University of Huddersfield Repository

Kadembo, Ernest M

The narrative/storytelling approach in brand development for towns

Original Citation


This version is available at http://eprints.hud.ac.uk/8692/

The University Repository is a digital collection of the research output of the University, available on Open Access. Copyright and Moral Rights for the items on this site are retained by the individual author and/or other copyright owners. Users may access full items free of charge; copies of full text items generally can be reproduced, displayed or performed and given to third parties in any format or medium for personal research or study, educational or not-for-profit purposes without prior permission or charge, provided:

- The authors, title and full bibliographic details is credited in any copy;
- A hyperlink and/or URL is included for the original metadata page; and
- The content is not changed in any way.

For more information, including our policy and submission procedure, please contact the Repository Team at: E.mailbox@hud.ac.uk.

http://eprints.hud.ac.uk/
Session 1 Tuesday 6th July 14.00-15.30

Special session

Marketing Future Cast and Neuro Science in Marketing.
A Future Vision of Marketing and Business – And missionary work of Marketing Future Cast Lab.

Presented by Professor Luiz Moutinho

Consumer Behaviour (Room: EON Lounge North)

0156 Celtic Marketing: A Real or Imagined Marketing Strategy?
Andrew McAuley

0164 An application of Best-Worst Scaling to Increase Understanding of Australian Consumers of Organic Food
Jannie Adamsen

0167 Understanding how consumers remember and relive their experiences and its marketing implications
Carmela Bosangit

0170 A COMPREHENSIVE STRUCTURAL MODEL OF FACTORS AFFECTING STORE BRAND PRONENESS: EMPIRICAL OBSERVATIONS FROM INDIA
Preeti Priya, J. S. Panwar

0175 Luxury Consumption and Cultural Influence: A Comparative Study of Luxury Goods Purchasing of Japanese and Taiwanese Young Female Consumers
Meng-Shan Sharon Wu, Cheng-Hao Steve Chen

E-Marketing (Room: EON Lounge South)

0277 The Web Makes Me Feel? Exploring Youth Emotional Responses to the Web
Kelly Page
Image Search: Improving the Effectiveness of Fashion Search
Janie Ellwood, Ruth Rettie

Non-price online consumer purchase point value
Robert Grant, Rodney J. Clarke, Elias Kyriazis

Targeting Online Customers: A Comparison of Artificial Neural Networks and Logistic Regression
Mohammad Bakher Naseri, Greg Elliott

Consumer Behaviour (Room: EON Lounge Centre)
Actual Pricing and Perceived Price Fairness in the DVD Market.
Antje Cockrill, Mark M.H. Goode

Linking Retrospective Sense-Making to Dynamic Capability Development
Anne Marie Ivers, Anthony Foley

An exploratory study on the selection of apparel clothing reference points for important shopping occasions
Theodoros Tarnanidis, Nana Owusu-Frimpong, Ruth Marciniak

Pro-Climate Change Initiatives and Marketing Psychological Adaptation
Liyanage Perera, Jill Klein

Effects of Store Layout on Female Shoppers’ Browsing Behaviour in the U.K. Sports Market - A Qualitative Study
Judy Taft, Ranis Cheng

Public Relations (Room: Sky Creations)
Behind The Scenes At The Building Society: An Exploratory Study Of Arts Sponsorship In The Current UK Economic Climate
Deborah Forbes, Helen Bussell, Libby Hampson
"CAN UK SPORTING VENUES USE MARKET SEGMENTATION TO IMPROVE THEIR EFFECTIVENESS AT TARGETING THE CONFERENCE MARKET?"

Andrew Kirby

Measuring Marketing Communications Productivity: In Search of Marketing Metrics

George Low

Evaluating Effectiveness of Internet Marketing Strategies: The Internet Marketing Acceptance Model (IMAM)

Sudeep Krishnan, Jithesh Kumar, Shawn Mathew, Prathap Oburai

Measuring the influence of product placement on children using digital brand integration

Simon Hudson, Charlene Elliott

Marketing Education (Room: Auditorium)

Degrees of unfair practice, or a matter of perspective? Collusion on an International MBA Marketing module.

Neil Wellman, Julia Fallon

Marketing competence and the curriculum: a conceptual framework.

Neil Wellman

Adoption of e-readers: an exploratory study of key stakeholders

Julian Viecelli, Rodney Carr, Terry Boulter

WORKING PAPER: The Alumni - What contribution?

Mel Godfrey
Social and Not for Profit Marketing (Room: Jaguar Suite)

0003 FIRM-COMMUNITIES AND PUBLIC PRIVATE PARTNERSHIPS
   Jose G. Vargas-Hernandez

0004 Carers, Normalcy and Holiday-Taking: The Views of Welfare Agents
   Philippa Hunter-Jones

0068 Structural Model of Quality of Work Life, Life Satisfaction and Service Quality in the Malaysian Public Health Care Sector
   Mahadzirah Mohamad, Wan Norhayati Mohamed

0071 Social Marketing for Evacuation Preparedness
   Susan Anson, Duncan Shaw, Patrick Tissington

0085 Corporate Giving to the Performing Arts in Wales: Why do Businesses Give?
   Helena Knight

Social and Not for Profit Marketing (Room: Jaguar Lounge)

0087 Moving Towards Sustainability: Empowering Consumers through Knowledge-based Trust
   Cristina Cardigo, Paulo Rita

0099 Social Marketing and social influences: Using social ecology as a theoretical framework
   Katie Collins, Alan Tapp, Ash Pressley

0120 Brand Legitimacy of Charity Retailing: A Comparative Analysis of Brand Integration and Brand Separation Strategies
   Gordon Liu, Teck Yong Eng, Yasmin Sekhon
Charity Shops: An Investigations of Commercial Knowledge Exchange Between UK Nonprofit Organizations

Gordon Liu, Catherine Liston-Heyes, Wai-Wai Ko

Nonprofit mergers: exploring challenges in rebranding process

Zoe Lee, TC Melewar

Asia and Pacific Marketing (Room: Aylseford Suite)

Marketing for Life in the Economic Recession Time: The Case of Thailand

Orose Leelakulthanit

Marketing of Refractory Products-A study of Refractory Industries in Orissa

Saikat Gochhait

Product Contamination And Its Consequences For Brands: An Examination Of The Chinese Infant Milk Powder Scandal

Paul Custance, Jiang Dongni

Celebrity endorsement within the Chinese beauty industry - views from Beijing’s female consumers

Mark McPherson, Xiang Li

Sports Marketing (Room: Media Room)

Old Firm:New league?

Adrian Pritchard
'A Game of Two Halves' "Are sports marketers an emerging cohort to be admired as a force in marketing or merely accomplices to mediocrity in new marketing approaches?"

