales Management

Ramos Diane
 Thursday, March 25, 2010 9 :30 AM Promenade 8
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 Evidence of Sustainability Communication in Major League Baseball: A Website Analysis

Rawwas Mohammed Y.A.
 Saturday, March 27, 2010 10:30 AM Promenade 8
 Session 8:3 Marketing Management
 Organizational Ethics: The Ethical Beliefs of Marketing Managers in Trinidad and Tobago

Reid Jane S.
 Thursday, March 25, 2010 11:00 AM Promenade 6
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 The "Perfect" Service-Learning Class Project: Implications for the SELEB Scale

Rodrigo Alyssa
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Rudd, Jr. Howard F.
 Saturday, March 27, 2010 9 :00 AM Promenade 7
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 Teaching/Learning Entrepreneurial Leadership

Saban Ken
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 The Role of Trust in Today's Extended Enterprise

Sachdev Harash J.
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 Session 3:4 Supply Chain Collaboration
 Organization Structure and Service Capabilities as Predictors of Supply Chain Performance: B2B Seller's
 Perspective

Saleh Usama
 Thursday, March 25, 2010 9 :30 AM Promenade 6
 Session 2:1 Marketing Research
 Fitting X-bar Chart to The Traditional Transaction Surveys Analysis

Sams Dee
 Friday, March 26, 2010 9 :30 AM Promenade 8
 Session 5:3 Ethical Issues Arising from the Academic Environment
 Ethical Decision-Making of Business Students: A Field Observation

Satterfield James W
 Thursday, March 25, 2010 11:00 AM Promenade 8
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 A Fighting Chance: The Struggle of a Historically Black College Athletic Program

Friday, March 26, 2010 11:00 AM Promenade 7
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 Municipalities and University Athletic Departments: The Collaborative Funding of Capital Improvement
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Schaefer Allen
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 Self-Efficacy and its Relation to Sales Outcomes

Schwartz Joe
 Friday, March 26, 2010 8 :00 AM Promenade 6
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 Practitioner Implications on Sample Frame for Single Language Products

Schwarz Eric C.
Thursday, March 25, 2010 9 :30 AM Promenade 8
Session 2:3 Sports Marketing II
The Role of Recovery Marketing to Recapture a Sport Market over the Past Decade: From Travel and Tourism to Professional and Amateur Sport Business

Seaman Samuel
Friday, March 26, 2010 11:00 AM Promenade 5
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Are Nonprofits Choosing the Right Type of Website

Shaw Doris M.
Thursday, March 25, 2010 11:00 AM Promenade 6
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Service-Learning Partnerships in Marketing Education: A Case Study in a Sales Management Course
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Retiring Workers Could Present a Problem for Marketers, Even in a Recession

Stanley Ryan
Friday, March 26, 2010 11:00 AM Promenade 8
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Identifying Potential Student Blood Donors by Personality Traits

Southall Richard
Thursday, March 25, 2010 8 :00 AM Promenade 8
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Revolutionizing the Market: Electronic Branding Strategies within NCAA FBS Athletic Departments
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Assessing Sport-Sales Training Effectiveness: Development of a Baseline Sample

Sroufe Robert
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Leed Certification in New Ballpark Development: A Case Study

Stasio Joseph R.
Friday, March 26, 2010 11:00 AM Promenade 5
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Prisoner Recidivism: A Question for Social Marketing

Stith Melvin
Friday, March 26, 2010 9 :30 AM Promenade 5
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The Lighter Side of Darkness: B-School Management and Succession

Stoner Charles R.
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Stuart Randy
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Taormina Anthony
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Taylor AJ
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Taylor Sara E.
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Toncar Mark F.
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Tran Trang P
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 Tseng Ying-chu
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Tudor Keith
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Voorhees Clay
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Walsh Donna
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Weisenbach Keller Eileen
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Witzig Lisa W.
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Wu Bob
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 The Impacts of Contextual Cues on the Effects of Brand Extension

Yazdanparast Atefeh
 Saturday, March 27, 2010 10:30 AM Promenade 7
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 The Effect Of Culture On Consumers' Attitude Towards Online Shopping

Zhang James J.
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Ziemnik Matthew
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Zouari Emna
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 Spirituality: A Multidimensional Construct and Its Implications for Marketing