

Tuesday 8<sup>th</sup> July 15.30-17.30 - Session 1

**Consumer Behaviour**

Yu-Min Wang	115
Jessica Lichy	008
Ahmad Jamal	308
Bolanle Salami	288
Meng-Shan Wu	415
Con Korkofingas	380

**Session Chair: Grace Mackie**

**Room: 226**

Exploring Factors Influencing Consumer Adoption of Contactless Credit Card
An investigation into internet communication in different cultures and linguistic communities
Customer loyalty and word of mouth within the cosmetics market
Choice determinants for premium and national grocery brands
Conspicuous Consumption and Social Identity
Switching and Customer Satisfaction- A Choice Model Approach

**Marketing Communications**

Roger Saunders	266
André Torres Urdan	063
Clive Boddy	130
Julia Tyrrell	281
Vai Leong	433
Ying Liu	381

**Session Chair: Ahmed Beloucif**

**Room: 224**

Metaphorical Advertising And 'Ostentatious' Products
Rational and Emotional Appeals in Advertising of Prescription Medicines: Study of a Weight-Loss Drug
Marketing Not Negative, Shock! Reflections of Marketing in a Material World
'Dead or Alive? The Source Credibility of Dead Celebrities
Cues to Improve Tangibility of Financial Services: An Empirical Evaluation
An Exploratory Study of Sex Appeal Advertising in Chinese Women's Magazine

**e-Marketing**

Francesca Dall'Olmo Riley	136
Emma K. Macdonald	210
Yi Wang	271
Francesca Dall'Olmo Riley	409

**Session Chair: Sally Harrige-March**

**Room: 117/8**

Brand Performance in the UK Grocery Market: Does buying online make a difference?
Consumer SAVVY: Generational divide
Dealing with information overload in marketing
Offline to Online: The Transfer of Store Loyalty in Grocery Shopping in the UK

**Retailing and Commercial Distribution**

Louise Van Scheers	260
Charalabos Saridakis	173
Ulun Akturan	407
Halldor Engilbertsson	436
Paul Whysall	157
Prathap Oburai	180

**Session Chair: Leigh Sparks**

**Room: 608/9**

Determining the correlation between cherry picking and the distance consumers travel in South Africa.
A Hybrid Conjoint Model for the Identification of the UK Supermarket Choice Determinants
Owners vs. non-owners of loyalty cards
Shelf Placement of Brands in Retailing: The Application of On-site Experiments
Retail Brands in the news: newspaper reporting of leading retailers
Extent of Contract Explicitness and Dealer Performance, Satisfaction and Compliance

**Tourism**

Nina M. Ray	013
Cláudia Seabra	168
John Hall	235
Maree Thyne	114
Wei-Chun Tai	120

**Session Chair: Rob Nash**

**Room: 421**

Reflections on Scottish heritage: family history matters in motivations and behaviour of legacy tourists
The infosource scale: a measure to assess the importance of external tourism information sources
Battlefield Tourism In Turkey: An Empirical Analysis of British Ex-Colonial Event Attendance
The role of trust in the AJ Hackett Bungy brand
Understanding Individual Adoption of Mobile Booking Services: An Empirical Investigation

## Tuesday 8<sup>th</sup> July 15.30-17.30 - Session 1

---

### Services Marketing

Gary Warnaby	041
Rodoula Tsiotsou	101
Adrian Palmer	227
Jillian Farquhar	330
Anne Broderick	339

### Session Chair: Amanda Broderick

Room: 119

Mobilising Consumer Operant Resource Integration on Behalf of the Organisation:
Marketing Capabilities Advantages of Market-Driven Services
Predicting referral for a high involvement service: a comparison of cognitive and affective measures.
Service Channel Choice: Reflections On Convenience
Rethinking the Search, Experience and Credence classification basis of services

### Relationship Marketing

Julie Robson	263
Cláudia Simões	336
Malobi Kar	425
Che Aniza Che Wel	185
Chieko Minami	054
Annie P. Yu	435

### Session Chair: John Egan

Room: 218

Relationship Marketing in Consumer Markets: The paradigm that refused to shift
Manifestations of Corporate Identity within the Supply Network
Creating an Intentional Customer Experience
Determining the Dimensions of Relationship Marketing Instruments
New Roles of Call Centres for Manufacturers
The Impact of Financial Services Type on Consumer Relationship Engagement Motives

### Social and Non-Profit Marketing

Roger Bennett	005
Alex Hiller	138
Ruth Taylor	370
David Gray	215
Nic Terblanche	035

### Session Chair: Finola Kerrigan

Room: 125

Strategic account management practices of voluntary organisations
Style conscience? The importance of ethics for fashion consumers
Cause for Event: Not-for-Profit Marketing through Participant Sports Events
The Role of Marketing in Societal Well-Being and Corporate Reputation
A qualitative empirical study of cause-related marketing

