

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

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Renee Gravois Lee, Sam Houston State University

Vaidotas Lukosius, Tennessee State University

Ramaprasad Unni, Tennessee State University

Ismail Capar, Texas A&M University

Prashant Srivastava, University of Akron

Congratulations!

Recipient of the 2012 McGraw-Hill/Irwin Distinguished Paper Award

Creating Sustainable Competitive Advantage in Marketing

Change And Stability Management As A Source Of Competitive Advantage For Organizations

Jorge Humberto Mejia, Autonomous Technological Institute of Mexico

Recipient of the 2012 Federation of Business Disciplines Outstanding Educator Award

Maxwell Hsu, University of Wisconsin-Whitewater

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Track Chairs

Assurance of Learning - Nancy Albers-Miller

Pharmaceutical & Healthcare Marketing - Ashish Chandra

Global & Cross-Cultural Marketing - Gordon Mosley

New Media, Advertising & Marketing Communications - Sharon Thach

Not-For-Profit Marketing & Social Marketing - Maxwell Hsu

Marketing Research - Sanjay Mehta

B-To-B & New Product Development - Prashant Srivastava

Arts And Music Marketing - Clyde Rolston

Marketing Strategy & Entrepreneurship - John Newbold

Consumer Behavior & Customer Relationship Management - Vivek S. Natarajan, Kishwar Joonas

Marketing Education - Renee Gravois Lee, Nacef Mouri

Experiential & Service Learning - Patrick D. "Pat" Fountain, Lynn Murray

Personal Selling & Sales Management - Michael Pass

Retailing & Services Marketing - Ramaprasad Unni

Ethics, Legal & Public Policy - John C. Knapp

Student Papers - Nancy Albers-Miller

Logistics & Supply Chain Management (Idea Academic & Practitioner Tracks) - Bimal Nepal,
Ismail Capar

Creating Sustainable Competitive Advantage in Marketing- Silvia L. Martin

Technology Transfer & Commercialization - Kimball P. Marshall

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

CONGRATULATIONS!

BEST OF TRACK PAPER AWARD WINNERS

Advertising and Personal Selling

*The Moderating Effects Of Consumer Involvement, Concern About Air Pollution, And Materialism
On Consumer Decision-Making For A Hybrid Automobile: A Retail Advertising Analysis*

William T. Neese, Nicholls State University
Monica J. Favia, Bloomsburg University

Creating Sustainable Competitive Advantage in Marketing

Change And Stability Management As A Source Of Competitive Advantage For Organizations
Jorge Humberto Mejia, Autonomous Technological Institute of Mexico

Logistics and Supply Chain Management

Crisis management among Industrial Distributors: Scale development, analysis and insights

Arunachalam Narayanan, Texas A&M University
Daniel F. Jennings, Texas A&M University
Ismail Capar, Texas A&M University,
Malini Natarajathinam, Texas A&M University

Marketing Strategy & Entrepreneurship

A Conceptual Foundation for New Technology Business Firms to Adopt a Marketing Orientation
Sandra Potter, Bryant University

Pharmaceutical & Healthcare Marketing

Evaluating an Innovative Approach in Patient-Centric Care: The Laborist Model

Asoke Dey, The University of Akron
Jessica Clemons, The University of Akron

Retailing & Services Marketing

Understanding The Impact Of Product Return Policies On Consumers

Lynn C. Dailey, Capital University
M. Ali Ülkü, Capital University

Technology Transfer & Commercialization

The “E” In “Eservice Learning”
Sue Y. McGorry, DeSales University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 1, 2012
(Thursday)**

8:30 a.m. – 10:00 a.m.

Borgne

SESSION A Advertising and Personal Selling

Session Chair: **Sharon Thach**, Tennessee State University

Brand Development And Management In The Bed And Breakfast Industry
Grant Aguirre, New Mexico State University

The Moderating Effects Of Consumer Involvement, Concern About Air Pollution, And Materialism On Consumer Decision-Making For A Hybrid Automobile: A Retail Advertising Analysis
William T. Neese, Nicholls State University
Monica J. Favia, Bloomsburg University

U.S. Advertising In WWI And WWII
Tom Smith, Texas Wesleyan University
Sandra Hile Hart, Texas Wesleyan University

Outsourcing The Sales Function: The Influence Of Communication And Customer Orientation
Michael W. Pass, Sam Houston State University

8:30 a.m. – 10:00 a.m.