Alan Seymour

Sport Signage Reaching Television Audiences – A New Approach for Leveraging Sponsorship

Peter Dickenson, Chanaka Jayawardhana

From Laconophilia to ‘The Sportan’: Balancing Athletic excellence, Sponsorship, Branding and Career prospects

Jonathan Wilson, Jonathan Liu

**Brand Identity (Room: Boardroom)**

Identity Marketing

Lisanne Bouten, Martha Boutens

Internalising the Brand

Jacqueline Lynch, John Egan, Hanna Hultman

‘9 Out of 10 FMCG Brand Managers Prefer....’ The Hierarchy of Priorities for Brand Managers During Recession

Lyndon Simkin

What counts in personal selling: corporate image, corporate function or corporate representative? Two experiments on first impressions

Juerg Hari, Michael Stros, Milena Petkovic, Christoph Meili

**Business-to-Business Marketing (Room: Chairman’s Room)**


Neil Brooks, Lyndon Simkin

An Exploration of Relationship Management Attitudes in Global Account, Key Account And Senior Sales Managers.
Iain A. Davies

0106 HOW DIFFERENT ARE ARAB KEY ACCOUNT MANAGERS: AN EMPIRICAL STUDY

Fawaz Baddar, Iain Davies, Lynette Ryals

**Arts and Heritage Marketing (Room: Sky Blue Room)**

0002 Transforming outdoor urban spaces through live music: Confronting marketing agoraphobia

Steve Oakes, Gary Warnaby

0115 Omnivores or Univores? Segmenting the audience for live music in the UK

Chris Hand

0118 Branded Art Machine: creating value for emerging art markets.

Victoria Rodner

0248 Creating and Communicating Value for Tangible Creative Industries’ Products through Online Channels

Nick Telford
Session 2 Tuesday 6\textsuperscript{th} July 16.00-17.30

\textbf{Consumer Behaviour (Room: EON Lounge North)}

0012 Teenage Internet user behaviour and socio-spatial inequality in a cross-cultural setting.  
Jessica Lichy, Nathalie Louisgrand-Thomas

0033 Ethnic Minority Marketing Psychology: The Case of British Muslim Consumer Satisfaction Towards High Street Fashion Retailers  
Syadiyah Abdul Shukor

0108 Understanding the choice between fun and function  
Wei Shao

0054 A New Theoretical Model for Consumer Acceptance of a Free, Ad-Supported Music Download Service  
Ainslie Harris, Andrew Turnbull, Peter Atorougeh

\textbf{E-Marketing (Room: EON Lounge South)}

0005 An Analytical Statistical Assessment of the use of Social Media Among Marketing and Public Relations Students in the UK, France and USA  
Jeff Hoyer, Gareth Thompson, Lisa LeBleu, Teresa Collard

0021 What may make Brits to pay for music downloading? Determinants of illegal music downloading in the UK  
Lóa Bára Magnúsdóttir, Ibrahim Sirkeci

0022 The Effectiveness of Information Technology Adopted by Universities: Evaluating Students' Perception of e-Learning in Bahrain  
Faten Jaber, Muneer Abbad
0027  Customer Relationship Orientations, Interactive Website Features, and Loyalty to an Online Store

James Richard, Laura Suisted

0183  The influence of eWOM in e-mail on the purchase intention

Nisrein Shabsogh, Nina Reynolds, Mei-Na Liao

Consumer Behaviour (Room: EON Lounge Centre)

0128  INTERNAL MARKETING AND THE QUALITY OF SERVICE PROVIDED BY THE BACK-OFFICE TO THE FRONT-OFFICE AS KEY FACTOR FOR CUSTOMER SATISFACTION

Tânia Oliveira, Bráulio Alturas

0271  From the Consumer to the Practice: A Social Perspective of Consumption

Ruth Rettie

0178  Attitude-Based Versus Attribute-Based Consumer Decision-Making: The Effects Of Information Diagnosticity And Accessibility, And Consumers’ Regulatory Orientation

Zoi Anagnostidou, Flora Kokkinaki

0349  Consumer Behaviour of children in the early 20th Century ~ Learning from the Past

Mel Godfrey

Case Study (Room: Sky Creations)

0180  Get On Board - A Case Study of Beach Break Live

Stephen Henderson

0223  Innovation in foodservice: the case of a world leading Italian company

Nicoletta Occhiocupo
0242  HOME GAME ADVANTAGE: Air New Zealand's Domestic Market
David Stewart

0253  Cashing in on the Green Dots: Marketing Ireland in Second Life
Wade Halvorson, Anjali Bal, Leyland Pitt, Michael Parent

0409  Building Brand Communities: An Illustration from the Harley-Davidson Company
Sudipta Das

**Services Management and Marketing (Room: Auditorium)**

0225  Proposing a Crisis Portfolio for Telecommunications Companies
Apostolos Lepetsos, Anastasios Theofilou, George Siomkos

0234  PRIMARY AND SECONDARY EFFECTS OF EMOTIONS ON BEHAVIOURAL INTENTION OF THEATRE CLIENTS
Adrian Palmer, Nicole Koenig-Lewis

0346  Understanding Linkages Between Commitment And Performance In The Indian Call Centre Context
Neeru Malhotra, Aarti Sood, Pawan Budhwar

0398  SERVICE MARKETING EXPERIENCE IN INTERNET BANKING
Sid Ghosh, Paul Boscombe

0155  Linking Customer Value and Satisfaction in Adventure Tourism: Some Cross-Cultural Differences
Paul Williams, Geoff Soutar, Nick Ashill
**Ethical Issues in Marketing (Room: Jaguar Suite)**

0313  New forms of Consumer Empowerment: A look at collective projects of ethical consumption.

  Eleni Papaoikonomou, Gerard Ryan, Mireia Valverde

0339  Manipulation, Meaning and Marketing: Listening to Consumers

  M. Teresa Heath, Matthew Heath

0401  Child food promotion to the ‘under 8's' in the UK

  Shaun Powell, Chris Dodd, Stephanie Langlands

0404  Food Marketing: The Death of the (Sovereign) Consumer??

  Craig Hirst, Richard Tresidder Tresidder

**Relationship Marketing (Room: Jaguar Lounge)**

0148  Do Relationship Building Websites Pay Off? An Investigation Of The Role Of Relational Benefits And Costs Within An FMCG Context

  Sergios Dimitriadis, Georgios Tsimonis, Christos Koritos

0159  The Effect of Relationship Marketing Instruments (RMIs) on Customer Retention and the Mediating Role of Customer Satisfaction

  Che Aniza Che Wel, Jamil Bojei

0394  Practices of Corporate Identity in Establishing a New Business Relationship

  Cláudia Simões, Katy Mason

0185  The Relationship between Pricing Strategy and Consumer Loyalty - EasyJet Case Study

  Cheng-Hao Steve Chen, Meng-Shan Sharon Wu
Asia Pacific Marketing (Room: Aylesford Suite)

0196 Cross cultural opportunities and challenges of retail internationalisation: an empirical research of EU Hypermarkets in Taiwan

Lin Chia-Shu, Osseo-Asare Augustus E.