### Marketing Education

Ross Brennan	007
Alan Pomeroy	064
Neil Wellman	253
Neil Wellman	066
Dawn Birch	003
Monica Gibson-Sweet	382

### Session Chair: Peter Rudolph

Room: 423

Student Experiences of the Use of a Marketing Simulation Game
A Sustainability Roadmap for Contemporary Marketing Education: Thinking Beyond the 4Ps
Are Marketing Degrees Fit For Purpose?
MARKETopia: Assessing the Effectiveness of Student Operated Businesses for a Simulated World
Interactive Multimodal Technology-mediated Distance Education Courses: The Academic's Perspective
Undergraduate Marketing Subject Benchmark Statements: Expectations, Fit and Governance

### International and Cross Cultural Issues in Marketing

Khurram Sharif	104
Eva Kipnis	198
Weiyue Wang	275
Kaouther Kooli	315
Constantinos N. Leonidou	322
Gilbert Zvobgo	278

### Session Chair: Paul Weeks

Room: 428

Impact Of Corporate Culture On External Trust - Initial Findings Of a GCC Based Empirical Investigation
Conceptualising Consumers' Cultural and Social Self-Concept
Evaluation of domestic brands: The roles of CET, COO, normative influence and product involvement
Researching Consumer Perceptions and Country of Origin Effects
The role of inter-personal factors in fostering Western-Chinese inter-firm relationships
Differentiating Causes of Superior Performance in the Motor Vehicle Manufacturing Industry

Wednesday 9<sup>th</sup> July 9.00-10.30 - Session 2

<b>Social and Non-Profit Marketing</b>			<b>Session Chair: Roger Bennett</b>	<b>Room: 226</b>
Paul Harrison	129	No Limits: Exploring the Psychology of Unsolicited Credit Card Limit Increase Offers		
Caroline Oates	062	Researching a new typology of green and ethical consumers		
Jorge Matute-Vallejo	110	Environmental Marketing Philosophy as a Source of Firms' Commercial and Economic Performance		
Zoe Lee	247	Development and Validation of Social Desirability Bias Scale in a Nonprofit Context		
<b>Marketing Education</b>			<b>Session Chair: Monica Gibson-Sweet</b>	<b>Room: 119</b>
George Masikunas	106	A model to explain the "quasi-buying process" that module leaders use when choosing a main textbook		
Clive Boddy	191	Academics' Attitudes to the Qualifications of New Marketing and Business Academics: Part 1		
Jacqueline Lynch	321	Why didn't I get a Better Mark - Student Perceptions and use of Feedback		
Melanie Weaver	368	Moving Beyond the Curriculum: Evaluation of a Programme Designed on the International Student		
<b>Case Study</b>			<b>Session Chair: Michael Harker</b>	<b>Room: 117/8</b>
Ann Torres	083	Cloon Keen Atelier: An SME's Scent for a Premium Position		
Lyndon Simkin	162	Re-Thinking Brand Strategy in FMCG with Tilda		
Matthew Wood	248	Social Marketing and Childhood Obesity: A Case Study		
Colin Campbell	046	RSM Erasmus: Breaking Away from the Pack		
<b>Consumer Behaviour</b>			<b>Session Chair: Grace Mackie</b>	<b>Room: 218</b>
Marcos Aguiar Morgado Horta	272	Profile of defaulters at a mobile telephone carrier.		
Ruth Yeung	068	The Role of Four-Ps Related Strategies in Consumer Impulse Purchase Decision		
Julian M. Vieceli	124	Brand Salience and Purchasing for Consumer Banking Services: An Empirically Based Model		
Pejvak Oghazi	341	Prioritization of Service Quality factors in online purchasing (A Cross-cultural comparison)		
<b>Marketing Communications</b>			<b>Session Chair: Ian Grant</b>	<b>Room: 224</b>
Irini D. Rigopoulou	268	Staging Experiences as a Response to Consumers' Desires		
Li-Hsing Chen	219	A Study of US Internet Users' Attitudes towards Internet Advertisements		
James Devlin	163	Believability in Comparative Price Advertising		
Isabel Buil	080	An Analysis of Factors Affecting Consumer Response to Gift Promotions		

