

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**Association of Collegiate Marketing Educators Officers**

**President:** Patrick D. "Pat" Fountain, East Central University

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**Treasurer:** Dennis Emmett, Marshall University

**Webmaster:** Vaidotas Lukosius, Tennessee State University

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**Workshop and Special Session Coordinators:**

Ashish Chandra, University of Houston- Clearlake  
Troy Festervand, Middle Tennessee State University  
Gopala Ganesh, University of North Texas  
Kishwar Joonas, Prairie View A&M University  
Robert Kirschten, Prairie View A&M University  
Renée Gravois Lee, Sam Houston State University  
Tará Burnthorne Lopez, Southeastern Louisiana University  
Lou Pelton, University of North Texas  
Michael Pass, Sam Houston State University

**Proceedings Editor:**

Grant Aguirre, New Mexico State University

**CONGRATULATIONS!**

**Recipients of the 2010 McGraw-Hill/Irwin Distinguished Paper Award**

*Capturing Consumer Heterogeneity in Loyalty Evolution Patterns*

**Kanghyun Yoon**, Long Island University

**Thanh V. Tran**, University of Central Oklahoma

**Recipient of the 2010 Federation of Business Disciplines Outstanding Educator Award**

**Sarath Nonis**, Arkansas State University

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**Track Chairs**

**Advertising and Marketing Communications:** Vaidotas Lukosius, Tennessee State University

**Assurance of Learning:** Nancy D. Albers-Miller, Berry College

**Business-to-Business and New Product Development:** Prashant Srivastava,  
The University of Akron

**Consumer Behavior and Customer Relationship Management:** Vivek S. Natarajan,  
Lamar University

**E-Commerce and Pricing:** Chien-Ping Chen, University of Houston-Victoria

**Ethics, Leadership and Social Responsibility:** John Knapp, Samford University

**Experiential and Service Learning:** Patrick D. "Pat" Fountain, East Central University  
Lynn Murray, Pittsburg State University

**Healthcare Marketing:** Dilaver Tengilimoglu, Gazi University, Turkey

**International Marketing and Cross-Cultural Studies:** Ramaprasad Unni,  
Tennessee State University

**Logistics and Supply Chain Management (IDEA Academic and Practitioner Tracks):**  
Edie Schmidt, Purdue University  
Madhav Pappu, RFI2 Technologies, Inc.

**Marketing Education:** Dennis Bristow, St. Cloud State University

**Marketing Research:** Thomas W. Lanis, East Central University  
John J. Newbold, Sam Houston State University

**Marketing Strategy and Entrepreneurship:** Nacef Mouri, George Mason University

**Not-for-profit Marketing and Social Marketing:** Andy Stratemeyer, California State University

**Retailing and Services Marketing:** Irfan Ahmed, Sam Houston State University

**Selling and Sales Management:** Gordon G. Mosley, Troy University

**Sports and Entertainment Marketing:** Susan D. Geringer, California State University - Fresno

**Doctoral/Graduate Student Track:** Sanjay S. Mehta, Sam Houston State University

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**CONGRATULATIONS!**

**BEST OF TRACK PAPER AWARD WINNERS**

*Advertising and Communications Track*

The Effect of Culture on the Context of Ad Pictures and Ad Persuasion:  
The Role of Context-Dependent and Context-Independent Thinking  
**Beichen Liang, East Tennessee State University**  
**Wei Fu, East Tennessee State University**

*Business to Business and New Product Development Track*

The Effectiveness of Visual Metaphors in Business-to-Business Advertising: A Research Proposal  
**Robert O. Fabrize, University of North Texas**

*Consumer Behavior and Customer Relationship Management Track*

Capturing Consumer Heterogeneity in Loyalty Evolution Patterns  
**Kanghyun Yoon, Long Island University**  
**Thanh V. Tran, University of Central Oklahoma**

*E-Commerce and Pricing Track*

Marketing Supply Chain Using B2B Buy-Side E-Commerce Systems: Does Adoption Impact Financial Performance  
**Jap Efendi, University of Texas at Arlington**  
**Michael R. Kinney, Texas A&M University**  
**Katherine T. Smith, Texas A&M University**  
**L. Murphy Smith, Texas A&M University**

