Tuesday

Opening Address: Dr Anthony Patterson, Conference Co-Chair
Tuesday 5 July, 10:30-10:45 Sunloch Suite (Plenary Room)

Prof. Murray Dalziel, Director of ULMS Management School
Key Note Session

Rashik Parmar: A Glimpse Into the Future (Introduction by Professor Steve Baron)
Tuesday 5 July, 10:45-11:45
Sunloch Suite (Plenary Room)

Lunch
Tuesday 5 July, 11:45 - 12:30
Session 1: Competitive Papers

Special Session: Work and Life in the City of the Future
Tuesday 5 July, 12:30 – 14:00  Sunloch Suite  Chair: Steve Baron, University of Liverpool

AM/BMAF Marketing Education
Tuesday 5 July, 12:30 – 14:00  Paddock Lodge Boardroom  Chair: Monica Gibson-Sweet

Across the great divide: Building connections in a large first year marketing course through digital storytelling
Mary FitzPatrick, Dorothy Spiller
University of Waikato, Hamilton, New Zealand

Incorporating Case Studies in Marketing Education to Prepare the Students for Global Citizenship
Mizan Rahman
University of Lincoln, Lincoln, UK

The Glam Approach to Enhancing Marketing Graduates’ Employability: A Case Study from Glamorgan Business School
Monica Gibson-Sweet, Heather Skinner, Nicola Williams-Burnett, Henry Enos
University of Glamorgan, Wales, UK

Arts, Heritage, Nonprofit and Social Marketing
Tuesday 5 July, 12:30 – 14:00  Earl of Derby Box 3  Chair: Mark Rosenbaum

Amy's Story: A Research Agenda for Smoking Cessation in Pregnancy
Seamus Allison¹, Alex Hiller², Claire Allison²
¹Nottingham Trent University, Nottingham, United Kingdom,
²Sherwood Forest Hospitals NHS Foundation Trust, Mansfield, United Kingdom

Deciding to give? Insights into young people's donor decision-making processes
Mary Ho, Stephanie O'Donohoe
University of Edinburgh, Edinburgh, United Kingdom

Restorative Cancer Resource Center Servicescapes
Mark Rosenbaum¹, Jillian Sweeney², Jillian Smallwood³
¹Northern Illinois University, DeKalb, IL, USA, ²University of Western Australia, Perth, Australia, ³LivingWell Cancer Resource Center, Geneva, IL, USA

B2B Marketing
Tuesday 5 July, 12:30 – 14:00  Earl of Derby Box 5  Chair: Sid Lowe

A Funny Thing Happened... The Role of Humour in Business-to-Business Marketing Management
Andrew Pressey¹, Alan Gilchrist¹, Linda Peters², Peter Lenney¹
¹Lancaster University Management School, Lancaster University, UK, ²University of Nottingham, Nottingham, UK
Sales Management Strategies to Survive an Economic Downturn  
Michael Marck, Blair Crawford  
University of Strathclyde, Glasgow, UK

Knowing and Doing Action-Orientated Research in Business Networks: The Use of Subjective Personal Introspection  
Michel Rod, Nick Ellis, Sid Lowe, Sharon Purchase, Ki-Soon Hwang  
1Carleton University, Ottawa, Canada, 2University of Leicester, Leicester, UK, 3Kingston University, Kingston-Upon-Thames, UK, 4The University of Western Australia, Crawley, Australia, 5Kingston University, Kingston-Upon-Thames, UK

Brand, Identity and Corporate Reputation  
Tuesday 5 July, 12:30 – 14:00  Lord Sefton Box 1  Chair: Clive Boddy

Influences and impacts of personal brand and political brand bidirectional endorsement  
Stephen Dann, Andrew Hughes  
Australian National University, Canberra, ACT, Australia

A comparison of corporate social responsibility (CSR) practiced with employees in Chinese and Multinational private Financial Intermediation and Accounting companies in China  
Zhengfeng Li, Shaun Powell, Alan Pomering  
University of Wollongong, Wollongong, NSW, Australia

Corporate Reputation, Marketing and Corporate Psychopaths  
Clive Boddy  
Nottingham Trent University, Nottingham, United Kingdom

Consumer Research  
Tuesday 5 July, 12:30 – 14:00  Lord Sefton Box 3  Chair: Tracy Harwood

Consumer Cynicism: An Emergent Phenomenon in Fairtrade?  
Alvina Gillani, Shumaila Yousafzai, John Pallister, Mirella Yani de Soriano  
Cardiff University, Cardiff, UK

“Everybody’s got something to hide except me and my monkey”: Towards a consumer-centric approach to identity management in the digital economy  
Alexander Reppel, Isabelle Szmiglin  
1Royal Holloway, University of London, Egham, UK, 2University of Birmingham, Birmingham, UK

Using eye-gaze visual technologies to compare consumer response in real and 3D virtual worlds: an exploratory application to retail  
Tracy Harwood, Martin Jones, Aisling Tiernan  
De Montfort University, Leicester, United Kingdom

Critical Marketing Perspectives  
Tuesday 5 July, 12:30 – 14:00  Hedge Hunter Bar  Chair: Ian Fillis

An Archaeological Excavation into the Fields of Place Marketing and Place Branding  
Heather Skinner  
University of Glamorgan, Wales, UK

‘Living is easy with eyes closed’ : Thoughts on Critical Marketing and Education  
M. Teresa Pereira Heath, Matthew Heath, Susana Marques  
1Royal Holloway, University of London, Egham, UK, 2University of Birmingham, Birmingham, UK
Small Business Marketing: Aesthetic Understanding from the Creative Industries
Ian Fillis
University of Stirling, Stirling, United Kingdom

International Marketing
Tuesday 5 July, 12:30 – 14:00 Lord Sefton Box 5 Chair: Essam Ibrahim

Does country-of-origin matter? A comparison study of the advanced vs. emerging and developing economies' consumer
Nathalia Tjandra, Maktoba Omar, John Ensor
Edinburgh Napier University, Edinburgh, UK

Images of women in beauty product advertising: a cross-cultural study of female's perceptions and preferences
Essam Ibrahim, Caroline Carter
Edinburgh Uni, Edinburgh, -

Relationship Marketing and Customer Experience Management
Tuesday 5 July, 12:30 – 14:00 Reynolds Town Bar Chair: Steve Worthington

The Path of Effects from Customer Value and Satisfaction to Customer Lifetime Value - Evidence from Banking Industry in Taiwan
Chien-Lin Chen, Len Tiu Wright, Michael Starkey
De Montfort, Leicester, UK

Modelling CRM in the Social Media Age
Paul Harrigan
University of Southampton, Hampshire, UK

Customer Surveillance and the role of Loyalty programs in an Australian context
steve worthington
Monash University, Melbourne, Australia

Services Marketing
Tuesday 5 July, 12:30 – 14:00 Red Rum Bar Chair: Tony Woodall

BUILDING COMMITMENT WHEN CUSTOMERS DO NOT WANT A RELATIONSHIP - THE CASE OF FUNERAL SERVICES
Edwin Theron
University of Stellenbosch, Stellenbosch, South Africa

Co-creation More Than a Play Date: The Real Value for the Consumer
Birgul Kupeli, Zeynep Gul Gunbegi
Bahcesehir University, Istanbul, Turkey

The more we see it the less it means: a value-for-the-customer commentary on value-in-use
Tony Woodall
Nottingham Trent University, Nottingham, United Kingdom

Sports Marketing
Tuesday 5 July, 12:30 – 14:00 Aldaniti Bar Chair: Kathryn Waite
Segmenting Exercise Participants by Surface Level Participation

Motivation

Paul Morrissey¹, Paul Baines²

¹Waterford Institute of Technology, Waterford, Ireland, ²Cranfield School of Management, Cranfield, United Kingdom

The Corporate brand web and brand relationships: The case of the TOYOTA Racing

Abel Kahuni¹, Jennifer Rowley¹

¹Bangor University, Bangor, United Kingdom, ²Manchester Metropolitan University, Manchester, United Kingdom

"I don't buy it": Customer and Non-Customer reactions to Sports Sponsorship

Susan Ferrier¹, Kathryn Waite¹, Tina Harrison²

¹Heriot Watt University, Edinburgh, Scotland, United Kingdom, ²Heriot Watt University, Edinburgh, Scotland, United Kingdom, ³Edinburgh University, Edinburgh, Scotland, United Kingdom

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Tourism Marketing

Tuesday 5 July, 12:30 – 14:00  Paddock Lodge Drawing Room

Chair: Philippa Hunter-Jones

Bridging The Gaps For Destination Extreme Sports: An Empirically Validated Model Of Sport Tourism Customer Experience

Philipp Klaus

Swansea University School of Business and Economics, Swansea, UK

A ‘ticket to ride' or a ‘hard day's night'? The importance of music tourism to Liverpool.

Caroline Jackson

Bournemouth University, Dorset, UK

Educated, Affluent, Assertive and IT-Literate? A Study of Parenthood and Generation Y Travel Behaviour

Philippa Hunter-Jones, Yusra Khogeer

University of Liverpool, Liverpool, UK
Session 2: Working Papers

1. The Research Excellence Framework 2014/2. CIM Research Bids
Tuesday 5 July, 14:00 – Sunloch Suite

AM/BMAF Marketing Education
Tuesday 5 July, 14:00 – 15:00 Paddock Lodge Boardroom Chair: Lorna Walker

Educating Graduates for Marketing in Small Businesses
Ranis Cheng¹, Sheilagh Resnick¹
¹University of Sheffield, Sheffield, United Kingdom, ²Nottingham Trent University, Nottingham, United Kingdom

Intention versus reality: Exploring the use of Facebook for teaching and learning in three sports marketing modules
Leah Donlan
University of Central Lancashire, Preston, UK

What issues arise when delivering introductory marketing classes to multicultural groups? A comparison of the views of lecturers and students.
Lorna Walker, Richard Mannix
Regent's College, London, UK

Arts, Heritage, Nonprofit and Social Marketing
Tuesday 5 July, 14:00 – 15:00 Earl of Derby Box 3 Chair: Robin Croft

Consuming the Arts in an Emerging Market: A case study of the Contemporary Art scene in Venezuela.
Victoria L. Rodner
Edinburgh Napier University, Edinburgh, Scotland, United Kingdom

Miles Davis and Kind of Blue: A marketing and musical icon
Noel Dennis¹, Steve Oakes¹
¹University of Teesside, Middlesborough, United Kingdom, ²University of Liverpool, Merseyside, United Kingdom

Right here, right now: an exploratory study of the use of social media by jazz festivals
Robin Croft¹, Krzysztof Kubacki¹
¹University of Bedfordshire, Luton, UK, ²Keele University, Staffordshire, UK

B2B Marketing
Tuesday 5 July, 14:00 - 15:00 Earl of Derby Box 5 Chair: Adam Raman