Wednesday 9<sup>th</sup> July 9.00-10.30 - Session 2

<b>Marketing of Higher Education</b>			<b>Session Chair: Lesley Ledden</b>	<b>Room: 608/9</b>
Terry Gatfield	127	Marketing of Higher Education and Australia: The supply equation and staff satisfaction		
Mark Palmer	095	Betwixt Spaces: Trajectories, Transitions and Turning Points of the First Year University Student		
Wael Kortam	404	Using Knowledge-Based Marketing as a Framework for Managing Intellectual Marketing Capital in Egyptian Universities		
Felix Maringe	243	Strategies and challenges of internationalisation in HE: an exploratory study of UK Universities		
<b>Brand Identity and Corporate Reputation</b>			<b>Session Chair: Shaun Powell</b>	<b>Room: 423</b>
Angela Dobebe	033	Good drinking, better branding: an analysis of winery branding		
Prathap Oburai	232	Multiple Stakeholder Views of Corporate Brand Image		
Mark Davies	319	Ethical Empowerment and the Corporate Brand		
Lawrence Ang	240	Product Recall, Brand Equity and Choice-An Exploratory Study		
<b>Retailing and Commercial Distribution</b>			<b>Session Chair: Andrew Turnbull</b>	<b>Room: 125</b>
David Marshall	103	Accessing Healthy Food: A Sentinel mapping study of healthy food retailing in Scotland		
Neil Richardson	174	Investigating The Positioning Of Retailers On The Sustainability Continuum- A Schumpeterian Perspective		
Irini Rigopoulou	203	Store-choice criteria and satisfaction on the development of shopping orientation segments		
Cheryl Naughton	284	Why do Tweens Shop? A Study of Store Atmospheric		
Tamira King	149	Deshopping: The Retail Perspective The Mismanagement And Prevention Of Deshopping		
<b>Marketing in the Asia Pacific</b>			<b>Session Chair: Sharon Runle-Thiele</b>	<b>Room: 428</b>
Qi Qi	385	Relationship Marketing in the Banking Industry in China		
Farhat Yusuf	039	Alcohol Buying Behaviour of Australian Households: A Study Based on the 2003-2004 Household Expenditure		
Gary Noble	059	Implications of Corporate Social Responsibility Reporting Practices in the Australasian Region.		
Sumit Pillai	365	Exploring the Adolescent World: Consumer Decision Making and Materialism		
<b>Marketing Strategy and NPD</b>			<b>Session Chair: Isabel Grant</b>	<b>Room: 421</b>
Claude Chailan	226	Modal Marketing and Valuation of Technological Innovations		
David Gray	228	Relational Competence, Learning, and Management-Employee Reciprocity		
Caroline Tynan	338	Co-Creating Value through Experience Marketing		
Paul Baines	071	The Unloved Relationship? Dynamic Capabilities and Political-Market Strategy: A Research Agenda		

**Wednesday 9<sup>th</sup> July 11.00-12.30 - Session 3**

---

<b>Arts and Heritage Marketing</b>		<b>Session Chair: Rob Nash</b>	<b>Room: 226</b>
Paul Harrison	242	Re-imagining the Cultural Brand: Postmodernism and Next Wave	
Finola Kerrigan	295	Branding in film, branding of film	
Gretchen Larsen	121	Festival Tales: Utopian Tales	
Stephen Brown	069	The Failure Factor: Blundering Brands, Commodified The Failure Factor	
<b>Relationship Marketing</b>		<b>Session Chair: John Egan</b>	<b>Room: 224</b>
Pennie Frow	109	The Value Proposition Concept: Evolution, Development and Application in Marketing	
Cheng-Hao Chen	428	Building E-loyalty in B2C E-commerce	
Balwant Samra	367	Examining The Dyadic Relationship Between Retailers And Wholesalers: The Case Of United Kingdom	
Armando Luis Vieira	252	Relationship Quality: A Review and Research Agenda	
<b>Marketing Strategy and NPD</b>		<b>Session Chair: Sally McKechnie</b>	<b>Room: 119</b>
John Saunders	250	Marketing at the top? The questionable influence of marketing in top decision making.	
David Gray	218	Using Market Segmentation to Increase Household Electricity Conservation	
Colin Campbell	225	Creative Consumers: Awareness, Attitude & Action - Instrument & Preliminary Results	
Malcolm Sullivan	205	Marketing Domain Knowledge Transfer Partnerships: Towards a Contemporary Research Agenda	
<b>Consumer Behaviour</b>		<b>Session Chair: Morag Hamilton</b>	<b>Room: 218</b>
Emerson Lombardi	273	Loyalty in mobile telephony: a customer behavior study	
Kenny Teoh	233	Re - Looking Consumer ethnocentrism's cetscale: the trucet scale	
Julian M. Vieceli	125	The Measurement of the Number, Uniqueness, and Valence of Brand Associations	
Piotr Kwiatek	413	Does a loyalty program change what we feel and do	
<b>Reflective Marketing in a Material World</b>		<b>Session Chair: Douglas Brownlie</b>	<b>Room: 423</b>
Nnamdi Madichie	030	'Rotten' Egg Redefines 21st Century Marketing: Or Does It?	
Janet Ward	310	The Role of Virtual Marketing Channels in a Material World	
Terry Gatfield	126	Consumerism and the case of Consumer-fluenza : a critical review	