*Healthcare Marketing Track*

The Impact of Prescription Drug Inserts On Consumer Awareness Of The Side Effects  
**Dennis Emmett, Marshall University**  
**Ashish Chandra, University of Houston - Clear Lake**

*International Marketing and Cross-cultural Studies Track*

Global Brands in Central and Eastern Europe: A Comparison of Hungarian and Bulgarian Consumers  
**Al Rosenbloom, Dominican University**  
**James E. Haefner, University of St. Francis**

*Marketing Education*

Student Satisfaction with Online Classroom Experience: Interactive Effects of Student, Instructor, Technology  
**Sarath Nomis, Arkansas State University**  
**Gail Hudson, Arkansas State University**  
**Shane Hunt, Arkansas State University**

*Marketing Research Track*

An Application of Conjoint Analysis in the Context of Consumer Evaluation of Co-branded Products  
**Junhong Min, Michigan Technological University**  
**Madhav N. Segal, Southern Illinois University- Edwardsville**  
**M. Deniz Dalman, Ithaca College**

*Marketing Strategy and Entrepreneurship Track*

Prescription for Medical Outsourcing Success: A Marketing Strategy Approach  
**Ravi Jilapalli, Texas State University- San Marcos**  
**Regina Jilapalli, Texas State University- San Marcos**

*Retailing and Services Marketing Track*

Determinants of Tourism Destination Competitiveness in China  
**Wang Chunyang, Wuyi University**  
**Maxwell K. Hsu, University of Wisconsin-Whitewater**

*Selling and Sales Management Track*

Organizational Culture and Employee Performance: An Investigation of the Mediating Effect of Customer Orientation  
**Turkan Dursun, West Texas A&M University**  
**Ceyhan Kilic, New York Institute of Technology**

*Not-for-Profit Marketing and Social Marketing Track*

Marketing Ohio's Universities to Global Talent: Current Perceptions and Future Possibilities  
**Deborah Owens, The University of Akron**  
**Prashant Srivastava, The University of Akron**  
**Aniqa Feerasta, The University of Akron**

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 4, 2010  
(Thursday)**

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8:30 a.m. – 10:00 a.m.

Lone Star Ballroom A1

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**SESSION A      Consumer Behavior and Customer Relationship Management**

Session Chair:      **Vivek Natarajan**, Lamar University

*Capturing Consumer Heterogeneity in Loyalty Evolution Patterns*

**Kanghyun Yoon**, Long Island University

**Thanh V. Tran**, University of Central Oklahoma

*Consumer Behavior within the Teen Segment: An Investigation of the Relationship between Shopping Orientation and Spare Time Activity*

**Anna A. Magie**, Texas Women's University

**Deborah D. Young**, Texas Women's University

*Customer Relationship Marketing In Banking Sector in India*

**Dr. Gurdip Singh**, Punjabi University, Patiala, India

**Dr. Narinder Kaur**, Government Bikram College of Commerce, Patiala (Punjab), India

**Dr. Jaskaran Singh Dhillon**, The Berkley College, Patiala (Punjab), India

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8:30 a.m. – 10:00 a.m.

Lone Star Ballroom C3

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**SESSION B      Business to Business Marketing and New Product Development**

Session Chair:      **Prashant Srivastava**, The University of Akron

*The Effectiveness of Visual Metaphors in Business-to-Business Advertising: A Research Proposal*

**Robert Fabrize**, University of North Texas

*Moderating Effect of Organizational Climate on the Relationship between New Product Development Capabilities and New Product Performances*

**Gary L. Frankwick**, Oklahoma State University

**Kevin Voss**, Oklahoma State University

**Jaewoon Yoo**, Oklahoma State University

*Expanding Market Orientation to Include Suppliers*

**Abdullah Al Jafari**, Oklahoma State University

**Gary L. Frankwick**, Oklahoma State University

*The Effects of Personal Involvement on the Relationship between Market Orientation and Product Innovation*

**Kevin Cumiskey**, Oklahoma State University

**Gary L. Frankwick**, Oklahoma State University

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 4, 2010  
(Thursday)**

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8:30 a.m. – 10:00 a.m.

