



## SESSIONS PROGRAMME

### SESSION 1: Tuesday 7th July 2009, 4:00pm - 5:30pm

#### **Business to Business**

**ROOM : RB223**

**Chair: P. Williams**

- 0068 Investigating Motivation Amongst International Channel Intermediaries: A Middle Eastern Viewpoint  
*Ronika Chakrabarti, Bradley R. Barnes, Leyland Pitt, Pierre Berthon*
- 0290 Too close for comfort? The potential pitfalls of being 'too close' in a marketing relationship  
*Simon Haomin Ning, Julie Robson, Yasmin Sekhon*
- 0293 Should I stay or should I search? A study of search strategies in Buyer-Seller Relationships  
*Michael Ehret, Samy Saab*

#### **Consumer Behaviour**

**ROOM : RB224**

**Chair: G. Lodorfos**

- 0265 Digital Creations of the Female Self in the form of Avatars in Virtual Environments  
*Tina Claire Dyer, Leigh Doster*
- 0217 Conspicuous Consumption and Social Influence: A Comparative Study of Luxury Goods Purchasing of Hong Kong and Taiwanese Young Female Consumers  
*Meng-Shan Wu\*, Cheng-Hao Chen, Morgan Ching-Cheng Wu*
- 0314 "It's Mine!" - Participation and Ownership within Virtual Value Co-creation Environments  
*Tracy Harwood, Tony Garry*
- 0371 Consumer attitudes towards blogs: A Conceptual Model  
*Dilip Mutum*

#### **Competitive Intelligence, Analysis and Strategy**

**ROOM : RM206**

**Chair: S Wright**

- 0006 The Role of Marketing Information Systems in Making Better Decisions: Evidence from Jordanian Banking Industry  
*Ghazi Al-Weshah, Jonathan Deacon*
- 0280 Moving Closer to the Customers: Effects of Vertical Integration in the Swedish Commercial Printing Industry  
*Thomas Mejtøft*
- 0304 A computer assisted dual-step predictive model for customer churn in pre-paid telecommunications service providers  
*Ali Tamaddon Jahromi, Mohammad Mehdi Sepehri, Babak Teimourpour, Sarvenaz Choobdar*

## **E-marketing**

**ROOM: RB313**

**Chair: A Dean/I Butt**

- 0249 "A Sims on the screen... is it me?": Consumer as an avatar and immersion on a 3D commercial website  
*Marion GARNIER, Ingrid PONCIN*
- 0285 Exploring customer perceptions of e-service quality in Collaborative Virtual Environments: a critical incident analysis  
*Eman Gadalla, Alexandros Zarifis*
- 0399 Downloading values: a netnographic study into the ethical characteristics of online communities towards non-consensual downloads  
*Imran Butt*

## **Ethical Issues with Marketing**

**ROOM : RB320**

**Chair: F Harris**

- 0098 Living a "good life" and living a "nice life": The struggle to consume ethically  
*Finola Kerrigan, Paul Harrison, Charlotte Van den Broucq*
- 0253 Televised toy advertising: an investigation of Greece's partial ban.  
*Danae Harmandas, Paul Whysall*
- 0460 Identifying the frequency and nature of food content in UK children's television: programmes and marketing communications  
*Caroline Oates*

## **International Marketing**

**ROOM: RB225**

**Chair: J James**

- 0054 Brazilians in the UK: revelations on ethnicity consumption  
*Luis Kluwe Aguiar, Luciana Marques Vieira, Gabriella Cardozo, Marcia Barcellos*
- 0189 Consumer Identity Acculturation Strategies: An Alternative Approach to Analysing Consumers' Perceptions of Foreign and Domestic Brands  
*Eva Kipnis, Amanda Broderick*
- 0225 Foreign Market Entry Involvement Influences  
*Maktoba Omar, Robert Williams*
- 0436 Exploring the role of acculturation on the way Indians living in the UK, approach the process of unravelling the reasons for brand choice  
*ROHINI VIJAYGOPAL, SALLY DIBB*

## Marketing Communications

ROOM : RB229

Chair: C Fill

- 0212 Metaphors in print advertising  
*Roger Saunders*
- 0230 FROM SOAP OPERA STARS TO FOOTBALL PLAYERS HEROES: A STUDY CONCERNING THE IMPACT OF CELEBRITY ENDORSEMENT ON FIRM PERFORMANCE IN AN EMERGING COUNTRY  
*Ricardo Boeing da Silveira, Rosilene Marcon*
- 0369 Exploring Motivations for Consumer-Generated Advertising  
*Colin Campbell, Pierre Berthon, Phillip DesAutels*
- 0376 Humorous advertisements and their effects on the consumer behaviour in an emerging country  
*Ricardo Boeing da Silveira, Marcelo Moll Brandão, Paulo Rockembach Junior, Rosilene Marcon*

## Relationship Marketing

ROOM : RB322

Chair: J James

- 0041 Purchasing Creativity: The Impact of Procurement on the Dynamics of Trust in Advertising Agency-Client Relationships  
*Peter B Betts, Ruth A Ashford*
- 0044 THE ROLE OF PERSPECTIVE-TAKING AS AN ENHANCEMENT TO COMMITMENT-TRUST IN THE UNDERSTANDING OF COOPERATION AND RELATIONSHIP MARKETING  
*Albert Caruana, Noellie Brockdorff, Saviour Chircop, Liberato Camilleri*
- 0207 Establishment of Trust in eBusiness - A Real Life Case Study  
*Cheng-Hao Chen, Meng-Shan Wu*
- 0440 Using focus-group interviews for Assessing the theoretical relevance for the Knowledge-Enabled Recovery Effectiveness (KERE) construct  
*Samiha Mjahed, Abdelfattah Triki*

## Retailing and Channel Issues

ROOM : RB355

Chair: J Temperley

- 0067 The role of gender in service quality: a study in health and beauty retail  
*Carley Foster, Sheilagh Resnick*
- 0095 Encouraging healthy eating: the effect of a food retailer intervention  
*Leigh Sparks, Douglas Eadie, Anne Findlay, Anne-Marie MacKintosh, Martine Stead*
- 0268 Food Choices of older working-class women; the influence of retailing and shopping.  
*Stella Maria Walsh*
- 0403 The Sustainable Clothing Market: Pragmatic Strategies for UK Fashion Retailers  
*Helen Goworek, Alex Hiller, Tim Cooper, Tom Fisher, Sophie Woodward*

