



UNIVERSITY OF
ARKANSAS
SAM M. WALTON
COLLEGE OF BUSINESS

March 6-8, 2014



PROCEEDINGS OF THE SOUTHEAST MARKETING SYMPOSIUM

AGENDA*

Thursday, March 6

- 5:45 - 6:00PM Shuttles from the Chancellor Hotel to Powerhouse Seafood & Grill
- 6:00 - 8:00PM Welcome Reception & Heavy Hors d'oeuvres, Powerhouse Seafood & Grill
- 8:30 - 9:30PM Shuttles from Powerhouse Seafood & Grill to The Chancellor Hotel

Friday, March 7

- 7:30 - 8:00AM Shuttles from The Chancellor Hotel to the Sam M. Walton College of Business (WCOB) Complex
- 7:45 - 8:30AM Breakfast – Willard J. Walker Hall – Hembree Room (WJWH 203)
- 8:30 - 9:00AM Welcome: Dean Eli Jones, Walton College of Business
 Professor Mike Brady (Florida State University), SMS Update (WJWH 203)
- 9:00 - 10:15AM Research Presentations

Session 1

- Chair: Chris Berry, University of Arkansas (WJWH 403)
- Exploring the Ambidextrous Salesperson: The Impacts of Salesperson Behaviors and Characteristics**
 Jessica Ogilvie, University of Alabama
 Adam Rapp, University of Alabama
- Can't We All Get Along? A Look at the Tension between Sales and Purchasing**
 Nawar Chaker, University of Tennessee
- Strike While the Iron is Hot? Sales Timing Strategies in an Experiential Purchase**
 Mark J. Pelletier, Mississippi State University
 Joel E. Collier, Mississippi State University

*SMS Proceedings edited by Sandra Cox, Ronn J. Smith, and Scot Burton.

Session 2	Chair: Laurel Cook, University of Arkansas (WJWH 427) Virtue versus Vice: Effect of Usage Duration on Preference Rafay A. Siddiqui, University of South Carolina Frank May, University of South Carolina Ashwani Monga, University of South Carolina Profitable Potlatch: Leveraging the Gift Economy Alexander S. Rose, University of Arkansas Financial Recoveries involving Bundled Services Patrick Fennell, Louisiana State University Matthew M. Lastner, Louisiana State University Dan H. Rice, Louisiana State University
10:15 - 10:30AM	Break (WJWH, 4 th Floor Galley)
10:30AM - 11:45AM	Research Presentations
Session 3	Chair: Cassandra Davis, University of Arkansas (WJWH 403) Effects of Social Comparisons on Price Fairness Perceptions: The Roles of Effort and Deservingness Matthew M. Lastner, Louisiana State University Patrick Fennell, Louisiana State University McDowell Porter III, Louisiana State University If You Remember It, I Can Forget It: Perceived Identity Preservation Effect of Social Sharing on Consumer Memory Li Huang, University of South Carolina Priyali Rajagopal, University of South Carolina An Investigation of Uncertain Price Promotions Wenjing Li, University of Kentucky David M. Hardesty, University of Kentucky
Session 4	Chair: Shannon McCarthy (WJWH 427) Barriers to RFID Adoption: A Multi-Study Investigation Sidney Anderson, Florida State University Understanding Factors of Supply Chain Technology Adoption Decisions in Firms Keith Story, University of Memphis Investor Reactions to Product Eliminations Kevin S. Chase, University of Kentucky
12:00 - 1:30PM	Lunch – William O. Bearden Awards Luncheon (WJWH 203) Bearden Awards Presentation – Professor David Hardesty, University of Kentucky
1:30 - 2:30PM	Special Presentation – Professor William O. Bearden (WJWH 203)

2:30 - 2:45PM	Center for Retailing Excellence Presentation (WJWH 203) Dean Eli Jones, Walton College of Business
3:00 - 3:45PM	Shuttles from WCOB to The Chancellor Hotel, then shuttles to Razorback Stadium
4:00 - 5:30PM	Tour of University of Arkansas Razorback Stadium and Football Operations Facility
5:30 - 6:00PM	Shuttles from Razorback Stadium to Hog Haus Brewing Company
6:00 - 8:00PM	Reception & Heavy Hors d'oeuvres, Hog Haus Brewing Company (Upstairs)
8:00PM - ?	Explore Dickson Street Restaurants and Clubs (on your own)
8:00 - 9:00PM	Shuttles from Hog Haus Brewing Company to The Chancellor Hotel

Saturday, March 8

7:45 - 8:30AM	Shuttles from The Chancellor Hotel to WCOB Complex
8:00 - 9:00AM	Breakfast – Reynolds Seminar A (RCED 103)
8:00 - 9:00AM	Faculty Advisor Breakfast – Executive Board Room, WJWH 515
9:00 - 10:30AM	Research Presentations

Session 5

Chair: Alex Rose, University of Arkansas (JBHT 146)
Weighty Identities: The Effect of Negative Identity Salience on Consumer Outcomes
Cassandra Davis, University of Arkansas
A More Marketable State for Today & Tomorrow: An Exploratory Study into Right-to-Work Status from the Resource-Based View
Robert Wixel Barnwell, Mississippi State University
Francophone: A Cross Cultural Examination of the Consumer Ethics Scale
Katie Howie, University of Mississippi
Robert King, University of Mississippi

Session 6

Chair: Amaradri Mukherjee, University of Arkansas (JBHT 147)
Thought Self-Leadership and Salesperson Performance: The Roles of Self-Monitoring and Self-Efficacy
Nikolaos G. Panagopoulos, University of Alabama
Marilyn B. Bonner, University of Alabama
Strengthening the Sales Relationship – Adaptive Selling through Sports Identification
Duncan Nicol, University of Mississippi
To Compete or Cooperate, That is the Question. Or is it? A Conceptual Model of the Antecedents of Intra-firm Co-petition
Lisa L. Beeler, University of Tennessee

10:30 - 10:45AM	Break (RCED 103)
10:45 - 11:30AM	Tour of Behavioral Business Research Lab and ShELF Retail Lab J.B. Hunt Transport Services, Inc. Building (JBHT 127)
11:30AM - 12:00	Conference Wrap-Up (RCED 103) Presentation of the DRS Award (presented to the school whose PhD students best exemplify collegiality, research productivity, and a fun-loving attitude). Closing Remarks, Jeff Murray, Department of Marketing Chair
12:00 - 1:00PM	Boxed Lunch (RCED 103)
Saturday Afternoon:	Optional Tour of Crystal Bridges Museum of American Art

We wish to thank the many individuals who have provided their support and assistance for the 2014 SMS. This list includes Dr. Eli Jones - Sam M. Walton College of Business Dean, Dr. Claudia Mobley - Center for Retailing Excellence Director, Dr. Sharon Gaber - University of Arkansas Provost, Dr. Jeff Murray - Department of Marketing Chair, Ms. Shannon Bullock - Sam M. Walton College of Business Conferencing Services, Dr. Tom Jensen, Dr. Robin Soster, and the Ph.D. students and staff in the Department of Marketing. We greatly appreciate your support and all of your help.



About the Sam M. Walton College of Business

Since its founding at the University of Arkansas in 1926, the Sam M. Walton College of Business has grown to become the state's premier college of business, as well as a nationally competitive business school. The Association to Advance Collegiate Schools of Business – AACSB International accredited the college in 1931 and, most recently, renewed the accreditation in 2012.



The *U.S. News & World Report* “2014 America’s Best Colleges” ranked the Walton College in a tie for 27th place among the nation's public undergraduate business schools. The full-time Walton MBA program was recently ranked *first* in the percentage of students employed at graduation by *U.S. News & World Report* (2014), ahead of the other MBA programs ranked in the top five (e.g., Duke, Emory, Dartmouth, and MIT).

The Walton College combines excellent academic programs with a wide range of experiential learning to help its more than 4,000 students connect scholarship with real business practice. It offers a Bachelor of Science in Business Administration and a Bachelor of Science in International Business in seven disciplines.

The graduate programs include four master’s programs (MBA, Master of Accountancy, Master of Economics and Master of Information Systems), and Ph.D. Programs in Accounting, Economics, Finance, Information Systems, Management, Marketing and Supply Chain Management.

The college encourages research and creation of the latest business knowledge. Eleven research and outreach centers provide a link to and serve the needs of the business community and the state.

Department Information

Marketing is the second largest department in the Walton College. We offer undergraduate degrees in both Marketing and Retail. We currently have fourteen faculty members and seven doctoral students who teach classes, conduct research, and interact with profit and non-profit organizations.

Our professors collaborate with companies such as Walmart, JB Hunt, Procter & Gamble, General Mills, FedEx, and many other high-profile companies. Recent faculty and student publications and acceptances include journals such as the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Psychology*, *Journal of Business Logistics*, *Journal of Public Policy & Marketing*, *MIS Quarterly*, and others. In the past several years, doctoral students have accepted faculty positions at schools such as Clemson University, University of Mississippi, Villanova University, and West Virginia University.



The University of Arkansas American Marketing Association chapter was recognized as an international Top 25 AMA Collegiate Chapter for the 2012-2013 school year and received awards for Outstanding Community Service, Outstanding Fundraising, and Outstanding Communications. A number of the Marketing faculty have received teaching awards at the college, university and national levels, and members of the faculty regularly teach and conduct seminars in Europe, Australia, and Central America.

Undergraduate students in the Department of Marketing are involved in cooperative education (i.e., earning college credit for work experience while in school) and professional organizations. The University of Arkansas Collegiate Chapter of the American Marketing Association provides opportunities for students to interact with professionals and augment their classroom learning. Students can also interact with Fortune 500 companies through the Center for Retailing Excellence and other outreach centers. These associations provide individuals with valuable short- and long-term networks with alumni, faculty, and students.



Department of Marketing – Tenure Track Faculty



Jeff Murray

Jeff B. Murray (Ph.D. Virginia Tech) is Department Chair and R. A. and Vivian Young Professor of marketing in the Department of Marketing, Walton College, University of Arkansas. Dr. Murray teaches part time as a distinguished professor at Aalto University in Helsinki, Finland. At the University of Arkansas, he has taught in the undergraduate program, the Full-Time MBA program, the Managerial MBA program and the Executive MBA program in Shanghai, China. Dr. Murray also teaches a seminar in *Consumer Culture Theory* in the marketing doctoral program. In addition, he has taught courses or doctoral seminars in Australia, Denmark, Finland, France, Germany, Sweden, and the United Kingdom. Jeff's doctoral students, who are now professors, teach at universities throughout the United States, Europe, and Australia. His research focuses on ethnography, semiotics, critical marketing, and the sociology of the body. Jeff's research appears in the *Journal of Consumer Research*, *Journal of Marketing Management*, *Journal of Macromarketing*, *Journal of Consumer Policy*, *American Behavioral Scientist*, and *Consumption, Markets and Culture*. He remains active in the American Marketing Association, the Association for Consumer Research, the American Sociological Association, and Consumer Culture Theory. Professor Murray resides in Fayetteville, Arkansas with his wife and son.



