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2006

Advancing Theory, Maintaining Relevance



Hosted by the School of Advertising, Marketing and Public Relations, Faculty of Business, QUT 4-6 DECEMBER 2006, BRISBANE QUEENSLAND

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## Program

### Concurrent Program

**Monday, 4 December 11.00am – 12.30pm**

**\*\* denotes best papers in each track**

**Consumer Behaviour (A) Studies and Fieldwork**

**Room: Z309**

**Session Chair: Ravi Pappu**

[A Probit Analysis of Consumer Shopping Behaviour.](#) Masayoshi Maruyama and Trung Le Viet.

[Impulsive Buying and Store Patronage: The Role of Convenience Orientation and Time Pressure.](#) Kåre Hansen and Svein Ottar Olsen.

[Are Working Wives More Tough In Family Decision Making?](#) Tai Ming Wut and Ting-Jui Chou.

[Perceived Risk and Attitudes Towards Purchasing Music Online.](#) Maree Kekeff and Cynthia Webster.

**Services Marketing**

**Room: Z208**

**Session Chair: Meredith Lawley**

[The Complaint Process in the Banking Industry.](#) Fredy Valenzuela.

<p><u>Reducing Consumer Switching Intentions Following Service Failure: Do Empowerment and Apology Help?</u> Mahesh Bhandari and Michael Polonsky.</p> <p><u>Commitment to Service Dimension to Improve Profit Performance.</u> Kodicara Asoka Gunaratne.</p> <p><u>The Role of Gender in Reactions to Complaint Handling Activities.</u> Isabelle Szmigin, Thorsten Gruber and Roediger Voss.</p>	
<b>Marketing Education</b>	<b>Room: Z607</b>
<p><b>Session Chair: Sharyn Rundle-Thiele</b></p> <p><u>Responding to Learner Diversity: An Inquiry into the Delivery of a Second Year Marketing Unit.</u> Rodney Arambewela and John Hall.</p> <p><u>Expectations and Experience of Feedback to Students Undertaking a Marketing Course.</u> Marion Burford and Mohammed Razzaque.</p> <p><u>MBA Marketing Student Perceptions of their Own Learning.</u> Sharyn Rundle-Thiele.</p> <p><u>Threshold Concept: Reflections on Education in Marketing.</u> Ashley Lye.</p>	
<b>Business Interaction, Relationships and Networks</b>	<b>Room: Z504</b>
<p><b>Session Chair: Michael Polonsky</b></p> <p>** <u>Agent-Based Modelling in Marketing Networks: Benefits and Challenges.</u> Sharon Purchase and Doina Olaru.</p> <p><u>Intangible Relationship Value: Towards Deeper Understanding.</u> Roger Baxter and Annie Zhang.</p> <p><u>Exploring the Links Between Relational Bonds and Customer Loyalty.</u> Ahmad Shammout, Suzan Zeidan and Michael Polonsky.</p> <p><u>Intervention Strategies in Relationship Marketing – A Competency Framework for Business Partnerships.</u> David Gray.</p>	
<b>Retailing, Pricing, Distribution, Channels and Supply Chain Management</b>	<b>Room: Z305</b>
<p><b>Session Chair: Janet Hoek</b></p> <p><u>The Effect on Price Discounting of Message Framing and Product Stockability.</u> Philip Gendall and Janet Hoek.</p> <p><u>Store Brands and Overall Store Price Image.</u> Patricia Coutelle and Pierre Desmet.</p> <p><u>Delegated Bargaining in Distribution Channels.</u> Tommy Gabrielsen and Stefan Roth.</p> <p><u>Beyond the Bullwhip Effect.</u> Göran Svensson.</p>	
<b>Marketing Research and Research Methodologies</b>	<b>Room: Z308</b>

<p><b>Session Chair: Sara Dolnicar</b></p> <p><u><a href="#">The User-Friendliness of Alternative Answer Formats.</a></u> Sara Dolnicar and Bettina Grün.</p> <p><u><a href="#">Development of a Corporate Level Organisation Performance Survey Scale.</a></u> Timothy O'Shannassy.</p> <p><u><a href="#">An Application of Labaw's Approach to Questionnaire Design.</a></u> Judith Holdershaw, Philip Gendell and Malcolm Wright.</p> <p><u><a href="#">Specifying a New Measure of Marketplace Strategic Uncertainty.</a></u> Kym Cowley and Cynthia Webster.</p>	
<b>Strategic Marketing and Market Orientation</b>	<b>Room: Z205</b>
<p><b>Session Chair: Yunus Ali</b></p> <p><u><a href="#">New Insights on Sales Organisation Effectiveness in SMEs.</a></u> Ken Grant, Richard Laney, Hanny Nasution and Bill Pickett.</p> <p><u><a href="#">Inside Market Orientation: A Report on a Qualitative Study of Market Orientation Within Australian Manufacturing SMEs.</a></u> David Low.</p> <p><u><a href="#">Reinterpreting the Market Orientation-Performance Relationship: A Psychological Perspective.</a></u> Baiding Rong and Ian Wilkinson.</p> <p><u><a href="#">Forms of Market Orientation and Business Performance in China.</a></u> Yiming Tang, Paul Wang and Stone Tse.</p>	
<b>Advertising / Marketing Communication Issues</b>	<b>Room: Z606</b>
<p><b>Session Chair: Bettina Cornwell</b></p> <p><u><a href="#">Word of Mouth: Why is it so Significant?</a></u> Bodo Lang.</p> <p><u><a href="#">A Word-of-Mouth Scale in a Service Context.</a></u> Jill Sweeney, Geoff Soutar and Tim Mazzarol.</p> <p><u><a href="#">Important Information in Word of Mouth Communication: Acquisition vs. Dissemination.</a></u> Luke Greenacre, Paul Burke and Sara Denize.</p> <p><u><a href="#">Word of Mouth and Advertising Effects on Wine Brand Buying.</a></u> Tony Spawton, Larry Lockshin and Jenni Romaniuk.</p>	
<b>International and Cross-Cultural Marketing</b>	<b>Room: Z503</b>
<p><b>Session Chair: Kate Mizerski</b></p> <p><u><a href="#">International Entrepreneurial Culture, E-Business Adoption and International Competitive Advantage: Some Propositions.</a></u> Ranjit Voola and Chris Styles.</p> <p><u><a href="#">Internet and its Consequences for the Internationalisation of SMEs.</a></u> Svend Hollensen and Niels Grünbaum.</p> <p><u><a href="#">The Internet and International Market Growth: A Model Development.</a></u> Shane Mathews, Marilyn Healy and Yunus Ali.</p>	

<u>Supplier Selection in Industrial Supply-Chains: The Case of Taiwanese Agribusiness.</u> Eric Ng, Les Brown, Kathy Hastings and Frances Cassidy.	
<b>Entrepreneurship, Innovation and New Product Development</b>	<b>Room: Z306</b>
<b>Session Chair: Bill Merrilees</b> <u>Entrepreneurially Adjusting to a New 'Visual' Music Genre in Japan – A Case Study.</u> Elisabeth Jensen and John Jackson. <u>Entrepreneurs and Ethical Decision Making – Is There a Fit?</u> Judy Rex and Amber Sprunt. <u>Entrepreneurship and Customer Value: Mediating Role of Integrated Market Orientation and Innovation.</u> Hanny Nasution and Felix Mavondo. <u>Female Entrepreneurship in Australia: Revisited.</u> Stephen Dann, Judy Drennan, Rebekah Bennett and Susan Dann.	
<b>Special Interest Session: Positioning Macromarketing</b>	<b>Room: Z301</b>
<b>Session Chair: Professor Richard Varey</b> <b>Panel:</b> Djavlonbek Kadirov, Dr Denise Conroy and Dr Max Briggs.	
<b>Monday, 4 December 1.30pm – 3.00pm</b> <b>** denotes best papers in each track</b>	
<b>Marketing Research and Research Methodologies</b>	<b>Room: Z309</b>
<b>Session Chair: Mike Brennan</b> <u>Is Qualitative Research Always Exploratory?</u> Daniela Spanjaard and Lynne Freeman. <u>Individual or Multiple Price Points?: Using the Juster Probability Scale to Construct Demand Curves.</u> Mike Brennan and Jan Charbonneau. <u>Plotting of Parameter Estimates as a Method to Account for Scalability in Cross-National Stated Preference Comparisons.</u> Justin Cohen, Larry Lockshin and Cam Rungie. <u>Respondent-Defined Scale Length: A Means of Overcoming Response Style Contamination.</u> Elisa Chami-Castaldi, Nina Reynolds and Antje Cockrill.	
<b>Social, Not-for-Profit and Political Marketing</b>	<b>Room: Z208</b>
<b>Session Chair: Gillian Sullivan Mort</b> <u>Maintaining Social Marketing's Relevance: A Dualistic Approach.</u> Gary Noble.	

