



2010 GLOBAL MARKETING CONFERENCE at Tokyo

Marketing in a Turbulent Environment

Hosts: Korean Academy of Marketing Science
Society for Marketing Advances

Partner Organizations: International Textile and Apparel Association
Harbin Institute of Technology
Royal Bank
Pusan National University BK21 of Management

Sponsoring Journals: Journal of Business Research
Journal of Product Innovation Management
Journal of Strategic Marketing
Journal of Brand Management
Journal of Global Academy of Marketing Science
Journal of Global Fashion Marketing

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From the Chair of Conference Organizing Committee



On behalf of the organizing committee of the 2010 Global Marketing Conference at Tokyo, we cordially invite you to this conference which will be held during Sept. 9-12, 2010. This great conference will be held with helps of our partner organizations such as Society for Marketing Advances, International Textile and Apparel Association, Harbin Institute of Technology, Royal Bank and Pusan National University BK21 of Management

The 2010 GMC at Tokyo will focus on the "Marketing in the Turbulent Environment" and provide strong contents covering marketing related subjects. World-renowned multidisciplinary scholars will gather to present concepts and data about marketing. Special sessions will cover hot and current issues of marketing. 505 papers from 44 countries will be presented. 11 special issues of world class journals with best papers presented in this conference will be published.

The 2010 GMC at Tokyo will provide opportunities for discussions and meeting space for various subjects. We welcome your paper submission and active participation in the presentations. To encourage research, the organizing committee will choose and give the Best Paper Award to pre-selected presentations. This conference will provide you with numerous opportunities to interact with the latest cutting edge theories and practices.

In addition to the conference program, we will provide fantastic and interesting social programs that include Conference Reception, Conference Dinner and Conference Lunch. Through various social programs in our conference, the conference participants will have chances to see and experience the beauty and the economic prosperity that Tokyo offers.

We sincerely look forward to your participation and invaluable contribution at this meaningful gathering in Tokyo.

With our warmest regards,

Eunju Ko, Ph.D.

Chair, The Organizing Committee of the 2010 GMC at Tokyo

President of Korean Academy of Marketing Science

Professor, Yonsei University, Republic of Korea

From the Conference Co-Chair

Greeting and congratulations of the birth of KAMS! The 2010 Global Marketing Conference at Tokyo offers a worldwide milestone in advancing marketing scholarship and education: this conference recognizes Asia as a leading-edge continent in advancing marketing knowledge and the Korean Academy of Marketing Science as the supreme worldwide organization in advancing science in marketing. Many ($n > 100$) papers presented by participants in the 2010 Conference will be published in one of the several special issues of SSCI journals including six special issues of the Journal of Business Research.

KAMS was founded in 1998 and its premier publication includes the Journal of the Global Academy of Marketing Science (JGAMS)-the only major academic organization worldwide having its premier publication with an exclusive focus on global marketing. The leadership roles of Asian scholars in KAMS coincides with Asia's worldwide major contributions in high-tech manufacturing and marketing and the continent's worldwide top-ranking in economic growth in the 21st Century. After its inauguration of four issues published in 2008, JGAMS is becoming the knowledge springhead for marketing scholars in Asian nations including China, India, Indonesia, Korea, Japan, Malaysia, Singapore, and Viet Nam as well as scholars in Africa, the Americas, Australia - New Zealand, and Europe.

As a 2010 GMC Co-chair, I look forward to your participation and meeting you in Tokyo. Please do submit a paper for consideration in a session of the conference and for publication consideration in one of several special issues of the JBR, JGAMS, and additional journals participating in the conference. Please do share your expertise in advancing marketing knowledge in a truly worldwide community of marketing scholars. Let's plan on meeting at the conference, exchanging greeting cards, and talk about working together during this coming decade.

Best wishes.

Arch G. Woodside
JBR Editor-in-Chief
Professor of Marketing, Boston College, USA



From the Conference Co-Chair



Welcome to the 2010 Global Marketing Conference at Tokyo! The conference promises to offer a great experience to attendees from around the world. Tokyo is an ideal site for the conference as it is one of the world's great cities both in terms of commerce and culture. It is a special pleasure for those of us from outside of Japan to interact with leading marketing scholars from Japan. It is my hope that attendees are able to take some time to take advantage of all that Tokyo has to offer.

I would like to thank the organizers and supporters of this conference, including the Korean Academy of Marketing Science and the Society for Marketing Advances. This group has done an excellent job in conceptualizing and organizing the conference. Special thanks are due to the Executive Secretary of KAMS, Kyung Hoon Kim and President Eunju Ko as well as my co-chairs Arch Woodside, Graham Hooley and Ikuo Takahashi for their efforts in putting together a world class program at the wonderful facilities at the Hotel Okura Tokyo.

The theme of the conference is "Marketing in a Turbulent Environment" and a wide array of high quality research will be presented. My hope is for everyone who attends to be enriched intellectually by the quality of the research presented and also personally by making new friends. The guidance and advice of scholars such as Professor Morikazu Hirose of Tokyo Fuji University in planning the conference is also much appreciated.

It my pleasure to serve as co-chairman of this conference, and I look forward to meeting you!

Charles R. Taylor
John A. Murphy Professor of Marketing
Villanova University, USA



From the Conference Co-Chair

I am delighted to invite you to participate in GMC 2010 at Tokyo.

Following the success of GMC at Shanghai in 2008 this is a major opportunity for leading marketing scholars from East and West, North and South to come together to discuss the challenges and opportunities facing our discipline.

The world economy today is very different to that of 2008, and it is virtually impossible to predict what shape it will be in by September 2010 when we meet. What is for sure though is that it won't be the same again, the world recession will necessitate some tough decisions and realignments. Marketing expenditures will be under increasing pressure to demonstrate their value as investments rather than costs, relationship marketing will be even more critical to build resilience to economic switching pressures, and brand building to add value will be core.

The conference will offer a timely opportunity to reassess marketing fundamentals, learn from research across the globe, and help set the research agenda for the new economic order.

Best Wishes

Graham Hooley
Conference Co-Chair, 2010 Global Marketing Conference at Tokyo
Professor and Deputy Vice-Chancellor, Aston University, UK



From the Conference Co-Chair



As one of the conference co-chairs appointed by KAMS, I am happy to invite you to the 2010 Global Marketing Conference in Tokyo this September. The marketing scholars of Japan are all excited to see our friends from around the world who will participate in the conference.

The goal of the Global Marketing Conference is to bring together researchers from various areas and disciplines to present their research results and participate in discussions under common themes. These interactions will work to facilitate a better understanding of the diversity and commonalities of different academic approaches. The conference will also hopefully inspire participants to begin new research projects with a global scale.

Japan is a perfect location for the conference as the country has been host to serious economic and technological development over the last century. Japan's large companies such as Toyota, Nintendo, and Panasonic are responsible for numerous well-known products sold around the world. At the same time, Japan also boasts a strong traditional and cultural heritage, represented in things such as the kimono, Kabuki theater, flower arrangement, and sushi. The nation's excellent restaurants and department stores are famous for their high levels of customer service, as well. And lately, Japanese pop culture such as anime and manga has found a wide audience among youth in other countries. All of these areas may be attractive subjects for future marketing research.

The conference will be held at Hotel Okura Tokyo - a historically-important, five-star hotel in Tokyo that offers traditional Japanese hospitality within a Westernized atmosphere. I hope all the participants will enjoy the academic interaction and have chance to deepen their understanding of Japanese culture.

We look forward to seeing you in Tokyo.

Ikuo Takahashi
Professor, Keio University, Japan



From the Conference Program Chair

It is my pleasure and honor to invite you to the 2010 Global Marketing Conference to be held in Tokyo from 9-12 September, 2010. The conference promises to offer a great experience to attendees from around the world. Tokyo is an ideal site for the conference as it is one of the world's greatest cities in terms of commerce and culture. It is a special pleasure for those of us from outside of Japan to interact with leading marketing scholars from Japan. It is my hope that attendees are able to take some time to take advantage of all that Tokyo has to offer.

The goal of the Global Marketing Conference is to bring together researchers from various areas and disciplines to present their research results and participate in discussions under common themes. These interactions will work to facilitate a better understanding of the diversity and commonalities of different academic approaches. The conference will also hopefully inspire participants to begin new research projects with a global scale.

I hope all the participants will enjoy the academic interaction and have chance to deepen their understanding of Japanese culture.

We look forward to seeing you in Tokyo.

Best Wishes,

Jong-Kuk Shin, Ph.D.
Conference Program Chair
2010 Global Marketing Conference at Tokyo
Professor of Pusan National University, Republic of Korea



From the General Secretary



It is my utmost pleasure to organize the 2010 Global Marketing Conference at Tokyo.

I feel lucky since it is my second time to organize Global Marketing Conference. This year's GMC enjoyed more than 1,000 submissions indicating that GMC is on the right track.

As a general secretary, I will do my best to satisfy various needs of our guests from all over the world. I do hope you can spare your valuable time to participate in this great conference and have a future oriented discussion over directions of the development of "Marketing in a Turbulent Environment" which has fascinated the world in many years. I can promise you that your experience with the 2010 Global Marketing Conference at Tokyo will be most exciting and rewarding one.

I can assure you that KAMS will strive to provide marketing scholars and practitioners with more unique global experiences in the future.

Please enjoy your stay in Tokyo!

Kyung Hoon Kim, D.B.A.

General Secretary, 2010 Global Marketing Conference at Tokyo

Executive Secretary, Korean Academy of Marketing Science

Professor of Marketing, Changwon National University, Republic of Korea

From the Associate General Secretary for Administration

It is with great pleasure that I welcome colleagues from around the globe to the 2010 Global Marketing Conference at Tokyo. As an editor of proceedings, I am very impressed by over 500 papers with trendy themes and innovative issues on marketing in a global scope. I believe that all participants will make a difference in KAMS. I wish you would have a good opportunity to build professional networks with global scholars and friends for futuristic marketing research at this conference. I would like to thank you again for submissions and presentations.

I sincerely hope you enjoy the conference.

Eun Young Kim, Ph.D
Editor of Proceedings
Associate General Secretary for Administration
2010 Global Marketing Conference at Tokyo
Associate Professor, Chungbuk National University, Republic of Korea



From the Associate General Secretary for External Affairs

I am very happy to be the associate general secretary for external affairs of the 2010 Global Marketing Conference at Tokyo.

I would like to express my appreciations for many parties which made significant contributions to this great conference such as Society for Marketing Advances, International Textile and Apparel Association, Harbin Institute of Technology, Royal Bank and Research Institute of Management and Economics of PNU. My special appreciation goes to 'Ryutsu Keizai University' and 'China Marketing Association' for their valuable help in organizing this conference.

I hope you can experience the GMC style hospitality during the conference.

Sincerely,
Song Han Yoon, Ph.D
Associate General Secretary for External Affairs
2010 Global Marketing Conference at Tokyo
Jangan University, Republic of Korea



ORGANIZING COMMITTEE

2010 GLOBAL MARKETING CONFERENCE

ORGANIZING COMMITTEE

Chairman	Eunju Ko, President, KAMS (Yonsei University, Republic of Korea)
Conference Co-Chairs	Arch G. Woodside (Boston College, USA) Charles R. Taylor (Villanova University, USA) Graham Hooley (Aston University, UK) Ikuo Takahashi (Keio University, Japan)
Committee	Ralf Schellhase (University of Applied Sciences Darmstadt, Germany) Leslie Davis Burns (Oregon State University, USA) Michel Phan (ESSEC Business School, France) Guofeng Li (Harbin Institute of Technology, China) Jong-Kuk Shin (Pusan National University, Republic of Korea) Kyung Hoon Kim (Changwon National University, Republic of Korea) Eun Young Kim (Chungbuk National University, Republic of Korea) Song Han Yoon (Jangjeon University, Republic of Korea)

GUEST EDITORS FOR SPECIAL ISSUES OF SPONSORING JOURNALS

Journal	Subject of Special Issue	Guest Editor
Journal of Business Research	Fashion Marketing of Luxury Brands	Eunju Ko (Yonsei University) Carol Megehee (Coastal Carolina University)
	Consumer Behavior of International Tourism	Wonae Cho (Seoul Women's University) Ercan Sirakaya-Turk (University of South Carolina) Drew Martin (University of Hawaii at Hilo)
	Advancing Research Methods in Marketing	Donghoon Kim (Yonsei University) Xiang (Robert) Li (University of South Carolina)
	Mapping Strategic Thinking in Marketing	Junyeon Moon (Hanyang University ERICA Campus) Roger Marshall (Auckland University of Technology)
	Innovation, Diffusion and Adoption of High Technology Products/Services	Sang Hoon Kim (Seoul National University) K.H. Hwang (Feng Chia University)
	Global Consumer Behavior and Marketing Strategy	Michel Laroche (Concordia University) Seong-Yeon Park (Ewha Womans University)
Journal of Product Innovation Management	Global Product Innovation Management	Seigyoung Auh (Thunderbird School of Global Management) Kyung Hoon Kim (Changwon National University)
Journal of Strategic Marketing	Strategic Marketing	Robert E. Morgan (Cardiff University) Graham Hooley (Aston University) Eleri Rosier (Cardiff University)
Journal of Brand Management	Corporate Branding and Corporate Reputation	Manfred Schwaiger (Ludwig-Maximilians-Universität in Munich) Marko Sarstedt (Ludwig-Maximilians-Universität in Munich) Christine Hallier (Zurich University of Applied Sciences)
Journal of Global Academy of Marketing Science	Marketing in a Turbulent Environment	Yung Kyun Choi (Dongguk University)
Journal of Global Fashion Marketing	Global Trends in Clothing and Textiles Marketing	Seunghee Lee (Sookmyung Women's University) Leslie Davis Burns (Oregon State University)

TRACK CHAIRS

PROGRAM TRACKS & TRACK CHAIRS

Track	Name	Affiliation
2010 ITAA-KAMS Joint Symposium	Seunghee Lee Leslie Davis Burns	Sookmyung Women's University, Republic of Korea Oregon State University, USA
2010 HIT-KAMS Joint Symposium	Guofeng Li	Harbin Institute of Technology, China
2010 PNU BK21 of Management-KAMS Joint Symposium	Jong-Kuk Shin	Pusan National University, Republic of Korea
Sales Management	Bulent Menguc	Brock University, Canada
Marketing Strategy	Eleri Rosier Robert E. Morgan	Cardiff University, UK
Interactive Advertising	Shintaro Okazaki	Universidad Autonoma de Madrid, Spain
Global Marketing	Tanuja Singh	St. Mary's University, USA
Fashion Marketing of Luxury Brands	Eunju Ko	Yonsei University, Republic of Korea
Corporate Branding	Manfred Schwaiger Marko Sarstedt	Ludwig-Maximilians-Universität in Munich, Germany
Market Orientation in Emerging Economies	József Berács	Corvinus University of Budapest, Hungary
Retail Management	Ikuo Takahashi	Keio University, Japan
Corporate Marketing	Klaus-Peter Wiedmann	Leibniz University of Hannover, Germany
Global Product Innovation Management	Seigyoung Auh	Thunderbird School of Global Management, USA
Intercultural Communication	Wolfgang Fritz	University of Braunschweig, Germany
Innovation, Diffusion and Adoption of High Technology	Sang-Hoon Kim K.H. Huarng	Seoul National University, Republic of Korea Feng Chia University, Taiwan
Challenges to Global Marketing Strategy in Asia	David A. Griffith	Michigan State University, USA
Luxury Marketing	Michel Phan	ESSEC Business School, France
Service Marketing	Yong-Ki Lee	Sejong University, Republic of Korea
WOM, Consumer-Generated-Contents, and User-Centric Innovation	Yutaka Hamaoka	Keio University, Japan
Marketing in Asia	Kim-Shyan Fam	Victoria University of Wellington, New Zealand
Eco-Marketing	Jeehyun Lee	Yonsei University, Republic of Korea
Marketing Education	Ralf Schellhase	University of Applied Sciences Darmstadt, Germany
Negotiation, Relationship Selling and Global Account Management	Joël Le Bon	ESSEC Business School, France
Advertising and Integrated Marketing Communication	Hyokjin Kwak	Drexel University, USA
Customer Relationship Management	Eric Chuan-Fong Shih	Sungkyunkwan University, Republic of Korea

PROGRAM TRACKS & TRACK CHAIRS

Track	Name	Organization
Consumer Psychology	Dong-Mo Koo	Kyungpook National University, Republic of Korea
Consumer Behavior of International Tourism	Wonae Cho Ecran Sirakaya-Turk Drew Martin	Seoul Women's University, Republic of Korea University of South Carolina, USA University of Hawaii at Hilo, USA
2010KAMS-Royal Bank Joint Symposium (Global Consumer Behavior and Marketing Strategy)	Michel Laroche Seong-Yeon Park	Concordia University, Canada Ewha Womans University, Republic of Korea
Consumer Behavior in the Service Industry	Sunmee Choi	Yonsei University, Republic of Korea
Marketing and Public Policy	Michael L. Capella	Villanova University, USA
Marketing and Innovation in International Markets	Luis Filipe Lages	Nova University of Lisbon, Portugal
Marketing Model-Consumer Choice Model and Demand Forecasting	Jaihak Chung	Sogang University, Republic of Korea
Mobile Marketing	Morikazu Hirose	Tokyo Fuji University, Japan
Marketing Channels and Relationship Marketing	Guijun Zhuang	Xi'an Jiaotong University, China
B-to-B and Industrial Marketing	Sang-Lin Han	Hanyang University, Republic of Korea
Marketing Dynamic Capabilities	Luigi Mario De Luca	Aston University, UK
Fashion Merchandizing	Yoon-Jung Lee	Korea University, Republic of Korea
Mapping Strategic Thinking in Marketing	Junyeon Moon	Hanyang University ERICA Campus, Republic of Korea
Consumer Behavior in Chinese Context	Siqing Peng	Peking University, China
Advancing Research Methods in Marketing	Donghoon Kim Xiang (Robert) Li	Yonsei University, Republic of Korea University of South Carolina, USA
Cultural Marketing	Hwa Suk Lee	Chonbuk National University, Republic of Korea
Advertising and Children	Ralf Terlutter	University of Klagenfurt, Austria
Cross Media Marketing-Cross Media Management	Sandra Diehl	Alpen-Adria University of Klagenfurt, Austria
Beauty Business and Medical Tourism Management	Ki Nam Jin	Yonsei University, Republic of Korea
Space Marketing	Hyun-Soo Lee	Yonsei University, Republic of Korea
Marketing in General	Jong-Kuk Shin	Pusan National University, Republic of Korea
Special Session	Gordon E. Miracle	Michigan State University, USA
Special Session	Andre Richelieu Michel Desbordes	Université Laval, Canada ISC School of Management, France

MEET THE EDITORS/ REVIEWERS LIST

2010 GLOBAL MARKETING CONFERENCE

Meet the Editors, Room: Clifford (09:40-11:10, September 11, 2010)

Journal	Name	Affiliation
Journal of Business Research	Arch G. Woodside	Boston College
International Journal of Advertising	Charles R. Taylor	Villanova University
Journal of Product Innovation Management	C. Anthony Di Benedetto	Temple University
Psychology & Marketing	Rajan Natarajan	Auburn University
Global Economic Review	Kap-Young Jeong	Yonsei University
Journal of International Marketing	David Griffith	Michigan State University
International Journal of Sports Marketing and Sponsorship	Michel Desbordes	ISC School of Management
Sport, Business and Management: An International Journal	Simon Chadwick	Coventry University
Journal of Global Academy of Marketing Science	Junyeon Moon	Hanyang University ERICA Campus
Journal of Global Fashion Marketing	Eunju Ko	Yonsei University

REVIEWERS LIST

Name	Affiliation
Alison, Gareth	Auckland University of Technology, New Zealand
Ambrosini, Veronique	Birmingham University, UK
Andereck, Kathy	Arizona State University, USA
Anderson, Rolph E.	Drexel University, USA
Andras, Trina Larson	Drexel University, USA
Auh, Seigyoung	Thunderbird School of Global Management, USA
Bae, Soon-Chol	Daedong College, Republic of Korea
Baloglu, Seyhmus	University of Nevada, Las Vegas, USA
Bang, Ho-Yeol	Pusan National University, Republic of Korea
Baxter, Roger	Auckland University of Technology, New Zealand
Belk, Russell	York University, Canada
Bell, Simon	University of Melbourne, Australia
Bhat, Sushma	Auckland University of Technology, New Zealand
Boichuk, Jeffrey	University of Houston, USA
Bonfrer, Andre	Singapore Management University, Singapore
Brucks, Merrie	University of Arizona, USA
Buxel, Holger	Fachhochschule Münster, Germany
Cadogan, John	Loughborough University, UK
Capella, Michael L.	Villanova University, USA
Capriello, Antonella	Università del Piemonte Orientale, Italy
Chaney, Damien	Troyes Champagne School of Management, France
Chang, Hua	Drexel University, USA
Chari, Simos	Leeds University Business School, UK
Chen, Chui-Yen	Chin-Min Institute of Technology, Taiwan