Dub Ashton

Dub Ashton joined the faculty in 1981. He has served as Chairman of Marketing, Associate Dean for Graduate Programs, and Senior Associate Dean. Recognized for his continuing contributions to classroom teaching, Dr. Ashton has been awarded, among other distinctions, the Teaching Excellence Award, Advising Excellence Award, and Distinguished Service Award, Walton College; John Imhoff Award for Excellence in Teaching and Mentoring; UA Alumni Teaching Excellence Award; Beta Gamma Sigma Outstanding Teacher Award; UA Associated Student Government Teacher of the Year; and Jessa Coe Stanford Distinguished Lecturer, University of Tennessee-Martin. Dr. Ashton has served as Vice President of Programs and Membership for the Academy of Marketing Science. He served as Editor of the *Journal of Marketing Management* and has served on the review boards of *The Journal of the Academy of Marketing Science*, *Journal of Marketing Management*, and *Journal of Midwest Marketing*. Dr. Ashton has published in the *Journal of Retailing*, *Journal of Marketing Research*, *Journal of Midwest Marketing*, *Journal of Contemporary Business*, and *Professional Geographer*. He has also published and presented research in national and international professional conferences. He has often served as expert witness in federal intellectual property infringement cases. Dr. Ashton's current research includes measuring consumer source confusion among closely competitive branded products and assessing the dynamics of intra-generational product decision-making behaviors.



Scot Burton

Scot Burton is Distinguished Professor and Wal-Mart Chair in Marketing. He has published his research in a variety of journals including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *American Journal of Public Health*, *Journal of Retailing*, *Journal of Public Policy & Marketing*, *Journal of Applied Psychology*, *Social Psychology Quarterly*, *JAMS*, *Journal of Management*, *Public Opinion Quarterly*, *OBHDP*, *MIS Quarterly*, *American Journal of Health Promotion*, and others. Professor Burton has received a number of awards for his research, teaching, and service. In 2001, he received the Arkansas Alumni Association Award for Research, a university-wide award for overall contributions in research and has received the best “All Around” faculty award for the Walton College on several occasions. He has been awarded grants from the Marketing Science Institute and the Robert Wood Johnson Foundation. Burton has served on the Editorial Review Boards of the *Journal of Marketing Research*, the *Journal of Business Research* and the *Journal of Public Policy & Marketing*, and he has received the Outstanding Reviewer Award from both *JPP&M* and *JBR*. He is currently serving as a Special External Consultant to the FDA Risk Communication Advisory Committee.



Elizabeth Howlett

Elizabeth “Betsy” Howlett is Professor of Marketing at the Sam M. Walton College of Business, University of Arkansas. Prior to joining the University of Arkansas, Dr. Howlett was a member of the faculty at the Stern School of Business, New York University and the Tippie College of Business, University of Iowa. Dr. Howlett’s research interests focus primarily on issues related to consumer health and welfare. Recipient of numerous research grants, her work has been published in a number of academic journals including the *Journal of Consumer Research*, *Organizational Behavior and Human Decision Processes*, *Journal of Marketing*, *Journal of Public Policy & Marketing*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Affairs*, and many others. She is member of the editorial review board of the *Journal of Public Policy & Marketing* and the *Journal of Consumer Affairs*. Dr. Howlett has recently been appointed to a 5-year term as a Special Government Employee as advisor to the Risk Communications Advisory Committee of the Food and Drug Administration.



Thomas Jensen

Thomas D. Jensen holds the Wal-Mart Lectureship in Retailing in the Department of Marketing at the Sam M. Walton College of Business, University of Arkansas. His research and teaching focuses on promotion and consumer behavior in retailing contexts and has appeared in the *Journal of Consumer Research*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Experimental Social Psychology*, and other outlets. He has received the University’s Teaching Award, been appointed as a Chancellor’s Lecturer and Mentor, and has served as president of the Teaching Academy, Chair of the Campus Faculty, Chair of the UA Faculty Senate, and Chair of the Department of Marketing and Logistics. Dr. Jensen has worked with companies on research projects and education including Wal-Mart, Procter and Gamble, IBM, AAFES, Marine Corp Community Services, and others.



Eli Jones

Eli Jones is the Dean of the Sam M. Walton College of Business and the Sam M. Walton Leadership Chair at the University of Arkansas. Previously, he served as Dean of the E. J. Ourso College of Business and the E. J. Ourso Distinguished Professor of Business at Louisiana State University. Professor Jones also was Associate Dean for Executive Education Programs and, prior to that, the founding Executive Director of the Sales Excellence Institute at the University of Houston. He has published in the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Personal Selling & Sales Management*, *Management Science*, and *Journal of Applied Psychology*, among others. He has received Excellence in Teaching awards on the university, national, and international levels. He teaches strategic selling, advanced professional selling, key accounts selling, sales leadership, and marketing strategy at the undergraduate and MBA levels, and a Ph.D. seminar on marketing strategy. Before becoming a professor, Jones worked in sales and sales management for three Fortune 100 companies. Positions held include key account manager, key account executive (responsible for two of the Top 25 accounts in the U.S.), zone sales planning manager (responsible for sales in three states), sales manager, and zone sales manager designate.



Katie Kelting

Katie Kelting is an Assistant Professor of marketing in the Sam M. Walton College of Business at the University of Arkansas. Dr. Kelting joined the Department of Marketing in June 2011 after earning her Ph.D. at Indiana University with a minor in psychology. Katie is currently teaching introduction to marketing to undergraduate students. Her primary research interest lies in the domain of applied consumer behavior. Dr. Kelting's current research projects involve using theory from both marketing and psychology to better understand consumer response to variety of marketing actions, such as communicating news about a major corporate blunder, designing an effective product assortment, featuring private-label brands in a product category, and requesting charitable donations from consumers at point-of-purchase. Her research has been published in the *Journal of Consumer Psychology* and *Psychology and Marketing*. She is a member of the American Marketing Association, Association for Consumer Research and Society for Consumer Psychology. While she is a native Floridian, Dr. Kelting considers Fayetteville, Arkansas "home" with her husband (Bobby), daughter (Kiersten), and dog (Rudy).



Steven Kopp

Steven W. Kopp, Associate Professor, began his career as an engineer for a company in the oilfield services. Dr. Kopp eventually moved into the sales side of the company where he discovered his interest in advertising, sales and strategy. He joined the Sam M. Walton College of Business in August 1992 after earning his Ph.D. from Michigan State University. His primary research areas include the examination of the role of intellectual property in marketing strategy, consumer decision making with respect to "end of life" products and services (e.g. funerals), and other topics related to marketing and public policy. Steve's research has been presented before the Federal Trade Commission and the Food and Drug Administration.



Molly Rapert

Molly Rapert, Associate Professor, received undergraduate and master's degrees from University of Arkansas and her doctorate from University of Memphis. Dr. Rapert is passionate about teaching, incorporating a readings-based, seminar style course designed in collaboration with her Advisory Board of twenty executives. She has twice received a University-wide teaching award, most recently the 2012 Baum Excellence in Teaching. She received the Marketing Management Association's highest recognition as recipient of their 2010 nationwide teaching award. Other awards include Walton College Outstanding Teaching Award (2012), inaugural recipient of the University of Arkansas Honors College Distinguished Faculty Award (2011), Beta Gamma Sigma Outstanding Teaching (2007), Arkansas Alumni Association Distinguished Faculty Achievement (2002), WCOB Excellence in Teaching (2001, 1998), Excellence in Service (2006, 1993), and Excellence in Advising (1996). Her research work has been published in *Journal of Business Research*, *Journal of Strategic Marketing*, *Journal of Global Academy of Marketing Sciences*, *Journal of Health Care Marketing*, and more. She is Director of the WCOB Center for Teaching Effectiveness and serves on the Board of Directors for the Walton College Alumni Society. Molly and her husband, Jimmy, travel to Italy each summer with their children (Jase, Luke, Jonah, and Marie), where Molly teaches in the CIMBA study-abroad program.



Robin Soster

Robin Soster has three degrees from The University of South Carolina and has been an Assistant Professor at the University of Arkansas since graduating in 2011. Professor Soster's research focuses primarily on judgment and decision making (JDM). Her work in the *Journal of Consumer Research* and most of her current projects relate to mental accounting or construal level theory. Her second area of interest is the intersection of identity and consumption, examining how parenting ideology, digital technology, and consumer entitlement influence or are influenced by consumption behavior. Both of her research streams have implications for consumer well-being and have led to collaborations on policy-oriented projects as well as invited presentations in this area. She is a member of Association for Consumer Research, Society for Consumer Psychology, American Marketing Association, and Society for Marketing Advances, and has been invited to offer job market advice at AMA's Summer Marketing Educator's Conference for the past three years. Finally, she is in charge of the Walton College's Marketing Department Seminar Series and has secured quite an impressive list of guests (e.g., Mike Norton; Darren Dahl; Jeff Inman; Kathleen Vohs).



Ronn Smith

Ronn J. Smith (Ph.D. Washington State University) is an Associate Professor and doctoral program coordinator in the Department of Marketing at the Sam M. Walton College of Business, University of Arkansas. His research interests predominately revolve around topics related to consumer behavior and consumer psychology. Professor Smith's scholarly activity has been published in the *Journal of Marketing*, *Journal of Consumer Research*, *Psychology & Marketing*, *Journal of Applied Social Psychology*, *Journal of Business Logistics*, and *International Journal of Logistics Management*, among other journals and national conference proceedings. He teaches an undergraduate introductory marketing course, as well as a marketing theory doctoral seminar. In 2013, Professor Smith was elected a Fellow of the University of Arkansas Teaching Academy. For the 2012-2013 academic year he received the Outstanding All-Around Faculty Award from the Walton College of Business for his accomplishments in research, teaching, and service. He is a member of the American Marketing Association, Association for Consumer Research, Society for Marketing Advances, and Society for Consumer Psychology. Before pursuing a career in academia, he co-owned and managed a retail venture.



Robert Stassen

Robert Stassen is an Associate Professor of Marketing. His work has been published in the *Journal of Business Research*, *Journal of Retailing*, *Journal of MacroMarketing*, *Journal of Business Logistics*, *Journal of Marketing Channels*, and numerous proceedings. He is a member of the American Marketing Association and has chaired conferences with the International Society of Franchising, most recently in Zhuhai, China, in 2013. He serves on the Editorial Review Board of the *Journal of Marketing Channels* and the Educational Committee for the Category Management Association. His teaching interests are in marketing research, retailing, and retail buying. His recent publications are in the area of managing intrabrand competition in franchising.



Department of Marketing – PhD Students



Christopher Berry

Chris Berry is a first-year doctoral student in the Department of Marketing at the Sam M. Walton College of Business at the University of Arkansas. He was awarded the Distinguished Doctoral Fellowship to begin his studies at the University of Arkansas. His research interests include consumer decision making under bias and health and nutrition related decision making. Prior to entering the doctoral program, Chris spent two years working for Tennessee Valley Authority in Chattanooga, TN. He received a Bachelor of Science and Master of Business Administration from the University of Tennessee at Chattanooga in December of 2010 and May of 2012, respectively. While in the MBA program, he was a graduate research and teaching assistant at the UTC College of Business and was named to the Capital One Academic All-America team for his academic and athletic accomplishments.



