ITINERARY FOR THE SECOND ANNUAL SOUTHEAST MARKETING SYMPOSIUM

February 7th – 8th, 2008
Mississippi State University

Thursday, February 7th

5:45pm: Meet in Comfort Inn lobby; vans depart for the Hunter Henry Center

6:00pm – 9:00pm: Reception and dinner at the Hunter Henry Center

Friday, February 8th

7:45am: Meet in Comfort Inn lobby; vans depart for campus

8:00am – 9:00am: Continental breakfast in the Leo M. Seal Family Complex Atrium, College of Business and Industry

9:00am – 9:15am: Introductions and welcome by Nicole Ponder; Associate Dean Kevin Rogers; Marketing, Quantitative Analysis, and Business Law Department Head Brian Engelland, McCool 208A&B

9:15am – 10:30am: Faculty Presentations, Multimedia Classrooms, Leo M. Seal Family Complex, College of Business and Industry; McCool 208A&B

10:30am – 10:45am: Refreshment break, Second Floor Atrium Landing

10:45am – 12:15pm: Student Concurrent Research Presentations, Leo M. Seal Family Complex, College of Business and Industry, McCool 208A and 216

12:15pm – 1:30pm: Lunch in the Atrium

1:30pm – 3:00pm: Student Concurrent Research Presentations, Multimedia Classrooms, Leo M. Seal Family Complex, College of Business and Industry, McCool 208A and 216

2:00pm: Breakout Session for Marketing Doctoral Coordinators, McCool 223

3:00pm: MSU Ice Cream in the Atrium

3:15pm – 4:00pm: Tour of campus

4:00pm: Depart for home
# 2008 SOUTHEAST MARKETING SYMPOSIUM
## SCHEDULE OF SESSIONS

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<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speakers</th>
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<tr>
<td>9:15am – 10:30am</td>
<td>Faculty Presentations, McCool 208A&amp;B</td>
<td>Michael K. Brady, Florida State University</td>
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<td>Christopher D. Hopkins, Clemson University</td>
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<td>Sharon E. Beatty, University of Alabama</td>
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<td></td>
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<td>“An Investigation of Service Sweethearting”</td>
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<td>“Mediation, Moderation, and Multivariate Mayhem”</td>
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<td>“A Few Pearls of Wisdom: Maximizing Your Research Program”</td>
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<td>10:45am – 12:15pm</td>
<td>Session A, McCool 208A: Hedonic-Based Shopping Experiences</td>
<td>Alexa Givan, University of Alabama</td>
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<td>Wenbin Sun, University of Mississippi</td>
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<td>Christine Kowalczyk, University of Memphis</td>
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<td>Nobu Fukawa, Louisiana State University</td>
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<td>“Bonding, Bickering, and Buying: An In-depth Examination of the Mother-Daughter Shopping Experience”</td>
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<td>“Varying Effects of Weather on Hedonic Consumption”</td>
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<td>“The Success of Celebrity Brands and their Brand Extensions”</td>
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<td>“The Role of Mood and Attribute Expectation on Recall: Comparing Broaden-and-Build Theory to the Affect Infusion Model”</td>
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<td>Session B, McCool 216: Repeat Purchasing and Word-of-Mouth Communications</td>
<td>William Martin, Mississippi State University</td>
<td>“A Conceptual Framework of Positive Word-Of-Mouth Source Usage”</td>
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<td>Yinglu Wu, Louisiana State University</td>
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<td>Mohammad Nejad, University of Memphis</td>
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<td>“Motivations for Sequential Purchase and the Effect of Purchase Attributes”</td>
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<td>“Agent Based Modeling: A New Approach to Marketing Problems”</td>
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<td>Time</td>
<td>Session A, McCool 208A: Strategic and Legal Issues</td>
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<td>1:30pm – 3:00pm</td>
<td>Robert Evans, University of Memphis “Sponsorships as a Resource Advantage: Effects on Shareholder Wealth”</td>
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<td>Gavin Fox, Florida State University “Webs of Innovation”</td>
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<td>Stefan Lindhoff, University of Mississippi “Organic food labeling in the US and the EU - a legal synopsis and its marketing implications”</td>
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<td>Jay Page, Mississippi State University “The Relationship between Retail Image and Private Label Brand Image: A Comparison of Two Premium Private Label Brands”</td>
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<th>Time</th>
<th>Session B, McCool 216: Service Aspects of Retailing and Ethnocentrism</th>
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<td>Mary Harrison, University of Alabama “Exploring the Product Return Encounter: The Consumer’s Perspective”</td>
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<td>Kelly Cowart, Florida State University “Grace Under Pressure: Customer Reactions to Service Transgressions by Outwardly Religious Firms”</td>
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<td>Mike Breazeale and Allyn White, Mississippi State University “Do It Yourself! An Examination of the Perceived Fairness of Traditional Payment Method Sanctions”</td>
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<td>Shiri Vivek, University of Alabama “Ethnocentrism in Marketing Research: An Update”</td>
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