## **Services Marketing**

**ROOM : RB307**

**Chair: K Tyler**

- 0075 Determining Service Excellence in The Banking Sector  
*Harjit Sekhon, Dima El-Eisawi*
- 0080 Modelling Loyalty in Retail Banking Using Formative and Reflective Approaches  
*Chris Baumann, Greg Elliott, Hamin Hamin*
- 0409 A study of how international students select banks in the UK  
*Abder R Beloucif, Ahmed Beloucif, Bill Donaldson*

## **Sports Marketing**

**ROOM : RB308**

**Chair: K Mackreth**

- 0058 Surrogate Brands- The pull to adopt an 'Other' nation; via sports merchandise  
*Jon A. J. Wilson, Jonathan Liu, Fan Ying*
- 0088 Determining the brand-building success of sponsorship  
*Leah Donlan*
- 0181 Identifying the Relationship Between Motivation and Loyalty Among Fans of Sport in The United Kingdom  
*Balwant Samra, Husni Kharouf*
- 0274 The virtual and the real: examining the impact of fantasy sport participation on overall sport consumption.  
*Adam Karg, Heath McDonald*

## **SESSION 2: Wednesday 8th July, 9:00am - 10:30am**

### **Business to Business**

**ROOM : RB223**

**Chair: P Williams**

- 0047 Trust, Reliance, and Dependence in Business Relationships: A Factor-Analytical Test of Construct Differences  
*Zhizhong Jiang, Stephan Henneberg, Peter Naude*
- 0463 Exploring the Nature of Complaint Management in Business Relationships  
*Thorsten Gruber, Stephan Henneberg, Alexander Reppel, Pete Naude, Frank Huber*

### **Consumer Behaviour**

**ROOM : RB224**

**Chair: S Carter**

- 0132 Reference Points: Consumer Buying Decision Process  
*Theodoros Tarnanidis, Nana Owusu-Frimpong*
- 0188 Beyond the Extended Self: Collective Insights into Actor-Network-Theory and Consumer Materiality.  
*Tim Stone, Michael Saren*
- 0365 Conceptualising Brand-related Autobiographical Memory and its brand commitment implications  
*Nilanthy Ratnayake, Amanda J Broderick*
- 0431 Evolution of Consumer Behaviour Literature  
*Setayesh Sattari, Henrik Blomgren, Esmail Salehi Sangari, Mana Farshid*

### **E-marketing**

**ROOM : RB313**

**Chair: E Moustakas/A Dean**

- 0113 Virtual Worlds: Role-player Categories And Attitudes Toward On-line Advertising  
*Kristy Hoare, James Richard*
- 0048 Modelling 3D product visualization on the online retailer  
*Raed Algharabat, Charles Dennis*
- 0266 EXPLORING ONLINE INFORMATION QUALITY ACROSS TASK CONDITION  
*Kathryn Waite, Tina Harrison*
- 0446 LEGISLATIVE APPROACHES TO TACKLE UNSOLICITED COMMERCIAL E-MAIL (SPAM): A CROSS-COUNTRY COMPARATIVE ANALYSIS  
*Evangelos Moustakas, Ross Brennan, Chandrasekaran Ranganathan*

### **Ethical Issues with Marketing**

**ROOM : RB320**

**Chair: F Harris**

- 0060 "Putting CSR Marketing in its Place": CSR, COO and the purchase of clothing.  
*Karine Avetisyan, Francesca Dall'Olmo Riley*
- 0153 The Influence of Ethical Standards upon Clients' Behaviour at an Orthodontic Clinic  
*Elaine de Oliveira Pereira, José Marcos Carvalho de Mesquita*
- 0162 The Policy Implications of Profiling "Profitable" Customers  
*Paul Harrison, Charles Ti Gray*

## **International Marketing**

**ROOM : RB225**

**Chair: J James**

- 0071 The Resurgence of China's Consumer Ethnocentrism: Impacts on Consumption Behaviour  
*Frauke Mattison Thompson, Wendy Hui, Saileshsingh Gunessee, Robert Hoffmann, Jeremy Lerner*
- 0333 The Impact of Conscientiousness and Collectivism on Ethnocentric Tendencies of Mozambican Consumers  
*Anna John, Malcolm Brady*
- 0329 The Nature of Consumer Ethnocentrism in North-Western Russia  
*Anna John, Malcolm Brady*
- 0361 Consumer Perceptions on Foreign Products and Ethnocentric Behaviour in Romania  
*Cristina Raiciu*

## **Marketing Communications**

**ROOM : RB229**

**Chair: C Fill**

- 0209 Symbolic Production in Marketing Communication and Positioning: A Glance on the Brazilian Market Through the Case of the Havaianas Sandals  
*Francisco Vieira, André Urda*
- 0275 A poststructuralist critique of the binary opposition between management and creativity within the academic discourse of marketing communications.  
*Judy Strachan*
- 0302 The Corporate Auditory Identity Construct under Scrutiny: Qualitative Research Results from Practitioners' Perspectives  
*Roland H. Bartholmé, T C Melewar*

## **Marketing Education**

**ROOM : RB310**

**Chair: D Lane**

- 0014 Using Simulation Games in the Marketing Curriculum  
*Ross Brennan, Lynn Vos, Roger Willetts*
- 0241 Embedding Institutional Dimensions to Evaluating Simulation Games to Deliver Learning: An Augmented Evaluative Framework in HE Marketing Education  
*Usha Sundaram*
- 0362 Second Life: An Appropriate Place for Marketing Learning & Teaching? Students Reflect.  
*Janet Ward*
- 0413 The application of the Resource-based view in Marketing: Literature review  
*Gilbert Zvobgo, Mabel Zvobgo*

## **Marketing Segmentation**

**ROOM : RB307**

**Chair: L Bailey**

- 0029 Is Market Segmentation Really Dead? A Critical Review of its Influence on Business Performance  
*Adina Poenaru*
- 0170 Finding a Place for Market Segmentation  
*Lee Quinn*
- 0238 Consequences and Antecedents of Effective Market Segmentation Strategies: An Explorative Case Study  
*Daniel Schulze Lammers, Peter Maas*

## **Not for Profit, Social Marketing and Sustainability**

**ROOM : RB206**

**Chair: N Richardson**

- 0015 Antecedents of Charity Switching Donor Behaviour: An empirical study  
*Roger Bennett*
- 0156 The Application of Marketing Principles to Fundraising for Not-For-Profit Organisations: A Fundraising Strategy for The Burn House.  
*Andrew Turnbull, Rowena Mountjoy*
- 0282 Managing successful "thons": balancing participant enjoyment, community acceptance and benefits to the cause.  
*Heath McDonald*
- 0410 Making a Difference: insights into how young people donate and relate to charities  
*Mary Ho*

