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

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John Lanasa, Duquesne University

Supply Chain Management/International Marketing/Business to Business Marketing
Ken Saban, Duquesne University

Webmaster
Rick Mathisen, Kennesaw State University
2010 Conference Events

Wednesday, March 24, 2010
6:00 PM to 7:30 PM
Early Bird Reception

Thursday, March 25, 2010
12:30 PM Until
Golf Tournament

Thursday, March 25, 2010
6:30 PM to 8:30 PM
Thursday Night Reception

Friday, March 26, 2010
12:30 PM to 2:00 PM
Lunch and Business Meeting

Friday, March 27, 2010
6:30 PM to 8:30 PM
Annual Dinner and Social Gathering

Check our website at http://www.amtp.org for updates on the events.
2010 Program Sessions

Thursday, March 25, 2010
7:00 AM to 8:00 AM
Promenade 8
Session 1:0 SEM Seminar
Session Chair: Joe Hair, Kennesaw State University

SEM Seminar 1
Joe Hair, Kennesaw State University
Thursday, March 25, 2010
8:00 AM to 9:15 AM
Promenade 6
Session 1:1 Marketing the Curriculum
Session Chair: Renee Fontenot, Georgia College and State University

Business Literature: A Cross-Disciplinary Approach to Marketing Education
Nancy Lawrence Bush, Wingate University
Business Programs in Study Abroad: A Reconsideration
Susan Carley, Kennesaw State University
Randy Stuart, Kennesaw State University
Mike Dailey, Pioneer Marketing Research
Marketing Part-Time MBA Programs: Understanding The Need For And Dimensions Of Flexibility
Lynn Dailey, Capital University
Thursday, March 25, 2010
8:00 AM to 9:15 AM
Promenade 7
Session 1:2 Non Profit Marketing
Session Chair: Christine A. Lai, SUNY College at Buffalo

Effectiveness of Price Bundling in an Entertainment Setting
Raj Arora, University of Missouri-Kansas City
Charles R. Stoner, Bradley University
Projecting Integrity: Online Branding for Nonprofits
Lisa W. Witzig, Ideen LLC
Perry Haan, Tiffin University
The Influence of Increasing Transaction Price to Facilitate Direct Charitable Contribution on Consumer Product Choice
Michael Levens, Walsh College
Thursday, March 25, 2010
8:00 AM to 9:15 AM
Promenade 8
Session 1:3 SEM Seminar
Session Chair: Joe Hair, Kennesaw State University

SEM Seminar 2
Thursday, March 25, 2010
8:00 AM to 9:15 AM
Promenade 5
Session 1:4 Sports Marketing I
Session Chair: Ron Dick, Duquesne University

Assessing Sport-Sales Training Effectiveness: Development of a Baseline Sample
Richard Southall, University of North Carolina - Chapel Hill
Preparation for an International Sport Event: The Promotional Strategies of 2009 Kaohsiung World Games
Steve Shih-Chia Chen, Morehead State University
Ron Dick, Duquesne University
Ashley McNabb, Morehead State University
Ying-chu Tseng, Kaohsiung Medical University
Providing Consistent Service at the Concessions Stands: A Potential Problem
Mark Nagel, University of South Carolina
Thursday, March 25, 2010
9:30 AM to 10:45 AM
Promenade 6
Session 2:1 Marketing Research
Session Chair: Anne Klein, Capella University

Brand Engagement and Consumer Innovativeness
Ron Goldsmith, Florida State University
Leisa R. Flynn, University of Southern Mississippi
Felipe Korzeni, Florida State University
Fitting X-bar Chart to The Traditional Transaction Surveys Analysis
Usama Saleh, Handymarketing
Gift Cards and Gift Giving: Research Notes from the Field
M. Meral Anitsal, Tennessee Tech University
Ismet Anitsal, Tennessee Tech University
Sara E. Taylor, Tennessee Tech University
Thursday, March 25, 2010
9:30 AM to 10:45 AM
Promenade 7
Session 2:2 Demographics
Session Chair: Clinton Amos, Augusta State University