---

Wednesday 9<sup>th</sup> July 11.00-12.30 - Session 3

<b>Services Marketing</b>		<b>Session Chair: Paul Baines</b>	<b>Room: 125</b>
Paraskevas Argouslidis	116	Retrospective Assessment of Decisions to Prune the Product Line: Evidence from the UK Financial Services	
Charles Areni	200	Product Line Sub-branding Versus Company as the Brand in Services	
Eappen Thiruvattal	256	Segmenting Organisational Customers of General Insurance in the UAE: A Cluster Analysis Approach	
Vai Leong	434	Visualisation Strategy: The Role of Personal Values on Advertising of Services	
<b>Case Study</b>		<b>Session Chair: Stuart Roper</b>	<b>Room: 117/8</b>
Vishal Talwar	421	Profitably Delivering On Customer Expectations: Standardising Customer Management Processes At Oilco	
Jesús Cambra-Fierro	417	"Internationalizing a handcrafted product linked to a national culture: the case of a small spanish firm".	
George Low	178	Airbus A380	
Sanjay Kumar Kar	224	Category Management Practices: A Case of India	
<b>Sports Marketing</b>		<b>Session Chair: John Wilkinson</b>	<b>Room: 442</b>
Nick Wilde	424	Exploited or soccer-mad?: fans' attitudes to the marketing of replica shirts	
Heath McDonald	152	The Role of Emotions in Member Renewal and Non-Renewal: An Exploratory Study	
Kurt A. Desender	326	The influence of patriotism on sport events sponsoring: a marketer's perspective	
Ian Webster	347	Assessing the lifetime value of a football fan - implications for research and practice	
<b>Qualitative Inquiry in Marketing</b>		<b>Session Chair: Jim Blythe</b>	<b>Room: 428</b>
Gustavo Quiroga Souki	361	Professional Image in Marketing: An Exploratory Study About the Functional Dimension in Psychology	
Alexis McLean	324	A Grounded Theory Application: Researching Network Management	
Imran Butt	350	Keeping tabs on Netnography: A progress report into the development and use of netnographic approaches	
Gustavo Quiroga Souki	362	Drawing Techniques in Marketing: Revealing Symbolic Image in Architecture	
<b>Marketing of Higher Education</b>		<b>Session Chair: Caroline Tynan</b>	<b>Room: 421</b>
Narissara Kaewsurin	078	Internal branding in universities: the manager's perspective	
Yousra Asaad	085	Antecedents and Consequences of Market Orientation In Higher Education Institutions	
Luis Fernando Angulo	118	A Market Segmentation Approach for Higher Education Based on Rational and Emotional Factors	
David Hart	196	International Student Acculturation: How East-Asian Students Adapt To Life In The UK	
Richard Mannix	283	Determinants of undergraduate level business school choice in the UK: the role of research reputation	

Wednesday 9<sup>th</sup> July 15.30-17.30 - Session 4

<b>Reflective Marketing in a Material World</b>		<b>Session Chair: Mark Uncles</b>	<b>Room: 117/8</b>
Lee Quinn	079	Reflecting Upon the Linguistic Limitations of Marketing Practice	
Stuart Roper	091	The Rubbish of Marketing	
Heather Skinner	137	The Emergence And Development Of Place Marketing's Confused Identity	
Maria Teresa Pereira	401	(Mis)trust In Marketing: A Reflection On Consumers' Attitudes	
Douglas Brownlie	439	Towards Reflective Marketing Practice: On the logic of identity	
<b>Consumer Behaviour</b>		<b>Session Chair: Morag Hamilton</b>	<b>Room: 226</b>
Zsuzsa Deli-Gray	053	Hedonic, Functional, Social Status And Image Content	
Lindsay Williams	171	Advertising to the Gay Consumer: Moving towards a Consumer Perspective	
Tim Stone	414	Understanding Consumer Culture Through Elderly Bricoleur's Experiences Of Residential Care Homes	
Paurav Shukla	177	A study measuring the impact of integrated technologies on consumer confusion in the mobile phone market	
<b>The Young Consumer</b>		<b>Session Chair: Carolyn McNicholas</b>	<b>Room: 119</b>
Andrew Parsons	209	Gifts We Buy Our Children	
Cathriona Nash	391	Fathers: A Contemporary Perspective on Their Role in Child-Driven Materialism	
Ulun Akturan	393	Decision-making styles of young consumers: a comparative study in France and turkey.	
Leigh Doster	297	Millennial Teens Design Their Social Identity Via Online Social Networks	
Grace E Mackie	156	Children's Motivation for Sportswear choices: an exploratory study of 8-11 year old males.	
Sally McKechnie	353	Halloween in a Material World: Trick or Treat?	
<b>Services Marketing</b>		<b>Session Chair: Jillian Farquhar</b>	<b>Room: 224</b>
Carol Kelleher	165	An examination of the customer experience of value co-creation in ubiquitous technology environments	
Yuhanis Abdul Aziz	406	Emotional Labour and Employee-Customer Relationships: Empirical Evidence from the Hotel Sector	
Magnus Hultman	282	Determinants of Self-Service Acceptance: A Proposed Model	
Najat Abdullrahim	314	Measuring the Service Quality of UK Islamic Banks	
<b>Social and Non-Profit Marketing</b>		<b>Session Chair: Finola Kerrigan</b>	<b>Room: 218</b>
Sharyn Rundle-Thiele	023	Is Doing Good, Good Enough? Reflecting On Corporate Social Responsibility	
Frauke Mattison Thompson	051	Organisational Facilitators of Consumer Privacy Intrusion	
Nina Michaelidou	086	A model of factors affecting rural consumers' purchase of organic and free-range produce	
Rachel Bird	158	Analysis of Factors Contributing to the Appropriate Formulation, Implementation and Control of CSR	
Juliet Armand	229	The experience of giving - a theoretical model and research propositions.	
Deborah Forbes	276	Employer Supported Volunteering (ESV) Activity in a North East Market Town	