Integrated Corporate Brand Value Loop: A Framework
Alireza Sheikh¹, Monireh Hosseini², Amir Albadvi³
¹University of Leicester, Leicester, ²K. N. Toosi University of Technology, Iran, ³Tarbiat Modares University, Iran

The study of value creation - An assessment in the context of the financial industry in the UK
Valdemir Oliveira, Jamie Burton, John A. Murphy
Manchester Business School, University of Manchester, Manchester, UK

Developing a Framework for Researching CSR in a B2B Context
Adam Raman¹, Iain Davies²
¹Kingston University, London, United Kingdom, ²University of Bath,
Brand, Identity and Corporate Reputation
Tuesday 5 July, 14:00 – 15:00 Lord Sefton Box 1 Chair: Lisanne Bouten

The Emergence of Anti-Brand Communities and Their Influence on Companies and the Other Consumers
Annie Pei-I Yu
National Chung-Cheng University, Chia-Yi, Taiwan

Corporate image formation and corporate communications in virtual communities. A qualitative study.
Christine Hallier, T.C. Melewar
Brunel University, Uxbridge, UK

Identity Idealized Design: How to discover new oceans without losing sight of the shore
Lisanne Bouten, Corne Stuij, M Orie
Saxion University of Applied Science, Enschede, The Netherlands

Consumer Research
Tuesday 5 July, 14:00 – 15:00 Lord Sefton Box 3 Chair: Louise M. Hassan

The impact of family forms on interpersonal influence between single parent and full families
Agnes Neulinger
Corvinus University of Budapest, Budapest, Hungary

The development of a model for consumer attitudes towards legitimate free ad-supported music download services
Ainslie Harris, Andrew Turnbull
Robert Gordon University, Aberdeen, -

An examination of the role of endorsement: Exploring differences between maximisers and satisficers
Louise M. Hassan¹, Edward Shiu², Deirdre Shaw³
¹Lancaster University, Lancaster, United Kingdom, ²Bangor University, Bangor, United Kingdom, ³University of Glasgow, Glasgow, United Kingdom

Critical Marketing Perspectives
Tuesday 5 July, 14:00 – 15:00 Hedge Hunter Bar Chair: Robert Cluley

Energy Industry Marketing Madness - When Theory Meets Practice
Leanne Worsdall, Caroline Oates, Mike Simpson
University of Sheffield, Sheffield, UK

Managerial discourse in city branding - A critical perspective on Hamburg city branding
Markus Walz
School of Business, Stockholm University, Stockholm, Sweden

Retail therapies, marketing repressions and oedipal consumption: Freud's lessons for marketing theory
Robert Cluley
University of Leicester, Leicester, -

E-Marketing
Tuesday 5 July, 14:00 – 15:00 Lord Sefton Box 5 Chair: Mariann Hardey

‘Noise about nothingness’, turning off eMarketing: The
disconnected consumer, identity and behavior.

**Mariann Hardey**  
*University of Durham, Durham, UK*

A Synergistic perspective on the hybrid segmentation of online shoppers/non-shoppers for airline tickets: The case of the Egyptian market  

**Ola Tarek, Abeer Mahrous, Wael Kortam**  
*Cairo University, Giza, Egypt*

The echo-effect of social media: Marketing communications and Public Relations in a 21st Century digital age  

**Mariann Hardey**  
*University of Durham, Durham, UK*

**Entrepreneurial and Small Business Marketing**  
*Tuesday 5 July, 14:00 – 15:00*  
*Reynolds Town Bar*  
*Chair: Zubin Sethna*

Are we going around in circles? Diasporic SMEs: a conceptual pattern in the 'field' of the entrepreneurial networks.  

**Zubin Sethna**  
*University of Westminster, London, UK*

The Effect of different Eco-systems on Entrepreneurial Marketing Orientation (EMO): A Multi-country Study of Small Software Technology Firms  

**Rosalind Jones¹, Mari Souranta²**  
¹*Bangor University, Bangor, Wales, UK, UK, ²School of Business Economics, University of Jyvaskyla, Finland*

The Dynamics Underlying SME brand development: Insights From a Study of East of England Business to Business SMEs.  

**Guy Parrott**  
*The University of Bedfordshire, Bedfordshire, United Kingdom*

**Ethics and Marketing**  
*Tuesday 5 July, 14:00 – 15:00*  
*Aldaniti Bar*  
*Chair: Rob Lawson*

Individual ethical investors and what they value: A UK context  

**Fannie Yeung**  
*University of Hull, Hull, UK*

Consumer Perception of Palm Oil: issues of sustainability for the Ecuadorian palm oil industry  

**Luis Kluwe Aguier, Dudley Martinez, Marcia Dutra Barcellow, Luciana Marques Vieira, Gabriela Ferreira**  
*Royal Agricultural College, Gloucestershire, UK*

Children's understanding of TV advertising  

**Maria Sherrington²**  
¹*University of Central Lancashire, Preston, UK, ²University of Liverpool, Liverpool, UK*


**Gretchen Larsen¹, Rob Lawson²**  
¹*Kings College, London, London, United Kingdom, ²University of Otago, Dunedin, New Zealand*

**Marketing Communications and Public Relations**  
*Tuesday 5 July, 14:00 – 15:00*  
*Paddock Lodge Drawing Room*  
*Chair: Terry Smith*

Three approaches of international public relations: Evidence of PR
campaigns in Southeast Asia
Suwichit Chaidaroon
Nanyang Technological University, Singapore, Singapore

“What Good Looks Like” in UK National Health Service Communication
Anne Gregory
Leeds Metropolitan University, Leeds, West Yorks, UK

The Social-Dominant Logic of Marketing Communications: déjà vu or vuja dé?
Terry Smith
University of Chester, Chester, UK

Services Marketing
Tuesday 5 July, 14:00 – 15:00 Red Rum Bar Chair: Aidan Daly
Quality Modeling in Electronic Healthcare: A Study of mHealth Service
Shahriar Akter¹, John D’Ambra¹, Pradeep Ray¹, Mahfuzur Rahman²
¹The University of New South Wales, Sydney, Australia, ²Leeds Metropolitan University, Leeds, -
Conceptualization of Virtual Worlds: A Service-Dominant Logic perspective
Eman Gadalla, Kathy Keeling
Manchester Business School, Manchester, United Kingdom
Marketing Services Internationally Remains A Neglected Research Topic
Aidan Daly, Merl Simpson
NUI Galway, Galway, Ireland

Sports Marketing & Relationship Marketing and Customer Experience Management
Tuesday 5 July, 14:00 – 15:00 Paddock Lodge Arthur’s Room Chair: Josée Laflamme
This sporting portfolio: A case study of English and Welsh domestic cricket
Adrian Pritchard
Coventry University, Coventry, United Kingdom
Personalization and interactivity as value sources in the online environment: the importance of customer participation
Lorena Blasco-Arcas, Blanca Hernández-Ortega, Julio Jiménez-Martínez
University of Zaragoza, Zaragoza, Spain
Relationship commitment in a financial context: A case study in business-to-business.
Josée Laflamme, Catherine Beaudry, Mounir Aguir
University of Quebec at Rimouski, Rimouski, Quebec, Canada

SIG Fair/Tea/Coffee
Tuesday 5 July, 15:00 - 15:45 Papillon Suite

Poster Session
Tuesday 5 July, 15:00 - 15:45 Papillon Suite
Market Segmentation in Ecotourism: Penang National Park, Malaysia
Zaiton Samdin, Nolila Mohd Nawi, Nitty Hirawaty Kamarulzaman, Norfaryanti Kamaruddin
Universiti Putra Malaysia, Serdang, Selangor, Malaysia

"Fixing a Hole" Product Management in HEIs - Preliminary Investigation - Strategies & Change
Mel Godfrey, Kim Roberts
London South Bank University, London, UK

Online fashion shopping experiences, web atmospherics and consumers' emotion
Fatema Kawaf
Marketing Department at Strathclyde University, Glasgow, UK
Session 3: Competitive Papers

Special Session: Music, Markets and Consumption: Production Perspectives
Tuesday 5 July, Session 3: 15:45 – 17:15  Sunloch Suite  Chair: Gretchen Larsen, King’s College

Arts, Heritage, Nonprofit and Social Marketing
Tuesday 5 July, Session 3: 15:45 – 17:15  Earl of Derby Box 3  Chair: Roger Bennett
- Cultural consumers - exploring audience loyalty in amateur theatre  Jane Tonge  Manchester Metropolitan University, Manchester, UK
- Dimensions Underlying the Opera Experience: Findings from a Developing Country  Bilge Aykol  Dokuz Eylul University, Izmir, Turkey
- Formation of Interpretations of Marketing Issues within Small Nonprofit Contemporary Dance Companies  Roger Bennett  London Metropolitan University, London, UK

B2B Marketing
Tuesday 5 July, Session 3: 15:45 – 17:15  Earl of Derby Box 5  Chair: Ross Brennan
- Co-Creating Value in Strategic Partnerships: An Outsource Supplier and Client Perspective  Anne Dibley, Moira Clark  Henley Business School, Oxfordshire, UK
- SERVITIZATION AS STRATEGIC FLEXIBILITY: DRAWING PARALLELS BETWEEN THE CONCEPTS  Danilo Brozovic, Fredrik Nordin  Stockholm University (School of Business), Stockholm, Sweden

Brand, Identity and Corporate Reputation
Tuesday 5 July, Session 3: 15:45 – 17:15  Lord Sefton Box 1  Chair: Francesca Dall’Olmo Riley
- Social Construction of Meanings: Advancing the Notion of Africa as a Continental Brand  Penelope Muzanenhamo, Temi Abimbola  Warwick Business School, Coventry, UK
- The Effect of Brand Personality and Congruity on Customer-based Brand Equity and Loyalty of Personal Computer Brands  Stephanie Hooper, Aaron Gazley, LayPeng Tan, Jayne Krisjanous
Comparing Brand Personality Measures
Anastasia Alpatova¹, Francesca Dall'Olmo Riley²
¹Berkley Square Cosmetics, London, UK, ²Kingston University Business School, Kingston upon Thames, UK

Consumer Research
Tuesday 5 July, Session 3: 15:45 – 17:15

Lord Sefton Box 3 Chair: Stephen O'Sullivan
The effects of television and family on young adults’ materialistic values: a life course study in Greece
Vassiliki Grougiou¹, George Moschis²
¹International Hellenic University, Thessaloniki, Greece, ²Georgia State University, Atlanta, State of Georgia, USA

Determinants of behavioural intent to adopt M-commerce among the Y Generation in Kazakhstan
kim-choy chung¹, shin shin Tan², Anthony ShakJin²
¹KIMEP, Almaty, Kazakhstan, ²Bloomsbury Knowledge, London, UK

And In the Beginning There Was No Brand: The BPONG IRELAND Brand Community
Stephen O'Sullivan, Brendan Richardson
University College Cork, Cork, Ireland