## **Public Relations and Political Marketing**

**ROM : RB308**

**Chair: R Tench**

- 0337 Beyond marketing: Is public relations still strategic?  
*Gareth Thompson*
- 0395 Brand Trust: Linking interactive communication and reputation  
*Suraksha Gupta, T C Melewar*
- 0453 "What Good Looks Like" in UK National Health Service Communication  
*Anne Gregory*
- 0196 The Utilisation of Language in Political Marketing Theory and Practice  
*Peter Reeves*

## **Relationship Marketing**

**ROOM : RB322**

**Chair: N Tzokas**

- 0026 What motivates customers to initiate and maintain bank accounts in Ghana  
*Robert Hinson, Nana Owusu-Frimpong, Julius Dasah*
- 0052 Business Model: The New Marketing Mix for the Networked Business Environment?  
*Aku Valtakoski, Petteri Vainikka*
- 0176 Does the Internet Put Relationship Banking in its Place?  
*Malek Azizeh, John Flanagan*

## **Retailing and Channel Issues**

**ROOM : RB355**

**Chair: C Vignali**

- 0018 Visual Merchandising Dimensions Affecting the Behaviour towards Shopping: A Study of Indians  
*Prathap Oburai, Anushree Agnihotri*
- 0125 EVALUATING SONIC SEGMENTATION AND SIGNPOSTING IN RETAIL ZONES  
*Steve Oakes, Anthony Patterson*
- 0306 The Impact of a Company's New Website on its Stores' Customer  
*Regine Vanheems, Patrick Nicholson*
- 0363 "Lighting" and "temperature": Levers to improve internal consumers' responses and stores evaluation?  
*Gwenaelle BRIAND, Bernard PRAS*

## **SESSION 3: Wednesday 8th July, 11:00am - 12:30pm**

### **Business to Business**

**ROOM : RB322**

**Chair: P Williams**

- 0062 A stage model for transitioning to KAM  
*Iain A. Davies, Lynette Ryals*
- 0083 Why does Salesperson's Customer Orientation differ across B2B and B2C Contexts?  
*Abraham Koshy, Ramendra Singh, Prathap Oburai*
- 0103 A Conceptual Model of an Analysis- and Training Instrument for Pharmaceutical Sales Persons  
*Michael Stros, Dr Juerg Hari*
- 0375 Using Business Networks To Bolster Business Development and Sales  
*Michael Marck, Emma Leishman*

### **Consumer Behaviour**

**ROOM : RB224**

**Chair: J Strachan**

- 0017 Mascara choice: Exploring the impact of informing consumers  
*Michelle Law, Sharyn Rundle-Thiele*
- 0024 CONSUMER EVALUATIONS ON PRODUCT MATERIALS- A dive into meanings attached to wood  
*Minna-Maarit Jaskari*
- 0082 The Social Context of Postmodern Pet Research: A Review and Framework for the Future  
*Annie Chen, Norman Peng, Chris Hackley*
- 0102 Brand Building: Harnessing the Power of Social Network Sites  
*Melissa Vignardi, Ruth Rettie*

### **E-marketing**

**ROOM : RB313**

**Chair: E Moustakas**

- 0012 THE RELEVANCE OF GENDER IN ENGENDERING CONSUMER ONLINE TRUST  
*Sonia San Martín, Nadia Jiménez*
- 0300 From Hobby-Tribe to Profi-League. A Study of the effects of professional users on the participation in gaming-communities  
*Michael Ehret, Tobias Fritsch*
- 0331 Study of Customer Perceptual Antecedents of Value and attitude towards electronic marketing communication tools (e-mail and SMS): an application to the tourism industry  
*Daniel Almeida, Paulo Rita*
- 0439 Gender differences in purchase intention of music downloads  
*Jacques Nel, Jacques Raubenheimer, Mounia Bounagui*

## **Empirical Replication and Generalisations in Marketing**

**ROOM : RB229**

**Chair: F Dall'Olmo Riley**

- 0122 Market Share and the Volume of Word of Mouth  
*Mark Uncles, Robert East, Wendy Lomax*
- 0250 The Savvy French Consumer: A cross-cultural replication  
*Marion GARNIER*
- 0260 What's the point of Marketing anyway? New findings on the prevalence, temporal extent & implications of long-term market share equilibrium.  
*Charles Graham*
- 0312 Grocery Brand Loyalty Transfer from In-store to Online  
*Chris Hand, Hsin Chen*

## **International Marketing**

**ROOM : RB225**

**Chair: J James**

- 0003 "An Empirical Assessment of the Relationship between Character/Ethics Education and Consumer Behaviour at the Tweens Segment: The Case of Egypt"  
*Noha El-Bassiouny, Ahmed Taher, Ehab Abou-Aish*
- 0086 College drinking: insights from Canada and Poland  
*Krzysztof Kubacki, Dariusz Siemieniako, Sharyn Rundle-Thiele*
- 0110 A Preliminary study of the Self-service concept at UAE petrol pumps  
*Nnamdi Madichie*

## **Marketing Education**

**ROOM : RB310**

**Chair: M Gibson-Sweet**

- 0065 Improving academic/practitioner engagement in marketing: what can we learn from other management disciplines?  
*Tim Hughes, David Bence, Louise Grisoni, Nicholas O'Regan, David Wornham*
- 0269 Understanding the New Marketing DNA: bringing marketing education up to speed with marketing practice  
*James Seligman, Paul Harrigan*
- 0305 An empirical investigation to identify the attributes and qualifications requirements of employers for early career marketers.  
*Neil Wellman*
- 0346 Marketing textbooks: Not worth the paper they're written on?  
*Lee Kennedy, Heather Skinner, Robin Croft*
- 0416 Cutting the apron strings- at what point does the use of pedagogical teaching impede the transition from pupil to managerial candidate?  
*Neil Richardson, Shirley Beresford, Gareth Williams, Lucy Laville*

## **Marketing Segmentation**

**ROOM : RB320**

**Chair: S Dibb**

- 0033 A challenging segmentation task: 'Transnationals'  
*Ibrahim Sirkeci, Richard Mannix*
- 0248 Childhood Obesity: Segmenting the Market  
*Claire Griffiths, Kacy Mackreth, Kimberley Edwards, Paul Gately, Carlton Cooke*