Wednesday 9<sup>th</sup> July 15.30-17.30 - Session 4

<b>Tourism</b>		<b>Session Chair: Maryee Thyne</b>	<b>Room: 422</b>
Kayhan Tajeddini	167	Integrating customer orientation, corporate entrepreneurship and their effect on innovativeness	
James Henry	217	Cruise ship port facilities: the front office for passenger decision making	
John Hall	237	Tourism and Recreation in Natural Environments: An Empirical Analysis of Visitor Satisfaction	
Craig Leith	245	An Evaluation Of The Potential To Develop In-bound Japanese Tourism To Northeast Scotland	
Trish Coll	304	Contemporary tradition: Brand building in Yorkshire	
James Henry	360	The extent to which crew dictate passenger choice in the cruise industry: the impact of WOM	
<b>Business to Business</b>		<b>Session Chair: Ross Brennan</b>	<b>Room: 125</b>
Wael Kortam	036	Using agency theory and corporate governance in understanding and managing switching behavior in b2b	
Lyndon Simkin	142	Managing Marketing Planning: Before, During and After	
Neil Connon	144	The UTAUT Model In The Case Of Internet Procurement By SME Retailers	
<b>Qualitative Inquiry in Marketing</b>		<b>Session Chair: Alistair Anderson</b>	<b>Room: 421</b>
Pauline A M Bremner	093	And they say don't work with children	
Alireza Sheikh	139	Association of Corporate Brand, Quality and Price	
Ayantunji Gbadamosi	420	An Analysis Of Students' Consumption Of Non-Alcoholic Beverages In Nigeria: A Qualitative Inquiry	
Sharron Kuznesof	160	Reusing Qualitative Data to Generate Theory: Reflections on 'Working at the Margins'	
Gustavo Quiroga Souki	323	Functional and Emotional Image in Physiotherapy: An Exploratory Study using Drawing Techniques	
Ben Binsardi	438	'Theoretical Sampling in Grounded Theory; Methodological and Pedagogical Aspects for Marketing Students'	
<b>Entrepreneurial and Small Business Marketing</b>		<b>Session Chair: Neila Holland-Noronha</b>	<b>Room: 428</b>
Barry Ardley	012	Optometrists with defective vision: marketing orientation in the independent optical sector.	
Jose Andres Coca-Stefaniak	048	Local Shops for Local People: Localization as a Business and Marketing Strategy for Small Retailers	
Ruth Yeung	049	Low Price Strategy: A Way of Improving Competitive Advantage for the Wholesalers in the UK SME Sector	
Gillian Sullivan Mort	241	Understanding Entrepreneurial Marketing: Evidence from Born Global Firms	
Aftab Dean	372	Entrepreneurial Aspirations of students at University	
Barry Ardley	025	Small businesses and marketing management: seeking relevance through the metaphor	
<b>Marketing Communications</b>		<b>Session Chair: Ahmed Beloucif</b>	<b>Room: 423</b>
Michel Felix	292	Exploring the Trans-Channel Communication Effects: the Role of Customer Overall Impression	
Aine Dunne	294	Children's Relationship With The Internet - A Uses And Gratifications Approach	
Francisco Vieira	332	Corporate Social Marketing in Brazil's Food Industries: An Analysis of the Communication Process	
Li-Hsing Chen	364	A Study of Product Involvement and the Effectiveness of Advertising in a Hypermedia	
Christine Hallier	084	The use of social media in corporate communication and its impact on corporate image	