Lone Star Ballroom C4

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**SESSION C      Marketing Education: Strategies for Teaching and Learning**

Session Chair:      **Kimball P. Marshall**, Alcorn State University

*Netiquette: Make It Part of Your Syllabus*

**Alma Mintu-Wimsatt**, Texas A&M University, Commerce

**Courtney Kernek**, Texas A&M University, Commerce

**Hector Lozada**, Seton Hall University

*Using a Sales Promotion Planning Spreadsheet to Teach Students to Integrate Channel Strategy,  
Financial Goals, Consumer Demand and Brand Loyalty*

**P.J. Forrest**, Alcorn State University

**Kimball P. Marshall**, Alcorn State University

*Student Satisfaction with Online Classroom Experience: Interactive Effects of Student, Instructor,  
Technology*

**Sarath Nonis**, Arkansas State University

**Gail Hudson**, Arkansas State University

**Shane Hunt**, Arkansas State University

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10:00 a.m. – 10:30 a.m.

Lone Star Ballroom A

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**FBD Coffee Break**

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.

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*Great Door Prize Drawings take place at 10:20 a.m. in the Exhibit Area.*

*Must be present to win.*

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 4, 2010  
(Thursday)**

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10:30 a.m. – 12:00 p.m.

Lone Star Ballroom A1

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**SESSION A      Psychological and Social Determinants of Consumer Behavior**

Session Chair:      **Vivek Natarajan**, Lamar University

*When Does Mood Matter? The Effect of Mood and Involvement on Purchase Intention*  
**Amjad A. Abu ElSamen**, The University of Jordan

*A Research of Service Outcomes in Taiwan: The Role of Patients' Quality Perceptions and Wait Time*  
**Kishwar Joonas**, Prairie View A&M University  
**Wen-Hun Wang**, National Taiwan Ocean University, Taiwan

*Determinants of Purchase Intentions for Cell Phones among College Students*  
**Lemaro Thompson**, Savannah State University  
**William Dowling**, Savannah State University  
**Anshu Arora**, Savannah State University  
**David Rylander**, Texas Woman's University

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10:30 a.m. – 12:00 p.m.

Lone Star Ballroom C3

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**SESSION B      Retailing and Services Marketing**

Session Chair:      **Irfan Ahmed**, Sam Houston State University

*Determinants of Tourism Destination Competitiveness in China*  
**Wang Chunyang**, Wuyi University  
**Maxwell K. Hsu**, University of Wisconsin-Whitewater

*Managing Service Quality in the Multi-Unit Enterprise*  
**Lynn M. Murray**, Pittsburg State University

*Cross-Cultural Survey of Shopping Behavior in U.S. Supermarkets*  
**Robert D. Winsor**, Loyola Marymount University  
**Lisa L. Mak**, Loyola Marymount University  
**Maxwell K. Hsu**, University of Wisconsin Whitewater

*Service Failure, Service Recovery, and Repeat Patronage*  
**P.G. (Pierre) Mostert**, North-West University, South Africa  
**T.F.J. (Derik) Steyn**, Cameron University

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 4, 2010  
(Thursday)**

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10:30 a.m. – 12:00 p.m.

Lone Star Ballroom C4

**SESSION C      Student Profile, Teaching and Learning**

Session Chair:      **Denny Bristow**, St. Cloud State University

*Marketing Principles and College Student Retention Programs: Applications to Hispanic Students*

**Kristen Maceli**, Pittsburg State University

**Donald Baack**, Pittsburg State University

*When Differences Matter: The Importance of Student Compatibility in Higher Education and Its Impact on Student (Dis)Satisfaction*

**L. Jean Harrison-Walker**, University of Houston - Clear Lake

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books and newest education technologies.



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1:30 p.m. – 3:00 p.m.

Lone Star Ballroom A1

**SESSION A      International Marketing**

Session Chair:      **Prashant Srivastava**, The University of Akron

*Aspects of Trade Show Success: An Analysis from the U.S. Mexican Border*

**Russell Adams**, University of Texas Brownsville

**Tom Coyle**, University of Texas Brownsville

*Global Brands in Central and Eastern Europe: A Comparison of Hungarian and Bulgarian Consumers*

**Al Rosenbloom**, Dominican University

**James E. Haefner**, University of St. Francis

*Segmenting the Global Market Using Two Value Typologies*

**Sarath A. Nonis**, Arkansas State University

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 4, 2010  
(Thursday)**

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1:30 p.m. – 3:00 p.m.