## **Not for Profit, Social Marketing and Sustainability**

**ROOM : RB206**

**Chair: R Bennett**

- 0163 Promoting physical activity: what health benefits do people know?  
*Nadine Henley, Raguragavan Ganeshasundaram, Carina Marshall, Kasunori Nosaka*
- 0164 Promoting physical activity in adolescent girls with positive self-talk  
*Nadine Henley, Kandy James, Janice Redmond*
- 0277 Impact of Intention to Quit Smoking on Word of Mouth  
*Roopika Raj, Mayank Jyotsna Soni, Prathap Oburai*
- 0377 Applying brand equity to the social product of breastfeeding  
*Rebekah Russell-Bennett, Danielle Gallegos, Judy Drennan*
- 0430 Leaving Home and the Impact on the Food Choices of Students at an English University  
*Matthew Wood, Bishnu Sharma, Debra Harker, Michael Harker*

## **Relationship Marketing**

**ROOM : RB308**

**Chair: N Tzokas**

- 0049 Integrating Transactional and Relational Exchange into Exchange Orientation in Customer Relationships  
*Aurelia Lefaix-Durand, Robert Kozak*
- 0073 RELATIONAL CAPABILITIES THAT DETERMINE SUPPLY CHAIN RELATIONSHIPS  
*Mario Ferrer, Philip Bretherton*
- 0133 The Value Proposition: Towards a Conceptual Model  
*Pennie Frow, Adrian Payne*
- 0353 Current state of research in interorganizational marketing communications: relationship marketing perspective  
*Andrey Starkov*
- 0455 CRM: The shifting of a "paradigm shift"  
*Diana Luck*

## **Retailing and Channel Issues**

**ROOM : RB355**

**Chair: C Vignali**

- 0107 Exploring product delisting in retail firms  
*Paraskevas Argouslidis, George Baltas, Alexis Mavrommatis*
- 0185 Consumer Responses to No Capacity Situations in a Retail Service Setting  
*Paul W. Ballantine, Lakshika Jayakody, Andrew G. Parsons*
- 0449 An Exploration of Attitude Strength in Retail Image Research - Do They Offer Any Benefits over Conventional Valence Measures?  
*Cathy Bakewell, Peter McGoldrick, Ruth Schmidt, Jay Wissema*

## **Services Marketing**

**ROOM : RB307**

**Chair: K Tyler**

- 0010 Pricing Objectives and Their Antecedents in the Services Sector  
*Kostis Indounas, George Avlonitis, Paris Argouslidis*
- 0315 Bridging the gap between customer education and customer co-creation, customer citizenship behaviours  
*Mohamed Hassan Temerak, Sally Hibbert, Heidi Winklhofer*
- 0393 Fit for Purpose: Co-production and the case of the Fitness Suite  
*Fiona Syson*

## **SESSION 4: Wednesday 8<sup>th</sup> July, 3:30pm - 5:00pm**

### **Business to Business**

**ROOM : RB223**

**Chair: P Williams**

- 0063 How do SME Networks Evolve? Investigating Network Context, Features and Outcomes  
*Chrysa Lamprinopoulou, Angela Tregear*
- 0064 Retention of Dissatisfied B-to-B Services Customers: An Empirical Test of the Mediating Effects of Dependence and Calculative Commitment.  
*Venkata Yanamandram, Lesley White*
- 0276 Very Small Businesses as Business Customers :a Qualitative Study of their Relationship Expectations and Behaviours  
*Thierry DELECOLLE*
- 0347 Double Intangibility of Enterprise Software Offerings: Antecedents, Impact on Buyer-Seller Relationship Initiation, and Mitigation Strategies  
*Aku Valtakoski*

### **Consumer Behaviour**

**ROOM : RB224**

**Chair: B Jones**

- 0118 Exploring Gender Differences in Extrinsic and Intrinsic Values Aspirations  
*John Gountas, Sandra Gountas*
- 0180 Do Savvy Consumers Desire Co-Creation?  
*Emma Macdonald, Mark Uncles*
- 0296 Seniors' attitude towards voiced complaints: a qualitative study  
*Vassiliki Grougiou*

### **E-marketing**

**ROOM : RB313**

**Chair: E Moustakas**

- 0091 The effectiveness of online advertising methods on purchasing mobile phones by youngsters  
*Ruth Yeung, Wallace Yee, Vincent Chan*
- 0094 ANTECEDENTS OF ONLINE SHOPPING EXPERIENCE FOR APPAREL: INCORPORATING THE ROLE OF MATERIALISM  
*E. Taçli Yazicioglu, Gary Davies*
- 0252 Internet Retailing: Following the Store Lead?  
*Noreen Siddiqui, Grete Birtwistle, Edward Shiu, Mike Mannion*
- 0424 Does your web site need IVF treatment?  
*Aftab Dean*

### **International Marketing**

**ROOM : RB225**

**Chair: G Williams**

- 0221 Conceptualising the luxury construct in the East Asian context  
*Lien Le Monkhouse, Andrew Lock, Malcolm Chapman*
- 0229 Making profit to solve development problems: The case of Telenor AS and the Village Phone Programme in Bangladesh  
*Ahmed Rashid, Mizan Rahman*
- 0396 Brazilian low-income families buying decision: How much brand matters?  
*Karen Prado, Geraldo Toledo, Eliane Brito*

## Marketing Communications

ROOM : RB229

Chair: C Fill

- 0092 How do major European companies communicate their corporate identity across countries? - An empirical investigation of corporate internet communications  
*Chris Halliburton, Agnes Ziegfeld*
- 0310 Can Companies Build Relationships via Permission-based Mobile Marketing?  
*Julia Tyrrell, Manvinder Kalsi*
- 0335 Uses and Gratifications Associated With Young People's Use Of Online Social Networking Sites  
*Aine Dunne, Margaret-Anne Lawlor*
- 0338 Information and Emotion in Advertising: A Content Analysis of Brazilian Advertising on the Internet  
*Melby Huertas, Antônio Segura*

## Marketing Education

ROOM : RB310

Chair: R Brennan

- 0099 INSTRUCTING THE INVISIBLE: AN EXERCISE IN TEACHING SUBLIMINAL PERCEPTION  
*Stacey Morrison, Michael Parent, Leyland Pitt*
- 0147 The use of discussion boards in Taiwanese students' Higher Education decision-making process  
*Hsiao-Pei (Sophie) Yang, Julie Robson*
- 0166 A British course or a British educational experience? Comparisons from a UK University  
*Heather Skinner, Haydn Blackey*
- 0218 Personal Examination Feedback Using MP3 Audio  
*David Lane*