<p><u><i>A Social Marketing Approach to Choice of Study Destination: An Exploratory Study on International Postgraduate Students from Asia</i></u>. Rodney Arambewela, John Hall and Wayne Binney.</p> <p><u><i>Conceptualising the Harm Chain in Social Marketing Strategy: A Drink-Drive Application</i></u>. Josephine Previte and Marie-Louise Fry.</p> <p><u><i>Childhood Obesity and Children's Food Values: Research for Social Marketing</i></u>. Megan Davis and Gillian Sullivan Mort.</p>	
<b>Marketing Education</b>	<b>Room: Z607</b>
<p><b>Session Chair: Amisha Mehta</b></p> <p><u><i>An Exploratory Study into the E-Resource Availability of First Year New Zealand Distance Learning Students and their Associated Implications for Distance Paper Design</i></u>. Richard Buchanan and Adam Bateman.</p> <p><u><i>Student Support Needs: A Study of Two Offshore Campus Student Perceptions</i></u>. Shameem Ali, Henry Wai Leong Ho and Haslinda Yunus.</p> <p><u><i>Follower Brand Perception and the International Education Destination Decision – An Analysis</i></u>. Pauline Tang and Roop Bhadbury.</p> <p><u><i>Is Country Image a Unidimensional or a Multidimensional Construct in Measuring Chinese Perceptions of Australian Undergraduate Offshore Programs</i></u>. Jianyao Li and Dick Mizerski.</p>	
<b>Strategic Marketing and Market Orientation</b>	<b>Room: Z504</b>
<p><b>Session Chair: Ian Lings</b></p> <p><u><i>Implications of Fit among Partnership Characteristics, Relationship Management, and Organisational Capabilities for the Measurement of Alliance Success – A Research Agenda</i></u>. Manir Zaman and Felix Mavondo.</p> <p><u><i>Coaligning Business Orientation, Resources and Capabilities: Implications for Organisational Performance</i></u>. Felix Mavondo, Veronica Wong and Graham Hooley.</p> <p><u><i>Linking Competitive Positions, Success Requirements and Capabilities</i></u>. Sandra Burke.</p> <p><u><i>Reconfiguring Capabilities for Competitive Advantage: Results from the UK and Australia</i></u>. Vasilis Theoharakis and Graham Hooley.</p>	
<b>Emotions in Marketing</b>	<b>Room: Z305</b>
<p><b>Session Chair: Alastair Tombs</b></p> <p><u><i>The Use of Affect in Positioning: Lessons for Theory and Practice</i></u>. Steven Murphy, Irfan Butt and Nicolas Papadopoulos.</p> <p><u><i>Investigating the Cognitive and Affective Nature of Switching Costs</i></u>. Richard Lee and Allan Lew.</p> <p><i>**The Processes that Shape Customers' Perceptions of a Company Crisis: Examining the Role of Justice, Emotions and Trust in the Financial</i></p>	

<u>Costs of a Company Crisis</u> . Charmine Härtel and Nell Kimberley.	
<b>Consumer Behaviour (B) – Conceptual Models and Theories</b>	<b>Room: Z308</b>
<b>Session Chair: Robert East</b> <u>Influence of Economic Nationalism and Consumer Ethnocentrism on Product Judgement and Willingness to Buy Australian Brands</u> . Isaac Cheah and Ian Phau <u>Maintaining Relevance to Anti-Consumption Values Through Ideology</u> . Marcus Phipps and Jan Brace-Govan. <u>Stem Cell Research and Ethics: A Socio-Economic and Marketing Perspective</u> . Ali Quazi and Gamini Herath. <u>The Transtheoretical Model: A Theoretical Framework for Organic Food Penetration</u> . Robin Roberts and Sharyn Rundle-Thiele.	
<b>Business Interaction, Relationships and Networks</b>	<b>Room: Z205</b>
<b>Session Chair: Sharon Purchase</b> <u>Business Relationships in Professional Services Firms</u> . Karina Suwandi and Sharon Purchase. <u>Relationship of Attachments and Resignation with Service Recovery Evaluation</u> . Fredy Valenzuela and Jennifer Rindfleisch. <u>Non-Trading Relationships</u> . Sara Denize and Louise Young. <u>Service-Dominant Logic: A Framework for Managing Co-Creation of Value</u> . Adrian Payne, Pennie Frow and Kaj Storbacka.	
<b>Electronic Marketing</b>	<b>Room: Z606</b>
<b>Session Chair: Shane Mathews</b> <u>Measures of Trust in the Online Context: An Empirical Investigation</u> . Richard Croome, Bishnu Sharma and Meredith Lawley. <u>Consumer Search &amp; Real Estate Websites: A Replication &amp; Extension of the TAM</u> . Karen Bayne, Tony Garrett and Sarah Todd. <u>Forwarding Viral Messages: What Part Does Emotion Play?</u> Angela Dobelev, Michael Beverland, Adam Lindgreen and Robert van Wijk.	
<b>Tourism Marketing</b>	<b>Room: Z503</b>
<b>Session Chair: Christian Laesser</b> <u>Factors Influencing Repositioning of a Tourism Destination</u> . Aaron Tkaczynski, Kathy Hastings and Narelle Beaumont. <b>**</b> <u>Travel Expense Estimation by Hedonic Regression - The Case of Switzerland</u> . Pietro Beritelli, Thomas Bieger and Christian Laesser.	

<u>Understanding Travel Behavior using Demographic and Socioeconomic Variables as Travel Constraints.</u> Uraiporn Kattiyapornpong and Kenneth Miller.	
<b>Corporate Responsibility</b>	<b>Room: Z306</b>
<b>Session Chair: Helen Stuart</b>  <u>Building a Corporate Socially Responsible Brand: An Investigation of Organisational Complexity.</u> Michael Polonsky and Colin Jevons. <u>Corporate Reputation: Seeing Through the Eye of the Beholder.</u> Stephen Lloyd and Kathy Mortimer. <u>Informed Consent, Duty of Care, and Product Liability.</u> Janet Hoek.	
<b>Special Interest Session: Conceptualising the Brand and Brand Management in the Contemporary Environment: Advancing Theory and Maintaining Relevance</b>	<b>Room: Z301</b>
<b>Session Chair: Professor Rod Brodie</b>  <b>Panel:</b> Professor Suzanne Beckmann Dr Mark Glynn Professor Aron O'Cass Associate Professor Francis Farrelly	
<b>Monday, 4 December 3.30pm – 5.00pm</b> <b>** denotes best papers in each track</b>	
<b>Consumer Behaviour (B) – Conceptual Models and Theories</b>	<b>Room: Z309</b>
<b>Session Chair: John McDonnell</b>  <u>A Study of Product Conspicuousness, Self-Congruity and On-Line Purchase Behaviour.</u> Kathleen Tan, Roger Marshall and Helene Capner. <u>A Model of Consumer Cynicism – Antecedents and Consequences.</u> Anna Chu and Mathew Chylinski. <u>The Consumption of Gift Wrapping.</u> Stella Minahan, Elizabeth Porublev and Christopher Dubelaar.	
<b>Services Marketing</b>	<b>Room: Z208</b>
<b>Session Chair: Tony Ward</b>  <u>Contributing to the Service Workers' Well-being: Customer Citizenship Behaviours.</u> Liliana Bove and Romana Garma.	



<p><u>Conceptual Foundations for a Model of Team Efficacy</u>. Linda Robinson, Tania Bucic and Ko de Ruyter.</p> <p><u>Does Internal Marketing Improve Service Quality in Call Centres?</u> Neeru Malhotra and Avinandan Mukherjee.</p> <p><u>A Conceptual Model of Customer Advocacy in Services Marketing: A Definition and Key Antecedents</u>. Cheryl Leo, Rebekah Bennett and Judy Drennan.</p>	
<b>Personal Selling and Sales Management</b>	<b>Room: Z607</b>
<p><b>Session Chair: Francis Buttle</b></p> <p><u>Sales Force Automation: A Review of the Research</u>. Francis Buttle, Lawrence Ang and Reiny Iriana.</p> <p><u>Benefits of Empowerment of Sales Personnel: Results of a Pilot Study</u>. Miranda Smith and John Wilkinson.</p> <p><u>Leadership Roles of Sales Managers</u>. John Wilkinson.</p>	
<b>Retailing, Pricing, Distribution Channels and Supply Chain Management</b>	<b>Room: Z504</b>
<p><b>Session Chair: Mark Uncles</b></p> <p><u>Private Labels Beyond Convenience Consumer Goods: The Case of Organic Foods Retailing in Australia</u>. LayPeng Tan and Jack Cadeaux.</p> <p><u>Certification and Marketing in Global Production Networks: An Organic Banana Case Study</u>. Andrew Murphy and Amy Trauger.</p> <p><u>Vertical Coordination in Agricultural Markets</u>. Masayoshi Maruyama and Mitsunori Hirogaki.</p> <p><b>**</b> <u>Modelling Meso-Level Marketing Phenomena Using Geographically Weighted Regression</u>. Hongwei Lu, Mark Uncles, Lihua Zhao and Gary Gregory.</p>	
<b>Electronic Marketing</b>	<b>Room: Z305</b>
<p><b>Session Chair: Stewart Adam</b></p> <p><u>Process Flow Mapping of Consumers in a High Involvement Service Purchase Process: An Exploratory Study</u>. Robert Grant and Elias Kyriazis.</p> <p><u>Retailer E-business Adoption: A Decision-making Framework</u>. Geoffrey Lee and Ernest Jordan.</p> <p><u>The Relationships Between Perceived Quality, Perceived Value and Purchase Intentions – A Study in Internet Marketing</u>. Man-Shin Cheng, Helen Cripps and Cheng-Hsui Chen.</p> <p><u>An Exploration of the Marketing Readiness of Websites</u>. Stewart Adam, David Bednall and David Fitzgerald.</p>	
<b>International and Cross-Cultural Marketing</b>	<b>Room: Z308</b>

