

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Association of Collegiate Marketing Educators Officers

President: Patrick D. "Pat" Fountain, East Central University

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Dennis Bristow, St. Cloud State University
Gopala Ganesh, University of North Texas
Kishwar Joonas, Prairie View A&M University
John Knapp, Samford University
Madhav Pappu, RFiD2 Technologies, Inc.

Proceedings Editor:

Grant Aguirre, New Mexico State University

CONGRATULATIONS!

Recipients of the 2010 McGraw-Hill/Irwin Distinguished Paper Award

Capturing Consumer Heterogeneity in Loyalty Evolution Patterns
Kanghyun Yoon, Long Island University
Thanh V. Tran, University of Central Oklahoma

Recipient of the 2010 Federation of Business Disciplines Outstanding Educator Award

Sarath A. Nonis, Arkansas State University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Track Chairs

Advertising and Marketing Communications: Vaidotas Lukosius, Tennessee State University

Assurance of Learning: Nancy D. Albers-Miller, Berry College

Business-to-Business and New Product Development: Prashant Srivastava,
The University of Akron

Consumer Behavior and Customer Relationship Management: Vivek S. Natarajan,
Lamar University

E-Commerce and Pricing: Chien-Ping Chen, University of Houston-Victoria

Ethics, Leadership and Social Responsibility: John Knapp, Samford University

Experiential and Service Learning: Patrick D. "Pat" Fountain, East Central University
Lynn Murray, Pittsburg State University

Healthcare Marketing: Dilaver Tengilimoglu, Gazi University, Turkey

International Marketing and Cross-Cultural Studies: Ramaprasad Unni,
Tennessee State University

Logistics and Supply Chain Management (IDEA Academic and Practitioner Tracks):
Edie Schmidt, Purdue University
Madhav Pappu, RFiD2 Technologies, Inc.

Marketing Education: Dennis Bristow, St. Cloud State University

Marketing Research: Thomas W. Lanis, East Central University
John J. Newbold, Sam Houston State University

Marketing Strategy and Entrepreneurship: Nacef Mouri, George Mason University

Not-for-profit Marketing and Social Marketing: Andy Stratemeyer, California State University

Retailing and Services Marketing: Irfan Ahmed, Sam Houston State University

Selling and Sales Management: Gordon G. Mosley, Troy University

Sports and Entertainment Marketing: Susan D. Geringer, California State University - Fresno

Doctoral/Graduate Student Track: Sanjay S. Mehta, Sam Houston State University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

CONGRATULATIONS!

BEST OF TRACK PAPER AWARD WINNERS

Advertising and Communications Track

The Effect of Culture on the Context of Ad Pictures and Ad Persuasion:
The Role of Context-Dependent and Context-Independent Thinking

Beichen Liang, East Tennessee State University
Wei Fu, East Tennessee State University

Business to Business and New Product Development Track

The Effectiveness of Visual Metaphors in Business-to-Business Advertising: A Research Proposal

Robert O. Fabrize, University of North Texas

Consumer Behavior and Customer Relationship Management Track

Capturing Consumer Heterogeneity in Loyalty Evolution Patterns

Kanghyun Yoon, Long Island University
Thanh V. Tran, University of Central Oklahoma

E-Commerce and Pricing Track

Marketing Supply Chain Using B2B Buy-Side E-Commerce Systems: Does Adoption Impact Financial Performance

Jap Efendi, University of Texas at Arlington
Michael R. Kinney, Texas A&M University
Katherine T. Smith, Texas A&M University
L. Murphy Smith, Texas A&M University

Healthcare Marketing Track

The Impact of Prescription Drug Inserts On Consumer Awareness Of The Side Effects

Dennis Emmett, Marshall University
Ashish Chandra, University of Houston - Clear Lake

International Marketing and Cross-cultural Studies Track

Global Brands in Central and Eastern Europe: A Comparison of Hungarian and Bulgarian Consumers

Al Rosenbloom, Dominican University
James E. Haefner, University of St. Francis

Marketing Education

Student Satisfaction with Online Classroom Experience: Interactive Effects of Student, Instructor, Technology

Sarath Nonis, Arkansas State University
Gail Hudson, Arkansas State University
Shane Hunt, Arkansas State University

Marketing Research Track

An Application of Conjoint Analysis in the Context of Consumer Evaluation of Co-branded Products