Southdown

SESSION B Student Papers I

Session Chair: **Nancy D. Albers-Miller**, Berry College

The Perception Of Consumers In Relation To How A Corporation Makes A Contribution
Tricia Staudenmaier, Berry College
Nancy D. Albers-Miller, Berry College

Eagle Scout: Long-Term Career And Personal Impacts
Nancy D. Albers-Miller, Berry College
Travis D. Miller, Rome, GA

Eco-Friendly Marketing In The Cosmetics Industry
Alisha Dosani, Berry College
Nancy D. Albers-Miller, Berry College

Food Deserts: Consumer Behavior Decisions Associated With The Selection Of Healthy Food Alternatives
Ari Mincey, Berry College
Nancy D. Albers-Miller, Berry College

Divorce, Who Initiates It, And The Effect It Has On Future Relationships
Caroline E. Tait, Berry College
Nancy D. Albers-Miller, Berry College

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 1, 2012
(Thursday)**

8:30 a.m. – 10:00 a.m.

Maurepas

SESSION C Consumer Behavior

Session Chair: **Vivek S. Natarajan**, Lamar University

An Introductory Study Of The Relationship Between Materialism And Social Media

David K. Amponsah, Troy University

Ingyu Lee, Troy University

Gordon Mosley, Troy University

Understanding Shopping Preferences of Teen Consumers: An Analysis of Fashion Interest and Patronage Behavior

Anna A. Magie, Texas Woman's University

Deborah D. Young, Texas Woman's University

Self-regulatory Focus: The Impact on Long-term Consumer Compliance Behavior **Stephanie Dellande**, Menlo College

Prashanth Nyer, Chapman University

10:00 a.m. – 10:30 a.m.

Napoleon Exposition Hall

FBD COFFEE BREAK

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 1, 2012
(Thursday)**

10:30 a.m. – 12:00 p.m.

Maurepas

SESSION A Healthcare Marketing

Session Chair: **Ashish Chandra**, University of Houston- Clearlake

Obesity: A Social Marketing Approach

Dennis Emmett, Marshall University

Ashish Chandra, University of Houston-Clear Lake

Evaluating an Innovative Approach in Patient-Centric Care: The Laborist Model

Asoke Dey, The University of Akron

Jessica Clemons, The University of Akron

What do Health Care Administration Faculty Think about their IRBs? An Empirical Investigation

David P. Paul, Monmouth University

Ashish Chandra, University of Houston-Clear Lake

10:30 a.m. – 12:00 p.m.

Southdown

SESSION B Marketing Education and Service Learning

Session Chair: **Nacef Mouri**, George Mason University

Marketing Majors' Attitudes Toward Education

Sandra McKay, Southeastern Louisiana University

Jeff W. Totten, McNeese State University

Marketing Marketing Textbooks

Kristen M. Maceli, Pittsburg State University

Donald Baack, Pittsburg State University

Determinants Of Successfully Marketing Study Abroad Programs

Vaidotas Lukosius, Tennessee State University

Breaking Down The Silos: Combining Management And Marketing Experiential Learning Classes

Dan Horne, Providence College

Tom King, Providence College

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 1, 2012
(Thursday)**

10:30 a.m. – 12:00 p.m.

Salon 828

SESSION C Marketing Strategy and Entrepreneurship

Session Chair: **John Newbold**, Sam Houston State University

Student Incubators: New Aspects on Entrepreneurship

Monica Santella, Texas A & M University-Kingsville

Barbara R. Oates, Texas A & M University-Kingsville

Ruth Chaterlain-Jardon, Ruth Chaterlain-Jardon

A Conceptual Foundation for New Technology Business Firms to Adopt a Marketing Orientation

Sandra Potter, Bryant University

The Effect of Declining Lead Times on first Mover Advantage: A Twenty Year Empirical Study of New Product Announcements

Michael Polletti, Fayetteville State University

Mary Beth Hogan, Fayetteville State University

Howard Ling, University of North Carolina - Pembroke

1:30 p.m. – 3:00 p.m.

Borgne

SESSION A Ethics, Legal and Public Policy

Session Chair: **John Knapp**, Samford University

Post-Secondary Education Institutions Websites' Privacy Policies - Is Our Content Missing The Mark?

Begoña Pérez-Mira, Northwestern State University

Margaret S. Kilcoyne, Northwestern State University

Brenda Hanson, Northwestern State University,

Thomas Hanson, Northwestern State University

The Role Of Social Marketing And Social Media In Cultural Adaptation: Implications For The Marketing Ethic

Joseph Stasio, Merrimack College

Constructing Service Ethic - Consequence - Value Chains To Develop Effective Internal And External Marketing Strategies

Chin-Feng Lin, National Pingtung Institute of Commerce

Yu-Lin Lo, National Pingtung Institute of Commerce

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 1, 2012
(Thursday)**

1:30 p.m. – 3:00 p.m.

