## Southwestern Marketing Association

## Table of Contents - 1997

- 1. Relationship Management by Team--Theoretical Considerations
  - o Gabi Helfert, University of Karlsruhe
- 2. <u>Impacts of the Internet on Marketing and Business Relationships</u>
  - Rene'e Fontenot, Louisiana State University
  - o Richard P. Vlosky, Louisiana State University
- 3. <u>Postponement and Speculation in Exchange Relationships: A Transaction Cost Approach</u>
  - Kaushik Mitra, Mississippi State University
  - Samantha J. Rice, Mississippi State University
  - Stephen A. LeMay, Mississippi State University
- 4. Organizational Disposition Processes: A Motivational Perspective
  - o Fred Hebein, California State University, San Bernardino
  - o Babil Y. Razzouk, California State University, San Bernardino
  - o Linvol G. Henry, California State University, San Bernardino
- 5. Service Relationship Marketing: Social Bonding in the Service Encounter
  - o Cynthia W. Cann, University of Scranton
  - o Delia A. Sumrall, University of Scranton
- 6. How to Promote Solidarity Among College of Business Faculty
  - o David Strutton, University of Southwestern Louisiana
  - Lou E. Pelton, University of North Texas
- 7. Survey Response Rates for Two Universities with Different Prestige Levels
  - o Joseph Abramson, Marshall University
  - Earl Z. Damewood, Marshall University
  - o Brian R. Patterson, West Virginia University
- 8. A Theoretical Perspective of the Effects of Moral Intensity on Consumers' Ethical Judgments of Marketers' Non-Normative Behovior
  - George Izzo, University of Mississippi
- 9. Four Ethics Scenarios--Differences Between University Business Students in the United States and Mexico
  - o Gary B. Jackson, University of Houston-Downtown
  - Carolyn Ashe-Jones, University of Houston-Downtown
  - o Charles P. Jastre, University of Houston-Downtown
  - Felipe Cavasos, University of Texas-Pan American
- 10. Toward a General Theory of the Ethics of Children's Advertising
  - Erin E. Baca, University of Mississippi
- 11. <u>Strategies for Increasing Advertising Effectiveness When Dealing With High</u> Involvement Consumers and Low Content Messages
  - George J. Siomkos, University of Macedonia

- Srikumar S. Rao, Long Island University
- Richard Rauch, Long Island University
- 12. <u>Two-Sided and One-Sided Messages</u>, <u>Product Category</u>, and <u>Product Life Cycle</u>
  - o Gordon G. Mosley, Louisiana Tech University
- 13. The Persuasive Effect of Warranty Information in Advertising: A Consideration of Involvement
  - o Gifflan Oakenfull, University of Houston
- 14. Frequent Flyer Programs Promotion: An Analysis of a Paradoxical Industry
  - o Matthieu J. Cognac, Nicholls State University
  - M. Wayne DeLozier, Nicholls State University
- 15. Pharmacy Flier Advertisements Are Missing the Point--Time for a Change
  - o Ashish Chandra, Xavier University of Louisiana
  - Gary A. Holt, Northeast Louisiana University
- 16. <u>Differential Acceptance of Retailers: A Conceptual Model of Cross-Cultural Acceptance</u>
  - Robert D. Straughan, Baylor University
  - o Nancy D. Albers-Miller, University of North Texas
- 17. Characteristics of Retail Buhing Market Selection and Their Ability to Delineate Between Large and Small Retail Organizations
  - o Deborah H. Lester, Kennesaw State University
  - R. Keith Tudor, Kennesaw State University
  - o Armen Tashchian, Kennesaw State University
- 18. Retailer's Perceptions of Their Recycling Programs
  - Madeline Johnson, University of Houston-Downtown
  - o Charles R. Strain, Jr., University of Houston-Downtown
- 19. <u>Appealing to Values in Advertising Across Cultures: Results From a Distorted Mirror</u>
  - Nancy D. Albers-Miller, University of North Texas
- 20. <u>Impact of Service Recovery and Attributions on Brand Attitude and Purchase</u> Intentions: Products vs. Services
  - o Kenneth E. Clow, Pittsburg State University
  - o S. Altan Erdem, University of Houston-Clear Lake
  - Christina M. Mall, Pittsburg State University
- 21. Targeting Generation X Consumers: Strategies for Specific Service Industries
  - Rama Yelkur, Texas A&M International University
  - Paul Herbig, Texas A&M International University
- 22. <u>Customer Services and Store Characteristics: A comparison of Perceptions of Hispanic and Non-Hispanic Home-Furnishings Consumers</u>
  - o Beth E.S. Wuest, Southwest Texas State University
  - o Jerry V. Kinnaird, Dallas Market Center
- 23. An Investigation of Gender Roles and Sports-Related Consumption
  - o Michael J. ZDotson, Appalian State University
  - Eva M. Hyatt, Appalachian State University
- 24. <u>Lifestyles of the Elderly and Retail Store Choice</u>
  - o Barbara Oates, Texas A&M University-Kinsgville

- Lois Shufeldt, Southwest Missouri State University
- Bob Vaught, Southwest Missouri State University
- 25. A Compulsive Buying Model
  - o Sara E. Thompson, University of North Texas
- 26. The Role of Adaptive Selling in Sales Training: A Salesperson Perspective
  - o James G. Maxham III, Louisiana State University
- 27. Discriminatory Power of Retailing Factors
  - Audhesh K. Paswan, University of South Dakota
  - o Sandra G. Loeb, University of South Dakota
- 28. Social Desirability and Consumer Ethnocentric Tendencies
  - Craig Conrad, Wingate University
  - Subhra Chakrabarty, Grambling State University
  - Gene Brown, Louisiana Tech University
- 29. Selling Behaviors and Sales Performance: Soco and Adapts
  - Subhra Chakrabarty, Grambling State University
  - o Gene Brown, Louisiana, Tech University
  - Robert Widing II, University of Melbourne
  - Craig Conrad, Wingate University
- 30. Russian and U.S. Business Students: An Exploratory Comparison of Change, Endurance, and Need for Achievement Personality Traits With Implications for Entrepreneurship and Salesperson Performance
  - Gary Brian Jackson, University of Houston--Downtown
  - o Charles R. Strain, Jr., University of Houston--Downtown
  - Charles Alden Smith, University of Houston--Downtown
- 31. An Exploratory Assessment of Russian Congurence with American Salesperson Performance Predictors
  - o Charles R. Strain, Jr., University of Houston--Downtown
  - o Gary Brian Jackson, University of Houston--Downtown
- 32. <u>Domestic Versus Cross-Border Alliances: An Exploratory Study of</u>
  Relationalism
  - o Faye S. McIntyre, Rockhurst College
  - Joyce A Young, Indiana State University
  - o Faye W. Gilbert, University of Mississippi
- 33. <u>The Japanese Multi-Staged Diversification and Pricing Strategies, Relevant to the Luxury Car Market</u>
  - Allen S. Marber, Roosevelt University
  - Syrous K. Kooros, Nicholls State University
- 34. <u>Performance Implications of the Marketing Culture--Environment Fit: A Profile Deviation Analysis</u>
  - Craig A. Conrad, Wingate University
  - Gene Brown, Louisiana Tech University