Laurel Cook

Laurel Aynne Cook is a Ph.D. candidate finishing her fourth year at the Sam Walton College of Business. In the Fall of 2014 she will be an Assistant Professor of Marketing at West Virginia University. Some of Laurel's research has recently been published in the *Journal of Public Policy & Marketing*, the *Journal of Consumer Affairs*, and will soon be published (2014) in the *Journal of the Academy of Marketing Science*. As most of her research concerns a number of social issues, she is interested in identifying substantive issues that concern consumer and firm behavior. Laurel uses a variety of approaches to address the following three primary streams of research: (1) collaborative product development; (2) health and welfare; and (3) corporate social responsibility. She has presented her work at the summer and winter Marketing Educators' conferences, Association for Consumer Research, Marketing & Public Policy conferences, Society for Marketing Advances, and each Southeast Marketing Symposium since she entered the Ph.D. program. Additionally, Cook will present this spring at the Conference for Positive Marketing. Laurel's teaching experience includes marketing research, strategy, and principles. Prior to pursuing a doctoral degree, Cook worked for 6 1/2 years as a brand manager with Black & Decker.



Cassandra Davis

Cassandra Davis is a doctoral candidate at the Sam M. Walton College of Business, University of Arkansas. Her current interests include identity-based consumption, consumer well-being, judgment and decision-making, and emotions. Her research has been presented at national conferences such as the American Marketing Association, Marketing and Public Policy, and the Association for Consumer Research. She has also been an invited fellow at the Harvard Kennedy School's Behavioral Science Summer Workshop and the Marketing and Public Policy Conference Consortium and was selected as the doctoral student in residence for Villanova University's Center for Marketing and Public Policy Research. Davis' dissertation involves the effects of identity salience and identity management strategies on consumer behavior and is being funded by a sizeable grant from the Walton College of Business. Prior to pursuing her doctoral degree, Davis pursued a career in sales with Philip Morris USA and Altria Group, Inc.



Alireza Golmohammadi

Alireza Golmohammadi is a first-year PhD student. He is broadly interested in the study of the psychology of consumer behavior. More detailed, his research is in the area of social cognition and its implications for the study of consumer behavior. Currently he is studying the effect of exposure to money on individuals' perceptions and reactions towards others. Alireza has two papers published in the *Journal of Hospitality and Tourism Technology* and *Tourism Management Perspectives*, one paper accepted for publication in the *International Journal of Hospitality Management* and one paper under 2nd round of review at the *Journal of Service Research*. Moreover he will present his research titled, "*Fighting the Adversaries of Acculturation: The Case of Immigrant Obesity*" at the 122nd American Psychological Association Annual Convention this coming summer.



Shannon McCarthy

Shannon McCarthy is a first-year Marketing PhD student. Originally from Los Angeles, she earned a BA in Communication and Public Relations from the University of Cincinnati, where she was a decorated student-athlete. She completed her MEd in Higher Education Leadership from the University of Arkansas and spent two years studying in the Sport Management doctoral program. She recently published a chapter in the *Routledge Handbook of Sport and New Media* and articles in the *International Journal of Sport Management* and *Journal of Issues in Intercollegiate Athletics*. Her research interests include social media, sport marketing, and fitness behavior.



Amaradri Mukherjee

Amaradri Mukherjee is a first-year doctoral student in the Marketing Department at the Walton College of Business, University of Arkansas, focusing on understanding the drivers of value creation in corporate social responsibility initiatives at the firm level. He is also interested in pricing strategies, consumer welfare and online marketing. Originally from India, he has a Master's in Electrical Engineering (Computational Image Modeling) and an MBA from University of Memphis, Memphis TN. Prior to joining the doctoral program, he worked as a Research Assistant funded by NSF for two years in Computational Imaging Lab at the University of Memphis.



Alexandra Rome

Alexandra Rome is currently a Ph.D. in Management candidate in the Marketing group, University of Edinburgh. She completed her MSc. at the University of Edinburgh in International Business and Emerging Markets and her BSc. at the University of Arizona in Business Administration and Marketing.

Her research project examines how women consume sexual advertisements and to uncover the theoretical and sociocultural contextual factors that influence their experiences, namely, their culturally constructed sexuality.

She was accepted as a visiting doctoral student at the University of Arkansas in January, 2014, where she has been undertaking her data collection and teaching two upper-level undergraduate classes of Marketing Management. Her research interests include advertising, sexology, gender studies, consumer culture theory, emerging-adulthood, and semiotic/ visual theories.



Alex Rose

Alexander (Alex) S. Rose is a doctoral candidate in marketing at the Sam M. Walton College of Business at the University of Arkansas. Prior to joining the doctoral program, he completed a Bachelors and Masters in Sociology at the University of South Carolina and took three semesters of doctoral coursework in Management. This variety of training has exposed to him a plethora of methods, theories, and perspectives in social science. His research draws on this background, bringing a sociological framework to bear on marketing phenomena with an eye for managerial applicability. His dissertation focuses on the gift economy as a sociological system within the market through an ethnographic exploration of craft beer festivals. He currently has work being revised or reviewed for publication in *Journal of Consumer Research*, *Marketing Theory*, and *Journal of Public Policy and Marketing*. Rose has taught a variety of courses at the University of Arkansas, from Capstone Business Strategy to Introduction to Marketing Strategy. In the future, he hopes to hold doctoral seminars on issues in consumer culture and the philosophy of science.

SOUTHEAST MARKETING SYMPOSIUM PARTICIPANTS

University of Alabama - Faculty



Thomas Baker

Thomas Baker, prior to coming to The University of Alabama, was Associate Professor of Marketing at Clemson University (2006-2013), Assistant/Associate/ Full Professor of Marketing at the University of North Carolina Wilmington (1994-2006), and Assistant Professor of Marketing at the University of Akron (1989-1994). Dr. Baker has been a visiting lecturer at the Manchester Business School, Zagreb School of Business and Economics, the Barcelona Management Institute, the University of Liverpool, and Royal Holloway University. He has conducted Executive Education programs in Zagreb (Croatia), Sarajevo (Bosnia), and Riga (Latvia). In addition, he has led or been the co-leader for over twenty study abroad programs throughout Europe. Dr. Baker's research has been awarded the James M. Comer award for Best Contribution to Selling and Sales Management Theory by the Journal of Personal Selling and Sales Management. His research has also been awarded the Stephen A. Shaw award for best paper at the Society for Marketing Advances conference. Dr. Baker has twice been named one of the "Best Reviewers" for the *Journal of Marketing Theory and Practice*. Dr. Baker's research has been published in a number of outlets including the *Journal of Marketing*, the *Journal of Retailing*, the *Journal of the Academy of Marketing Science*, the *Journal of Business Research*, *Industrial Marketing Management*, and the *Journal of Personal Selling and Sales Management*.



Adam Rapp

Adam Rapp is currently the D. Paul Jones and Charlene Jones Endowed Chair in Services Marketing at the University of Alabama. Prior to joining the faculty at Alabama, he was an assistant professor at Clemson University and Kent State University. He has been a visiting lecturer at the Vlerick Leuven Gent Management School in Belgium and the Athens University of Economics and Business in Greece. He has a Ph.D. from the University of Connecticut, an M.B.A. from Villanova University with a specialization in strategic marketing, and an undergraduate degree from Penn State. Rapp also spent two years as a doctoral fellow at the University of Houston, where he researched and taught in the Sales Excellence Institute. He has won teaching awards at the University of Houston, University of Connecticut, the overall business school teaching award at Kent State and Clemson Universities, and most recently the Board of Trustees Award for Teaching and Research at Clemson University. Rapp's research examines factors influencing the performance of front-line service and sales personnel. He has published in the *Journal of Marketing Research*, *Management Science*, *Journal of Applied Psychology*, *International Journal of Research in Marketing*, *Industrial Marketing Management*, *Journal of Business Research*, and the *Journal of Personal Selling and Sales Management*, among other journals.

University of Alabama - Students



Marilyn Bonner

Marilyn Bonner is a first-year doctoral student at the University of Alabama. She is from Fort Smith, Arkansas. Bonner received her Bachelor of Science in Business Administration in Finance from the University of Arkansas in December of 2010 and her Master of Business Administration from the University of Arkansas at Little Rock in August of 2012. Previously, she has been employed by the University of Arkansas, the University of Arkansas at Little Rock, the Office of U.S. Senator John Boozman in Washington, DC, and Windstream Communications. As a Graduate Assistant at UALR, she worked with the College of Business to assess then-current MBA curriculum and research program perceptions. She presented findings to administration and faculty, leading to significant program modification. As a doctoral student, her primary research interests include sales, strategy, and customer retention.



Kris Lindsey

Kristina (Kris) Lindsey is a first-year doctoral student in Marketing at The University of Alabama, where she also received her Master of Science in Marketing in May 2013. While at The University of Alabama, Lindsey has worked as an international marketing assistant, graduate research assistant, and graduate marketing consultant. She received her Bachelor of Business Administration in Marketing from St. Mary's University - San Antonio, Texas, where she began her writing career in marketing early. As a doctoral student in marketing, Lindsey's research interests include marketing strategy, big data, and digital marketing resources. Previously Lindsey has gained professional experience in marketing, branding, customer-service, and cost-control administration in the hospitality, financial services, and petrochemical industries. Lindsey is also highly involved in volunteer efforts with various community organizations.



Melanie Lorenz

Melanie Lorenz is a second-year Ph.D. student in Marketing in Culverhouse College of Commerce at the University of Alabama. She received her B.S. from FH Worms, Germany, in International Management and her MBA from the University of South Alabama where she graduated *Summa Cum Laude*. Previously, she worked as research assistant at South Alabama and in Worms, Germany. She was also a subject matter expert at McGraw-Hill where she prepared exercises and case studies in strategic management textbooks. Melanie is interested in International Business. Currently, her research focuses on the impact of cross-cultural abilities on attitudinal and performance outcomes.



Jessica Ogilvie

Jessica Ogilvie is a second-year doctoral student in Marketing at The University of Alabama. She received her Bachelor of Science in Finance and Economics from The University of Alabama where she graduated *Summa Cum Laude* in May of 2011 and her Master of Science in Marketing from The University of Alabama in May of 2012. As a double major in Finance and Economics, she was a representative of The University Scholars as a top Corporate Finance student and recipient of the Faculty Excellence Award in Finance. During this time she worked directly with the department head of Finance, Economics and Legal Studies and partnered in research with chaired Economics professors. While completing her Master's degree, she worked on both original and corporate driven research with Ph.D.'s across Finance, Economics, Business Communication, International Business, Marketing and Management fields. During this time she worked with multiple firms in the banking, commercial retail, and finance industries. As a doctoral student her primary research interests include sales, service and retail. She has had research accepted at multiple conferences, both nationally and internationally.



Ayesha Tariq

Ayesha Tariq is a second-year doctoral student in Marketing at Manderson Graduate School of Business, The University of Alabama. Tariq earned an MBA degree from The University of Alabama. While studying for her MBA degree, Tariq worked as a Graduate Research Assistant for the Coordinator of Corporate and Alumni Services, Manderson Graduate School of Business. She also has an MS degree in Food and Nutrition from University of the Punjab, Pakistan. Her prior experience includes teaching, language instruction and managing food service operations. Her primary research interests are in the area of grocery shopping and include grocery purchasing behavior of households over stages of the household life cycle. She is also researching grocery shopping behavior of single household heads with a focus on the single male.