Thursday 10<sup>th</sup> July 9.00-10.30 - Session 5

---

<b>Arts and Heritage Marketing</b>		<b>Session Chair: Emma Wood</b>	<b>Room: 117/8</b>
Krzysztof Kubacki	077	Market Identities Of Jazz Musicians: Some Reflections On Earlier Research	
Robin Shaw	128	Predicting Opera Attendance Based On Operetta Attendance: Some Initial Empirical Results	
Finola Kerrigan	299	Miles to go: film, jazz and the market	
Markus Wohlfeil	081	Getting Lost "Into The Wild": Exploring The Role Of Narrative Transportation	
<b>Brand Identity and Corporate Reputation</b>		<b>Session Chair: Shaun Powell</b>	<b>Room: 423</b>
Carley Foster	389	Developing a project team brand - implications for practice	
Mark Uncles	153	What do Employer Brand Segments Look Like?	
Yann Truong	269	New Luxury Brand Positioning	
<b>Case Study</b>		<b>Session Chair: Lyndon Simkin</b>	<b>Room: 428</b>
Colin Campbell	050	Launching Sunsilk Clean & Fresh in the Malaysian Market	
Emma Wood	189	Cayamo - A Journey Through Song	
Abdelfattah Triki	422	Using Case Study Research For Assimilating The Medical Tourism Service Delivery Process	
Zena Lutrin	146	The Impact of the Changing Ethnocentrism and Global Consumerism on the Attitudes towards Western Brands	
<b>Consumer Behaviour</b>		<b>Session Chair: Grace Mackie</b>	<b>Room: 224</b>
Catheryn Khoo-Lattimore	022	The Voice Not Heard: The Factors Underlying Consumer Home Choice	
Sharon Forbes	057	Product involvement: An international assessment of wine consumers	
Ahmed Rageh	402	Linking Experience Realms and Experiential Service Brand Loyalty	
Maktoba Omar	102	Brand Risk Intelligence - New Brand Development Drivers in a Satiated Consumer Marketplace	
Maha Mourad	208	Evaluating the Influence of Lead Users and Opinion Leaders on Accelerating the Rate of Diffusion	
<b>e-Marketing</b>		<b>Session Chair: Robert Grant</b>	<b>Room: 608/9</b>
Leyland Pitt	223	Lampooning latte: toward a theory of spoof advertising.	
Marion Garnier	135	Exploring The Dark Side of Commitment	
Julian M. Vieceli	345	Conceptualising the effect of self-service technologies on established brands	
Kathryn Waite	418	An exploration of normative and predictive expectations of online bank website features:	

---

Thursday 10<sup>th</sup> July 9.00-10.30 - Session 5

---

**Marketing Communications**

**Session Chair: Sally McKechnie**

**Room: 226**

Angela Dobele	009	The believability of positive referrals
Roland Bartholme	072	Adding New Dimensions to Corporate and Marketing Communication: Exploring the Sensory Perspective
Sukhbinder Barn	412	'Lights, Camera, Action...Brand Communication and Brand Placement in Indian cinema
Li-Hsing Chen	307	The Factors Measuring Internet Advertising Effects in Taiwan

**Marketing Education**

**Session Chair: June Dennis**

**Room: 119**

John Egan	016	Reflections on the Art-Science Debate
Usha Sundaram	377	An Analysis of a Multiplayer Online Simulation Game in Marketing Planning
George Masikunas	106	A model to explain the "quasi-buying process"
Clive Boddy	192	Academics' Attitudes to the Qualifications of New Marketing and Business Academics Part 2

**Marketing of Higher Education**

**Session Chair: Gary Warnaby**

**Room: 125**

Gary Noble	058	Segmenting the International Student Market: An Australian Perspective.
Tony Woodall	359	Meaning and measurement of value: the answer, of course, is eleven
John Wilkinson	246	Marketing students' attitudes toward selling

**Marketing Strategy and NPD**

**Session Chair: Adrian Palmer**

**Room: 218**

Kenichi Nishioka	045	The role of R&D and inter-firm relationships in creating innovation
Michael Stros	107	Mixed Evidence of an Early Market Entry in the Pharmaceutical Business Market
Vicky Story	204	Developing Competences for Radical Innovation: The Role of Interaction, Relationships and Networks
Claude Chailan	333	The schizophrenic nature of a multibrand strategy: superposition, complementarity or opposition?

