



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**

9:15am – 10:30am

Faculty Presentations, McCool 208A&B

Michael K. Brady,
Florida State University

“An Investigation of Service Sweethearting”

Christopher D. Hopkins,
Clemson University

“Mediation, Moderation, and Multivariate Mayhem”

Sharon E. Beatty,
University of Alabama

“A Few Pearls of Wisdom: Maximizing Your Research Program”

10:45am – 12:15pm

Session A, McCool 208A: Hedonic-Based Shopping Experiences

Alexa Givan,
University of Alabama

“Bonding, Bickering, and Buying: An In-depth Examination of the Mother-Daughter Shopping Experience”

Wenbin Sun,
University of Mississippi

“Varying Effects of Weather on Hedonic Consumption”

Christine Kowalczyk,
University of Memphis

“The Success of Celebrity Brands and their Brand Extensions”

Nobu Fukawa,
Louisiana State University

“The Role of Mood and Attribute Expectation on Recall: Comparing Broaden-and-Build Theory to the Affect Infusion Model”

Session B, McCool 216: Repeat Purchasing and Word-of-Mouth Communications

William Martin,
Mississippi State University

“A Conceptual Framework of Positive Word-Of-Mouth Source Usage”

Yinglu Wu,
Louisiana State University

“Motivations for Sequential Purchase and the Effect of Purchase Attributes”

Mohammad Nejad,
University of Memphis

“Agent Based Modeling: A New Approach to Marketing Problems”

1:30pm – 3:00pm

Session A, McCool 208A: Strategic and Legal Issues

Robert Evans,
University of Memphis

“Sponsorships as a Resource Advantage: Effects on Shareholder Wealth”

Gavin Fox,
Florida State University

“Webs of Innovation”

Stefan Lindhoff,
University of Mississippi

“Organic food labeling in the US and the EU - a legal synopsis and its marketing implications”

Jay Page,
Mississippi State University

“The Relationship between Retail Image and Private Label Brand Image: A Comparison of Two Premium Private Label Brands”

Session B, McCool 216: Service Aspects of Retailing and Ethnocentrism

Mary Harrison,
University of Alabama

“Exploring the Product Return Encounter: The Consumer’s Perspective”

Kelly Cowart,
Florida State University

“Grace Under Pressure: Customer Reactions to Service Transgressions by Outwardly Religious Firms”

Mike Breazeale and Allyn White,
Mississippi State University

“Do It Yourself! An Examination of the Perceived Fairness of Traditional Payment Method Sanctions”

Shiri Vivek,
University of Alabama

“Ethnocentrism in Marketing Research: An Update”