REVIEWERS LIST

2010 GLOBAL MARKETING CONFERENCE

REVIEWERS LIST

Name	Affiliation
Chen, Steven	CSU Fullerton, USA
Chen, Yi-Min	National University of Kaohsiung, Taiwan
Cherry, John	Southeast Missouri State University, USA
Chimhanzi, Jackie	Market Research Consultant, South Africa
Cho, Mi-Hea	Sejong University, Republic of Korea
Cho, Wonae	Seoul Women's University, Republic of Korea
Choi, Hwan-Suk	University of Guelph, Canada
Choi, Young-Tai	University of North Florida, United State
Chun, Myung-Hwan	Mokwon University, Republic of Korea
Chung Namho	Kyunghee University, Republic of Korea
Chung, Jaihak	Sogang University, Republic of Korea
Cobanoglu, Cihan	University of Delaware, USA
Collins, Brett	Auckland University of Technology, New Zealand
Correia, Antónia	University of Algarve, Portugal
Cortekar, Jörg	Leibniz Universität Hannover, Germany
Crotts, John	College of Charleston, USA
Dai, Xianchi	Chinese University of Hong Kong, Hong Kong, China
Dholakia, Utpal	Rice University, USA
Dibb, Sally	Open University, UK
Dimitrova, Boryana	Drexel University, USA
Dolnicar, Sara	University of Wollongong, Australia
Dubinsky, Alan	Sogang University, Republic of Korea
Durif, Fabien	Université de Sherbrooke, Canada
Ekinci, Yuksel	Oxford Brookes University, UK
Ettenson, Richard	Thunderbird School of Global Management, USA
Fam, Kim-Shyan	Victoria University of Wellington, New Zealand
Fan, Xiucheng	Fudan University, China
Forman, Howard	California State University at Fullerton, USA
Franken, Birgit	University of Applied Sciences Darmstadt, Germany
Fritz, Wolfgang	University of Braunschweig, Germany
Frösén, Johanna	Aalto University School of Economics, Finland
Gao, Chuang Rang	Drexel University, USA
Gao, Leilei	Chinese University of Hong Kong, Hong Kong, China
Garland, Ron	Waikato University, New Zealand
Glynn, Mark	Auckland University of Technology, New Zealand
Goodwin, Stephen A.	Illinois State University, USA
Graf, Andrea	Ostfalia University, Germany
Gretzel, Ulrike	Texas A&M University, USA
Griffith, David A.	Michigan State University, USA
Guar, Sonjaya	Auckland University of Technology, New Zealand
Hall, John	Deakin University, Australia

REVIEWERS LIST

Name	Affiliation
Halstrup, Dominik	Fachhochschule Osnabrück, Germany
Hamaoka, Yutaka	Keio University, Japan
Han, Sang-Lin	Hanyang University, Republic of Korea
Hansen, John	University of Southern Mississippi, USA
Hawkins, Jacinta	Auckland University of Technology, New Zealand
Hennigs, Nadine	Leibniz Universität Hannover, Germany
Hirose, Morikazu	Fuji University, Japan
Hong, Sung-Tae	Hanyang University, Republic of Korea
Hosany, Sameer	University of London, UK
Huang, Wen-Hsien	National Chung Hsing University, China
Huang, Yanliu	Chinese University of Hong Kong, Hong Kong, China
Huang, Yen-Tsung	Tunghai University, Taiwan
Huang, Kun-Huang	Feng Chia University, Taiwan
Hudson, Simon	University of South Carolina, USA
Hughes, Mat	Nottingham University, UK
Hughes, Paul	Loughborough University, UK
Hyde, Ken	Auckland University of Technology, New Zealand
Hyun, Sung-Hyup	Pusan National University, Republic of Korea
I-Heuei, Wu	National Taiwan Normal University, Taiwan
Im, Su Bin	San Francisco State University, USA
Ingram, W. Rhea	Auburn University, Montgomery, USA
Jamal, Tazim	Texas A&M University, USA
Jayasingh, Sudarsan	Swinburne University of Technology, Malaysia
Jeong, Miyoung	University of Massachusetts, USA
Jiang, Marshall	Brock University, Canada
Jin, Hyun Yong	KAIST, Republic of Korea
Jin, Kinam	Yonsei University, Republic of Korea
Joo, Young-Hyuck	Hansung University, Republic of Korea
Kajalo, Sami	Helsinki School of Economics, Finland
Kaleka, Anna	Cardiff University, UK
Katsikea, Eva	Athens University, Greece
Kessel, Felix	Ludwig-Maximilians-Universität in Munich, Germany
Kim, Daekwan	Florida State University, USA
Kim, Dongjin	Yeungnam University, Republic of Korea
Kim, Haejung	University of North Texas, USA
Kim, Ji Hyun	Virginia Tech, USA
Kim, Judson	Illinois State University, USA
Kim, Kyung Hoon	Changwon National University, Republic of Korea
Kim, Sang-Hee	Chonnam National University, Republic of Korea
Kim, Sang-Hoon	Seoul National University, Republic of Korea
Kim, Yeon-shin	Myongji University, Republic of Korea



REVIEWERS LIST

2010 GLOBAL MARKETING CONFERENCE

REVIEWERS LIST

Name	Affiliation
Kim, Young Sally K.	Shenandoah University, USA
Koc, Umit	Drexel University, USA
Koku, Paul Sergius	Florida Atlantic University, USA
Koo, Dong-Mo	Kyungpook National University, Republic of Korea
Kouropalatis, Yiannis	Cardiff University, UK
Kozak, Metin	Mugla University, Turkey
Kuwashima, Yufu	Toyo University, Japan
Lai, Wenhsiang	Feng Chia University, Taiwan
Lee, Dong-Il	Sejong University, Republic of Korea
Lee, Eui Hoon	KAIST, Republic of Korea
Lee, Haeyoung	Kyungsung University, Republic of Korea
Lee, Hanjoo	Hanyang University, Republic of Korea
Lee, Hoonyoung	Kyunghee University, Republic of Korea
Lee, Ja Kyoung	Yonsei University, Republic of Korea
Lee, Jaeil	Seattle Pacific University, USA
Lee, Jong-Ho	Korea University, Republic of Korea
Lee, Sang-Gun	Pai Chai University, Republic of Korea
Lee, Seung-Hee	Kumoh National Institute of Technology, Republic of Korea
Lee, Soojin	Dongduk Women's University, Republic of Korea
Lee, Yongki	Sejong University, Republic of Korea
Lee, Yoon-Jung	Korea University, Republic of Korea
Lei, Jill	University of Melbourne, Australia
Li, Gang	University of Surrey, UK
Li, Robert	University of South Carolina, USA
Lim, Lewis	Nanyang Technological University, Singapore
Lin, Feng-Jyh	Feng Chia University, Taiwan
Lin, Shi-Woei	Yuan Ze University, Taiwan
Lin, Yi-Hsin	Asia University, Taiwan
Littich, Martina	Ludwig-Maximilians-Universität in Munich, Germany
Litvin, Stephen	College of Charleston, USA
Liu, Tsung-Chi	National Cheng Kung University, Taiwan
Lloyd, Stephen	Auckland University of Technology, New Zealand
MacKenzie, Herbert	Brock University, Canada
Martin, Drew	University of Hawaii at Hilo, USA
Martin, Simon	Auckland University of Technology, New Zealand
Matilla, Anna	Pennsylvania State University, USA
Matsumoto, Daigo	Waseda University, Japan
McFarland, Robert	Kansas State University, USA
McGuinness, Tony	University of Wales Aberystwyth, UK
Meng, Jie	University of New South Wales, Australia
Menguc, Bulent	Brock University, Canada

REVIEWERS LIST

Name	Affiliation
Merlo, Omar	Cambridge University, United Kingdom
Merrilees, Bill	Griffith University, Australia
Michel, Elena	Ludwig-Maximilians-Universität in Munich, Germany
Min, Kyung Sam	California State University, USA
Min, Kyeong Sam	University of New Orleans, USA
Moon, Jun-Yean	Hanyang University, Republic of Korea
Morgan, Robert	Cardiff University, UK
Morioka, Kosaku	Keio University, Japan
Mukherjeem, Sayantani	CSU Long Beach, USA
Na, JuneHee	Chungju National University, Republic of Korea
Nepal, Sanjay	Texas A&M University, USA
Nishikawa, Hidehiko	Hosei University, Japan
Noh, Jeonghee	Daegu University, Republic of Korea
Nyeck, Simon	ESSEC Business School, France
Obsidia, Shard	Catholic University of Pusan, USA
O'Connor, Thomas	University of New Orleans, USA
Oelsnitz, Dietrich von der	University of Braunschweig, Germany
Oh, Haemoon	University of Massachusetts, USA
Ongan, Serdar	Istanbul University, Turkey
Ortinou, David J.	University of South Florida, USA
Ortiz, Marta Peris	Universidad Politécnica de Valencia, Spain
Otnes, Cele	University of Illinois at Urbana Champaign, USA
Overby, Jeffrey W.	Belmont University, USA
Paladino, Angela	University of Melbourne, Australia
Park, Jungkun	University of Houston, USA
Park, Kiwan	Seoul National University, Republic of Korea
Park, Min-Sook	Pusan National University, Republic of Korea
Park, Sang-june	Chonbuk National University, Republic of Korea
Park, Se-Bum	Yonsei University, Republic of Korea
Park, SeongYong	Seoul National University of Technology, Republic of Korea
Park, Young A	Catholic University of Daegu, Republic of Korea
Parsons, Andrew	Auckland University of Technology, New Zealand
Peng, Siqing	Peking University, China
Pfoertsch, Waldemar	University Pforzheim, Germany
Phan, Michel	ESSEC Business School, France
Poon, Patrick	Lingnan University, Hong Kong
Puzakova, Marina	Drexel University, USA
Qiu, Cheng	The University of Hong Kong, Hong Kong, China
Raithe, Sascha	Ludwig-Maximilians-Universität in Munich, Germany
Rajah, Edwin	Auckland University of Technology, New Zealand
Ram, Sundaesan	Thunderbird School of Global Management, USA



REVIEWERS LIST

2010 GLOBAL MARKETING CONFERENCE

REVIEWERS LIST

Name	Affiliation
Ramani, Girish	Drexel University, USA
Reavey, Brooke	Drexel University, USA
Rego, Lopo	University of Iowa, USA
Ridlon, Robert	SKK-GSB Sungkyunkwan University, Republic of Korea
Riley, Mike	University of Surrey, UK
Rindfleisch, Aric	University of Wisconsin-Madison, USA
Ringle, Christian	University of Hamburg, Germany
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Robson, Mat	Leeds University, UK
Rocereto, Joseph F.	Monmouth University, USA
Rosenbaum, Mark	Northern Illinois University, USA
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Schwaiger, Manfred	Ludwig-Maximilians-Universität in Munich, Germany
Semler, Charles	Villanova University, USA
Seo, Won Seok	Kyunghee University, Republic of Korea
Shibuya, Satoru	Tohoku University, Japan
Shin, Jong-Kuk	Pusan National University, Republic of Korea
Simkin, Lyndon	Oxford Brookes University, UK
Singh, Tanuja	St. Mary's University, USA
Sirakaya-Turk, Ercan	University of South Carolina, USA
Sohn, Aeree	SahmYook University, Republic of Korea
Som, Ashok	ESSEC Business School, France
Son, Young Soek	Hallym University, Republic of Korea
Song, Xiao Bing	Dalian University of Technology, China
Spannier, Noel	Auckland University of Technology, New Zealand
Stanton, John	University of Western Sydney, Australia
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Subom, Rhee	Stonehill College, USA
Szivas, Edith	University of Surrey, UK
Takahashi, Ikuo	Keio University, Japan
Takata, Hidesuke	Keio University, Japan
Theoharakis, Vasilis	Alba University, Greece
Thongpapanl, Narongsak	Brock University, Canada
Thongpapanl, Tek	Brock University, Canada
Toon, Mark	Cardiff University, UK
Topku, Ilker	Istanbul Technical University, Turkey
Uysal, Muzaffer	Virginia Polytechnic Institute and State University, USA
Veloutsou, Cleopatra	University of Glasgow, UK

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Wan, Fang	University of Manitoba, Canada
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Wang, Rui	Peking University, China
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Wiedmann, Klaus-Peter	Leibniz Universität Hannover, Germany
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Wirtz, Jochen	National University of Singapore, Singapore
Wu, Shali	Tsinghua University, China
Wu, Zhan	Sydney University, Australai
Xiao, Ge	Wilkes University, USA
Xu, Jing	Peking University, China
Xu, Yingzi	Auckland University of Technology, New Zealand
Yamamoto, Hikaru	Seikei University, Japan
Yang, Guang	Howard University, USA
Yang, Suk-Joo	Sangmyung University, Republic of Korea
Yoo, Boong Hee	Hofstra University, USA
Yoon, Mahn Hee	Daegu University, Republic of Korea
Yoon, Yeosun	Korea Advanced Institute of Science and Technology, Republic of Korea
Yu, Jongpil	Sejong University, Republic of Korea
Yuan, Hong	University of Illinois at Urbana, USA
Zhang Ying	University of Texas at Austin, USA
Zhao, Xin	University of Hawaii, USA
Zheng, Yuhuang	Tsinghua University, China
Zhou, Kevin	The University of Hong Kong, Hong Kong, China
Zhou, Lianxi	Brock University, Canada
Zimmermann, Lorenz	Ludwig-Maximilians-Universität in Munich, Germany
Zins, Andreas	MODUL University Vienna, Austria

DAILY PROGRAM

2010 GLOBAL MARKETING CONFERENCE

September 9(Thur.)

16:00 ~ 19:30	Registration (Lobby, South Wing)
17:30 ~ 19:30	Reception(Maple Room, South Wing 2F)
19:30 ~ 21:30	2010 PNU BK21 Management-KAMS Joint Symposium I(Maple Room, South Wing 2F)

September 10(Fri.)

	Room:Garnet (South Wing B2)	Room:Topaz (South Wing B2)	Room:Nadeshiko (South Wing 2F)	Room:Kikyo (South Wing 2F)	Room:Suzuran (South Wing 2F)	Room:Shobu (South Wing 2F)	Room:Botan (South Wing 2F)
08:00 ~ 09:30	Session 1.1 Luxury Branding	Session 1.2 The Tourism Brand Experience	Session 1.3 Marketing Education I	Session 1.4 Advancing Research Methods in Marketing I	Session 1.5 PNU BK21 of Management- KAMS Joint Symposium II	Session 1.6 Consumer Psychology I	Session 1.7 Social and Corporate Responsibility in Fashion Marketing
09:40 ~ 11:10	Session 2.1 Cross Cultural Issues of Luxury Consumer Behavior	Session 2.2 Tourism and Technology	Session 2.3 Corporate Branding I	Session 2.4 Advancing Research Methods in Marketing II	Session 2.5 Customer Relationship Management	Session 2.6 Consumer Psychology II	Session 2.7 Symbolism and Consumer Perceptions and Preferences
11:20 ~ 12:50	Session 3.1 Luxury Consumption Values and Luxury Marketing	Session 3.2 Tourist Decision Making	Session 3.3 Marketing and Public Policy	Session 3.4 Mobile Marketing/ Interactive Advertising	Session 3.5 Customer Relationship Management/ Marketing Channels	Session 3.6 Corporate Marketing I	Session 3.7 Global Apparel Manufacturing and Retailing
13:00 ~ 14:00	Lunch at Your Own JGAMS and JGFM Editorial Board Meetings (Starlight) Editor-in-Chief of Journal of Global Academy of Marketing Science Junyeon Moon (Hanyang University, ERICA Campus) Editor-in-Chief of Journal of Global Fashion Marketing Eunju Ko (Yonsei University)						
14:00 ~ 15:30	Session 4.1 Global Consumer Behavior	Session 4.2 Innovation, Diffusion and Adoption of High Technology I	Session 4.3 Advertising and Integrated Marketing Communication I	Session 4.4 Eco-Marketing	Session 4.5 2010 Global Customer Equity Symposium I	Session 4.6 Current Issues in Retail Management	Session 4.7 Marketing in Asia I
15:40 ~ 17:10	Session 5.1 Global Consumer Values	Session 5.2 Innovation, Diffusion and Adoption of High Technology II	Session 5.3 Global Product Innovation Management I	Session 5.4 Mapping Strategic Thinking in Marketing I	Session 5.5 Marketing in General I	Session 5.6 Marketing Strategy in the International Context	Session 5.7 Marketing in Asia II
17:20 ~ 18:50	Session 6.1 Global Cultural Change	Session 6.2 Innovation, Diffusion and Adoption of High Technology III	Session 6.3 Global Marketing, Innovation and Consumer Choice	Session 6.4 Mapping Strategic Thinking in Marketing II	Session 6.5 Consumer Behavior in Chinese Context	Session 6.6 Beauty Business and Medical Tourism Management	Session 6.7 Marketing Orientation in Emerging Economies
19:00 ~ 19:30	Invited Fashion Show (Akebono Room) "A Window to the Environment: From a Spider Web to Bias Lining Coat" Designed by Key-Sook Geum (Hongik University), Hyun Shin Park (DukSung Women's University)						
19:30 ~ 20:30	Conference Dinner (Akebono Room) Welcome Speeches by the Organizing Committee						
20:30 ~ 21:00	Keynote Speech (Akebono Room) Barry Babin, Louisiana Tech University "Service and Value"						
21:00 ~ 21:20	Cultural Marketing: Contemporary Dancing (Akebono Room) - Art Director and Concept by Haewon Han (Kyunghee University) - Sound Design: Jaeduk Kim (Sungkyunkwan University) - Costumes: Jinsook Oh (Cheongju University) - Choreography and Dancers: Hwa Suk Lee (Chonbuk National University) Youngmee Kim (Seowon University) Heejung Suh (Sejong University)						

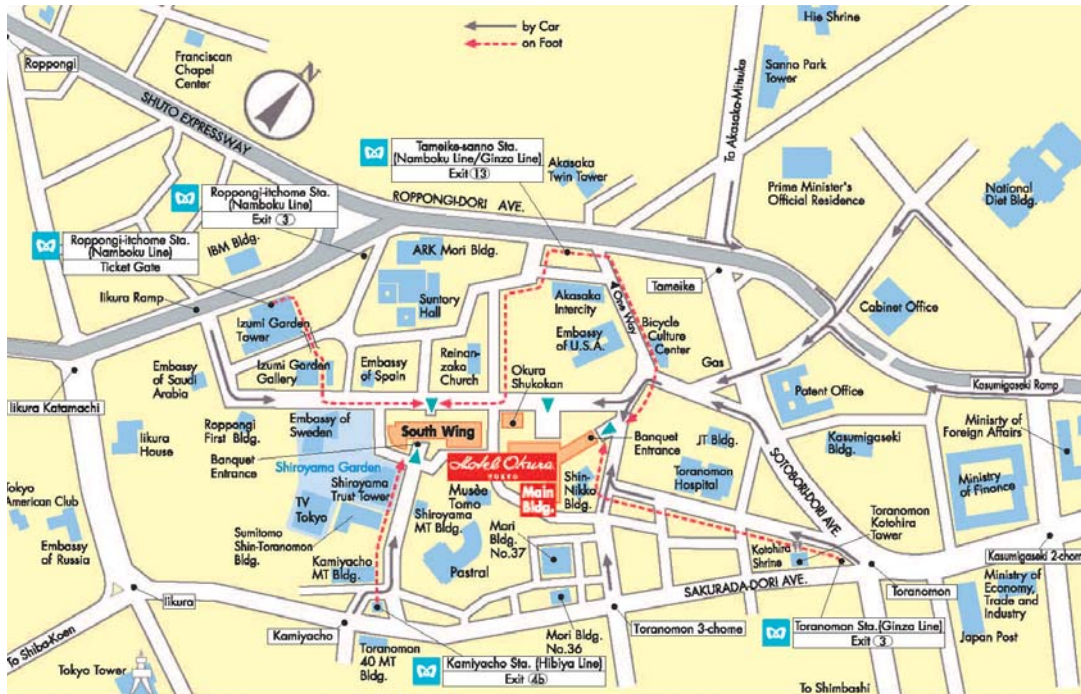
September 11(Sat.)

	Room:Garnet (South Wing B2)	Room:Topaz (South Wing B2)	Room:Aoi (Main 2F)	Room:Sumire (Main 2F)	Room:Hagi (Main 2F)	Room:Kiku (Main 2F)	Room:Clifford (Main 2F)
08:00 ~ 09:30	Session 7.1 Global Online and Services Strategies	Session 7.2 Advancing Research Methods in Marketing III	Session 7.3 Marketing Education II	Session 7.4 WOM, Consumer- Generated- Content, and User-Centered Innovation I	Session 7.5 New Perspectives for Retail Management	Session 7.6 Marketing in Asia III	Session 7.7 Special Session : Branding and Sports Marketing: An International Perspective
09:40 ~ 11:10	Session 8.1 Global Marketing Strategies	Session 8.2 Advancing Research Methods in Marketing IV	Session 8.3 B-to-B and Industrial Marketing I	Session 8.4 WOM, Consumer- Generated-Content, and User-Centered Innovation II/Cross Media	Session 8.5 Shopping Behavior and Retail Management	Session 8.6 Marketing in General II	Session 8.7 Meet the Editors
11:20 ~ 12:50	Session 9.1 Global Branding and Segmentation	Session 9.2 Global Product Innovation Management II	Session 9.3 Corporate Branding II	Session 9.4 B-to-B and Industrial Marketing II	Session 9.5 Marketing Strategy and the Customer Perspective	Session 9.6 Consumer Psychology III	Session 9.7 Business Meeting
13:00 ~ 14:30	Conference Lunch (Ascot Hall, South Wing B2) Welcome Speech Sung Won Hong, Persident and CEO, COEX Convention and Exhibition Center Award Ceremonies 2010 GMC Best Conference Paper Award 2010 GMC Best Reviewer Award 2010 GMC Best Multimedia Presentation Award Emerald Award 2010 GMC Excellent Service Award						
14:30 ~ 16:00	Session 10.1 Luxury Brand Communications	Session 10.2 Tourism Market and Segmentation	Session 10.3 HIT-KAMS Joint Symposium	Session 10.4 Special Session : Why Scholarly Advertising Research Differs Among Countries: The Case of Japan	Session 10.5 Corporate Marketing II	Session 10.6 Consumer Psychology IV	Multimedia Session I Session 1.1 Session 1.2 Session 1.3
16:10 ~ 17:40	Session 11.1 Luxury Customer Attitudes and Counterfeits	Session 11.2 Managing Destinations and Tourist Experinces	Session 11.3 Global Product Innovation Management III /Luxury and Sports Marketing	Session 11.4 Consumer Behavior in the Service Industry	Session 11.5 Innovation, Diffusion and Adoption of High Technology IV	Session 11.6 Advertising and Integrated Marketing Communication II	Multimedia Session II Session 2.1 Session 2.2 Session 2.3 Session 2.4
17:50 ~ 19:20	Session 12.1 Service Marketing	Session 12.2 The Tourist Experience	Session 12.3 Advertising and Children/ Intercultural Communication	Session 12.4 Consumer Behavior in the Service Industry/Sales Management	Session 12.5 Innovation, Diffusion and Adoption of High Technology V	Session 12.6 Advertising and Integrated Marketing Communication III	Multimedia Session III Session 3.1 Session 3.2 Session 3.3

September 12 (Sun)

Conference End

Conference Venue: The Hotel Okura Tokyo



The organizing committee of the 2010 GMC at Tokyo spent 2 years in reviewing hotels in Tokyo to find the best conference hotel. We are proudly present the Hotel Okura Tokyo as our conference hotel. Hotel Okura Tokyo has enjoyed their fame as the best hotel in Japan since 1962 and provides real Japanese atmosphere which you can not feel in other westernized hotels in Tokyo.