<b>Session Chair: John Stanton</b> <u><i>A Comparison of Mainstream and Ethnic Users' Perceived Costs of Switching Telephone Service Providers.</i></u> Guilherme Pires and John Stanton. <u><i>Cultural Diversity Management: How to Attain Successful Communication Between Indigenous and Non-indigenous People.</i></u> John Allert. <u><i>Economic Inclusion of Indigenous Australians in the Oil and Gas Industry of Western Australia: Is it Enough?</i></u> John Allert. <u><i>Preferred Service Providers to Minority Ethnic Groups: A Case Study of the Portuguese Community in Sydney.</i></u> Guilherme Pires and John Stanton.	
<b>Strategic Marketing and Market Orientation</b>	<b>Room: Z205</b>
<b>Session Chair: Victoria Little</b> <u><i>Discovering Different Perspectives of Customer Value Creation and Delivery: Implications for Marketing Theory and Practice.</i></u> Victoria Little, Judy Motion and Roderick Brodie. <u><i>The Moderating Effect of Work Value Congruence on Service-Worker Customer Orientation.</i></u> Mark Farrell. <u><i>Marketing Information Sources and the Performance of Australian Businesses.</i></u> Mehdi Taghian and Robin Shaw.	
<b>Advertising / Marketing Communication Issues</b>	<b>Room: Z606</b>
<b>Session Chair: Edwina Luck</b> <u><i>Celebrity Athlete Endorsement: What Drives Choice?</i></u> Ron Garland, Jan Charbonneau and Andrew Hercus. <u><i>Product Placement Practitioners: A Replication for an Australian Perspective.</i></u> Margaret Craig-Lees, Jane Scott and Remiko Wong. <u><i>The Influence of Endorsers on Consumer Attitudes and Body Image.</i></u> Steve Ward, Bill Chitty and Siaw Won How. <u><i>The Effect of Sponsorship Endorsed Packaging on Consumer Attitudes: A Conceptual Enquiry.</i></u> Frances Woodside, Jane Summers and Melissa Johnson-Morgan.	
<b>Corporate Responsibility</b>	<b>Room: Z503</b>
<b>Session Chair: Kim Johnston</b> <u><i>Approaches, Applications and Trends in Marketing Ethics: Towards a Framework for Practitioners.</i></u> Roy Langer. <u><i>Corporate Social Responsibility across Disciplines: Finding Common Ground.</i></u> Donna Mangion. <u><i>What do New Zealand Marketers Know About Marketing Laws?</i></u> Aaron Gazley, Michel Rod and Ashish Sinha.	

<u><i>Current Issues and Rising Concerns Credit Card Debt.</i></u> Claire Gutzewitz and Rob Lawson.	
<b>Special Interest Session: Entrepreneurial Marketing</b>	<b>Room: Z301</b>
<b>Session Chair: Dr Jay Weerawardena</b>  <b>Panel:</b> Professor Bill Merrilees Associate Professor Gillian Sullivan Mort Associate Professor Ken Grant Professor Gus Geursen Professor Aron O'Cass	
<b>Tuesday, 5 December 11.00am – 12.30pm</b> <b>** denotes best papers in each track</b>	
<b>Consumer Behaviour (A) Studies and Fieldwork</b>	<b>Room: Z309</b>
<b>Session Chair: Larry Neale</b>  <u><i>Comparing Cognitive and Cultural Perspectives on Online Grocery Shopping.</i></u> Suzanne Beckmann, Torben Hansen and Thyra Uth Thomsen. <u><i>Attitudes Towards Risk and Uncertainty: Suggested Scales.</i></u> Vanessa Quintal, Julie Lee and Geoffrey Soutar. <u><i>Developing Positive Consumer Attitudes: Examining Attitudes Towards Mobile Phone Brands.</i></u> Karen Miller and Aron O'Cass. <u><i>Consumption and Happiness: The Lived Experience.</i></u> Steven Schwartz, Ben Jing Yang, Lorraine Friend, Carolyn Costley.	
<b>Branding</b>	<b>Room: Z208</b>
<b>Session Chair: Jill Sweeney</b>  <u><i>Employee-Based Brand Equity.</i></u> Ralf Wilden, Siegfried Gudergan and Ian Lings. <u><i>The Role of Corporate Reputation versus Relationships in Building Employer Brand Equity: The Case of a Major Private Hospital.</i></u> Catherine Archer and Nigel De Bussy. <u><i>Management Interest in Corporate Branding in Business-to-Business Companies.</i></u> Jaakko Aspara and Henrikki Tikkanen. <u><i>City Branding: Gold Coast Australia.</i></u> Dale Miller, Carmel Herington and Bill Merrilees.	
<b>Marketing Education</b>	<b>Room: Z607</b>

<b>Session Chair: Park Beede</b>  <u>Profiling Success in Postgraduate Business Study and its Relevance for Marketing and Recruitment Policy: An Exploratory Study.</u> Peter Eddey and Chris Baumann.  <u>Information Literacy Integration: Maintaining Relevance in the Business Classroom.</u> Edwina Luck and Maria Thompson.  <u>Selecting an IMC Career: Influences, Choices and Destinations.</u> Robina Xavier, Ingrid Larkin and Amisha Mehta.  <u>Where do Universities Fit on the Professional Development Continuum in Australia? The Views of Advertising and Public Relations Practitioners.</u> Gayle Kerr, Bill Proud and Park Beede.	
<b>Retailing, Pricing, Distribution Channels and Supply Chain Management</b>	<b>Room: Z504</b>
<b>Session Chair: Harmen Oppewal</b>  <u>Comparing Factors that Contribute to Value: The Case of Seniors and Shopping.</u> Alison Dean and Cynthia Webster.  <u>Espresso Experience. Can it Deliver Value that Matters to Customers, if so How?</u> Wynde Mason and Lawrence Ang.  <u>Consumer Perception of Store and Product Attributes and its Effect on Customer Loyalty within the Indian Retail Sector.</u> Rajesh Rajaguru and Margaret Matanda.  <u>Retailer Perceptions on Apparel Sizing Issues and Customer Satisfaction.</u> Ravi Balasubramanian and Janet Webster.	
<b>Marketing Research and Research Methodologies</b>	<b>Room: Z305</b>
<b>Session Chair: Louise Young</b>  <u>Increasing Mail Survey Response Rates: The Effect of Non-monetary Incentives, Reminder Letters and Replacement Questionnaires.</u> Jan Charbonneau and Mike Brennan.  <u>Coffee, Tea or Replacement Questionnaire?: Improving Mail Survey Response Rates from Volunteers.</u> Mike Brennan, Jan Charbonneau and Andrew Hercus.  <u>On-Line Versus Postal Data Collection: A Re-examination of the Response Differences Using Demographically Matched Data.</u> Heath McDonald and Penny Darbyshire.  ** <u>Answer Format Suitability – The Interdependence of Answer Format and Construct Measured.</u> Sara Dolnicar and Bettina Grün.	
<b>Electronic Marketing</b>	<b>Room: Z308</b>
<b>Session Chair: Dick Mizerski</b>	