0215 Customer Relationship Investment, Renqing and Relationship Commitment

Guicheng Shi, Yi-Zheng Shi, Allan KK Chan, Matthew Tingchi Liu, Kim-Shyan Fam

0335 Network, export channel selection, and export performance: Evidence from an Emerging Market

Xinming He, Keith Brouthers, Igor Filatotchev

0361 Influences of Language: Intentional or Unintentional Switch of Thinking Pattern?

Weisha Wang, Charles.C Cui

Competitive Intelligence, Analysis and Strategy (Room: Media Room)

0016 Factors Influencing Customer Satisfaction with Mobile Cellular Network in Thailand

Orose Leelakulthanit

0076 Competitive Intelligence as Public Policy in France: Making a Difference in the SME Sector

Jamie Smith, Sheila Wright, David Pickton

0109 Strategic CRM initiatives for competitive advantage with special reference banking industry in India

Neeraj Pandey

0245 Bridging virtual and real worlds: Enhancing outlying clustered value creations

Daniel Bretones, Bernard Quinio, Gilbert Reveillon
What is Driving Growth for the Brand in Front? A Two-Purchase Analysis of Car Category Dynamics in Thailand
Dag Bennett, Charles Graham

Special Session Marketing Future Cast and Neuroscience in Marketing (Room: Boardroom)

0117 Where is the 'sense' in neuromarketing?
Heather Skinner

0299 Assessing the Effectiveness of Networked Interactive Media in E-Marketing Environments Using Eye-Tracking Technology
Jamil Alio, David Pickton, Mohammad Ibrahim

0305 Autobiographical Brand Memory: A Neurocognitive Approach
Nilanthi BRM Ratnayake, Amanda J Broderick

Entrepreneurial and Small Business Marketing (Room: Chairman’s Room)

0081 Attributes Of The Cooperative Organisational Model That Facilitate Market Orientation
Izaskun Agirre Aranburu, Pedro Reinares Lara, Amaia Aizpuru Garmendia

0116 The 'EMICO' Framework: Exploring Entrepreneurial Marketing in Software Technology SMEs
Rosalind Jones, Jennifer Rowley

0139 Aligning Teaching and Practice: a qualitative study of marketing in SMEs
Sheilagh Resnick, Ranis Cheng, Clare Brindley, Carley Foster

0158 Mechanisms for Marketing Knowledge Transfer to small enterprises
Tony Proctor

**Arts and Heritage Marketing (Room: Sky Blue Room)**

0263 Barriers to Attending Arts and Cultural Institutions: A Cross-cultural Comparison of English and Vietnamese Speaking Australian Residents  
*Pandora Kay, Emma Wong, Michael Polonsky*

0296 MUSIC, MARKETING AND CONSUMPTION: TOWARDS AN INTEGRATED UNDERSTANDING  
*Daragh O'Reilly, Krzysztof Kubacki, Gretchen Larsen*

0304 RE-ORIENTING ARTS MARKETING: THE NEXT TEXTBOOK GENERATION?  
*Daragh O'Reilly, Finola Kerrigan, Gretchen Larsen*

0324 Sources for authentic visitor experiences: preliminary findings from museums in Australia  
*Anne-Marie Hede, Maree Thyne, Tabitha White*
Session 3 Wednesday 7th July 9.00-10.30

Services Management and Marketing (Room: EON Lounge North)

0272  Marketing To The Student: The Application Of Service Dominant Logic And Experiential Marketing In Higher Education

   Grazyna Rembielak-Vitchev, Tony Conway

0275  A Mythical-level Framework For Interpreting How Value Is Culturally Co-created Over Time

   Sharon Ponsonby-McCabe, Stephen Brown

0279  Impact of Personality Traits on Customer Orientation of Call Centre Workers: The Moderating Role of Role Conflict

   Sunil Sahadev, Sudarshan Sheshanna, Keyoor Purani

0290  Internal Marketing mix and its impact on organisation's effectiveness and performance with specific reference to Banking Sector.

   Sabita Mahapatra

0074  DEVELOPING A RESOURCE INTEGRATION MODEL FOR SELF SERVICE TECHNOLOGY

   Tim Hughes, Toni Hilton, Ed Little, Ebi Marandi

Social and Not for Profit Marketing (Room: EON Lounge South)

0161  The Impact of fit and Product Type on Consumer Responses to Cause-Related Marketing

   Isabel Buil, Eva Martínez, Teresa Montaner

0186  MARKETING FACILITATION BY NON GOVERNMENT ORGANISATIONS AND TRIBAL LIVELIHOODS

   Bhavani Shankar
0194 Sport, socialising and alcohol: a study in one UK university
Fiona Davies, Brad Steele

0198 Charities and Online Social Networking. What Motivates Supporters to
Become ‘Fans’ or ‘Friends’ of Charities? The Case of WaterAid, an
Exploratory Study.
Karin Jensma, Richard Mannix

0341 From Jerusalem to Coventry and back: 800 years of transformational
branding
Robin Croft

Consumer Behaviour (Room: EON Lounge Centre)

0308 Influencing Determinants of Web-Based Transactions: A Micro-
Cultural Descriptive Analysis
Lennora Putit

0314 Segmenting the Internet Banking Non-Adopters in Turkey: Insights into
the Rejection Behaviour
Sena Ozdemir

0348 All Our Yesterdays? Profiling The Nostalgia Prone Older Consumer
Peter Simcock, Lynn Sudbury

0189 The Transforming Impact of Gleaning Marketing Lessons from
Literature: Re-reading Pinter, Camus and Beckett
Niva Bhandari, Prathap Oburai
**Consumer Behaviour (Room: Sky Creations)**

0383  Tap or Bottle? Understanding Why People Buy Bottled Water
   
   Paul W. Ballantine, Rachel Bayfield, Lucie K. Ozanne

0388  Emotionality, Impulse buying and Hedonic Consumption: A research proposal on adoption of mobile services
   
   Lukman Aroean

0151  Loyalty: A customer's perspective
   
   Dariusz Siemieniako, Sharyn Rundle-Thiele, Wieslaw Urban

0177  To Bribe or not to Bribe: A Study of Consumer Reaction during Bribery Crisis
   
   Ioannis Assiouras, Ozge Ozgen

**Case Study (Room: Auditorium)**

0254  Capturing More Asian Business Flyers: Service Innovation at YVR
   
   Leyland Pitt, Jeremy Hall, Lisa Papania, Anjali Bal, Doug Chong, Laurena Christensen, Mark Cividin, Ben Pedret, Joel Tkach

0264  Building a New Market for LED Greenhouse Lights
   
   Leyland Pitt, Lisa Papania, Anjali Bal, Tanya Braich, Sean Feng, Sabeen Mapara, Dawn Moulton, Octvia Yung

0329  "KEY NOTIONS FOR THE SUCCESSFUL MANAGEMENT OF THE DEMAND-SUPPLY CHAINS: THE CASE OF CARREFOUR SPAIN"
   