Lone Star Ballroom C3

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**SESSION B      Marketing Strategy and Entrepreneurship**

Session Chair:      **Nacef Mouri**, George Mason University

*Prescription for Medical Outsourcing Success: A Marketing Strategy Approach*

**Ravi Jillapalli**, Texas State University - San Marcos

**Regina Jillapalli**, Texas State University - San Marcos

*Immigrant Entrepreneurs: Unanswered Questions*

**Sharon V. Thach**, Tennessee State University

**Kimball Marshall**, Alcorn State University

**Irene Foster**, George Washington University

*The Influence of Internal Relationship Quality on External Relationship Quality and Company Performance*

**Binh H. Nguyen**, Oklahoma State University

**Gary L. Frankwick**, Oklahoma State University

*Cash for Clunkers: Can Cash in the Pocket Create Concerned Consumers?*

**Suzanne Conner**, New Mexico State University

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1:30 p.m. – 3:00 p.m.

Lone Star Ballroom C4

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**SESSION C      WORKSHOP  
How to Put Together a Marketing Class for Online Delivery**

Workshop Chair:      **Gopala Ganesh**, University of North Texas

Trainer:              **Gopala Ganesh**, University of North Texas

This special session proposes to describe an approach for teaching online, the accumulation of that resulted from the trial and experience of putting together three complete marketing classes, two of which delivered the typically considered “difficult to teach” marketing research at the graduate and undergraduate levels. Session participants will leave with a good idea of how to do various things themselves. This would help faculty colleagues at resource limited schools incorporate materials delivered online into their classes.

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3:00 p.m. – 3:30 p.m.

Lone Star Ballroom A

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**FBD Coffee Break**

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**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 4, 2010  
(Thursday)**

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3:30 p.m. – 6:00 p.m.

Lone Star Ballroom A1

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**SESSION A      Doctoral/ Graduate Student Track-I**

**Session Chair:**      **Sanjay S. Mehta**, Sam Houston State University

*Trans Fats in Food Products Marketed toward Children: The Truth behind Package Labels*

**Nancy D. Albers-Miller**, Berry College

**Caitlyn A. Miller**, Rome, GA

*Internet and Regional Pricing: A Comparison of Prices on Products Marketed toward Children*

**Nancy D. Albers-Miller**, Berry College

**Travis D. Miller**, Rome, GA

*Advertising on Social Media: An Empirical Investigation of Facebook Advertisements Directed to Children*

**Nancy D. Albers-Miller**, Berry College

**Abigail M. Lyons**, Rome, GA

**Melinda W. Lyons**, Berry College

*Amusement Park Travel Consumption Behavior: A Comparison of Adults Traveling Alone and With Children*

**Stephanie N. Carter**, Berry College

**Nancy D. Albers-Miller**, Berry College

*Consumer Response to High Fashion Advertising: An Experiment"*

**Erin Butler**, Berry College

**Nancy D. Albers-Miller**, Berry College

*The Influence of College Experiences on the Hiring Decision: A Latent Comparison of Athletics, Work, International and Student Organizations*

**Tikedra C. Jones**, Berry College

**Nancy D. Albers-Miller**, Berry College

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 4, 2010  
(Thursday)**

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3:30 p.m. – 6:00 p.m.

Lone Star Ballroom C3

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**SESSION B      E-Commerce, Personal Selling and Contemporary Marketing Topics**

Session Chair:      **L. Murphy Smith**, Texas A&M University

*Marketing Supply Chain Using B2B Buy-Side E-Commerce Systems: Does Adoption Impact Financial Performance?*

**Jap Efendi**, University of Texas at Arlington  
**Michael R. Kinney**, Texas A&M University  
**Katherine T. Smith**, Texas A&M University  
**L. Murphy Smith**, Texas A&M University

*Organizational Culture and Employee Performance: An Investigation of the Mediating Effect of Customer Orientation*

**Dr. Turkan Dursun**, West Texas A&M University  
**Ceyhan Kilic**, New York Institute of Technology

*Marketing Ohio's Universities to Global Talent: Current Perceptions and Future Possibilities*

**Deborah Owens**, The University of Akron  
**Prashant Srivastava**, The University of Akron  
**Aniqa Feerasta**, The University of Akron

*The Effect of Negative Emotions and Attitude Formation on Donations for Nonprofits Employing Public Service Announcements in Print Ads*

**Kevin Shanahan**, Mississippi State University  
**Chris Hopkins**, Clemson University  
**Les Carlson**, University of Nebraska-Lincoln

*Slow, Loud and Banging: Cars, Culture and Consumption in Houston Hip-Hop*

**Linden Dalecki**, Pittsburg State University

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3:30 p.m. – 6:00 p.m.