Product Placement and its Influence on Children
Simon Hudson, University of South Carolina
Charlene Elliott, University of Calgary
Sample Frames Vs. Data Quality: When Research Panels Are from a Client and a Research Firm
Michael Latta, Coastal Carolina University
Thursday, March 25, 2010
9:30 AM to 10:45 AM
Promenade 8
Session 2:3 Sports Marketing II
Session Chair: John M. Lanasa, Duquesne University

Evidence of Sustainability Communication in Major League Baseball: A Website Analysis
Dorene Ciletti, Duquesne University
John M. Lanasa, Duquesne University
Diane Ramos, Duquesne University
Thursday, March 25, 2010
9:30 AM to 10:45 AM
Promenade 5
Session 2:4 Marketing Management I
Session Chair: Renee Fontenot, Georgia College and State University
A Logo Selection Method
Tulay Girard, Penn State Altoona
Michelle N. Pope, Penn State Altoona
A Study of Market Segmentation in High-tech Startup Ventures
Alan Lish, University of Houston
Exploring B2B Brand Equity: Beyond the Traditional Models
Rick Mathisen, Kennesaw State University
Mike Musante, Quinnipiac University
Thursday, March 25, 2010
11:00 AM to 12:15 PM
Promenade 6
Session 3:1 Service Learning in Marketing Courses
Session Chair: Mark F. Toncar, Youngstown State University
A little bit of service...pays off
Christine A. Lai, SUNY College at Buffalo
Service-Learning Partnerships in Marketing Education: A Case Study in a Sales Management Course
Doris M. Shaw, Northern Kentucky University
The "Perfect" Service-Learning Class Project: Implications for the SELEB Scale
Cynthia E. Anderson, Youngstown State University
Jane S. Reid, Youngstown State University
Mark F. Toncar, Youngstown State University
Thursday, March 25, 2010
11:00 AM to 12:15 PM
Promenade 7
Session 3:2 Retail Innovations and Sales Leadership
Session Chair: Joe Schwartz, Georgia College and State University
Implications of Contemporary Leadership Models on Sales Management
Ellen Marie Raineri, Wilkes University
Loyalty Cards: A Review of the Research and Suggestions for Future Research
David Burns, Xavier University
Using Diffusion of Innovation Theory to Help Predict the Adoption of New Technologies in Retailing
Richard Clodfelter, University of South Carolina
Thursday, March 25, 2010
11:00 AM to 12:15 PM
Promenade 8
Session 3:3 Sports Marketing III
Session Chair: Sam Fullerton, Eastern Michigan University
A Fighting Chance: The Struggle of a Historically Black College Athletic Program
James W Satterfield, Clemson University
Dimensions of Event Quality Associated with High School Football Games: Scale Development
Kevin K. Byon, University of Southern Mississippi
Matthew Ziemnik, Cleveland State University
Eddie Lam, Cleveland State University
James J. Zhang, University of Florida
The Portrayal of Native American Stereotypes: A Semiotic Analysis of Sports Logos Overtime
May Aung, University of Guelph
Jordan K. King, University of Guelph
Kyle Kivimaki, University of Guelph
Ryan Kolten, University of Guelph
Scott McCready, University of Guelph
Kevin O’Doherty, University of Guelph
Alyssa Rodrigo, University of Guelph
Thursday, March 25, 2010
11:00 AM to 12:15 PM
Promenade 5
Session 3:4 Supply Chain Collaboration
Session Chair: Dave McMahon, Pepperdine University
Does the Degree of Internationalization Moderate the Market Orientation-Performance Relationship?
Edward R. Bruning, University of Manitoba
Organization Structure and Service Capabilities as Predictors of Supply Chain Performance: B2B Seller’s Perspective
Harash J. Sachdev, Eastern Michigan University
G. Russell Merz, Eastern Michigan University
The Effect of Acculturation on Franchise Relationships
Sally Baalbaki, University of North Texas