---

Thursday 10<sup>th</sup> July 11.00-12.30 - Session 6

<b>Market Research and Quantitative Inquiry in marketing</b>		<b>Session Chair: Jim Blythe</b>	<b>Room: 428</b>
Con Korkofingas	244	Does Expectation Variability Matter in Customer Satisfaction?	
George Baltas	175	Brand and Segment Heterogeneity: Implications for Car Prices	
Robert East	018	In Praise of Retrospective Surveys	
Aftab Dean	373	Designing questionnaires the QCLICK way	
<b>Consumer Behaviour</b>		<b>Session Chair: Michael Saren</b>	<b>Room: 224</b>
Sylvie Desse	286	An Exploratory Research on the Concept of Attachment to the Retailer	
Angela Dobeles	040	Changes in the importance of value indicators when buying a product for personal vs impersonal consumption	
Katja Tornberg	423	Health-Related-Benefit-Based Market Segmentation of Functional Foods	
Laura Nisbet	265	Retail Provision And Store Choice In Remote Island Communities	
Maktoba Omar	416	Brand Risk Intelligence - New Brand Development Drivers in a Satiated Consumer Marketplace	
<b>Consumer Behaviour relating to food and drink</b>		<b>Session Chair: Morag Hamilton</b>	<b>Room: 119</b>
Dariusz Siemieniako	111	The ethnocentric tendencies amongst beer drinkers as a specific relationship with local brands in Poland.	
Andrea Tonner	369	Celebrity Chef as brand and their cookbooks as marketing communication	
Nina Michaelidou	388	Can you resist my cake? What difference does guideline daily amounts have on choice? <sup>1</sup>	
June Dennis	354	Organic reflections: what influences consumers to purchase organic products?	
<b>Relationship Marketing</b>		<b>Session Chair: Ross Brennan</b>	<b>Room: 218</b>
Velimir Stavljanin	356	An approach to complex relationship marketing systems development - customer experience case	
Eka Ardianto	405	The Consumunity Theory: Contribution of consumer community to producer	
Hua Yang	270	The Role of the Caddie's Manager in the Internal Service Encounters in Chinese Golf Clubs	
Ying-Yueh (Janice) Su	298	The Role of 'Guanxi' in Relationship Marketing: Implications for Taiwanese Banks	
<b>Services Marketing</b>		<b>Session Chair: Ruth Ashford</b>	<b>Room: 125</b>
Aidan Daly	363	Marketing Services Internationally: Motivators for People-Processing Services	
Ting Yu	306	Conceptualising Ambidexterity in the Simultaneous Pursuit of Service and Sales Goals	
Gustavo Quiroga Souki	328	Development and Validation of a Scale for Evaluation of Quality Services in Physiotherapy	

<sup>1</sup> Sponsored by the AM Research Initiative

Thursday 10<sup>th</sup> July 11.00-12.30 - Session 6

<b>Social and Non-Profit Marketing</b>		<b>Session Chair: Roger Bennett</b>	<b>Room: 226</b>
Nic Terblanche	028	The role of racial characteristics in reaction to fear appeals	
Nic Terblanche	035	The effect of the level of fear appeal on attitude and behavioural intention	
Chih-Yao Gordon Liu	392	Cause-Related Marketing in the UK	
David Gray	214	Using Social Marketing to Incentivise Household Electricity Conservation	
Gary Warnaby	042	Rationales and Strategies for the Demarketing of Places	
<b>Arts and Heritage Marketing</b>		<b>Session chair: Stephen Brown</b>	<b>Room: 117/8</b>
Markus Wohlfeil	305	The Book of Stars: Some Alternative Insights Into Celebrity Fandom	
Michael Macaulay	280	Rant(er)ing And Raving - Marketing And Apocalypse In The Music Business	
Maree Thyne	357	Visitor experiences within the context of a literary heritage museum	
<b>Brand Identity and Corporate Reputation</b>		<b>Session Chair: Wendy Lomax</b>	<b>Room: 423</b>
Charles Areni	201	Does Brand Equity Exist at the Sub-brand Level in Services?	
Wen-Ling Liu	408	The Study of Brand Personality in a Korean Broadcasting Station	
Rula Al-Abdulrazak	355	Nation Identity-based Brand: Is it a choice between the Nation and the State?	
<b>e-Marketing</b>		<b>Session Chair: Neil Connon</b>	<b>Room: 608/9</b>
John Byrom	141	Consumer perceptions of mobile phone marketing: recent evidence from Australia	
Claudia Seabra	170	The influence of internet usage motivations in e-WOM practice inside and outside the groups	
Robert Grant	403	Received Literatures in Online Consumer Information Search: Limitations and Next Steps	
Sarah Quinton	055	Social Networks and Relationships	
<b>Marketing Education</b>		<b>Session Chair: June Dennis</b>	<b>Room: 421</b>
Sheila Wright	193	The Marketing Analyst's Continuum Positioning Approach To Developing Pragmatic Insight	
Yvonne Dixon	309	Working Paper: An investigation into the student experience of Peer Action Learning Sets (PALS)	
Minna-Maarit Jaskari	258	A New Holistic Model For Learning Enhancement In The Context Of Higher Marketing Education	