Lone Star Ballroom C4

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**SESSION C      WORKSHOP: Client-based Projects**

**Workshop Chair:** Denny Bristow, St. Cloud State University

*From Transactional to Consultative: A Framework for Structuring Client-based Projects*

**Trainers:**      **Renée Gravois Lee**, Sam Houston State University  
                  **Michael Pass**, Sam Houston State University  
                  **Tará Burnthorne Lopez**, Southeastern Louisiana University

*Convergence of Theory and Practice: Variations on a Client Brief*

**Trainers:**      **Kishwar Joonas**, Prairie View A&M University  
                  **Robert Kirschten**, Prairie View A&M University

ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 5, 2010  
(Friday)

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7:30 a.m. – 8:30 a.m.

Lone Star Ballroom A1

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**ACME Breakfast and Special Time**

All ACME members are invited and encouraged to come and meet old friends, make new acquaintances and enjoy a great breakfast buffet.

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8:30 a.m. – 10:00 a.m.

Lone Star Ballroom A1

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**SESSION A      Logistics and Supply Chain Management**

Session Chair:      **Madhav Pappu**, RFID2 Technologies, Inc.

Session Chair:      **Edie Schmidt**, Purdue University

*A Simulation Study of Waiting Time at the Land Ports along Texas-Mexico Border*

**Praveen Surendrakumar**, Texas A&M University

**Ismail Capar**, Texas A&M University

**Arunachalam Narayanan**, Texas A&M University

**Manoj Vanajakumari**, Texas A&M University

*A Framework for Comparative Study of Industry & Workforce Constructs along the Texas-Mexico Corridor*

**Bimal Nepal**, Texas A&M University

**Malini Natarajathinam**, Texas A&M University

**Roberto Murillo**, Texas A&M University

*Activity Based Costing for Distributors*

**Midhun Somy**, Texas A&M University

**Viswanath V. Kumar**, Texas A&M University

**Malini Natarajathinam**, Texas A&M University

*Comprehensive Analysis of Distribution Site Location Decisions: An Example from Mexico*

**Michael Johnson**, Texas A&M University

**William Sawaya**, Texas A&M University

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**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 5, 2010  
(Friday)**

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8:30 a.m. – 10:00 a.m.

Lone Star Ballroom C3

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**SESSION B      Healthcare Marketing**

Session Chair:      **Dilaver Tengilimoglu**, Gazi University, Turkey

*The Impact of Prescription Drug Inserts On Consumer Awareness Of The Side Effects*

**Dennis Emmett**, Marshall University

**Ashish Chandra**, University of Houston - Clear Lake

*Relationship Marketing in Health Organizations*

**Dilaver Tengilimoglu**, Gazi University, Turkey

**Aykut Ekiyor**, Gazi University, Turkey

**Egin Ertürk**, Acıbadem Health Insurance Company, Turkey

*The Role of Communication in Nursing Job Satisfaction and Performance Following a Significant Change in Leadership: Implications for Health Care Management*

**Eric G. Harris**, Pittsburg State University

**Kristen Maceli**, Pittsburg State University

*Healthcare Alliances: Impact on Each Partner's Brand*

**William R. Gombeski**, University of Kentucky

**Jason A. Britt**, University of Kentucky

**Joe Claypool**, University of Kentucky

**Karen Riggs**, University of Kentucky

**Tanya Wray**, University of Kentucky

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8:30 a.m. – 10:00 a.m.

