

| Track | Author | Institution | Paper | Title | Sponsor |
|---|--|------------------------------------|-------|--|--|
| BEST PAPER SUBMITTED TO THE CONFERENCE | Dr Iain Davies and Prof. Lynette Ryals | Cranfield School of Management, UK | 0062 | A stage model for transitioning to KAM | Westburn Publishers: <i>Journal of Marketing Management</i> |
| PRACTITIONER AWARD | Charles Graham | London South Bank University, UK | 0260 | What's the point of marketing anyway? New findings on the prevalence, temporal extent and implications of long-term market share equilibrium | Tim Ambler |
| BEST POSTER PRESENTATION | Mel Godfrey | London South Bank University, UK | 0208 | Linking our alumni to the curriculum - the case for social networking | AM2009 |
| CASE STUDY - 1st place | Dr Ben Walmsley | Leeds Metropolitan University | 0292 | National theatre of Scotland and its sense of place | Pearson Education: <i>Marketing, An Introduction</i> |
| CASE STUDY - 2nd place | Zala Pogorelcnik | Bond University, Australia | 0111 | The Grameen Bank | Pearson Education: <i>Marketing, An Introduction</i> |
| | Deon Nel | Deakin University, Australia | | | |
| | Leyland Pitt and Colin Campbell | Simon Fraser University, Canada | | | |
| CASE STUDY - 3rd place | Prof. Nadine Henley | Edith Cowan University, Australia | 0161 | EPODE (Ensemble, Prévenons l'Obésité des Enfants) Case Study: Preventing childhood obesity | Pearson Education: <i>Marketing, An Introduction</i> |
| | Sandrine Raffin | Proteines, France | | | |
| BEST PAPER IN TRACK AWARDS | | | | | |
| Arts & Heritage Marketing | Dr Gretchen Larsen | University of Bradford, UK | 0146 | Music and self-representation: Testing the conceptual framework | Emerald Group Publishing: <i>Marketing Intelligence & Planning</i> |
| | Prof. Rob Lawson and Prof. Sarah Todd | University of Otago, New Zealand | | | |

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| Asia Pacific Marketing | Chen-yu-Lin, David Marshall and John Dawson | University of Edinburgh, Scotland, UK | 0057 | Integrating effect of consumer perception factors in predicting an international retailer's private brand purchase in Taiwan | AM2009 |
| Brand Identity & Corporate Reputation | Prof. Simon Knox and Rachael Maxwell | Cranfield School of Management, UK | 0428 | Motivating employees to "live the brand": A comparative case study of employer brand attractiveness within the firm | Palgrave Macmillan: <i>Journal of Brand Management</i> |
| Business to Business Marketing & Sales Management | Dr Iain Davies and Prof. Lynette Ryals | Cranfield School of Management, UK | 0062 | A stage model for transitioning to KAM | AM2009 |
| Competitive Intelligence, Analysis & Strategy | Sheila Wright, | De Montfort University, UK | 0298 | Empirical study of competitive intelligence practice: evidence from UK retail banking | Emerald Group Publishing: <i>European Journal of Marketing</i> |
| | Dr Elsayed Eid | Suez Canal University, Egypt | | | |
| | Dr Craig Fleisher | College of Coastal Georgia, USA | | | |
| Consumer Behaviour | Dr Vassiliki Grougiou | International Hellenic University, Greece | 0296 | Seniors' attitude towards voiced complaints: a qualitative study | Westburn Publishers: <i>Journal of Customer Behaviour</i> |
| E-Marketing | Raed Algharabat and Dr Charles Dennis | Brunel University, UK | 0048 | Modelling 3D product visualization on the on-line retailer | The Institute of Direct Marketing |

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| Empirical Replication & Generalisations in Marketing | Dr Marion Garnier | Lille School of Management Research Centre, France | 0250 | The savvy French consumer: a cross-cultural replication | AM2009 |
| Entrepreneurial & Small Business Marketing | Prof. Susan Hart, Dr Sena Ozdemir and Dr Stephen Tagg | University of Strathclyde, Scotland, UK | 0246 | Marketing capability, new product survival and NPD success: An exploration of relationships | AM2009 |
| Ethical Issues in Marketing | Dr Paul Harrison and Charles Gray | Deakin University, Australia | 0162 | The policy implications of profiling "profitable" customers | AM2009 |
| International Marketing | Ahmed Rashid | McMaster University, Canada | 0229 | Making profit to solve development problems: the case of Telnor AS and the Village Phone Programme in Bangladesh | AM2009 |
| | Mizan Rahman | University of Lincoln, UK | | | |
| Marketing Communications, PR and Political Marketing | Prof. Chris Halliburton | ESCP-EAP, UK | 0092 | How do major European companies communicate their corporate identity across countries? – an empirical investigation of corporate internet communications | AM2009 |
| | Agnes Ziegfeld | Procter & Gamble, Germany | | | |
| Marketing Education | Neil Wellman | UWIC, Wales, UK | 0305 | An empirical investigation to identify the attributes and qualifications requirements of employers for early career marketers | Pearson Education: <i>Marketing - Real People, Real Decisions</i> |

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| Marketing of Higher Education | James Seligman | University of Southampton, UK | 0008 | Customer experience management in UK higher education | AM2009 |
| Market Research incorporating Qualitative Enquiry in Marketing | Prof. Albena Pergelova, Dr Josep Rialp and Dr Diego Prior | Autonomous University of Barcelona, Spain | 0345 | The multiplicity of interactiveness: A qualitative inquiry into Firm-Customer interactions | AM2009 |
| Market Segmentation | Lee Quinn | Manchester Metropolitan University | 0170 | Finding a place for market segmentation | AM2009 |
| Marketing Strategy & NPД | L Fernando Angulo Ruiz, Prof. Diego Prior, Dr Josep Rialp | Autonomous University of Barcelona, Spain | 0343 | Linking marketing capability and organisational learning to financial performance | AM2009 |
| Not for Profit & Social Marketing and Sustainability | Prof. Nadine Henley, Dr Kandy James and Dr Janice Redmond | Edith Cowan University, Australia | 0164 | Promoting physical activity in adolescent girls with positive self-talk | Wiley-Blackwell: <i>International Journal of Non-Profit and Voluntary Sector Marketing</i> |
| Place, Tourism and Regional Marketing | Prof. Pascale Marcotte | Université du Quebec à Trois-rivières, Canada | 0175 | Why is a tourist site spectacular? - consumers' point of view | Emerald Group Publishing: <i>Journal of Place Management & Development</i> |
| | Prof. Laurent Bourdeau | Université Laval, Canada | | | |
| Relationship Marketing | Dr Aurelia Lefaix-Durand | Universidad de Tella, Argentina | 0049 | Integrating transactional and relational exchange in exchange orientation in customer relationships | The Institute of Direct Marketing |

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| | Dr Robert Kozak | University of British Columbia, Canada | | | |
| Retailing & Channel Issues | Anderson Lima, Dr Brian Jones and John Temperley | Leeds Business School, Leeds Metropolitan University | 0291 | Corporate reputation on the social web: an exploratory case study of Primark | AM2009 |
| Services and Events & Experiential Marketing | Dr Chris Baumann, Prof. Greg Elliott and Dr Hamin Hamin | Macquarie University, Australia | 0080 | Modelling loyalty in retail banking using formative and reflective approaches | AM2009 |
| Sports Marketing | Jon A J Wilson | University of Greenwich, UK | 0058 | Surrogate brands – the pull to adopt an “Other” nation: via sports merchandise | AM2009 |
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| | Dr Fan Ying | Brunel University, UK | | | |
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