Junhong Min, Michigan Technological University
Madhav N. Segal, Southern Illinois University- Edwardsville
M. Deniz Dalman, Ithaca College

Marketing Strategy and Entrepreneurship Track

Prescription for Medical Outsourcing Success: A Marketing Strategy Approach

Ravi Jillapalli, Texas State University- San Marcos
Regina Jillapalli, Texas State University- San Marcos

Retailing and Services Marketing Track

Determinants of Tourism Destination Competitiveness in China

Wang Chunyang, Wuyi University
Maxwell K. Hsu, University of Wisconsin-Whitewater

Selling and Sales Management Track

Organizational Culture and Employee Performance: An Investigation of the Mediating Effect of Customer Orientation

Turkan Dursun, West Texas A&M University
Ceyhan Kilic, New York Institute of Technology

Not-for-Profit Marketing and Social Marketing Track

Marketing Ohio's Universities to Global Talent: Current Perceptions and Future Possibilities

Deborah Owens, The University of Akron
Prashant Srivastava, The University of Akron
Aniqa Feerasta, The University of Akron

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 4, 2010
(Thursday)**

8:30 a.m. – 10:00 a.m.

Lone Star Ballroom A1

SESSION A Consumer Behavior and Customer Relationship Management

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

Capturing Consumer Heterogeneity in Loyalty Evolution Patterns

Kanghyun Yoon, Long Island University

Thanh V. Tran, University of Central Oklahoma

Consumer Behavior within the Teen Segment: An Investigation of the Relationship between Shopping Orientation and Spare Time Activity

Anna A. Magje, Texas Women's' University

Deborah D. Young, Texas Women's' University

Customer Relationship Marketing In Banking Sector in India

Dr. Gurdip Singh, Punjabi University, Patiala, India

Dr. Narinder Kaur, Government Bikram College of Commerce, Patiala (Punjab), India

Dr. Jaskaran Singh Dhillon, The Berkley College, Patiala (Punjab), India

8:30 a.m. – 10:00 a.m.

Lone Star Ballroom C3

SESSION B Business to Business Marketing and New Product Development

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

The Effectiveness of Visual Metaphors in Business-to-Business Advertising: A Research Proposal

Robert Fabrize, University of North Texas

Moderating Effect of Organizational Climate on the Relationship between New Product Development Capabilities and New Product Performances

Gary L. Frankwick, Oklahoma State University

Kevin Voss, Oklahoma State University

Jaewoon Yoo, Oklahoma State University

Expanding Market Orientation to Include Suppliers

Abdullah Al Jafari, Oklahoma State University

Gary L. Frankwick, Oklahoma State University

The Effects of Personal Involvement on the Relationship between Market Orientation and Product Innovation

Kevin Cumiskey, Oklahoma State University

Gary L. Frankwick, Oklahoma State University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 4, 2010
(Thursday)**

8:30 a.m. – 10:00 a.m.

Lone Star Ballroom C4

SESSION C Marketing Education: Strategies for Teaching and Learning

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

Netiquette: Make It Part of Your Syllabus

Alma Mintu-Wimsatt, Texas A&M University, Commerce

Courtney Kernek, Texas A&M University, Commerce

Hector Lozada, Seton Hall University

*Using a Sales Promotion Planning Spreadsheet to Teach Students to Integrate Channel Strategy,
Financial Goals, Consumer Demand and Brand Loyalty*

P.J. Forrest, Alcorn State University

Kimball P. Marshall, Alcorn State University

*Student Satisfaction with Online Classroom Experience: Interactive Effects of Student, Instructor,
Technology*

Sarath Nonis, Arkansas State University

Gail Hudson, Arkansas State University

Shane Hunt, Arkansas State University

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom A

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.

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Must be present to win.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 4, 2010
(Thursday)**

10:30 a.m. – 12:00 p.m.

Lone Star Ballroom A1

SESSION A Psychological and Social Determinants of Consumer Behavior

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

When Does Mood Matter? The Effect of Mood and Involvement on Purchase Intention
Amjad A. Abu ElSamen, The University of Jordan

A Research of Service Outcomes in Taiwan: The Role of Patients' Quality Perceptions and Wait Time
Kishwar Joonas, Prairie View A&M University
Wen-Hun Wang, National Taiwan Ocean University, Taiwan

Determinants of Purchase Intentions for Cell Phones among College Students
Lemaro Thompson, Savannah State University
William Dowling, Savannah State University
Anshu Arora, Savannah State University
David Rylander, Texas Woman's University

10:30 a.m. – 12:00 p.m.

