

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 Hiller¹, 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 Rod¹, Nick Ellis², Sid Lowe³, Sharon Purchase⁴, Ki-Soon Hwang⁵

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 bi-directional 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 Pomeroy

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 Reppel¹, Isabelle Szmigin¹

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 Heath¹, Matthew Heath², Susana Marques³

¹Nottingham University Business School, Nottingham, United Kingdom, ²Instituto Superior Tecnico, Lisboa, Portugal, ³Instituto Superior de Administração e Gestão, Porto, Portugal

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

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, Middlesbrough, 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 Davies¹

¹Kingston University, London, United Kingdom, ²University of Bath,

Bath, United Kingdom

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, Corné Stuij, M Orié

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 endorement: 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 Souranta¹

¹Bangor University, Bangor, Wales, UK, UK, ²School of Business Economics, University of Jyväskylä, 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

Luís Kluwe Aguiar, Dudley Martinez, Marcia Dutra Barcellow,

Luciana Marques Vieira, Gabriela Ferreira

Royal Agricultural College, Gloucestershire, UK

Children's understanding of TV advertising

Maria Sherrington¹

¹University of Central Lancashire, Preston, UK, ²University of Liverpool, Liverpool, UK

How Consumer Rights Frame Justice in the Marketplace.

Gretchen Larsen¹, Rob Lawson²

¹Kings 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

¹*The University of New South Wales, Sydney, Australia,* ²*Leeds
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

Isovalues: A Useful Tool for B2B Marketing Theorists and Practitioners?

Ross Brennan

Middlesex University, London, UK

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 Muzanenhano, 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

Victoria Univerity, Wellington, New Zealand

Comparing Brand Personality Measures
Anastasia Alpatova¹, Francesca Dall'Olmo Riley¹
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 Richarson
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 Papasolomou, Haris Kountouros

University of Nicosia, Nicosia, Cyprus

Subtle Sophistry or Savvy Strategy: The Ethics and Efficacy of Product Placement in the Mass Media?

Lynne Eagle², Yvette Morey², Stephan Dahl¹, Julia Verne³

¹*University 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 Bar

Chair: Sally Laurie

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

¹*University of Northampton, Northampton, UK,*

²*University 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

¹*NOTTINGHAM UNIVERSITY BUSINESS SCHOOL, NOTTINGHAM, UK, ²UNIVERSITE DE LIEGE, LIEGE, Belgium*

Political Monopoly in China: A Marketing Strategy Analysis

Patrick Butler¹, Neil Collins¹

¹*Melbourne 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

¹*Grant MacEwan University, Edmonton, Canada,*
²*Universitat 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

¹*Swansea University School of Business and Economics, Swansea, UK,* ²*Cranfield 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

¹*Athens University of Economics and Business, Athens, Greece,* ²*EADA International Management Development Centre, Barcelona, Spain*

The impact of customer-directed resources on front line 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

¹*Bangor University, Bangor, UK,* ²*Manchester Metropolitan University, Manchester, UK*

Place Marketing Performance: Benchmarking European Cities as Business Destinations

Albena Pergelova, Fernando Angulo
Grant MacEwan University, Edmonton, Canada

Sensory knowledge in place marketing

Adriana Campelo¹, Robert Aitken¹

¹*University of Aberystwyth, Aberystwyth, UK,*

²*University of Otago, Dunedin, New Zealand*

**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

Day 2: Wednesday, 6 July 2011

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

Máire O Sullivan, Brendan Richardson

University College Cork, Cork, Ireland

Judging Compound Events: The Influence of Framing and
Processing Fluency

Ahmad Daryanto¹, Peter Hampson¹

*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 Dobb¹, 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 Brouard¹

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 Room 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 Hughes¹, Toni Hilton², Ebi Marandi¹, Ed Little¹
¹University of the West of England, Bristol, United Kingdom,
²University 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 on-line 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

Special 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 Puran², 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 Danenberg¹

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 Bisson², 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 Omar¹

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

Luca Cacciolatti¹, Andrew Fearne¹, David McNeil²
¹University of Kent, Canterbury, Kent, United Kingdom,
²University of Tasmania, Tasmania, Australia

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 Communication

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,
Samira Ghavam², Yuli Kim²

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 Chair: Ana Isabel Canhoto
Drawing Room

The Uncanny Valley of Relationship Marketing
Kaveh Peighambari¹, Eric Giertz², Mehdi Ghazisaeedi¹
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, Mahmud 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

Day 3: Thursday, 7 July 2011

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
¹Universitat de Girona, Girona, Spain, ²Universitat Autònoma de Barcelona, Barcelona, Spain

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

'Warhol': 'Celebritisation' as Human Branding
*Claudia Daza-LeTouze*¹, *Finola Kerrigan*², *Douglas Brownlie*², *Paul Hewer*³
¹King's College London, London, UK, ²University of Stirling, Stirling, UK, ³University 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

Rigour - Relevance - Action: Exploring the Impact of Video on B2B Action Research
*Katy Mason*¹
¹Lancaster University Management School, Lancaster, United Kingdom, ²Advanced 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 Marand², Calin Gurau¹, Agnès Le Bellac¹, Omar Daoudieh³
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 Thanh¹, Thi Bich Ngoc Pham¹
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 Occhiocupo
Oxford Brookes University Business School, Oxford, UK

Antecedents, Policies and Practices of Promotional Standardisation Strategy: A comparison of British MNCs' and Advertising Agencies in the UK, France and Germany.

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 Mills¹, 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 Vassilikopoulou², 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 Chair: Nana Owusu-Frimpong
Drawing Room

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 Pantouvakis¹, Nancy Bouranta¹

*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-Frimpong¹, Bedman Narteh¹

*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 Urdan¹

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,

Marcos Cortez Campomar¹

¹FEA-USP, Sao Paulo/SP, Brazil, ²Baruch College - The City University of New York, New York, United States

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?

Philipp 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 Stanoevska-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 McCabe¹, Clare Foster², Cunxiao Li¹, Bhanu Nanda¹

¹Nottingham University Business School, Nottingham, UK,

²Westminster 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

Victoria University of Wellington, Wellington, New Zealand

Visceral Clues in Social Marketing: Should we be less good to do good?

Stephan Dahl¹, Mustafa Ebrahimjee²

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 THE 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 Campomar¹

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, ²Saïd Business School, University of Oxford, Oxford, UK

A Retailer's Perspective of Customer Loyalty

Joan Keegan¹, Clare Brindley¹
¹Dublin Insititute 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 Hanmer-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 Ngo²
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 Burmann
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

Mazia Yassim, Sven Kuenzel
University of Greenwich Business School, London, UK

Tourism Marketing

Thursday 7 July, 13:30 – 15:00 Paddock Lodge Chair: Ilenia Bregoli
Drawing Room

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 Tadjewski, 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 Mason², Claudia Simoes³

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 Vrusias¹
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 Turner¹, Jonathan Britten¹

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, Sparta, 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, Sparta, 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 Campomar¹, Marcelo Barbieri Campomar¹
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 Ferrar², Ricardo Boeing da Silveira¹
¹Fundação Getúlio Vargas - FGV-EAESP, São Paulo - SP, Brazil, ²Universidade do Vale do Itajaí, 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