Lone Star Ballroom C4

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**SESSION C      Advertising and Marketing Communications**

Session Chair:      **Vaidotas Lukosius**, Tennessee State University

*The Effect of Culture on the Context of Ad Pictures and Ad Persuasion: The Role of Context-Dependent and Context-Independent Thinking*

**Beichen Liang**, East Tennessee State University

**Wei Fu**, East Tennessee State University

*Cyclicity of Unmentionable Advertising*

**Vaidotas Lukosius**, Tennessee State University

**Harry Taute**, Utah Valley University

*The Impact of Advertising Humor on Ad Message Attention, Elaboration, and Recall*

**Yong Zhang**, Hofstra University

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 5, 2010  
(Friday)**

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8:30 a.m. – 10:00 a.m.

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**SESSION D      Assurance of Learning**

Session Chair:      **Nancy D. Albers-Miller**, Berry College

*Accommodating and Satisfying the Learning Preferences of Traditional and Online MBA Students*  
**Kenneth Henderson**, Morehead State University

*Assurance of Learning: Insight from the Trenches*  
**Linda Hayes**, University of Houston - Victoria  
**Nancy D. Albers-Miller**, Berry College

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10:00 a.m. – 10:30 a.m.

Lone Star Ballroom A

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**FBD Coffee Break**

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*Great Door Prize Drawings take place at 10:20 a.m. in the Exhibit Area.*  
**Must be present to win.**

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10:30 a.m. – 12:00 p.m.

Lone Star Ballroom C4

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**SESSION A      Logistics and Supply Chain Management**

Session Chair:      **Arunachalam Narayanan**, Purdue University

*Comparison of Inventory Policies in a Shipment Consolidation Environment using Simulation*  
**Niranjan R Nataraja**, Texas A&M University  
**Prabu Krishnamurthy**, Texas A&M University  
**Ismail Capar**, Texas A&M University

*Post-Purchase Return Intent: The Influence of Utilitarian and Hedonic Utilities*  
**Darrell Goudge**, University of Central Oklahoma  
**Thanh Tran**, University of Central Oklahoma  
**Stefan Genchev**, University of Central Oklahoma

*Supply Chain Management Education: Industry -University Collaborations*  
**Regena Scott**, University of Houston-Downtown

*A Grounded Theory Based Application of Service - Dominant Logic to Logistics Service Quality*  
**Atefeh Yazdanparast**, University of North Texas

*Distribution Center Logistics*  
**Sudarsan Rangan**, Texas A&M University  
**Ismail Capar**, Texas A&M University

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 5, 2010  
(Friday)**

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10:30 a.m. – 12:00 p.m.

Lone Star Ballroom C3

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**SESSION B      Meet the Editors**

**Panel Chair:**      **Lou E. Pelton**, University of North Texas

**Panel Editors:**    **Lou E. Pelton**, University of North Texas  
                          **Troy Festervand**, Middle Tennessee State University  
                          **Ashish Chandra**, University of Houston- Clearlake

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12:00 p.m. – 1:15 p.m.

Lone Star Ballroom A1

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**ACME Luncheon and Business Meeting**

**All ACME members and invited guests are encouraged to attend as we honor our award winners  
and hold our annual Business Meeting**

**This event is open ONLY to ACME Members and invited guests. Others will be charged \$50  
(payable to Association of Collegiate Marketing Educators).**

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1:30 p.m. – 3:00 p.m.

Lone Star Ballroom A1

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**SESSION A      Logistics and Supply Chain Management**

**Session Chair:**    **Madhav Pappu**, Texas A&M University

*Implementation of RFID in Aircraft and Hangar Maintenance with Inventory*

**Jonathan Davis**, Purdue University  
**Dan Bowman**, Purdue University  
**Edie Schmidt**, Purdue University

*Importing Glassware from China: An In-depth Analysis of Global Supply Chain Issues*

**Ross Atkins**, Texas A&M University  
**Jon Olson**, Texas A&M University  
**Stephen Olmon**, Texas A&M University  
**Kelsey Nimmons**, Texas A&M University  
**Jose Moreno**, Texas A&M University

*After Retail Excess Inventory Channel and Supply Chain Economics in US*

**Cameron Brown**, Texas A&M University  
**Arunachalam Narayanan**, Texas A&M University

*Global Supply Chain Case Study: Italian Drill Bits*

**Cutter Howard**, Texas A&M University  
**Garrett Rutherford**, Texas A&M University  
**David Wong**, Texas A&M University

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 5, 2010  
(Friday)**

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1:30 p.m. – 3:00 p.m.