E Marketing
Tuesday 5 July, Session 3: 15:45 – 17:15

Lord Sefton Box 5 Chair: Johanna Gummerus
Social Networking as a Marketing Tool: Study of Participation in Cultural Events Promoted by Facebook
Márcia Rebelo, Bráulio Alturas
ISCTE – University Institute of Lisbon, Lisbon, Portugal

Web 2.0 in a Relationship Marketing Context: Conceptualising a Social Media Marketing Framework
Baskin Yenicioglu, Moira Clark
Henley Business School, University of Reading, Henley on Thames, UK

Use of Online Social Networks as a marketing tool: A case study.
Felipe Uribe Saavedra, Josep Rialp Criado, Joan Llonch Andreu
Universitat Autònoma de Barcelona, Cerdanyola del Vallés (Barcelona), Catalunya, Spain

Consumer Motivations to Join a Facebook Brand Community
Johanna Gummerus, Veronica Liljander, Emil Weman, Minna Pihlström
Hanken School of Economics, HELSINKI, Finland

Ethics and Marketing
Tuesday 5 July, Session 3: 15:45 – 17:15

Hedge Hunter Bar Chair: Stephan Dahl
Towards a holistic understanding of ethical consumer behaviours: A multi method approach
Eleni Papaoikonomou
Universitat Rovira i Virgili, Reus, Spain

Corporate social responsibility, internal marketing and labour law: Exploring the prospects for a mutually beneficial coexistence
Ioanna Papasofomou, Haris Kountouros
University of Nicosia, Nicosia, Cyprus

Subtle Sophistry or Savvy Strategy: The Ethics and Efficacy of Product Placement in the Mass Media?
Lynne Eagle¹, Yvette Morey², Stephan Dahl³, Julia Verne³
¹University of Hull, Hull, UK, ²University of the West of England, Bristol, UK, ³South West Health Observatory, Bristol, UK

Marketing Communications and Public Relations
Tuesday 5 July, Session 3: 15:45 – 17:15
Reynolds Town Chair: Sally Laurie Bar

Ambient Marketing: Towards a Modern Definition
Megan Lee Yuen, Scott Dacko
Warwick Business School, Coventry, UK

Dialogic relationship building and political party websites: A multinational analysis that suggests it’s time for a step-change
Anastasios Theofilou, Richard Scullion, Giles Venn
Bournemouth University, Bournemouth, Dorset, UK

"IMC is dead. Long live IMC" Academic vs Practitioners’ views
Sally Laurie¹, Kathleen Mortimer¹
¹University of Northampton, Northampton, UK

Political Marketing
Tuesday 5 July, Session 3: 15:45 – 17:15
Aldaniti Bar Chair: Patrick Butler

Image management through Web photo releases: The case of Canadian Conservative Prime Minister
Stephen Harper
Alex Marland
Memorial University, St. John’s, Newfoundland, Canada

The Political Participation of Muslims in Brussels: Identity and Political Schizophrenia
MONA MOUFAHIM¹, FATIMA ZIBOUH²
¹NOTTINGHAM UNIVERSITY BUSINESS SCHOOL, NOTTINGHAM, UK, ²UNIVERSITE DE LIEGE, LIEGE, Belgium

Political Monopoly in China: A Marketing Strategy Analysis
Patrick Butler¹, Neil Collins¹
¹Melbourne Business School, Melbourne, Victoria, Australia, ²National University of Ireland (Cork), Cork, Ireland
Relationship Marketing and Customer Experience Management
Tuesday 5 July, Session 3: 15:45 – 17:15
Paddock Lodge Drawing Room
Chair: Philipp Klaus

The Role of Interactiveness for Enhancing Marketing Assets and Firm Performance
Albena Pergelova¹, Diego Prior², Josep Rialp²
¹Grant MacEwan University, Edmonton, Canada, ²Universitat Autònoma de Barcelona, Barcelona, Spain
Effects of Firm Customization on the Severity of Unfairness Perceptions and (Mis)Behaviour: The Moderating Role of Trust
Bang Nguyen, Lyndon Simkin
Oxford Brookes University, Oxford, UK

EXQ: A Multiple-Item Scale for Assessing Customer Experience In The Emerging Experience Marketing Model
Philipp Klaus¹, Stan Maklan²
¹Swansea University School of Business and Economics, Swansea, UK, ²Cranfield University School of Management, Cranfield, UK

Services Marketing
Tuesday 5 July, Session 3: 15:45 – 17:15
Red Rum Bar
Chair: David Longbottom

Pace of the service product elimination decision-reaching process: an empirical investigation into the effects of firm and product characteristics
Paraskevas Argouslidis¹, George Baltas¹, Alexis Mavrommatis², Kalliopi Oikonomou¹
¹Athens University of Economics and Business, Athens, Greece, ²EADA International Management Development Centre, Barcelona, Spain

The impact of customer-directed resources on frontline employee’s customer service self efficacy: An exploratory study
Bee Leng Seow, Jillian C. Sweeney
The University of Western Australia, Perth, Australia

The role of deep emotions in service improvement initiatives: a summary of literature and a survey of critical factors
David Longbottom, Julie Hilton, Alison Lawson
University of Derby, Derby, United Kingdom

Tourism Marketing
Tuesday 5 July, Session 3: 15:45 – 17:15
Paddock Lodge Arthur’s Room
Chair: Adriana Campelo

A Practitioner Model of Strategic Place Brand Management
Sonya Hanna¹, Jennifer Rowley²
¹Bangor University, Bangor, UK, ²Manchester Metropolitan University, Manchester, UK

Place Marketing Performance: Benchmarking European Cities as Business Destinations
Reception with live music from the guest editors (Dr Steve Oakes, Prof Dougie Brownlie and Dr Noel Dennis) to launch the call for papers of a special issue of Marketing Theory entitled - 'Ubiquitous Music'
Tuesday 5 July, 17:15-18:15

New journal launch event 'Arts Marketing: An International Journal' (Drinks reception sponsored by Emerald)
Tuesday 5 July, 18:15 – 19:00
Session 4: Competitive & Working Papers

Special Session: Meet the Editors 1
Wednesday 6 July, 09:00 – 10:30  Sunloch Suite  Chair: Steve Oakes, University of Liverpool

Special Session: Video and Videography in Marketing: Research, Practice & Impact
Wednesday 6 July, 09:00 – 10:30  Hedge Hunter Bar  Chair: Katy Mason, Lancaster University

AM/BMAF Marketing Education
Wednesday 6 July, 09:00 – 10:30  Paddock Lodge Boardroom  Chair: Andrew McAuley

Women in marketing: a European exploration  
Carley Foster, Clare Brindley, Dan Wheatley  
Nottingham Trent University, Nottingham, United Kingdom

Teaching of Marketing Management In UK Higher Education, a Review of Literature and Primary Research with a Focus on the Future  
James Seligman  
University of Southampton, Southampton, UK

Design and Marketing: A Case of the Chicken and the Egg?  
Andrew McAuley  
Southern Cross University, Lismore, NSW, Australia

Arts, Heritage, Nonprofit and Social Marketing
Wednesday 6 July, 09:00 – 10:30  Earl of Derby Box 3  Chair: Roger Bennett

Celticism and Crafts: the Myths and Realities Online  
Nick Telford, Ian Fillis  
University of Stirling, Stirling, United Kingdom

Where is the Faith in Giving: An Analysis of the Motivation of Donors  
Madalena Abreu  
Coimbra Polytechnic Institute, Coimbra, Portugal

Engagement Marketing for Cooperatives (IPS): A study on the marketing offer and launch of Community Shares in a supporter-owned football club  
Griffiths Jane, Larson Mitchell J.  
University of Central Lancashire, Preston, Lancs, United Kingdom

Antecedents of Multiple Charity Donation Behaviour  
Roger Bennett  
London Metropolitan University, London, UK

Arts, Heritage, Nonprofit and Social Marketing
Wednesday 6 July, 09:00 – 10:30  Lord Sefton Box 1  Chair: Rob Lawson

The Forbidden Fruit: Adolescent Focused Anti-Smoking Advertisements’ For Developing Countries -A Conceptual Perspective
Sonal Singh  
Macquarie University, North Ryden, NSW, Australia

The Dimensions of Eco-Sustainable Orientation and Consequences of an Eco-Sustainable Approach to Business  
Elmira Bogoviyeva  
KIMEP, Almaty, Kazakhstan

Understanding Resistance to the Adoption of Energy Efficient Technologies  
Campbell Grieve, James Henry, Rob Lawson, Paul Thorsnes  
University of Otago, Dunedin, New Zealand

Brand, Identity and Corporate Reputation
Wednesday 6 July, 09:00 – 10:30  Lord Sefton Box 5  Chair: Richard Speed

Analysis of Brand Personality, Passion and Intimacy-Loyalty Relationships on Business Continuity  
Helena M. Nobre¹, Kip Becker²  
¹ISAG, Porto, Portugal, ²Boston University, Boston, USA

Process of building brand architecture within the pharmaceutical industry – A comprehensive framework  
Christoph Burmann, Christopher Kanitz  
University of Bremen, Bremen, Germany

Towards a Typology of Human Brand-Organisational Relationships  
Richard Speed, Patrick Butler  
Melbourne Business School, Victoria, Australia

Consumer Research
Wednesday 6 July, 09:00 – 10:30  Lord Sefton Box 3  Chair: Prof Bill Donaldson

Tight knit? Evolving Relationships in a Consumption Community  
Maire O Sullivan, Brendan Richardson  
University College Cork, Cork, Ireland

Judging Compound Events: The Influence of Framing and Processing Fluency  
Ahmad Daryanto¹, Peter Hampson²  
¹Lancaster University, Lancaster, -, ²Northumbria University, Newcastle, -

NOTHING LASTS FOREVER - EVOLVING UNDERSTANDING OF CONSUMER ENGAGEMENT WITH ONLINE SHOPPING - A PROPOSED MODEL AND RESEARCH AGENDA  
Bill Donaldson, Peter Atorough  
Robert Gordon University, Aberdeen, UK

Market Segmentation
Wednesday 6 July, 09:00 – 10:30  Reynolds Town Bar  Chair: Gary Mortimer

Needs Based Segmentation: An Analysis of Mobile Services Evolution  
Norlia Ahmad  
Kwansei Gakuin University, Nishinomiya, Hyogo, Japan

The Need for Differing Marketing Messages and Segmentation Strategies in the Automotive Sector  
Paul Taylor-West, Jim Saker, Donna Champion  
Loughborough University, Loughborough, UK
The Emergent Male Grocery Shopper: An Identification of Male Supermarket Shopper Types

Gary Mortimer
Queensland University of Technology, Brisbane, Australia

Political Marketing
Wednesday 6 July, 09:00 – 10:30 Red Rum Bar Chair: Robin Croft

Big Society: Mission in Politics or Mission Impossible
Fiona Walkley, Dianne Dean, Robin Croft
University of Hull, Hull, UK

