

# 2012 Southeast Marketing Symposium

## February 2 – 4, 2012

### Thursday, February 2

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6:15 p.m. – 6:45 p.m. *Shuttles from Sheraton to The Square Room on Market Square*

6:30 p.m. – 9:00 p.m. **Welcome Reception and Dinner at The Square Room**  
*The Square Room, 4 Market Square, Downtown Knoxville*

8:30 p.m. – 9:15 p.m. *Shuttles from The Square Room on Market Square to Sheraton*

### Friday, February 3

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7:10 a.m. – 7:30 a.m. *Shuttles from Sheraton to UT Haslam Business Building*

7:30 a.m. – 8:15 a.m. **Breakfast – Sponsored by Florida State University**  
Honoring Tom Mentzer, Bruce Chair of Excellence, The University of Tennessee  
*Stokely Hospitality Suite, 5<sup>th</sup> Floor, Haslam Business Building*

8:20 a.m. – 8:55 a.m. **Welcome, Opening Remarks, Introductions and Award**  
Sharon Beatty and Mike Brady, SMS  
Dan Flint and Charlie Noble, University of Tennessee  
*Classroom 402, 4<sup>th</sup> Floor, Haslam Business Building*

9:00 a.m. – 10:30 a.m. **Student Research Presentations**

#### *Research Session 1: Classroom 402, 4<sup>th</sup> Floor, Haslam Business Building*

Session Chair: Adam Powell

“A Cross-Cultural Comparison of the Impact of Consumers’ Conspicuous Consumption Orientation on Brand Attitude and Purchase Intention”, Xia (Linda) Liu, Louisiana State University

“How Honor Values Affect Responses to Brand Failures”  
Frank May, Alokparna (Sonia) Monga and Kartik Kalaignanam, University of South Carolina

“Creating Structural vs. Material Identification: An analysis of a Dual Process Model of Organizational Identification”  
Jeremy S. Wolter and J. Joseph Cronin, Jr., Florida State University

“Evaluative Conditioning Revisited: An Affective Information Processing Model”  
Jonathan Hasford, David M. Hardesty and Blair Kidwell, University of Kentucky

“The Meaning of Shopping Experiences Augmented by Mobile Internet Devices”  
Brian Spaid and Dan Flint, University of Tennessee

#### *Research Session 2: Classroom 403, 4<sup>th</sup> Floor, Haslam Business Building*

Session Chair: Matt Shaner

“The Influence of Assortment on Customers’ Responses: The Moderating Factors of Choice Overload”  
Kyoungmi Kim, Arthur W. Allaway and Alexander E. Ellinger, University of Alabama

“Consumer Responses to New USDA Meat Labeling Requirements: Effects of Nutrition Information Provision and Product Lean Levels”

Layrel Cook, University of Arkansas

“Product Placement Through the Lens of Institutional Theory”

Andrew Borodin, University of Memphis

“Stuckiness: Exploring Online Social Media Usage”

C. Clifton Eason and David Pumphrey, University of Mississippi

“What’s *That* Doing Here? Toward an Understanding of Product-Retailer Brand Incongruity”

Alisha Blakeney, Kelly M. Wilder and Toni-Rochelle Ford, Mississippi State University