## Not for Profit, Social Marketing and Sustainability

ROOM : RB206

Chair: R Bennett

- 0030 Cause-Related Marketing, Social Alliances and Voluntary Employee Activities: A Resource-Based Perspective  
*Chih-Yao Gordon Liu, Catherine Liston-Heyes, Wai Wai Ko*
- 0055 An Analysis of Cause-Related Marketing Implementation Strategies: Perceptions from both the For-Profit and Non-Profit Sectors  
*Chih-Yao Gordon Liu, Isabella Chaney, Wai-Wai Ko*
- 0174 The Value of Cause-Related Marketing (CRM) for the Charity Partners  
*Carole Platt*

## Place, Tourism and Regional Marketing

ROOM : RB320

Chair: T Coll

- 0027 An Assessment of Perceptual Cues from Wine Labels and Brands of Western Australian (WA) Wine that Contribute to Wine Choice by the WA Consumer  
*Tekle Shanka, Aymee Mastaglia*
- 0072 Regional Marketing: Is Tourism a Double Edged Sword?  
*Phil Bretherton, Ken Simpson*
- 0109 Architecture and the Marketing of Urban Shopping Destinations  
*Tony Kent, Gary Warnaby, Audrey Kirby*

## Relationship Marketing

**ROOM : RB322**

**Chair: N Tzokas**

- 0294 A General Model for Understanding Relationship Marketing: Indian Pharmaceutical sales  
*Basant Purohit, Prathap Oburai*
- 0299 Relationship Quality and Life-long learning: A study of the importance of relationship quality in the life-long learning industry in Hong Kong  
*Sangeeta Narwani, Dimple Mirpuri*
- 0392 Customer Churn Management by Using Continuous Survival Analysis  
*Sofia Portela, Rui Menezes*
- 0433 "The Influence of Customer Relationship Management Offerings on the Advantaged- and Disadvantaged Customers".  
*Bang Nguyen, Lyndon Simkin*

## Retailing and Channel Issues

**ROOM : RB355**

**Chair: J Temperley**

- 0184 Country of Origin and Private Label Merchandise  
*Andrew Parsons, Paul Ballantine*
- 0232 Placing farmers' markets: The New Zealand Experience  
*Andrew Murphy*
- 0291 Corporate Reputation on the Social Web: an exploratory case study of Primark  
*Anderson Lima, Brian Jones, John Temperley*

## Sports Marketing

**ROOM : RB308**

**Chair: K Mackreth**

- 0129 Plying With Matches - An investigation into encouraging family engagement in football match attendance through community marketing initiatives: the case of Wycombe Wanderers FC  
*Lorna Young, Jillian Farquhar*
- 0130 What Place do Small Football Clubs have in Sports Marketing? Towards a Conceptual Framework  
*Damian Gallagher, Audrey Gilmore, Nick Alexander*
- 0368 Local or global phenomenon: Segmenting the football replica shirt market in Argentina, Spain and England An update of findings from an international comparative study of football fans  
*Nick Wilde, Philip R Holden*

## An Introduction to the Scholarly Publication Process

**LECTURE THEATRE B**

**Chair: R Whitfield, Emerald and others**

## **SESSION 5: Thursday 9th July, 9:00am - 10:30am**

### **Asia Pacific**

**ROOM : RB322**

**Chair: C Cui/M Leung**

- 0057 Integrating effect of consumer perception factors in predicting an international retailer's private brand purchase in Taiwan  
*Chen-yu Lin, David Marshall, John Dawson*
- 0425 Pre-Purchase Reference Points and Post-Purchase Values Derived – A Study of Indonesian and Singaporean Consumers  
*Charles Cui, Sandra Awanis*
- 0135 Demographics as Drivers of Repeat Purchase Behaviour in India  
*Bikram Mann, Rashmi Aggarwal*
- 0171 Putting Web Gambling Consumer Marketing in its Place: A Macau Example  
*Matthew T. Liu, James G. C. Shi*

### **Case Study**

**ROOM : RB355**

**Chair: M Harker**

- 0077 A proved relationship among the performance measure and sales force automation  
*Amara Haroon, Shakil Ahmed*
- 0111 The Grameen Bank  
*Zala Pogorelcnik, Deon Nel, Leyland Pitt, Colin Campbell*
- 0140 RM and HRM in the Greek Banking sector A case from the Greek Financial Services Sector  
*Damian Giannakis*
- 0237 Modernization of Fair Price Shops: A Case of Gujarat  
*Piyush Kumar Sinha, Sanjay Kumar Kar*

### **Consumer Behaviour**

**ROOM : RB224**

**Chair: G Lodorfos**

- 0038 Family Gift Giving Behaviour in the Leisure Sector  
*Jackie Clarke*
- 0190 Passengers' Consumption Experiences in Airports: a Review and Research Agenda  
*M. Teresa Heath, Caroline Tynan, Christine Ennew*
- 0243 The Impact of Attitudes toward Advertising on Playful Consumption  
*Lukman Aroean*
- 0311 Mobile Phone Usage by Generation Y Teens: A Comparison Study of Finnish Teens and American Teens  
*Susan Geringer, Rudy Sanchez*

## **E-marketing**

**ROOM : RB313**

**Chair: A Dean**

- 0173 A conceptualisation of customer participation and customer perceived value in an Internet self-service technology environment  
*Amrul Asraf Mohd Any, Christine Ennew, Heidi Winklhofer*
- 0211 Impact of organizational efforts on customer engagement in C2C online auction commerce and their consequences  
*Paurav Shukla, Keith Perks, Madhumita Banerjee, Phani Tej Adidam*
- 0042 Social Networking: Investigating the Features of Facebook Applications  
*Rebekah Russell-Bennett, Larry Neale*

## **Entrepreneurial and small business marketing**

**ROOM : RB223**

**Chair: B Jones**

- 0053 Why Bother to Start a Craft Business? Towards a Theoretical Framework  
*Andrew McAuley*
- 0251 Uncertainty, Entrepreneurial Strategy Mistakes and 'Hesitant Growth' of Biotechnology Spin-Outs  
*Edward Kasabov*
- 0341 An export entrepreneurial orientation: Conceptualisation, research propositions, and managerial implications  
*Nathaniel Boso, Vicky, M. Story, John, W. Cadogan*
- 0464 Use of supermarket panel data amongst small and medium sized business in the food industry  
*Luca Cacciolatti, Christina Donnelly, Andrew Fearne, Bellemai Ihua, David Yawson, Gillian Armstrong, Geoff Simmons*