   Jesus Cambra-Fierro, Rocío Ruiz-Benítez, Iguacel Melero-Polo

0362  A Practitioner Paper on Marketing Psychometrics Abroad Using a Case Study Methodology
   
   Ben Binsardi, Alexis Mclean, Michael Saren, Aftab Dean

0410  The Development of a Hedonistic Experience Brand: Australia's MONA
   
   Kim Lehman, Debra Leighton
**E-Marketing (Room: Jaguar Suite)**

0317  Role of demographics, social connectedness and prior online experience in adoption of web shopping  
Mohammad Bakher Naseri, Greg Elliott

0319  Customer's Marketing: A Chinese Perspective  
Jonathon Hu

0357  An Empirical Study on Electronic Customer Relationship Management (E-CRM) Implementation and E-loyalty at Different Adoption Stages of Transaction Cycle  
Talhat Alhaiou

0129  Exploration and its manifestations in the context of online shopping  
Catherine Demangeot, Amanda J. Broderick

0105  A Broader Concept of Relationships: Identifying New Forms of Consumer-provider Interactions in Egyptian Financial Services  
Tamer Elsharnouby, Elizabeth Parsons

---

**Special Session Science-to-Business Marketing (Room: Jaguar Lounge)**

0309  The Role And Significance Of Transfer Intermediaries In University Knowledge And Technology Transfer Practice  
Tobias Kesting, Wolfgang Gerstlberger

0379  The Influence of Transparency, Communication, Market Orientation and Knowledge Transfer on Research Customer Satisfaction  
Thorsten Kliwee

0400  Fostering Innovation Generation through Resource Recombination - A Systematic Approach towards a Model for the Likelihood of Resource Recombination  
Kerstin Linnemann, Thomas Baaken
**Services Management and Marketing (Room: Aylseford Suite)**

0270 Crisis management in hotels - the "People" factor of the Marketing Mix  
Outi Niininen

0301 To Delight or Not to Delight: The Role of Delight in Loyalty Formation  
Jana Bowden, Tracey Dagger

0325 CONCEPTUALIZING THE ‘SUBJECTIVITY’ OF HERITAGE CONSUMPTION EXPERIENCES  
Anastasia MOURIKIS, Damian Gallagher, Adrian Palmer

0360 Using Customer Experience Modelling To Explore City Residents Experiences  
Jan Brown, Steve Baron

0243 Transforming Marketing Academics' Thinking: The Case of People-Processing Services Globalization  
Merlin Simpson, Aidan Daly

**Marketing in Developing Economies (Room: Sky Blue Room)**

0333 Consumer trust in consumer-service provider relationships: An exploratory study of Egyptian banking  
Tamer Elsharnouby, Elizabeth Parsons

0393 Mode of entry into distribution-related activities: A New Frontier: A multiple case study of Multinational consumer product companies entering India  
Sundeep Manghat

0246 The 3 R's - Redefining Strategic Marketing Ingredients for the Base of the Pyramid
Edgard Barki, Juracy Parente

0141 Standardisation vs adaptation in Libya: what do suppliers do?
Izzudin Busnaina, Tony Woodall

_Retailing and Channel Issues (Room: Boardroom)_

0044 Retail branding in Taiwan- towards a new conceptual research framework
Ching-Wei HO, John Temperley

0098 Leeds Shopping Week: a shoppers' perspective
Brian Jones, John Temperley

0168 Towards a Better Understanding of Customer Switching in a Multichannel Company
VANHEEMS Regine, KELLY Steven J., STEVENSON Kathleen

0399 A Model of the Decision-Making Process for Retail Buying
Helen Goworek

0387 Logistics of freights distribution and customer service
Mihaela Stet

_Special Session Science to Business Marketing (Room: Chairman’s Room)_

0088 A Toolbox for ICT Technology Transfer ProfessionalsA preview of an online toolkit aiming at the acceleration of the ICT technology transfer process
Els Van de Velde, Gunnar Pettersson

0207 CASE STUDIES ON THE APPLICATION OF A NEW MODEL FOR MARKETING AND COMMERCIALIZATION OF UNIVERSITY R&D RESULTS
Christian Larsson, Hector Rodal, Xose Henrique Vazquez, Alberto Casal
CRM'S Theoretical Constructs and Effectiveness in Improving Customer Value
Chien-Lin Chen, Len Tiu Wright, Michael Starkey

THE ROLE OF KNOWLEDGE MARKETING IN SMALL- AND MEDIUM-SIZED CITIES
Clive Winters, Chris Wilson

Marketing Education (Room: Media Room)
Constructing the value of a British postgraduate qualification: Perceptions of alumni from marketing programmes
Jie Liu

Turning marketing teaching inside out: a learning-driven approach to the design of introductory marketing modules
Lorna Walker, David Chalcraft

Death by PowerPoint: Can PechaKucha resuscitate?
Kathryn Waite, Finola Kerrigan, Abigail Marks

Transforming marketing lectures by using E-polling
George Masikunas, Andreas Panayiotidis

How well do UK publishers of marketing textbooks investigate and understand the market they are selling to?
George Masikunas, Alison Baverstock
Session 4 Wednesday 7th July 15.30-17.00

Consumer Behaviour (Room: EON Lounge North)

0058  A ‘Consumer Purchase Portfolio’ for Vacations: Preliminary Findings
Jackie Clarke

0268 The Dynamics of Post Millennium Consumer Utopia: Pluralism, Personalization, Participation and Personification
Prashant Saxena

0269 The Dynamics of Post Millennium Consumer Utopia: The Changing "Sense of Place" and "Ideas of Perfection"
Prashant Saxena

0145 Disidentification and Brand Avoidance within Consumer Tribes
Ryan Charmley, Tony Garry, Paul Ballantine

Consumer Behaviour (Room: EON Lounge South)

0273 Brand salience for fast-moving consumer goods: an empirically-based model
Julian Vieceli, Robin Shaw

0278 Developing a Framework for Libyan Consumer Aberrant Behaviour
Amal Abdelhadi, Carley Foster, Paul Whysall

0291 MAFFESOLI AND CONSUMER TRIBES: INVESTIGATING THE THEORETICAL LINK
Daragh O'Reilly

0295 The British Market Maven: An Altruistic Provider Of Marketplace Information
Lynn Sudbury, Jane Jones

0136 Gender And Word Of Mouth
Robert East, Stavros Kalafatis, Wendy Lomax, Helen Robinson

Services Management and Marketing (Room: Auditorium)

0132 Value Assessment Through Means-End Theory Framework - A Critique
Shilpa Iyanna

0144 Risky business: making decisions off the cuff.
Ian Lings, Geoff Durden, Anne Souchon

0384 System-Oriented or Socially-Embedded: Social Identification in Estate Agency Role
Anne Broderick, Margaret Hogg

0084 Cue Utilization and Service Complexity in Financial Services
James Devlin

Services Management and Marketing (Room: Jaguar Suite)