Florida State University - Faculty



Michael Brady

Michael (“Mike”) Brady is the Carl DeSantis Professor and chair, Department of Marketing, at Florida State University. His primary research interest involves contextual and communal factors that influence customer assessments of frontline service transactions. Brady has published articles in many top scholarly journals, including the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Retailing*, *Journal of Service Research*, *Journal of the Academy of Marketing Science*, and many other outlets. His research articles have been cited over 7,500 times to date (Google Scholar) and his 2001 article in the *Journal of Marketing* was ranked the fifth most influential article for future research in services marketing. Brady’s work has also been covered in the popular press, such as MSNBC, *U.S. News*, the *Chicago Tribune*, and *Tampa Bay Times*. He has won numerous awards, including the M. Wayne Delozier and Steven J. Shaw research awards, the Academy of Marketing Science outstanding teacher award, the University teaching award, the Joan Raley student service award, outstanding reviewer awards from the *Journal of Retailing* (2004, 2010) and *Journal of Service Research* (2009), the University graduate student mentoring award, and the William R. Jones award for mentoring minority doctoral students. Brady is currently President-Elect of the American Marketing Association’s Academic Council, an Associate Editor for the *Journal of Service Research*, and he serves on the Editorial Review Boards of the *Journal of Retailing*, *Journal of the Academy of Marketing Science*, and *Academy of Marketing Science Review*.



Jeffery Smith

Jeffery S. Smith is an Associate Professor of Operations Management at Florida State University after receiving his Ph.D. from the University of South Carolina. His research primarily addresses service system design with a specific emphasis on service recovery. He has published in *Production and Operations Management*, *Decision Sciences*, *Journal of Service Research*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, and other academic outlets. Jeff also serves on the editorial review boards of *Journal of Operations Management*, *Journal of Service Research*, *Journal of Service Management*, and *Operations Management Research*. He is currently serving as the director of the Ph.D. program in Marketing at FSU after previously being the director of the Master of Science in Marketing (MSM) program. Jeff is also a member of the faculty group at FSU responsible for developing the supply chain emphasis for the MSM program.

Florida State University - Students



Jeffrey Anderson

Jeffrey Anderson is a first-year PhD student, a McKnight Fellow, and a member of the Marketing Doctoral Student Association. His research interests are supply chain, international business, and sustainability. He has an undergraduate degree in Computer Information Systems from Central Missouri State and a MBA from Pepperdine University. He worked as a business analyst for Boeing Aircraft for six years. After Boeing, he was the Product Manager for Cheetah Software Systems for seven years.



Sidney Anderson

Sidney Anderson is a second-year student. His research interests focus on the intersection of services marketing and operations, with a particular focus on the customer experience. Prior to joining a FSU's PhD program, he worked in industry for twelve years as an IT consultant helping to implement financial, HR, and resource management systems. He likes European cars and international travel.



William Montford

William Montford is a second-year PhD student in the marketing department at Florida State University. He is studying consumer behavior and marketing strategy, with an emphasis on financial and health-related decision making. He currently has work under review at the Journal of Public Policy and Marketing. William holds an MBA and a BS (finance), both from Florida State University. Prior to joining the PhD program, William worked in industry as a marketing manager and as an investment analyst and portfolio manager for several institutions. Currently, he works as a graduate research and teaching assistant.



Michael Nagel

D. Michael Nagel is a second-year Ph.D. student at Florida State University. He received his bachelor's degree from the University of Texas at San Antonio and his master's degree from Colorado State University. Prior to joining the doctoral program at Florida State, he worked in marketing for sixteen years. His industry experience is in brand management, procurement and shopper marketing within the beverage, power sports and CPG categories. Currently, his research is focused on service marketing and consumer co-production/participation.



Carrie Skinner

Carrie Skinner is a first-year doctoral student at Florida State University. She received her B.S. degree in Marketing in 2008 as well as an MBA in 2012 from the University of Kentucky. In her time in the field, she worked mainly in retail including working at Coach, Macy's, and a credit union. After completing an MBA, Carrie worked on an independent consulting marketing research project for an industrial manufacturing company before starting the doctoral program. Her main research interests are sustainability including how sustainability influences consumers and their attitudes and decision making and applied consumer behavior focusing on how consumers are affected by their surroundings.

University of Kentucky - Faculty



David Hardesty

David M. Hardesty is Thomas C. Simons Endowed Professor of Marketing and the Director of Graduate Studies and the Von Allmen Behavioral Research Lab at the University of Kentucky. Hardesty received his Ph.D. in 1998 and his M.S. in Statistics in 1994, both from the University of South Carolina. He earned a B.S. in Mathematics from Salisbury University in 1992. He has published in journals such as the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Retailing*, *Journal of Business Research*, *Journal of Advertising*, and the *Journal of Public Policy & Marketing*. Hardesty's research focuses on the behavioral aspects of pricing, emotional intelligence, knowledge, and measurement. He serves on the editorial review boards for the *Journal of Retailing* and the *Journal of Product & Brand Management*. He won a Best Reviewer award for the *Journal of Retailing* in 2008 and co-edited a special issue of the *Journal of Retailing* in 2009. David's main teaching interests are Marketing Research and Consumer Behavior. David won the 2011 Robertson Outstanding Gatton Faculty Research Award. He was named the most outstanding faculty member in the MBA program at UK in 2007 and received the Bell South Outstanding Professor Award in the College of Business at the University of Southern Mississippi in 2001.

University of Kentucky - Students



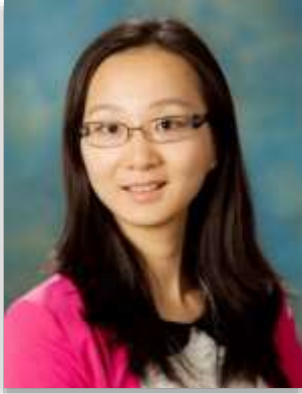
Kevin Chase

Kevin Chase is a first-year doctoral student at the University of Kentucky, focusing on marketing strategy. His current focuses are product management and sales management. He previously worked as a product marketing manager in the financial services industry and has a total of ten years of experience in sales and marketing prior to joining the doctoral program at Kentucky. Originally from Seattle, Chase has a Bachelor's in finance from Linfield College and an M.B.A. with a focus in marketing from the University of Portland.



Adam Farmer

Adam Farmer is a doctoral candidate in the Department of Marketing, Gatton College of Business and Economics, University of Kentucky. Farmer's research focuses on consumer behavior, specifically in the domains of political ideology (the fundamental differences between liberals and conservatives), decision-making, and sustainability. He has published in the *Journal of Consumer Research*, which focuses on political ideology and sustainability. His work has appeared at various conferences, including the *Association for Consumer Research*, *Society for Consumer Psychology*, and the *Southeast Marketing Symposium*. Farmer has also taught courses in marketing research and consumer behavior.



Wenjing Li

Wenjing Li is a Ph.D. student of marketing at the Gatton College of Business and Economics, University of Kentucky. Her research interests include pricing, service marketing, and social influence on purchase and consumption. She holds a Master of Hospitality from the University of Houston.



Rob Richerson

Rob Richerson is a fifth-year student at the University of Kentucky, and he has accepted a position at Salisbury University on the Delmarva peninsula in Maryland. Rob's dissertation, *Evolutionary Motives and Consumer Food Choice in Romantic Relationships*, has been presented at the ACR poster session and at SMS 2013. Richerson's teaching experience includes Kentucky's case-based capstone course, Marketing Research, and Principles of Marketing.



Sarah Magnotta

Sarah Magnotta is a doctoral candidate in the Department of Marketing in the Gatton College of Business and Economics at the University of Kentucky. Magnotta's research focuses on marketing strategy, particularly in the area of personal selling. Her work has focused on recommendation behaviors of multi-line salespeople and has appeared at the *American Marketing Association 2013 Summer Marketing Educators' Conference*. Her work in this area has also earned her the distinction of being a 2014 Doctoral Fellow at the upcoming *National Conference of Sales Management*. Magnotta has taught courses in marketing research, services marketing management, and personal selling.

Louisiana State University - Faculty



Judith Anne
Garretson Folse

Judith Anne Garretson Folse, PhD (University of Arkansas) is Professor and holds the V. Price LeBlanc Developing Scholar Professorship in the Department of Marketing, E. J. Ourso College of Business at Louisiana State University. Her research interests include persuasion (source and message effects on consumer information processing), gratitude in marketing, consumption emotions, social marketing and B2C relationship marketing. Her work has appeared in various journals, including the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Public Policy & Marketing*, and *Journal of Business Research* among other journals and national conference proceedings. She serves on the Editorial Review Board for the *Journal of Advertising*, the *Journal of Public Policy & Marketing*, the *Journal of Business Research* and the *Journal of Consumer Behaviour*. She has received several awards for undergraduate and graduate teaching while at LSU. Recently, she was recognized by the EJ Ourso College of Business with a 2012-2013 excellence in research award.

Louisiana State University - Students



Patrick Fennell

Patrick Fennell is a second-year Ph.D. student in the Department of Marketing at Louisiana State University. He received his B.S. in marketing and his MBA in Finance and International Business from the University of South Florida where he was a graduate advisor for the M.B.A. program. He has held marketing positions with Samsung and Tech Data, the world's second largest IT products distributor, and Samsung, where he was responsible for a national award winning territory of over 100 retail outlets, including Sears, Lowe's, and Best Buy. His research interests include consumer behavior, relationship marketing, and cause-related marketing. His work has been presented at the Southeast Marketing Symposium and the Association for Consumer Research.



Matthew Lastner

Matthew Lastner is a second-year Ph.D. student in the Department of Marketing at Louisiana State University. Originally from Frederick, Maryland, he earned a B.S. in Marketing and Management from James Madison University (JMU) in Virginia in 2005. While at JMU he also served as the Advertising Manager for the student newspaper, *The Breeze*. Upon graduation, Lastner worked as a Sales Representative for Ryan Homes for three years, accruing sales of over \$20 million during his time with the company. Lastner then joined Healthcare Services Group (HSG) and served as a District Manager of Operations for two years overseeing a large Mid-Atlantic territory before leaving the company to pursue his academic interests. In 2011, Lastner finished earning his MBA from the University of Maryland as a part-time student, an endeavor he began in 2009 while working with HSG. His current research interests include sales and relationship marketing. His work has been presented at the Southeast Marketing Symposium and the Association for Consumer Research.



McDowell Porter III

McDowell Porter III is a second-year Ph.D. student in the Department of Marketing at Louisiana State University. He received his Bachelors of Science in Marketing degree from Northern Illinois University and his Masters of Business Administration degree from the University of Southern California. In November 2011, he attended the highly selective Ph.D. Project conference, which is co-sponsored by the Association to Advance Collegiate Schools of Business (AACSB), and he is a current member of Ph.D. Project's Marketing Doctoral Student Association. Porter's research interests include source effects of persuasion in an online context (i.e., consumer reviews, brand communities, product endorsers, etc.). His work has been presented at the Southeast Marketing Symposium and the Society of Marketing Advances.

University of Memphis - Faculty



Daniel Sherrell

Daniel Sherrell completed his Ph.D. in Marketing from the University of South Carolina in 1980. Upon graduation, Dr. Sherrell joined the faculty at Louisiana State University in Baton Rouge where he spent fifteen years. He joined the faculty of the Fogelman College of Business & Economics at the University of Memphis as Professor of Marketing in 1995. While at the University of Memphis, Dr. Sherrell has served as Chair of the Department of Marketing and Associate Dean for Administration in the Fogelman College of Business & Economics. Dr. Sherrell has published over seventy articles in refereed journals and national conference proceedings. His articles have appeared in the *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, and *Journal of Business Research* among others. Teaching areas of expertise and interest include Consumer Behavior, Marketing Theory, Structural Equation Modeling, and Research Methodology. His current research interests focus on the impact of source credibility and trustworthiness perceptions, customer relationship management, and the influence of word-of-mouth among customers in the Internet environment.

