# TABLE OF CONTENTS

PREFACE AND ACKNOWLEDGMENTS

BEST PAPERS BY TRACK

LIST OF REVIEWERS

INDUSTRY AND CONSUMERS’ ASSESSMENT OF CORPORATE SOCIAL RESPONSIBILITY AND PRIVACY ISSUES

*CSR Disclosure: An Exploratory Study of the Leading Media Organizations*
  David S. Waller, Roman Lanis  
  1

*The Impact of Retailers’ Corporate Social Responsibility on Consumer Behavior*
  Hanna Schramm-Klein, Joachim Zentes, Dirk Morschett, Bernhard Swoboda, Markus Meierer  
  9

*Understanding Consumer Opt-In and Opt-Out Privacy Beliefs: A Cross-Cultural Perspective*
  Devon Johnson  
  11

VIRTUAL WORLDS AND SOCIAL MEDIA

*A Typology of Social Media Users: New Ammunition for Marketers*
  Mary K. Foster, Anthony Francescucci, Fernando E. Pardo, Bettina C. West  
  13

*Who Needs Cyberspace? An Analysis of Maslow’s Needs in the Virtual World of Second Life*
  Andrew D. Pressey, Stuart J. Barnes  
  15

*The Social Aspects of Virtual Worlds: Implications for Marketing*
  Sonja Prokopec, Lakshmi Goel  
  17

*Testing an Axiological Model for Assessing the Value of Real-Life Brands in Virtual Worlds*
  Stuart J. Barnes, Jan Mattsson  
  19

BRAND EXTENSIONS AND REBRANDING AND SPONSORSHIPS AND CO-BRANDING

*Does Fit Always Benefit an Extension: A Comparison of Two Analyses Using Survey Data and Scanner Data?*
  Robert E. Carter  
  21

*Sponsorship as a Brand Enhancer: Impact of Congruence and Frequency on Transfer of Associations*
  Srdan Zdravkovic, Brian Till  
  23

*The Effects of Functional and Symbolic Perceived Fits on Consumer Evaluations of Co-Branding*
  Hongmin Ahn, Yongjun Sung  
  25
Consumer Processing of Logo Changes in the Rebranding of Brands
Mark Peterson, Saleh AlShebil 27

KNOWLEDGE OF AND NEW PRODUCT DEVELOPMENT

Is More Knowledge Always Better? The Effect of Knowledge Breadth and Depth on New Product Performance
Shibin Sheng, Kevin Zheng Zhou, Julie Juan Li 29

Merits of Task Advice for New Product Development Teams: Network Antecedents and New Product Outcomes of Knowledge Richness and Quality
Serdar S. Durmusoglu 31

Understanding the Customer: Knowledge Management in New Product Development
Haisu Zhang, Timothy Basadur 33

CUSTOMER SATISFACTION, LOYALTY, AND SERVICE QUALITY

Route to Customer Satisfaction: Is it Through the Heart or the Head?
Nacef Mouri, Jaishankar Ganesh 35

Perception Is Reality: The Relationship Between Consumer Perceptions of Innovation and Purchase Intentions
J. Joseph Cronin, Mark R. Gleim, Brian S. Gordon, Stephanie J. Lawson, Stacey G. Robinson 37

The Loyalty Formation in Services: Antecedents and Moderating Effect of Past Experience
Raquel Sanchez, Angeles Iniesta, Miguel Hernandez 39

Measurement and Structural Invariance of Cross-Cultural Service Quality Evaluation and Outcomes
Gregory J. Brush, Michael D. Clemes, Christopher E.C. Gan 41

RECONSIDERING SELECT PUBLIC POLICY, ETHICAL, AND CORPORATE ISSUES

A Contingency View on Board Composition and Firm Performance: Evidence from New Zealand
Sanjaya S. Gaur, Hanoku Bathula, Ajai S. Gaur 43

Ethics and Marketplace Deception: An Exploration into the Accommodative Role of Deceptive Practices in Market Exchanges
Scott K. Radford, David M. Hunt 45

Price as an Element Instead of the Element of Antitrust Policy: The Argument for Customer Value as the Focus of Antitrust Policy
Michael A. Levin, Robert E. McDonald 48