0036 The Role of Emotional Labour and Role Stress on Burnout and Psychological Strain in High Contact Service Employees
Ian Lings, Geoff Durden, Nick Lee, John Cadogan

0042 Curbing the Menace of Opportunism in Insurance Business: The Mediating Role of Marketing Strategies
Ayantunji Gbadamosi, Tajudeen Yusuf

0053 Not all Services are Created Equal: An Investigation into the Role of Emotion in Service Experiences
Daire Hooper, Joseph Coughlan

0066 Internal Marketing: A literature review and research agenda
   Yu-Ting Huang, Sharyn Rundle-Thiele, Ceridwyn King

0077 Consequences of Customer Company Identification
   Harjit Sekhon, Sanjit Kumar Roy

**Consumer Behaviour (Room: Jaguar Lounge)**

0366 Shopping as entertainment: the case of the UAE
   Nnamdi Madichie, Jim Blythe

0371 The Interplay of Value and Loyalty in Mobile Services - Multiple Dimensions and Multiple Groups
   Loredana Viola, Alexander Zauner, Monika Koller, Arne Floh

0376 Global Subcultures of Consumption: The Emergence of Western Riders in India
   Sudipta Das

0063 The Direct and Interaction Effects of Emotional Exhaustion, Emotional Labour, Inauthenticity and Self-Efficacy on Job Satisfaction and Customer Orientation in Real Estate Agents
   Sandra Gountas, John Gountas

**Place and Tourism Marketing (Room: Aylseford Suite)**

0113 In search of the genius loci - the essence of a place brand
   Heather Skinner

0166 UNIQUE VALUE CREATING DESTINATION PRODUCT ATTRIBUTES OF THE NORDIC COUNTRIES - FINNISH PERCEPTIONS
Henna Konu

**Sports Marketing (Room: Media Room)**

0332 Online Social Responsibility Disclosure in Sport Organisations: Exploring Current Views and Practice

*Alan Pomering*

0350 Conceptualising Corruption in Sport: Implications for Sponsorship Programmes

*Samantha Gorse, Simon Chadwick*

0413 Managing the sporting events environment: An empirical model of attendance motivations

*John Hall, Barry O’Mahony, Julian Vieceli*

0070 Sports marketing in a transition world context: The case of the UAE Professional Football league

*Nnamdi Madichie*


**Entrepreneurial and Small Business Marketing (Room: Boardroom)**

0353 Export Promotion Programmes (EPPs), Internationalisation, and Organisational Learning Methods

*Robert Bradshaw, Hulya Oztel, Emma Varis*

0381 SMEs, Financial-WMD And Business-Conversion to Islam: a UK SME Perspective On Islamic Banking And Finance

*Zubin Sethna, Muhammad Abaid Hassan*

0390 Perceptions of Innovativeness among Swiss Hotel Managers

*Tom Marshal*


**Business to Business Marketing (Room: Chairman’s Room)**

0127 Configuration Theory Assessment of Relationship Strategies
Ghasem Zaefarian, Peter Naude, Stephan Henneberg

0154 Is Not It about Time That a Marketing Scholar Becomes a Nobel Laureate - Pragmatic versus Dogmatic Discipline of Marketing: Making Marketing Transformational through Revisiting Its Boundaries as a Science

Wael Kortam, Abeer Mahrous

0192 B2B Engineering Services Branding: A case-study in Britain

Alireza Sheikh

---

**Brand Identity and Corporate Reputation (Room: Sky Blue Room)**

0146 BRAND MASCULINE DIMENSION REVISITED

Salim Azar, Denis Darpy

0282 Consumer Relationship with a Global Brand that does not Exist in the Market: Evidence from Ukraine

Ibrahim Abosag, Oleksii Bekh

0321 Leadership in the Public Sector: Using Internal Branding as a Strategic Tool to Enhance Public Sector Performance

Tariq Kashmiri, Gotsi Manto

0375 The branding consultant's recommendation for the re-branding of Oldham: Weighing in on the conceptual fit

Ernest Kadembo, Howard Jackson, Denis Feather, Nadio Granata

---

**Poster Exhibition: Thursday 8th July 9.00-12.30**

**Main Lobby**

0007 Consuming Imported Masculinity: A Critical Ethnographic investigation of the impetus for inter-ethnic marriages among Greek-Cypriot females

Dino Domic
Conceptual Issues with Emotions Research in Consumer Behaviour

Mazia Yassim

Valorisation and Commercialization Societies in the Knowledge to Market Process of Higher Education Organizations Applying Science-to-Business Marketing

Elena Lopez Cano, Brisa Burriel Fuster, Lidia Herrera Arias

Scope of Implementing Web 2.0 Communications in Relationship Marketing Strategies by Financial Services Institutions: Exploring the Opportunities in South-Eastern Europe

Miljana Mitic, Alexandros Kapoulas

Transformation in Marketing: a 21st Century Demographic Reality

Nicholas Thompson, Keith Thompson

An Eye tracking study of how website usability affects Word of Mouth (WOM) and satisfaction: The case of tourism in Egypt

Samaa Attia
Session 5: Thursday 8th July 9.00-10.30

Marketing in Developing Economies (Room: EON Lounge North)

0114  Parents' Perceptions on the Influence that Children's Purchase Requests and Packaging have on Nigerian Children's Consumption of Unhealthy Food
Fraser McLeay, Omosalewa (Tinu) Olunuga

0131  Marketing to the poor and the disadvantaged segments: Challenges in the Indian Public Distribution System
Prathap Oburai, Arvind Kumar, Michael Baker

0368  INNOVATION AND SUSTAINABILITY: A study in the retail market in Brazil
Patricia Artoni, Ana Miotto, Eliane Brito, Juracy Parente

0171  A Profile of Brazilian Private Banking Clients
Antonio Cassio Segura, Suzane Strehlau

Case Study Track (Room: EON Lounge South)

0391  A network approach to internationalisation: The case of NZ ICT firms
Sussie Morrish, Elena Vasilchenko

0395  The Chequered History of a Luxury Brand
Sally McKechnie, Caroline Tynan

0406  Growing Pains As Everton FC Face The Blues
Mark McPherson, Anushka Christie-David, Carola Leon, Shally Gupta

0408  Steam Powered Marketing
Michael Harker

0220  Susceptibility to Interpersonal Influence – the Role of Materialism, Need for Uniqueness, Locus of Control and Persuasion Knowledge
Monika Koller, Arne Floh, Alexander Zauner
Presentation by holders of Academy of Marketing Research Initiative Award 2009 (Room: EON Lounge Centre)

0123 Evaluating Market Segmentation Research Priorities: Targeting Re-emancipation
Lee Quinn, Sally Dibb

Gay Targeted Advertising in Mass Media: An examination of the Interpretations and Attitudes of Target and Non-Target Consumers
Wallard Liplinca, Li-Wei Mai

On narrative inquiry and historicism in marketing: An oral history of the marketing education group
Paul Hewer, Douglas Brownlie, Mark Tadajewski