University of Memphis - Students



Josh Coleman

Josh Coleman is in his first-year as a Ph.D. student in the Department of Marketing and Supply Chain Management at the University of Memphis. He earned both a B.S. in marketing and an M.B.A. from Western Kentucky University. His research interests include social enterprises, cause-related marketing, and social entrepreneurship.



Jianping Huang

Coco (Jianping) Huang is a first-year Ph.D. student in the Department of Marketing and Supply Chain Management at the University of Memphis. Prior to entering the Ph.D. program, Huang worked with Chery Automobile Company, one of the biggest independent car manufactories in China, where she held a number of positions in supply chain management, including Purchase Manager and ERP Representative. She has over ten years of corporate business experience, including domestic resources management and global purchasing. She received her B.S. from The University of Science & Technology of China, China, her M.B.A. from Nanjing University, China, and M.S. in finance from The University of Memphis. Her research interests include consumer behavior (buyer behavior), supply chain management, mass customization, and quality and customer satisfaction measurement.



Wendy McEntee

Wendy Barnes McEntee (The University of Memphis) is a doctoral student in the Department of Marketing and Supply Chain Management, Fogelman College of Business, The University of Memphis. She is also pursuing a graduate certificate in qualitative research. Her current research interests are focused on provocative imagery in advertising and ethical consumption, specifically focused on using grounded theory and case study methods. Wendy has served as the chairperson of her university's marketing Ph.D. student continuing education series. Her teaching experience includes principles of marketing.



Mike Peasley

Mike Peasley is beginning his first year as a Ph.D. student in the Department of Marketing and Supply Chain Management at the University of Memphis. Prior to entering the Ph.D. program, Peasley worked for the Seattle Mariners Double A Affiliate as Vice President of Sales and Marketing. He received both his M.B.A. and B.S. from Union University. Peasley's research interests are advertising, branding, emerging technologies in consumer behavior, sales, and sales management.



Keith Story

Keith Story is a Ph.D. candidate in the Department of Marketing and Supply Chain Management at the University of Memphis. Before beginning his doctoral studies, Story worked in brand management, product management, and inventory management roles in the consumer products, health care, and metals industries. Story is interested in researching the impact of supply chain capability on marketing strategy.



Parker Woodroof

Parker Woodroof is a third-year Ph.D. student in the Department of Marketing and Supply Chain Management at the University of Memphis. His research interests include cause marketing alliances, nonprofit branding, and marketing ethics. Prior to the program, he worked for a software company called Sedona Systems. Sedona is a self-service web database application that allows faculty members to maintain their teaching, research, service, and experience records to name a few. In Woodroof's spare time, he consults for various nonprofit and for-profit organizations around Memphis, and is also helping develop a cause marketing campaign between two well-known local organizations.

Mississippi State University - Faculty



Joel Collier

Joel E. Collier (Ph.D., University of Memphis) is the Marketing Ph.D. coordinator and associate professor in the Department of Marketing, Quantitative Analysis, and Business Law at Mississippi State University. His areas of research are in services marketing, customer delight, and marketing research methods. His work has been published in the *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *MIT Sloan Management Review*, and the *Journal of Public Policy and Marketing*.



Jason Lueg

Jason E. Lueg (Ph.D., M.B.A., The University of Alabama) is Professor of Marketing and Department Head at Mississippi State University. His professional experience includes positions in the banking industry in both operations/compliance and commercial lending. His teaching interests are in the areas of marketing strategy and supply chain management. Lueg's research interests are in the areas of retailing, strategy, and supply chain management. He has published articles in *Journal of Retailing*, *Journal of Business Research*, *Journal of Marketing Theory and Practice*, *International Journal of Physical Distribution and Logistics Management*, other journals, and many international and national proceedings.

Mississippi State University - Students



Bob Barnwell

Bob Barnwell is a third-year doctoral student from Johnson City, TN. He received a Bachelor's of Science in Commerce with concentrations in Marketing and Management from the University of Virginia's McIntire School of Commerce in 1994, a Certificate in Copywriting from the Creative Circus in 1996, and an MBA from East Tennessee State University in 2009. From 1996 until 2011 Barnwell worked as an advertising copywriter and associate creative director on a variety of national brands, including Hanes, Wonderbra, Sealy, Wachovia, Maker's Mark, Thomasville, Texas Pete, Remington, Revell, BellSouth, NASCAR, BB&T, and Lowe's. His research interests include complementary products marketing, branding, and advertising.



Alisha Horky

Alisha Blakeney Horky is a fourth-year doctoral candidate in the Department of Marketing, Quantitative Analysis and Business Law at Mississippi State University. Her research interests include brand management, self-service, and retailing, particularly consumer free-riding behaviors in retail contexts. Her work has been presented at conferences including the Southeast Marketing Symposium, Society for Marketing Advances, and Consumer-Brand Relationships, and has appeared in journals including the Journal of Business Research and the Journal of Services Marketing. Her teaching experience includes principles of marketing, advertising, sales management, and marketing research.



Alexandra Krallman

Alexandra Krallman is a first year doctoral student from Covington, Kentucky. She received a Bachelor's Degree in Business Administration in Marketing from Eastern Kentucky University in 2011 and earned her M.B.A. from Eastern Kentucky University in 2013. During her studies she worked in various roles related to social media and online marketing, as well as an online advisor at Eastern Kentucky University. Her research interests include corporate social responsibility, brand management, and social network marketing.



Mark Pelletier

Mark Pelletier is a third-year doctoral student from Buffalo, New York, by way of Las Vegas, Nevada. He received a Bachelor's Degree in Business Administration with a concentration in Marketing from The University of Nevada, Las Vegas in 2008 and a Master's of Business Administration Degree with a dual concentration in both Marketing and Management from The University of Wisconsin-Whitewater in 2011. Before pursuing a career in academia, Pelletier had a lengthy practitioner career working as a Sales Manager for a major Las Vegas-based retail operation. Pelletier's primary research interests are experience marketing and marketing through social networking communication.



Christopher Newman

Christopher L. Newman (Ph.D., University of Arkansas) is an Assistant Professor of Marketing in the School of Business Administration at the University of Mississippi. His primary research interests include food labeling and consumption, consumer health and welfare, shopper marketing, and public policy as it pertains to consumer behavior issues. Dr. Newman's research has been published in the *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *International Journal of Advertising*, and the *American Journal of Health Promotion*, among others. In 2011, he was awarded the Brenda Derby Memorial Award, which is presented nationally to an outstanding doctoral student who demonstrates excellence as an emerging public policy researcher. Dr. Newman has received a research grant from the Robert Wood Johnson Foundation's Healthy Eating Research Center, in addition to several research and travel grants from the University of Mississippi, including the Southeastern Conference Visiting Faculty Grant. He has served as a reviewer for numerous national conferences, and is a member of the American Marketing Association and the Society for Marketing Advances. Dr. Newman has taught data analysis and interpretation, as well as retail strategy, and currently teaches global marketing.



Douglas Vorhies

Douglas W. Vorhies is Professor of Marketing, School of Business Administration, at the University of Mississippi, where he serves Ph.D. Coordinator in Marketing. Dr. Vorhies holds a Bachelor of Science degree from Iowa State University, an M.B.A. from Western Illinois University and the Ph.D. in Marketing from the University of Arkansas. While at Arkansas, he was an American Marketing Association Doctoral Consortium Fellow. Dr. Vorhies has published in the *Journal of Marketing*, *Strategic Management Journal*, *the Journal of the Academy Marketing Science*, *International Journal of Research in Marketing*, *Decision Sciences*, *the Journal of Product Innovation Management*, *Journal of Personal Selling and Sales Management*, *Industrial Marketing Management*, and the *European Journal of Marketing*. He serves on the editorial review board of *the Journal of the Academy of Marketing Science* and *the Journal of Strategic Marketing*. In 2009 and 2012, he was honored by the University of Mississippi Business School with its Senior Researcher of the Year Award in addition to winning the Award for Best paper by a Business School Faculty member in 2012.

University of Mississippi - Students



Katharine Howie

Katharine Howie is a second-year Ph.D. student at The University of Mississippi. Her research interests are in cause-related marketing, corporate social responsibility, and nonprofit organizations. When she's not studying or writing, Katharine enjoys yoga, mountain biking, and cooking.



Robert King

Robert King is a third-year marketing doctoral student at the University of Mississippi. His research interests are in the area of marketing strategy, the marketing-finance interface, eWOM, ethics, and a hodgepodge of other things he finds interesting. His work can be found in the *AMS Review* and soon in the *Journal of Interactive Marketing*. He is currently the Vice Chair of Technology and Website Content for the DocSIG. When Robert isn't in school, he attempts to spend time with his wife and enjoys eating and reading.



Duncan Nicol

Duncan Nicol is a first-year doctoral student in marketing at the University of Mississippi. His research interests include topics related to sales, international marketing and consumer behavior. Originally from Vancouver, Canada, in his spare time Duncan enjoys keeping up with his favorite hockey team, doing graphic design and spending time with his wife.

University of South Carolina - Faculty



William Bearden

William O. Bearden is Bank of America Professor in Business Emeritus and Distinguished Professor Emeritus in the Moore School of Business at the University of South Carolina. He is currently on the editorial review boards of the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, and *Journal of Marketing*. He served as an Associate Editor for the *Journal of Consumer Research* during 1999-2002. Dr. Bearden has received the USC Amoco Teaching Award and the USC Mungo Award for Teaching Excellence that are presented annually to one faculty member, as well as the Outstanding MBA Teacher Award, and twice has been awarded the Moore School of Business Teacher of the Year Award. He has also been recognized as faculty initiate in Mortar Board, ODK, and Golden Key, and received the 2004 University of South Carolina Educational Foundation Research Award for Professional Schools and the 2005 University Trustee Professorship Award. Professor Bearden also served as the University Faculty Athletic Representative to the SEC and NCAA from 2006 to 2010, and received the first Distinguished Service Award from the *Journal of Consumer Research* in 2006. He received the 2003 Lifetime Achievement Award for Research in Behavioral Pricing and recognized as the 2011 Southeast Marketing Symposium Honoree for Outstanding Contributions to Doctoral Education. He was faculty co-director for the USC Lilly Teaching Fellows Program from 1992-1995, and has chaired over twenty doctoral dissertations. Dr. Bearden has published a number of articles in the *Journal of Marketing Research*, the *Journal of Marketing*, and the *Journal of Consumer Research*, among others. He has also coauthored three books including *Marketing Principles and Perspectives*, 5th Edition, 2006, Irwin/McGraw-Hill, Inc. and the *Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research*, 3rd Edition, 2011, published by Sage Publications.



Randy Rose

Randy Rose earned a B.A. in Anthropology and an M.B.A. from the University of Tennessee. He joined the Darla Moore School of Business faculty in 1986 after completing his Ph.D. with a concentration in marketing from The Ohio State University. Dr. Rose's research on persuasion, social influence, payment mechanisms, and various aspects of consumer culture have been published in some of the top journals in marketing including: *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Advertising*, *Journal of Retailing*, and *Journal of Public Policy and Marketing*. He currently serves on the Editorial Review Boards of the *Journal of Consumer Research*, the *Journal of Public Policy and Marketing*, and *Social Influence*. While Dr. Rose has taught a wide variety of courses at the Moore School, he most often will be found in marketing research courses at the undergraduate level and consumer behavior courses at the graduate level. He currently serves as chair of the marketing department, after four years as Executive Director of Moore School Doctoral Programs.