- 10:30 a.m. – 10:45 a.m.      **Break**  
*Stokely Hospitality Suite, 5<sup>th</sup> Floor, Haslam Business Building*
- 10:45 a.m. – 12:00 p.m.      **Panel Discussion: “Understanding the Differences Among Major Research Universities”**  
*Classroom 402, 4<sup>th</sup> Floor, Haslam Business Building*  
Florida State University, Mike Brady  
Mississippi State University, Nicole Ponder  
University of Arkansas, Tom Jensen  
University of Kentucky, David Hardesty  
University of Tennessee, Charlie Noble
- 12:00 p.m. – 1:00 p.m.      **William O. Bearden Awards Luncheon**  
David Hardesty, University of Kentucky  
*Stokely Hospitality Suite, 5<sup>th</sup> Floor, Haslam Business Building*
- 1:00 p.m. – 1:45 p.m.      **“Progressive Trends in Teaching and Learning”**  
David Schumann, Director, Tennessee Teaching and Learning Center  
and Taylor Professor of Business, University of Tennessee  
*Classroom 402, 4<sup>th</sup> Floor, Haslam Business Building*
- 1:45 p.m. – 2:30 p.m.      **Story of a Paper**, Dr. Dan Flint, University of Tennessee  
*Classroom 402, 4<sup>th</sup> Floor, Haslam Business Building*
- 2:30 p.m. – 2:45 p.m.      **Break**  
*Stokely Hospitality Suite, 5<sup>th</sup> Floor, Haslam Business Building*
- 2:45 p.m. – 4:00 p.m.      **Faculty-Student Speed Dating Session**  
*Classroom 532, 5<sup>th</sup> Floor, Haslam Business Building*  
*Classroom 534, 5<sup>th</sup> Floor, Haslam Business Building*
- 4:00 p.m. – 4:15 p.m.      *Shuttles to Sheraton*
- 5:00 p.m. – 5:30 p.m.      *Shuttles from Sheraton to Calhoun’s on The River*
- 5:00 p.m. – 7:00 p.m.      **Reception at Calhoun’s on The River**

7:00 p.m. – 7:20 p.m. *Shuttles from Calhoun's on The River to Sheraton\**  
*\*Shuttle routes will make a stop on historic Gay Street in downtown Knoxville, and then proceed to the Sheraton*

## **Saturday, February 4**

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8:00 a.m. *Participants Park in UC Garage or walk to Haslam Business Building from Sheraton*

8:15 a.m. – 9:00 a.m. **Continental Breakfast**  
*Einstein Bros Bagels/Atrium, Haslam Business Building*

8:15 a.m. – 9:00 a.m. **Faculty Advisor Breakfast**  
*Room 334 (Brinkley Conference Room), 3<sup>rd</sup> Floor, Haslam Business Building*

9:15 a.m. – 10:15 a.m. **Research Topic Tables**  
*Team Rooms, Haslam Business Building*

10:15 a.m. – 10:45 a.m. **Networking Break**  
*Einstein Bros Bagels/Atrium, Haslam Business Building*

10:45 a.m. – 12:15 p.m. **Student Research Presentations**

### *Research Session 3: Classroom 203, 2<sup>nd</sup> Floor, Haslam Business Building*

Session Chair: Anton Fenik

“Accumulation versus Instant Loyalty Rewards Programs: Influence of Controlling Policies on Customers’ Commitment”

Carol Esmark, Stephanie Noble and Charles Noble, University of Tennessee

“The Price is Right! Maybe?: Identifying When and Why Consumers Pay More For Corporate Social Responsibility”

Sarah Alhouti, Timothy Butler and Giles D’Souza, University of Alabama

“What Customers Value: Relationships and Utility”

Stephanie M. Mangus and Jacob L. Hiler, Louisiana State University

“The Internet as a viable source for information in Transactive Memory Systems: A case for inclusion”

Robert King, University of Mississippi

“Everybody Knows I Love That Brand!: Toward an Understanding of Brand Advocacy”

Kelly M. Wilder, Mississippi State University

### *Research Session 4: Classroom 202, 2<sup>nd</sup> Floor, Haslam Business Building*

Session Chair: Marcel Zondag

“Risk Aversion, Selling Behavior, and Improved Performance – A Unique Application of Prospect Theory”

Jared Oakley, University of Memphis

“Multi-Channel Success: The Interaction of Marketing and Operations Capabilities and the Impact on Firm Performance”

Kealy Carter, University of South Carolina

“The Influence of Product Presentation Styles on Perceptions of Goal Attractiveness and Expectancy”

James Mead, University of Kentucky

“Toward An Understanding of Customer Negotiation Behavior”

Yvette Holmes and Leff Bonney, Florida State University

12:15 p.m. – 12:30 p.m.

**Conference Wrap-Up**

*Classroom 203, 2<sup>nd</sup> Floor, Haslam Business Building*

12:30 p.m.

**Boxed Lunch and Conference Conclusion**

*Einstein Bros Bagels/Atrium, Haslam Business Building*