Lone Star Ballroom C3

**SESSION B      Special Panel Session – When Values Clash: The Growing Tension Between Academic Priorities and Business Practices in Higher Education**

**Session Chair:**      **John Knapp**, Samford University

**Presenters:**      **John Knapp**, Samford University  
                         **David Siegel**, East Carolina University

Based on the new, three-volume series, *The Business of Higher Education* (Praeger 2009), this session considers the challenges faced by universities as they embrace business models for cost-efficiency, marketing, employment practices, and customer service.

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1:30 p.m. – 3:00 p.m.

Lone Star Ballroom C4

**SESSION C      Marketing Research**

**Session Chair:**      **Thomas Lanis**, East Central University

*An Application of Conjoint Analysis in the Context of Consumer Evaluation of Co-branded Products*

**Junhong Min**, Michigan Technological University  
**Madhav N. Segal**, Southern Illinois University- Edwardsville  
**M. Deniz Dalman**, Ithaca College

*Designing and Conducting a Community Quality of Life Research Study*

**Thomas W. Lanis**, East Central University

*Utilizing the Undergraduate Market Research Course to Teach, Publish and Serve: A Method of Creating Value for Students, the Professor and the School*

**John J. Newbold**, Sam Houston State University  
**Sanjay S. Mehta**, Sam Houston State University

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1:30 p.m. – 3:00 p.m.

Lone Star Ballroom C4

**FBD Coffee Break**

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**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 5, 2010  
(Friday)**

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3:30 p.m. – 5:00 p.m.

Lone Star Ballroom A1

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**SESSION A      RFID Roundtable Discussion**

**Discussion Chair:** **Madhav Pappu**, RFID2 Technologies, Inc.

Participants will learn about current and potential uses of Radio Frequency Identification, with a focus on product tracking, transportation and logistics, inventory systems, and promotion tracking.

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3:30 p.m. – 5:00 p.m.

Lone Star Ballroom C3

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**SESSION B      Experiential and Service-Learning**

**Session Chair:** **Patrick "D" "Pat" Fountain**, East Central University

*Consumer Ethnocentrism, Patriotism, Global Openness and Country of Origin Effect: A Proposed Study*

**Michael C. Vassella**, East Central University

**Patrick D. "Pat" Fountain**, East Central University

**Usha K. Fountain**, East Central University

*University Engagement with Community: Lessons from a Service-learning Program*

**Kishwar Joonas**, Prairie View A&M University

**Charles Bailey**, Prairie View A&M University

*Incorporating Learner Centered Learning into the Principles of Marketing Class*

**Patrick D. "Pat" Fountain**, East Central University

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 5, 2010  
(Friday)**

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3:30 p.m. – 6:00 p.m.

Lone Star Ballroom C4

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**SESSION C      Doctoral/ Graduate Student Track-II**

Session Chair:      **Sanjay S. Mehta**, Sam Houston State University

*The Selection Process: How Students Decide and Choose their Courses*

**Patricia Forbus**, Sam Houston State University

**Gurinderjit B. Mehta**, Sam Houston State University

**Sanjay S. Mehta**, Sam Houston State University

*Commuter Students vs. Non-commuter Students: A Gap-analysis Examination of Differences in Satisfaction with Higher Education*

**Brittany Doore**, Sam Houston State University

**John J. Newbold**, Sam Houston State University

**Sanjay S. Mehta**, Sam Houston State University

*Strategic and Tactical Issues in Marketing the Community Bank*

**Michael Watson**, Sam Houston State University

**Irfan Ahmed**, Sam Houston State University

*Runner's Rave: An In-depth Analysis of the Cross-Country Team Culture*

**Megan L. Moffatt**, Berry College

**Nancy D. Albers-Miller**, Berry College

*Economic Impacts on Automotive Consumption Behavior: A Post-then Comparison of Consumer Perceptions*

**Steven G. Petrotto**, Berry College

**Nancy D. Albers-Miller**, Berry College

*Study Abroad Programs: A Comparative Study*

**Anna Reese**, Berry College

**Nancy D. Albers-Miller**, Berry College

*Sports Sponsorships in NASCAR: An Empirical Investigation of Changing Sponsors*

**Sarah Tonsmeier**, Berry College

**Nancy D. Albers-Miller**, Berry College