Lone Star Ballroom C3

SESSION B Retailing and Services Marketing

Session Chair: **Irfan Ahmed**, Sam Houston State University

Determinants of Tourism Destination Competitiveness in China
Wang Chunyang, Wuyi University
Maxwell K. Hsu, University of Wisconsin-Whitewater

Managing Service Quality in the Multi-Unit Enterprise
Lynn M. Murray, Pittsburg State University

Cross-Cultural Survey of Shopping Behavior in U.S. Supermarkets
Robert D. Winsor, Loyola Marymount University
Lisa L. Mak, Loyola Marymount University
Maxwell K. Hsu, University of Wisconsin Whitewater

Service Failure, Service Recovery, and Repeat Patronage
P.G. (Pierre) Mostert, North-West University, South Africa
T.F.J. (Derik) Steyn, Cameron University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 4, 2010
(Thursday)**

10:30 a.m. – 12:00 p.m.

Lone Star Ballroom C4

SESSION C Student Profile, Teaching and Learning

Session Chair: **Denny Bristow**, St. Cloud State University

Marketing Principles and College Student Retention Programs: Applications to Hispanic Students

Kristen Maceli, Pittsburg State University

Donald Baack, Pittsburg State University

When Differences Matter: The Importance of Student Compatibility in Higher Education and Its Impact on Student (Dis)Satisfaction

L. Jean Harrison-Walker, University of Houston - Clear Lake

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.



Let exhibitors know how much we appreciate their presence and support!

1:30 p.m. – 3:00 p.m.

Lone Star Ballroom A1

SESSION A International Marketing

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

Aspects of Trade Show Success: An Analysis from the U.S. Mexican Border

Russell Adams, University of Texas Brownsville

Tom Coyle, University of Texas Brownsville

Global Brands in Central and Eastern Europe: A Comparison of Hungarian and Bulgarian Consumers

Al Rosenbloom, Dominican University

James E. Haefner, University of St. Francis

Segmenting the Global Market Using Two Value Typologies

Sarath A. Nonis, Arkansas State University

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 4, 2010
(Thursday)

1:30 p.m. – 3:00 p.m.

Lone Star Ballroom C3

SESSION B Marketing Strategy and Entrepreneurship

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

Prescription for Medical Outsourcing Success: A Marketing Strategy Approach

Ravi Jillapalli, Texas State University - San Marcos

Regina Jillapalli, Texas State University - San Marcos

Immigrant Entrepreneurs: Unanswered Questions

Sharon V. Thach, Tennessee State University

Kimball Marshall, Alcorn State University

Irene Foster, George Washington University

The Influence of Internal Relationship Quality on External Relationship Quality and Company Performance

Binh H. Nguyen, Oklahoma State University

Gary L. Frankwick, Oklahoma State University

Cash for Clunkers: Can Cash in the Pocket Create Concerned Consumers?

Suzanne Conner, New Mexico State University

1:30 p.m. – 3:00 p.m.

Lone Star Ballroom C4

SESSION C WORKSHOP
How to Put Together a Marketing Class for Online Delivery

Workshop Chair: **Gopala Ganesh**, University of North Texas

Trainer: **Gopala Ganesh**, University of North Texas

This special session proposes to describe an approach for teaching online, the accumulation of that resulted from the trial and experience of putting together three complete marketing classes, two of which delivered the typically considered “difficult to teach” marketing research at the graduate and undergraduate levels. Session participants will leave with a good idea of how to do various things themselves. This would help faculty colleagues at resource limited schools incorporate materials delivered online into their classes.

3:00 p.m. – 3:30 p.m.

Lone Star Ballroom A

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest technologies.
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Great Door Prize Drawings take place at 3:20 p.m. in the Exhibit Area. Must be present to win.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 4, 2010
(Thursday)**

3:30 p.m. – 6:00 p.m.