<p><u><i>The Diffusion of Legal Music Download Services.</i></u> Evan Swingler and Richard Lee.</p> <p><u><i>Towards the Design of Human-Centred e-Tourism Systems.</i></u> Rajiv Khosla, Outi Niininen, Geoffrey Crouch, Roger March and Hugh Wilkins.</p> <p><u><i>Using Informational Processing Theory to Design Commercial Rumour Response Strategies on the World Wide Web.</i></u> Gwyneth Howell and Dick Mizerski.</p>	
<b>Strategic Marketing and Market Orientation</b>	<b>Room: Z205</b>
<p><b>Session Chair: Pamela Morrison</b></p> <p><u><i>Assessing Marketing Productivity in Large Companies and SME's.</i></u> Hanny Nasution, Ken Grant and Felix Mavondo.</p> <p><u><i>Strategic Marketing in Marketing Discourse – A Bibliometric Study.</i></u> Antti Vassinen, Petri Parvinen and Henriikki Tikkanen.</p> <p><b>**<i>The Fundamentals of Making Marketing Accountable: Lessons from the AML – University of New South Wales Metrics Project.</i></b> Pamela Morrison and John Roberts.</p>	
<b>Advertising / Marketing Communication Issues</b>	<b>Room: Z606</b>
<p><b>Session Chair: Bettina Cornwell</b></p> <p><u><i>Account Planning – What Role does it Play in Advertising Effectiveness?</i></u> Rod McCulloch.</p> <p><u><i>Advertising, Obesity and Marketing Regulation.</i></u> Janet Hoek and Ninya Maubach.</p> <p><u><i>The Link between Participating in Business Awards Programs and Organisational Performance.</i></u> Brooke Modd and Margaret Jekanyika Matanda.</p> <p><u><i>How Can Suitable Franchisees be More Successfully Recruited?</i></u> Stephen Bennett, Lorelle Frazer and Scott Weaven.</p>	
<b>Entrepreneurship, Innovation and New Product Development</b>	<b>Room: Z503</b>
<p><b>Session Chair: Jay Weerawardena</b></p> <p><u><i>SME Internationalisation Processes in a Transitioning Entrepreneurial Economy.</i></u> Gilbert Cruz-Carreón.</p> <p><u><i>Street Level Marketing 2006: Revised and Revisited.</i></u> Stephen Dann and Susan Dann.</p> <p><u><i>The Effectiveness of Corporate Reputation Management for Product Innovations.</i></u> Christina Sichtmann.</p> <p><u><i>Politics and Collaboration during NPD Projects.</i></u> Elias Kyriazis and Graham Massey.</p>	
<b>Emotions in Marketing</b>	<b>Room: Z306</b>

<p><b>Session Chair: Josephine Previte</b></p> <p><u><i>The Antecedents and Consequences of Customer Emotions in Collective Hedonic Services: An Exploratory Study.</i></u> Sandy Ng and Tracey Dagger.</p> <p><u><i>Exploring Consumer Attachment to Servicescapes.</i></u> Michelle Hall.</p> <p><u><i>An Investigation of Functional and Dysfunctional Consumer Behaviour during Frontline Service Encounters.</i></u> Dominique Keeffe and Rebekah Russell-Bennett.</p>	
<b>Meet the Editors Session</b>	<b>Room: Z301</b>
<p>Emeritus Professor, Michael J. Baker – Editor of the Journal of Customer Behaviour and is also affiliated to the Journal of Marketing Management.</p> <p>Professor Richard Varey, Editor of the Australasian Marketing Journal</p> <p>Professor Charles Patti, Associate Editor of: Journal of Marketing Communications, Journal of Promotion Management, Singapore Management Review and International Journal of Case Research and Application</p>	
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<b>Consumer Behaviour (A) Studies and Fieldwork</b>	<b>Room: Z309</b>
<p><b>Session Chair: Aron O'Cass</b></p> <p><u><i>Antecedents of Materialism and its Impact on Subjective Well-being: A Case of Cultural Influence on Chinese Consumers.</i></u> Song Yang.</p> <p><u><i>Building Brand Value: Consumer Assessment of Value.</i></u> Aron O'Cass and Karen Miller.</p> <p><u><i>Retirement: Feast or Famine?: Factors Associated with Retirement Planning.</i></u> Catherine Rickwood and Lesley White.</p> <p><u><i>Transcending Consumption System's Self-Closure: Systems Redefinition of Consumer Identity Beyond Individual Self.</i></u> Djavlonbek Kadirov and Richard Varey.</p>	
<b>Social, Not-for-Profit and Political Marketing</b>	<b>Room: Z208</b>
<p><b>Session Chair: Stephen Dann</b></p> <p><u><i>Political Marketing 2006: Direct Benefit, Value and Managing the Voter Relationship.</i></u> Andrew Hughes and Stephen Dann.</p> <p><u><i>Political Marketing and Stakeholders.</i></u> Andrew Hughes and Stephen Dann.</p> <p><u><i>The Effect of Corporate Societal Marketing on Consumer Attitudes: A Comparison of Strategies.</i></u> Kate Westberg.</p>	

<b>Sports, Arts and Heritage Marketing</b>	<b>Room: Z607</b>
<p><b>Session Chair: Paul Harrison</b></p> <p><u>Fit in Sponsorship: Categorisation or Congruency?</u> Robin Pentecost and Sunita Prugsamatz.</p> <p><u>Risky Business: An Investigation of Sponsorship Marketing Risk.</u> Margaret Johnston and Neil Paulsen.</p> <p><u>Name that Sponsor: Consumer Confusion at the 2005 Lions Tour of New Zealand.</u> Ron Garland, Jan Charbonneau and Andrew Hercus.</p>	
<b>Business Interaction, Relationships and Networks</b>	<b>Room: Z504</b>
<p><b>Session Chair: Yunus Ali</b></p> <p><u>Relationship Value Dimensions: Identifying a Viable Model.</u> Roger Baxter.</p> <p><u>A Holistic Model of Competitive Advantage: Integrating the IMP Perspective.</u> Daniel Prior and Francis Buttle.</p> <p><u>Broadening the Boundaries of Academic Publication – A Follow-up and Suggestion.</u> Ed Forrest, Jamie Murphy and Larry Neale.</p>	
<b>Consumer Behaviour (B) – Conceptual Models and Theories</b>	<b>Room: Z305</b>
<p><b>Session Chair: Sandra Burke</b></p> <p><u>A Dynamic Perspective of Economics of Information Theory.</u> Christina Sichtmann.</p> <p><u>Consumer Behaviour and Imagination: A Theoretical Approach towards a Typology.</u> Steven Mason.</p> <p><u>Missing Information and Discounting: Exploration and Extension.</u> Sandra Burke.</p>	
<b>International and Cross-Cultural Marketing</b>	<b>Room: Z308</b>
<p><b>Session Chair: Ian Phau</b></p> <p><u>Brands – The More Global the Better?</u> Hans Bauer, Stefanie Exler and Lucina Bronk.</p> <p><u>A Cross-cultural Examination of Product Involvement, Purchase Decision Involvement and Information Search Related to Food.</u> Ursula Bougoure and Aron O'Cass.</p> <p><u>The Influence of Lawfulness Attitudes on Consumers' Willingness to Purchase Counterfeit Goods.</u> Anas Hidayat and Katherine Mizerski.</p> <p><u>Using Involvement as a Segmentation Characteristic to Improve the Comparability of Cross-National Stated Preference Studies.</u> Justin Cohen, Larry Lockshin and Cam Rungie.</p>	

<b>Services Marketing</b>	<b>Room: Z205</b>
<p><b>Session Chair: Alastair Tombs</b></p> <p><u><a href="#">Consumer Complaint Channel Choice in Self-Service Technology Encounters</a></u>. Nichola Robertson and Robin Shaw.</p> <p><u><a href="#">Brand Differentiation for Services: An Integrative Framework</a></u>. Leung-Lai Cheung and Ursula-Sigrid Bougoure.</p> <p><u><a href="#">Service Guarantee Redress Options in a Hotel Environment</a></u>. Lisa McQuilken.</p> <p><u><a href="#">Conceptualising the Service Firm Competitive Strategy in Hypercompetitive Environments</a></u>. Sandeep Salunke, Jay Weerawardena and Janet McColl-Kennedy.</p>	
<b>Branding</b>	<b>Room: Z606</b>
<p><b>Session Chair: Bill Merrilees</b></p> <p><u><a href="#">**Transfer of Brand Associations between a Parent Brand and Vertical Extensions: The Impact of Branding Strategy, Innovativeness and Parent Brand Salience</a></u>. Jean Boisvert and Suzan Burton.</p> <p><u><a href="#">A Model of the Feedback Effect of Brand Extensions on Parent Brands</a></u>. Abhishek Dwivedi, Bill Merrilees and Arthur Sweeney.</p> <p><u><a href="#">Direct-to-Consumer Branding of Prescription Medicines in Australia</a></u>. Danika Hall and Sandra Jones.</p> <p><u><a href="#">The Impact of Covariates on Brand Performance Measures: A China Case Study</a></u>. Simon Kwok, Mark Uncles and Yimin Huang.</p>	
<b>Entrepreneurship, Innovation and New Product Development</b>	<b>Room: Z503</b>
<p><b>Session Chair: David Corkindale</b></p> <p><u><a href="#">A Qualitative Study on the Low Adoption of a Clinical Innovation</a></u>. David Corkindale and Helena Ward.</p> <p><u><a href="#">Are you Being Self Served? An Overview of Business Adoption of Self-Service Technologies (SSTs)</a></u>. Raechel Hughes.</p> <p><u><a href="#">The Adoption of Online Information Services: Extensions to TAM</a></u>. Yen-Hao Chen and David Corkindale.</p> <p><u><a href="#">Consumer Characteristics and Decision States: A Study of New Product Purchase Intention</a></u>. Paul Wang, Mark Morrison, Harmen Oppewal and David Waller.</p>	
<b>Special Interest Session: Establishing Research Networks and Collaborations</b>	<b>Room: Z306</b>
<p><b>Session Chair: Professor Michael Polonsky.</b></p> <p><b>Panel:</b></p>	