An Exploratory Analysis of the Message Discourses Employed in the 2010 British Party Election Broadcasts.
Janine Dermody, Stuart Hanmer-Lloyd
University of Gloucestershire, Cheltenham, United Kingdom

You say yes, I say no: A study of the use of social media in the Welsh Referendum, 2011
Robin Croft¹, Dianne Dean¹
¹University of Bedfordshire, Luton, UK, ²Hull University, Kingston upon Hull, UK

Retail Marketing
Wednesday 6 July, 09:00 – 10:30 Earl of Derby Box 5 Chair: Julia Tyrrell

Retail branding in Taiwan - An examination of the relationship between brand knowledge and brand loyalty
Ching-Wei Ho¹, John Temperley²
¹Feng Chia University, Taichung, Taiwan, ²Leeds Metropolitan University, Leeds, UK

Functional food consumption models for multicultural society - Malays, Chinese and Indians in Malaysia
Siti Hasnah Hassan
Universiti Sains Malaysia, Gelugor, Penang, Malaysia

The Role of Small Convenience Stores in Building Neighbourhood Community
Julia Tyrrell
Coventry University, Coventry, UK

Services Marketing
Wednesday 6 July, 09:00 – 10:30 Aldaniti Bar Chair: Aidan Daly

Interaction Effects among Signals of Quality and their Use in E-Commerce Tourism Services.
Katharina Bauer, Sabine Fließ
Fernuniversität in Hagen, Hagen, Germany

Expanding Understanding of Satisfying Service Experiences - A Dyadic Approach
Thorsten Gruber, Nathalie Kania
University of Manchester, Manchester Business School, Manchester, UK

How to Use Forum Theatre to Help Service Businesses Deliver Branded Customer Service
Aidan Daly, Ray Fisk, Steve Grove, Mike Dorsch
NUI Galway, Galway, Ireland
Tourism Marketing
Wednesday 6 July, 09:00 – 10:30  Paddock Lodge Drawing  Chair: Jackie Clarke Room

An investigation of Stakeholder Relationships in the Marketing of Tourism within Northern Ireland

Claire McCamley, Audrey Gilmore, Danielle McCartan-Quinn
University of Ulster, Jordanstown, United Kingdom

The Impact of UK Border Security Controls on Passenger Carriers’ Relationships with Stakeholders

Kirstie Ball¹, Ana Isabel Canhoto², Elizabeth Daniel¹, Sally Dibb¹, Maureen Meadows¹, Keith Spiller¹
¹Open University, Milton Keynes, UK, ²Oxford Brookes University, Oxford, UK

A framework for purchased, modified and created gifts of tourism

Jackie Clarke
Oxford Brookes University, Oxford, UK

Coffee/ Tea
Wednesday 6 July, 10:30 – 11:00
Key Note Session

Richard Hayes: The Importance of Branding in Value Creation (Introduction by Dr Steve Oakes)
Wednesday 6 July, 11:00 – 12:00  
Sunloch Suite (Plenary Room)

Lunch
Wednesday 6 July, 12:00 – 13:00
Session 5: Competitive Papers

Special Session: Academic-practitioner Divide Debate
Wednesday 6 July, 13:00 – 14:30 Sunloch Suite
Chair: Steve Baron, University of Liverpool

AM/BMAF Marketing Education
Wednesday 6 July, 13:00 – 14:30 Paddock Lodge Boardroom
Chair: Lisa O'Malley

International versus Domestic Student's Perceptions of Peer Feedback and Assessment at a UK University
Jacqueline Holland, Jane Underhill, Dave Wesson, Fraser Mcleay
Newcastle Business School, Newcastle Upon Tyne, United Kingdom

"Experts and Novices": can participative approaches to learning help the lonely academic writer? 
Deborah Anderson
Kingston University, Kingston upon Thames, UK

Marketing Leadership
Lisa O'Malley¹, Vicky Story¹
¹University of Limerick, Limerick, Ireland, ²The University of Nottingham, Nottingham, United Kingdom

Arts, Heritage, Nonprofit and Social Marketing
Wednesday 6 July, 13:00 – 14:30 Earl of Derby Box 3
Chair: Douglas Brownlie

The Myth of the Isolated Genius: legitimising the artwork through peer relationships
Chloe Preece
King's College London, London, United Kingdom

Exploring pro-environmental behaviours and values in the suburbs
Wayne Binney, Michelle Hall
Victoria University, Melbourne, Australia

‘Discourse AND Figure’: Learning through visual regimes of signification
Douglas Brownlie¹, Finola Kerrigan¹
¹University of Stirling, Stirling, United Kingdom, ²King's College London, London, United Kingdom

Brand, Identity and Corporate Reputation
Wednesday 6 July, 13:00 – 14:30 Lord Sefton Box 1
Chair: Sanjit Kumar Roy

Increase Brand Respect to Increase Brand Equity - Principles of Renaming Service Organizations for Growth
Robert Williams, Jr.¹, Maktoba Omar²
¹Saint Mary's College, Notre Dame, IN, USA, ²Edinburgh Napier University, Edinburgh, Scotland, UK

Brand Love: A Conceptual Framework
Sanjit Kumar Roy
IBS Hyderabad, Hyderabad, India
Competitive Intelligence, Analysis and Strategy
Wednesday 6 July, 13:00 – 14:30  
Lord Sefton Box 5  
Chair: Lyndon Simkin

Market Orientation in Nonprofit Organizations: Innovativeness, Resource Scarcity, and Performance
Pratik Modi  
Institute of Rural Management Anand, Anand, Gujarat, India

Strategic Intelligence attitudes in Belgian SMEs: a survey
Sophie Larivet¹, François Brouard²  
¹ESCE, Paris, France, ²Sprott School of Business, Carleton University, Ottawa, Canada

In Turbulent Times Leadership Teams Rediscover Market Analysis In Seeking Competitive Advantage and Growth
Lyndon Simkin¹, Sally Dibb²  
¹Oxford Brookes Business School, Oxford, UK, ²The Open University Business School, Milton Keynes, UK

Consumer Research
Wednesday 6 July, 13:00 – 14:30  
Lord Sefton Box 3  
Chair: Svetlana Bogomolova

Are Impulsive buying and brand switching satisfactory and emotional?
Lukman Aroean  
Bournemouth University, Bournemouth, Dorset, UK

Exploring Emotional Reactions to Socialization Agents: A Study of 8-11 year old males.
Grace E. Mackie, W. G. Donaldson  
The Robert Gordon University, Aberdeen, United Kingdom

Under the marketers’ radar: commonly ignored triggers for brand switching
Svetlana Bogomolova, Olga Grudinina  
University of South Australia, SA, Australia

E marketing
Wednesday 6 July, 13:00 – 14:30  
Paddock Lodge Drawing  
Chair: Abdullah AL-Ghamdi

Using Internet Marketing For Building and Communicating Brand Associations of Universities in Egypt
Wael Kortam¹, Samaa Attia², Abeer Mahrous¹  
¹Cairo University, Cairo, Egypt, ²British University in Egypt, Shorouk, Egypt

Websites that sell: consumer perceptions and attitudes
Joaquin Aldas, Enrique Bigne, Ines Kuster, Natalia Vila  
University of Valencia, Valencia, Spain

Determinants of Continuance Intention (e-loyalty) for Online Flight Booking – The Case of Saudi Arabia
Talal Almaghrabi¹, Charles Dennis², Abdullah S. Al-Ghamdi¹, Saleh Bukari¹  
¹Brunel University, Uxbridge, United Kingdom, ²University of Lincoln, Lincoln, United Kingdom

Marketing Research and Research Methodology
Wednesday 6 July, 13:00 – 14:30  
Reynolds Town Bar  
Chair: Charles Graham
Research as Discovery: Practical Experiences of Employing Grounded Theory
Raquel Reis¹, Moritz von Schwedler², Caroline Oates³
¹Universidade Lusíada - CLEGI - Centro Lusíada de Investigação e Desenvolvimento em Engenharia e Gestão Industrial, Vila Nova de Famalicão, Portugal, ²Universidade do Minho, Braga, Portugal, ³University of Sheffield Management School, Sheffield, UK

Impacts of Instrumental vs. Relational Centered Logic on Cause-Related Marketing Decision Making
Gordon Liu
Bournemouth University, Poole, Dorset, UK

A steady drip from the leaky bucket. The long-term erosion of repeat-purchase loyalty.
Charles Graham
Ehrenberg Centre for Research in Marketing, London South Bank University, London, UK

Political Marketing
Wednesday 6 July, 13:00 – 14:30 Hedge Hunter Bar Chair: Gareth Smith
UK Expatriate Political Connectivity and Engagement
Tony Garry¹, Stuart Roper²
¹University of Canterbury, Christchurch, New Zealand, ²Manchester Business School, Manchester, United Kingdom

PERSONALITY, VALUES AND VOTERS' CONSUMPTION BEHAVIOR IN THE ITALIAN POLITICAL CONTEXT
Gianluigi Guido, M. Irene Prete
University of Salento, Lecce, Italy

Defining a Political Brand Alliance: The Conservative and Liberal Democrat Coalition
Peter Reeves
University of Salford, Salford, Greater Manchester, UK

UK Politics from a Cultural Brand Perspective
Gareth Smith¹, Richard Speed¹
¹Oxford Brookes University, Oxford, UK, ²Melbourne University, Melbourne, Australia

Retail Marketing
Wednesday 6 July, 13:00 – 14:30 Red Rum Bar Chair: Magda Nenycz-Thiel

Investigating the Moderating Effect of Loyalty Programme Membership
Zhibin Lin, Dag Bennett
London South Bank University, London, United Kingdom

Customer Perceived Quality and Satisfaction of Self Service Technology-Automated Teller Machine (ATM) in Ghana
Bedman Narteh¹, Nana Owusu-Frimpong¹
¹University of Ghana, Accra, Ghana, ²London Metropolitan University, London, UK

Relationship between purchasing price and loyalty to private labels and national brands
Magda Nenycz-Thiel, Giang Trinh
Ehrenberg-Bass Institute, University of South Australia, Adelaide, SA, Australia
Services Marketing
Wednesday 6 July, 13:00 – 14:30 Earl of Derby Box 5 Chair: Tim Hughes

Through the looking glass of the fitness instructor - how fitness professionals feel about their own body image in a society that worships the stick insect
_Henry Enos, Nicola Williams-Burnett_  
_University of Glamorgan, Pontypridd, United Kingdom_

Which Dominates? Attitudes towards the Customer or Towards the Organization?  
_Kemefasu Ifie_  
_Swansea University, Swansea, UK_

Resource integration using self-service technology: The customer perspective  
_Tim Hughes*, Toni Hilton*, Ebi Marandi†, Ed Little†_  
*University of the West of England, Bristol, United Kingdom,  
†University of Westminster, London, United Kingdom