The Role of Trust in Today’s Extended Enterprise
Ken Saban, Duquesne University
Michaela Ann Noakes, Duquesne University
Friday, March 26, 2010
7:00 AM to 8:00 AM
Promenade 8
Session 4:0 SEM Seminar
Session Chair: Joe Hair, Kennesaw State University
SEM Seminar 3
Joe Hair, Kennesaw State University
Friday, March 26, 2010
8:00 AM to 9:15 AM
Promenade 6
Session 4:1 Potpourri I
Session Chair: May Aung, University of Guelph
Budgeting in a Chaotic Economic Environment ... Factors Leading to Improvement
Nancy Coulmas, Bloomsburg University
Mark D. Law, Bloomsburg University
Practitioner Implications on Sample Frame for Single Language Products
Joe Schwartz, Georgia College and State University
Friday, March 26, 2010
8:00 AM to 9:15 AM
Promenade 7
Session 4:2 Dealing with Customer Issues
Session Chair: Sally Kim, Shenandoah University
At the Intersection of Politics & Consumption: A Review of Ethical Shopping in America
Julie M. Pharr, Tennessee Tech University
Attitudes towards Consumer Transgressions in the Marketplace
Sam Fullerton, Eastern Michigan University
Larry Neale, Queensland University of Technology
Successful Strategising through Customer Exclusion
Edward R. Kasabov, University of Bath
Alex J. Warlow, Noridol Ltd.
Friday, March 26, 2010
8:00 AM to 9:15 AM
Promenade 8
Session 4:3 Panel Session
Session Chair: Mary F. Mobley, Augusta State University
The Psychodynamic Limits of Fractured Relationships: When Emotional Tensile Strength is Broken
Mary F. Mobley, Augusta State University
Michael C. Mobley, Psychiatric Medicine
Friday, March 26, 2010
8:00 AM to 9:15 AM
Promenade 9
Session 4:4 SEM Seminar
Session Chair: Joe Hair, Kennesaw State University
SEM Seminar 4
Joe Hair, Kennesaw State University
Friday, March 26, 2010
9:30 AM to 10:45 AM
Promenade 6
Session 5:1 Consumer Behavior
Session Chair: Christine A. Lai, SUNY College at Buffalo
The Impacts of Contextual Cues on the Effects of Brand Extension
Bob Wu, Bowling Green State University
Joseph W. Chang, Vancouver Island University
Why Do Shoppers Shop?
Ron Goldsmith, Florida State University
Leisa R. Flynn, University of Southern Mississippi
Ronald A. Clark, Missouri State University
Friday, March 26, 2010
9:30 AM to 10:45 AM
Promenade 7
Session 5:2 Retail Issues
Session Chair: M. Meral Anitsal, Tennessee Tech University
A Comparative Analysis of Retail Store Image: Wal-Mart and Dillards
Charles Pettijohn, Missouri State University
Linda Pettijohn, AJ Taylor, Coastal Carolina University
Andrew J. Newman, Salford University
College Students's Choice Criteria of Retail Banks
Charles Blankson, University of North Texas
Trang P Tran, University of North Texas
Ethics in Retail Buying and Sales: Perceptions of Future Retail Personnel
David Burns, Xavier University
Friday, March 26, 2010
9:30 AM to 10:45 AM
Promenade 8
Session 5:3 Ethical Issues Arising from the Academic Environment
Session Chair: Michael Levens, Walsh College
Customer Compliance through Automated Marketing in Higher Education Practice
Edward R. Kasabov, University of Bath
Ethical Decision-Making of Business Students: A Field Observation
Cynthia Cano, Georgia College and State University
Dee Sams, Georgia College and State University
Student Evaluations of Academic Integrity and Business Behaviors in Private and Public Universities
Steve Batory, Bloomsburg University
Anne Heineman Batory, Wilkes University
Dean Frear, Wilkes University
Friday, March 26, 2010
9:30 AM to 10:45 AM
Promenade 9
Session 5:4 Panel Session
Session Chair: Lydia McKinley-Floyd, Florida A&M University
The Lighter Side of Darkness: B-School Management and Succession
Lydia McKinley-Floyd, Florida A&M University
Melvin Stith, Syracuse University