Social and Not for Profit Marketing (Room: Sky Creations)

0219 An Exploratory Study into the Use Of Integrated Marketing Communications in Charities
Yvonne Dixon, Charles Moss

0266 Do Corporate Social Marketing Practices Lead to Social Entrepreneurship? An analysis by means of institutes and foundations created by Brazilian companies
Francisco Vieira, Kerla Mattiello, Hilka Machado, Isolde Previdelli, André Urdan

0300 HIV/AIDS Communication: An Empirical Study of Fear Appeal and Behavioural Intent
Marlize Terblanche-Smit, Nic Terblanche

0307 Uncovering (Dis)embodied Meanings in the Gift-of-Life Organ Donation Advertising Campaign: A Hermeneutic Reading
Ai-Ling Lai

0338 Marketing social norms: what can the ‘social norm’ approach bring to social marketing?
Kevin Burchell, Ruth Rettie, Kavita Patel
Marketing Communications (Room: Auditorium)

0203 Is it funny or just offensive? An examination of the relationship between humour and offence in UK advertising

Kathleen Mortimer, Kate Pascoe, Gil Ogilvie-Johns

0231 Unfolding the Corporate Auditory Identity Construct: Qualitative Insights from the UK

Roland H. Bartholmé, T C Melewar

0331 How Many Is Too Many? An Application Of Working Memory To Advertising Copy

Jennifer Meehan, Lynn Sudbury

0359 CONSUMER CENTRIC MARKETING COMMUNICATIONS MODELS: DOES WEB 2.0 DEMAND A NEW ONE

Beverly Barker, Kim Roberts

0370 INTEGRATING ‘INTEGRATED MARKETING COMMUNICATIONS’ 3 MODELS, 4Cs, 4Es, 4Ss, and a PROFILE

David Pickton, Amanda Broderick

Ethical Issues in Marketing (Room: Jaguar Suite)

0122 The Ethics of In-Home Sales, and the Effect of Consistency on Decision-Making

Paul Harrison, Marta Massi, Kathryn Chalmers

0133 Rethinking Consumer Empowerment: An Economic Perspective

Hannah Dean, Gretchen Larsen

0165 Mediating Effect of Service Provider Ethical Behaviour on the link between Service Provider Capabilities and Brand Equity in Outsourcing

Violet Lazarevic, Margaret Jekanyika Matanda

0224 Unfolding a Product's Ethical Bundle

Anastasios Theofilou, Aikaterini Vassilikopoulou
E-Marketing (Room: Jaguar Lounge)

0039 An Exploratory study on the cultural effect and potential barriers in adopting the e-Banking service among young working customers in Hong Kong

Wallace Yee, Ruth Yeung, Kylie Wong

0052 Web Analytics - a domain of Marketing

Paul Harrigan

0059 Antecedents of privacy concerns and their online actual purchase consequences: a cross-country comparison

Abeer Mahrous

0094 Country-Of-Brand-Origin Risk Perception of Purchasing Online Brands from the Base-Of-the-Pyramid

Maktoba Omar, Robert Williams, Jr., John Ensor

0195 Modeling the Antecedents of Co-Production Behavior in Virtual Communities

Hsien-Tung Tsai, Ya-Ling Chiu, Pei-Yu (Patty) Pai

Market Segmentation (Room: Aylseford Suite)

0060 What Role for Market Segmentation In Enhancing Business Performance: Critical Review, Concept Reconstruction and Research Questions

Adina Poenaru, Paul Baines

0072 Modelling Consumer Behaviour in a Temporary Scenario: the Challenges of Predicting Credit Worthiness During a Financial Crisis

Ana Isabel Canhoto

0256 SOCIALLY RESPONSIBLE INVESTORS: ARE THEY ALL THE SAME?

Fannie F.T. Yeung
**Retailing and Channel Issues (Room: Media Room)**

0251 Characterising U.K. Community Retail Enterprises
   Keri Davies, Eric Calderwood

0252 There Is More To Do At A Mall Than Just Shopping: The Case Of Leisure Activities
   Evangelia Chatzopoulou, Kleanthis Syrakoulis

0318 Is the Pharmacy's Role Approaching Convergent or Diversified: An Overall Examination of Marketing Efficiency and Effectiveness by Assortments Analysis in Urban China
   Jie Meng

0322 Exploring online shopping attitudes and habits amongst the “e” generation
   Andrew Turnbull, Peter Atorough

0162 Retail Salespeople in a Multi-channel Company: the website’s effect on the salesperson’s environment and interactions with customers
   VANHEEMS Régine, KELLY Steven J, STEVENSON Kathleen

**Events and Experiential Marketing (Room: Boardroom)**

0095 Brand Salience Not Brand Science: A Brand Narrative Approach to Sustaining Brand Longevity
   Terry Smith

0126 This is how I feel - This is how I felt': Experience sampling at marketing events
   Emma H Wood

0285 Examining the influence of the corporate logo on corporate image and corporate reputation: research hypotheses
   Pantea Foroudi, Manto Gotsi, T.C.Melewar
Entrepreneurial and Small Business Marketing (Room: Chairman’s Room)

0260 The Three E’s of Designing for Consumers: Efficiency, Effectiveness, Emergence
   Leyland Pitt, Pierre Berthon, Anjali Bal

0287 Multiple Drivers of e-SME Retail Success: Cases in Fashion Marketing
   Catherine J Ashworth

0312 INNOVATION IN SMALL FAMILY FIRMS - A FAMILY EMBEDDEDNESS PERSPECTIVE
   Sylvie Laforet

0352 Customer Knowledge Management Enabled Innovation Capability: a case study research
   Wafa Belkahla, Abdelfattah Triki

Arts and Heritage Marketing (Room: Sky Blue Room)

0343 Towards a Taxonomy of Third-Age Visitors to British Heritage Visitor Attractions.
   Hans-Christian Andersen

0356 Marketing Strategies in the Arts - a Study on Amateur Theatre
   Jane Tonge

0380 The Literary Fan: legitimising fandom in the presence of the inauthentic
   Maree Thyne, Anne-Marie Hede

0411 The narrative/storytelling approach in brand development for towns
   Ernest Kadembo
Session 6 Thursday 8th July 11.00-12.30

Services Management and Marketing (Room: EON Lounge North)

0008  Measuring behavioral loyalty in service industries
Sharyn Rundle-Thiele

0019  The Effect of Customer Orientation on Frontline Employee Job Outcomes in a New Public Management Context
Michel Rod, Nicholas Ashill

0029  Identifying co-creation and value collaboration opportunities
Pennie Frow, Adrian Payne, Kaj Storbacka

0067  Value propositions: A service profit chain perspective
Pennie Frow, Adrian Payne

Consumer Behaviour (Room: EON Lounge South)

0247  Antecedents and outcomes of consumer environmentally-friendly attitude and behaviour
Leonidas C. Leonidou, Constantinos N. Leonidou