Tourism Marketing
Wednesday 6 July, 13:00 – 14:30 Aldaniti Bar Chair: Antonio Hyder

Location-Based Social Network Marketing - An Exploratory Study  
_Iis Tussyadiah_  
_Temple University, Philadelphia, USA_

‘Straight from the horse's mouth' or the problems of using online travel communities for market research  
_Outi Niininen_  
_School of Management, La Trobe University, Melbourne, Victoria, Australia_

THE ROLE OF TRAVEL DESTINATION PICTURES AND CONSUMER CHOICE WHEN ENGAGING CONSUMERS ON ONLINE TRAVEL DESTINATION WEB SITES  
_Enrique Bigne, Joaquín Aldás, Antonio Hyder_  
_the University of Valencia, Valencia, Spain_

Coffee/Tea (sponsored by Cesim)
Wednesday 6 July, 14:30 – 15:00
Session 6: Competitive Papers

Special Session: Conceptualising and Measuring “Customer Experience”
Wednesday 6 July, 15:00 – 16:30  Sunloch Suite
Chair: Tony Garry, University of Canterbury

Spesial Session: Theorising Place Marketing
Wednesday 6 July, 15:00 – 16:30  Hedge Hunter Bar
Chair: Mihalis Kavaratzis, University of Leicester

Arts, Heritage, Nonprofit and Social Marketing
Wednesday 6 July, 15:00 – 16:30  Earl of Derby Box 3
Chair: Markus Wohlfeil

Organizational Learning and Marketing Capability Development in Charity Retailing Sector
Gordon Liu¹, Wai-Wai Ko²
¹Bournemouth University, Poole, Dorset, United Kingdom, ²Royal Holloway, University of London, Egham, Surrey, United Kingdom

Does the Shade of Green Matter? Insights from Information Technology
Kirk Plangger¹, Anthony Chan², Arthur H. Money², Leyland F. Pitt¹
¹Simon Fraser University, Vancouver, BC, Canada, ²Lulea University of Technology, Lulea, Sweden

There is something about Jena Malone: New insights into how celebrities appeal to consumers
Markus Wohlfeil¹, Susan Whelan²
¹Norwich Business School, University of East Anglia, Norwich, United Kingdom, ²Waterford Institute of Technology, Waterford, Ireland

B2B Marketing
Wednesday 6 July, 15:00 – 16:30  Paddock Lodge Boardroom
Chair: Miezaan Djorai

Goal Orientation and Role Stress in Salespersons: A Multi-Country Study
Sunil Sahadev¹, Keyoor Purani², Satish Nair³, Li Chen⁴
¹University of sheffield, Sheffield, UK, ²Indian Institute of Management, Kozhikode, India, ³Nirma University, Ahmedabad, India, ⁴Shanghai Museum of Glass, Shanghai, China

Renqing the next chapter
Amna Khan¹, Judy Zolkiewski², John Murphy²
¹Manchester Metropolitan University, Manchester, United Kingdom, ²Manchester Business School, Manchester, United Kingdom

CUSTOMER-BASED BRAND EQUITY IN A B2B SERVICE ENVIRONMENT: THE CASE OF ERLANG SOLUTIONS
Miezaan Djorai², Michael Bourlakis¹, Des Laffey¹, Marcus Taylor²
¹Kent Business School, Canterbury, Kent, United Kingdom, ²Erlang Solutions, London, United Kingdom
Competitive Intelligence, Analysis and Strategy
Wednesday 6 July, 15:00 – 16:30  Lord Sefton Box 1  Chair: Sheila Wright
Swimming with the sharks? Understanding the competitive structure of primary-demand level product-markets.
Charles Graham¹, Nick Dannenberg¹
¹Ehrenberg Centre for Research in Marketing, London South Bank University, London, UK, ²Ehrenberg-Bass Institute, University of South Australia, Adelaide, Australia
Competitive Intelligence Effectiveness, Terminology, and Attitudes: Does Size Matter?
Jamie Smith, Sheila Wright, Daved Pickton
De Montfort University, Leicester, -
A Behavioural and Operational Typology of Competitive Intelligence Practices in Turkish SMEs
Sheila Wright¹, Christophe Bisson¹, Alistair P. Duffy¹
¹De Montfort University, Leicester, UK, ²Kadir Has University, Istanbul, Turkey

Consumer Research
Wednesday 6 July, 15:00 – 16:30  Lord Sefton Box 3  Chair: Jayne Krisjanous
Exploring baby boomers’ patterns of health care consumption: A New Zealand consumer research agenda
Mary FitzPatrick, Janet Davey, Caitlin Hewinson, Chloe King
University of Waikato, Hamilton, New Zealand
Perceived Customer Value Regarding Eco-cars
Orose Leelakulthanit
National Institute of Development Administration, Bangkok, Thailand
“You don’t buy clothes – you buy an identity. A correlation between fashion brand and country-of-origin”
Nathalia Tjandra¹, Robert Williams, Jr.², Maktoba Omar³
¹Edinburgh Napier University, Edinburgh, Scotland, UK, ²Saint Mary’s College, Notre Dame, IN, USA
DRIVERS LEADING TO THE USE OF WEDDING DAY RITUALS
Jasmine Griffiths, Jayne Krisjanous
Victoria University of Wellington, Wellington, New Zealand

Entrepreneurial and Small Business Marketing
Wednesday 6 July, 15:00 – 16:30  Lord Sefton Box 5  Chair: Luca Cacciolatti
Marketing in SMEs: A proposed ‘4 Ps’ model
Sheilagh Resnick¹, Ranis Cheng¹
¹Nottingham Trent University, Nottingham, United Kingdom, ²University of Sheffield, Sheffield, United Kingdom
Entrepreneurial Marketing Typology: The Exploratory Study of Thai Hotels
Pattana Boonchoo, Denise Tsang, Nigel Wadeson
Henley Business School, University of Reading, Reading, United Kingdom
Empirical evidence for a relationship between Business Growth and the use of Structured Marketing Information amongst Food and Drink SMEs
Event and Experiential Marketing
Wednesday 6 July, 15:00 – 16:30 Reynolds Town Bar  
Chair: Emma Gustafsson

Protecting the Olympic Brand: Winners and Losers  
Trevor Hartland, Nicola Williams-Burnett  
University of Glamorgan, Pontypridd, UK

Influence of prior knowledge on museum engagement  
Babak Taheri, Karen Thompson  
University of Strathclyde, Glasgow, UK

Creating Experiences at the World Exposition 2010  
The Practice of Communification  
Emma Gustafsson  
Stockholm University, School of Business, Stockholm, Sweden

International Marketing
Wednesday 6 July, 15:00 – 16:30 Red Rum Bar  
Chair: Habte Selassie

International Market Selection through External Networks  
Xinming He¹, Yingqi Wei²  
¹Newcastle University Business School, Newcastle upon Tyne, UK, ²University of York, York, UK

Talkin’ ‘bout my generation!  
Jessica Lichy  
ICAR (Idrac), Lyon, France

Reverse Export Promotion - Experiences from Least Developed Countries: An Exploratory Study  
Habte Selassie  
Bedfordshire University, Luton, UK

Marketing Case Studies
Wednesday 6 July, 15:00 – 16:30 Earl of Derby Box 5  
Chair: Barry Ardley

Judging Marketing Mix Effectiveness: Demonstrating A Way Forward  
Neil Brooks, Lyndon Simkin  
Oxford Brookes University, Oxford, UK

Old Spice: The Man Your Man Could Smell Like  
Leyland Pitt¹, Adam Mills¹, Benjamin Kong², Disa Novianty²,  
Šamira Ghavami⁵, Yuli Kim⁵  
¹Simon Fraser University, Vancouver, BC, Canada, ²Erasmus University, Rotterdam, The Netherlands

MARKETING A MEMORY OF THE WORLD: MAGNA CARTA AND THE STUDENT AS PRODUCER PERSPECTIVE  
Barry Ardley, Nick Taylor, Emily McLintock, Frankii Martin,  
Gavin Leonard  
Lincoln University, Lincolnshire, UK

Marketing of Higher Education
Wednesday 6 July, 15:00 – 16:30 Aldaniti Bar  
Chair: Victoria Wells

Why are they here? The factors motivating the class of 2010
first year entrepreneurial students to go to college
Catherine Rossiter
Dun Laoghaire Institute of Art, Design & Technology, Dublin, Ireland

PRIORITIZING ATTRIBUTES THAT ENHANCE STUDENT SATISFACTION
Fru Boniface Ayoche Ngu, Seldjan Timur, A. Tarik Timur
Eastern Mediterranean University, Famagusta, North, Cyprus

Who is the customer of the business school? A marketing perspective
Albena Pergelova, Fernando Angulo
Grant MacEwan University, Edmonton, Canada

Eduscape: An Exploratory Analysis of the Physical Learning Environment
Victoria Wells¹, Kate Daunt²
¹Durham Business School, Durham, UK, ²Cardiff Business School, Cardiff, UK

Relationship Marketing and Customer Experience Management
Wednesday 6 July, 15:00 – 16:30
Paddock Lodge Drawing Room

Chair: Ana Isabel Canhoto

The Uncanny Valley of Relationship Marketing
Kaveh Peighambari¹, Eric Giertz², Mehdi Ghazisaeedi³
¹Lulea University of Technology, Lulea, Sweden, ²KTH Royal Institute of Technology, Stockholm, Sweden

Marketing Employee Experience in the Public Sector: The New Public Management Approach in Delivering Customer Experience
Khairiah Salwa Mokhtar, Mahmood Sabri Haron, Kaveh Abhari
Universiti Sains Malaysia, Penang, Malaysia

The state of complaint management research – Review and research directions
Ana Isabel Canhoto¹, Moira Clark²
¹Oxford Brookes University, Oxford, UK, ²Henley Business School, Henley on Thames, UK

AGM
Wednesday 6 July, 16:30 – 17:00
Session 7: Competitive Papers

Special Session: Ehrenberg Inspired Research Forever: A Tribute to Andrew Ehrenberg and his Legacy
Thursday 7 July, 09:00 – 10:30 Hedge Hunter Bar Chair: John Scriven, South Bank University

Special Session: History of Marketing Education: Reflections from the Past, Views to the Future
Thursday 7 July, 09:00 – 10:30 Sunloch Suite Chair: Mark Tadajewski and Paul Hewer, University of Strathclyde

Arts, Heritage, Nonprofit and Social Marketing
Thursday 7 July, 09:00 – 10:30 Earl of Derby Box 3 Chair: Finola Kerrigan

- Generational Divide, Music Consumption and Lifestyle Correlates
  Nela Filimon\(^1\), Jordi López-Sintas\(^2\)
  \(^1\)Universitat de Girona, Girona, Spain, \(^2\)Universitat Autonoma de Barcelona, Barcelona, Spain