Maurepas

SESSION B Roundtable Discussion I: Study Abroad Programs

Session Chair: **Renee Gravois Lee**, Sam Houston State University

Presenters: **Tará Burnthorne Lopez**, Southeastern Louisiana University
 Mike Budden, Southeastern Louisiana University
 Rusty Juban, Southeastern Louisiana University
 Mike Jones, Southeastern Louisiana University
 Russell McKenzie, Southeastern Louisiana University

3:00 p.m. – 3:30 p.m.

Napoleon Exposition Hall

FBD COFFEE BREAK

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Great Door Prize Drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

3:30 p.m. – 5:00 p.m.

Salon 816

SESSION A Technology Transfer: Preparing the Marketplace

Session Chair: **William S. Piper**, Alcorn State University

The Nexus Needs Of Technology Transfer And Commercialization: The Troubled Case Of the Solar Energy Industry

Kimball P. Marshall, Alcorn State University
Yashasvi Redd Patlolla, Alcorn State University

A Nexus For Technology Transfer And Commercialization: A Marketing Emphasis Approach

William S. Piper, Alcorn State University
Zulfiquar Dogar, Alcorn State University

Challenges And Barriers For Small Business Success

Daryush Ila, Fayetteville State University

Toward A Philosophy Of Technology

William Kilbourne, Clemson University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 1, 2012
(Thursday)**

3:30 p.m. – 5:00 p.m.

Borgne

SESSION B Services Marketing and Retailing

Session Chair: **Ramaprasad Unni**, Tennessee State University

Smarter Escalation Of Technical Support Calls

Randy Ryker, Nicholls State University

R. Charles Viosca, Jr., Nicholls State University

K. Chris Cox, Indiana University Southeast

Understanding The Impact Of Product Return Policies On Consumers

Lynn C. Dailey, Capital University

M. Ali Ülkü, Capital University

Attitudes Toward Donations Of Used Clothing - Implications For Thrift Stores

Ramaprasad Unni, Tennessee State University

Julie Roberts, Tennessee State University

3:30 p.m. – 5:00 p.m.

Maurepas

SESSION C Special Session: Great Assignments and Teaching Ideas

Session Chair: **Renée Gravois Lee**, Sam Houston State University

Marketing Assignments That Work: An In-Class Sales Competition With A Local Employer

Julie Haworth, University of Texas at Dallas

Critical Thinking In Marketing: Using In-Class Debates

Sanjay S. Mehta, Sam Houston State University

“Thinking” Assignments to Motivate “Thinking”

Renee Gravois Lee, Sam Houston State University

Carroll Ferguson Nardone, Sam Houston State University

Approaches in Teaching Research at the Undergraduate Level: From Didactic to Experiential

Russ Henley, The University of West Alabama

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 1, 2012
(Thursday)**

3:30 p.m. – 5:00 p.m.

Edgewood B

SESSION D Student Papers II

Session Chair: **Nancy D. Albers-Miller**, Berry College

Service Responsiveness And Customer Satisfaction In The Banking Industry

Sara Lujan, Sam Houston State University

Irfan Ahmed, Sam Houston State University

A Relationship Between Cultural Impact And Influence Of Social Media Marketing On Consumer

Ye Eun An, Berry College

Nancy D. Albers-Miller, Berry College

Standardized Nutrition Labels: The Impact On Consumer Comprehension

Cailtyn A. Miller, Berry College

Nancy D. Albers-Miller, Berry College

The Role Of Celebrity Spokespersons In Brand Community Leadership

Ryan B. Gambrell, Berry College

Jon Littlefield, Berry College

Importance Of Qualifications Within Particular Golf Industries: A Comparison Of Becoming A Golf Course Pro And Graduate Assistant College Coach

John C. Hall, Berry College

Nancy D. Albers-Miller, Berry College

5:30 p.m. – 7:00 p.m.

Napoleon Exposition Hall

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day's conference activities before heading out to other association and cultural events, dinner, or the historic French Quarter.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 2, 2012
(Friday)**

7:30 a.m. – 8:30 a.m.

Borgne

ACME Coffee and Pastries

All ACME members are invited and encouraged to come and meet old friends, make new acquaintances and enjoy coffee.

8:30 a.m. – 10:00 a.m.

