1. **Target Marketing to Vulnerable Consumers: Should Malt Liquor Advertisements be Banned?**  
   o Stevie Watson, Mississippi State University

2. **Web Sites of Fortune 500 Goods Retailers and Service Providers: Lavish or Limited Marketing Communications?**  
   o Charles D. Bodkin, University of North Carolina at Charlotte  
   o Monika Perry, California State University, Fullerton

3. **Comparative Advertising: Effects on the Consideration Set**  
   o Lisa L. Scribner, University of North Carolina at Wilmington

4. **Celebrity Advertising: An Assessment of Its Relative Effectiveness**  
   o Mohan K. Mennon, University of South Alabama  
   o Louis E. Boone, University of South Alabama  
   o Hudson P. Rogers, Florida Gulf Coast University

5. **Appealing to Fears for Our Children: Radon as the Phantom Menace**  
   o Michael S. LaTour, Auburn University  
   o Jeff Tanner, Baylor University  
   o Brent Wren, University of Alabama at Huntsville

6. **Corporate America's Web Marketing Presence: An Analysis of Fortune 500 Homepages**  
   o Rama Yelkur, University of Wisconsin-Eau Claire  
   o Chuck Tomkovick, University of Wisconsin-Eau Claire  
   o LaNette Flunker, University of Wisconsin-Eau Claire

7. **Sales Promotion Preferences: A Demographic Analysis**  
   o Michael J. Dodson, Appalachian State University  
   o Eva M. Hyatt, Appalachian State University

8. **When the Tables are Turned: The Impact of Negative Company Information on Celebrity Endorsers**  
   o Stacy Landreth, Louisiana State University  
   o Supriya Jindal, Louisiana State University
   ○ James B. Hunt, University of North Carolina at Wilmington

10. Logo Selection and Modification Guides: An Empirical International Validation
    ○ Sergio Olavarriets S., University of Chile
    ○ Roberto Friedman, University of Georgia
    ○ Enrique Manzur, University of Chile

11. Relational Knowledge Management: The Effective Management of Knowledge Within The Buyer-Seller Relationship
    ○ Andy Artis, University of Tennessee
    ○ Geoff Stewart, University of Tennessee

12. Opportunism and The Moderating Role of Channel Structure
    ○ Faye S. McIntyre, State University of West Georgia
    ○ Faye W. Gilbert, University of Mississippi
    ○ Perng-Fei Huang, National Kaohsiung First University of Science and Technology

13. The Effect of Channel Members' Perceptions of Environmental Uncertainty on Levels of Satisfaction
    ○ John Andy Wood, Georgia State University

    ○ Roger Gomes, Clemson University
    ○ Patricia A. Knowles, Clemson University

15. The Impact of Information Technology on Value Chain Management
    ○ Kenneth J. Sousa, Bryant College
    ○ Robert Valvo, Bryant College

16. A Case Analysis of Porter's Cluster Theory in the Amish Furniture Industry
    ○ Tom De Witt, Florida State University

17. An Evaluation of Web-Site Informational Content and Interactivity in The Transportation Industry
    ○ Alexander E. Ellinger, University of Alabama
    ○ Daniel F. Lynch, Michigan State University
    ○ James M. Andzulis, Villanova University
    ○ Ronn J. Smith, Washington State University
   o Christopher D. Hopkins, Clemson University
   o Cynthia Webster, Mississippi State University

   o Enrique Manzur, University of Chile
   o Roberto Friedmann, University of Georgia

20. An Investigation of Cultural Assimilation and Its Impact on Consumption Behaviors
   o J. Michael Weber, Barry University
   o Sandra Murillo Weber, AT&T Media Services

   o Janet Morrison, Sunderland University Business School (UK)

22. Education Level and Ethnocentrism in the Indian Market: Suggested Optimal Entry Strategies for U.S. Firms
   o Nabarun Ghose, Tiffin University

23. Export Positions in the Apparel Commodity Chain and Product Import Values
   o Eun-Ju Lee, University of Tennessee at Knoxville

24. How do US firms globalize or localize their Internet sites compared to their European counterparts?
   o Maud Tixier, ESSEC Business School