The 2010 Global Marketing Conference at Tokyo provides discounted rates at the Hotel Okura Tokyo.

Hotel Okura Tokyo is a five-star hotel, conveniently located in the heart of Tokyo, that ranks amongst the finest of Tokyo's luxury hotels. The hotel is perfectly placed for both the business and leisure traveler, close to Tokyo's main business districts and the excitement of the Kasumigaseki, Roppongi, Ginza, and Akasaka areas. Within easy access of the major Tokyo attractions, Hotel Okura Tokyo is a five-minute walk from the subway and a 70-minute drive from Tokyo's Narita Airport.

An inviting blend of modern comfort and Japanese traditions, the Hotel Okura Tokyo provides a broad range of accommodations from standard guest rooms to opulent suites and the innovative Grand Comfort rooms, complete with state-of-the-art relaxation services. All the rooms are equipped with high-speed Internet connectivity for the convenience of our guests.

Hotel Okura Tokyo offers a vast choice of restaurants with a broad choice of cuisines that include traditional Japanese, Cantonese delicacies, the finest selection of French and European dishes, a teppanyaki restaurant, and much more. The hotel also has a diverse selection of bars and lounges.

With an extensive range of on-site leisure and hotel facilities, you hardly need to leave the hotel. Facilities include

a Health Club with an indoor pool, sauna, jacuzzi, and fully equipped gym. The hotel also benefits from two shopping arcades, two beauty salons, Japanese Tea Ceremony Room, and a comprehensive Business Center.

The ideal setting for your next business meeting, seminar, or social function in Tokyo, the Hotel Okura Tokyo can host every type of event, whatever the size. With a choice of 30 meeting and function rooms, the hotel can provide some of the most complete, flexible, and extensive meeting and convention facilities in the city.



Hotel Okura Tokyo:
<http://www.okura.com/tokyo/index.html>

Registration

Registration area is located at the lobby of South Wing (1F) of the Hotel Okura Tokyo.

Registration Desk Hours

DATE	HOUR	LOCATION
September 9	16:00~19:30	Lobby (1F), South Wing, Hotel Okura Tokyo
September 10	07:30~21:00	
September 11	07:30~20:00	

Registration Fee

MEMBERSHIP STATUS	US \$
KAMS Active/Current Member Conference Registration	\$510.00
New KAMS Member Conference Registration (Includes discounted current year membership dues for one year)	\$560.00
New KAMS Student Discount (Includes current year membership dues for one year) (Expected Graduation Date)	\$460.00
Purchase of Poster Plate (For poster presentation only)	\$20.00
Spouse/Guest Reception (Thursday)	\$90.00
Spouse/Guest Banquet (Friday)	\$120.00
Early Bird Discount (by June 9, 2010)	-\$50.00

Name Badge

All registrants are required to wear the name badge in order to gain entry to the concurrent session and social activities during the Conference

Internet Access

Free internet access in the conference hotel room is available.

Meals

A conference dinner in the evening of the 10th and a conference lunch on the 11th of September are provided in the conference hotel. Meal coupons are included in the conference name badge packet.



September 9, 2010

Conference Reception

Room: Maple (2F, South Wing, Hotel Okura Tokyo)
(17:30-19:30, Thursday, September 9)

All participants and their guests are invited to the Conference Reception in Thursday evening. Meet your old acquaintances and start building your global network.

September 10, 2010

Invited Fashion Show

Room: Akebono (1F, Main Building, Hotel Okura Tokyo)
(19:00-19:30, Friday, September 10)

“A Window to the Environment: From a Spider Web to Bias Lining Coat”

Designed by Key-Sook Geum (Hongik University)

Hyun Shin Park (Duksung Women’s University)

One simple line connects the world and complicatedly inter-wined many lines without any direction made the people meet strange people easily. In those circumstances, people were all in a fluster and incredible accidents were occurred.

The dresses made of iron line mean the world, a Globe, while in those situation, the hope towards the future were implied by the beads attachment to the surface of the dress. The hope and wishes are realized through our many endeavors.

Various communications among people to understand others, consideration of well-being and concern about environment and future world are made by the people of the time for desirable life.

The presented dresses are mostly coat types. They carries many stories. The coats will embrace the people and made wearer cozy. Loose fitting gives casual image and noble mind.

The main materials are light wool and recycled fabric used for neck-ties. Various patterns form the fabric implies many stories, from culture, tradition, legend even to the contemporary industrial achievements. The image of spider web work are printed and dye method is also used to express the images of mixed and inter-wined Globe village.

Now, the dresses propose us converse each other then let us remind the memory of our old days communication afterward.

Assistants : Soo-jin Oh, Sung-ah Hur and Ji-eun Yeo (Hongik University)





Voluntary Models:

Arch G. Woodside (Boston College)
Graham Hooley (Aston University)
Charles R. Taylor (Villanova University)
C. Anthony Di Benedetto (Temple University)
Leslie Burns (Oregon State University)
David Bell (Wharton School)
Drew Martin (University of Hawaii at Hilo)
Maria Kniazeva (University of San Diego)
Barry J. Babin (Louisiana Tech University)
Elyette Roux (Aix-Marseille Université)
Michel Laroche (Concordia University)
Michel Phan (ESSEC)

Marko Sarstedt (Ludwig-Maximilians-Universität
in Munich)
Eleri Rosier (Cardiff University)
Sandra Diehl (University of Klagenfurt)
Gouxin Li (Harbin Institute of Technology)
Eunju Ko (Yonsei University)
Seong-Yeon Park (Ewha Womans University)
Eun Joo Park (Dong-A University)
Jeonghye Choi (Yonsei University)
Tony Garrett (Korea University)
Young Joo Hwang, Calligrapher

All of money generated from auction of presented clothings will be donated to environmental causes.

Conference Dinner

Room: Akebono (1F, Main Building, Hotel Okura Tokyo)
(19:30-20:30, Friday, September 10)

All participants and their guests are invited to the Conference Dinner on Friday evening at the Akebono Hall of the Hotel Okura Tokyo. The organizing committee will welcome all of participants. Please experience our global hospitality jointly provided by a global strategic alliance.

Welcome Speeches by the Organizing Committee

Keynote Speech

Room: Akebono (1F, Main Building, Hotel Okura Tokyo)
(20:30-21:00, Friday, September 10)

Barry Babin, Louisiana Tech University "Service and Value"

Cultural Marketing: Contemporary Dancing

Room: Akebono (1F, Main Building, Hotel Okura Tokyo)
(21:00-22:00, Friday, September 10)

Art Director and Concept by Haewon Han (Kyunghee University)
Choreography and Dancers: Hwa Suk Lee (Chonbuk National University)
Youngmee Kim (Seowon University)
Heejung Suh (Sejong University)

Sound Design: Jaeduk Kim (Sungkyunkwan University)

Costumes: Jinsook Oh (Cheongju University)

Title: "A Color of Life"

One moment at the end of our life; Watching and thinking into a long life of memories; Accepting this Karma, we let it happen peacefully; Episode 1 Green - Dream...; Episode 2 Red - Passion...; Episode 3 Blue - Fantastic...

Art Director & Concept



Haewon Han(Kyunghee Univ.)
Choreography & Dancers



Hwasuk Lee
(Chonbuk National Univ.)



Youngmee Kim (Seowon Univ.)



Heejung Suh (Sejong Univ.)



SOCIAL ACTIVITIES

2010 GLOBAL MARKETING CONFERENCE

September 11, 2010

Conference Lunch

Room: Ascot Hall (B2F, South Wing, Hotel Okura Tokyo)
(13:00-14:30, Saturday, September 11)

Welcome Speech

Sung Won Hong, Persident and CEO, COEX Convention and Exhibition Center

Award Ceremonies

- 2010 GMC Best Conference Paper Award
- 2010 GMC Best Reviewer Award
- 2010 GMC Best Multimedia Presentation Award
- Emerald Award
- 2010 GMC Excellent Service Award

Suggested Tours

It is advised that you should briefly study culture and history of Japan and Tokyo to make your trip to Tokyo more memorable.

1. One Day Tour

Mt. Fuji and Hakone Tour

You have to make a reservation for this tour through the concierge desk.

Fuji Mountain is the highest mountain in Japan. It signifies the essence of Japanese spirit. Once it was a sacred mountain where no one could enter. But it is one of best tourist attractions in modern Japan. Tour bus will take you up to the 5th resting area of the mountain. It is worth to be in this mountain if you want to understand why it is so important in Japanese culture and mentality.

Hakone is one of the most famous tourist attractions in Japan and even in Asia. It is located near Mt. Fuji. The shape of the area looks like a big box. Hako means a box in Japanese. Famous hot springs and Japanese style small hotels are scattered around this area. Pirate boat ride on Lake Ashi is always memorable experience regardless of weather condition.





2. Half Day Tour

Visit to Asakusa Kannon Temple or Meiji Shrine

You can go to Asakusa Kannon Temple or Meiji Shrine by subway or taxi by your self.

You can find a lot of old Japanese style stores and restaunts around the Asakusa Kannon Temple area. This area is well preserved to maintain the Edo styl. You can buy some of old Japanese style candies, gifts or foods. Also Japanese noodle called 'Soba' is famous in this area. Do not forget to take a picture in front of a big bell in the entrance of this area. It is possible for you to take a futuristic boat ride from Asakusa to other parts of Tokyo.

New wave style and traditional style stores and restaurants in Harajuku and Omotesando are located near Meiji Shrine. You can enjoy grandeur of Meiji Shrine. Do not forget to visit 'Cat Street' near the Omotesando where you can find unique style shops and people. You can find young Japanese who are wearing unique costumes called 'Cosplay' in this area. It is worth to take picture with these people.





SOCIAL ACTIVITIES

2010 GLOBAL MARKETING CONFERENCE

3. 3 Hours Tour

Visit to Ginza or Roppongi

You can go to Ginza or Roppongi by subway or taxi by your self. They are located close to the Hotel Okura Tokyo. Even you take a 20 minutes brisk walk to Roppongi area.

In Ginza area, there are many famous Japanese department stores and brand boutiques. You can visit these stores and take a rest at one of Japanese restaurants to have a light lunch. Ginza is one of the most important shopping destination in Asia.

Mori Tower and Tokyo Midtown are located in the Roppongi area. These are most modernized man-made structure in Tokyo. Do not forget to experience a breathtaking view of Tokyo city panorama from the top of Mori Tower. You can find a lot of upscale shops and restaurants in this area. A lot of people working in shopping mall business from all over the world come to this area to benchmark the Mori Tower and Tokyo Midtown.



September 9, 2010

16:00 19:30	Registration Lobby, South Wing
17:30 19:30	Reception Cocktails and Finger Foods, Maple Room

2010 PNU BK21 Management-KAMS Joint Symposium I 19:30~21:30

Session Chair: Jong-Kuk Shin, Pusan National University

Discussant: Barry J. Babin, Louisiana Tech University

Room: Maple

TITLE	NAME	AFFILIATION
Relationship Behavior in Demarketing Situations: When and Who Decides to Improve Their Relationship with Service Provider?	Munshik Suh Joseph Bonnici Taeseok Rho	Pusan National University Central Connecticut State University Pusan National University
The Moderating Effects of Visiting Experience and Information Level on Expectancy-Satisfaction Relationship in Tourism	Jong-Kuk Shin Min-Sook Park Mi-Ok Oh	Pusan National University
The Study on the Changes of Consumer Attitude towards Fair Trade Benefit Types	Jongho Lee Jungwon Ock Jiyeon Kim	Pusan National University
A Study on the Formation of Web Site Attitude according to Permission, Cultural Disposition and Customized Information	Jong-Kuk Shin Min-Sook Park June-Woo Hong	Pusan National University
The Effects of Partnership Intensity and Carrier's Role on the Performance of Supply Chain Management	Min-Sook Park Jong-Kuk Shin	Pusan National University

September 10, 2010
Concurrent Session 1 08:00~09:30

Session 1.1 Luxury Branding

Session Chair: David Bell, Wharton School, University of Pennsylvania

Room: Garnet

TITLE	NAME	AFFILIATION
Examining Fashion Brand Luxury DNA	Karen W. Miller Michael K. Mills	University of Southern Queensland
Meta-Storytelling of Consumers Experiencing Luxury Brands	Carol M. Megehee Deborah F. Spake Arch G. Woodside	Coastal Carolina University University of South Alabama Boston College
The Role of Brand Trust in the Luxury Brand-Customer Relationship: The Case of Male Customers	Won-Moo Hur Hanna Kim Minsung Kim	Pukyung National University Chungnam National University Inha University
From Armani to Zara: Impression Formation Based on Fashion Store Patronage	Kim Willems Wim Janssens Gilbert Swinnen Malaika Brengman Sandra Streukens Mark Vancauteran	University of Hasselt & Vrije Universiteit Brussel University of Hasselt Vrije Universiteit Brussel University of Hasselt University of Hasselt
Between the Mass and the Class: Antecedents of the "Bandwagon" Luxury Consumption Behaviour	Minas Kastanakis George Balabanis	ESCP-Europe Cass Business School, City University
The Real Thing?: Comparing the Role of Brand Identification for Authentic and Counterfeit Luxury Brands	Rosa Chun Lavinia Chan	IMD Newell Public Relations



PROGRAM IN DETAIL

2010 GLOBAL MARKETING CONFERENCE

Session 1.2 The Tourism Brand Experience

Session Chair: Sara Dolnicar, University of Wollongong

Room: Topaz

TITLE	NAME	AFFILIATION
Patterns of Tourist Emotional Responses, Satisfaction and Intention to Recommend	Sameer Hosany Girish Prayag	University of London SKEMA Business School
The Role of Indebtedness in Tourist Satisfaction Formation	Takahiro Chiba Akinori Ono	Keio University
Post-Disaster Tourist Behavior: Motivation and Intention	Wei Liu Gang Li Avital Biran	University of Surrey
An Application of the CBBE Model to Assess Brand Loyalty for a Long Haul Travel Destination	Constanza C. Bianchi Steven Pike	Queensland University of Technology
Tourist Satisfaction in Cultural Destinations	Antónia Correia Metin Kozak João Ferradeira	University of Algarve Mugla University University of Algarve
Tourism Life Cycle and Sustainability Analysis: Profit-Focused Strategies for Mature Destinations	Metin Kozak Drew Martin Esmé Visser	Mugla University University of Hawaii at Hilo NHTV University of Applied Sciences

Session 1.3 Marketing Education I

Session Chair: Ralf Schellhase, University of Applied Sciences, Darmstadt

Room: Nadeshiko

TITLE	NAME	AFFILIATION
An Insight Into Team Goal Orientation in the Marketing Classroom	Tania Bucic Linda Robinson	University of New South Wales Royal Melbourne Institute of Technology
Constructivism-Based Project-Driven Approach to Undergraduate Teaching Design of e-Commerce Specialty	Zhang Li Wang Shiyong	Xi'an University of Posts and Telecommunications
Entrepreneurial Learning in Marketing Education: Assessing the Effectiveness of an Enquiry-Based Approach	Kiefer Lee	Sheffield Hallam University
Service Learning as a Pedagogical Process: A Case Study Using Marketing Research Course	Young "Sally" Kim	Shenandoah University
A Comparative Study of Marketing Student Engagement in Online Social Networks and Virtual Worlds: Facebook Versus Second Life	Edwina Luck Shane Mathews	Queensland University of Technology

Session 1.4 Advancing Research Methods in Marketing I

Session Chair: Sharon Schembri, Griffith University

Room: Kikyō

TITLE	NAME	AFFILIATION
The Evolution of Marketing Thought: An Examination of the Structural Equation Models that Compose Marketing's Nomological Network	Edward Ramirez Meredith E. David Michael J. Brusco	University of Texas at El Paso Florida State University Florida State University
Visual as Method: Advancing Marketing and Consumer Research Methodologies	Sharon Schembri	Griffith University
Advancing Qualitative Research Methods in Dealing with Respondent Errors: Social Desirability Bias and Response Filters	Len Tiu Wright Norbert Scholl Chanaka Jayawardhena Elena Millan	De Montfort University Candor Consult Loughborough University University of Reading
Using Genetic Algorithm Segmentation in PLS Path Modeling: Addressing Homogeneity Assumptions	Christian M. Ringle Marko Sarstedt Rainer Schlittgen Charles R. Taylor	University of Hamburg Ludwig-Maximilians University Munich University of Hamburg Villanova University
Does Marketing Research Suffer from Methods Myopia?	Donna F. Davis Susan L. Golcic Courtney N. Boerstler Sunny Choi Han-Mo Oh	Texas Tech University Colorado State University High Point University Texas Tech University Texas Tech University
Multi-Sensory Sculpting (MSS): Eliciting Embodied Brand Knowledge via Three-Dimensional Metaphors	Sylvia von Wallpach Maria Kreuzer	Innsbruck University School of Management

Session 1.5 PNU BK21 of Management-KAMS Joint Symposium II

Session Chair: Jong-Kuk Shin, Pusan National University

Discussants: C. Anthony Di Benedetto, Temple University

Rajan Natarajan, Auburn University

Room: Suzuran

TITLE	NAME	AFFILIATION
A Study on Effects of Psychological Contract Violation on Counterproductive Work Behavior: The Mediating Role of Trust	Seon-Hwa Kwag Mi-Hee Kim	Pusan National University
Option-Trading Activity and Stock Price Volatility: A Regime-Switching GARCH Model	Ki Yool Ohk Woo Ae Jang Yong H. Kim	Pusan National University Pusan National University University of Cincinnati
The Effect of Self-Leadership on the Psychological Capital and Role Behavior	Young-bohk Cho Gyu-ha Joo	Pusan National University

Session 1.6 Consumer Psychology I

Session Chair: Akira Shimizu, Keio University

Room: Shobu

TITLE	NAME	AFFILIATION
Children's Influence on Family Purchases: Some New Insights	Anupriya Kaur Yajulu Medury	Jaypee University of Information Technology
The Shorter the Better?: Efficiency Heuristic and Consumers' Service Judgments	Wen-Bin Chiou Chin-Sheng Wan	National Sun Yat-Sen University Southern Taiwan University
Hedonic and Utilitarian Shopping Values: Exploring Different Bidding Behaviors in E-Auctions	Lien-Ti Bei Ming-Yi Chen	National Chengchi University
How to Maximize Employment Brand Equity in Service Industry: Sustainable Competitiveness Advantage and Marketing Strategy	Kyung Hoon Kim Byung Joo Jeon Dong Geun Lee Hak Il Moon	Changwon National University Changwon National University Changwon National University Washington State University
An Exploratory Research of Carryover Effect in Gift Promotion	Chung-Hui Tseng Ching-Ping Chiu	Tamkang University National Chengchi University



PROGRAM IN DETAIL

2010 GLOBAL MARKETING CONFERENCE

Session 1.7 Social and Corporate Responsibility in Fashion Marketing

Session Chair: Heewon Sung, Gyeongsang National University

Room: Botan

TITLE	NAME	AFFILIATION
Fair-Trade and Social Labeling Practices: Teenager Apparel Consumers' Perspective	Minakshi Jain	University of Rajasthan
Importance of Environmental Apparel Consumption on Consumers' Environmental Apparel Knowledge: Should Retailers and Producers Serve as Sustainability Educators?	Melody L. A. LeHew Scarlett C. Wesley Abigail Jager	Kansas State University University of Kentucky Kansas State University
The Study of the Influences of Body Image on Clothing Purchase Behavior for Large Size Women	Chien Ching-Mei Ching-Yi Cheng	Fu Jen Catholic University
The Role of Body Image in Dress Involvement of Taiwanese Females	Ching-Yi Cheng Wei-Ting Huang Hui-Hsuan Cheng Wen-Chi FanChiang I-Chieh Lin Hui-Ting Chang	Fu Jen Catholic University

