



SOUTHEAST MARKETING SYMPOSIUM

JANUARY 31 - FEBRUARY 2, 2013

Thursday, January 31

- 5:45 & 6:15PM Shuttles from The Cook Hotel to Boudreaux & Thibodeaux's
- 6:00 - 8:30PM Welcome Reception & Dinner at Boudreaux & Thibodeaux's, 214 Third Street
- 8:45 & 9:45PM Shuttles from Boudreaux & Thibodeaux's to The Cook Hotel

Friday, February 1

- 7:15 - 8:00AM Shuttles from The Cook Hotel to the Business Education Complex (BEC)
- 7:30 - 8:30AM Breakfast - BEC Dining Room - First Floor - Room 1000
Sponsored by: University of Arkansas
- 8:30 - 9:00AM Welcome: Judith Anne Garretson Folse & Ron Niedrich (BEC 1125)
- 9:00 - 10:15AM Student Research Presentations
- Session 1:** *Chair: Stephanie Mangus, Louisiana State University (BEC 1845)*
Under Promise & Over Deliver: How Accuracy of Predicted Wait Times Influence Quality Evaluations
Matthew Lastner, Louisiana State University
Patrick Fennell, Louisiana State University
Examining the Impact of Multi-Climate Organizations on Boundary Spanner Performance
James "Mick" Andzulis, University of Alabama
Jessica Ogilvie, University of Alabama
Managing Post-Purchase Moments of Truth: Leveraging Customer Feedback to Increase Loyalty
Alexis Allen, Florida State University
- Session 2:** *Chair: Jacob Hiler, Louisiana State University (BEC 1920)*
Putting the "Us" in Trust: The Role of Consumer Collaboration in Online Communication
Laurel Aynne Cook, University of Arkansas
The Influence of Technology Addiction on Technology Acceptance & Use: An Exploration of Mobile Communications Technology
Kenneth W. Graham, Mississippi State University
"Do I Know You?" The Effects of Organizational Memory on Customer Relationship Management
Adam Powell, University of Tennessee
Private Information in a Social World: A Policy Perspective of Consumer Privacy on Social Networking Sites
Alexa K. Fox, University of Memphis
- 10:15 - 10:30AM Break (BEC Dining Room 1000)

Friday, February 1

10:30AM - 11:45AM Student Research Presentations

Session 3: Chair: *Patrick Fennell, Louisiana State University (BEC 1845)*

Online Product Reviews: Do Emotions Affect Source Expertise?

Nataly Shynkevich, Louisiana State University

McDowell Porter III, Louisiana State University

Brand Equity in the Nonprofit Sector: A New Conceptual Approach

Parker Woodroof, University of Memphis

Wendy Barnes McEntee, University of Memphis

Choosing to Change Fate: The Interactive Effects of Beliefs in Malleable Fate & Fateful Predictions on Choice

Hyeong-Min Kim, John Hopkins University

Katina Kulow, University of South Carolina

Thomas Kramer, University of South Carolina

Session 4: Chair: *Matt Lastner, Louisiana State University (BEC 1920)*

Evolutionary Eating & Food Choice: It's All About Who You Know

Rob Richerson, University of Kentucky

Blair Kidwell, Ohio State University

Virginie Lopez-Kidwell, University of Kentucky

Killing the Messenger: The Effect of Countervailing Health Messages on Consumer Evaluations of Advertisements

Cassandra Davis, University of Arkansas

Sustainable Supply Chain Management: The Importance of Firm Resource Commitment & Transparency

Tyler R. Morgan, University of Alabama

Fast Track New Product Development Strategies & Their Influence on Performance

Matthew Shaner, Anton Fenik, Charles Noble, & Kang Lee, University of Tennessee

12:00 - 1:15PM Lunch - BEC Dining Room 1000

1:30 - 3:00PM Special Presentation by Scot Burton, Rick Netemeyer, & Donnie Lichtenstein (BEC 1620)

3:15 - 4:00PM Shuttles from the BEC to The Cook Hotel & Then Shuttles to LSU Tiger Stadium

4:30 - 5:30PM Tour of LSU Tiger Stadium

5:30 - 6:00PM Shuttles from LSU Tiger Stadium to the BEC

6:00 - 9:00PM Crawfish Boil in BEC

8:30 - 9:15PM Shuttles from the BEC to The Cook Hotel

Saturday, February 2

- 7:45 - 8:30AM Shuttles from The Cook Hotel to the BEC
- 8:00 - 9:00AM Breakfast - BEC Dining Room - First Floor Room 1000
- 8:00 - 9:00AM Faculty Advisor Breakfast - BEC Ideation Lab 3003
- 9:00 - 10:15AM Student Research Presentations

Session 5: Chair: *Philip Hartley, Louisiana State University (BEC 1845)*

Return on Influence: Effects of Local & Global Network Characteristics on Key Marketing Outcomes

Cinthina B. Saturnino, Florida State University

Mike Brady, Florida State University

Michael Brusco, Florida State University

Political Ideology in Consumer Decision Making

Adam Farmer, University of Kentucky

The Effect of Political Ideology on Reactions to Warning Labels

Mitch Murdock, University of South Carolina

Caglar Irmak, University of South Carolina

Jim F. Thrasher, University of South Carolina

Session 6: Chair: *Linda Liu, Louisiana State University (BEC 1920)*

Purchase Decision Making of Private Label Brands: Moderating Role of PLB-Store Association

Chi Zhang, University of Mississippi

I Am the Brand: The Creation & Testing of “Brand Beings”

Robert Allen King, Will Allen Pepper, David Emory Wamble, & Victoria Bush,
University of Mississippi

Towards a Scale of Perceived Product Self-Customization

Bob Barnwell, Mississippi State University

- 10:15 - 10:30AM Break
- 10:30 - 11:30AM Tour of the Behavioral Lab (BEC 2440)
Eye Tracking Software Presentation by Tobii (BEC 2510)
Eye Tracking Software Presentation by Eye Tracking, Inc. (BEC 2520)
- 11:30 - 12:00PM Conference Wrap-Up (BEC 1125)
Presentation of the “DRS Award”
In honor of Donnie Lichtenstein, Rick Netemeyer & Scot Burton
- 12:00 - 1:00PM Boxed Lunch - BEC Dining Room 1000
- 12:30PM & 1:45PM Shuttles from BEC to the Baton Rouge Metropolitan Airport