Friday, March 26, 2010
11:00 AM to 12:15 PM
Promenade 6

Session 6:1 Sports Marketing IV
Session Chair: Steve Greenberg, Duquesne University
Collegiate Basketball Season-ticket Holders’ Purchasing Motivation and Interests
Steve Shih-Chia Chen, Morehead State University
Jennifer Mak, Marshall University
Implementing the Customer Relationship Paradigm in Sports Marketing
Lynn W. McGee, University of South Carolina Beaufort
Revolutionizing the Market: Electronic Branding Strategies within NCAA FBS Athletic Departments
Coyte G. Cooper, University of North Carolina - Chapel Hill
Richard Southall, University of North Carolina - Chapel Hill
Matthew Cooper, Indiana University
The Nexus of Payroll, Performance, Ticket Prices, and Attendance in MLB
Sam Fullerton, Eastern Michigan University

Friday, March 26, 2010
11:00 AM to 12:15 PM
Promenade 7

Session 6:2 Panel Session
Session Chair: James W Satterfield, Clemson University
Municipalities and University Athletic Departments: The Collaborative Funding of Capital Improvement Projects
James W Satterfield, Clemson University
Tony Franklin, Clemson University
Jennifer Horace, Clemson University
April Flint, Clemson University
Mike Godfrey, Clemson University

Friday, March 26, 2010
11:00 AM to 12:15 PM
Promenade 8

Session 6:3 Potpourri II
Session Chair: Edward R. Bruning, University of Manitoba
Identifying Potential Student Blood Donors by Personality Traits
Harold J. Ogden, Saint Mary’s University
Brian Mascarenhas, Saint Mary’s University
Milen Minchev, Saint Mary’s University
Emilie Pelletier, Saint Mary’s University
Ryan Stanley, Saint Mary’s University
Rebates and Reward Programs: Conflicting Drivers
Michael McCall, Ithaca College
Clay Voorhees, Michigan State University
Carol Bruneau, The University of Montana

Aimee Dars Ellis, Ithaca College
The Role of Cognitive Dissonance in a Service Setting
Sally Kim, Shenandoah University

Friday, March 26, 2010
11:00 AM to 12:15 AM
Promenade 5

Session 6:4 Potpourri III
Session Chair: Linda Pettijohn,
Are Nonprofits Choosing the Right Type of Website
Dave McMahon, Pepperdine University
Samuel Seaman, Pepperdine University
Prisoner Recidivism: A Question for Social Marketing
Joseph R. Stasio, Merrimack College
Self-Efficacy and its Relation to Sales Outcomes
Charles Pettijohn, Missouri State University
Allen Schaefer, Missouri State University

Saturday, March 27, 2010
9:00 AM to 10:15 AM
Promenade 7

Session 7:2 Exploring Ways of Teaching and Learning
Session Chair: Henrick Blomgren, Royal Institute of Technology
A Tale of Two Worlds: A Second Life for Higher Education?
Daniel DeMaiolo, Youngstown State University
Donna Walsh, Youngstown State University
Expert to Matrix Learning: A Comparison of Graduate versus Undergraduate
Renee Fontenot, Georgia College and State University
Utilizing the Innovative Leadership Behavior Inventory and Relationship Marketing as Critical Elements for Teaching/Learning Entrepreneurial Leadership
Howard F. Rudd, Jr., College of Charleston
John E. Clarkin, College of Charleston
Thomas Kent, College of Charleston
Robert J. Brinson, Sr., College of Charleston