0202  The Retailer As Cultural Intermediary; Consumer Store Relationships
Helen Woodruffe-Burton, Susan Wakenshaw

0124  The Role of Emotion in Ethical Consumer Decision-Making, a Tourism context.
Sheila Malone
The Influence of Value on Loyalty in the Supermarket Industry
Nic Terblanche

Investigating Tiredness and Ad Complexity Effects on Visual Processing of Advertisements: an Eye-Tracking Study
Dina Rasolofoarison

Social and Not for Profit Marketing (Room: Sky Creations)
Social Marketing in the Public Sector: Keys of Advertising Effectiveness
Pedro Alvito, Helena Gonçalves

Social Marketing in the Public Distribution of Food Grains: Game Theory and the Role of Democracy
Arvind Kumar, Prathap Oburai, Siridinath Surasura Rathnakar, Michael Baker

Self-Congruency and Social Selection in Narratives of School Choice
Beverley Hill

The Effectiveness of Advertising Corporate Social Responsibility Achievements: Overcoming the Role of Prior Brand Attitude and Attributions
Alan Pomering

Examining young adult's constructions of credible 'responsible drinking' identities
Marie-Louise Fry

Marketing Education (Room: Auditorium)
Altery & Sensitivity: Contours of the Tutor in Marketing Ethics Education
Ross Brennan, Lynn Eagle, Nick Ellis, Matthew Higgins
How can marketing academics serve marketing practice? The New Marketing DNA as a model for marketing education  

Paul Harrigan, James Seligman

Creativity in Marketing Education: The Case For Client/agency Simulation  

Jacqueline Lynch

The influence of student engagement levels on satisfaction and behavioural intentions  

David Gray, Jarryd Daymond

Are We References to Ourselves? Taking Stock of Academy of Marketing Conference Proceedings and their Role in Academic Education in Marketing  

Francisco Vieira, Josiane Oliveira, André Urdan

Case Study Track (Room: Jaguar Suite)

Using Key Account Management to Secure Long-term Government Contract Funding: A Case from the Charity Sector  

Roger Bennett, Sharmila Savani

Cadbury’s Freddo Frog: A Case Study of Integrated Marketing to Children and its Ethical Implications  

Paul Harrison, Kathryn Chalmers

The Quantitative Approach to Market Segmentation: A Project Targeting Growth in the Mobile Phone Market  

Lyndon Simkin, Sally Dibb

Marketing care: a healthy challenge?  

Sheilagh Resnick, Clare Brindley, Ranis Cheng, Carley Foster
0235 Shopping Malls: Just Another Shopping Place? The Case Of Physical Environment Quality
   Evangelia Chatzopoulou, Georgios Tsimonis

Relationship Marketing (Room: Jaguar Lounge)

0193 The Impact of Initial Trust on Community Membership Acquisition: A Potential Participant's Perspective
   Pei-Yu (Patty) Pai, David C. Arnott

0289 Relationship Marketing and Student Retention
   Clive Boddy

0328 Transactional and Relational Customers: An Empirical Study in a Business to Business Context in Portugal.
   Raquel Reis, Caroline Oates, Martina McGuinness, Dominic Elliott

0330 Relationship Marketing in Logistics: An Investigation of the Buyer-Supplier Relationship
   Nor Aida Abdul Rahman, Michael Bourlakis, TC Melewar

0169 The Impact of Technology on Marketing - Early 1990s to Today
   Beverley Hulbert

Marketing in Higher Education (Room: Aylseford Suite)

0048 The Role of Students’ Expectations and Evaluations in the Learning Process and Market Orientation of Business Schools in Egypt
   Abeer Mahrous, Wael Kortam, Ahmed Anis

0075 Deans' Leadership Skills in the Positioning of UK Business Schools
   Ruth Ashford, Kevin Mattinson
0080 The use of Marketing Analytics To drive Recruitment and Financial Performance In UK HEIs
James Seligman, John Taylor

0082 Creating Student Advocacy in UK HEI’s A Mixed Methods Study
James Seligman, John Taylor

Political Marketing (Room: Sky Blue Room)
0046 Roles for marketing in Local Government
Tony Proctor

0065 PUBLIC UNDERSTANDING OF CLIMATE CHANGE IN AUSTRALIA: Dominance of Politicians' Voice over Scientists' and Environmentalists'
Liyanage Perera, Chandana Hewege

0083 Developing trust in e-Government
Philip Garton, Amy Jaworska

0373 Learning from Labour: Rebranding the Conservatives emotionally
Dianne Dean, Robin Croft

Events and Experiential Marketing (Room: Boardroom)
0149 Attitudinal Dimensions to Direct and Indirect Advertising and Technological and Non-Technological Communication
Lynn Lim, Devdarshini Mhatre

0259 Changing Perceptions of an Entire Country. The Ultimate Test for Experiential and Event Marketing
Sam Elphinstone

0323 Exploring the roles of new media and IMC for special events
Anne-Marie Hede, Pamm Kellett
Planned events: a contemporary marketing strategy

Philip Crowther, Richard Tresidder

**Marketing in Developing Economies (Room: Chairman’s Room)**

0040 An investigation into consumer car purchase behaviour within the Nigerian economy

Ruth Yeung, Wallace Yee, Olumuyiwa Fakunle

0061 An Exploratory Examination of Positioning Strategies in a Liberalized Developing African Economy

Charles Blankson, Nana Owusu-Frimpong, Robert Hinson

0090 The Value Flame at the Base of the Pyramid: Opportunities to Source and Sell in Emerging Markets

Robert Williams, Jr., Maktoba Omar, John Ensor

0102 Determinants of Investment and Trust in Buyer-Supplier Relations: Evidence from the Fish Industry in a Developing Country

Mesfin Habtom, Clemens Lutz

0369 A framework for assessing business relations in export supply chains from developing countries

Mesfin Habtom, Clemens Lutz
Session 7: Thursday 8th July 15.00-17.00

Consumer Behaviour (Room: EON Lounge North)

0079 Development and Validation of a Scale of Attributes in the Choice of Mobile Phone Service Providers
   Gustavo Quiroga Souki, Kamila Torres Madureira, José Marcos Carvalho de Mesquita, Cid Gonçalves Filho

0213 "The Catwalk": Experiences of Female Impulse Buyers
   Anja D. Siekmann, Jillian Farquhar, Denise Skinner, Chris Blackburn

0179 Can Personality Tell Who Is More Brand Conscious?
   Hazel H. Huang

   Emi Moriuchi, Charles Cui

0386 Product Symbolism and Well being: Exploring the metaphorical meanings of Mobile for young people
   Lukman Aroean

0064 The Direct and Interaction Effects of Perceived Customer Orientation, Customer Emotional Labour and Trust on Customer Satisfaction and Satisfaction with Life
   John Gountas, Sandra Gountas

E-Marketing (Room: EON Lounge South)