What is a Track Record? Professor Michael Polonsky Developing Programmatic Research – Focus versus Diversity. Professor Janet Hoek. Working Smarter. Professor Harmen Oppewal. Strategies for Developing National and International Networks. Professor Janet McColl-Kennedy Managing or Being Involved in Collaboration. Professor Ian Wilkinson.	
<b>Special Interest Session: Advertising Has Changed. Have We?</b>	<b>Room: Z301</b>
<b>Session Chair: Dr Gayle Kerr.</b>  <b>Panel:</b> The History and Context of Advertising Education in Australia - Where did we Begin? Professor Charles Patti. An Audit of Current Advertising Educational Practice - What are we Currently Teaching? Dr. Gayle Kerr. The Future of Advertising Education: Research, Curriculum and Employment Issues. Dr David Waller.	
<b>Tuesday, 5 December 3.30pm – 5.00pm</b> <b>** denotes best papers in each track</b>	
<b>Consumer Behaviour (A) Studies and Fieldwork</b>	<b>Room: Z309</b>
<b>Session Chair: Ursula Bougoure</b>  <u>Extending the Range of Applicability of Cognitive Dissonance Theory to the Pre-Decision Phase – First Findings Based on a Longitudinal Study.</u> Monika Koller and Thomas Salzberger.  <u>Behavioural Consequences of Customer Loyalty on Complaining Behaviour.</u> Alexandra Zaugg and Natalie Jäggi.  <u>Provision of Post-Purchase Reinforcement Results in Cognitive Dissonance Reduction and Satisfaction Enhancement.</u> Wen Mao, Harmen Oppewal and Ian Walker.  <u>Gender Differences in Consumer Loyalty.</u> Valentyna Melnyk, Stijn van Osselaer and Tammo Bijmolt.	
<b>Services Marketing</b>	<b>Room: Z208</b>
<b>Session Chair: Ashley Lye</b>  <u>A Preliminary Investigation of the Marketing Strategies Used to Recruit International Students.</u> Mitchell Ross, Joo-Gim Heaney and Maxine Cooper.  <u>Marketing in Professional Services: A Cross-sectional Exploration into the Application of Internal Marketing.</u> Lan Snell, Lesley White and Pamela Matters.  <u>A Contingency Model of the Satisfaction Formation Process: Empirical Evidence from China's Mobile Phone Services.</u> Cheng Wang and Jennifer	

<p>Harris.</p> <p><u><a href="#">Expectations of Service Responses from Federal Politicians</a></u>. Mark Lloyd and Ashley Lye.</p>	
<b>Marketing Education</b>	<b>Room: Z607</b>
<p><b>Session Chair: Edwina Luck</b></p> <p><b>**</b> <u><a href="#">Maintaining the Relevance to Marketing Students of the PLC Management Experience</a></u>. Glenn Pearce and John Jackson.</p> <p><u><a href="#">"Your Place or Mine?": New Techniques for Forming Successful Marketing Student Teams</a></u>. Glenn Pearce and Geoffrey Lee.</p> <p><u><a href="#">Strength Through Diversity? Learning Outcomes and Student Satisfaction with Group Projects in Marketing</a></u>. Simone Volet and Steve Ward.</p> <p><u><a href="#">Experiential Learning in Marketing Education: A Case Study</a></u>. Bronwyn Higgs.</p>	
<b>International and Cross-Cultural Marketing</b>	<b>Room: Z504</b>
<p><b>Session Chair: Bill Merrilees</b></p> <p><u><a href="#">An examination of the Relationship Between Values and Holiday Benefits Across Cultures Using Rating Scales and Best-Worst Scaling</a></u>. Julie Lee, Geoffrey Soutar, Jordan Louviere and Timothy Daly.</p> <p><u><a href="#">International Marketing Journals: A Preliminary Regional and Institutional Examination of Research Productivity</a></u>. Allison Ringer and Michael Polonsky.</p> <p><u><a href="#">Public Attitudes Toward Use of the Female Body in Advertising in Bosnia and Herzegovina</a></u>. Muris Cicic, Nenad Brkic and Amra Skrobo.</p> <p><u><a href="#">Barriers to Export and Export Promotion Programs: Insights from SME Managers</a></u>. Yunus Ali.</p>	
<b>Electronic Marketing</b>	<b>Room: Z305</b>
<p><b>Session Chair: Kate Mizerski</b></p> <p><b>**</b> <u><a href="#">Consumer Appraisals of Mobile Marketing Communications</a></u>. Lynda Andrews, Judy Drennan and Rebekah Russell-Bennett.</p> <p><u><a href="#">Drivers and Barriers of Mobile Marketing: Perceptions from Australian Marketing Managers</a></u>. Sally Rao.</p> <p><u><a href="#">Measuring the Effectiveness of the Mobile Channel</a></u>. Robert Davis and Laszlo Sajtos.</p> <p><u><a href="#">Innovator Characteristics as Discriminators: The Case of Online Grocery Shopping</a></u>. Torben Hansen and Suzanne Beckmann.</p>	
<b>Empirical Generalisations</b>	<b>Room: Z308</b>

<b>Session Chair: Gavin Lees</b> <u>Brand Association and Usage: Is a 30-year old Empirical Generalisation Still Useful?</u> Jenni Romaniuk and Svetlana Bogomolova. <u>Broadening the Empirical Generalisation: The Impact of Brand Usage on Memories of Advertising.</u> Peter Hammer and Erica Riebe. <u>Market Segmentation Revisited: The Predictive Utility of Demographics.</u> Mohammad Naseri and Greg Elliott. <u>Segmentation for Private Labels and National Brands – An Examination of 'Within-Demographic' Market Share.</u> Rui Hua Huang and John Dawes.	
<b>Business Interaction, Relationships and Networks</b>	<b>Room: Z205</b>
<b>Session Chair: Ian Wilkinson</b> <u>How do Industrial Customers Evaluate Whether they are Satisfied or Not?</u> Niels Grünbaum. <u>The Measurement of the Benefits of Collaborative Business Relationships.</u> Helen Cripps and Shirley Bode. <u>An Understanding of B2B Innovation Adoption Models.</u> Raechel Hughes and Bruce Perrott. <u>Conceptual Approaches to Behavioural Intervention Strategies in a Customer/Supplier Relationship Marketing Context.</u> David Gray.	
<b>Advertising / Marketing Communication Issues</b>	<b>Room: Z606</b>
<b>Session Chair: Gayle Kerr</b> <u>What the Bloody Hell is Going On? The Use and Regulation of Bad Language in New Zealand and Australian Advertisements.</u> Kathleen Mortimer. <u>Beauty and the Diversification in Society: Impact on Communication Effectiveness.</u> Nives Zubcevic, Sandra Luxton and Mike Reid. <u>Priming for Creative Thinking in Advertising.</u> Tobias Langner, Franz-Rudolf Esch and Lawrence Ang. <u>Marketing Experts' Assessment of Healthy Eating Messages in Australian Food Advertising.</u> Sandra Jones, Peter Williams and Linda Tapsell.	
<b>Entrepreneurship, Innovation and New Product Development</b>	<b>Room: Z503</b>
<b>Session Chair: Gillian Sullivan Mort</b> <u>Communication and Conflict between Marketing and R&amp;D during New Product Development Projects.</u> Graham Massey and Elias Kyriazis. <u>Firm Capabilities and Customer Value Creation.</u> Liem Viet Ngo and Aron O'Cass. ** <u>Meaningless and Ambiguous Differentiation: Considering their Relative Value using Random Utility Theory and Signalling Theory.</u> Paul Burke. <u>Understanding the Culture/Climate Link in NP&amp;D Research.</u> Janette Rowland and Elias Kyriazis.	