Borgne

SESSION A Logistics and Supply Chain Management

Session Chair: **Manoj Vanajakumari**, Texas A&M University

The Solar Supply Chain And Market Driver Analysis

Nicholas Martinez, Texas A&M University

Krishna Patwari, Texas A&M University

Logistics In The Oil And Gas Industry

Cristina Herrera, Texas A&M University

Krishna Patwari, Texas A&M University

Coordination In Multi-Player Environment

Himanshu Thapa, Texas A&M University

U.V. Manoj, Texas A&M University

Global Sourcing – Procurement During An Economic Crisis

Lauren Rosenkraz, Texas A&M University

Bimal Nepal, Texas A&M University

8:30 a.m. – 10:00 a.m.

Maurpas

SESSION B Qualtrics Workshop

Session Chairs: **Vaidotas Lukosius**, Tennessee State University
 Ramaprasad Unni, Tennessee State University

Presenter: **Bryce Winkelman**, Qualtrics

In this virtual workshop, attendees will become familiar with Qualtrics survey platform, the basics of building survey , launching it, gathering data and presenting results. To get the most out of this workshop, bring your own laptop!

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 2, 2012
(Friday)**

8:30 a.m. – 10:00 a.m.

Southdown

SESSION C Creating Sustainable Competitive Advantage in Marketing: IT Perspectives

Session Chair: **Sylvie Lozano**, Lynchburg College

*I.T. Small Business Competing In A Highly Concentrated Environment: Going Back To Marketing Basics
In The U.S. Aerospace Industry*

Hector Gomez MacFarland, Technological Institute of Superior Studies of Monterrey

Marketing Program Creativity In High Technology Ventures

Silvia L. Martin, Lynchburg College

Joe Turek, Lynchburg College

A Competitive Advantage Through It/Business Alignment,

Mauricio Corona, La Salle University, Mexico City

10:00 a.m. – 10:30 a.m.

Napoleon Exposition Hall

FBD COFFEE BREAK

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Must be present to win.

10:30 a.m. – 12:00 p.m.

Borgne

SESSION A Logistics and Supply Chain Management: Industry Practices

Session Chair: **Bimal Nepal**, Texas A&M University

Best Practices In Distribution And Logistics: Womack Machine Supply

Brad Vance, Womack Machine Supply

Best Practices In Distribution And Logistics: Wilson Supply

Tony Glynn, Wilson Supply, A Schlumberger Company

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 2, 2012
(Friday)**

10:30 a.m. – 12:00 p.m.

Maurepas

SESSION B Special Topics in Marketing

Session Chair: **Clyde Philip Rolston**, Belmont University

Cd Or Not Cd: The Media Preferences Of Classical Music Consumers

John Cicala, Texas A&M University – Kingsville

Valerie L. Bartelt, Texas A&M University – Kingsville

Factors Contributing To A Successful Debut Album: A Regression Analysis

Clyde Philip Rolston, Belmont University

Terry Tompkins, Drexel University

Marietta Velikova, Belmont University

Imperative For Green Marketing In India: A Conceptual Research Of Beliefs And Attitudes Of Business Students

Kishwar Joonas, Prairie View A&M University

Vivek S. Natarajan, Lamar University

Exploring The Similarity Of Cognitive Variables To Understand The Perception Gap Between Sellers And Consumers

Chin-Feng Lin, National Pingtung Institute of Commerce, Taiwan

10:30 a.m. – 12:00 p.m.

Southdown

SESSION C Roundtable Discussion II: Study Abroad Programs

Session Chair: **Vaidotas Lukosius**, Tennessee State University

Presenters: **Vaidotas Lukosius**, Tennessee State University

Pamela L. Mickelson, Morningside College

Nancy D. Miller, Berry College

Barbara Oates, Texas A&M University-Kingsville.

Troy Festervand, Middle Tennessee State University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 2, 2012
(Friday)**

12:00 p.m. – 1:15 p.m.

Nottoway

ACME Luncheon and Business Meeting

All ACME members and invited guests are encouraged to attend as we honor our award winners and hold our annual Business Meeting

This event is open ONLY to ACME Members and invited guests. Others will be charged \$50. Check should be made out to Association of Collegiate Marketing Educators.

1:30 p.m. – 3:00 p.m.

Borgne

SESSION A Logistics and Supply Chain Management: Workshops

Session Chair: **Ismail Capar**, Texas A&M University

In-Season Transshipments

Metin Cakanyildirim, University of Texas at Dallas

Using An Open-Source ERP To Teach Business Process Integration

Minh Huynh, Southeastern Louisiana University

Nilish Chitrakar, Southeastern Louisiana University

1:30 p.m. – 3:00 p.m.