University of South Carolina - Students



Li Huang

Li Huang, doctoral student of marketing, University of South Carolina. Her research interests include social influences on consumer memory and decision, consumer-brand relationship, and social media marketing.



Rafay Siddiqui

Rafay Siddiqui is a doctoral candidate in Marketing at the University of South Carolina. He is currently in his third year. Siddiqui's research interests include judgment and decision-making, patience and particularly the influence of temporal perceptions on decision making.



Tracey Swartz

Tracey Swartz is a first-year doctoral student in Marketing at the Darla Moore School of Business, University of South Carolina. Her research interests in Marketing Strategy relate to the marketing-finance interface, as well as new product development and innovation. Swartz's prior work experience is connected to her research interests. With regards to the marketing-finance interface, she has worked in Personal and Small Business Banking at the Bank of America. Related to new product development and innovation, she was the Director of the Innovation & Incubation Program at the University of South Florida (USF), where she was responsible for running a Technology Incubator, managing a Matching Grants Research Program, and serving as PI on a \$1 million grant from the U.S. Department of Commerce. Tracey holds a bachelor's degree in business administration and three master's degrees from USF.



Charles Noble

Charles Noble, (PhD (Marketing), Arizona State University; MBA, Babson College; BS, Boston College) currently holds several positions, including Proffitt's Professor of Marketing at The University of Tennessee, Director of the Marketing PhD Program at The University of Tennessee, Vice Chair of the Product Development and Management Association, the leading professional organization focused on product and service development and innovation. He is also Faculty Research Network Member, for the Center for Services Leadership at Arizona State University

Charles' research interests focus generally on innovation, design and development processes, as applied to both products and services. He has published in many leading journals including the *Journal of Marketing*, *Strategic Management Journal*, *Journal of the Academy of Marketing Science*, *Journal of Product Innovation Management*, *Sloan Management Review*, *IEEE Transactions on Engineering Management*, and many others. He is currently on the editorial boards of the *Journal of the Academy of Marketing Science* and the *Journal of Product Innovation Management*.

Charles Noble has consulted and done research with many leading organizations on product and service development, innovation and corporate strategy issues. These have included Whirlpool Corporation, Procter & Gamble, US Airways, Wells Fargo Bank, Philip Morris USA, The United States Navy, Kodak, MASCO Product Design, Viking Range Corporation, and many others.

University of Tennessee - Students



Lisa Beeler

Lisa Beeler joined the doctoral program in 2013. Prior to starting the Ph.D. program at UT, Lisa gained four years of experience working at AmeriPark, an international parking management provider, as the National Marketing Director. Prior to that, she held the role as marketing coordinator with Homespace Décor, a home décor company. Lisa's research interests are cross functional integration and demand-supply integration



Nawar Chaker

Nawar Chaker is a Ph.D. student in the Marketing and Supply Chain Management program at the University of Tennessee at Knoxville. He joined the department in August 2012. Nawar received a bachelor's of science degree in electrical engineering from the University of Colorado at Boulder. He earned a Master of Business Administration, with an emphasis in change management, from the University of Colorado at Denver. Nawar has work experience in marketing, sales, distribution and engineering. His research interests include buyer/seller relationships, buyer behavior, sales management, relationship marketing, marketing channels, inter- and intra-firm relationships, and demand-supply integration.



Anton Fenik

Anton Fenik is currently a third-year marketing PhD candidate. In his short time in academia, Anton presented his research at SMS, AMA, SMA, AIB-Southeast, and ABR conferences and has a conditionally accepted publication at the Journal of Business Research. Prior to his PhD studies, Anton worked as a marketing director for an export management company where he was responsible for establishing and maintaining relationships with US manufacturers, international distributors, and other business and government partners. During his business career, Anton also attended University of South Carolina where he received his MBA degree. Prior to his business career, he received bachelor's degree in mathematics also from University of South Carolina. His exposure to mathematics, internationally focused MBA curriculum, B2B marketing experience, and his Slovakian nationality all naturally contributed to his current research interests, which focus generally on marketing channels, strategic alliances, B2B topics, international marketing and innovation. Anton enjoys spending time with his wife and two daughters, which helps him to refresh his mind and to get motivated to move his working projects along.



Nayoung Lee

Nayoung Lee is a doctoral student in marketing at the University of Tennessee in the department of marketing and logistics. She earned a bachelor's of arts degree from Ewha Womans University in Seoul, South Korea. She received her MBA from Owen Graduate School of Management at Vanderbilt University. Prior to starting the PhD. Program at UT, Nayoung worked at Johnson and Johnson, CJ, and Samsung as a brand manager.



Adam Powell

Adam Powell is a marketing doctoral candidate at the University of Tennessee. He joined the program in 2011 after completing a full-time Masters of Business Administration program at Brigham Young University in Provo, Utah. Adam is currently engaged in a number of research projects that both excite him and keep him busy. He is the lead-author on a paper that originated from his first-year summer project exploring the effects of tacit knowledge transfer on customer relationships and firm performance, and will target the Journal of Business Research. Adam is also a co-author on a project with Drs. Stephanie and Charles Noble that explores a typology of customer relationship management strategies, and will target the Journal of the Academy of Marketing Science. For his dissertation Adam is investigating the stereotypes held between functions of the firm and to what extent these stereotypes inhibit cross functional integration. Adam's research stream revolves around studying firm-level functions through a psychological lens. In his personal life Adam is involved with Cub Scouts as a Den Leader and in his church as a children's music leader. Most of all, Adam is a proud father and the grateful husband of his supportive wife.



Matt Shaner

Matt Shaner joined the marketing department at Tennessee as a Ph.D. student in August 2011, and is currently in his third year of the doctoral program. His research interests include new product/service development, open innovation, and innovation-related marketing strategy. His research has been presented at PDMA, the Direct/Interactive Marketing Summit, and SMS conferences, and he has a conditionally accepted publication at the Journal of Business Research. Prior to coming to Tennessee, Matt worked for 10 years in marketing consulting, public relations and technology management. His consulting experience includes work with federal and state government agencies, energy, higher education, healthcare, technology, and pharmaceutical sectors. He received a bachelor's degree from Harding University and an MBA from Missouri University of Science and Technology. Matt is an avid fan of Chicago sports teams (Cubs, Bears, and Blackhawks) and the Tennessee Vols.

SOUTHEAST MARKETING SYMPOSIUM

RESEARCH PRESENTATIONS

Session 1 (9:00-10:15AM Friday)

Exploring the Ambidextrous Salesperson: The Impacts of Salesperson Behaviors and Characters

Jessica Ogilvie, University of Alabama

Adam Rapp, University of Alabama

In an increasingly competitive marketplace, firms are relying on front-line salespeople to simultaneously meet sales goals while building and maintaining lasting relationships with their customers. With a growing emphasis on creating superior customer value and boosting customer retention rates, sales organizations are attempting to cultivate a front-line workforce capable of managing the frequently conflicting tasks of meeting sales performance goals and providing quality service. This pursuit of service- and sales-goal alignment, or service-sales ambidexterity, elicits an environment conducive to enhanced quality and profitability of buyer-seller relationships. Drawing from literature on employee ambidexterity in service settings, this research explores salesperson ambidexterity and the impacts on individual employee overall manager rated performance. Using data gathered from a sample of 286 front-line sales employees, we empirically test the impacts of salesperson behaviors and characteristics in facilitating salesperson ambidexterity. In the context of concurrent engagement in both sales and service practices, the authors employ a service dominant logic perspective to hypothesize a framework of individual level employee sales-service ambidexterity. The hypothesized model demonstrates the role played by salesperson service behaviors and characteristics (e.g., product and service expertise, customer orientation characteristics, etc.) in predicting salesperson ambidexterity and resulting employee performance.

Can't We All Get Along? A Look at the Tension Between Sales and Purchasing

Nawar Chaker, University of Tennessee

This paper looks at the Sales and Purchasing relationship in distribution and retailing environments within a firm. Specifically, we look at the tension that may take place between Sales and Purchasing and how this has an impact on sales performance. We focus primarily from the vantage point of sales. Furthermore, we look at the role of Sales and Purchasing cross-functional integration and the moderating effect of salesforce control systems (behavior-based and outcome-based). We posit that the tension between Sales and Purchasing will have a negative impact on sales performance and Sales and Purchasing-cross functional integration. We use constituency-based theory to develop a conceptual model and to develop our hypothesis. We also propose a methodology for empirical investigation.

Strike While the Iron is Hot? Sales Timing Strategies in an Experiential Purchase

Mark J. Pelletier, Mississippi State University

Joel E. Collier, Mississippi State University

Are consumers more apt to make an experience-dependent purchase at the height of the hedonic experience, or does the thought of having to pay during the experience hinder purchase behavior? To explore this phenomenon, two field experiments were conducted across multiple Las Vegas experiential-based retail locations. Study 1 examines if customers' behaviors and attitudes differ if a sales offering is presented during compared to after an experience is complete. Study 2 investigates if an experience was planned or impromptu and how the during/after product offering influences customers' attitudes and purchasing behavior. We find that timing for an experience-dependent product offering does indeed influence the customer's evaluation of the experience, the product, and the fairness of the price paid. In addition, we establish that pain of paying considerations are not universal and only negatively affect attitudes when the sales approach interrupts experiences that are planned in advance.

Session 2 (9:00-10:15 AM Friday)

Virtue versus Vice: Effect of Usage Duration on Preference

Rafay A. Siddiqui, University of South Carolina

Frank May, University of South Carolina

Ashwani Monga, University of South Carolina

Vice goods offer immediate rewards, but delayed costs: watching several movies over a weekend is pleasurable, but the unfinished household chores provide pain later on. Virtue goods offer immediate costs, but delayed rewards: going to a gym every morning is painful, but staying fit provides pleasure later on. Individuals often exert self-control strategies to maximize virtue consumption (e.g., pay to lock-in into a gym program; DellaVigna and Malmendier 2006) and minimize vice consumption (e.g., buy small quantities of cigarettes; Wertenbroch 1998). We examine usage duration as a self-control strategy. For virtue products (e.g., 4-visit pass to the gym), we argue that a shorter duration makes more strategic sense (“a pass that can be used only within 1 month (vs. 12 months) will help me go to the gym more often”). However, for vice products (e.g., 4-visit pass to the movies), a longer duration makes more strategic sense (“a 12-month (vs. 1 month) pass will help me space out my movie consumption”). In line with this, experiment 1 reveals higher preference for a 4-visit gym pass over a movie pass when the pass can be used over 1 month (vs. 12 months). In experiment 2, we find a similar effect when choosing within gym passes or within movie passes. Individuals realize that gym and movie passes are not economically different—a higher willingness to pay for Pass A (4-visit 1-month pass) vs. Pass B (3-visit 6-month pass) is equally evident for both gym and movies. However, when asked to choose, Pass A is preferred more for gym (vs. movie). Thus, usage duration has divergent influences on virtue versus vice preferences.