Corporate Responsibility	Room: Z306
<b>Session Chair: Jennifer Bartlett</b> <p>** <a href="#"><i>The Ethics of Relativism and Absolutism: An Examination of the Australian Wheat Board Case.</i></a> Elizabeth Dunlop and Ian Coghlan.  <a href="#"><i>Wal-Mart and Corporate Responsibility: Lessons from the World's Largest Retailer on Stakeholder Management.</i></a> Kirk Davidson.  <a href="#"><i>Corporate Social Responsibility: How to Act and What to Communicate.</i></a> Helen Stuart.</p>	
<b>Wednesday, 6 December 9.00am – 10.30pm</b> <b>** denotes best papers in each track</b>	
Consumer Behaviour (A) Studies and Fieldwork	Room: Z309
<b>Session Chair: Larry Neale</b> <p><a href="#"><i>Consumer Traits: An Investigation of Influences.</i></a> Jason Stella and Stewart Adam.  <a href="#"><i>Fashion Adoption in the UK: A Replication Study.</i></a> Grete Birtwistle and Christopher Moore.  <a href="#"><i>From Hair to Eternity: The Influence of Liminality on Bridal Consumption.</i></a> Joan Pearson and Fiona Syson.  <a href="#"><i>POP Promotions for Alcohol: Increasing Brand Loyalty or Just Increasing Binge Drinking?</i></a> Melissa Lynch and Sandra Jones.</p>	
Services Marketing	Room: Z208
<b>Session Chair: Ursula Bougoure</b> <p><a href="#"><i>Franchise Unit Success Factors.</i></a> Daryll Scott, Lorelle Frazer and Scott Weaven.  <a href="#"><i>Service Quality: An investigation into Malaysian Consumers using DINESERV.</i></a> Keang Meng Tang and Ursula Bougoure.  <a href="#"><i>Exploratory and Confirmatory Factor Analysis of the Perceived Switching Costs Model in the Business Services Sector.</i></a> Venkata Yanamandram and Lesley White.</p>	
Marketing Education	Room: Z607
<b>Session Chair: Meredith Lawley</b> <p><a href="#"><i>Australian Indigenous Students: Exploring the Decision to Enter Higher Education.</i></a> Brendan Powell, Meredith Lawley and Maria Raciti.  <a href="#"><i>Learning Styles and Transnational Education: The Chinese-Australian Question.</i></a> Troy Heffernan, Mark Morrison and Arthur Sweeney.</p>	

<p><u>Tracking Students to Identify 'At Risk' Attitudes and Appropriate Engagement Practices.</u> Shameem Ali and Leonie Lockstone.</p> <p><u>Ethical Stance Among Senior Business and Marketing Students at Macquarie University 2006.</u> Julian de Meyrick, Nan Carter and June Buchanan.</p>	
<b>Retailing, Pricing and Distribution Channels and Supply Chain Management</b>	<b>Room: Z504</b>
<p><b>Session Chair: Harmen Oppewal</b></p> <p><u>Are Marketers Prepared for the Implementation of Radio Frequency Identification?</u> Corinne Armstrong, Mairead Brady, Martin Fellenz and Heidi Winklhofer.</p> <p><u>Consumer's Perceptions and Evaluations of Virtual Bundling.</u> Ouidade Sabri-Zaaraoui, Pierre Desmet, Pauline De Pechpeyrou and Béatrice Parguel.</p> <p><u>Defining Consumer Responses to Special Event Entertainment (SEE): Key Constructs and Propositions.</u> Jason Sit, Melissa Johnson-Morgan and Jane Summers.</p>	
<b>Corporate Responsibility</b>	<b>Room: Z305</b>
<p><b>Session Chair: Phil Harris</b></p> <p><u>Multinational Corporations and Corporate Social Responsibility in Transition Economies.</u> Rajeev Kamineni and Ka Chun Tsang.</p> <p><u>Customers' Sensitivity to Different Measures of Corporate Social Responsibility in the Australian Banking Sector.</u> Alan Pomeroy and Sara Dolnicar.</p> <p><u>Consumer Information Privacy: A Building Block for Marketing Leadership.</u> Sara Dolnicar and Yolanda Jordaan.</p> <p><u>The Limitations of Consumer Response to CSR: An Empirical Test of Smith's Proposed Antecedents.</u> Alan Pomeroy and Sara Dolnicar.</p>	
<b>Empirical Generalisations</b>	<b>Room: Z308</b>
<p><b>Session Chair: Malcolm Wright</b></p> <p><u>An Experiment Gauging Affective Responses to Hypothetical Price Changes – Extending 'Prospect Theory'.</u> John Dawes.</p> <p><u>A Preliminary Investigation into the Generalisability of Morgan and Hunt's (1994) Commitment-Trust Theory of Relationship Marketing.</u> Yan Ning and Elizabeth Hemphill.</p> <p><u>Predicting New Product Trial: Further Evidence.</u> Malcolm Wright and Phil Stern.</p> <p><u>Using Historical Research to Advance Marketing Theory and Practice.</u> Ellen McArthur and Dale Miller.</p>	

<b>International and Cross-Cultural Marketing</b>	<b>Room: Z205</b>
<p><b>Session Chair: Michael Polonsky</b></p> <p><u><i>The Impact of Culture on Cognitive Dissonance – Significance for International Marketing.</i></u> Richard Fletcher.</p> <p><u><i>A Conceptual Framework Examining the Effects of Consumer Animosity on Willingness to Purchase Foreign and Hybrid Products.</i></u> Garick Kea and Ian Phau.</p> <p><u><i>Country Image, Price and Consumption Situation – A Conceptual Model on Chinese Consumer Wine Purchasing Intention.</i></u> Wenchao Wang, Fang Liu and Jamie Murphy.</p>	
<b>Advertising / Marketing Communication Issues</b>	<b>Room: Z606</b>
<p><b>Session Chair: Ian Phau</b></p> <p><u><i>A Comparative Study of the Cognitive and Attitudinal Reactions to Personal and Historical Nostalgia.</i></u> Christopher Marchegiani and Ian Phau.</p> <p><u><i>An Institutional Theory of Attitudes Towards Sex-Appeal Advertising.</i></u> Chung-Leung Luk, Cheris Chow and Wendy Wan.</p> <p><u><i>Cognitive Age, Self-Image and Advertising.</i></u> Avichai Shuv-Ami.</p> <p><u><i>How Light TV Viewers Respond to Advertising.</i></u> Peter Hammer, Trish Green and Erica Riebe.</p>	
<b>Business Interaction, Relationships and Networks</b>	<b>Room: Z503</b>
<p><b>Session Chair: Katharina Wolf</b></p> <p><u><i>Corporate Management through Corporate Strategic Marketing.</i></u> Jaakko Aspara, Petri Parvinen and Henrikki Tikkanen.</p> <p><u><i>The Relationship Approach of the Micro-Enterprise: Where Governance Form and Relational Mode Meet.</i></u> Paul Pickering and Russel Kingshott.</p> <p><u><i>PR Career Progression – Bridging the Gap Between Traditional Research and Industry Perception.</i></u> Katharina Wolf.</p>	
<b>Consumer Behaviour (B) – Conceptual Models and Theories</b>	<b>Room: Z306</b>
<p><b>Session Chair: John McDonnell</b></p> <p><b>**</b> <u><i>The Stochastic and Habitual Nature of Mobile Service Consumption.</i></u> Richard Lee and Richard Mizerski.</p> <p><u><i>Using the Enneagram for Internal Marketing in Service Establishments.</i></u> Sudhir Kale and Sangita De.</p> <p><u><i>A Window on Consumer Behaviour Research in China.</i></u> Mark Uncles and Tianli He.</p>	

<b>Special Interest Session: (Re)Igniting the Fire: Identifying and Facing the Challenges of Social, Non Profit and Political Marketing in the Era of Services Dominant Logic</b>	<b>Room: Z2301</b>
<p><b>Session Chair:</b> Dr Stephen Dann</p> <p><b>Panel:</b> Dr Marie-Louise Fry, Associate Professor Gillian Sullivan Mort and Professor Phil Harris.</p>	
<p><b>Wednesday, 6 December 11.00am – 12.30pm</b>  <b>** denotes best papers in each track</b></p>	
<b>Consumer Behaviour (A) Studies and Fieldwork</b>	<b>Room: Z309</b>
<p><b>Session Chair:</b> Ian Phau</p> <p><u>An Experiment on the Effects of Message Factors with Advertising for Genetically Modified Foods.</u> Michelle Renton, David Fortin and Kevin Voges.</p> <p><u>The Effect of Music on Cognition and Attitude Towards Advertisements and Brands.</u> Christopher Marchegiani and Ian Phau.</p> <p><u>A Metric for Predicting Change in Market Share Among the Brands in a Category as a Result of Word of Mouth.</u> Robert East.</p>	
<b>Social, Not-for-Profit and Political Marketing</b>	<b>Room: Z208</b>
<p><b>Session Chair:</b> Marie-Louise Fry</p> <p><u>Message Framing and the Use of Incentives – Are they Effective in Increasing Participation Rates in Disease Management Programs?</u> Christina Hoang and Sandra Jones.</p> <p><u>Life Time Change? Tracking Long Term Health Coverage.</u> George Bell and Karin Geiselhart.</p> <p><u>When is Good Enough, Near Enough? Asking when "Enough" is "Enough" in Road Safety Social Marketing Interventions.</u> Stephen Dann and Marie-Louise Fry.</p>	
<b>Sports, Arts and Heritage Marketing</b>	<b>Room: Z607</b>
<p><b>Session Chair:</b> Elizabeth Macpherson</p> <p><u>Investigating the Influences on Attendance and Intention to Rejoin with Inaugural Members of a New Football Team.</u> Heath McDonald, Larry Neale and Daniel Funk.</p> <p><b>**</b> <u>Developing a Relationship Marketing Approach in Australian Professional Sport: Two Case Studies.</u> Constantino Stavros.</p>	