25. Social Responsibility: Strategic Implications for International Marketing
   o Janet Morrison, Sunderland University Business School (UK)

   o Adel Wugayan, Kuwait University
   o C.P. Rao, Kuwait University

27. Perceptions of Turkish Consumers about the Ethicality of Marketing Practices
   o Orhan Erdem, Sultan Qaboos University
   o Inci Varinli, Erciyes University
28. Australia: Some Observations on Ethical Issues in Marketing Research (Not Available)
   - Madhav N. Segal, Southern Illinois University at Edwardsville
   - Ralph W. Gliacobbe, Southern Illinois University at Edwardsville

29. International Organization of US Retail Web Sites
   - Carolyn F. Siegel, Eastern Kentucky University

30. Gender Differences in Response to Advertising: Testing the Equivalence of the Lastovicka Scale
   - Margy P. Conchar, University of North Carolina at Charlotte
   - Albert Caruana, University of Malta
   - Michael T. Ewing, Curtin University of Technology, Western Australia

31. International Outsourcing Strategic Decisions
   - A. Ben Oumlil, University of Dayton

32. Acculturation Strategies: The Case of the Muslim Minority in the United States
   - Ziad Swaidan, Jackson State University
   - Kimball P. Marshall, Jackson State University
   - J.R. Smith, Jackson State University

33. The Euro: Retrospective Analysis and Future Directions
   - William J. Kehoe, University of Virginia
   - Linda K. Whitten, Skyline College

34. Advertising Practice in a Transitional Economy: An Examination of Advertising Industry in Vietnam
   - Thi Muoi Le, CERAG, Université Pierre Mendés France, Grenoble, France
   - Alain Jolibert, CERAG, Université Pierre Mendés France, Grenoble, France

35. An Exploration of Acculturation Patterns and Consumption Behaviors Among International Students
   - Mary Conway Dato-on, Northern Kentucky University
   - A. Catherine McCabe, Suffolk University
   - Shannon L. Bridgmon, University of Kentucky

36. Enhancing Research Skills and Embracing Service Learning: Maximizing the Potential of the Marketing Research Class
   - Nora Ganim Barnes, University of Massachusetts Dartmouth
   Michael R. Hyman, New Mexico State University

38. Do I Know What to Do?: An Application of Marketing Planning
   Rhea Ingram, Columbus State University
   Donna Mayo, Middle Tennessee State University

39. Moderating Effects of Achievement Motive and Situational Optimism on
   the Relationship Between Ability and Performance Among College
   Students
   Sarath A. Nonis, Arkansas State University
   David Wright, Abilene Christian University
   Melodie Philhours, Arkansas State University

40. Investigating A Dark Side of Student Behavior
   Bruce L. Stern, Portland State University
   Cammie Wallbaum, Portland State University

41. Adding Internet Technology to the Classroom
   Patricia A. Knowles, Clemson University
   Roger Goames, Clemson University

42. No More Retreat: Headlong into the Eye of the Storm with 15 Years of
   Research Achievement in Journal of Marketing
   John B. Ford, Old Dominion University
   Tony L. Henthorne, University of Southern Mississippi
   Michael S. LaTour, Auburn University

43. The Significance of Character Traits in Experiential Learning Activities in
   Marketing Education
   Nancy T. Frontczak, Metropolitan State College of Denver
   Robert S. Heiser, Metropolitan State College of Denver

44. Students' Critical Evaluation of Service Quality: A Preliminary Analysis
   Mathew Joseph, Georgia College & State University
   Simon Valderrabano, Georgia College & State University
   George Stone, Georgia College & State University
   Robin Marchant, Georgia College & State University
   Karla Wilson, Georgia College & State University
   Emily Sarrett, Georgia College & State University

45. Assessing the Business Classroom: Understanding Differences in
   Behaviors, Attitudes, Grade Expectations, and The Value of Course Tools
   Lori S. Feldman, Purdue University Calumet
   Hugh G. Daubek, Purdue University Calumet
   Casimir C. Barczyk, Purdue University Calumet
46. Practice What We Preach: What Business Schools Should Learn from Relationship Marketing
   - Mary F. Mobley, Augusta State University
   - Lou E. Pelton, University of North Texas
   - H. David Strutton, University of Louisiana at Lafayette
   - Dan Sherrill, University of Memphis
   - Larry Gresham, Texas A&M
   - Ellen Moore, University of South Carolina