- Changing Trends in the UK Advertising Industry
  Antje Cockrill\(^1\), Shahrukh Feroz\(^1\), Mark M.H. Goode\(^2\)
  \(^1\)Swansea University, Swansea, UK, \(^2\)University of Wales Institute Cardiff, Cardiff, UK

- ‘Warhol’: ‘Celebritisation’ as Human Branding
  Claudia Daza-LeTouze\(^1\), Finola Kerrigan\(^2\), Douglas Brownlie\(^2\), Paul Hewer\(^3\)
  \(^1\)King’s College London, London, UK, \(^2\)University of Stirling, Stirling, UK, \(^3\)University of Strathclyde, Glasgow, -

B2B Marketing
Thursday 7 July, 09:00 – 10:30 Paddock Lodge Boardroom Chair: Katy Mason

- FORMAL CONTRACTUAL AGREEMENTS: EXPLORATORY ASSESSEMENT OF TRANSACTION COST THEORY FROM AN EMERGING MARKET PERSPECTIVE
  Emmanuel Chao
  Agder University, Kristiansand, Norway

  Katy Mason\(^1\)
  \(^1\)Lancaster University Management School, Lancaster, United Kingdom, \(^2\)Advanced Institute of Management, London, United Kingdom

Brand, Identity and Corporate Reputation
Thursday 7 July, 09:00 – 10:30 Earl of Derby Box 5 Chair: Abas Mirzaei

- Impact of the semantic congruence or divergence of Brand Names/Fairy Tales association on Brand Image
  Xavier Menaud
  ESG Management School, Paris, France

- The strategic challenge of moving towards co-created customer
experience in the media industry
Rita Järventie-Thesleff, Mikko Villi, Saara Könkkölä, Johanna Moisander
Aalto University School of Economics, Helsinki, Finland
Quantifying Brand Equity as a Measure of Marketing Effectiveness
Abas Mirzaei, David Gray
Macquarie University, Sydney, NSW, Australia

Consumer Research
Thursday 7 July, 09:00 – 10:30 Lord Sefton Box 3 Chair: Julian Vieceli
Grandparent Syndrome vs. Grandparent Disorder: A Clarification and Examination in the Context of Consumer Behaviour
Michele Roberts, Simone Pettigrew
University of Western Australia, Perth, Western Australia, Australia
Investigating the predictive capacity of psychographic variables regarding green consumer behaviour: a study of Jordanian university students
Ebi Marandi, Calin Gurau, Agnès Le Bellac, Omar Daoudieh
1GSCM - Montpellier Business School, Montpellier, France, 2Bristol Business School, Bristol, UK, 3Jordanian Embassy, Jakarta, Indonesia
Consumer recall of brand associations for fabricated brands
Julian Vieceli, John Hall
Deakin University, Burwood, Victoria, Australia

E Marketing
Thursday 7 July, 09:00 – 10:30 Lord Sefton Box 1 Chair: Johanna Gummerus
Adoption of e-tourism and influential factors: a comparative study in terms of perceived benefits
Tan Vo Thanh, Thi Bich Ngoc Pham
1La Rochelle Business School, La Rochelle, France, 2University of Perpignan Via Domitia, Perpignan, France
Gender Perceptions towards Internet Banking Loyalty: Empirical Evidence
Abdullah AL-Ghamdi, Charles Dennis, Tamira King
Brunel University, London, UK
Bloggers’ motivations to produce content: A gratifications theory perspective.
Marianne Sepp, Veronica Liljander, Johanna Gummerus
Hanken School of Economics, Helsinki, Finland

Ethics and Marketing
Thursday 7 July, 09:00 – 10:30 Lord Sefton Box 5 Chair: Alex Hiller
The Worth of Animals and Values in Marketing
John Desmond
St. Andrews, Scotland, United Kingdom
360 DEGREE REGULATION AS A MEANS TO EVALUATE HOW PRACTITIONERS PERCEIVE & RESOLVE ETHICAL DILEMMAS AROUND CONTROVERSIAL ADVERTISING
Tom Farrell
Oxford Brookes University, Oxford, UK
Consumer Attitudes Towards key Ethical Retailing Issues: A
comparison of Bangladesh and the UK.

Shahina Pervin, Mike Wilman, Lesley Macdonald, Ashok Ranchhod
Southampton Solent University, Hampshire, UK

A Conceptualisation of Ethical Consumption from a Value Perspective
Alex Hiller
Nottingham Business School, Nottingham, United Kingdom

International Marketing
Thursday 7 July, 09:00 – 10:30 Reynolds Town Bar Chair: Malcom Stewart

UK FDI in Emerging African Markets: a Case of Blue Skies Holdings Limited
Collins Osei
Edinburgh Napier University, Edinburgh, United Kingdom

Simulated Test Marketing in FMCG: some empirical evidence from the Russian market
Nikolay Korotkov, Nicoletta Occhicupo
Oxford Brookes University Business School, Oxford, UK

MALCOLM STEWART, STAN PALIWODA
UNIVERSITY OF STRATHCLYDE, GLASGOW, UK

Marketing Case Studies
Thursday 7 July, 09:00 – 10:30 Red Rum Bar Chair: Chris Raddats

Marketing $#*! My Dad Says
Leyland Pitt¹, Adam Mills³, Phuong Nguyen², Jia-Rong Wu², Aschwin van Alphen-Sato²
¹Simon Fraser University, Vancouver, BC, Canada, ²Erasmus University, Rotterdam, The Netherlands

Club Penguin: Should Disney Waddle into Social Networking?
Anjali Bal, Vandad Sotoudhnia, Candice Ashe, Jaime Lundy, Renee Picard, Leyland Pitt, Kirk Plangger, Adam Mills
Simon Fraser University, Vancouver, BC, Canada

Marketing Applications: From Angry Birds to Happy Marketers
Michael Harker, Babak Taheri
University of Strathclyde, Glasgow, UK

Marketing Communications and Public Relations
Thursday 7 July, 09:00 – 10:30 Aldaniti Bar Chair: Jane Tonge

Synergy in integrated marketing communications: empirical efficiency analysis.
Ekaterina Stolyarovca, Josep Rialp
Autonomous University of Barcelona, Barcelona, Spain

Investigating of Consumer Emotions during Product-Harm Crises
Anastasios Theofilou¹, Aikaterini Vassilakopoulou², Emmanuel Skourtis³
¹Bournemouth University, Bournemouth, Dorset, UK, ²Athens University for Economics & Business, Athens, Attiki, Greece, ³Hellenic Open University, Patra, Achaia, Greece
Managing the Public Affairs Function in a Global Market Place
Danny Moss, Jane Tonge, Conor McGrath
University of Chester, Chester, UK

Services Marketing
Thursday 7 July, 09:00 – 10:30 Paddock Lodge Drawing Room
Chair: Nana Owusu-Frimpong

A Literature Review of the Conceptualisation of Service Loyalty: Do we really know what Service Loyalty is?
Dahlia El-Manstrly
University of Edinburgh, Edinburgh, UK

THE DUAL ROLE OF PHYSICAL FEATURES OF SERVICE QUALITY TO CUSTOMERS AND EMPLOYEES SATISFACTION
Angelos Pantouvakis, Nancy Bouranta
1University of Piraeus, Athens, Greece, 2University of Western Greece, Agrinio, Greece

Investigating Service Quality and Customer satisfaction in Traditional Catering Industry (Chop bars) in Ghana
Nana Owusu-Frimpong, Bedman Narteh
1London Metropolitan University, London, -, 2University of Ghana, Accra, Ghana

Coffee/ Tea
Thursday 7 July, 10:30 – 11:00
Session 8: Competitive Papers

Special Session: Co-Creation of Value in Practice
Thursday 7 July, 11:00 – 12:30  Sunloch Suite  Chair: Steve Baron, University of Liverpool

Arts, Heritage, Nonprofit and Social Marketing
Thursday 7 July, 11:00 – 12:30  Earl of Derby Box 3  Chair: Chris Hand

- The Role of Brand Orientation in Church Participation: An Empirical Examination
  Riza Mulyanegara  
  Swinburne University, Melbourne, Victoria, Australia

- Communicating with Parents about Child Feeding Practices
  Simone Pettigrew, Melanie Pescud  
  University of Western Australia, Perth, Western Australia, Australia

- Gambling Purchases in England: An Empirical Analysis of Behavioural Segments
  Chris Hand¹, Jaywant Singh¹  
  ¹Kingston Business School, Kingston upon Thames, UK, ²Kingston Business School, Kingston upon Thames, UK

Consumer Research
Thursday 7 July, 11:00 – 12:30  Lord Sefton Box 3  Chair: John Egan

- They Really Got a Hold on Us: Movies' Product Placement in a Cross-Cultural Study Between Brazil and the USA
  Ricardo Boeing da Silveira¹, James Gentry², Rosilene Marcon³, André Urdan⁴  
  ¹Fundação Getúlio Vargas - FGV-EAESP, São Paulo - SP, Brazil, ²University of Nebraska - Lincoln, Lincoln - NE, USA, ³Universidade do Vale do Itajaí, Biguaçu - SC, Brazil

- Does variety-seeking at the attribute level vary between utilitarian and hedonic products? An experimental study
  George Baltas, Flora Kokkinaki, Apostolia Loukopoulou  
  Athens University of Economics and Business, Athens, Greece

- Consumer attitudes towards direct advertising of prescription drugs - a UK perspective
  Fernando Lopes¹, John Egan¹, Jacqueline Lynch²  
  ¹London South Bank University, London, United Kingdom, ²University of Westminster, London, United Kingdom

Consumer Research
Thursday 7 July, 11:00 – 12:30  Paddock Lodge Boardroom  Chair: Robert East

- When I’m Sixty Four - Will you still need me?  (McCartney P. 1966)  An investigation of the impacts of adult children living at home.
  Mel Godfrey, Kim Roberts  
  London South Bank University, London, United Kingdom

- Do Brazilian children have materialistic values? Drawings from high and low income children around 9 years old
  Andres Rodriguez Veloso¹, Diogo Fajardo Nunes Hildebrand²  
  ¹University of Brasilia, Brazil, ²University of Brasilia, Brazil
Do Brand Users Give More Word of Mouth When they Hear their Brand Recommended?