Profitable Potlatch: Leveraging the Gift Economy

Alexander S. Rose, University of Arkansas

Despite a long tradition of research on gift giving within consumer research, few studies have explicitly linked the phenomenon to marketing strategy. The gift economy, if understood in the form conceived in its sociological and anthropological roots, is a useful avenue for consideration by strategic stakeholders as it represents another form of resource circulation, different from but in many respects similar to the market economy. In order to develop insights both for the field’s theoretical understanding of the gift economy as an economy and for the utility of this system of resource distribution for marketing practice, I conducted an ethnographic exploration of the interface of the market and gift economies within the specific context of contemporary craft beer festivals in three locations over time. Results of the study suggest several important thematic contributions. The first is directly related to theories of culture and actor agency within a given culture. Specifically, it seems that despite the ostensible market trappings of the exchange between the brewer and the consumer-attendees, both sides view the exchange as gift-oriented. This suggests that consumer and firm behavior within the context are explicitly constituted by the cultural grounds on which the exchange takes place. Second, because this exchange is functioning like a gift exchange, several important outcomes of the gift economy are present. In particular, solidarity grows from the transactions; consumers increase loyalty, purchase intentions, and favorable attributions towards the brewery. Strategically, this is effectively a brand equity enhancement tool. Similarly, consumers and the geographical locality of the festival tend to become engaged with the firm, a strategic boon for those interested in capturing localist movements. Finally, resource distribution is such that there is little waste and much access, suggesting a sustainable model of engagement.

Financial Recoveries Involving Bundled Services

Patrick Fennell, Louisiana State University

Matthew M. Lastner, Louisiana State University

Dan H. Rice, Louisiana State University

Service shortcomings are common in the marketplace and retailers constantly strive to find effective methods to recover from service failures. Previous research on service recoveries has demonstrated impacts on satisfaction, brand attitude, emotions, and post-purchase behavioral intentions (Brady, Cronin, Fox, and Roehm, 2008). However, research has yet to address how recovery efforts involving multi-product or multi-service bundles may differ from single product or service scenarios. Extant research in the area of bundle pricing has demonstrated that not all products contribute equally to the overall utility of the bundle, and a discount on one product may actually be valued less than the same discount on another product (Hamilton and Srivastava 2008; Janiszewski and Cunha, Jr. 2004; Yadav 1994). The current research extends the findings concerning service recoveries into a multi-service bundle context. Using a 2 (recovery type: aggregate, partitioned) X 2 (recovery placement: failed product, non failed product) between subjects design, the authors found that the relationship between recovery placement and post-purchase intentions is both moderated by recovery placement and mediated by anger. More specifically, aggregate recovery efforts result in higher levels of anger and lower post-purchase intentions when the recovery effort is attributed to the failed product. Also, aggregate recovery efforts result in lower levels of anger and higher post-purchase intentions when the recovery effort is attributed to the non-failed product. Theoretical and managerial implications are offered for service providers on the basis of these findings.

Session 3 (10:30-11:45 AM Friday)

Effects of Social Comparisons on Price Fairness Perceptions: The Roles of Effort and Deservingness

Matthew M. Lastner, PhD Student, Louisiana State University

Patrick Fennell, PhD Student, Louisiana State University

McDowell Porter III, Louisiana State University

Recent research has attempted to understand how consumers form price fairness perceptions when confronted with information that another customer has paid a lower price for the same product, at the same retailer. One explanation provided in the research is that when similar customers pay different prices for the same product, a deservingness violation is observed and it is the perceptions of deservingness that serve to influence price fairness evaluations (Ashworth and McShane 2012). However, research on deservingness has been limited to this point and questions still remain as to what elements of the transaction precipitate a deservingness violation, and under what conditions, if any, might consumers find it fair that a similar customer receives a lower price for the same product. The current research attempts to address this gap in the literature by testing the effects of consumer effort on price fairness evaluations in the presence of social price comparisons. Using a 2 (external reference price: Higher vs. Lower) x 2 (other consumer effort: High vs. Low) between-subjects design, we test the prediction that perceptions of consumer effort influence price fairness judgments through deservingness. Our findings support this prediction. Results indicate that consumers will evaluate the prices that they pay as being more fair, even when other customers pay less for the same product, if they believe that the other customer put more effort into their purchases. Bootstrap testing confirms that deservingness mediates this relationship. Implications and future research directions are offered on the basis of these findings.

If You Remember It, I Can Forget It: Perceived Identity Preservation Effect of Social Sharing on Consumer Memory

Li Huang, University of South Carolina

Priyali Rajagopal, University of South Carolina

Consumers often share their experiences with friends, colleagues and even unknown strangers through social interactions. Whether consumers' memories improve or decline after sharing their experiences with others is little understood. This research addresses this gap and explores the social (in particular-conversational) sharing effect on consumer memory. We propose that while social sharing can enhance memories through rehearsal, it may also facilitate forgetting by a belief of "group mind", i.e. the belief that the conversational partner(s) will remember the experience, thereby reducing the motivation to personally remember the experience. Across two experiments, we find that for identity relevant experiences, consumers forget more details after sharing these experiences with best friends as compared to sharing it with strangers; however, for identity irrelevant experiences, we found the opposite pattern of results with respondents remembering more details after sharing it with best friends than sharing it with strangers. We posit that the forgetting effect after sharing with close others is due to belief in a collective memory system, and will be mitigated if the conversational partner is perceived to have poor memory. This research contributes to the understanding of social influences on memory and has significant managerial implications for word of mouth marketing.

An Investigation of Uncertain Price Promotions

Wenjing Li, University of Kentucky

David M. Hardesty, University of Kentucky

Although certain discount promotions often increase consumers' current purchase intentions, frequent use of discounts leads consumers to expect discounted prices and thus diminishes their future purchase intentions. The current research suggests that uncertain discount promotions might increase consumers' current purchase intentions without jeopardizing their future purchase intentions. People demonstrate subconscious optimism toward uncertain discount promotions and perceive a lower external reference price. Thus they will respond positively toward uncertain discount promotions. Due to the uncertainty of these promotions, consumers are less likely to adjust their internal reference price based on this type of promotion. Their future purchases intentions are less likely to be impaired. Three moderating factors are investigated in this paper: discount size, purchase price, and brand familiarity. Uncertain discount promotions are expected to increase current purchase intentions when discount size is large; purchase price is low; and brand familiarity is high. Large discount size and high brand familiarity also provide ideal conditions for uncertain discount promotions to increase consumers' future purchase intentions. The paper concludes with a discussion of the theoretical and practical implications for these findings

Session 4 (10:30-11:45 AM Friday)

Barriers to RFID Adoption: A Multi-Study Investigation

Sidney Anderson, Florida State University

As goods and services become more commoditized, organizations seek to differentiate themselves by providing a superior customer experience. Service organizations are increasingly exploring ways to accomplish that goal. One way that firms seek to enhance the customer experience is through the use of technology. A technology that is gaining significant interest is radio-frequency identification (RFID). Traditionally, RFID has been used in the back office due to the clear benefits it provides in inventory control and supply chain management. Increasingly, RFID technology is being employed in front office applications due to its ability to affect the customer experience (Smith and Konsynski 2003; Lee, Fiedler, and Smith 2008).

Radio-frequency identification tags are used in many applications. For example, in early 2012 clothing company American Apparel deployed RFID technology at the item level in 100 of its 280 retail locations, benefitting both the retailer and its customers. While the company measured an average sales-per-store increase of 14 percent, the customer experience was enhanced mainly due to a reduction in out-of-stocks and the increased availability of store personnel to assist customers. The use of RFID in libraries enables self-checkout, which allows patrons to save time by checking in/out several items simultaneously. Despite these examples of RFID's success in the front-office, significant resistance remains for front-office applications.

The slow adoption of RFID is twofold. The first problem is that companies have been slow to transition RFID from back-office applications to front-office interactions. Reasons for this slow implementation include a lack of standardization, difficulty of integrating RFID with existing technology, or a lack of a clear return on investment (Moon and Ngai 2008; Visich et al. 2009). Second, there has also been significant resistance to RFID among consumer groups. This may be due to the fact that most popular press coverage of RFID has centered on the technology's potential for tracking customers without their knowledge or consent (Wall Street Journal 2006), a view that is supported by research showing that privacy concerns negatively affect consumers' attitude toward RFID (Smith et al. 2013). In addition to privacy concerns, resistance may exist because the general public is not yet ready for RFID (Parasuraman 2000), using the technology engenders anxiety in certain individuals (Meuter et al. 2003), or due to a lack of clearly defined benefits (i.e., relative advantage over existing technologies) (Geroski 2000). This study examines the barriers to consumer adoption of RFID.

The goal of this research is to provide an answer to two key questions. First, what are the barriers to RFID adoption? Second, what can be done to overcome these barriers? To answer these questions, data were collected from 517 consumers across two different studies utilizing two different methodologies. In study one, a cluster analysis (n=380) was performed from which four groups (i.e., resisters, doubters, worriers, users) emerged. All groups were shown to have different patterns of barrier sets across the four main barriers (i.e., privacy, trust, inertia, usefulness), indicating that firms need to employ variant strategies to enable adoption. The results suggest that consumers are concerned about privacy (e.g., item tracking) and trust (unauthorized use of information), and that they do not want to deviate from their current habits (inertia) or do not see the potential benefits RFID offers them (usefulness).

In study two, we conducted an experiment (n=137) aimed at overcoming barriers to adoption, specifically focusing on usefulness and inertia as prior research has focused on privacy concerns and trust (Smith et al. 2013). The initial experiment establishes main effects in that the intention to use RFID is higher when the benefit is maximized (i.e., either through processing speed enhancements or more complete customization).

Understanding Factors of Supply Chain Technology Adoption Decisions in Firms

Keith Story, University of Memphis

The purpose of this research is to explore factors of new SCT adoption decisions made by firms and better understand their relationship to technology performance and firm performance. This work is grounded in the Resourced Based View of the firm (Wernerfelt, 1984; Barney, 1991), which posits that a firm's resources and capabilities can allow it to develop a competitive advantage in the marketplace. For these resources and capabilities to enable advantage, Barney (1991) says they must be valuable, rare, not easily substituted, and "imperfectly imitable". Being imperfectly imitable is especially relevant to technology because firms can generally copy each other's physical or technological assets, but the capability to implement the assets or extract the most value from the technology is unique to each firm and its internal management processes, procedures, and culture, in other words, it is "socially complex" (Dierckx and Cool, 1989, Barney, 1991). Based on this premise, a firm's ability to effectively make decisions about adopting new SCT can be viewed as a complex resource that can lead to an advantage in the marketplace and improved firm performance.

This preliminary study explores factors of SCT adoption decisions with a grounded theory (Glaser and Strauss, 2011) approach. My purpose is to contribute to theory by better understanding the relationships between SCT performance and the conceptual decisions managers must make before the SCT is implemented. Decisions that impact the supply chain have significant social components and social interactions, and past researchers have used grounded theory to develop theoretical insights into marketing, logistics, organizational, and supply chain phenomena (Mello and Flint, 2009; Flint, Woodruff, and Gardial, 2002).

The data collection for this study through interviews conducted with supply chain professionals about their decision considerations and decision elements with respect to adopting SCT that is new to their firm. The goal was to understand and identify key concepts and information managers think about when they picking a new SCT, deciding when in the technology's value cycle to implement it, and calculating how many new SCTs their firm can handle for a given time period. The interviews were transcribed and coded so that concepts and patterns could be identified and grouped into meaningful categories that could lead to theoretical connections of the concepts (Glaser and Strauss, 2011; Mello and Flint, 2009).