47. Assessment of the Marketing Program: The Eastern Illinois University Experience
   - Jane Waylad, Eastern Illinois University
   - Sid Dudley, Eastern Illinois University
   - Christie Roszkowski, Eastern Illinois University
   - Mike Boorom, Eastern Illinois University
   - Wayne Chandler, Eastern Illinois University

48. Cautions and Precautions on the Use of "Borrowed" Scales in Marketing Research
   - Bruce T. Engelland, Mississippi State University
   - Bruce L. Alford, Louisiana Tech University
   - Ronald D. Taylor, Mississippi State University

49. Knowledge Borrowing: Embellishing or Eroding the Theory Base in Marketing?
   - Daniel M. Ladik, University of South Florida

50. 'Here's Looking at You, Kid': Eye Tracking Applications in Consumer Information Processing Research
   - Reto Felix, Universidad de Monterrey
   - Wolfgang Hinck, University of Texas-Pan American
   - Michael S. Minor, University of Texas-Pan American

51. Classification of Companies by Type and Extent of Market Research Use: An Empirical Study (Not Available)
   - Ganish Raguragaven, Massey University
   - Tony Lewis, Massey University
   - Zane Kearns, Massey University

52. Athletes With a Cause: The Intersection of Sports and Social Responsibility
   - Donald P. Roy, Middle Tennessee State University
   - Timothy R. Graeff, Middle Tennessee State
53. Legal Obligations of Celebrity Endorsers (Not Available)
   o Fred Morgan, University of Kentucky
   o Carla Canada-Johnson, University of Kentucky
   o Chris McCrory, University of Kentucky

54. Big Brother Has a Deal for You: The Ethics Challenges for E-Commerce
   o Susan H. Godar, William Paterson University
   o Patricia J. O’Conner, Queens College, City University of New York

55. Exporting Entrepreneurship as a Source of Competitive Advantage:
    Understanding the Differential Impact of Proactiveness, Risk-Taking, and
    Innovativeness on Firm Performance"
   o Poh-Lin Yeoh, Bentley College

56. Who Do Consumers Blame When Hybrid Messages are Unmasked?
   o Kenneth V. Henderson, Morehead State University
   o Barbara M. Lyons, Morehead State University

57. Market Entry Timing, First/Late Mover Advantage, and Product Strategy:
    An Integrated Framework & Research Propositions
   o Frank Tian Zie, Georgia State University

58. Future External Reference Prices: You Better Buy Now
   o David M. Hardesty, University of Miami
   o Adam Different, University of Southern Mississippi

59. Reputation Price Premium in Online Auctions
   o Timothy C. Johnston, University of Tennessee at Martin

60. Structural Change in American Transportation: Some Marketing
    Management Implications
   o William Cunningham, Air Force Institute of Technology-Airlines
   o Kathryn Dobie, North Caroline A&T State University-Railroads
   o L.Milton Glisson, North Caroline A&T State University-Water
   o James P. Rakowski, University of Memphis-LTL Motor Carrier
   o Neil Southern, University of Memphis-TL Motor Carrier

61. Mass Media and Direct Contact Influences on School System Image and
    Tax Support: A Social Marketing Perspective
   o Kimball P. Marshall, Loyola University, New Orleans
   o William S. Piper, Alcorn State University
   o Lisa Micich, Jackson State University

62. Water, Water Everywhere and None to Drink? A Marketing Examination of
    a Growing Environmental Issue
   o Faye S. McIntyre, State University of West Georgia
   o Deborah J. Webb, State University of West Georgia
63. Triangulatory Reciprocal Benefit in Social Marketing: Measuring Motivation at Cause-Related Fitness Events
   - Andrea Scott, University of South Florida
   - Dee Sams, University of South Florida

64. Variation in Environmental Concern & Action
   - Ralph W. Jackson, University of Tulsa
   - Gail M. Zank, Southwest Texas State University