## **Marketing Communications**

**ROOM : RB229**

**Chair: R Gosnay**

- 0104 Dual Marketing Communications in B2B and B2C Contexts  
*Philip J. Kitchen, Alfonso Siano, Maria Palazzo*
- 0295 The Effectiveness of Fear Appeals in the British Anti-Smoking Campaign  
*Simon Manyiwa, Martina Otahalova*
- 0374 Ingredient branding: A strategic lever of the emerging Dual Marketing Communications  
*Alfonso Siano, Maria Palazzo, Maria Giovanna Confetto*

## **Marketing Education**

**ROOM : RB310**

**Chair: M Gibson-Sweet**

- 0025 DEVELOPING A CREATIVE AND EFFECTIVE PHYSICAL LEARNING SPACE FOR BUSINESS STUDENTS - a learner-centred approach  
*Minna-Maarit Jaskari*
- 0214 'Business Creativity' - Innovating European Entrepreneurship Education  
*Matthias Eickhoff, Andrew Turnbull, Sabine Mueller*
- 0297 Creative Marketing: marketing education outside its place  
*Edel Moore*

## **Marketing Research Incorporating Qualitative Enquiry**

**ROOM : RB225**

**Chair: J Blythe**

- 0360 Meaning making of emotional labour of sales personnel with reference to change in technology  
*Prem Dewani, Prathap Oburai*
- 0418 Exploring the problems experienced by people with swallowing difficulties in order to build a long-term unique sustainable competitive advantage for Rosemont Pharmaceuticals within the liquid medicine market sector  
*Justine Haigh, Peter Williams*
- 0432 The Great Qualitative Enquiry: Philosophical Debate  
*Alexis McLean, Ben Binsardi, Phil Harris*

## **Marketing Strategy and New Product Development**

**ROOM : RB320**

**Chair: K Lee**

- 0123 Marketing back in its place?  
*Evmorfia Argyriou, Peter Leeflang, John Saunders, Peter Verhoef*
- 0309 Understanding the Scope of Marketing Practice  
*Sally Dibb, Claudia Simoes, Robin Wensley*
- 0343 LINKING MARKETING CAPABILITY AND ORGANIZATIONAL LEARNING TO FINANCIAL PERFORMANCE  
*L. Fernando Angulo Ruiz, Diego Prior, Josep Rialp*

## **Not for Profit, Social Marketing and Sustainability**

**ROOM : RB206**

**Chair: N Richardson**

- 0032 Parental Mediation of the Market's Influence on their Children: Toy Libraries as Safe Havens  
*Lucie K. Ozanne, Julie L. Ozanne*
- 0192 Making Green 'Normal': Improving the Success of Sustainability Initiatives  
*Ruth Rettie, Chris Barnham*
- 0283 Environmental claims in international advertisements: The relevance of advertising greenness  
*Leonidas C. Leonidou, Constantinos N. Leonidou*

## **Place and Tourism Marketing**

**ROOM : RB308**

**Chair: T Coll**

- 0175 Why is a tourist site spectacular? - Consumers' point of view  
*Pascale Marcotte, Laurent Bourdeau*
- 0267 Identifying the Dimensions of Customer Experience in the Recreational and Tourism Context: A Netnography Approach.  
*Ahmed Rageh, TC Melewar, Lynn Lim*
- 0321 The Determinants of Satisfaction of Loyal Customers in the Purchase of Online Tourism Products  
*Helia Pereira, Paulo Rita, Fatima Salgueiro*
- 0326 The Impact of Sport Tourism in Destination Loyalty: the Estoril Coast (Portugal) promotion of recurrent major sporting events  
*Diogo Travassos, Paulo Rita*

## **Services Marketing**

**ROOM : RB307**

**Chair: K Tyler**

- 0007 What Drives Guest's Loyalty? Service Quality vs. Customer Satisfaction  
*Mahadzirah Mohamad, Abdul Manan Ali, Mei-Na Liao, Tengku Nordin Tengku Salim*
- 0011 A Conceptual Framework for Total Service Experience in Leisure Consumption: An Exploratory Study  
*Ping DONG, Noel Yee-Man SIU*
- 0262 An Evaluation of Customer Retention in the Mobile Telecommunications Marketplace  
*Kaveh Peighambari, Esmail Salehi-Sangari, Setayesh Sattari*
- 0330 Does nationality influence the satisfaction-loyalty link? Some preliminary findings.  
*ANGELOS PANTOUVAKIS, ATHANASIOS DIMAS*

## **SESSION 6: Thursday 9th July, 11:00am - 12:30pm**

### **Arts and Heritage Marketing**

**ROOM : RB308**

**Chair: S Beresford**

- 0146 Music and Self-Representation: Testing the Conceptual Framework  
*Gretchen Larsen, Rob Lawson, Sarah Todd*
- 0281 The arts/market couplet: constructing jazz as art and commodity  
*Noel Dennis, Tom Mordue*
- 0378 Modelling Motivation and Consumption for Cultural Experiences  
*Pandora Kay, Denny Meyer*
- 0427 Word of mouth, critical reviews and film selection- An analysis of the impact of social media on film selection  
*Finola Kerrigan, Cagri Yalkin*

### **Case Study**

**ROOM : RB355**

**Chair: M Harker**

- 0161 EPODE (Ensemble, Prévenons l'Obésité Des Enfants) Case Study: Preventing Childhood Obesity  
*Nadine Henley, Sandrine Raffin*
- 0292 National Theatre of Scotland and its Sense of Place  
*Ben Walmsley*
- 0318 Marketing and Implementing Electronic Government (MleG);A Case Study of the Cheshire County Council  
*A. Binsardi, C. Rowland, A. Mclean*
- 0421 Investigating the application of improved pedagogical approaches to a very large marketing module  
*Neil Richardson, Ruth Gosnay, Patsy Robertshaw*
- 0422 Case Study: Brand it like Bollywood: Destination communication in Indian film  
*Sukhbinder Barn*

### **Competitive Intelligence, Analysis and Strategy**

**ROOM : RB206**

**Chair: D Pollard**

- 0307 Organizational learning effects on firm's flexibility, competitive strategy and performance  
*Leticia Santos-Vijande, José Ángel López-Sánchez, Juan Antonio Trespalacios Gutiérrez*
- 0124 Complaints are a firm's best friend  
*Sophie Larivet, François Brouard*
- 0145 Competitive Intelligence in Small Companies: a Synthesis of Studies and Research Agenda  
*Jamie Smith*
- 0298 Empirical Study of Competitive Intelligence Practice: Evidence from UK Retail Banking  
*Sheila Wright, Elsayed R Eid, Craig S Fleisher*