Concurrent Session 2 09:40-11:10

Session 2.1 Cross Cultural Issues of Luxury Consumer Behavior

Session Chair: Helge Fluch, Ludwig-Maximilians-Universität in Munich

Room: Garnet

TITLE	NAME	AFFILIATION
Does the Country of Origin of Brands still Help to Sell Luxury Products in the World? An International Research Investigation on Consumers in 7 Countries	Bruno Godey Daniele Pederzoli Gaetano Aiello Raffaele Donvito Priscilla Chan Hyunjoo Oh Rahul Singh Irina Ivanovna Skorobogatykh Junji Tsuchiya Bart Weitz	Rouen Business School Rouen Business School University of Florence University of Florence The Hong Kong Polytechnic University University of Florida Greater Noida Plekhanov Russian Academy of Economics Waseda University University of Florida
Understanding Luxury Consumption in China: Evidence from the Most Well-Known Brands	Yanqun He Lingjing Zhan	Fudan University The Hong Kong Polytechnic University
An Examination of Luxury Fashion Retailers' Motives to Enter the Chinese Market	Sindy L. Liu Christopher Moore	Glasgow Caledonian University
Consumers of Fashion Luxury Brands in Mainland China: Perceived Value, Fashion Lifestyle and Willingness-to-Pay	Guoxin Li Fenfen Xiang Zephaniah Kamvele	Harbin Institute of Technology
Comparing Luxury Value Perceptions in Cross-National Context	Paurav Shukla Keyoor Purani	University of Brighton Indian Institute of Management Kozhikode
Global Consumer Behavior in Green Marketing of Luxury Brands: A Cross-Cultural Study of the US, Japan, and South Korea	Eunju Ko Jina Park Miyoun Lee	Yonsei University Yonsei University Inha University

Session 2.2 Tourism and Technology

Session Chair: Ercan Sirakaya Turk, University of South Carolina

Room: Topaz

TITLE	NAME	AFFILIATION
Tourists' Adoption of Self-Service Technologies at Resort Hotels	Haemoon Oh Miyoung Jeong Seyhmus Baloglu	University of Massachusetts University of Massachusetts University of Nevada, Las Vegas
New Members' Integration: Key Factor of Success in Online Travel Communities	Luis V. Casaló Carlos Flavián Miguel Guinaliu	Universidad de Zaragoza
Tourism Website Performance: A Formative Measurement Approach	Astrid Dickinger Brigitte Stangl	MODUL University Vienna Wirtschaftsuniversität Wien, Institute for Tourism and Leisure Studies
Analyzing International Tourists' Functional Information Needs: A Comparative Analysis of Inquiries in an On-Line Travel Forum	Dev Jani Ho Kyun Jeong Yeong-Hyeon Hwang	Dong-A University
Designing Advertising Campaigns for Destinations with Mixed Images: Using Visitor Campaign Goal Messages to Motivate Visitors	Kyeong Sam Min Drew Martin Jae Min Jung	University of New Orleans University of Hawaii at Hilo California State Polytechnic University at Pomona

Session 2.3 Corporate Branding I

Session Chair: Marko Sarstedt, Ludwig-Maximilians-Universität in Munich

Room: Nadeshiko

TITLE	NAME	AFFILIATION
The Effect of a Corporate Name Change Related to a Change in Corporate Image Upon a Firm's Stock Price	Mark P. DeFanti Paul S. Busch	Providence College Texas A&M University
Learning Mechanisms in Designing Corporate Branding in Turbulent Environments	Ram Herstein Yoram Mitki	Ruppin Academic Center Jerusalem Academic Center
Strong Brand Personality Due to Corporate Social Performance	Frank Huber Frederik Meyer Johannes Vogel Stefan Vollmann	Johannes Gutenberg- University Mainz
No Reputation without Communication: Post-Scandal Communication as an Instrument to Stabilize a Company's Reputation	Frank Huber Frederik Meyer Johannes Vogel Andrea Weihrauch	Johannes Gutenberg- University Mainz



PROGRAM IN DETAIL

2010 GLOBAL MARKETING CONFERENCE

Session 2.4 Advancing Research Methods in Marketing II

Session Chair: Donghoon Kim, Yonsei University

Room: Kikyo

TITLE	NAME	AFFILIATION
A Soft-Computing-Based Method for Automatic Discovering of Fuzzy Rules in Databases: Uses for Academic Research and Management Support in Marketing	Albert Orriols-Puig Francisco J. Martínez-López Jorge Casillas Nick Lee	Universitat Ramon Llull University of Granada University of Granada Aston Business School, Birmingham
Modeling and Measuring the Long Term Impact of VIP Programs on Sales	Donghoon Kim Seung-Yon Lee	Yonsei University
Applying Triangulation Research to Inform Theory and Method: The Case of Corporate Reputation	Stephen Lloyd Roger Baxter	AUT University
Discovering Interest Groups for Effective Marketing in Virtual Communities: An Integrated Approach	Kai-Yu Wang I-Hsien Ting Hui-Ju Wu	Brock University National University of Kaohsiung National Changhua University of Education

Session 2.5 Customer Relationship Management

Session Chair: Pei-Yu(Patty) Pai, University of Warwick

Room: Suzuran

TITLE	NAME	AFFILIATION
A Consumer Behavioral Perspective on the Triadic Relationship in the Mini-Showcase Industry	Michelle so Felix tang Kisson lin	The University of Hong Kong Hang Seng School of Commerce The University of Hong Kong
A Multistate Markov Model in a Customer Lifetime Value Framework: A Loyalty Scheme in a Knowledge Management Conceptual Approach	Philippe van Berten	Stevenson University
Why Customers Stay: The Effects of Moderating Factors	Li-Wei Wu	Tunghai University
The Empirical Study of Indian Consumers' Involvement and Redemption Behavior of Credit Card Reward Programmes	Matthew Tingchi Liu James L. Brock Ramendra Singh Joseph Sy-Changco	FBA, University of Macau, Macau SAR Pacific Lutheran University Indian Institute of Management (Calcutta) FBA, University of Macau, Macau SAR
Path Dependence in B2B Relationships	Raphael J. Mallach Michael Kleinaltenkamp	Freie Universitaet Berlin
Initial Trust Building in Online Community Participation: An Empirical Study from Potential Users' Perspective	Pei-Yu (Patty) Pai David C. Arnott	University of Warwick

Session 2.6 Consumer Psychology II

Session Chair: Soyoung Kim, University of Georgia

Room: Shobu

TITLE	NAME	AFFILIATION
Experiential Values and Web-Interactivity Dimensions	Soyoung Kim	University of Georgia
Brand Love as a Driver of Strengthening the Relationship and the Trust with the Brand: An Empirical Study on Car Sector	Sandra Maria Correia Loureiro	University of Aveiro
Can an Introvert Become an Extrovert in the Online Social Network Platform?	Alisara Charinsarn	JDBA (Joint Doctorate in Business Administration) program among Chulalongkorn University, Thammasat University, and The National Institute of Development Administration
From Loyal Attitude to Loyal Behavior the Loyalty Model Construction	Hui-Hsin Huang	Aletheia University
Unplanned Online Purchases	Michael Kempe Wolfgang Fritz	University of Braunschweig
Addiction? The Motivation and Need Satisfaction of Facebookers	Wen-Hsuan Lee Ju-hui Wei	Mingchi University of Technology National Chengchi University

Session 2.7 Symbolism and Consumer Perceptions and Preferences

Session Chair: Seunghee Lee, Sookmyung Women's University

Room: Botan

TITLE	NAME	AFFILIATION
Luxury Advertising: Gender Portrayal and Use of Sex	Alyssa Adomaitis Kim K. P. Johnson Seunghee Lee Jae-Eun Kim	University of Houston University of Minnesota Sookmyung Women's University Auckland University of Technology
Investigating U.S. Consumers' Perceptions of Iraqi-Made Apparel	Jennifer Yurchisin Hyo-Jung Chang Kittichai Watchravesringkan Ruoh-Nan (Terry) Yan	University of North Carolina University of North Carolina University of North Carolina Colorado State University
Preferences for Brassiere Attributes as a Function of Social Psychological Variable	Emine Ercan	Buffalo State Collage
Mediating Role of Perceived Risks: A Case of Online Shopping	Marine' Aghekyan-Simonian Sandra Forsythe Seunghee Lee	California State University Long Beach Auburn University Sookmyung Women's University
The Cross-Sectional Shapes of Bust and Under-Bust Circumferences Related to Bra Satisfaction	Chin-Man Chen Karen LaBat Elizabeth Bye	Shih Chien University University of Minnesota University of Minnesota
More Than Smells Like A Man!: A Study of Young Men's Consumption of Perfume	Wong Suet-ying Wing-sun Liu Lam Yee-nee	The Hong Kong Polytechnic University Hong Kong Design Institute
Study on the Relationship between Middle Aged Married Men's Self-Relation and Their Motives in Purchasing Their Own Clothing	Chih-Hui Shih Ching-Yi Cheng	Fu Jen Catholic University



Concurrent Session 3 11:20~12:50

Session 3.1 Luxury Consumption Values & Luxury Marketing

Session Chair: Michel Phan, ESSEC Business School

Room: Garnet

TITLE	NAME	AFFILIATION
Comparative Materialism Value Analysis of Interpersonal Effects on Fashion Consciousness and Status Consumption among Metropolitan Men	Aurathai	Suan Dusit Rajabhat University
	Lertwannawit	Penn State University
	Rujirutana Mandhachitara	
Intrinsic Motivations, Self-Esteem and Luxury Goods Consumption	Yann Truong Rod McColl	ESC Rennes School of Business
The Universe of Luxury Brand Personality Traits	Klaus Heine Volker Trommsdorff	Technical University of Berlin
A Conceptual Model for Luxury E-Commerce and Exclusivity: Building Initial Trust through Personal Luxury Values, Perceived Experiential Value and Self-Concept	Charles Aaron	University of Arizona
	Lawry	
	Laeae Choi	
	Zeinou Toure Mary Ann Eastlick	
A Research Agenda on the Evaluation of the Ready to Wear Line of Luxury Brands	Chelsey Latter Ian Phau Chris Marchegiani	University of Technology Curtin
Dimensions of the Luxury Brand Personality	Klaus Heine Volker Trommsdorff	Technical University of Berlin

Session 3.2 Tourist Decision Making

Session Chair: Metin Kozak, Mugla University

Room: Topaz

TITLE	NAME	AFFILIATION
Self- and Functional Congruence and Tourist Destination Choice	Taehong Ahn	University of Surrey
	Yuksel Ekinci	Oxford Brooks University
	Gang Li	University of Surrey
Modelling Motivation and Consumption for Cultural Experiences: Testing Culture as a Moderator for Eastern and Western Tourists	Pandora L Kay Denny Meyer	Victoria University Swinburne University of Technology
The Effect of Face Value on Consumer Price Perception in a Foreign Currency	Ying-Ching Lin Wen-Hsien Huang Hsuan-Hui Fang	National Dong Hwa University National Chung Hsing University National Dong Hwa University
A Exploring the Shopping Behaviors of Chinese Tourists Visiting the United States: A Qualitative Approach	Yueying Xu	Sun Yat-sen University

Session 3.3 Marketing and Public Policy

Session Chair: Michael L. Capella, Villanova University

Room: Nadeshiko

TITLE	NAME	AFFILIATION
Motivational Priming and Consumers' Food Portion Sizes	Kelly M. Wilder Cynthia Webster	Mississippi State University
Predicting Healthy Food Choices among Adolescents: The Role of Individual Differences and Product Characteristics	Machiel J. Reinders Marleen C. Onwezen	Wageningen University and Research Centre
Color Me in an Empirical Study on the Traffic Light Signposting System in Nutrition Labeling	Sophie Hieke Petra Wilczynski	Ludwig-Maximilians-Universität in Munich
Encouraging Complaining Behavior among Global Consumers	Piotr Chelminski	Providence College
Measuring the Effects of Marketing Smokeless Tobacco as Harm Reduction	Charles R. Taylor Michael L. Capella	Villanova University
A Model to Identify Consumers with High-Resistance to Searching for Information	Alvin Lee Boon Yong Hong Natalie Oon Stephanie Tan	The University of Western Australia

Session 3.4 Mobile Marketing/Interactive Advertising

Session Chair: Morikazu Hirose, Tokyo Fuji University

Room: Kikyo

TITLE	NAME	AFFILIATION
Advertising Value of Mobile Marketing Activities and Consumer Attitudes	Gozde Eren Sebnem Burnaz Nimet Uray	Istanbul Technical University
The Fascination of Limitless Consumption: An Empirical Study of Existence and Causes of Flat-Rate-Biases in the Cellular Mobile Industry	Sven Heidenreich Matthias Handrich	Strascheg Institute for Innovation and Entrepreneurship (SIIE), International University Schloss Reichartshausen
How Do Hedonic- and Utilitarian-Oriented e-Reader Characteristics Influence Users' Adoption Decisions?: An Empirical Model from Users' Perspective	Pei-Yu (Patty) Pai Hsien-Tung Tsai David C. Arnott	University of Warwick National Taipei University University of Warwick
A Literature Review of Advertising Researchs on the New Media	Hong-il Lee Cheol Park	Korea University
Examining the Impact of Online Advertising on Purchase Intentions	Khong Kok Wei Theresa Jerome Leong Wai Shan	Nottingham University Business School Malaysia Campus Sunway University College Sunway University College
Consumer's Attitude towards Social Network Advertising: An Exploratory Study	Sudarsan Jayasingh Rodney Lim	Swinburne University of Technology

Session 3.5 Customer Relationship Management/Marketing Channels

Session Chair: Eric Chuan-Fong Shih, Sungkyunkwan University
Tomokazu Kubo, Chuo University

Room: Suzuran

TITLE	NAME	AFFILIATION
The Impact of Loyalty Program on Loyalty Diffusion within Partnership Loyalty Program Network	So Young Lee Hyang Mi Kim Jae Wook Kim	Korea University
Measuring the Quality of Relationships in the Mobile Telecommunications Industry in Hong Kong towards the Generation Y Market: An Empirical Study	Dimple Mirpuri Sangeeta Narwani	City University of Hong Kong University of Hong Kong, SPACE(HKU SPACE)
Managing Partner Networks: A Study within the ICT Sector	Chris Storey	City University
Examination of Antecedents of Relationship Quality in New Zealand: From A Perspective of the Banking Industry	Catheryn Khoo-Lattimore Lin Yang	Taylor's University College (Lakeside Campus) Victoria University of Wellington

Session 3.6 Corporate Marketing I

Session Chair: Klaus-Peter Wiedmann, Leibniz University of Hannover

Room: Shobu

TITLE	NAME	AFFILIATION
Relationships between Consumers and Brands: An Empirical Analysis	Wolfgang Fritz Bettina Lorenz Michael Kempe	University of Braunschweig Volkswagen AG University of Braunschweig
Employees' Perception of CSR Activities: Its Antecedents and Consequences	Eun Mi Lee Seong-Yeon Park Hyun Jung Lee	Ewha Womans University
Reputation and Legitimacy Drivers of Voluntary Sustainability Reporting	Ralitza Nikolaeva Marta Bicho	Lisbon University Institute
Institutional Social Responsibility: An Exploratory Study of the Ethical Orientation of Marketing Professors in a Developing Economy	S.K.Pandey D.K.Batra	FORE School of Management
Reputation Effects in the Nonprofit Sector: Investigating the Moderating Effect of Potential Donors' Characteristics	Marko Sarstedt Matthias Schloderer Manfred Schwaiger	Ludwig-Maximilians Universität in Munich
Motivation of Consumer Boycott: The Case of Nano-Technology	Klaus-Peter Wiedmann Barbara Seegebarth Nadine Hennigs Lars Pankalla Martin Kassubek	Leibniz University of Hannover

Session 3.7 Global Apparel Manufacturing and Retailing

Session Chair: Miyoung Lee, Inha Univeristy

Room: Botan

TITLE	NAME	AFFILIATION
An Investigation on the Effects of a Global Brand to the SMEs of a Local Market: Zara Case	Gresi Sanje Dahan Filiz Balta Peltekoglu	Istanbul Bilgi University Marmara University
Salesperson Preference among Ethnic Customers	Lynn Eunjung Kwak Jane Z. Sojka	Ohio University Kyoto Institute of Technology
The Difference of Consumer Evaluations to Commercial Areas between Japan and Hong Kong	Shohei Aoyama Guoxiang Yuan Moe Ikegami Moeko Ota Kazuko Sakamoto	The Hong Kong Polytechnic University Kyoto Institute of Technology Kyoto Institute of Technology Kyoto Institute of Technology Kyoto Institute of Technology
Does "Retailtainment" Lead to Apparel Shopping Value in the Department Stores?	Eun Byeol Chae Xing Yang Eun Young Kim Eun Joo Park	Chungbuk National University Chungbuk National University Chungbuk National University Dong-A University
Profiling Chinese Shoppers at a Mall in Beijing	Hong Yu	Ryerson University

Lunch at Your Own

13:00 ~ 14:00
JGAMS and JGFM Editorial Board Meetings Starlight
Editor-in-Chief of Journal of Global Academy of Marketing Science
 Junyeon Moon (Hanyang University, ERICA Campus)
Editor-in-Chief of Journal of Global Fashion Marketing
 Eunju Ko (Yonsei University)

Concurrent Session 4 14:00~15:30

Session 4.1 Global Consumer Behavior

Session Chair: Michel Laroche, Concordia University

Room: Garnet

TITLE	NAME	AFFILIATION
The Moderating Role of Self-Constructual in Four Self-Congruity Effects	Ji-Hern Kim Yong J. Hyun	KAIST Business School
'We' or 'Me' Consumer Goods: A Cross-National Look at Self Constructual and Gender in the Adoption and Use of Products	David Ackerman Christina Chung	California State University Ramapo College of New Jersey
The Influences of Self-Constructuals on Consumers' Desire for Unique Products: The Mediating Roles of Uncertainty Orientation, Uncertainty Avoidance, and Susceptibility to Interpersonal Influence	Jae Min Jung Kawpong Polyorat Kyeong Sam Min	California State Polytechnic University at Pomona Khonkaen University University of New Orleans
The U.S. Brand Personality: A Sino Perspective	José I. Rojas-Méndez Steven Murphy Nicolas Papadopoulos	Carleton University
Exploring Otaku's Cognitive Resource Allocation	Wen-Yeh Huang Wen-Hao Huang Jonathan C. Ho	Yuan Ze University University of Illinois at Urbana-Champaign Yuan Ze University



PROGRAM IN DETAIL

2010 GLOBAL MARKETING CONFERENCE

Session 4.2 Innovation, Diffusion and Adoption of High Technology I

Session Chair: Sang-Hoon Kim, Seoul National University

Room: Topaz

TITLE	NAME	AFFILIATION
Attitude to Innovation, Personality, and High-Tech Service Acceptability	Huiyi Lo Nigel Harvey	Yuan Ze University University College London
Subsidizing Technology: How to Succeed	Domingo Ribeiro Soriano Marta Peris-Ortiz	University of Valencia Polytechnic University of Valencia
Heterogeneous Effects to ICT Adoption Worldwide	Tiffany Hui-Kuang Yu	Feng Chia University
Different Determinants at Different Times: B2B Adoption of a Radical Innovation	Nicole Vowles Peter Thirkell Ashish Sinha	Metropolitan State College of Denver Victoria University of Wellington University of New South Wales
Ontological Levels in the Knowledge Management Field	Marta Peris-Ortiz Carlos Rueda-Armengot Salvador Vivas López Domingo Ribeiro Soriano	Polytechnic University of Valencia Polytechnic University of Valencia University of Valencia University of Valencia
Effects of Social Influence on Consumers' Voluntary Adoption of Innovations Previously Adopted as Gifts	Sang-Hoon Kim Hyun Jung Park	Seoul National University

Session 4.3 Advertising and Integrated Marketing Communication I

Session Chair: Hyokjin Kwak, Drexel University

Room: Nadeshiko

TITLE	NAME	AFFILIATION
Background Color in Perception of Promotion Messages	Mikhail Nazarov	State University Higher School of Economics
When Which Self Matters? The Role of Personality, Color, and Product Type on Actual and Ideal Social Self-Concept Congruities	Joseph F. Rocereto	Monmouth University
Investigating the Characteristics of Restaurant Image: An Exploratory Study	Jinseo Park Mi Jung Kim Hyung Taek Lee	Hankuk University of Foreign Studies Hankuk University of Foreign Studies Chungbuk National University
Attitude toward SMS Advertising: A Study of Young Consumers' Perceptions in Different Cultures	Alexander Muk Christina Chung	Texas State University-San Marcos Ramapo College of New Jersey
Resolving Contradictions in Endorser Effectiveness: A Framework for Classifying Endorser	Kazuki Kubota	Keio University

Session 4.4 Eco-Marketing

Session Chair: Fiona Maria Schweitzer, Upper Austria University of Applied Sciences

Room: Kikyo

TITLE	NAME	AFFILIATION
Do Women Have More Positive Attitude to Fair Trade Than Men Do?	Eugene Song Seongsoo Lee	Hanyang University Sun Moon University
To React or Not to React? Incumbent Response to Green Pressure: The case of the North American liquid laundry detergent industry	Caroline Boivin Fabien Durif Andrée-Anne Chénier	Université de Sherbrooke Faculty
The Influence of LOHAS Consumers' Trust on Satisfaction and Repurchase Intention: Focused on the Organic Agricultural Products	Hyoung-gil Kim Hye-mi Im Yong-Cheol Hwang Jung-Hee Kim	Jeju National University
Psychological Make-up of Korean Green Consumerism: A Path Model Analysis	Jooho Kim Yeonshin Kim	Myongji University
The Role of Social Identity and Attitudes toward Sustainability Brands in Buying Behavior for Organic Products	Karen Hoogendam Jos Bartels	Wageningen University
The Impact of Environmentally Relevant Variables on Pro-Environmental Behaviors in the Case of Korea: The Mediating Effect of Preference for Environmental Attributes	Yong-ki Lee Jeang-gu Choi Min-seong Kim Yoon-gih Ahn	Sejong University
Effect of Recession on Consumer Attitudes towards Environmentally-Friendly Products	Fiona Maria Schweitzer Miu Ha Kwong Kurt Gaubinger	Upper Austria University of Applied Sciences The University of Hong Kong Upper Austria University of Applied Sciences

