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The narrative/storytelling approach in brand development for towns

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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

0293 Image Search: Improving the Effectiveness of Fashion Search

Janie Ellwood, Ruth Rettie

0298 Non-price online consumer purchase point value

Robert Grant, Rodney J. Clarke, Elias Kyriazis

0302 Targeting Online Customers: A Comparison of Artificial Neural Networks and Logistic Regression

Mohammad Bakher Naseri, Greg Elliott

Consumer Behaviour (Room: EON Lounge Centre)

0073 Actual Pricing and Perceived Price Fairness in the DVD Market.

Antje Cockrill, Mark M.H. Goode

0392 Linking Retrospective Sense-Making to Dynamic Capability Development

Anne Marie Ivers, Anthony Foley

0049 An exploratory study on the selection of apparel clothing reference points for important shopping occasions

Theodoros Tarnanidis, Nana Owusu-Frimpong, Ruth Marciniak

0112 Pro-Climate Change Initiatives and Marketing Psychological Adaptation

Liyanage Perera, Jill Klein

0182 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)

0035 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

0020 "CAN UK SPORTING VENUES USE MARKET SEGMENTATION TO IMPROVE THEIR EFFECTIVENESS AT TARGETING THE CONFERENCE MARKET?"

Andrew Kirby

0147 Measuring Marketing Communications Productivity: In Search of Marketing Metrics

George Low

0172 Evaluating Effectiveness of Internet Marketing Strategies: The Internet Marketing Acceptance Model (IMAM)

Sudeep Krishnan, Jithesh Kumar, Shawn Mathew, Prathap Oburai

0216 Measuring the influence of product placement on children using digital brand integration

Simon Hudson, Charlene Elliott

Marketing Education (Room: Auditorium)

0218 Degrees of unfair practice, or a matter of perspective? Collusion on an International MBA Marketing module.

Neil Wellman, Julia Fallon

0374 Marketing competence and the curriculum: a conceptual framework.

Neil Wellman

0385 Adoption of e-readers: an exploratory study of key stakeholders

Julian Vieceli, Rodney Carr, Terry Boulter

0396 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

0121 Charity Shops: An Investigations of Commercial Knowledge Exchange Between UK Nonprofit Organizations

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

0199 Nonprofit mergers: exploring challenges in rebranding process

Zoe Lee, TC Melewar

Asia and Pacific Marketing (Room: Aylseford Suite)

0015 Marketing for Life in the Economic Recession Time: The Case of Thailand

Orose Leelakulthanit

0026 Marketing of Refractory Products-A study of Refractory Industries in Orissa

Saikat Gochhait

0031 Product Contamination And Its Consequences For Brands: An Examination Of The Chinese Infant Milk Powder Scandal

Paul Custance, Jiang Dongni

0405 Celebrity endorsement within the Chinese beauty industry - views from Beijing's female consumers

Mark McPherson, Xiang Li

Sports Marketing (Room: Media Room)

0010 Old Firm:New league?

Adrian Pritchard

0018 '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

0030 Sport Signage Reaching Television Audiences – A New Approach for Leveraging Sponsorship

Peter Dickenson, Chanaka Jayawardhena

0043 From Laconophilia to 'The Sportan': Balancing Athletic excellence, Sponsorship, Branding and Career prospects

Jonathan Wilson, Jonathan Liu

Brand Identity (Room: Boardroom)

0086 Identity Marketing

Lisanne Bouten, Martha Boutens

0104 Internalising the Brand

Jacqueline Lynch, John Egan, Hanna Hultman

0110 '9 Out of 10 FMCG Brand Managers Prefer....' The Hierarchy of Priorities for Brand Managers During Recession

Lyndon Simkin

0119 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)

0034 Judging Marketing Mix Effectiveness: A Way Forward For B2B SMEs

Neil Brooks, Lyndon Simkin

0047 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 6th July 16.00-17.30

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 Atorough

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

0276 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

Lenora 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 Kliewe

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

0222 CRM'S Theoretical Constructs and Effectiveness in Improving Customer Value

Chien-Lin Chen, Len Tiu Wright, Michael Starkey

0274 THE ROLE OF KNOWLEDGE MARKETING IN SMALL- AND MEDIUM-SIZED CITIES

Clive Winters, Chris Wilson

Marketing Education (Room: Media Room)

0217 Constructing the value of a British postgraduate qualification: Perceptions of alumni from marketing programmes

Jie Liu

0238 Turning marketing teaching inside out: a learning-driven approach to the design of introductory marketing modules

Lorna Walker, David Chalcraft

0255 Death by PowerPoint: Can PechaKucha resuscitate?

Kathryn Waite, Finola Kerrigan, Abigail Marks

0342 Transforming marketing lectures by using E-polling

George Masikunas, Andreas Panayiotidis

0345 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 Pomeroy

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

- 0041 Conceptual Issues with Emotions Research in Consumer Behaviour
Mazia Yassim
- 0056 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
- 0078 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
- 0134 Transformation in Marketing: a 21st Century Demographic Reality
Nicholas Thompson, Keith Thompson
- 0233 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 Belkahl, Abdelfatteh 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

0211 The Influence of Value on Loyalty in the Supermarket Industry

Nic Terblanche

0153 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)

0311 Social Marketing in the Public Sector: Keys of Advertising Effectiveness

Pedro Alvito, Helena Gonçalves

0320 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

0326 Self-Congruency and Social Selection in Narratives of School Choice

Beverley Hill

0337 The Effectiveness of Advertising Corporate Social Responsibility Achievements: Overcoming the Role of Prior Brand Attitude and Attributions

Alan Pomeroy

0378 Examining young adult's constructions of credible 'responsible drinking' identities

Marie-Louise Fry

Marketing Education (Room: Auditorium)

0009 Alterity & Sensitivity: Contours of the Tutor in Marketing Ethics Education

Ross Brennan, Lynn Eagle, Nick Ellis, Matthew Higgins

0051 How can marketing academics serve marketing practice? The New Marketing DNA as a model for marketing education

Paul Harrigan, James Seligman

0103 Creativity in Marketing Education: The Case For Client/agency Simulation

Jacqueline Lynch

0150 The influence of student engagement levels on satisfaction and behavioural intentions

David Gray, Jarryd Daymond

0402 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)

0023 Using Key Account Management to Secure Long-term Government Contract Funding: A Case from the Charity Sector

Roger Bennett, Sharmila Savani

0069 Cadbury's Freddo Frog: A Case Study of Integrated Marketing to Children and its Ethical Implications

Paul Harrison, Kathryn Chalmers

0111 The Quantitative Approach to Market Segmentation: A Project Targeting Growth in the Mobile Phone Market

Lyndon Simkin, Sally Dibb

0140 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

0372 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

0364 Biculturalism among Japanese-Americans in Hawaii and Japanese in Japan: A Cross-Cultural Analysis on Cultural Frame Switching and Decision Making of Biculturals.

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 Pomeroy, 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