## **Consumer Behaviour**

**ROOM : RB224**

**Chair: L Bailey**

- 0204 Purchasing Intention in Services: A Conceptual Framework  
*Stephanie Slater, Nina Michaelidou*
- 0235 Cues facilitating Consumer choice of Wine selection  
*Tekle Shanka, Aymee Mastaglia*
- 0288 Explaining the Purchase Motivations of Generation Y Consumers: A Temporal Perspective  
*Marwa Gad Mohsen, Scott Dacko*
- 0457 An investigation into the factors influencing consumers' purchasing of confectionery  
*George Lodorfos, June Dennis, Katie Steele*
- 0461 Consumer Perceptions of Monetary and Non-Monetary Introductory Promotions for New Products  
*Ben Lowe*

## **Entrepreneurial and Small Business Marketing**

**ROOM : RB223**

**Chair: J Deacon**

- 0045 Understanding Complexities of e-SME Success in Fashion Retail Marketing  
*Catherine J Ashworth, Elke A Pioch, Ruth A Schmidt*
- 0090 The role of e-CRM in creating Customer Insight in SMEs  
*Paul Harrigan, Elaine Ramsey, Patrick Ibbotson*
- 0327 Using a Discourse Analysis lens to interpret perceptions of marketing in SMEs  
*Paul Copley*
- 0443 WOMEN'S ENTREPRENEURSHIP IN THE UAE: IN SEARCH OF A THEORETICAL FRAMEWORK  
*Nnamdi Madichie, Rabia Naguib*

## **Events and Experiential Marketing**

**ROOM : RB229**

**Chair: E Wood**

- 0356 All-rounders or single-trackers: Segmenting the music festival audience  
*Stephen Henderson, Emma Wood*
- 0380 Staying at the cutting edge: Co-creating value for luxury goods offline and online  
*Caroline Tynan, Sally McKechnie*
- 0394 Events as a marketing communications tool: An opportunity and challenge for brand development  
*Phil Crowther*

## **Marketing Education**

**ROOM : RB310**

**Chair: R Brennan**

- 0016 Changing a Marketing Quantitative Unit's Perception of Quality: A Non-Quantitative Reflection on an Australian Change Intervention (Part 1)  
*Ann Mitsis, Patrick Foley*
- 0119 Marketing Faculty & Ph.D. Supervision: A House Divided?  
*Robert Hamlin*
- 0165 Climate Change: Curriculum Change  
*Alan Lovell, Heather Skinner*
- 0340 Evidence-Based Evaluation - Wot's that then?: The Findings of the Marketing Education SIG's Survey of Learning and Teaching 2009  
*Monica Gibson-Sweet, Anne Foy, Peter Rudolph, Jacqueline Lynch*

## **Marketing of Higher Education**

**ROOM : RB322**

**Chair: F Maringe**

- 0009 Marketing Analytics in UK Higher Education  
*James Seligman*
- 0202 University 'Brand Promises'  
*Sheila Furey, Christine Parsons, Paul Springer*
- 0210 Brand Personality And Net Promoter Type Scores: An Exploratory Investigation of Premium Branded Universities in Australia and the UK  
*Ann Mitsis, Patrick Foley, Dionysis Skarmas*
- 0227 Service Branding Higher Education Institutions  
*Robert Williams*
- 0317 Customer orientation and commitment strategies on the Internet in HE: A Qualitative Study  
*Tahir Rashid*

## **Marketing Research Incorporating Qualitative Enquiry**

**ROOM : RB225**

**Chair: J Blythe**

- 0019 Service-Dominant Logic: Marketing Research Implications and Opportunities  
*Steve Baron, Kim Harris, Anthony Patterson, Gary Warnaby*
- 0203 Thoughts on Conceptualising Customer-Perceived-Value  
*Connie Chang, Sally Dibb*
- 0345 THE MULTIPLICITY OF INTERACTIVENESS: A QUALITATIVE INQUIRY INTO FIRM-CONSUMER INTERACTIONS  
*Albena Pergelova, Josep Rialp, Diego Prior*

## **Not for Profit, Social Marketing and Sustainability**

**ROOM : RB320**

**Chair: R Bennett**

- 0191 Putting Marketing in Its Place? Consumers' Perceptions of Personal versus Marketing's Responsibility for an Unsustainable World  
*M. Teresa Heath, Andreas Chatzidakis*
- 0325 An Exploratory Study of Strategies for Sustainable Fashion Consumption  
*Pei-Ju Lucy Ting, Chia-Chun Jenny Chen, Pei-Yuan Patty Ting*
- 0339 Public Understanding of Sustainable Clothing: Implications for Social Marketers  
*Alex Hiller, Helen Goworek, Tom Fisher, Tim Cooper, Sophie Woodward*
- 0415 An investigation into the perceived efficacy of a proposed sustainable retail marketing (SRM) benchmarking framework amongst key stakeholders  
*Neil Richardson*

## **Place and Tourism Marketing**

**ROOM : RB313**

**Chair: T Coll**

- 0254 Public Transport Services, Tourism Policies and Place Marketing: Which are the Value Drivers of a "Slow Bus Service"?  
*ANTONELLA CAPRIELLO, IAN D. ROTHERHAM*
- 0264 Nicosia- Concerted Retailing and Tourism Strategies to Awaken a Neglected and Sleeping Beauty  
*Hans Ruediger Kaufmann, Werner Gronau, Savvas Sakkadas*
- 0386 The decision of whether or not to fly: A double pilot study of green consumers  
*Claire Carlile, Seonaidh McDonald, Caroline Oates, Maree Thyne, Leigh-Ann McMorland*
- 0390 Service Quality Measurement: an application to Visitor Attractions  
*David Lynch*

## **Services Marketing**

**ROOM : RB307**

**Chair: M-P Sheard**

- 0034 Let Nonverbal Behaviour takes its place in Services Marketing  
*Catherine Rossiter*
- 0136 A Holistic Approach to Service Productivity Measurements and Managements  
*Andrews Yalley*
- 0142 An Application of Forum Theatre in Services  
*Aidan Daly*
- 0219 Exploring the Effects of Perceived Service Provider Sincerity on Consumers' Emotional State and Satisfaction during Service Consumption  
*Sandra Gountas, Michael Ewing, John Gountas, Felix Mavondo*