Session 4.5 2010 Global Customer Equity Symposium I

Session Chair: Eunju Ko, Yonsei University

Panels: Arch G. Woodside, Boston College

C. Anthony Di Benedetto, Temple University

Barry J. Babin, Louisiana Tech University

Ikuo Takahashi, Keio University

Michel Phan, ESSEC

Ralf Schellhase, University of Applied Sciences, Darmstadt

Room: Suzuran

TITLE	NAME	AFFILIATION
Roadmap for Global Customer Equity Modeling	Eunju Ko Seigyoung Auh	Yonsei University Thunderbird School of Global Management
Developing the Global Customer Equity Modeling System	Michael Hoffman Kyung Hoon Kim Song Han Yoon	Market Trading Inc. Changwon National University Jangan University
How Does Customer Equity Work in Luxury Fashion Brands	Kyung Hoon Kim Eunju Ko Bing Xu Jieun Lee Sang Jin Kim Honglei Liu	Changwon National University Yonsei University Yonsei University Yonsei University Changwon National University Changwon National University



PROGRAM IN DETAIL

2010 GLOBAL MARKETING CONFERENCE

Session 4.6 Current Issues in Retail Management

Session Chair: Ikuo Takahashi, Keio University

Room: Shobu

TITLE	NAME	AFFILIATION
Retail Market Potential in Japan: 2002 and 2007	Charles A. Ingene Ikuo Takahashi	Hong Kong Polytechnic University Keio University
The Boundary of Cross-Buying: Its Product Category and Platform Thresholds	Tsung-Chi Liu Yi-Jen Chen	National Cheng Kung University
The Influences of Price Dispersion and the Manufacturer's Suggested Price on Consumers' Boundaries of Acceptable Price: Expected Price as a Mediator	Etta Y. I. Chen Lien-Ti Bei	Yuan Ze University National Chengchi University
The Diversification of Shopping Style and an Experimental Study on Its Regulating Factors	Akira Yagihashi,	Keio University
Consumer Evaluations of Private Label Extensions: An Exploratory Study in the FMCG Categories	Thomas Foscht Marion Brandstaetter Bernhard Swoboda Cesar Maloles Andreas Strebinger	Karl-Franzens-University Graz Karl-Franzens-University Graz University of Trier California State University York University

Session 4.7 Marketing in Asia I

Session Chair: Boo Ho Voon, Universiti Teknologi MARA (UiTM)

Room: Botan

TITLE	NAME	AFFILIATION
External Learning and Firm Performance in China: A Contingency View	Julie Juan Li Xiaoyun Chen Kevin Zheng Zhou	City University of Hong Kong University of Macau University of Hong Kong, Hong Kong
Farmer's Decision to Grow Sugar Canes vs. Rice in Thailand: A Conjoint Analysis	Kawpong Polyorat Upsorn Pliansinchai	Esaan Center for Business and Economic Research (ECBER), Faculty of Management Science, Khonkaen University Mitr Phol Sugar Cane Research Center Co., Ltd.
An Investigation of Online Word-of-Mouth Communication in a Collectivist Society: A Conceptual Framework	Lin Yang Kim-Shyan Fam James E. Richard	Victoria University of Wellington
Are Generation Xers the Same in Hong Kong and Shanghai When It Comes to Advertising?	Jayne Krisjanous Aaron Gazley Kim Fam	Victoria University
The Role of Methods for Utilizing External Sources in Service Innovation: Empirical Evidence from South Korean Service Industry	Ki H. Kang Jina Kang	Seoul National University

Concurrent Session 5 15:40~17:10

Session 5.1 Global Consumer Values

Session Chair: Mark Cleveland, University of Western Ontario

Room: Garnet

TITLE	NAME	AFFILIATION
Globalization, Culture, Religion, and Values: Comparing Consumption Patterns of Lebanese Muslims and Christians	Mark Cleveland Michel Laroche Ranim Hallab	The University of Western Ontario Concordia University Concordia University
The Values of Elderly Consumers in Europe: The Case of the Netherlands, United Kingdom, Germany, Hungary, Portugal, Spain and Sweden	Hans Kasper Jessica Hohenschon Josee Bloemer	Maastricht University Maastricht University Radboud University Nijmegen
Driving the Value Premium through Cultural, Symbolic, Economic and Social Capital Management	Goran Vlastic Josef Langer Tanja Kesic	Bocconi University, Milan and University of Zagreb University of Klagenfurt University of Zagreb
The Effect of Intrinsic and Extrinsic Product Attributes on Perceived Value and Repurchase Intention about Jeans Brands: Cross Cultural Comparison among South Korea, United States and France	Eunju Ko Mia Lee Minyong Lee Michel Phan Yoo Kyung Hwang Heeju Chae JungHyun Jang	Yonsei University Yonsei University University of Kentucky ESSEC Business School Yonsei University Yonsei University Yonsei University
How Valuable are Cultural Values for International Market Segmentation?	Ralf Terlutter Sandra Diehl	University of Klagenfurt

Session 5.2 Innovation, Diffusion and Adoption of High Technology II

Session Chair: Kun-Huang Huarng, Feng Chia University

Room: Topaz

TITLE	NAME	AFFILIATION
Signaling Quality with New Product Preannouncements: Vaporware and the Role of Reference Quality	Heonsoo Jung	Konkuk University
Software Product Development Decision-Making Model from the Perspectives of System Dynamics and Project Management	Chin-Huang Lin Han-Yi Chen Yu-Chie Chen Hsiu-Ju Wu	Chung Hua University
Innovative Capabilities: Their Drivers and Effects on Current and Future Performance	Ana Lisboa Dionysis Skarmas Carmen Lages	ESTG/Instituto Politecnico de Leiria Athens University of Economics & Business ISCTE Business School/IUL
A Comparative Study to Classify ICT Development among Countries	Kun-Huang Huarng	Feng Chia University
A Study on Technology Readiness and Post-adoption Behavior	Minhee Son Kyesook Han	Home Customer Strategy BU, KT Yuhan University
An Analysis of Customer Expectations / Dissatisfaction toward Perishable Grocery Goods in the Online Environment	Yoon C. Cho	KDI SCHOOL of Public Policy and Management

Session 5.3 Global Product Innovation Management I

Session Chair: Seigyoung Ahn, Thunderbird School of Global Management

Room: Nadeshiko

TITLE	NAME	AFFILIATION
Global Innovation Diffusion: The Influence of Institutional Factors on the Adoption of Foreign Technologies	Goksel Yalcinkaya Sengun Yeniurt Roger Calantone	University of New Hampshire Rutgers University Michigan State University
An Exploration of New Product Development Performance as a Missing Link between Market Orientation and Organizational performance	Seongho Kang Sunmee Choi Heungsoo Park Jeong Woo	Yonsei University
A Study on the Purchase Decisions of Convergence Products: A Focus on the Consumer Perception of Functionalities	Sungkyu Lee Jong-Ho Lee Tony C. Garrett	Korea University
Does Intra-Firm Diffusion of Innovation Lead to Inter-firm Relationship Benefits? The Cases of Innovation-Providers and Adopters	Namwoon Kim Jae H. Pae Jeong Eun Park	Hong Kong Polytechnic University Ewha Womans University Ewha Womans University
Enhanced Product Innovation by Data Mining Inspired Sensory Mapping Algorithm	Udi E. Makov M. Ben-Assor Sam Saguy	University of Haifa University of Haifa The Hebrew University of Jerusalem
The Influence of Technology Converging Patterns on Consumer Acceptance	Heonsoo Jung Taeyeol Jun	Konkuk University

Session 5.4 Mapping Strategic Thinking in Marketing I

Session Chair: Roger Marshall, Auckland University

Room: Kikyo

TITLE	NAME	AFFILIATION
Integrating Strategic Thinking and Simulation into Marketing Strategy: Seeing the Whole System	Margherita Pagani Peter Otto	Bocconi University Union Graduate College
Strategic Versus Marketing Orientation in a Changing Context: An Empirical Study from Health Industry in Urban China	Jie Meng Roger A. Layton	University of New South Wales
Is Key Account Management Too Focused on Commercial Performance? A Cognitive Mapping Application for the Banking Sector	Fabien DURIF Bénédicte Geay Raoul Graf	University of Sherbrooke University of Sherbrooke Université du Québec à Montréal
Marketing Strategy-Specific Practices and the Competitive Success of New Zealand Firms 1997~2007	Ron Garland Roger Brooksbank	University of Waikato
Antecedents and Outcomes of Strategic Thinking	Byeong-Joon Moon	Kyung Hee University
Communication and Product Line Design with Dual Channels	I-Huei Wu Shan-Yu Chou Chyi-Mei Chen Ning-Hsiu Su	National Taiwan Normal University National Taiwan Normal University National Taiwan Normal University Chunghwa Telecom Company
The Effects of Communication Behavior by Cultural Disposition and Distance in International Strategic Alliance: Comparison between Korean and US Companies	Jong-Kuk Shin Min-Sook Park Min-Kyung Moon	Pusan National University

Session 5.5 Marketing in General I

Session Chair: Bong-Sup Shin, Kyunghee Cyber University

Room: Suzuran

TITLE	NAME	AFFILIATION
A Conceptual Framework of Value Creation in Event Tourism	Pi-Feng Hsieh Chung-Shing Lee	Takming University Pacific Lutheran University
Short Term vs. Long Term Brand Management Perspective	Ram Herstein Moti Zwilling	Ruppin Academic Center
Knowledge Management and Marketing Project Performance: The Moderating Effect of the Interactive Use of Management Control Systems (MCS)	Cheng-Tsung Lu Dauw-Song Zhu	Feng Chia University National Dong Hwa University
The Middle East Region Brand Effect	Keith Dinnie T.C. Melewar Ghazali Musa	Temple University Japan Campus Zurich University of Applied Sciences University of Malaya
Appropriating a Sport Brand in Building Their Own Identity: A Case Study of Young French Canadians and the Montreal Canadiens Hockey Club	Bernard Korai André Richelieu	Université Laval
Brand Personality Congruity between Customer and Retailing Store	Myung-sik Byun Bong-Sup Shin	Jangan University Kyunghee Cyber University

Session 5.6 Marketing Strategy in the International Context

Session Chair: Eleri Rosier, Cardiff University

Room: Shobu

TITLE	NAME	AFFILIATION
Dynamic Capabilities in a Turbulent Market Environment: Empirical Evidence from International Retailers in China	Lanlan Cao	Rouen Business School (ESC Rouen)
An Exploratory UK Study of Rapidly Internationalizing SMEs	Dave Crick	Victoria University
Resources and Performance of International Joint Ventures: A Tripartite Model	Changsu Kim Zhan Wu Krishna Erramilli	Sogang University The University of Sydney Illinois Institute of Technology
Competitive Positioning Strength: Market Measurement	Sandra J. Burke	University of Technology
What Makes a Non-Innovative Organisation Innovative? A Case Study of Two Services Providers	Zhongqi Jin Jyoti Navare	University of Middlesex
The Responsibility, Innovation and Marketing Services: Case of Public Service	Xavier Pavie Laetitia de Bussy	ESSEC Business School

PROGRAM IN DETAIL

2010 GLOBAL MARKETING CONFERENCE

Session 5.7 Marketing in Asia II

Session Chair: László Józsa, Sechenyi Istvan University

Room: Botan

TITLE	NAME	AFFILIATION
Television Product Placement Strategy in Thailand and the UK	Rungpaka Amy	University of Surrey
	Tiwsakul Chris Hackley	Royal Holloway University of London
Offensive Products Advertising in Malaysia	Ernest Cyril de Run	Universiti Malaysia Sarawak
	Kim-Shyan Fam	Victoria University of Wellington
	Aaron Gazley	Victoria University of Wellington
	Jayne Krisjanous	Victoria University of Wellington
Cultural Implications of Marketing Strategy Decisions in Asia	Adam Acar	Kobe City University of Foreign Studies
	Kitaoka	International University of Japan
	Jeevan	International University of Japan
	Madhusanka Premasara Joshua Smith Glen	International University of Japan
Chinese Generation N's Acceptance of New Media Ads	Jianyao Li	Sun Yat-Sen University
	Fang Liu	The University of Western Australia
Psychographic Variables Influencing Deal Proneness	Józsa László Keller Veronika	Széchenyi István University
The Influence of Consumer Ethnocentrism and Self-Image Congruence on the Local Brand Preference: A Comparison among Japan, Korea and Taiwan	Shih-Tung Shu	National Kaohsiung First University of Science and Technology
	Stephen Strombeck Chia-Ling Hsieh	Handong Global University National Kaohsiung First University of Science and Technology

Concurrent Session 6 17:20-18:50

Session 6.1 Global Cultural Change

Session Chair: Seong-Yeon Park, Ewha Womans University

Room: Garnet

TITLE	NAME	AFFILIATION
Cultural Adaptation Models among US Ethnic Consumers: Cluster Formation and Validation	Chang-Hoan Cho Ju Young Kang	Yonsei University University of Minnesota
Anything but Food: Acculturation and Food Consumption Practices Amongst Chinese Students in the UK	Benedetta Cappellini Dorothy Aiwan Yen	Royal Holloway University of London University of Worcester
The Effects of Ethnic Identity and Acculturation in Purchases of Host Country Products	Mahestu N Krisjanti Fang Liu Dick Mizerski	Atma Jaya Yogyakarta University University of Western Australia University of Western Australia
Is Preventional Feeling Really Important for Collectivist Culture?: Self-Regulatory Emotions in Ethnic Food Consumption	Kyunghee Bu Donghoon Kim Jungmin Son	Kwangwoon University Yonsei University Yonsei University
Understanding Cosmopolitan Consumers: A Four-Country Study	Sung-Joon Yoon Hugh M. Cannon Attila Yaprak	Kyonggi University Wayne State University Wayne State University

Session 6.2 Innovation, Diffusion and Adoption of High Technology III

Session Chair: Sanjit Sengupta, San Francisco State University

Room: Topaz

TITLE	NAME	AFFILIATION
Country-of-Origin Effects and Determinants of Industrial Brand Equity in International B2B Markets	Yi-Min Chen Yi-Fan Su Feng-Jyh Lin	National University of Kaohsiung National University of Kaohsiung Feng Chia University
The Adoption of Sustainable Solutions in the Automotive Sector: The Case of Natural Gas Vehicles	Klaus-Peter Wiedmann Nadine Hennigs Lars Pankalla Martin Kassubek Barbara Seegebarth	Leibniz University of Hannover
The Global Marketing Strategy Conceptualization Model of High Tech Markets in Taiwan	Chih-Wen Wu	National Chung Hsing University
Technological Expectation and Consumer Preferences for Product Form: A Strategic Role of Product Modularity	Seh-Woong Chung Jin K. Han Yong Seok Sohn	Singapore Management University Singapore Management University Kyung Hee University
The Effect of Social Network Properties on Customer Value: Gift-Giving of Online Digital Products	Young-Hyuck Joo Yunsik Kim Sukjoon Yang	Hansung University Hansung University Sangmyung University
Antecedents to Radical Product Innovation Capability: Literature Review and Implications	Stanley F. Slater Jakki J. Mohr Sanjit Sengupta	Colorado State University University of Montana San Francisco State University

Session 6.3 Global Marketing, Innovation and Consumer Choice

Session Chair: Felicitas Evangelista, University of Western Sydney

Room: Nadeshiko

TITLE	NAME	AFFILIATION
A Thoery of E-Coupon Strategy with Asymmetric Information	I-Huei Wu Chyi-Mei Chen Shan-Yu Chou	National Taiwan Normal University National Taiwan University National Taiwan University
Success Strategies in Declining Industries: A Case Survey	Antti Sihvonen Mirva Peltoniemi Henrikki Tikkanen Jaakko Aspara Joel Hietanen	Aalto University
Can High-Equity Global Brands Ride out Innovation Downfall Better?: An Investigation of the Exacerbating Factors of Product Innovation Failure from a Consumer Perspective	Shuling Liao Colin Cheng	Yuan Ze University
Building Export Marketing Capabilities Through Learning	Felicitas Evangelista Lancy Mac	University of Western Sydney University of Macau
Internet Usage, Internet Marketing Intensity and International Marketing Growth	Shane Mathews Constanza Bianchi	Queensland University of Technology

Session 6.4 Mapping Strategic Thinking in Marketing II

Session Chair: Junyeon Moon, Hanyang University ERICA Campus

Room: Kikyo

TITLE	NAME	AFFILIATION
The Effect of Forgiveness on Relational Performance in the Purchasing of Business Services	Jeonpyo Noh Jeansei Kim	Yonsei University
The Relationship between Marketing Metrics and Business Performance: An Empirical Study	Johanna Frösén Henrikki Tikkanen	Aalto University School of Economics
Competitive Conjecturing as a Capability: A Conceptualization and Study of Its Performance Payoffs	Lewis Lim	Nanyang Technological University
Hotel Marketing Strategies in Turbulent Times: Path Analysis of Strategic Decisions	Drew Martin Mark Isozaki	University of Hawaii at Hilo Distribution Marketing Starwood Hotels & Resorts Asia Pacific
The Purchase Intention of Premium Private Label Products	Jong-Ho Lee Kyesook Han Sungkyu Lee	Korea University Yuhan College Korea University
Consumers' Awareness of Green Marketing for Corporate Image and Purchase Intention at the Department Stores	Eunju Ko Eun Young Kim Yoo Kyung Hwang Yoonsun Hann	Yonsei University Chungbuk National University Yonsei University London School of Economics and Political Science

Session 6.5 Consumer Behavior in Chinese Context

Session Chair: Siqing Peng, Peking University

Room: Suzuran

TITLE	NAME	AFFILIATION
The Impact of Country of Origin and Product Familiarity on Chinese Consumers' Purchase Intentions: Exploring the Case of Dietary Supplements	So Won Jeong Jae-Eun Chung Leslie Stoel	The Ohio State University
Lonely are the Brave: Effects of Social Exclusion on Consumer Risk-Taking	Echo Wen Wan Yuwei Jiang Rod Duclos	University of Hong Kong Hong Kong Polytechnic University Hong Kong University of Science and Technology
Understanding Chinese Consumer Behavior Regarding New Products	Franziska Goetze Volker Trommsdorff	University of Technology Berlin
Chinese Subjective Concern of Marketing Strategies: A Survey of the Consumer Behavior in Hong Kong	Thomas Wai-kee Yuen Winnie Wan-Ling Chu	Hong Kong Shue Yan University

Session 6.6 Beauty Business and Medical Tourism Management

Session Chair: Ki Nam Jin, Yonsei University

Room: Shobu

TITLE	NAME	AFFILIATION
Japanese Tourists' Attitude towards Medical Tourism in Korea	Kinam Jin	Yonsei University
Medical Tourism and Cultural Competence	Kinam Jin Jinjoo Kim	Yonsei University
Beauty and Wellbeing Business for Global Tourism	Myoungza Shin	Daejon Health Science College

Session 6.7 Marketing Orientation in Emerging Economies

Session Chair: József Berács, Corvinus University of Budapest

Room: Botan

TITLE	NAME	AFFILIATION
The Importance of Market Orientation in the Banking Industry: The Ghanaian Case	Robert A. Opoku	King Fahd University of Petroleum & Minerals
	Vincent B. Essien	Ghana Commercial Bank
Market Orientation and Business Culture in Eastern Germany	Erik A. Borg Renate Akerhielm Frank-Michael Kirsch	Sodertorn University
Interaction Effects of Integrated Market Orientation and Entrepreneurship on Innovation and Customer Value: An Empirical Study in the Indonesian Context	Hanny Nasution Felix Mavondo	Monash University
Customer-Oriented Marketing Strategies: The Transformation of Two Manufactures in Taiwan	Wang-Yin Ruan Phil Yihsing Yang	National Taichung University
Four Orientations as Organizational Resources and Corporate Culture as Drivers of Organizational Performance	Gábor Nagy József Berács	Corvinus University of Budapest

Invited Fashion Show (Akebono Room)

"A Window to the Environment: From a Spider Web to Bias Lining Coat"

Designed by Key-Sook Geum (Hongik University), Hyun Shin Park (Duksung Women's University)

- Voluntary Models:

Arch G. Woodside (Boston College)	Marko Sarstedt (Ludwig-Maximilians-Universität in Munich)
Graham Hooley (Aston University)	Eleri Rosier (Cardiff University)
Charles R. Taylor (Villanova University)	Sandra Diehl (University of Klagenfurt)
C. Anthony Di Benedetto (Temple University)	Gouxin Li (Harbin Institute of Technology)
Leslie Burns (Oregon State University)	Eunju Ko (Yonsei University)
David Bell (Wharton School)	Seong-Yeon Park (Ewha Womans University)
Drew Martin (University of Hawaii at Hilo)	Eun Joo Park (Dong-A University)
Maria Kniazeva (University of San Diego)	Jeonghye Choi (Yonsei University)
Barry J. Babin (Louisiana Tech University)	Tony Garrett (Korea University)
Elyette Roux (Aix-Marseille Université)	Mrs. Kap-Young Jeong
Michel Laroche (Concordia University)	
Michel Phan (ESSEC)	

Assistants : Soo-jin Oh, Sung-ah Hur and Ji-eun Yeo (Hongik University)

- All of money from auction of presented clothings will be donated for environmental causes.