The preliminary interview results revealed 5 common themes that reflect the considerations managers make when adopting SCT. Three of the considerations were anticipated: 1) when in the SCT's value cycle to adopt, 2) how much SCT to adopt in a time period, and 3) which SCT to adopt. There were two additional considerations: capability of the firm to implement the SCT and risks associated with adopting the new SCT. These preliminary results give an indication that managers consider more than one factor when making decisions about adopting new SCT. They also suggest that the factors may individually or in combination have some impact on the performance (or perceived performance) of the SCT adopted. To further explore the impact of these considerations on the outcomes of SCT performance and firm performance, I will conduct an additional study. This next study will use data from a survey that asks mid-level managers who have responsibility, influence, or knowledge about SCT decisions for their perceptions with respect to SCT adoption, the impact it has on their business and supply chain network, and other relevant questions. The survey responses will be grouped together in ways that reflect the concepts from the current study, and structural equation modeling (SEM) will be used to analyze the data to better understand the relationships between the concepts.

Investor Reactions to Product Eliminations

Kevin S. Chase, University of Kentucky

Current research suggests that many firms fail to eliminate products due to personal bias, leading to greater firm financial losses as products continue to languish. In order to combat over commitment to failure, firms like Google are implementing strategies that encourage quick elimination of unsuccessful products and services. Contrary to this belief, this paper hypothesizes that quick elimination is not always the best policy. Using the event study methodology I examine 153 product eliminations in the United States auto industry to determine when faster elimination leads to a negative impact on stock price. The study investigates factors such as a product's time on the market (TOM), market conditions, and company attributes that lead to variation in stock returns. Preliminary results show that while faster eliminations are viewed positively by investors, there are conditions when a product is pulled too quickly that lead to substantial negative stock returns.

Session 5 (9:00-10:15AM Saturday)

Weighty Identities: The Effect of Negative Identity Salience on Consumer Outcomes

Cassandra Davis, University of Arkansas

Research examining social identity and consumer behavior often centers on positive social identities, exploring the influence of similar identities (e.g., shared values, shared gender, shared political affiliations, shared ethnicity ... etc.) or desired identities (e.g., sports celebrities, actors and actresses) on consumer outcomes. An important but often overlooked aspect of the influence of social identity on consumption, however, is the link between negative social identity and consumer behavior. Recently, consumer research has begun to examine the relationship between negative identity salience and identity-congruent consumption (e.g., Smeesters, Mussweiler, and Mandel 2010). This new research suggests that self-esteem mediates the relationship between negative identity salience and behavioral intentions, however there is little empirical evidence supporting this contention. Further, research in this vein has warranted in order to examine the effect negative identity salience may have on choice and consumer evaluations.

The present research fills this gap by examining the moderating effects of group boundary permeability and identification on the relationship between negative identity salience and consumer outcomes. In addition, I explicitly examine self-esteem and identity-related esteem as the underlying mechanisms affecting the aforementioned relationship. Using overweight identity as the negative identity of interest, this research examines the moderating effects of an individual's relative weight (i.e., group boundary permeability) and weight identification as moderators of the relationship between weight salience and consumer outcomes. I also examine self-esteem and body-esteem as the underlying mechanism driving the effect of overweight salience on the dependent variables of interest.

A More Marketable State for Today & Tomorrow: An Exploratory Study into Right-to-Work Status from the Resource-Based View

Robert Wixel Barnwell, Mississippi State University

As states compete with one another for new investments and corporate interest, one of today's most controversial and far reaching public policy issues is that of Right-to-Work State status. The proponents of this policy often claim that the status allows states to be more marketable to commercial interests and to emphasize a state-wide brand perception of being business friendly. The opponents vocally protest the policy and see it as undermining the rights of workers and as promoting business interests at the expense of the public good.

The author seeks to explore the implications of Right-to-Work State status from the perspective of the Resource-Based View of the Firm by employing data collected from the Integrated Public Use Micro-Source Database, a comprehensive database with demographic data reaching back to the 1850s. Based upon the premise of dynamic resource interconnectedness, Right-to-Work State status, as a form of organizational capital, appears to have an influence upon other advantage-related resources. In this way, concepts of public policy and marketability are confronted, and additional insight is gained into this issue which has time and time again brought protesters to the streets.

Francophone: A Cross Cultural Examination of the Consumer Ethics Scale

Katie Howie, University of Mississippi

Robert King, University of Mississippi

Inherently, consumers from different locations hold different worldviews. Given these different worldviews, it can be assumed that there are some underlying differences between groups of people on a cultural level. With this research we propose, through the use of Hofstede's cultural dimensions, that individuals from different countries will have inherently different ethical beliefs as well as varying determinants of those beliefs. We propose to use similar measures from the consumer ethics scale (Vitell and Muncy 2005) and compare cross culturally the antecedents that impact consumer decision making in ethical situations across different regions. Thus, along with the consumer ethics scale, we will include the dimensions of religiosity (Vitell, Singh, and Paolillo 2006) and moral identity (Reed, Aquino and Levy 2007). The data will be collected from cultures not commonly represented in marketing research (e.g. Tunisia, Egypt, and Morocco), with a few exceptions (i.e. Rawwas 2001; Rawwas, Vitell, and Al-Khatib 1994), as well as from Western cultures such as France, Spain and the U.S. This research is important because it allows marketers to understand how individuals view the world, express their religious beliefs, and evaluate ethical situations consumers face.

Session 6 (9:00-10:30 AM Saturday)

Thought Self-Leadership and Salesperson Performance: The Roles of Self-Monitoring and Self-Efficacy

Nikolaos G. Panagopoulos, University of Alabama

Marilyn B. Bonner, University of Alabama

Sales leadership has attracted a good deal of research attention during the past thirty years. This recognition, however, comes with the realization that studies investigating leadership in the sales domain have largely taken a dyadic, interpersonal approach where leadership originating at one level (i.e., the sales leader) influences *others* (i.e., salespeople) thus paying no attention to the intrapersonal level whereby leadership originates within the individual with the purpose to influence *her/himself*. Importantly, the realities of the modern sales position (e.g., self-managing teams, virtual work away from direct supervision) requires attention to other forms of leadership that may stem from and manifest at the individual salesperson level – namely, self-leadership strategies. Here we address this gap in the literature by focusing on a particular form of self-leadership – that is, thought self-leadership (TSL). We integrate self-regulation and social cognitive theories to ground hypotheses development and investigate the relationship between self-monitoring, TSL, self-efficacy, and salesperson performance. Empirical findings from a sample of 301 salespeople in five companies demonstrate positive relationships between self-monitoring and TSL, TSL and self-efficacy, and self-efficacy and salesperson performance. Further, results suggest mediation of self-efficacy on the relationship between TSL and salesperson performance. Theoretical and managerial implications of the study are discussed.

Strengthening the Sales Relationship – Adaptive Selling through Sports Identification

Duncan Nicol, University of Mississippi

It is well known that fans routinely identify with sports and sports teams, but the effects on identification during a selling situation has been underrepresented in the extant literature. Although sports fans go to games or turn on the television just to watch their teams play, they also establish a psychological connection to the team and quite often its players (Dietz-Uhler and Lanter 2008). Sports fans who identify strongly with their team tend to experience more extreme feelings than those who identify weakly with their team (Dietz-Uhler and Lanter 2008). These effects are important for organizations to understand as the effect should hold true in the selling situation as well. To make a strong relationship with the customer in the sales process, sales representatives need to first properly analyze their customer. Once they have gone through the probing process they will need to provide quality service through empathy and other tangibles, develop trust with the customer, personalize the service and make sure that there is a value-added to the sales relationship (Jackson, Donald 1994). In doing each of these antecedents the sales person will help to build trust, gratitude, rapport and buyer satisfaction which distinguish the different stages of the customer relationship (Campbell, Davis and Skinner 2006). Within this customer relationship, the congruence between the salesperson and the customer's sports affiliation may have an influence on the behavior of the customer. The extant research has neglected to examine how the salespersons' apparent affiliation and emotional connection with a sports team affects the customer's level of each of these important variables in the sales process. In order to examine this effect, this study will look at situations where the salesperson's affiliation is in a congruent, incongruent and neutral to that of the customer they intend to sell to. This research is pivotal to marketing research since sales organizations and their employees need to continually assess different means of reaching customers in the most efficient and effective ways.

To Compete or Cooperate, That is the Question. Or is it? A Conceptual Model of the Antecedents of Intra-firm Co-petition.

Lisa L. Beeler, University of Tennessee

The marketing and sales function's tumultuous relationship is evident in current research literature and anecdotal examples. A recent survey of senior executives from varying industries named sales and marketing integration as one of the hardest issues managers of both the sales and marketing department face and also the one noted organizational change that would most affect performance (Rouzles 2004). Lack of communication between sales and marketing managers can damage customer relationships and decrease function performance (Strahle, Spiro, and Acito, 1996). Often, the marketing and sales functions are simultaneously competing for resources and eminence they are also cooperating to achieve firm goals, which leads to this communication break down. This type of competitive-cooperative relationship is called co-petition. Past literature has explored the antecedents to a co-opetitive relationship between two firms, however, research on intra-firm co-petition is sparse. A study of the antecedents of cross-functional co-petition, specifically between the sales and marketing functions, is proposed. If the antecedents of co-petition can be identified, they can be manipulated to foster an optimal competitive environment between the marketing and sales functions. A conceptual model of the cross-functional antecedents of intra-firm co-petition and future research directions are proposed.

The DRS Award

Award Description & Purpose

The DRS Award is an annual award presented to a Southeast Marketing Symposium (SMS) participating school whose doctoral students demonstrate *productivity, collegiality, and fun*.

The award is named for three individuals who epitomize these characteristics — Dr. Donnie Lichtenstein, Dr. Rick Netemeyer, and Dr. Scot Burton. For several years, they served as faculty members together in the Department of Marketing at Louisiana State University where they became coauthors and good friends.

Since their time together at LSU, this group of distinguished faculty has moved on to endowed chairs and professorships while developing a reputation throughout the profession for balancing hard work and exuberance for research, but remembering to have a good time and appreciate the opportunities afforded marketing faculty. They truly characterize productivity, collegiality, and fun.

The faculty and students of the LSU Department of Marketing created The DRS Award as a new tradition for SMS in 2013. The award was announced during the 7th annual SMS that was hosted by the LSU Department of Marketing in Baton Rouge, Louisiana. Each year, during the annual symposium, one school will be selected as the DRS Award recipient. The traveling award will be a reminder to SMS doctoral participants to strive for research productivity, collegiality, and *fun*. Each school has one vote that is cast by the faculty representative from the schools attending. The host school is not eligible for the award.

2013 Award Recipient School: University of Kentucky

2014 The DRS Award Ballot:

Please indicate your vote for the 2014 DRS Award by selecting the school below that you believe has most exemplified the characteristics of the award at this year's SMS event.

2014 The DRS Award Ballot

- ☐ University of Alabama
- ☐ Florida State University
- ☐ Louisiana State University
- ☐ University of Kentucky
- ☐ University of Memphis
- ☐ University of Mississippi
- ☐ Mississippi State University
- ☐ University of South Carolina
- ☐ University of Tennessee