<u><i>An Exploration of the Components of Relational Bonds in an Arts Festival Environment.</i></u> Paul Harrison, Robin Shaw and Heath McDonald.	
<b>Business Interaction, Relationships and Networks</b>	<b>Room: Z504</b>
<b>Session Chair: Peter Thirkell</b> <u><i>The Impact of Market Orientation and IT Management Orientation on Customer Relationship Management (CRM) Technology Adoption.</i></u> James Richard, Peter Thirkell and Sid Huff. <u><i>Content Analysis of Customer Reference Descriptions in ICT-Companies' Web Sites.</i></u> Risto Salminen and Anne Jalkala. <u><i>Strategic Pricing in Business Relationships – Do Not Miss the Opportunity to Create Value for the Customers.</i></u> Seppo Leminen, Mai Anttila, Markku Tinnilä and Krista Mikkulainen.	
<b>Tourism Marketing</b>	<b>Room: Z305</b>
<b>Session Chair: Ken Hyde</b> <u><i>Exploring Consumer Segments and Typologies of Relevance to Spiritual Tourism.</i></u> Farooq Haq and John Jackson. <u><i>Understanding Tourists' Cultural Experiences: Benefits and Satisfaction at the Queen Victoria Market, Melbourne.</i></u> Pandora Kay. <u><i>The Vacation Plan: A Conceptual Model.</i></u> Kenneth Hyde.	
<b>International and Cross-Cultural Marketing</b>	<b>Room: Z308</b>
<b>Session Chair: Bill Merrilees</b> <u><i>Building Quality International Channel Partner Relations – A Dyadic Perspective.</i></u> Kathleen Hastings, Les Brown, Eric Ng and Frances Cassidy. ** <u><i>International Franchising Success Factors: Front End Risk Management.</i></u> Bill Merrilees and Lorelle Frazer. <u><i>Identifying Factors that Influence Price Adaptation Strategies.</i></u> Carlos Sousa and Frank Bradley. <u><i>Product Evaluation by Chinese Consumers: An Intra-National Competition.</i></u> Charles Tam and Greg Elliott.	
<b>Advertising / Marketing Communication Issues</b>	<b>Room: Z205</b>
<b>Session Chair: Amanda Burrell</b> ** <u><i>Developing a Scale to Measure Situational Triggers Underlying Television Channel Switching.</i></u> Stephen Dix and Ian Phau. <u><i>Young, Fast and Dead: A Fresh Perspective from the Early Driving Group.</i></u> Amanda Burrell and Tonia Gray.	



<u><i>Using Analogies in Marketing Communications to Manage Consumer Learning of Really New Products.</i></u> Amina Ait El Houssi, Kai Morrel and Erik Jan Hultink.	
<b>Branding</b>	<b>Room: Z606</b>
<b>Session Chair: Mark Uncles</b> <u><i>An Integrative Model of Brand Personality, Self–Concept and Consumer Personality Orientations.</i></u> Ben Webb and John Gountas. <u><i>Comparing Factor Analytical and Circumplex Models of Brand Personality in Brand Positioning.</i></u> Jill Sweeney and Esther Bao. <u><i>Consumer Perceptions of Private Label Brands.</i></u> Magdalena Nenycz-Thiel, and Jenni Romaniuk. <u><i>Testing Colour Asymmetry to Brand Links in Memory.</i></u> Elise Gaillard and Jenni Romaniuk.	
<b>Retailing, Pricing, Distribution Channels and Supply Chain Management</b>	<b>Room: Z503</b>
<b>Session Chair: Andrew Parsons</b> <u><i>A Systematic Approach to Profitability of Network Marketing Organisations.</i></u> Hadi Ahmadi, Kamal Chaharsooghi and Hussein Charafeddine. <u><i>A Multi-Unit Franchising Perspective of the New Dominant Logic for Marketing.</i></u> Alex Maritz, Tony Lobo and Ravi Bhat.	
<b>Special Interest Session: Marketing, Public Policy and Regulation and Regulation: Current Issues – Future Responses</b>	<b>Room: Z301</b>
<b>Session Chair: Professor Janet Hoek</b> <b>Panel:</b> Professor Michael Rothschild Dr Teresa Davis Professor Janet Hoek Associate Professor Sandra Jones	
<b>Wednesday, 6 December 1:30pm – 3.00pm</b> <b>** denotes best papers in each track</b>	
<b>Consumer Behaviour (A) Studies and Fieldwork</b>	<b>Room: Z309</b>
<b>Session Chair: Lynda Andrews</b> <u><i>Reference Group Influence on Teenagers' Consumer Behaviour.</i></u> Eszter Tárkányi and László Józsa.	

<p><u>Calculated Hedonism and Young People's Drinking Practices.</u> Isabelle Szmigin, Christine Griffin, Andrew Bengry-Howell, Wilm Mistral, Louise Weale and Chris Hackley.</p> <p><u>The Global Importance of Values in Brand Choice.</u> Stéphane Manin and Shane Mathews.</p>	
<b>Social, Not-for-Profit and Political Marketing</b>	<b>Room: Z208</b>
<p><b>Session Chair:</b> Gillian Sullivan Mort</p> <p><u>Advertising and Product Placements in Top Australian Children's Magazines.</u> Deepa Sharma Acharya, Richard Mizerski and Dafina Rexha.</p> <p><u>A Proposed Model for Measuring Service Quality in the Public Health Care Sector.</u> Liz Gill and Lesley White.</p> <p><u>School-based Health Communication: Are Parents the Weakest Link?</u> Jacinta Hawkins, Sandy Bulmer, Lawrence Rose and Lynne Eagle.</p> <p><b>**</b> <u>Tobacco Descriptors: An Analysis of Adolescents' Beliefs and Behaviour.</u> Janet Hoek, Ninya Maubach and Philip Gendall.</p>	
<b>Marketing Education</b>	<b>Room: Z607</b>
<p><b>Session Chair:</b> Edwina Luck</p> <p><u>Lord of the Thesis: Lessons from Middle Earth for Research Students.</u> Isabel Behncke, Jackie Hooley and Graham Hooley.</p> <p><u>Using Action Research to Implement and Evaluate Peer Learning in Marketing Courses: Engaging Students through Self-Learning.</u> Joo-Gim Heaney, Terry Gatfield, Peter Clarke and Joan Caelli.</p> <p><u>The Means to Opt-in or Opt-out: A Comparison of Undergraduate and Graduate Students' Perceptions of the Online Environment.</u> Edwina Luck and Gayle Kerr.</p> <p><u>Best Journals versus Best Fit Journals: A Strategic Orientation to Research Quality.</u> Stephen Dann.</p>	
<b>Sports, Arts and Heritage Marketing</b>	<b>Room: Z504</b>
<p><b>Session Chair:</b> Katherine Mizerski</p> <p><u>A Review of the Video Games Industry in the United States.</u> Kerri-Ann Kuhn.</p> <p><u>Monastic Traditions: Developing a 'Typical' Brand.</u> Maria Ryan and Katherine Mizerski.</p> <p><u>The Mediating Role of Relationship Quality Impacting Sponsorship Effects on Perceived Economic Outcomes.</u> Bradley Wilson and Jörg Henselar.</p> <p><u>Alcohol and Sport: Can We Have One Without the Other?</u> Sandra Jones, Lyn Phillipson and Melissa Lynch.</p>	
<b>Emotions in Marketing</b>	<b>Room: Z305</b>

<b>Session Chair: Charmine Härtel</b>  <u>Music Purchase Behaviour: The Effect of Emotional Loyalty on Intention to Purchase.</u> Rhys Sarri and Judy Drennan.  <u>Do our Feelings Leak Through the Clothes we Wear?</u> Alastair Tombs.  <u>Testing the Circumplex Model of Emotions in a Consumer Setting.</u> Penny Darbyshire, Richard Bell and Heath McDonald.	
<b>Marketing Research and Research Methodologies</b>	<b>Room: Z308</b>
<b>Session Chair: Gavin Lees</b>  <u>Which is the Most Cost Effective Method for Recruiting a Radio Diary Panel?</u> Gavin Lees and Mike Brennan.  <u>Using the Nominal Group Technique to Talk to Stakeholders.</u> Stephen Lloyd and Kathy Mortimer.  <u>Excess Loyalty – How Often Does it Occur?</u> Fang Li, Cullen Habel and Cam Rungie.	
<b>Strategic Marketing and Market Orientation</b>	<b>Room: Z205</b>
<b>Session Chair: Ranjit Voola</b>  <u>Makers, Takers and Shakers: Social Capital and Industry Cluster Development.</u> Phillip Waite and Paul Williams.  <u>Using Stakeholder Perceptions in Strategic Marketing Planning.</u> Brian Murphy.  <u>Proactive or a Reactive Strategic Approach? An Exploratory Investigation of E-Business Adoption in Chinese Firms.</u> Ranjit Voola, Hou-Jiun Li and Gian Casimir.	
<b>Services Marketing</b>	<b>Room: Z606</b>
<b>Session Chair: Tracey Dagger</b>  <u>Grounding and Signaling Intrinsic Service Quality and Value.</u> Rhett Walker and Lester Johnson.  <u>Understanding Customer Engagement in Services.</u> Paul Patterson, Ting Yu and Ko de Ruyter.  <u>Enhancing the Grönroos Model of Service Quality.</u> Anthony Perrone and Antony Ward	
<b>Retailing, Pricing, Distribution Channels and Supply Chain Management</b>	<b>Room: Z503</b>
<b>Session Chair: Andrew Parsons</b>	