Maurepas

SESSION B Technology Transfer: Unanticipated Applications

Session Chair: **Kimball P. Marshall**, Alcorn State University

"Mapping" Charitable Gaming In Kentucky: An Exploratory Analysis Using GIS

Janet M. Ratliff, Morehead State University

Michelle B. Kunz, Morehead State University

The Challenges Facing Salespeople When Introducing New Technologies

John Barnes, SUNY- Institute of Technology

The "E" In "Eservice Learning"

Sue Y. McGorry, DeSales University

Consumer Reaction To Business Firms' Responses To New Technologies In Communications: Emails Of Praise And Complaint

Michael M. Pearson, Loyola University New Orleans

Thomas M. Hickman, Loyola University New Orleans

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 2, 2012
(Friday)**

1:30 p.m. – 3:00 p.m.

Southdown

SESSION C Special Panel Session: Issues in Accreditation and Assessment

Session Chair: **Prashant Srivastava**, University of Akron

Presenters: **Sharon Thach**, Tennessee State University
 Nancy D. Albers-Miller, Berry College

1:30 p.m. – 3:00 p.m.

Bayside A

WORKSHOP: **Advances in Online Teaching**

Trainers:

Gopala Ganesh, University of North Texas
Kishwar Joonas, Prairie View A&M University
Vivek Natarajan, Lamar University

Workshop Description:

The Workshop covers in great detail, the experience of carrying out a semester-long Online market research project in the MBA market research class. In addition, major issues related to Hybrid and Online Marketing courses at the graduate as well as undergraduate level including Service-Learning projects will be discussed.

3:00 p.m. – 3:30 p.m.

Napoleon Exposition Hall

FBD COFFEE BREAK

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**ASSOCIATION OF COLLEGIATE
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**March 2, 2012
(Friday)**

3:30 p.m. – 5:00 p.m.

Borgne

SESSION A Creating Sustainable Competitive Advantage in Marketing

Session Chair: **Sylvie Lozano**, Lynchburg College

Change And Stability Management As A Source Of Competitive Advantage For Organizations
Jorge Humberto Mejia, Autonomous Technological Institute of Mexico

Developing Sustainable International Entrepreneurial Ventures: The Case Of Mexican Culinary Art In France

Fernanda Arreola, Fundação Getulio Vargas, Sao Paulo, Brazil

NPD Project Portfolio, Environment, And Performance

Prashant Srivastava, University of Akron

Asoke Dey, University of Akron

Desale Habtzghi, University of Akron

Gary L. Frankwick, University of Texas at El Paso

3:30 p.m. – 5:00 p.m.

Southdown

SESSION B Logistics and Supply Chain Management

Session Chair: **Minh Huynh**, Southeastern Louisiana University

Supplier Stratification Management: Cases From Industry

Xiaoming Li, Tennessee State University

Festus Olorunniwo, Tennessee State University

Joel Jolayemi, Tennessee State University

Chunxing Fan, Tennessee State University

William Krechel, Boeing Research and Technology

Crisis management among Industrial Distributors: Scale development, analysis and insights

Arunachalam Narayanan, Texas A&M University

Daniel F. Jennings, Texas A&M University

Ismail Capar, Texas A&M University,

Malini Natarajarathinam, Texas A&M University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 2, 2012
(Friday)**

3:30 p.m. – 5:00 p.m.

NAPOLEON B-1

SESSION C Student Papers III

Session Chair: **Nancy D. Albers-Miller**, Berry College

Perceived Product Freshness: Exploring Consumers' Negative Reactions To Self-Touched Products

Devdeep Maity, Oklahoma State University

Search: An Expense Or An Experience? Exploring The Impact Of Search On Product Return Intentions

Devdeep Maity, Oklahoma State University

Status Is Everything: How Facebook Statuses Used By Business Pages Affect Purchase Intention And Consumer Attitudes

Megan C. Uebersax, Berry College

Nancy D. Albers-Miller, Berry College

Consumer Behavior Research: Change In Consumption Behavior In The Fashion Market From High School To College

Nikki N. Taylor, Berry College

Nancy D. Albers-Miller, Berry College

New Guitar Consumers: Inexperienced Consumers Lack Experience Correlating To Interpersonal Interactions

Alex Willoughby, Berry College

Nancy D. Albers-Miller, Berry College