19:00
19:30

19:30
20:30

Conference Dinner (Akebono Room)

Welcome Speeches by the Organizing Committee

20:30
21:00

Keynote Speech (Akebono Room) Barry Babin, Louisiana Tech University "Service and Value"

21:00
21:20

Cultural Marketing: Contemporary Dancing (Akebono Room)

- Art Director and Concept by Haewon Han (Kyunghee University)
- Choreography and Dancers: Hwa Suk Lee (Chonbuk National University)
Youngmee Kim (Seowon University)
Heejung Suh (Sejong University)
- Sound Design: Jaeduk Kim (Sungkyunkwan University)
- Costumes: Jinsook Oh (Cheongju University)

September 11, 2010
Concurrent Session 7 08:20~09:30

Session 7.1 Global Online and Services Strategies

Session Chair: Jose I. Rojas-Mendez, Carleton University

Room: Garnet

TITLE	NAME	AFFILIATION
Web Site Localization in the Chinese Market	Nitish Singh Mike Chen-ho Chao Chin Chun (Vincent) Hsu	Saint Louis University Baruch College of The City University of New York University of Nevada
Online Game Characters' Influence on Brand Trust: Self-Disclosure, Group Membership, and Product Type	Yung Kyun Choi Sukki Yoon Heather P. Lacey	Dongguk University Bryant University Bryant University
A Cross-Cultural Study on Consumer Evaluations of Mobile Advertising	Fang Liu Yong Zhang Jianyao Li Doina Olaru	The University of Western Australia Hofstra University Sun Yat-Sen University The University of Western Australia
What Service Features Do Senior Tourists Care About in Outbound Group Package Tours: Taiwan vs. China	Kuo-Ching Wang Ai-Ping Ma Po-Chen Jao Mei-Ting Hsu Ching-Wen Lin	National Taiwan Normal University Beijing International Studies University Chinese Culture University Chinese Culture University National Chiayi University
Why Such a Smell in This Store? The Negative Effects of Ambient Scents on Consumers' Skepticism about Retailer's Motives	Renaud Lunardo	Troyes Champagne School of Management
Cultural Metaphors: Enhancing Consumer Pleasure in Global Servicescapes	Esi Abbam Elliot Joseph Cherian Hernan Casakin	University of Illinois at Chicago University of Illinois at Chicago Ariel University Center of Samaria

Session 7.2 Advancing Research Methods in Marketing III

Session Chair: Xiang (Robert) Li, University of South Carolina

Room: Topaz

TITLE	NAME	AFFILIATION
The Development and Validation of a Customer Value Co-Creation Behavior Scale	Youjae Yi Taeshik Gong	Seoul National University
Translating: Between Survey Answer Formats	Sara Dolnicar Bettina Grün	University of Wollongong Institute for Statistics and Mathematics, Wirtschaftsuniversität Wien and Institute for Innovation in Business and Social Research (IBSoR), University of Wollongong
Survey	John F. Gaski	University of Notre Dame
Development of a Scale for Assessing the Model of Necessary Evils	Alan J. Dubinsky Juyoung Kim Sanghyun Lee	Sogang University, St. Catherine University, Purdue University Sogang University Dongguk University
A New Angle on Measurement in Marketing in the 21st Century: Theoretical Underpinnings and Empirical Examples	Thomas Salzberger Monika Koller	Wirtschaftsuniversität Wien
The Relationship between the Size of Online Word-of-Mouth and Its Network Characteristics in the Early Stage: The Exploratory Approach to the Combination of Social and Semantic Analysis	Dong Il Lee Hyejun Lee Taeho Kim	Institute of Distribution & Franchise, Sejong University

Session 7.3 Marketing Education II

Session Chair: Ralf Schellhase, University of Applied Science Darmstadt

Room: Aoi

TITLE	NAME	AFFILIATION
Marketing Australian Higher Education in China: Factors Influence Chinese Students' Choice of Universities	Moli Jasmine Yang Stephen Sili Lin	CQ University ABC Immigration and Education Consultants
At-Risk Students in Singapore: What Reasons Do They Give for Failing?	Angela R. Dobele Foula Kopanidis Michael Gangemi	RMIT University
Indian Students' Motivations for Studying in Chinese Higher Education: Understanding Indian Students' Decision-Making in the Selection of a Medical Education	Stephen Sili Lin Moli Jasmine Yang	ABC Immigration and Education Consultants CQ University
What, Who and How Affects the Evaluation of Conference	Francisco Mas-Ruiz Aurora Calderón-Martínez Enar Ruiz-Conde Josefa Parreño-Selva	Alicante University
Teaching in China: The Example of a Summer School	Ralf Schellhase Xiaozheng Wen Li Zhang	University of Applied Sciences, Darmstadt XUPT, Xi'an XUPT, Xi'an
Overviews of Understanding Marketing in China	Tiesheng Gao Hongda Zhao	China Marketing Association Wuhan University

Session 7.4 WOM, Consumer-Generated-Content, and User-Centered Innovation I

Session Chair: Yutaka Hamoka, Keio University

Room: Sumire

TITLE	NAME	AFFILIATION
Factors Affecting Tourists' Behavioural Intentions Online: The Case of Tourism in Egypt	Samaa Taher Attia	British University in Egypt (BUE)
Electronic Word-of-Mouth (E-WOM): Internet Usage Motivations	José Luis Abrantes Claudia Seabra Cristiana Raquel Lages Chanaka Jayawardhena	Instituto Politécnico de Viseu Instituto Politecnico de Viseu Loughborough University Business School Loughborough University Business School
Persuasion Effect of E-WOM: The Impact of Involvement and Ambiguity Tolerance	Chih-Chien Wang Yi-Ting Wang	National Taipei University National Taiwan University
Communication Effects in Mass Collaboration: Evidence from the Muji Project	Hidehiko Nishikawa	Hosei University
Consumer Creativity: Does the Network Position Matter?	Kei Ishizuka Yen-ju Chen Yutaka Hamaoka	Keio University
Content Analysis of Online Co-Design Community Interactions: A Case Study of Crowd-Sourced Threadless	Juanjuan Wu Cara Damminga Kim K. P. Johnson Hye-Young Kim	University of Minnesota



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Session 7.5 New Perspectives for Retail Management

Session Chair: Chizuru Nishio, University of Tsukuba

Room: Hagi

TITLE	NAME	AFFILIATION
Heterogeneity of Brand Commitment and Its Relationship with Brand Loyalty	Takashi Teramoto Chizuru Nishio	The Distribution Economics Institute University of Tsukuba
SSM: Social Supermarket: A New Type of Retailer?	Christina Holweg Eva Lienbacher Peter Schnedlitz	WU Vienna University
Crime Prevention in Retail Stores: An Empirical Analysis	Sami Kajalo Arto Lindblom	Aalto University
Stressed but Still Healthy?: Investigating the Relationship between Stress and Health Orientation in On-the-Go Consumption	Tabea Huneke Tobias Schäfers Sabine Möller	European Business School (EBS)
The Effect of CRM Programs and Customer Equity on Managing Loyal Customer in Retail Industry	Shu-Tzu Huang Yin-Chiech Hsu	National Kaohsiung First University of Science and Technology

Session 7.6 Marketing in Asia III

Session Chair: Catheryn Khoo-Lattimore, Taylor's University College, Lakeside Campus

Room: Kiku

TITLE	NAME	AFFILIATION
A Crisis Is the Turning Point: A Preliminary Study of the Cooperation between Local Film Producer and Hollywood Majors in Distribution or Pre-Production Investment	Yu-Yin Hsieh Min-Ping Kang Yi-Lin Lin	Shih-Hsin University National Taiwan Normal University Shih-Hsin University
Export Marketing Resources, Export Competitive Advantage, and Export Performance: A Theoretical Framework and Empirical Analysis	Anon Khamwon Val Lindsay Nicholas Ashill	Victoria University of Wellington
What Kinds of the CEO Successor Can Make Marketing Success?	Suechin Yang Chiayu Tu	Tamkang University Ming Chuan University
A Birds Eye View of Business Communication Patterns in Asia: Negotiation Styles and Compliance Gaining Strategies Examined	Adam Acar Kitaoka Hideo Kobayashi	Kobe City University of Foreign Studies Kinki University
Like It or Not: Ad Likeability and Dislikeability in Asia	Aaron Gazley Jayne Krisjanous Kim Fam Reinhard Grohs	Victoria University Victoria University Victoria University University of Salzburg

Session 7.7 Special Session: Branding and Sports Marketing: An International Perspective

Session Chair: André Richelieu, Université Laval
Michel Desbordes, ISC School of Management

Room: Clifford

TITLE	NAME	AFFILIATION
The Internationalization of Sports Teams as Brands	André Richelieu	Université Laval
The Key Role of Stadiums and Arenas in Delivering Sport Events	Michel Desbordes	ISC School of Management
Sporting Mega-Events and the Proliferation of Ambush Marketing: A Typology of Strategies	Simon Chadwick Nicholas Burton	CIBS, Coventry University
Fans Reactions to Branding Strategies for Professional Sports Teams	Frank Pons Mehdi Mourali Lionel Maltese	Université Laval University of Calgary Euromed Marseille- Université Paul Cezanne

Concurrent Session 8 09:40~11:10

Session 8.1 Global Marketing Strategies

Session Chair: Emmanuel Cheron, Sophia University

Room: Garnet

TITLE	NAME	AFFILIATION
Nationalism, Consumer Animosity and Cross-border Mergers and Acquisitions	Cher-Min Fong Chun-Ling Lee Yanzhou Du	National Sun Yat-Sen University National Sun Yat-Sen University Nankai University
Market Orientation and Organizational Performance: A Comparison between Korean and American Students	Geon-Cheol Shin Joon Seok Kim	Kyunghee University
The Effect of Corporate Social Responsibility on Customer Outcomes: The Moderating Role of Culture	Boris Bartikowski Gianfranco Walsh	Euromed Management Marseille University of Koblenz-Landau
How Negative Celebrity Publicity Influences Consumer Attitudes: The Mediating Role of Moral Reputation	Lianxi Zhou Paul Whitley	Brock University Lingnan University
How Consumers "Consume" Celebrities: A Need-Gratification Model and an Inter-Generational Analysis	Terri H. Chan Caleb H. Tse Kineta Hung	The University of Hong Kong The University of Hong Kong Hong Kong Baptist University



PROGRAM IN DETAIL

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Session 8.2 Advancing Research Methods in Marketing IV

Session Chair: Sonja Gensler, University of Groningen

Room: Topaz

TITLE	NAME	AFFILIATION
A Comparison of Different Methods to Separate Treatment from Self-Selection Effects: The Case of Online Banking	Sonja Gensler Peter Leeftang Bernd Skiera	University of Groningen University of Groningen University of Frankfurt
Is the Use of Two-Tailed Testing for Directional Research Hypotheses Tests Legitimate?	Hyun-Chul Cho Shuzo Abe	Hanyang University Waseda University
Understanding WAP-enabled Mobile Advertising: A Dual Routes Model with the Moderating Effect of User Experience	Byunghwa Yang Youngchan Kim Changjo Yoo	Gyeongju University Yonsei University Dongguk University
Bayesian Network Approach to Examining Key Success Factors of Mobile Games	Sang-Hoon Kim Hyun Jung Park	Seoul National University
Sample Identification and Selection: A Combinatorial Optimization Based Approach	Robyn L. Raschke Anjala S. Krishen Pushkin Kachroo Pankaj Maheshwari	University of Nevada
Improving Learning by Design Interpolation over Small Samples of One or More	Brett Collins	AUT University

Session 8.3 B-to-B and Industrial Marketing I

Session Chair: Sang-Lin Han, Hanyang University

Room: Aoi

TITLE	NAME	AFFILIATION
Enhancing Innovation and Business Performance Through Supplier Collaboration: Perspectives from Vulnerable High Technology Firms	Gregory J. Brush	University of Auckland Business School
The Effects of Utilizing Industry-Academia Collaboration Network and Relationship Bond on the Acquisition of Technological Knowledge and Performance	Hyung-Shik Jung Youngshim Kim Seoung-Yup Yeom	Chosun University
Multi-Stage Marketing: Overcoming Uncertainties in B2B Markets	Michael Kleinaltenkamp Matthias Classen Andreas Fischer	Freie Universitaet Berlin
B2B Interactions at Trade Fairs and Relationship Quality: A Conceptual Approach	Maria Sarmiento Claudia Simões Minoo Farhangmehr	University of Minho

Session 8.4 WOM, Consumer-Generated-Content, and User-Centered Innovation II /Cross Media

Session Chair: Yutaka Hamoka, Keio University

Sandra Diehl, Alpen-Adria University of Klagenfurt

Room: Sumire

TITLE	NAME	AFFILIATION
Will You Listen to the Strangers' Comments? The Effect of Online Product Reviews from Je-Se Perspective	Ying Ding	Peking University
Why Do People Post on Business Blogs?	Masae Kei Yutaka Hamaoka	Keio University
I Don't Like Commercials, but This Isn't One	Martin K.J. Waiguny Ralf Terlutter	Alpen-Adria University Klagenfurt
Classification on Media-Based and Non Media-Based Influence Factors on Consumer Purchasing Behavior: An Empirical Investigation Using the Diary Method	Sandra Diehl Ralf Terlutter	Alpen-Adria University Klagenfurt
The Catalyzing Connection between Communication and Consumption	Adam Acar Kitaoka Roy A. Johnson Jr.	Kobe City University of Foreign Studies Baruch College
Monetizing Storytelling: Commercializing Media as Services	Erik Pöntiskoski Henri Weijo Jari Salo Elina Koivisto	Aalto University School of Economics

Session 8.5 Shopping Behavior and Retail Management

Session Chair: Tsung-Chi Liu, National Cheng Kung University

Room: Hagi

TITLE	NAME	AFFILIATION
A Study of Customer Interaction Experience with Travel Service: The Application of Critical Incident Technique	Tsung-Chi Liu Po-Yi Hsu	National Cheng Kung University
Experiences at the Shopping Mall: A Segmentation with Latent Class Clusters in the Spanish Market	Diana Gavilán María Avello Francisca Blasco Carmen Abril	Universidad Complutense de Madrid
What a Life Passage Means to Shopping Experience	Tsung-Chi Liu Rita Wu	National Cheng Kung University
The Mediating Effect of Perceived Service Risk on Perceived Value of Internet Shopping	Jihyun Kim Mary Lynn Damhrst	Virginia Tech Iowa State University
The Role of Retailer's Positioning on the Competitive Effect of Private Labels	Óscar González-Benito Mercedes Martos-Partal	Universidad de Salamanca
The Synergy Effect between Retail Brand and Self-Service Technology	Kuan-Yin Lee	Chaoyang University of Technology

Session 8.6 Marketing in General II

Session Chair: Chia-Lin Lee, National Chengchi University

Room: Kiku

TITLE	NAME	AFFILIATION
New Internet Marketing Mix for Services by Internet Portals	Gi-Whan Lee Ho-Yeol Bang Min-Sook Kim	Pusan National University
Consumers' Affective and Cognitive Reliance on Brand Trust When a Brand Crisis Occurs in the Private or Public Sphere	Natalia Yannopoulou Martin J. Liu	Nottingham University Business School
Elaborations of a Theory of Customer Value and Its Implications for Marketing Practice	Malcolm Ezekiel Fabiyi	Pan African University
A New Attitudinal Measure of Brand Equity in Co-Branding	Chia-Lin Lee	National Chengchi University
A Typology of Green Marketing Strategy	Shin-Young Choi Ho-Yeol Bang	Pusan National University
Top-Management Commitment's Critical Role in Adopting Green Purchasing Standards by High-Tech Industrial Firms	Yu-Xiang Yen Shang-Yung Yen Arch G. Woodside	Asia University Feng Chia University Boston College

Session 8.7 Meet the Editors

Session Chair: Arch G. Woodside, Boston College

Room: Clifford

JOURNAL	EDITOR	AFFILIATION
Journal of Business Research	Arch G. Woodside	Boston College
International Journal of Advertising	Charles R. Taylor	Villanova University
Journal of Product Innovation Management	C. Anthony Di Benedetto	Temple University
Psychology & Marketing	Rajan Natarajaan	Auburn University
Global Economic Review	Kap-Young Jeong	Yonsei University
Journal of International Marketing	David Griffith	Michigan State University
International Journal of Sports Marketing and Sponsorship	Michel Desbordes	ISC School of Management
Sport, Business and Management: An International Journal	Simon Chadwick	Coventry University
Journal of Global Academy of Marketing Science	Junyeon Moon	Hanyang University(ERICA Campus)
Journal of Global Fashion Marketing	Eunju Ko	Yonsei University

Concurrent Session 9 11:20~12:50

Session 9.1 Global Branding and Segmentation

Session Chair: Patrick De Pelsmacker, University of Antwerp

Room: Garnet

TITLE	NAME	AFFILIATION
Guilt by Association: Consumer Heuristic Judgments of Foreign Brands During a Food Safety Crisis in China	Hongzhi Gao John G Knight Hongxia Zhang	Victoria University of Wellington University of Otago Peking University
More Hype Than Substance? Investigating the Effects of Organic Labels as a Source of Brand Differentiation	Daniela B. Schafer Hans H. Bauer Manfred Bruhn Daniel Heinrich	University of Basel University of Mannheim University of Basel University of Mannheim
Brand Associations and Customer's Attitude towards Professional Sport Brands from an International Marketing Perspective: Review and Suggestions for Future Research	June Kyu Choi Sue Bridgewater Temi Abimbola	Warwick Business School
Clothing Consumption in Two Recent EU Member States: A Cross-Cultural Study	Elena S. Millan Patrick De Pelsmacker Len Tiu Wright	University of Reading University of Antwerp De Montfort University
A Segmentation Approach for the World's Most Mature Market Using Cognitive Age, Health Condition, Financial Status and the List of Values: Empirical Evidence from the Silver Market in Japan	Florian Kohlbacher Emmanuel Cheron	German Institute for Japanese Studies (DIJ) Sophia University
Reconsidering Consumers' Complaint Behaviour in a Chagrining Cultural Environment	Bernard Korai Nizar Souiden Frank Pons	Laval University

Session 9.2 Global Product Innovation Management II

Session Chair: C. Anthony Di Benedetto, Temple University

Room: Topaz

TITLE	NAME	AFFILIATION
Personal Word-of-Mouth, Virtual Word-of-Mouth, and Innovation Use	Tomoko Kawakami Kazuhiro Kishiya Mark E. Parry	Kansai University Kansai University University of Missouri-Kansas City
How Does Customer Participation Affect Product Development and Product Performance?	Jo-An Yu Yutaka Hamaoka	Keio University
When Things Go Wrong Don't Rely on Committed Consumers: Effects of Delayed Product Launches on Brand Trust in a Global Environment	Steffen Herm Jana Möller	Technische Universitaet Freie Universitaet
An Application of Use Diffusion Model in a Cross-National Context: A Comparative Study of Sweden, the US and India	Eric Shih Alladi Venkatesh Erihk Kruse	Sungkyunkwan University University of California Business Unit Media, Ericsson AB
Getting More from Cross-Functional Fairness for Product Innovativeness: Contingency Effects of Internal Resource and Conflict Management	Dirk De Clercq Narongsak (Tek) Thongpapanl Dimo Dimov	Brock University Brock University Newcastle University
Cross-Cultural Study of Product Design Innovation and Customer Value	Hakil Moon Douglas R. Miller Sung Hyun Kim	Washington State University Washington State University Daeil Foreign Language High School
The Effects of Types of Innovation on Customer Equity and Customer Loyalty	Hao Zhang Eunju Ko Kyung Hoon Kim Eunha Chun Yoo Kyung Hwang Jane Ko	Yonsei University Yonsei University Changwon National University Yonsei University Yonsei University Yonsei University



PROGRAM IN DETAIL

2010 GLOBAL MARKETING CONFERENCE

Session 9.3 Corporate Branding II

Session Chair: Manfred Schwaiger, Ludwig-Maximilians-Universität in Munich

Room: Aoi

TITLE	NAME	AFFILIATION
Consumer Evaluations of Brand Extensions and the Corporate Brand: The Role of Product, Category and Brand Involvement	Wybe Popma Lyvia Royd-Taylor	Brighton Business School
Direct-to-Consumer Communication in European Pharmaceutical Branding: Effects on a "Forbidden" Target Group	Martina Littich Petra Wilczynski	Ludwig-Maximilians-Universität in Munich
Heritage as a Safe Haven in Turbulent Times: Consumer Perception of Brand Heritage in the Automotive Industry	Klaus-Peter Wiedmann Nadine Hennigs Steffen Schmidt Thomas Wuestefeld	Leibniz University of Hannover

Session 9.4 B-to-B and Industrial Marketing II

Session Chair: Sang-Lin Han, Hanyang University

Room: Sumire

TITLE	NAME	AFFILIATION
Optimization of Trade Promotional Activities: Framework, Tool and Industry Application	Priyank Pandey Rajul G. Joshi	Tech Mahindra Ltd Symbiosis International University
How Relationship Management and Relationship Quality Impact Export Performance	Josée Bloemer Armand Odekerken Mark Pluymaekers Hans Kasper	Radboud University, Zuyd University Zuyd University Zuyd University Maastricht University
Marketing in Software SMEs: A Comparative Case Study	Sara Parry Rosalind Jones Beata Kupiec-Teahan	Bangor University Bangor University Scottish Agricultural College
Developing a Conceptual Model for Risk Management Through Communication	László Sajtos Zoltán Veres Ildikó Kaszai	University of Auckland Budapest Business School KEMA Ltd

Session 9.5 Marketing Strategy and the Customer Perspective

Session Chair: Riza Casidy Mulyanegara, Swinburne University of Technology

Room: Hagi

TITLE	NAME	AFFILIATION
The Relationship between Market Orientation, Brand Orientation, and Perceived Benefits in the Non-Profit Sector: A Customer-Perceived Paradigm	Riza Casidy Mulyanegara	Swinburne University of Technology
How Corporate Associations Influence Customer Relationship Strength?: The Effects of Different Types of Trust	Yi Xie Siqing Peng	University of International Business and Economics Peking University
A Robust Optimization Approach to Customer Equity Management	Hamidreza Koosha Amir Albadvi	Tarbiat Modares University
A Negative Side of Outsourcing Marketing Functions and Market-based Learning Process	Jeong Eun Park Sungho Lee Robert M. Morgan	Ewha Womans University University of Seoul The University of Alabama
Negative Spokesperson Publicity: The Financial Risk of Celebrity Endorsement	Richard Rinkenburger Stefan Hock Sascha Raithel Manfred Schwaiger	Ludwig-Maximilians-Universität in Munich
What are Product Bundles and How to Bundle Products	Kuei-Feng Chang	DaYeh University