<p><u>Does the Importance of the Category Influence Retailer Relationships Quality?</u> Mark Glynn and Rod Brodie.</p> <p><u>Relational Capabilities and Brand Strategy within Commoditised Industries.</u> Melina Parker, Jody Evans and Kerrie Bridson.</p>	
<b>Special Interest Session: Modelling Brand Strength</b>	<b>Room: Z301</b>
<p><b>Session Chair: Professor Harald van Heerde</b></p> <p><b>Panel:</b></p> <p>The Effect of Competitive Advertising Interference on Sales for Packaged Goods. Professor Peter Danaher.</p> <p>How do Marketing Investments Benefit Brand Revenue Premiums? Associate Professor Shuba Srinivasan.</p> <p>Growing Small Brands: Does a Brand's Equity and Growth Potential Affect Its Long-Term Marketing Productivity? Associate Professor Koen Pauwels.</p> <p>The Impact of a Product-Harm Crisis on Marketing Effectiveness. Professor Harald van Heerde.</p>	
<p><b>Wednesday, 6 December 3.30pm – 5.00pm</b></p> <p><b>** denotes best papers in each track</b></p>	
<b>Consumer Behaviour (A) Studies and Fieldwork</b>	<b>Room: Z309</b>
<p><b>Session Chair: Ursula Bougoure</b></p> <p><b>**</b> <u>Trade-offs in Cognitive and Affective Components of Business Customer Loyalty.</u> Regan Lam, Hing-Po Lo and Suzan Burton.</p> <p><u>Benefits-Satisfaction-Loyalty Linkages in Retail Loyalty Card Programme Model: Exploring the Roles of Programme Trust and Programme Commitment.</u> Rosidah Musa, Nor Asiah Omar and Musramaini Mustapha.</p> <p><u>Customer Satisfaction for Broadband Services using a Stated Choice Experiment.</u> Con Korkofingas.</p>	
<b>Social, Not-for-Profit and Political Marketing</b>	<b>Room: Z208</b>
<p><b>Session Chair: Marie-Louise Fry</b></p> <p><u>Marketing Metrics, Accountability and Performance Measurement in the Nonprofit Sector.</u> Roger Bennett.</p> <p><u>Interpersonal Influence, Value Orientation and Product Necessity on Purchase of Environmentally Friendly Products.</u> Isaac Cheah and Ian Phau</p> <p><u>Towards the Confirmation of the MOA Model: An Applied Approach.</u> Wayne Binney, Peter Oppenheim and John Hall.</p> <p><u>Drivers of Palm Diesel Oil Usage.</u> Orrose Leelakulthanit.</p>	
<b>Electronic Marketing</b>	<b>Room: Z607</b>

<p><b>Session Chair: Stewart Adam</b></p> <p><u><a href="#">A Longitudinal Study of Electronic Country of Origin Effects (eCOO)</a></u>. John Fong and Suzan Burton.</p> <p><u><a href="#">E-marketing Strategy: An Exploratory Investigation into Chinese Business Use of the Internet</a></u>. Melissa Johnson Morgan, Meredith Lawley and Wendy Spinks.</p> <p><u><a href="#">Exploring Marketing and E-Readiness through Digital Country Studies</a></u>. Hugh Pattinson and David Low.</p> <p><u><a href="#">Love All Trust a Few: Does Culture Matter with Online Trust?</a></u> David Low and Geoffrey Lee.</p>	
<b>Sports, Arts and Heritage Marketing</b>	<b>Room: Z504</b>
<p><b>Session Chair: Stephen Dann</b></p> <p><u><a href="#">Motivations for Sports Volunteerism and Intention to Volunteer</a></u>. Paul Wang.</p> <p><u><a href="#">Motivations for Volunteering: Exploring the Drivers of Volunteer in the Case of Equestrian Sport Motives, Barriers and Profiles</a></u>. Liz Buchanan and Stephen Dann.</p> <p><u><a href="#">Participation in Equestrian Sport: Motives, Barriers and Profiles</a></u>. Liz Buchanan and Stephen Dann.</p> <p><u><a href="#">Leveraging the Factors Affecting Participation in the Martial Arts: A Validation and Application of Twemlow, Lerma and Twemlow</a></u>. Hume Winzar, Nigel Pope, Ki Wan Kim and Edward Forrest.</p>	
<b>Empirical Generalisations</b>	<b>Room: Z305</b>
<p><b>Session Chair: Dick Mizerski</b></p> <p><u><a href="#">Is there a Double Jeopardy Effect on Radio Listening Behaviour?</a></u> Gavin Lees.</p> <p><u><a href="#">Double Jeopardy Deviations for Small and Medium Share Brands – How Frequent and How Persistent?</a></u> Vipul Pare, John Dawes and Carl Driesener.</p> <p><b>**</b> <u><a href="#">An Investigation into Stochastic Patterns of Gambling Consumption</a></u>. Desmond Lam and Dick Mizerski.</p>	
<b>Services Marketing</b>	<b>Room: Z308</b>
<p><b>Session Chair: Maria Raciti</b></p> <p><u><a href="#">Ex-Employees as Customers: The Blurring Boundary Between the Service Provider and the Customer</a></u>. Wai-Hoe Mok.</p> <p><b>**</b> <u><a href="#">Sorry, We Are Fully Booked: An Experimental Study of Preference Formation through Unavailable Services</a></u>. Herbert Woratschek, Chris Horbel and Stefan Roth.</p>	

<u><i>Service Provider Attributes in Exit Service Encounter Personnel in Supermarkets.</i></u> Tony Ward, Leonce Newby and Bruce Acutt.	
<b>International and Cross-Cultural Marketing</b>	<b>Room: Z205</b>
<p><b>Session Chair: Richard Fletcher</b></p> <p><u><i>Drivers of Importer Commitment: The Mediating Role of Trust in the Importer-Supplier Relationship.</i></u> Md Saleh, Yunus Ali and Rumintha Wickramasekera.</p> <p><u><i>Consumption Patterns of Urban Households in China, 1990-2003.</i></u> Farhat Yusuf, Gordon Brooks and Ping Zhao.</p> <p><u><i>The Chinese Concepts of Guanxi, Mianzi, Renqing and Bao: Their Interrelationships and Implications for International Business.</i></u> Alvin Chan.</p> <p><u><i>Differences in Importance and Relevance Ratings among Older Consumers.</i></u> Katherine Mizerski and Simone Pettigrew.</p>	
<b>Branding</b>	<b>Room: Z606</b>
<p><b>Session Chair: Frank Alpert</b></p> <p><u><i>Understanding Brand Longevity.</i></u> Fandy Tjiptono, Margaret Craig-Lees and Roger Layton.</p> <p><u><i>Consumer Brand Equity of Non-Brand Users: What is the Impact of Past Experience?</i></u> Svetlana Bogomolova and Jenni Romaniuk.</p> <p><u><i>Antecedents of Brand Credibility under Asymmetrical Information.</i></u> Andrea Vocino and Harmen Oppewal.</p> <p><u><i>Brand Logo Design: Implications for Children's Brand Awareness.</i></u> Stacey Brennan and Cynthia Webster.</p>	
<b>Business Interaction, Relationship Marketing and Networks</b>	<b>Room: Z503</b>
<p><b>Session Chair: Ian Lings</b></p> <p><u><i>Marketing Trust Internally.</i></u> Catherine Dodd.</p> <p><u><i>Who Do I Believe? Staff vs. Customer Recommendations.</i></u> Andrew Parsons.</p> <p><u><i>Managing Relational Tensions: The Professional Engagement Process.</i></u> Anouche Newman, Ian Lings and Sigg Gudergan.</p>	
<b>Special Interest Session: A Comparison of the Effectiveness of Marketing Communication Channels: Perspectives from Both Receivers and Senders in Consumer and Business Markets</b>	<b>Room: Z301</b>
<p><b>Session Chair: Professor Peter Danaher</b></p> <p><b>Panel:</b> Professor John Rossiter</p>	

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