Lone Star Ballroom A1

SESSION A Doctoral/ Graduate Student Track-I

Session Chair: **Sanjay S. Mehta**, Sam Houston State University

Trans Fats in Food Products Marketed toward Children: The Truth behind Package Labels

Nancy D. Albers-Miller, Berry College

Caitlyn A. Miller, Rome, GA

Internet and Regional Pricing: A Comparison of Prices on Products Marketed toward Children

Nancy D. Albers-Miller, Berry College

Travis D. Miller, Rome, GA

Advertising on Social Media: An Empirical Investigation of Facebook Advertisements Directed to Children

Nancy D. Albers-Miller, Berry College

Abigail M. Lyons, Rome, GA

Melinda W. Lyons, Berry College

Amusement Park Travel Consumption Behavior: A Comparison of Adults Traveling Alone and With Children

Stephanie N. Carter, Berry College

Nancy D. Albers-Miller, Berry College

Consumer Response to High Fashion Advertising: An Experiment"

Erin Butler, Berry College

Nancy D. Albers-Miller, Berry College

The Influence of College Experiences on the Hiring Decision: A Latent Comparison of Athletics, Work, International and Student Organizations

Tikedra C. Jones, Berry College

Nancy D. Albers-Miller, Berry College

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 4, 2010
(Thursday)**

3:30 p.m. – 6:00 p.m.

Lone Star Ballroom C3

SESSION B E-Commerce, Personal Selling and Contemporary Marketing Topics

Session Chair: **L. Murphy Smith**, Texas A&M University

Marketing Supply Chain Using B2B Buy-Side E-Commerce Systems: Does Adoption Impact Financial Performance?

Jap Efendi, University of Texas at Arlington

Michael R. Kinney, Texas A&M University

Katherine T. Smith, Texas A&M University

L. Murphy Smith, Texas A&M University

Organizational Culture and Employee Performance: An Investigation of the Mediating Effect of Customer Orientation

Dr. Turkan Dursun, West Texas A&M University

Ceyhan Kilic, New York Institute of Technology

Marketing Ohio's Universities to Global Talent: Current Perceptions and Future Possibilities

Deborah Owens, The University of Akron

Prashant Srivastava, The University of Akron

Aniqa Feerasta, The University of Akron

The Effect of Negative Emotions and Attitude Formation on Donations for Nonprofits Employing Public Service Announcements in Print Ads

Kevin Shanahan, Mississippi State University

Chris Hopkins, Clemson University

Les Carlson, University of Nebraska-Lincoln

Slow, Loud and Banging: Cars, Culture and Consumption in Houston Hip-Hop

Linden Dalecki, Pittsburg State University

3:30 p.m. – 6:00 p.m.

Lone Star Ballroom C4

SESSION C WORKSHOP: Client-based Projects

Workshop Chair: Denny Bristow, St. Cloud State University

From Transactional to Consultative: A Framework for Structuring Client-based Projects

Trainers: **Renée Gravois Lee**, Sam Houston State University

Michael Pass, Sam Houston State University

Tará Burnthorne Lopez, Southeastern Louisiana University

Convergence of Theory and Practice: Variations on a Client Brief

Trainers: **Kishwar Joonas**, Prairie View A&M University

Robert Kirschten, Prairie View A&M University

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 5, 2010
(Friday)

7:30 a.m. – 8:30 a.m.

Lone Star Ballroom A1

ACME Breakfast and Special Time

All ACME members are invited and encouraged to come and meet old friends, make new acquaintances and enjoy a great breakfast buffet.

8:30 a.m. – 10:00 a.m.

Lone Star Ballroom A1

SESSION A Logistics and Supply Chain Management

Session Chair: **Madhav Pappu**, RFiD2 Technologies, Inc.

Session Chair: **Eddie Schmidt**, Purdue University

A Simulation Study of Waiting Time at the Land Ports along Texas-Mexico Border

Praveen Surendrakumar, Texas A&M University

Ismail Capar, Texas A&M University

Arunachalam Narayanan, Texas A&M University

Manoj Vanajakumari, Texas A&M University

A Framework for Comparative Study of Industry & Workforce Constructs along the Texas-Mexico Corridor

Bimal Nepal, Texas A&M University

Malini Natarajathinam, Texas A&M University

Roberto Murillo, Texas A&M University

Activity Based Costing for Distributors

Midhun Somy, Texas A&M University

Viswanath V. Kumar, Texas A&M University

Malini Natarajathinam, Texas A&M University

Comprehensive Analysis of Distribution Site Location Decisions: An Example from Mexico

Michael Johnson, Texas A&M University

William Sawaya, Texas A&M University

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**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 5, 2010
(Friday)**

8:30 a.m. – 10:00 a.m.