Session 9.6 Consumer Psychology III

Session Chair: Seong-Yeon Park, Ewha Womans University

Room: Kiku

TITLE	NAME	AFFILIATION
Mental Account Matters in Planning C2C Online Resale: The Influence of Resale Knowledge	Tzu Ying Lee Shuling Liao	National Chengchi University Yuan Ze University
Becoming Me: Consumption Symbols and Identity Transition in Acculturation Process: An Analysis of Film "The Namesake"	Theeranuch Pusaksrikit Yikun Zhao	University of the Thai Chamber of Commerce York University
The Fit Effects of Regulatory Focus and Message Frame to Health Care-Taking Intention: The Mediation of Self-Efficacy and Perceived Risk	Aihwa Chang Yulun Liu Charon Chen	National Chengchi University
Construal Fit: The Concreteness of Housing Advertising and Spatial Distance	Wenbo Ji Siqing Peng	Peking University
Source Effects on Product Judgments: Moderation of Product-Source Positioning and Category Relevance	Yi-wen Chien Chung-chiang Hsiao	National Taiwan University National Taiwan Normal University



PROGRAM IN DETAIL

2010 GLOBAL MARKETING CONFERENCE

Session 9.7 Business Meeting

Room: Clifford

The KAMS Committee of the 2010 GMC	NAME	AFFILIATION
Chair of the Organizing Committee	Eunju Ko	Yonsei University
Conference Co-Chairs	Arch G. Woodside Charles R. Taylor Graham Hooley Ikuo Takahashi	Boston College Villanova University Aston University Keio University
Advisor to the President of KAMS	Sung Won Hong	President and CEO, COEX Convention and Exhibition Center
General Secretary	Kyung Hoon Kim	Changwon National University
Associate General Secretary and Editor of Proceedings	Eun Young Kim	Chungbuk National University
Associate General Secretary for External Affairs	Song Han Yoon	Jangan University
Plan for the 2012 Global Marketing Conference	Kyung Hoon Kim	Changwon National University

KAMS Board of Directors Meeting

Conference Lunch Ascot Hall

Welcome Speech

Sung Won Hong, Persident and CEO, COEX Convention and Exhibition Center

13:00
14:30

Award Ceremonies

- 2010 GMC Best Conference Paper Award
- 2010 GMC Best Reviewer Award
- 2010 GMC Best Multimedia Presentation Award
- Emerald Award
- 2010 GMC Excellent Service Award

Concurrent Session 10 14:30-16:20

Session 10.1 Luxury Brand Communications

Session Chair: Klaus-Peter Wiedmann, Leibniz University of Hannover

Room: Garnet

TITLE	NAME	AFFILIATION
The Role of Place Endorsement and City Names in Crafting Luxury Brand Image	Marie-Cecile Cervellon Claude Chailan Sandrine Ricard	International University of Monaco
The Effect of Country Image on Luxury Fashion Brand Performance: A Cross-National Comparison of Consumers in South Korea and the United States	Hye Jung Jung Chorong Youn Heesoon Yang Yuri Lee	Seoul National University Seoul National University Konkuk University Seoul National University
Let's Talk about Fashion: Exploring the Motivational Drivers of Social Influencers in Fashion Marketing	Klaus-Peter Wiedmann Nadine Hennigs Sascha Langner	Leibniz University of Hannover
The Effect of Celebrity Conformity on the Purchase Intention of Celebrity Sponsorship Luxury Brand: The Moderating Effects of Symbolic Consumption and Face Saving	Seong-Yeon Park Young Yang	Ewha Woman's University
U.S. Consumer Perception of Global Luxury Fragrance Brand Advertising: Measuring the Relative Impact of Brand Elements	Mark DeFanti Helen Caldwell Deirdre Bird	Providence College
Luxury Fashion Brand's Perceived Social Media Marketing Activities: How Do They Affect Customer Equity and Purchase Intention?	Angella Jiyoung Kim Eunju Ko	Yonsei University

Session 10.2 Tourism Market and Segmentation

Session Chair: Drew Martin, University of Hawaii at Hilo

Room: Topaz

TITLE	NAME	AFFILIATION
Quality of Life and Tourism: A Conceptual Framework and Novel Segmentation Base	Sara Dolnicar Katie Cliff Venkat Yanamandram	University of Wollongong
Developing a Tourism Culture Contact Scale	Jürgen Gnoth Andreas H. Zins	University of Otago MODUL University Vienna
Becoming a Hero on Holiday: Identity Construction Through the Consumption of Adventure	Shelagh Ferguson Sarah Todd	University of Otago
Outbound Group Package Tours: Three Years' Experiences in Japan, Taiwan, and China	Kuo-Ching Wang Ying-Zhi Guo Junyi Zhang Yu-Shan Lin Ya-Fang Hung	National Taiwan Normal University Fudan University Hiroshima University Northeast and Yilan Coast National Scenic Area Administration National Taiwan Normal University
Understanding the Chinese Long-Haul Outbound Travel Market: An Overlapped Segmentation Approach	Xiang (Robert) Li Fang Meng Muzaffer Uysal Brian Mihalik	University of South Carolina Ohio University Virginia Polytechnic Institute and State University University of South Carolina
Destination Personality Segmentation and Profiling International Tourists in a National Marine Park	Aurathai Lertwannawit Parisa Rungruang	Suan Dusit Rajabhat University Mahidol University

PROGRAM IN DETAIL

2010 GLOBAL MARKETING CONFERENCE

Session 10.3 HIT-KAMS Joint Symposium

Session Chair: Guofeng Li, Harbin Institute of Technology

Room: Aoi

TITLE	NAME	AFFILIATION
Research on the Effect of Corporate Social Responsibility to Consumer's Attribution and Purchase Intention in Crisis Situation	Guofeng Li Kai Xu Wei Liu	Harbin Institute of Technology
Dangdang's Personalized Service Based on Data Mining Technology	Jun Wu Xu Bo-Xiang Yuan-jiang	Harbin Institute of Technology
The Effect of Job Insecurity: Examples of Luxury Sales Representatives	Li Zhang Lin Zhang Dongmei Chi	Harbin Institute of Technology
A Study on the Relations of Competitive Priorities in International Manufacturing Enterprises	Ping Li Li Zhang	Harbin Institute of Technology
The Relationship Study among Service Quality, Customer Satisfaction and Customer Loyalty of Mobile Communication Industry	Rui Jin Zhang Yun Chang Zhang	Harbin Institute of Technology
The Study of the Logistics Marketing Channel Development Based on the Internet of Things	Zhaohui Du Shan Lian Guoliang Zhou	Harbin Institute of Technology

Session 10.4 Special Session

Session Chair: Gordon E. Miracle, Michigan State University

Room: Sumire

TITLE	NAME	AFFILIATION
Why Scholarly Advertising Research Differs among Countries: The Case of Japan	Gordon E. Miracle Morikazu Hirose Shizue Kishi Kazuhiro Kishiya Izumi Matsunaga Chieko Minami Carolus Praet Kazue Shimamura	Michigan State University Tokyo Fuji University Tokyo Fuji University Kansai University Dentsu Inc. Kobe University Otaru University of Commerce Waseda University

Session 10.5 Corporate Marketing II

Session Chair: Shaun Powell, University of Wollongong

Room: Hagi

TITLE	NAME	AFFILIATION
Corporate Marketing, CSR and Ethical Identity	Shaun Powell	University of Wollongong
Heavy Industry and Corporate Social Responsibility: Mutually Exclusive?	Angela Dobele Kate Westberg Marion Steel Kris Flowers	RMIT University
Making Sense of Your Company's Reputation: What We Can Learn from FMCG Marcoms	Stephen Lloyd	AUT University
The Relative Importance of the Type of Cause, the Amount of the Donation and the Type of CMR in a Cause-Related Marketing CSR Strategy	François Marticotte Hatim Bouazer	ESG-UQAM
Cause-Related Marketing Campaigns in Germany and Switzerland and Their Influence on Buying Behavior	Frederik Böttcher Sebastian Sigle	European Business School

Session 10.6 Consumer Psychology IV

Session Chair: Dong-Mo Koo, Kyungpook National University

Room: Kiku

TITLE	NAME	AFFILIATION
How Ambiguous Are Merged Products?	Vera Waldschmidt Volker Trommsdorff	Technical University Berlin
The Effect of Social Comparison of Appearance on Compensatory Buying and Symbolic Consumption: The Mediating Role of Body Esteem	Seong-Yeon Park Yu Mi Ko	Ewha Womans University
Signaling Product Quality with Advertising and Retailers: The Moderating Effect of Vertical Restraints	Miao-Ling Chen Ling-Ling Wu Chin-Chia Hsu	National Sun Yat-sen University National Taiwan University National Taiwan University
Causal Relationships among Dominance, Arousal and Pleasure: Focused on Two-Dimensional Concept of Arousal	Dong-Mo Koo Hyo-Jin Jeong Seo-Yun, Hwang Sun-Jung Moon Sa-Won Kim Ryang Kim	Kyungpook National University
The Influence of TV-Sponsorship on Consumer Psychology	Hans H. Bauer Melchior D. Bryant Daniel Heinrich Boris Toma	University of Mannheim

Concurrent Session 11 16:10-17:40

Session 11.1 Luxury Customer Attitudes and Counterfeits

Session Chair: Elyette Roux, Aix-Marseille Université

Room: Garnet

TITLE	NAME	AFFILIATION
Understanding Loyalty to Luxury Fashion Products through Consumer-Based Fashion Equity	Caroline Le Bon	University Paul Cézanne Aix Marseille, CERGAM
	Dwight Merunka	University Paul Cézanne Aix Marseille, CERGAM and EUROMED Management
	Pierre Valette- Florence	University of Grenoble
Fashion Store Personality: Scale Development and Relation to Self-Congruity Theory	Kim Willems	University of Hasselt & Vrije Universiteit Brussel
	Gilbert Swinnen	University of Hasselt
	Wim Janssens	University of Hasselt
	Malaika Brengman	Vrije Universiteit Brussel
Attitudes toward Luxury Items among Teens in Brazil	Luciana De Araujo Gil	Nanyang Business School
	Kyoung-Nan Kwon	Ajou University
	Linda Good	Michigan State University
	Lester W Johnson	Melbourne Business School
An Unsymmetrical Effect of Past Experiences with Genuine Fashion Luxury Brands and Their Counterfeits on Purchase Intention of Each	Boonghee Yoo	Hofstra University
	Seung-Hee Lee	Ewha Womans University
Purchase Intention for Luxury Brands: A Cross-Cultural Comparison	Qin Bian Sandra Forsythe	Auburn University
Living in a Parallel Universe: What Are the Negative Emotions That the Wealthy Experience When Buying Luxury Goods?	Elyette Roux	Aix-Marseille Université
	Fatima Cristina	Ecole de Management de Normandie
	Trindade Bacellar	Aix-Marseille Université
	Tingting Mo	Aix-Marseille Université
	Virginie de Barnier	Aix-Marseille Université



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Session 11.2 Managing Destinations and Tourist Experiences

Session Chair: Wonae Cho, Seoul Women's University

Room: Topaz

TITLE	NAME	AFFILIATION
Promoting and Intentions to Revisit Tourism Destinations: The Role of Destination Personality, Satisfaction and Identification	Dionysis Skarmeas	Athens University of Economics & Business
	Magnus Hultman	University of Leeds
Shangri-La: The Local Effects of Constructing a Tourist Paradise	Russell Belk Rosa Llamas	York University University of Leon
Understanding the Relationships of Customer Service Quality, Satisfaction, and Behavioral Intentions among Hot Spring Hotels	Chui-Yen Chen	Chin-Min Institute of Technology
Participatory, Tourist Consumer Behavior-Based, Integrated Tourism Marketing Plan for Chainat Province	Nak Gulid	Srinakharinwirot University
	Aurathai	Suan Dusit Rajabhat University
	Lertwannawit	Suan Dusit Rajabhat University
	Rattana Saengchan	Suan Dusit Rajabhat University

Session 11.3 Global Product Innovation Management III/Luxury and Sports Marketing

Session Chair: Dae Ryun Chang, Yonsei University

Room: Aoi

TITLE	NAME	AFFILIATION
Market Pioneering Advantage in Successive-Generations of a Product Market	Dae Ryun Chang Se-Bum Park	Yonsei University
Customized Service Innovation by Preference Clarity and Customer Participation in Korean and Chinese Culture	Jong-Kuk Shin Min-Sook Park Mi-Ri Kim	Pusan National University
Private Sale Websites in the Luxury Goods Industry	Soyoung Kim Briana M. Martinez	University of Georgia
Impacts of Sports Sponsorship on Consumer Beliefs about Corporate Ability	Kihan Kim	Seoul National University
Creativity and Innovation in Online Game	Kyung Hoon Kim Hong Seob Jung Sang Jin Kim Honglei Liu	Changwon National University

Session 11.4 Consumer Behavior in the Service Industry

Session Chair: Maria Avello, Universidad Complutense de Madrid

Room: Sumire

TITLE	NAME	AFFILIATION
What Drives Parapharmacy Customers? An Explanatory Model of the Spanish Market	Maria Avello Diana Gavilan Carmen Abril	Universidad Complutense de Madrid
The Relationship between Customers' Loyalty and Value: An Empirical Study of Chinese Banking Industry	Matthew Tingchi Liu Simon S.M. Yuen	University of Macau The Hong Kong Polytechnic University
The Effect of Online Shopping Motivation and Product Type on Online Store Browsing and Spending Behavior	Jyh-Shen Chiou Chien-Chien Ting	National Chengchi University
From Disconfirmation to Switching: An Empirical Investigation of Switching Intentions After Service Failure and Recovery	Wen-Hai Chih Kai-Yu Wang Li-Chun Hsu I-Shin Cheng	National Dong Hwa University Brock University National Dong Hwa University Hualien Harbor Bureau
Does Life Happiness and Attachment with Service Usage Impact Attitude? An Exploratory Study of Young People's Use of Text Messaging	Yi Xie Joseph Sy Changco Ramendra Singh Suwichit Chaidaroon	University of International Business and Economics University of Macau Indian Institute of Management Nanyang Technological University

Session 11.5 Innovation, Diffusion and Adoption of High Technology IV

Session Chair: Jaihak Chung, Sogang University

Room: Hagi

TITLE	NAME	AFFILIATION
Analyzing Willingness to Engage in Technology transfer in Industry-University Collaborations	Wen-Hsiang Lai	Feng Chia University
Twittering on the Edge: Timing of Peak Adoption for Internet-Based Communication Applications Using the Bass Model	David H. Wong Bradley Turner Kenneth B. Yap Nexhmi Rexha	Curtin University of Technology Curtin University of Technology University of Western Australia Curtin University of Technology
Social Networks, Institutional Links and Firm Innovation in China's Transitional Economy	Jie Wu	The University of Macau
A Multi-Level Approach to the Role of Culture in Consumer Innovativeness	Heejin Lim Jeesun Park	The University of Tennessee
Driving Factors of Post Adoption Behavior in Mobile Data Services	Hun Choi Youngchan Kim Jinwoo Kim	Catholic University of Pusan Yonsei University Yonsei University
The Roles of Online Buzz Activities on New Product Diffusion and its Dynamics	Jaihak Chung	Sogang University



PROGRAM IN DETAIL

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Session 11.6 Advertising and Integrated Marketing Communication II

Session Chair: Hyokjin Kwak, Drexel University

Room: Kiku

TITLE	NAME	AFFILIATION
Cultural Differences in Emotional Advertising	Seunghee Im Doo-Hee Lee Charles R. Taylor Jinkyung Goo	Jeonju University Korea University Villanova University Korea University
Digital Identity: A Social Identity Perspective	Brooke Reavey	Drexel University
The Social Media (R) Evolution: Obama's Political Campaign	Edwina Luck Jacelyn Taylor Jennifer Moffatt	Queensland University of Technology Hatch
Responses of Chinese Consumers to Cue Applicability in Corporate Advertising Themes: Prior Knowledge and Contextual Priming Effects	Jing Jiang Xiaobo Tao	Renmin University North China University of Technology
Attractiveness of Sexy Avatars: Gender Differences in Persuasion Effect	Chih-Chien Wang Yi-Jhen Su Yi-Ting Wang	National Taipei University National Taipei University National Taiwan University
Attitude toward SMS Advertising: A Study of Young Consumers' Perceptions in Different Cultures	Alexander Muk Christina Chung	Texas State University-San Marcos Ramapo College of New Jersey

Concurrent Session 12 17:50-19:20

Session 12.1 Service Marketing

Session Chair: Yong-Ki Lee, Sejong University

Room: Garnet

TITLE	NAME	AFFILIATION
Effects of Customer Value on Internet Banking Corporate Reputation and Satisfaction: a Comparative Study in Portugal and Austria	Sandra Maria Correia Loureiro Eva Lienbacher Eva Walter	University of Aveiro WU Vienna University of Economics and Business
The Influences of Employee Clothing Style, Service Quality, and Consumer Emotions on Consumers' Image Perceptions of Banking Institutions	Ruoh-Nan (Terry) Yan Kittichai (Tu) Watchravesringkan Jennifer Yurchisin Hyo Jung (Julie) Chang	Colorado State University University of North Carolina University of North Carolina University of North Carolina
Elaborations of a Theory of Customer Value and Its Implications for Marketing Practice	Malcolm Ezekiel Fabiyi	Lagos Business School Pan African University
Tourists' Perceptions of Role Play: Do Tour Leader's Gender and Age Stereotypes Matter?	Sheng-Hshiang Tsaur Hsiang-Fei Luoh Shu-Ju Lee	National Chiayi University Fu Jen Catholic University Ming Chuan University
Traditional and IS-enabled Customer Acquisition for an Internet Retailer: Why New Buyer Acquisition Varies over Geographies and by Method	Jeong Hye Choi David R. Bell Leonard M. Lodish	Yonsei University Wharton School, University of Pennsylvania
Co-Creation across Various Stages and Industries in Service Encounters	Ruchir Agarwal Kirsti Lindberg-Repo	Indian Institute of Foreign Trade Hanken School of Economics

Session 12.2 The Tourist Experience

Session Chair: Andreas Zins, Modul University Vienna

Room: Topaz

TITLE	NAME	AFFILIATION
A Cross-Cultural Application of the Affective Response to Consumption Scale: Investigating US-American and Austrian Passengers on Long-Haul Flights	Alexandra Ganglmair-Wooliscroft Ben Wooliscroft	University of Otago
Mining Consumer Sentiments from Travel Reviews: An Application of Three Alternative Methods	Antonella Capriello Peyton R. Mason Boyd Davis John C. Crotts	Università del Piemonte Orientale, IRAT/CNR Linguistics Insights Inc. University of North Carolina at Charlotte College of Charleston
Investigating Heterogeneity in Safety Perceptions of International Tourists	Cláudia Seabra Sara Dolnicar José Luis Abrantes Elisabeth Kastenholz	Polytechnic Institute of Viseu University of Wollongong Polytechnic Institute of Viseu Aveiro University
Symbolic Consumption of Tourism Destination Brands	Yüksel Ekinci Ercan Sirakaya-Türk Sandra Preciado	Oxford Brookes University The University of South Carolina Oxford Brookes University
Are Consumers Ready for Sustainable Tourism? An Exploratory Study on Perceived Values and Risks	Mélanie Brieu Fabien Durif Jean Roy	Université de Sherbrooke

Session 12.3 Advertising and Children/Intercultural Communication

Session Chair: Ralf Terlutter, University of Klagenfurt
Wolfgang Fritz, University Braunschweig

Room: Aoi

TITLE	NAME	AFFILIATION
When Did Children Become Targets	Nana Lee Moore	Warner University
Children's Understanding of Advertising and Developing Consumer Socialisation	Neeru Kapoor	Delhi University
Analysis of Impact of Advertisement on Child Psychology and Habit Formings	S. A. Soundattikar V. R. Naik	Shivaji University
Personal Characteristics as Possible Influences on Children's Advertising Literacy	Julia Spielvogel Ralf Terlutter	Alpen-Adria-University of Klagenfurt
Research Tendencies in Intercultural Communication: The Significance of Asia-Centric Perspectives	Wencke Gülow	Technische Universität Braunschweig
Religious Conspiracy, Marketing Gag or Coincidence: The False Decoding of the Coca-Cola Logo in the Muslim World	Thomas Knieper Andreas Graf	Technische Universität Braunschweig
Sex Appeal in Print Advertising: What Do Muslim Women Think?	Virginie De Barnier Zeeshan Qader	Aix-Marseille Université

Session 12.4 Consumer Behavior in the Service Industry/Sales Management

Session Chair: Sunmee Choi, Yonsei University
 Antonis C. Simintiras, Swansea University

Room: Sumire

TITLE	NAME	AFFILIATION
Consumers' Density in Service Encounters: Mediation and Moderation Effects	Frank Pons Mehdi Mourali	Laval University University of Calgary
Management of Service Customer Behaviors through Rewards	Sunmee Choi Sooyeon Kim Miri Kim	Yonsei University LG CNS Yonsei University
Factors Influencing Adaptive Selling Behaviour of Retail Salespeople: A Multilevel Analysis	Antonis C Simintiras Alan J Watkins Konstantinos Georgakas	Swansea University Swansea University Gecon
Games Salespeople Play: Do Sales Contests Create Ethical Micro-Climates?	F. Juliet Poujol Eric Pezet John F. Tanner Jr.	GSCM-Montpellier Business School Université Paris Ouest Baylor University
Defining and Performing e-Selling through the Immersion Fit	Petri Parvinen	Aalto School of Economics
The Relationship between Guanxi and Salespeople's Moral Intensity	Wen-yeh (Rene) Huang	Yuan Ze University