Thursday 10<sup>th</sup> July 15.30-17.00 - Session 7

<b>Services Marketing</b>		<b>Session Chair: Tony Gary</b>	<b>Room: 119</b>
Stefan Michel	074	Reaping the Benefits of Service Recovery: Comparing a Marketing with an Operations Management	
Ruth Ashford	398	The Reluctant Patient: A Typology of Male Behaviour for Preventative Dental Services	
James Devlin	161	Financial Exclusion and Basic Bank Accounts: A Policy Evaluation	
Nada Ali	426	Internal marketing and customer orientation within small insurance brokers in the UK.	
<b>Selling and Sales Management</b>		<b>Session Chair: Bill Donaldson</b>	<b>Room: 125</b>
John Wilkinson	056	Toward a Comprehensive Framework of Sales Management	
Kenneth Le Meunier-FitzHugh	113	Conceptualizing trust in the relationship between sales and marketing and the customer	
Greg Elliott	140	An Analysis of the Relationships Between Salesperson Effort and Salesperson-Manager Relationship	
Graham Massey	172	Power, Interdependence, and Influence in Marketing Manager/Sales Manager Working Relationships	
Iain A. Davies	290	What Sales People Actually Do: Observations From Live Sales Incidents!	
<b>Brand Identity and Corporate Reputation</b>		<b>Session Chair: Angela Dobele</b>	<b>Room: 423</b>
David Norris	293	Merger Acquisition Strategy And The Importance Of Aligning Brand Values	
Nina Michaelidou	199	Evaluating the BLI Scale for Measuring Brand Luxury Perceptions	
Aftab Dean	374	Rebranding Unis	
Albena Pergelova	117	The Brand of Gnosjö: Place Marketing Strategy to Brand a Manufacturing Region in a Service World	
<b>Case Study</b>		<b>Session Chair: Michael Harker</b>	<b>Room: 428</b>
John Byrom	234	Coopers Brewery: a family firm competing with the big boys	
Paurav Shukla	279	Branding in International Markets: Martas Precision Slides	
Catharine Curran	358	Case Study: Macro Environmental Factors Impact on Two Airlines	
Max Briggs	216	Innovation Management in a Large Scale Collaborative Venture: The Case of the Multifunction Polis.	
Colin Campbell	047	Selling the Canadian Forces' Brand to Canada's Youth	
<b>Consumer Behaviour</b>		<b>Session Chair: Grace Mackie</b>	<b>Room: 224</b>
David Lane	437	The impact of Corporate Social Responsibility on the Emotional vs. Ethical Decision-Making Process	
Ian Grant	386	Brand embarrassment: conceptualizing aversion and awkwardness in branded consumption <sup>2</sup>	
Gareth Allison	067	Factors Motivating The Consumption Of Luxuries: A Cross-Cultural Study Of New Zealand And Thailand	
Douglas Brownlie	440	On Climate Canaries and Reflective Marketing Practitioners: Culturing Context	

<sup>2</sup> Sponsored by the AM Research Initiative

Thursday 10<sup>th</sup> July 15.30-17.00 - Session 7

**e-Marketing**

**Session Chair: Sally Harrige-March**

**Room: 608/9**

Rafael Lucian	313	Information Overload, Satisfaction and Confusion: An Experiment on Web
Eleanna Kafeza	335	Users' Perceptions On Privacy And Their Intention To Transact Online: A Study On Greek Internet Users
Mohammed Khan	044	Online Marketing Effectiveness: A new model for SMEs

**Marketing Communications**

**Session Chair: Ahmed Beloucif**

**Room: 218**

Tony Garry	143	Tribal Support or Commercial Endeavour: The Moderating Influence of Sponsorship Motivation
George Low	151	The effect of sales promotions on brand associations: the moderating role of motivation to process.
Jim Blythe	187	On Reflection - Who is really at the centre of marketing communications?
Aftab Dean	375	Recovering from Marketing Mistakes

**Relationship Marketing**

**Session Chair: John Egan**

**Room: 226**

Matthias Eickhoff	343	Beyond Customer Orientation
Konstantin Krotov	346	Marketing perspective of supply chains: competitive and cooperative relationship strategies
Zubin Sethna	325	Bankers. Do they tell it like it is? Internal Communication of Corporate Social Responsibility
Nic Terblanche	027	Commitment in relationships in business-to-business (b2b) financial services

**Marketing Strategy and NPD**

**Session Chair: Neil Connon**

**Room: 117/8**

Simona Spedale	132	Ties that Win: Consumer Involvement and Product Innovation
Elias Kyriazis	184	The Effects of Formal and Informal Communication between Marketing and R&D Managers during NPD
Pinelopi Athanasopoulou	206	Managing Brand Extensions: Marketing Strategies for Success
Matthew J. Robson	202	The Contingent Value of Stage-Gate Capabilities for New Product Performance in China