Lone Star Ballroom C3

SESSION B Healthcare Marketing

Session Chair: **Dilaver Tengilimoglu**, Gazi University, Turkey

The Impact of Prescription Drug Inserts On Consumer Awareness Of The Side Effects

Dennis Emmett, Marshall University

Ashish Chandra, University of Houston - Clear Lake

Relationship Marketing in Health Organizations

Dilaver Tengilimoglu, Gazi University, Turkey

Aykut Ekiyor, Gazi University, Turkey

Egin Ertürk, Acıbadem Health Insurance Company, Turkey

The Role of Communication in Nursing Job Satisfaction and Performance Following a Significant

Change in Leadership: Implications for Health Care Management

Eric G. Harris, Pittsburg State University

Kristen Maceli, Pittsburg State University

Healthcare Alliances: Impact on Each Partner's Brand

William R. Gombeski, University of Kentucky

Jason A. Britt, University of Kentucky

Joe Claypool, University of Kentucky

Karen Riggs, University of Kentucky

Tanya Wray, University of Kentucky

8:30 a.m. – 10:00 a.m.

Lone Star Ballroom C4

SESSION C Advertising and Marketing Communications

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

The Effect of Culture on the Context of Ad Pictures and Ad Persuasion: The Role of Context-Dependent and Context-Independent Thinking

Beichen Liang, East Tennessee State University

Wei Fu, East Tennessee State University

Cyclicality of Unmentionable Advertising

Vaidotas Lukosius, Tennessee State University

Harry Taute, Utah Valley University

The Impact of Advertising Humor on Ad Message Attention, Elaboration, and Recall

Yong Zhang, Hofstra University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 5, 2010
(Friday)**

8:30 a.m. – 10:00 a.m.

Remington

SESSION D Assurance of Learning

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

Accommodating and Satisfying the Learning Preferences of Traditional and Online MBA Students
Kenneth Henderson, Morehead State University

Assurance of Learning: Insight from the Trenches
Linda Hayes, University of Houston - Victoria
Nancy D. Albers-Miller, Berry College

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom A

FBD Coffee Break

Please visit the exhibits for information on the latest books & newest educational technologies.
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*Great Door Prize Drawings take place at 10:20 a.m. in the Exhibit Area.
Must be present to win.*

10:30 a.m. – 12:00 p.m.

Lone Star Ballroom C4

SESSION A Logistics and Supply Chain Management

Session Chair: **Arunachalam Narayanan**, Purdue University

Comparison of Inventory Policies in a Shipment Consolidation Environment using Simulation
Niranjan R Nataraja, Texas A&M University
Prabu Krishnamurthy, Texas A&M University
Ismail Capar, Texas A&M University

Post-Purchase Return Intent: The Influence of Utilitarian and Hedonic Utilities
Darrell Goudge, University of Central Oklahoma
Thanh Tran, University of Central Oklahoma
Stefan Genchev, University of Central Oklahoma

Supply Chain Management Education: Industry -University Collaborations
Regena Scott, University of Houston-Downtown

A Grounded Theory Based Application of Service - Dominant Logic to Logistics Service Quality
Atefeh Yazdanparast, University of North Texas

Distribution Center Logistics
Sudarsan Rangan, Texas A&M University
Ismail Capar, Texas A&M University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 5, 2010
(Friday)**

10:30 a.m. – 12:00 p.m.

Lone Star Ballroom C3

SESSION B Meet the Editors

Panel Chair: **Lou E. Pelton**, University of North Texas

Panel Editors: **Lou E. Pelton**, University of North Texas
 Troy Festervand, Middle Tennessee State University
 Ashish Chandra, University of Houston- Clearlake

12:00 p.m. – 1:15 p.m.

Lone Star Ballroom A1

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
(payable to Association of Collegiate Marketing Educators).**

1:30 p.m. – 3:00 p.m.

Lone Star Ballroom A1

SESSION A Logistics and Supply Chain Management

Session Chair: **Madhav Pappu**, Texas A&M University

Implementation of RFID in Aircraft and Hangar Maintenance with Inventory

Jonathan Davis, Purdue University
Dan Bowman, Purdue University
Edie Schmidt, Purdue University

Importing Glassware from China: An In-depth Analysis of Global Supply Chain Issues

Ross Atkins, Texas A&M University
Jon Olson, Texas A&M University
Stephen Olmon, Texas A&M University
Kelsey Nimmons, Texas A&M University
Jose Moreno, Texas A&M University

After Retail Excess Inventory Channel and Supply Chain Economics in US

Cameron Brown, Texas A&M University
Arunachalam Narayanan, Texas A&M University

Global Supply Chain Case Study: Italian Drill Bits

Cutter Howard, Texas A&M University
Garrett Rutherford, Texas A&M University
David Wong, Texas A&M University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 5, 2010
(Friday)**

1:30 p.m. – 3:00 p.m.