65. Customer Inquiries and Complaints: The Impact of Firm Response Time to Email Communication
   - Robert Moore, Mississippi State University
   - Melissa Moore, Mississippi State University

66. The Impact of Internet Knowledge on Online Buying Attitudes, Behavior, and Future Intentions: A Structural Modeling Approach
   - Leisa Reinecke Flynn, Florida State University
   - Ronald E. Goldsmith, Florida State University

67. A Proposed Multi-Dimensional Scale to Measure the E-Tailer Image Construct
   - Christopher D. Hopkins, Clemson University
   - Bruce L. Alford, Louisiana Tech University

68. Do Consumers' Perceptions of Product Quality Differ from Objective Measures of Product Quality?*
   - Richard Clodfelter, University of South Carolina
   - Deborah Fowler, University of South Carolina

69. A New Seven-Dimensional Approach to Measuring the Retail Image Construct*
   - Christopher D. Hopkins, Clemson University
   - Bruce L. Alford, Louisiana Tech University

70. The Effects of National Advertising on Unit Sales and Returns to Advertising: The Case of Restaurant Chains
   - J. Duncan Herrington, Radford University

71. Understanding Consumer Choice of Secondary Supermarkets
   - J. Duncan Herrington, Radford University

72. Retail Site Selection in a Mall Context
   - Beverly K. Brockman, University of Tennessee at Chattanooga
   - Gary L. Benton, Western Kentucky University
   - L.W. Turley, Western Kentucky University
73. A Comparative Analysis of Levels of Customer Satisfaction in the Financial Services Industry: Banks versus Credit Unions in Perth, Australia
   - Martin S. Meyers, University of Wisconsin-Stevens Point
   - Gary E. Mullins, University of Wisconsin-Stevens Point

74. An Exploratory Investigation of the Irritants of Web Site Atmospherics
   - Craig A. Kelley, California State University, Sacramento

75. Is It Worth Clicking or Driving to the Retailer?
   - Kenneth V. Henderson, Morehead State University
   - Michelle B. Kunz, Morehead State University

76. Starving Students Productions-Creating and Operating a New Business Venture: Lessons Learned
   - Felicia g. Lassk, Northeastern University
   - Linda E. Parry, Western Kentucky University
   - Douglas Fugate, Western Kentucky University

77. The Impact of Sales Related Problems on Sales Unit Performance
   - Thomas W. Porter, University of North Carolina-Wilmington
   - William Meo, FOB.COM
   - Bryan S. Lilly, University of Wisconsin-Oshkosh

78. Salesperson Performance: The Effect of Salesperson Identity Salience, Commitment to Supervisor, and Job Satisfaction
   - Mark Fish, Texas Tech University
   - C. Michael Wittmann, University of North Texas
   - Demmos B. Arnett, Texas Tech University

79. An Examination of the Characteristics of Behavior versus Outcome-Based Canadian Salesforces
   - A.Tansu Barker, Brock University

80. Shades of Embeddedness: Tie Strength and Obligations in Direct Selling Parties
   - Scott D. Johnson, University of Louisville
   - Patrick Migliore, University of Louisville

81. Sales Forecasting: A "Job Shop" Case Study Revisited
   - Maxwell K. Hsu, Tennessee State University
   - P. Byron Pennington, Tennessee State University
   - Festus Olorunniwo, Tennessee State University
82. Perhaps It’s Time to Rethink the Way We Think About Sales Jobs
   o Richard T. Brown, Freed-Hardeman University
   o Gordon C. Bruner II, Southern Illinois University-Carbondale

83. Gender Related Effects on Buyers’ Perceptions of Salespeople: Rervisited
   o Robert C. McMurrian, University of Tampa
   o William H. Rhey, University of Tampa

84. Strategic Mergers and Acquisitions of E-Commerce Companies: An
   Exploratory View of Wealth Maximization and Incentive-Conflict
   Hypotheses
   o Stevie Watson, Mississippi State University