Session 12.5 Innovation, Diffusion and Adoption of High Technology V

Session Chair: Wenhsiang Lai, Feng Chia University

Room: Hagi

TITLE	NAME	AFFILIATION
Towards Building a Theoretical Framework of Motivations and Interactivity for Using IPTV	Juran Kim Ki Hoon Lee	Jeonju University
A Contingent View of External Learning and Radical Innovation: Evidence from China's High-Tech Firms	Yongchuan Bao Xiaoyun Chen Kevin Zheng Zhou	Suffolk University University of Macau The University of Hong Kong
How Service Technology Innovation Impacts Customer Acceptance of Self-Service Technology	James K.C. Chen Sin-Yi Lin	Asia University
Consumer Responses to High-Technology Products: Product Attributes, Cognition and Emotion	Seunghyun Lee Sejin Ha Richard Widdows	Purdue University

Session 12.6 Advertising and Integrated Marketing Communication III

Session Chair: Joseph F. Rocereto, Monmouth University
 Evi Lanasier, Curtin University of Technology

Room: Kiku

TITLE	NAME	AFFILIATION
Attitudes toward Animation in Television Advertising: A Cross-Cultural Study	Wenny Ly Felicitas Evangelista	University of Western Sydney
Guilt Arousal through Advertising Appeals on Food Packaging and Labelling	Lim Zi Cheng Wesley Ian Phau	Curtin University of Technology
The Use of Older Models in Advertising: A Survey of Advertising Practitioners in Japan	Florian Kohlbacher Michael Prieler Shigeru Hagiwara	German Institute for Japanese Studies (DIJ) Tokyo Hallym University Keio University
'Shockvertising': An Exploratory Investigation into Attitudinal Variations and Perceptions of Shock Advertising	Matthew Robinson Philip Stern Rosalind Jones Sara Parry	Bangor University

Multimedia Session I 14:30-16:00

Session Chair: Eun Young Kim, Chungbuk National University

Session 1.1 Advancing Research Methods in Marketing

Room: Clifford

TITLE	NAME	AFFILIATION
Understanding Don't Know Responses in Survey Research	Sara Dolnicar Bettina Grün	University of Wollongong
Symbolic Image, Satisfaction, and Delight in Retail Sector: Fimix-Pls Market Segmentation	Sandra Maria Correia Loureiro	University of Aveiro
The Moment It Clicks: Employing Photography to Understand Consumer Home Choice	Catheryn Khoo- Lattimore Paolo Mura	Taylor's University College (Lakeside Campus) Taylor's University College (Lakeside Campus)
Overreliance on Statistical Testing Logic in the Empirical Testing of Theories and Hypotheses	Hyun-Chul Cho Shuzo Abe	Hanyang University Waseda University
Customer Loyalty of On-line Bookstores for Consumers of Retailing Delivery Service	Yu Kai Huang	Naha University
Service Quality of Frontline Employees: A Profile Deviation Analysis	Neeru Malhotra Felix Mavondo Avinandan Mukherjee Graham Hooley	Aston Business School Monash University Montclair State University Aston Business School
You Should Have Been There: Understanding Consumer Practices of Value Co-Creation through Comparative Videography	Joel Hietanen Petri Parvinen Juha Mattsson Jaakko Aspara Henrikki Tikkanen	Aalto University School of Economics
Multigroup Invariance in a Third Order Factorial Model: Attribute Customer Satisfaction Measurement	Helena Milagre Martins Gonçalves	Universidade Técnica de Lisboa

Session 1.2 Fashion Marketing of Luxury Brands

Room: Clifford

TITLE	NAME	AFFILIATION
Exploring the Robin Hood Effect: Moral Profiteering Motives for Purchasing Counterfeit Products	Amit Poddar Jeff Foreman Sy Banerjee Pam Ellen	Georgia College and State University University of North Carolina–Asheville University of Michigan–Flint Georgia State University
The Meaning of Luxury Brands: Dimensions of Luxury Brand Personality	Yongjun Sung Hongmin Ahn	The University of Texas at Austin
Analyzing the Effect of Perception and Social Influence on Luxury Brand Purchase Intention	Kuang-peng Hung Annie Huiling Chen Norman Peng Chris Hackley Rungpaka Amy Tiwsakul	Ming Chuang University Ming Chuang University Middlesex University Royal Holloway University of Surrey
Luxury Marketing During an Economic Downturn	Soonhwa Choi Douglas L. MacLachlan	Samsung Economic Research Institute University of Washington
Wrapped in Fur: China's Luxury Consumer	Linda T. Lee	Virginia Commonwealth University
Effective Luxury Fashion Strategy as a Momentum of National Growth in Global Business	Yunjung Park	Keio University
The Relationship among Luxury Brands, Consumers, and Products: The Perspective of Self-Congruence Theory	Chia-yang Mac Chang Jun-ren Wang Wan-ching Hung	National Chengchi University National Taiwan Sport University High Quality Biomedical Management & Consultant Inc
Determinants of the Successful Brand Extensions for Luxury Brands in Fashion Industries	Shingoh Iketani Akinori Ono	Keio University
The Evolving form and Function of the Flagship Store: An International Exploratory Study within the Luxury Fashion Market	Karina Nobbs Christopher Moore	Glasgow Caledonian University
Prestige Seeking Consumer Behavior and Evaluative Criteria of Premium Brand Jeans	Meagon Bell Watterson Leslie Davis Burns	Oregon State University
The Customer–Salesperson Relationship and Sales Effectiveness in Luxury Fashion Stores: The Role of Self-Monitoring	Jieun Kim Jae-Eun Kim Kim K.P. Johnson	University of Minnesota Auckland University of Technology University of Minnesota
The Democratization of Luxury When Luxury Design Meets Discounter Fashion	Frank Huber Frederik Meyer Johannes Vogel Andrea Weihrauch Inka Weikel	Johannes Gutenberg–University
Impact of Brand Name Origin and Country of Origin on Fashion Brand's Perceived Luxury	Zoran Krupka Jelena Krizmanic	University of Zagreb Innovation Institute
The Effect of Country Image on Luxury Fashion Brand Performance: A Cross-National Comparison of Consumers in South Korea and the United States	Hye Jung Jung Chorong Youn Heesoon Yang Yuri Lee	Seoul National University Seoul National University Konkuk University Seoul National University
Customer Value for Luxury Fashion Brands	Ho Jung Choo Hee Kang Moon Hyunsook Kim Namhee Yoon	Seoul National University Pai Chai University Chung-Ang University Korea Color & Trend Center
A Viability Study of the French Luxury Fashion Industry	Letitia Phillips Ralf Wilhelms	Lake Superior State University
Effectiveness of Web Design for Luxury Brands	Estrella Diaz David Martin– Consuegra	University of Castilla–La Mancha



Session 1.3 Fashion Merchandising

Room: Clifford

TITLE	NAME	AFFILIATION
An Empirical Study of Decision Making Process among Korean Outdoor Sports Participants	Heewon Sung Kyungae Park	Gyeongsang National University Yeungnam University
Fashion Leadership and Its Relation to "Fast Fashion" Brand Strategy as Perceived By Korean Consumers	Jihyeon Lee Eun Young Kim	Chungbuk National University

Multimedia Session II 16:10-17:40

Session Chair: Maria Kniazeva, University of San Diego

Session 2.1 Marketing in General

Room: Clifford

TITLE	NAME	AFFILIATION
Bias Removal and Judgmental Recalibration on Contrastive Context	Chung-Chiang Hsiao Yi-Wen Chien	National Taiwan Normal University National Taiwan University
Business Leaders' Personal Values and Marketing Performance: The Mediation Role of Strategic Orientation and Market Orientation	Yuhui Gao Mengxia Zhang	Dublin City University Capital University of Economics and Business
Psychological Risk Reduction of Real Estate Investor and Reliability of its Investment Information: Antecedents and Consequences	Gyu-yeol Shim Sang-Hyun Oh Yong-man Kim	Gumi College Gumi College Kyungnam University
Conceptualising the Role of Congruency in Prototypical Brand Extensions in the Beverage Industry	Damir Malic Ian Phau Min Teah Vanessa Quintal	Curtin University of Technology
The Effectiveness of Non-Governmental Organizations' Websites	Estrella Díaz Juan José Blázquez Arturo Molina David Martín-Consuegra	University of Castilla-La Mancha
Introducing New Methods of Assessing Data Quality in Marketing Research	Boris Toma Daniel Heinrich Hans H. Bauer	University of Mannheim

Session 2.2 Corporate Branding

Room: Clifford

TITLE	NAME	AFFILIATION
The Relationship between Corporate and Product Brand Images under Corporate Branding Strategy	Chen Zhang	Beijing Foreign Studies University
Living the Employer Brand: An Employer Branding Framework Proposition from the Employee Perspective	Diana Gavilan María Avello Victor Molero	Universidad Complutense de Madrid
Critical Success Factors of Corporate Co-Branding	Shingoh Iketani	Keio University



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Session 2.3 Innovation, Diffusion and Adoption of High Technology

Room: Clifford

TITLE	NAME	AFFILIATION
The Impact of Digital Technology on the "Photography" Industry, Past, Present, and Future: A Practical Examination of the Product Life Cycle in Two Acts	Thomas S. O' Connor	University of New Orleans
Effect of Perceived Operational Competence on Users' Mobile Commerce Use and Adoption	Jung-Wan Lee Samuel Mendlinger	Boston University
Does Capital Facilitate the Improvement of New Product Quality? An Examination in Two Environmental Contexts	Chiayu Tu Suechin Yang	Ming Chuan University Tamkang University
Like or Hate: Are Americans Ready for Mobile Advertising?	So Won Jeong Yujin Moon Jae-Eun Chung	The Ohio State University
Psychological Ownership and Technology Adoption	Sheng-Tsung Hou	Feng Chia University
Are Consumers Ready to Be Tagged? The Effect of Perceived Intrusion on the Attitude towards Using an Rfid-Based Marketing Program	Harold Boeck Jean Roy Fabien Durif Marc Grégoire	Université de Sherbrooke
Personal Values and Consumer Innovativeness on Biofuel	Mustika Sufiati Purwanegara Nita Garnida	Bandung Institute of Technology
The Relationship of Diffusion of Innovation and Adoption of a High Technology Product to Marketing Strategies & Global Consumer Values	Valerie L. Vaccaro Sucheta Ahlawat Deborah Y. Cohn	Kean University Kean University New York Institute of Technology
From Adoption to Diffusion: Determinants of m-Service Use and Diffusion	Sejin Ha Joohyung Park	Purdue University
Consumer E-Shopping Behavior: Roles of e-Shopping Quality and Gender	Sejin Ha Leslie Stoel	Purdue University The Ohio State University
Factors Affecting Executive Decision on Adopting Internet Marketing in Theory of Reasoned Action Standpoint	Joo Ho Kim	Myongji University

Session 2.4 Film Making in Marketing Research

Room: Clifford

TITLE	NAME	AFFILIATION
Finding Harmony in the Jungle	Maria Kniazeva	University of San Diego

Multimedia Session III 17:50-19:20

Session Chair: Wonae Cho, Seoul Women's University

Session 3.1 Mapping Strategic Thinking in Marketing

Room: Clifford

TITLE	NAME	AFFILIATION
A Multi-Criteria Decision Analysis for Mobile Phone Purchasing	Sebnem Burnaz Y. Ilker Topcu	Istanbul Technical University
The Antecedents and Consequences of Brand-Oriented Companies	Yen-Tsung Huang Ya-Ting Tsai	Tunghai University
Senior Tourists with On-Line Group Package Tour Advertising	Kuo-Ching Wang Ruey-Luen Chen Wen-Yu Chen Junyi Zhang Yu-Lung Sung Parisa Rungruang	National Taiwan Normal University National Chiayi University Yuanpei University Hiroshima University National Chiayi University Mahidol University

Session 3.2 Consumer Behavior of International Tourism

Room: Clifford

TITLE	NAME	AFFILIATION
Matching Consumer Needs with Product Choices in International Tourism in the Twenty-First Century: Enhancing the Positives and Diminishing the Negatives	Thomas S. O' Connor	University of New Orleans
The Terrorscale: A Scale to Assess Tourists' Contact With Terrorism	Claudia Seabra José Luis Abrantes Elisabeth Kastenholz	Polytechnic Institute of Viseu Polytechnic Institute of Viseu Universidade de Aveiro
The Paris Syndrome: A Tentative Explanation of Why French Shoppers Cannot Understand Japanese Customers	Eliane Karsaklian	Université de la Sorbonne Nouvelle
Self-Serving Bias: Does It Work with Self-Service Tehcnology?	Wonae Cho	Seoul Women's University
Tourist Perceptions about the Impacts of Tourism Development in Nature Areas	Carla Silva Elisabeth Kastenholz José Luis Abrantes	Instituto Politécnico de Viseu Universidade de Aveiro Instituto Politécnico de Viseu

Session 3.3 Global Consumer Behavior and Marketing Strategy

Room: Clifford

TITLE	NAME	AFFILIATION
The Smarteez and Globalisation: The Influence of Global Consumer Culture on Style among South African Youth	Marike Venter Guillaume Johnson	University of Witwatersrand
The Effect of Involvement, Emotion and Exposure on Sponsor Recall and Recognition: An International Comparative Study at the FIFA 2006 World Cup	Fawzi DEKHIL Michel DESBORDES	Tunis El Manar University University of Paris Sud 1
Elucidating Consumer Switching Behaviors: The Roles of Value Equity, Brand Equity and Price	Hung-Pin Shih	Hsuan Chuang University
Traditional and Contemporary Influences on Consumer Socialization: Results from an Exploratory Study in India	Anupriya Kaur Yajulu Medury	Jaypee University of Information Technology
Why Global Brands Are Preferred? The Effects of Ability of Identity Expression, Trust and Affect	Yi Xie Rajeev Batra Siqing Peng	University of International Business and Economics University of Michigan Peking University

Session 3.4 Global Product Innovation Management

Room: Clifford

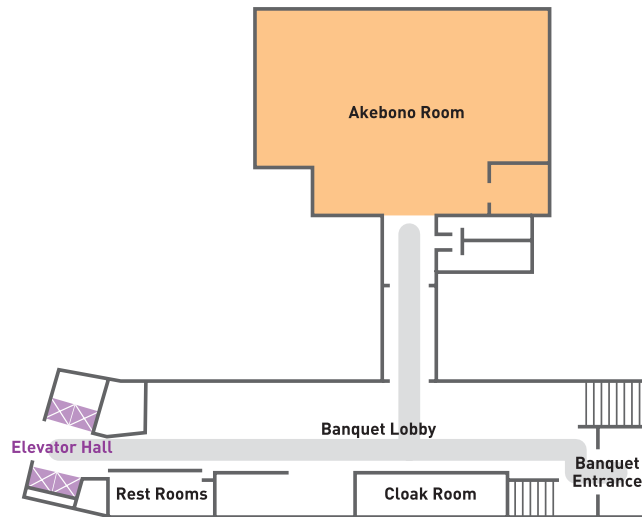
TITLE	NAME	AFFILIATION
Effects of Technology Readiness on Prosumer Attitude and e-WOM	Sang-Lin Han Hyunseok Song Jerry Han	Hanyang University Hanyang University Seoul National University
Entrepreneurial Orientation, Dynamic Capabilities, and Product Innovation Performance Outcomes	Ana Lisboa Dionysis Skarmas Carmen Lages	ESTG/Instituto Politecnico de Leiria Athens University of Economics & Business ISCTE Business School/IUL
The Impact of Market Orientation, NPD Orientation and NPD Process Execution Capability on NPD Program Performance	Mike Reid Erica Brady	RMIT University Monash University
Perceived Self-Efficacy and Its Effect on Online Learning Acceptance and Student Satisfaction in Korea and the U.S.	Jung-Wan Lee Samuel Mendlinger	Boston University
Paths to Success: How Do Market Orientation and Entrepreneurship Orientation Bring New Product Success?	Jinhwan Hong Taeho Song Shijin Yoo	Optimum Management Consulting Korea University Business School Korea University Business School
It's Who You Know: The Influence of Social Network Sites on Vendor Selection	Brooke Reavey Hyokjin Kwak	Drexel University



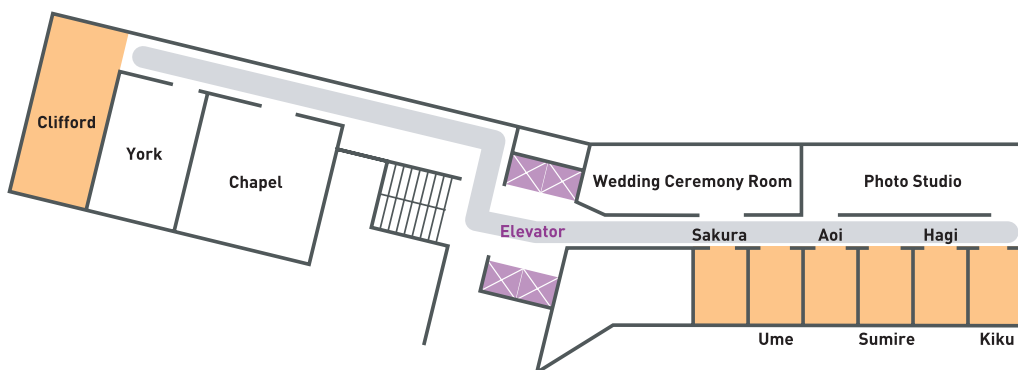
CONFERENCE ROOMS

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Main Bldg 1F



Main Bldg 2F

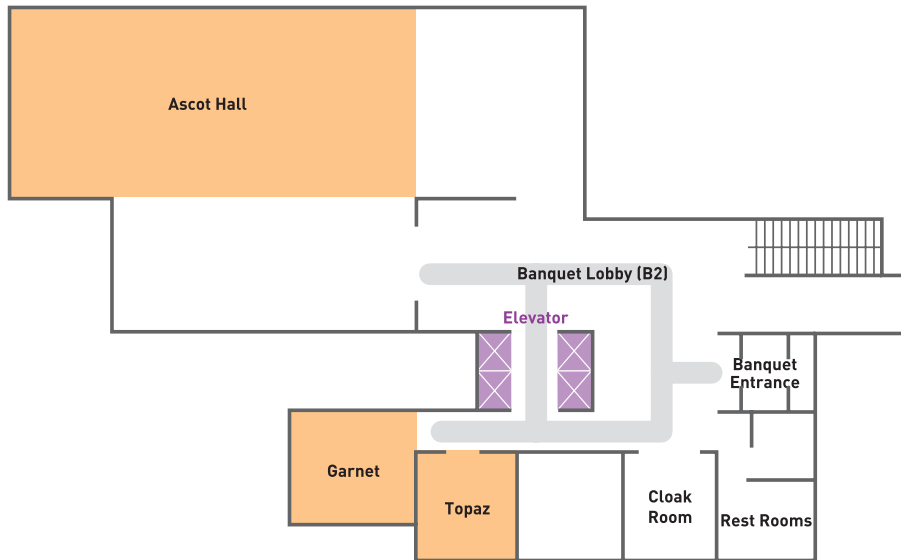




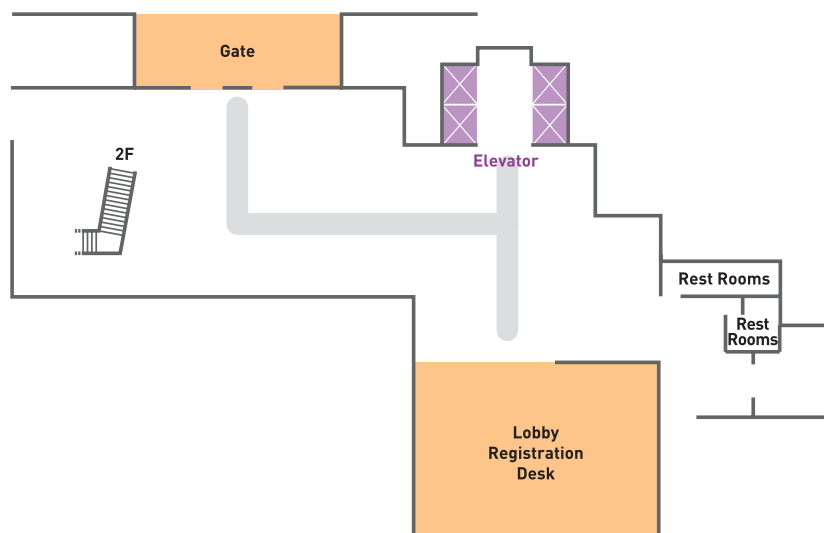
CONFERENCE ROOMS

2010 GLOBAL MARKETING CONFERENCE

South Wing B2



South Wing 1F, Lobby

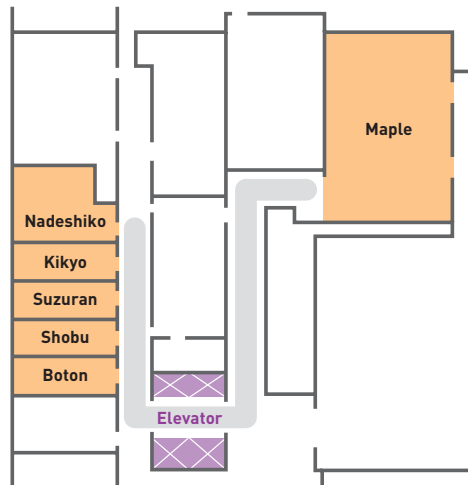




CONFERENCE ROOMS

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South Wing 2F

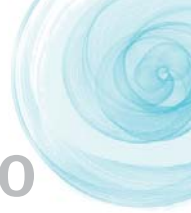




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