Robert East¹, Wendy Lomax¹, Jenni Romaniuk¹
¹Kingston Business School and Ehrenberg-Bass Institute, UNISA, LONDON, UK, ²Kingston Business School, London, UK, ³Ehrenberg-Bass Institute, UNISA, Adelaide, Australia

E Marketing
Thursday 7 July, 11:00 – 12:30 Earl of Derby Box 5 Chair: Jana Ebermann

The Case of Amazon.com: What constitutes the online customer experience in the context of the online book market?
Philippe Klaus
Swansea University School of Business and Economics, Swansea, UK

Identifying the Antecedents of Word-Of-Mouth Promotions of Retail Websites
Sanjit Kumar Roy¹, Gul Butaney²
¹IBS Hyderabad, Hyderabad, India, ²Bentley University, Waltham/MA, USA

The Impact of pre-release eWOM on experience based products - An explorative analysis based on Twitter, the Hollywood Stock Exchange and Movies
Jana Ebermann¹, Anne Suphan¹, Katarina Stanevska-Slabeva², Thomas Plotkowiak¹, Miriam Meckel¹
¹University of St. Gallen, St. Gallen, Switzerland, ²University of Neuchatel, Neuchatel, Switzerland

Entrepreneurial and Small Business Marketing
Lord Sefton Box 1 Chair: Stephen Dann

Drivers and performance outcomes of an eco-friendly corporate and marketing strategy in smaller manufacturing firms
Leonidas C. Leonidou¹, Paul Christodoulides², Constantinos N. Leonidou³
¹University of Cyprus, Nicosia, Cyprus, ²Cyprus Technological University, Limassol, Cyprus, ³University of Leeds, Leeds, UK

Work in progress“What makes them tick?” Developing a contingency model of Entrepreneurial Risk for investment and innovation decisions.
Andrew Hirst¹, Vicky Story²
¹Sheffield Hallam University, Sheffield, UK, ²Nottingham University Business School, Nottingham, UK

The impact of entrepreneurial orientation and marketing innovation on sustained competitive advantage of female SMEs in Egypt: A conceptual framework
Sara Adam, Abeer Mahrous, Wael Kortam
Cairo University, Giza, Egypt

The Marketing Mix Matrix
Stephen Dann
Australian National University, Canberra, ACT, Australia
Marketing Case Studies
Thursday 7 July, 11:00 – 12:30  Lord Sefton Box 5  Chair: Conor Carroll

Harley-Davidson: Rides into the Abyss?
Ann M. Torres
National University of Ireland Galway, Galway, Ireland

Taking Australia (and the world) to the cleaners: A case study of community and marketing
Naomi Cheeseman, Paul Harrison
Deakin University, Melbourne, Australia

Improving the Orchestration of Case Sessions - The Role of Teaching Notes in Enhancing Learning
Conor Carroll
University of Limerick, Limerick, Ireland

Marketing of Higher Education
Thursday 7 July, 11:00 – 12:30  Reynolds Town Bar  Chair: David Chalcraft

Using cross-curricular collaboration to foster holistic understanding of brand development from concept to consumer
Rosemary Varley, Edwin Phiri
University of the Arts, London, London College of Fashion, London, UK

Consumers to Co-Developers: The complex roles of a student in Higher Education
John Beaumont-Kerridge
University of Bedfordshire, Bedfordshire, United Kingdom

Value propositions in higher education - an S-D logic view
David Chalcraft, Jacqueline Lynch
University of Westminster, London, United Kingdom

Relationship Marketing and Customer Experience Management
Thursday 7 July, 11:00 – 12:30  Red Rum Bar  Chair: Phil Crowther

Value-in-use, Customer Experience and Co-creation: Towards a Holistic Model for Professional Service Firms
Iain Davies, Steven Fuerth
University of Bath, Bath, United Kingdom

Marketing Event Objectives: From Tactical to Strategic
Phil Crowther
Sheffield Hallam University, Sheffield, UK

Retail Marketing
Thursday 7 July, 11:00 – 12:30  Aldaniti Bar  Chair: Paul W. Ballantine

Retailer branding of consumer price promotions: An experimental study
Robert Hamlin, Sophie Lindsay
University of Otago, Dunedin, New Zealand

Own Brand and Retailers Corporate Brand Personalities Alignment
Maria Carolina Zanette, Eliane Pereira Zamith Brito, Juracy Gomes Parente
EASP - FGV, São Paulo - SP, Brazil

Towards an Holistic Understanding of Retail Atmospheric Cues
Paul W. Ballantine¹, Andrew G. Parsons²
¹University of Canterbury, Christchurch, New Zealand, ²Auckland University of Technology, Auckland, New Zealand

Services Marketing
Thursday 7 July, 11:00 – 12:30 Paddock Lodge Drawing Room
Chair: Adrian Palmer
Evaluative Cues and Financial Services: The Effect of Consumer Knowledge
James Devlin
Nottingham University Business School, Nottingham, UK
Linking the Physical and Interactive Service Features of Services to Customer Satisfaction. An Examination of Grönroos’s Proposal.
ANGELOS PANTOUVAKIS, ATHANASIOS DIMAS
UNIVERSITY OF PIRAEUS, PIRAEUS, Greece
THE EFFECTS OF PRE-SERVICE POSITIVE AND NEGATIVE EMOTIONS ON SATISFACTION
Adrian Palmer, Nicole Koenig-Lewis
Swansea University, Swansea, UK

Tourism Marketing
Thursday 7 July, 11:00 – 12:30 Hedge Hunter Bar
Chair: Scott McCabe
Cross border shopping: stimulant factors for crossing from China to Macao
Ruth M W Yeung¹, Wallace M S Yee²
¹Institute for Tourism Studies, Macau, Macao, ²University of Macau, Macau, Macao
Our mobile future: how smartphones will transform visiting experiences.
Scott McCabe³, Clare Foster⁴, Cunxiao Li¹, Bhanu Nanda³
³Nottingham University Business School, Nottingham, UK,
⁴Westminster University, London, UK

Lunch
Thursday 7 July, 12:30 – 13:30
Session 9: Competitive Papers

Special Session: Whither B2B Marketing
Thursday 7 July, 13:30 – 15:00  Sunloch Suite  Chair: Nick Ellis, Leicester University & Andrew Pressey, Lancaster University

Special Session: Meet the Editors 2
Thursday 7 July, 13:30 – 15:00  Hedge Hunter Bar  Chair: Steve Oakes, University of Liverpool

Arts, Heritage, Nonprofit and Social Marketing
Thursday 7 July, 13:30 – 15:00  Earl of Derby Box 3  Chair: Stephan Dahl

- A Confirmatory Scale for Measuring Market Orientation in Nonprofit Organizations
  Pratik Modi
  Institute of Rural Management Anand, Anand, India

- Challenges to the Growth and Development of Jazz Music in Wellington
  David Stewart, Lori Burns
  University of Wellington, Wellington, New Zealand

- Visceral Clues in Social Marketing: Should we be less good to do good?
  Stephan Dahl¹, Mustafa Ebrahimje²
  ¹University of Hull, Hull, United Kingdom, ²Pall Mall Surgery, Leigh-On-Sea, United Kingdom

Brand, Identity and Corporate Reputation
Thursday 7 July, 13:30 – 15:00  Paddock Lodge Boardroom  Chair: Jonathan Wilson

CORPORATE IDENTITY: A PARADIGMATIC SHIFT IN THEORETICAL CONSTRUCTION OF ITS MEANING
Tayo Otubanjo¹, Nelarine Cornelius¹
¹Lagos Business School, Lagos, Nigeria, ²University of Bradford, England, UK

- Matavenero: From Brand to Place
  Javier Lloveras Gutierrez, Cathy Parker
  Manchester Metropolitan University, Manchester, UK

- Chinese Global Brand Vision: Exploratory Content Analysis
  Jonathan Wilson², Ross Brennan¹
  ¹Middlesex University, London, UK, ²Anglia Ruskin University, Cambridge, UK

Consumer Research
Thursday 7 July, 13:30 – 15:00  Lord Sefton Box 3  Chair: Douglas Brownlie

- Reciprocity Toward the Internet
  Kaveh Peighambari, Arash Kordestani, Mana Farshid
  Lulea University of Technology, Lulea, Sweden

- The influence of consumer emotions on self-service technology adoption
  William George, Yuksel Ekinci, Lyndon Simkin
Oxford Brookes University, Oxford, United Kingdom

On The Public Understanding of 'Market-ing': Battles for vision, legitimacy and form
douglas brownlie
University of Stirling, Stirling, UK

Consumer Research
Thursday 7 July, 13:30 – 15:00  Earl of Derby Box 5  Chair: Andres Rodriguez Veloso
The perceived value-loyalty-link: heterogeneity among car users
Monika Koller, Arne Floh, Alexander Zauner
WU Vienna, Vienna, Austria

Speed Subcultures: A Narrative Investigation of Motorcycling as Edgework
Stephen Murphy, Maurice Patterson
University of Limerick, Limerick, Ireland

Proposition of an econometric model for children influence in Family Decision Making
Andres Rodriguez Veloso1, Diogo Fajardo Nunes Hildebrand2, Marcos Cortez Campomar3
1FEA-USP, Sao Paulo/SP, Brazil, 2Baruch College - The City University of New York, New York/NY, United States

Entrepreneurial and Small Business Marketing
Thursday 7 July, 13:30 – 15:00  Lord Sefton Box 1  Chair: Catherine Ashworth
Complementary Research? A comparison of Franchising and SME Research in Australia and the UK
Owen Wright1, Andrew McAuley1
1Griffith University, Brisbane/QLD, Australia, 2Southern Cross University, Lismore/NSW, Australia

Thriving in Chaos and Uncertainty: Business as Usual for Sri Lankan Entrepreneurial Marketers
Muditha Cooray, Rikke Duus
University of Hertfordshire, Hatfield, Hertfordshire, United Kingdom

The Impact of Social Media on SME Online Retailing in the Fashion Sector
Catherine Ashworth
Manchester Metropolitan University, Manchester, United Kingdom

Event and Experiential Marketing
Thursday 7 July, 13:30 – 15:00  Lord Sefton Box 5  Chair: Stephen Henderson
The antecedents and outcomes of visitor attendance at commemorative events
John Hall1, John Basarin1, Leonie Lockstone-Binney2
1Deakin University, Melbourne, Australia, 2Victoria University, Melbourne, Australia

AN INVESTIGATION INTO ADOPTION OF INNOVATION IN YOUNG AND OLD FAMILY-RUN BUSINESSES
Sylvie Laforet
University of Sheffield, Sheffield, UK

Running Down A Dream - An exploration of the secondary ticket market for events
Stephen Henderson
Leeds Metropolitan University, Leeds, UK

Retail Marketing
Thursday 7 July, 13:30 – 15:00 Reynolds Town Bar Chair: Joan Keegan

SUNDAY SHOPPING FOREVER?
Hina Khan, Fraser McLeay, Paul Bentham
Newcastle Business School, Newcastle, United Kingdom

Perceptions of Meaning and Measures in Retail Innovation
Latchezar Hristov1, Jonathan Reynolds2
1Audencia Nantes School of Management, Nantes, France, 2Said Business School, University of Oxford, Oxford, UK

A Retailer's Perspective of Customer Loyalty
Joan Keegan1, Clare Brindley1
1Dublin Institute of Technology, Dublin, Ireland, 2Nottingham Trent University, Nottingham, UK

Services Marketing
Thursday 7 July, 13:30 – 15:00 Red Rum Bar Chair: Adrian Payne

De-constructing the Value Proposition of a Service Innovation Exemplar
Adrian Payne2, Pennie Frow1
1University of Sydney, Sydney, NSW, Australia, 2University of New South Wales, Sydney, NSW, Australia