85. The Management’s Role in a Market-Oriented Organization: The Effect of
   Management Leadership Styles
   o Tung-Zong Chang, Metropolitan State College, Denver
   o Su-Jane Chen, Metropolitan State College, Denver
   o Jyh-Shen Chiou, National Chengchi University, Taipei, Taiwan

86. Moderating Effects of Customer Involvement on Relationships Between
   Customer Orientation and Service Quality, Satisfaction and Employee
   Service Quality
   o Thomas L. Baker, University of North Carolina at Wilmington

87. General Systems Theory of the Consumer Psychology of Travel Behavior:
   An Interdisciplinary View
   o Arch G. Woodside, Boston College

88. When Customer Service Breaks Down Relationships Can Help
   o Randi Priluck, Pace University

89. The Development of Cuba’s Tourism Industry
   o Tony L. Henthorne, University of Southern Mississippi

90. Group Dynamics and the Service Encounter: Cohesion and its Influence
    on Prosocial Service Behaviors
   o Tom DeWitt, Florida State University

91. Self- vs. Full-Service: The Impact of Risk Perception oil Service Choice
   o Carol M. Megehee, University of South Alabama
   o Pamela A. Kennett, University of New Orleans

92. Perceived Moral Intensity and Changing Expectations During Service
    Encounters: An Exploratory Investigation
   o James L. Thomas, Jacksonville State University
93. What Impact Will New Standards Have on Internet Advertising?
- Michelle B. Kunz, Morehead State University
- Peggy Osborne, Morehead State University

94. Going, Going, Gone! An Examination of the Applicability of Traditional Pricing Theory to the "Open Marketplace" of Online Auctions
- Charles M. Wood, University of Tulsa
- Bruce L. Alford, Louisiana Tech University
- Ralph W. Jackson, University of Tulsa

95. New Product Development: A Comparison of Traditional Creative Methods with Genetic Algorithms in the Ideation Stage
- Claire Allison Stammerjohan Mississippi State University
- David Vance, Mississippi State University

96. Innovative Online Buyers
- Ronald E. Goldsmith, Florida State University
- Barbara A. Lafferty, University of South Florida

97. Web Site Visit Duration as a Basis for Determining Marketing Communication Effectiveness: An Empirical Investigation
- Hsiu-Yuan Tsao, Curtin University of Technology
- Sharon Keating, Curtin University of Technology

98. Cue-based Trust in an Online Shopping Environment: Conceptualization and Propositions
- Sijun Wang, University of Alabama

99. Testing the Interactions of Atmospheric Color and Interactivity in Advertising Response in the Computer Mediated Environment
- Claire Allison Stammerjohan, Mississippi State University

100. Factors Affecting E-Commerce Site Effectiveness
- C. Michael Powell, North Georgia College & State University
- Christopher Conca, Appalachian State University
- Gerald U. Skelly, North Georgia College & State University

101. Electronic Management of Relationship: The Trial and Tribulation of CRM
- Sutirtha Basu, Mississippi State University

102. Exchange Technology and Governance: A Typology of Business-to-Business Marketplaces
- Vinita Sangtani, Georgia State University
- Cristian Chelariu, York University
- Daniel C. Bello, Georgia State University
103. Ten Ways to Create and Maintain Killer E-commerce Websites
  ○ Allan C. Reddy, Valdosta State University
  ○ Rajesh Iyer, Valdosta State University

104. A Market Orientation on the Internet
  ○ Soonhong Min, Georgia Southern University
  ○ Seokwoo Song, Georgia Southern University

105. Brand Loyalty and CRM on the Internet
  ○ Horng-Der Leu, Chung Yuan Christian University
  ○ Hsuan-Jung Chung, Chung Yuan Christian University
  ○ Kuo-Heng Wang, Chung Yuan Christian University

106. The Role of Theory in Doctoral Research in Business: Global Perspectives
  ○ Joe Hair, Louisiana State University
  ○ Arthur Money, Henley Management College, UK
  ○ Phil Samouel, Kingston University, UK
  ○ Stavros Kalafatis, Kingston University, UK
  ○ Costas Katsikeas, Cardiff Business School, UK
  ○ Leyland Pitt, Curtin University, Australia
  ○ Jens E. Jorgensen, Copenhagen Business School, Denmark