Lone Star Ballroom C3

SESSION B Special Panel Session – When Values Clash: The Growing Tension Between Academic Priorities and Business Practices in Higher Education

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

Presenters: **John Knapp**, Samford University
 David Siegel, East Carolina University

Based on the new, three-volume series, *The Business of Higher Education* (Praeger 2009), this session considers the challenges faced by universities as they embrace business models for cost-efficiency, marketing, employment practices, and customer service.

1:30 p.m. – 3:00 p.m.

Lone Star Ballroom C4

SESSION C Marketing Research

Session Chair: **Thomas Lanis**, East Central University

An Application of Conjoint Analysis in the Context of Consumer Evaluation of Co-branded Products

Junhong Min, Michigan Technological University
Madhav N. Segal, Southern Illinois University- Edwardsville
M. Deniz Dalman, Ithaca College

Designing and Conducting a Community Quality of Life Research Study

Thomas W. Lanis, East Central University

Utilizing the Undergraduate Market Research Course to Teach, Publish and Serve: A Method of Creating Value for Students, the Professor and the School

John J. Newbold, Sam Houston State University
Sanjay S. Mehta, Sam Houston State University

1:30 p.m. – 3:00 p.m.

Lone Star Ballroom C4

FBD Coffee Break

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**March 5, 2010
(Friday)**

3:30 p.m. – 5:00 p.m.

Lone Star Ballroom A1

SESSION A RFID Roundtable Discussion

Discussion Chair: Madhav Pappu, RFI2 Technologies, Inc.

Lessons Learned from the Impact of the Economic Downturn on the RFID Industry: Industry Perspectives and Academic Directions

3:30 p.m. – 5:00 p.m.

Lone Star Ballroom C3

SESSION B Experiential and Service-Learning

Session Chair: **Patrick “D” “Pat” Fountain**, East Central University

Consumer Ethnocentrism, Patriotism, Global Openness and Country of Origin Effect: A Proposed Study

Michael C. Vassella, East Central University

Patrick D. "Pat" Fountain, East Central University

Usha K. Fountain, East Central University

University Engagement with Community: Lessons from a Service-learning Program

Kishwar Joonas, Prairie View A&M University

Charles Bailey, Prairie View A&M University

Incorporating Learner Centered Learning into the Principles of Marketing Class

Patrick D. "Pat" Fountain, East Central University

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 5, 2010
(Friday)

3:30 p.m. – 6:00 p.m.

Lone Star Ballroom C4

SESSION C Doctoral/ Graduate Student Track-II

Session Chair: **Sanjay S. Mehta**, Sam Houston State University

The Selection Process: How Students Decide and Choose their Courses

Patricia Forbus, Sam Houston State University

Gurinderjit B. Mehta, Sam Houston State University

Sanjay S. Mehta, Sam Houston State University

Commuter Students vs. Non-commuter Students: A Gap-analysis Examination of Differences in Satisfaction with Higher Education

Brittany Doore, Sam Houston State University

John J. Newbold, Sam Houston State University

Sanjay S. Mehta, Sam Houston State University

Strategic and Tactical Issues in Marketing the Community Bank

Michael Watson, Sam Houston State University

Irfan Ahmed, Sam Houston State University

Runner's Rave: An In-depth Analysis of the Cross-Country Team Culture

Megan L. Moffatt, Berry College

Nancy D. Albers-Miller, Berry College

Economic Impacts on Automotive Consumption Behavior: A Post-then Comparison of Consumer Perceptions

Steven G. Petrotto, Berry College

Nancy D. Albers-Miller, Berry College

Study Abroad Programs: A Comparative Study

Anna Reese, Berry College

Nancy D. Albers-Miller, Berry College

Sports Sponsorships in NASCAR: An Empirical Investigation of Changing Sponsors

Sarah Tonsmeier, Berry College

Nancy D. Albers-Miller, Berry College