## **SESSION 7: Thursday 9th July, 2:00pm - 3:30pm**

### **Arts and Heritage Marketing**

**ROOM : RB308**

**Chair: F Kerrigan**

- 0257 Pleasure is Useful: Exploring Perceived Consumer Values in Leisure Products  
*Laurent Bourdeau, Pascale Marcotte, Hamid Yeganeh*
- 0373 'Celebrization' : Putting the icon into iconic brands  
*Douglas Brownlie, Paul Hower*
- 0456 'Arts Marketing' is What You Can Get Away With  
*Daragh O'Reilly, Krzysztof Kubacki*

### **Brand Identity and Corporate Reputation**

**ROOM : RB224**

**Chair: T C Melewar/L Yeomans**

- 0074 Brand Values, Corporate Identity and Reputation As the Motivation to Buy  
*Orose Leelakulthanit*
- 0255 The strategic use of intellectual property rights in corporate branding - Visual identity perspective  
*Pia Hurmelinna-Laukkanen, Mari Juntunen, Saira Saraniemi, Jenni Alahuhta*
- 0388 Corporate Reputation and Financial Performance: a multilevel analysis of Brazilian context.  
*Fábio Artoni, Eliane Brito, Patricia Daré*
- 0428 Motivating Employees to 'Live the Brand': A comparative case study of employer brand attractiveness within the firm  
*Simon Knox, Rachael Maxwell*

### **Case Study**

**ROOM : RB355**

**Chair: M Harker**

- 0158 Pacific Bay: A Case Study in New Venture Marketing  
*Max Briggs*
- 0201 Segmenting the Energy Market: Problems and Successes  
*Lyndon Simkin, Sally Dibb*
- 0348 Make Yorkshire Yours : The rebranding of Yorkshire  
*Trish Coll*

### **Entrepreneurial and Small Business Marketing**

**ROOM : RB223**

**Chair: J Deacon**

- 0051 Being Crafty: Reflections on how the Craft Enterprise can Survive the Credit Crunch.  
*Andrew McAuley*
- 0199 How Internal and External Firm Factors Affect Brand Development and Brand Building in Small Family Firms.  
*Sylvie Laforet*
- 0246 Marketing capability, new product survival and NPD success: An exploration of relationships  
*Susan J. Hart, Sena Ozdemir, Stephen K. Tagg*
- 0420 Entrepre-natal education: Psalm 139 and the pre-birth business-fetus  
*Zubin Sethna*

## **Marketing Education**

**ROOM : RB310**

**Chair: M Gibson-Sweet**

- 0126 Is there any other way? Promoting Qualitative Research Methodologies in Marketing  
John Egan
- 0143 The needle and thread: Assessing large marketing cohorts online  
Stephen Henderson, Emma Wood
- 0186 E-polling in Marketing lectures (and creating the "Buzz")  
George MASIKUNAS
- 0379 Putting Reflective Practice in its Place: An exploratory study of the lived experience of 'Posting'  
Douglas Brownlie, Paul Hewer

## **Marketing of Higher Education**

**ROOM : RB322**

**Chair: F Maringe**

- 0008 Customer Experience Management in UK Higher Education  
James Seligman
- 0043 "I was always looking at like Vogue..[I'd] be really good in the ad. world" Student Choice and Vocational Degrees  
Helen Haywood, Mike Molesworth
- 0179 Renaming Higher Education Institution "Corporate" Brands to Grow  
Robert Williams, Maktoba Omar
- 0234 Stackable Negative Affect: A Hidden Barrier?  
Patricia Bovingdon, Philip Bretherton

## **Marketing Research Incorporating Qualitative Enquiry**

**ROOM : RB225**

**Chair: J Blythe**

- 0155 From Brand-Image to 'Total Image': From a Cluster of Mental Associations to Full-Blown Experience  
Michael Woodward, Jeryl Whitelock, Gretchen Larsen
- 0195 A model for the empirical determination of heterogeneous and heteroscedastic preferences in conjoint experiments  
GEORGE BALTAS, CHARALABOS SARIDAKIS
- 0352 A Journey of a Thousand Miles Begins with a Single Step: Designing Appropriate Marketing Research Methods for Virtual Worlds.  
Janet Ward, Michael Saren

## **Marketing Strategy and New Product Development**

**ROOM : RB320**

**Chair: K Lee**

- 0059 One size doesn't fit all. Exploring marketing strategies for influencing three dimensions of brand loyalty  
*Rebekah Russell-Bennett, Steve Worthington, Charmine Hartel*
- 0220 The effect of service-oriented R&D activities on inter-firm relationships: a longitudinal case study of the Japanese telecom industry  
*Kenichi Nishioka, Chieko Minami, John Dawson*
- 0303 Towards a 360-degree view of the customer: A conceptual model for 'customer insight' as a strategic asset  
*Bev Hulbert, Ian Burst*
- 0434 A preliminary review of the study on consumer innovativeness and innovation resistance across Middle Eastern countries  
*Nasir Salari, Eric Shiu, Robert Cressy*

## **Place and Tourism Marketing**

**ROOM : RB313**

**Chair: H Skinner**

- 0222 "Destination" Fruit: Sense of Place and the Marketing of Foods.  
*Ellen Bloxsome, Nigel Pope*
- 0240 Acknowledging Consumer Dimensions in Place Branding Scholarship: A Summary of Research Issues  
*Usha Sundaram*
- 0316 Place branding- a different dimension to regeneration in 'City of Liverpool'  
*Vishwas Maheshwari, Ian Vandewalle*

## **Services Marketing**

**ROOM : RB307**

**Chair: M-P Sheard**

- 0159 Real Service Improvement: the implication for value adding strategy  
*David Longbottom, Julie Hilton, Vanessa Zheng*
- 0182 Making Marketing Academics useful to Managers of International Service Businesses: The Case of Market Entry Mode Decisions  
*Aidan Daly, Merlin Simpson*
- 0206 A LONGITUDINAL STUDY OF EMOTIONS AND SATISFACTION AS PREDICTORS OF BEHAVIOURAL INTENTION  
*Adrian Palmer, Nicole Koenig-Lewis*
- 0236 THE IMPACT OF DOWNSIZING ON CUSTOMERS: A CASE STUDY FROM BUSINESS TO BUSINESS SERVICES  
*Paul Williams, Sajid Khan, Earl Naumann*