Examining Internet banking services in China: an integrated trust, perceived justice and risk model
Anita Lifen Zhao1, Stuart Hamner-Lloyd2, Philippa Ward3
1Swansea University, Swansea, UK, 2University of Gloucestershire, Cheltenham, UK, 3University of Gloucestershire, Cheltenham, UK

Value and loyalty in wireless telecommunications – an experimental investigation of the halo between product and service
Alexander Zauner, Monika Koller, Arne Floh
WU Vienna, Vienna, Austria

Diagnosing the Supplementary Services Model
Pennie Frow1, Adrian Payne2, Liem Ngo3
1University of Sydney, Sydney, Australia, 2University of New South Wales, Sydney, Australia, 3University of New South Wales, Sydney, Australia

Sports Marketing
Thursday 7 July, 13:30 – 15:00 Aldaniti Bar Chair: Mazia Yassim

The brand image of professional sport teams – an empirical investigation of the relevance of brand personality
Michael Schade, Christoph Bürmann
University of Bremen, Bremen, Germany

A Question of Sport: Dawning Realizations of Changes in Gulf & UAE Football
Nnamdi Madichie1, Cedric Nosa2
1University of Sharjah, Sharjah, United Arab Emirates, 2University of East London, London, UK

Understanding Domestic One-day Cricket Spectators: A Qualitative Approach
Tourism Marketing
Thursday 7 July, 13:30 – 15:00
Paddock Lodge Drawing Room
Chair: Ilenia Bregoli

Social Content Search in Tourism Purchase Decisions
Jillian Ney, Alan Wilson
University of Strathclyde, Glasgow, UK

Social Media and Destination Branding: How Mediterranean Tourism Destinations use Facebook
Evgeniya Chernysheva¹, George Skourtis¹, Ioannis Assiouras¹, Michail Koniordos¹
¹Technological Institution of Piraeus, Athens, Greece, ²University of Piraeus, Athens, Greece, ³Athens University of Economics and Business, Athens, Greece, ⁴Technological Institution of Piraeus, Athens, Greece

DMO co-ordination and destination branding: a mixed method study on the city of Edinburgh
Ilenia Bregoli
Università Cattolica del Sacro Cuore, Milano, Italy

Coffee/ Tea
Thursday 7 July, 15:00 – 15:30
Session 10: Competitive Papers

Special Session: Marketing and Mystification
Thursday 7 July, 15:30 – 17:00  Sunloch Suite  Chair: Mark Tadajewski, University of Strathclyde

Arts, Heritage, Nonprofit and Social Marketing
Thursday 7 July, 15:30 – 17:00  Earl of Derby Box 3  Chair: Mizan Rahman
- What's not to Like? Parents' Views of Inappropriate School Canteen Foods
  Simone Pettigrew, Melanie Pescud
  University of Western Australia, Western Australia, Australia
- Nonprofit's Interaction with the Public and the Private Sector Providing Essential Healthcare to the Rural Poor in a Developing Country Context
  Mizan Rahman
  University of Lincoln, Lincoln, UK

B2B Marketing
Thursday 7 July, 15:30 – 17:00  Paddock Lodge Boardroom  Chair: Gary Harden
- The Management Practices and Materials of Market-Makers
  Katy Mason¹, Claudia Simoes²
  ¹Lancaster University Management School, Lancaster, UK, ²Advanced Institute of Management, London, UK, ³Minho University, Braga, Portugal
- An Examination of the Drivers of Retaliation in Business-to-Business Relationships
  David Vidal
  Inseec Business School, Paris, France
- Mirror, mirror on the wall: Do academics think of themselves as Key Account Managers?
  Gary Harden
  Nottingham Trent University, Nottingham, United Kingdom

Consumer Research
Thursday 7 July, 15:30 – 17:00  Lord Sefton Box 3  Chair: Killian O'Leary
- Global Brand Image: The Influence of Consumer Religiously Motivated Boycotts
  Ibrahim Abosag, Maya Farah
  Manchester Business School, Manchester, UK
- EMPOWERING CONSUMERS TOWARDS THE RESPONSIBLE CHOICE: THE RELATIONSHIP OF SPANISH CONSUMERS WITH CSR LABELS.
  Carmen Valor, Isabel Carrero
  Universidad Pontificia Comillas, Madrid, Spain
- Exploring the Online Poker Subculture: Web 2.0 and its effect on Subcultural Theory
  Killian O'Leary
  University of Limerick, Limerick, Ireland
Consumer Research
Thursday 7 July, 15:30 – 17:00  Earl of Derby Box 5  Chair: Zhibin Lin

Opt-in Mobile Advertising Choice Behaviour: A Transactional Model
Dayana Yermekbayeva, Sarah Hong Xiao
Durham Business School, Durham, UK

A cross-cultural study of the paradoxes of mobile technology and consumer’s attitudinal loyalty in the mobile phone industry
Maureen P.F. Li, David Bowen, Yuksel Ekinci
Oxford Brookes University, Oxford, United Kingdom

Frequent Flyer Programmes: The China Experience
Zhibin Lin, Dag Bennett
London South Bank University, London, United Kingdom

E Marketing
Thursday 7 July, 15:30 – 17:00  Lord Sefton Box 1  Chair: Jim Blythe

Mitigating e-business challenges of UK Banks – an analysis of HSBC e-banking performance
N. Gladson Nwokah, Juliet Gladson-Nwokah
Rivers State University of Science and Technology, Port Harcourt, Nigeria

The spread and spread of word of web: towards understanding how marketers can interact with social networks
Sue Halliday¹, Bogdan Vrusias²
¹University of Surrey, Guildford, UK, ²University of Surrey, Guildford, UK

Print versus Screen: Attitudes to Accessing Information from the Internet versus Print Media
Nigel Bradley¹, Nigel Jacklin², Jim Blythe¹
¹Westminster Business School, London, UK, ²Think Media Consultancy, London, UK

Ethics and Marketing
Thursday 7 July, 15:30 – 17:00  Lord Sefton Box 5  Chair: Paul Harrison

"It's a long step from saying to doing": Product sustainability and smoothie purchase in London
Tani Gossenberger, Ibrahim Sirkeci
European Business School London, Regent's College, London, UK

The definition of green marketing in developing countries: the case of Iran
MohammadHossein Askariazad, Samira Iran
Sharif University of Technology International Campus, Kish, Iran, Islamic Republic of

The Effects of Consistency, Commitment and Depletion on Decision-Making in Healthy Food Situations
Kathryn Chalmers, Paul Harrison
Deakin University, Melbourne, Australia

International Marketing
Thursday 7 July, 15:30 – 17:00  Reynolds Town Bar  Chair: Padmali Rodrigo
The role of fishermen cooperative in the development of an export-oriented supply chain: Some evidence from the Eritrean fish industry
Mesfin Habtom
London metropolitan university, london, United Kingdom

The role of auction item information in online auction success
Jacques Nel, Lisa-Marie Weppenaar, Paul de Beer
University of the Free State, Bloemfontein, South Africa

An investigation into the Elite Sri Lankan consumers’ propensity to seek country of origin information when purchasing hedonic and utilitarian products
Padmali Rodrigo, Hina Khan, Fraser McLeay
Northumbria university, Newcastle, UK

Marketing of Higher Education
Thursday 7 July, 15:30 – 17:00 Hedge Hunter Bar Chair: Heather Skinner
Blended & Online Learning - the French exception?
Jessica Lichy¹, Lori Turner², Jonathan Britten³
¹ICAR (IDRAC Centre for Applied Research), Lyon, France, ²IDRAC Lyon, Lyon, France, ³Chester Business School, Chester University, -

Motivators for a Career in Sales: Higher Education Australasian Students' Views
Brian Handley, Tekle Shanka
Curtin University, Perth, WA, Australia

Insights into International Students' Choice of UK HEI
Heather Skinner, Paul Jones
University of Glamorgan, Wales, United Kingdom

Marketing Research and Research Methodology
Thursday 7 July, 15:30 – 17:00 Red Rum Bar Chair: Andrew Fearne
Private label perceptions and brand usage – application of prior knowledge
Magda Nenycz-Thiel, Jenni Romaniuk
Ehrenberg-Bass Institute, University of South Australia, Adelaide, SA, Australia

Using qualitative data analysis software for the development of a measurement scale
Wafa Bel Kahla, Abdelfattah Triki
Institut Supérieur de Gestion, Tunis, Tunisia

Sustainable Value Chain Analysis - A Case Study of Oxford Landing Wine
Andrew Fearne¹, Claudine Soosay², Ben Dent³
¹University of Kent, Canterbury, UK, ²University of South Australia, Adelaide, Australia, ³University of Queensland, Brisbane, Australia

Political Marketing
Thursday 7 July, 15:30 – 17:00 Aldaniti Bar Chair: Jenny Lloyd
Assessing the Impact of E-Campaign in Malaysia
Mahmod Sabri Haron, Khairiah Salwa Mokhtar
Universiti Sains Malaysia, Minden, Penang, Malaysia

More Questions than answers? A Critical examination of the use
of projective techniques in political brand image research

Christopher Pich, Dianne Dean
Hull University Business School, Hull, UK

A Good Idea Doomed to Failure? The Challenge Facing the 'Big Society'
Jenny Lloyd
University of the West of England, Bristol, UK

Sports Marketing
Thursday 7 July, 15:30 – 17:00

Paddock Lodge
Chair: Ricardo Boeing da Silveira
Drawing Room

Consumer Behaviour in Fitness Centres: a Typology of Customers
Pinelopi Athanasopoulou, Konstantinos Oikonomou, John Douvis,
John Skalkos
University of Peloponnese, Sport Management Department,
Sparti, Lakonia, Greece

Using sports museums as marketing tools: a case study in football.
John Douvis, Pinelopi Athanasopoulou, John Skalkos, Chrysoula
Papagiannopoulou
University of Peloponnese, Sport Management Department,
Sparti, Lakonia, Greece

Hardcore fans of soccer and their motivation and beliefs for buying
counterfeit sports products: Empirical evidence from Brazil
Andres Rodriguez Veloso¹, Gabriel Saraiva², Marcos Cortez
Campomar², Marcelo Barbieri Campomar²
¹FEA-USP, Sao Paulo/SP, Brazil, ²Mackenzie, Tamboré, Brazil

With Love, from the Firms to the Teams: The Sport Sponsorship
Strategy with Brazilian Football Teams
Débora Ferrari², Ricardo Boeing da Silveira¹
¹Fundação Getúlio Vargas - FGV-EAESP, São Paulo - SP, Brazil,
²Universidade do Vale do Itajai, Balneário Camboriú - SC, Brazil

Drinks Reception (sponsored by Emerald)
Thursday 7 July, 19:30 – 20:00 St George's Hall

Gala Dinner
Thursday 7 July, 20:00 St George's Hall