0241 PERCEIVED ONLINE INTERACTIVITY AND ATTITUDE TOWARDS BLOGS
   Dilip Mutum, Ezlika Ghazali

0244 Diamonds in the Digital Domains
Lynn Lim, Lindsey Buck

0249  The Strategic Use of Viral Marketing Amongst Social Networks

Joy-Fleur Brettschneider, David Lane (Supervisor)

0265  The Emergence of the Internet-Based Democratisation of Brand Management: A First Conceptualisation

Bjoern Asmussen, Sally Harridge-March, Nicoletta Occhiocupo, Jillian Farquhar

0184  Virtual Sales Agents: A New Typology to Explain the Gap between Literature and Reality

Mohammed Slim Ben Mimoun, Ingrid Poncin, Marion Garnier

0397  The effect of social media marketing on promotion of products: Literature review.

Gilbert Zvobgo, Mabel Zvobgo

*Marketing Education (Room: EON Lounge Centre)*

0286  Support for the Development of New Lecturers in Business-Related Disciplines: From Rhetoric to Reality

Monica Gibson-Sweet

0288  Transforming Managers by Teaching Marketing Ethics and Morals

Clive Boddy

0334  Applying the sustainable tourism marketing mix to a passenger rail service: A tourism marketing student perspective

Alyssa Croucher, Alan Pomering, Greg Kerr

0358  Managerial vs. Student Perceptions of the Value of Marketing Knowledge

Scott Dacko, Marwa Gad Mohsen
Marketing in Developing Economies (Room: Sky Creations)

0188  Marketing Communications by Food Manufacturers: Targeting Children on the Internet
       Melby Huertas, André Urdan

0230  Advertising Effectiveness of Corporate Social Responsibility among the BOP (Bottom of the Pyramid) Consumers
       Mizan Rahman, Mohammed Emran

0261  Symbolic Production around Sustainability in the Market: Critical Notes about Both Brazilian Agendas, Business and Governmental
       Josiane Oliveira, Francisco Vieira

0262  EXPLORATORY ANALYSIS OF SHOPPING TRIPS IN THE TUNISIAN CONTEXT
       Mohamed Mejri, Mohsen Debabi, Khaled Nasraoui

Services Management and Marketing (Room: Auditorium)

0382  The Effect Of Service Values And Norms On Employee Service Delivery
       Kemefasu Ifie, Chanaka Jayawardhena, John Cadogan

0209  An Empirical Investigation to Develop a Framework to Assess and Evaluate Critical Factors for Emotional Values at the Point of Service Delivery: Phase 1
       Sue Diston

0258  Examining the Components of Perceived Value in Higher Education: Empirical Evidence
       Suha Omar, Christine Britton, Anne Broderick

0093  Variables Determining The Choice Of A Brand-New Car Dealer
       Salvino Pires Sobrinho, José Marcos Carvalho de Mesquita, Gustavo Quiroga Souki
**Marketing in Higher Education (Room: Jaguar Suite)**

0092 Radical Renaming of a Service Organization Corporate Brand: Transforming an Institution of Higher Education  
Robert Williams, Jr., Maktoba Omar

0190 Export Market Orientation in UK Universities: Some Qualitative Findings from the International Marketing Managers’ Perspective  
Yousra Asaad, Geraldine Cohen, T.C Melewar

0221 A discussion of methodology for an enquiry into the effectiveness of marketing tools used by universities in the UK  
Anneke Edmonds, Andrew Edmonds

0344 Who cares about research? Role of research reputation in business school marketing in England  
Ibrahim Sirkeci, Richard Mannix, Louise Bologna

**Relationship Marketing (Room: Jaguar Lounge)**

0107 Developing supply chains within buyer-supplier relationship through cross-culture collaboration  
Ya Ling Tsai

0125 HISTORY, DEVELOPMENT AND PRACTICE OF ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT  
N. Gladson Nwokah, Aileen French

0091 Employee Satisfaction As A Key-Factor In Meeting Customer Satisfaction: A Study Of Software Companies In The Municipality Of Belo Horizonte, Brazil  
Marcos Alverni Nannetti, José Marcos Mesquita, Gustavo Quiroga Souki

0403 Role Framing: Capturing the Layered Meaning of the Contemporary Estate Agent Role  
Anne Broderick, Margaret Hogg


**Retailing and Channel Issues (Room: Aylseford Suite)**

0173  Incorporating in-store behavioural data in purchase association rules: An extension of the Market Basket Analysis  
       **Julien Schmitt**

0181  Packaging in an Age of Age Transition  
       **Nicholas Thompson**

0197  SME Retail Branding: A Future Research Agenda  
       **Richard Mitchell, Karise Hutchinson, Barry Quinn**

0206  Consumers' perceptions towards grocery shopping: does shopping online lighten the load?  
       **Francesca Dall'Olmo Riley, Chris Hand, Jaywant Singh, Debra Riley**

**Sports Marketing (Room: Media Room)**

0089  Sports Sponsorship As A Tool For Customer Engagement  
       **Leah Donlan**

0152  "Who Wants To Play?" Toward Identification of Promotional Game Participants  
       **Joseph Mahan, Stephen McDaniel**

0176  The Moderating Role of Sport Involvement on the Relationship between Consumer Ethnocentrism and Attitudes towards the Sport Sponsor  
       **Yue Meng, Des Thwaites, Kishore Gopalakrishna Pillai**

0237  The Sport Participation Boom: An International Analysis of Older Amateur Athletes and the Sporting Events They Compete In  
       **Michael Hess**

0055  How Eye-Tracking Methodology Can Nurture The Understanding Of Sport Sponsorship Effectiveness - An Experimental Study
Christoph Breuer, Christopher Rumpf

Marketing Methodology (Room: Boardroom)

0283 The benefits of Ethnography in Marketing Research
   Clive Boddy

0294 Through a Discourse Analysis lens less darkly: Illuminating how SME principals and support agency practitioners see marketing in SMEs
   Paul Copley

0038 Logistic Regression: A way forward for predicting consumer purchase propensity
   Ruth Yeung, Wallace Yee, Sara Sam, Stella Leong, Sylvie Ho, Ronnie Mak, Sarah Lei, Karis Kou

0050 Evaluating Overall Customer Satisfaction Considering Different Satisfaction Dimensions: Regression Analysis
   Mohammad Hossein Askariazad

0227 Student Samples In Advertising Research: A Longitudinal Study.
   Roger Saunders, Malcolm Howard

0228 Understanding Loyalty to New Brands: An Empirical Examination of Brand Performance and Repeat Purchase Behaviour
   Jaywant Singh, Maria Clemente

Regional Marketing (Room: Sky Blue Room)

0045 Networking influence in gaining entry to foreign markets: experience of a small firm
Tony Proctor

0174  Local food use by pub restaurants: a missed marketing opportunity?
       Heather South, Said Al-Hasan, Heather Skinner

0187  Cross-Cultural Consumer Research: A Conceptual Review And
       Critique
       Haslinda Hashim, Helen Woodruffe-Burton