Saturday, March 27, 2010
9:00 AM to 10:15 AM
Promenade 8

Session 7:3 Services, Stores, and Clothing
Session Chair: Randy Stuart, Kennesaw State University
Provider and Customer Response to the Service Environment: A Field Experiment
Kendra Fowler, Kent State University
Eileen Bridges, Kent State University
Retail Prejudice: Does Marketplace Color Really Matter?
Sacha Joseph-Mathews, University of the Pacific
Why Hispanic Women Wear What They Wear
Maria Gracia Inglessis, New American Dimensions

Saturday, March 27, 2010
9:00 AM to 10:15 AM
Promenade 5
Session 7:4 Panel Session
Session Chair: David Burns, Xavier University
The Perks and Problems of Being Department Chair
David Burns, Xavier University
Steve Batory, Bloomsburg University
John M. Lanas, Duquesne University
Chris Manolis, Xavier University
Saturday, March 27, 2010
10:30 AM to 11:45 AM
Promenade 6
Session 8:1 Managing Extended Supply Chain Networks
Session Chair: Ken Saban, Duquesne University
A Successful International Joint Venture: Exploring the Critical Success Factors of Starbucks Korea
Kyuho Lee, Western Carolina University
Melih Madanoglu, Florida Atlantic University
Jae-Youn Ko, KyungHee University
Interpreting a Case of Outsourcing Shift-gears in the Car Industry Using Different Theorys Simultaneously
Henrick Blomgren, Royal Institute of Technology
The Evolving Role and Responsibilities of IS Managers in Logistics
Stephen LeMay, Dalton State College
Dave McMahon, Pepperdine University
Jeffery A. Periatt, Auburn University Montgomery
Jon Carr, University of Southern Mississippi
Saturday, March 27, 2010
10:30 AM to 11:45 AM
Promenade 7
Session 8:2 Entrepreneurship
Session Chair: Lisa W. Witzig, Ideen LLC
Anne Klein, Capella University
The Effect Of Culture On Consumers’ Attitude Towards Online Shopping
Atefeh Yazdanparast, University of North Texas
Saturday, March 27, 2010
10:30 AM to 11:45 AM
Promenade 8
Session 8:3 Marketing Management
Session Chair: Doris M. Shaw, Northern Kentucky University
An Investigation of the Relationships Among Market Power, Industry Concentration and Industry Share
Rick Mathisen, Kennesaw State University
Tom Miller, Kennesaw State University
Organizational Ethics: The Ethical Beliefs of Marketing Managers in Trinidad and Tobago
Mohammed Y.A. Rawwas, University of Northern Iowa
Retiring Workers Could Present a Problem for Marketers, Even in a Recession
Eileen Weisenbach Keller, Northern Kentucky University
Doris M. Shaw, Northern Kentucky University
Saturday, March 27, 2010
10:30 AM to 11:45 AM
Promenade 5
Session 8:4 E Marketing
Session Chair: Julie M. Pharr, Tennessee Tech University
Automated Marketing: A Narrow Focus on Technology or an Emerging Business Philosophy?
Edward R. Kasabov, University of Bath
Differences in Online Social Media Mavens: The Gender Gap
Tyra Mitchell, Kennesaw State University
Deborah H. Lester, Kennesaw State University
Keith Tudor, Kennesaw State University
Dolly D. Loyd, University of Southern Mississippi
The Lifeblood Model: The Power of Trust in E-commerce Communication
Miles Clinton Coleman, Sacramento State University
CONGRATULATIONS TO THE AUTHORS OF THE BEST PAPERS IN TRACK

**Marketing Education/The Dynamic Business Environment**
Service-Learning Partnerships in Marketing Education: A Case Study in a Sales Management Course
Doris M. Shaw, Northern Kentucky University

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

**Ponzurick Award for Best in Conference**
Organization Structure and Service Capabilities as Predictors of Supply Chain Performance: B2B Seller’s Perspective
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WALSH COLLEGE
YOUNGSTOWN STATE UNIVERSITY

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

Watch our website for further information.
http://www.amtp.org