GLOBAL MARKETING STRATEGY

Market Expansion, Manufacturing Flexibility, Learning, Innovation, and Entrepreneurship in Exporting: A Dynamic Capability Perspective
Carlos M. Rodriguez 50

The Influence of Organizational Strategy on Contemporary Marketing Practices in China and the U.S.: A Test of the Miles and Snow Strategy Typology
Kofi Q. Dadzie, Wesley J. Johnston, Haizhong Wang, Evelyn Winston 52
Segmenting the Over-Fifties Market in Six Western Countries: The Identification of Cross-National Segments
Tatjana M. Koenig

The Effects of Organizational Strategy on Consumer Ethnocentric Tendencies: A Conceptual Framework
Joseph P. Little, Mark J. Arnold

HUMAN ASPECTS OF PERSONAL SELLING

Improving Salespeople Performance: The Critical Role of Affect-Based Trust and Emotional Intelligence
Lindsey Stack, Jessikah Stahl, Darin W. White

Reducing Salesperson Role Stress and Increasing Organizational Commitment: An Examination of LOC
G. Alexander Hamwi, Brian N. Rutherford, Ramana Madupalli, James S. Boles

Sales Role in Strategic Relationship Alignment: An Intensification/De-Intensification Perspective
Gregory McAmis, Kenneth R. Evans

The Fire from Within: Assessing Empirical Congruity in the Relationship Between Salespersons’ Motivation and Performance
Selcuk (Scott) Ertekin, David Strutton

MANAGING NEW PRODUCT DEVELOPMENT

An Exploratory Study of Anticipating Regret When Making New Product Project Continuation Decisions
Kumar Sarangee, Jeffrey B. Schmidt

Integration of Environmental Issues into Product Development: The Role of External Integrative Capabilities and the Creation of Windows of Opportunity
Rosa Maria Dangelico, Pontrandolfo Pierpaolo, Devashish Pujari

New Product Alliances and Firm Stock Performance
Sudha Mani, Xueming Luo

ADVERTISING AND PERSUASION

Making Personally Relevant Decisions for Product Efficacies: The Effects of Framing, Partitioning, and Quantification
Dipayan (Dip) Biswas, Cornelia (Connie) Pechmann

The Effect of Positioning Frames on Compensatory Reasoning in Choice
Timucin Ozcan, Daniel Sheinin

The Role of Vivid Imagery and Concrete Verbal Information in Omission Detection and Persuasion
Xiaoqi Han, Jennifer Bechkoff, Frank R. Kardes

Anti-Counterfeiting Communication Strategies: Much Ado about Nothing?
Anne-Flore Maman
NEW PRODUCT PERFORMANCE AND DIFFUSION

An Agent-Based Diffusion Model with Consumer and Brand Agents
Mary E. Schramm 89

Market Information Use and New Venture Performance: An Empirical Study in China
Tomoko Kawakami, Douglas L. MacLachlan 91

Product Innovativeness and Sales Performance: How the Influence of Design Newness and Technical Newness Differs Across the Product Lifecycle
Katrin Talke, Sören Salomo, Jaap E. Wieringa 98

ISSUES IN E-MARKETING: BLOGGING AND GAMING

What Are Corporations Blogging About? Identifying Strategies about Corporate Associations and Credibility
Deborah A. Colton 100

The Antecedents of Online Service Adoption: The Impact of Virtual Community on Weblog Acceptance
Chung-Chi Shen, Jyh-Shen Chiou 102

Behavior of Internet Gamblers: An Exploratory Study of Older vs. College Youth Users
Kiersten M. Maryott, Michael W. Little, Heiko de B. Wijnholds 103

How Value-Induced Community Identification Nurtures Engagement and Recommendation in the Online Game Community
Yi-Fang Chiang, Chiu-Ping Hsu, Heng-Chiang Huang 105

RETAIL PRICING ISSUES

Fairness Perceptions of Combined-Currency Prices Under Conditions of Price Increases: Conceptualization and Experimental Analysis
Frank Huber, Kai Vollhardt, Isabel Matthes, Ralf Meyer, Stephan Henneberg 107

The Suitability of WTP Measurement Approaches for Pricing Decisions
Klaus Matthias Miller, Reto Hofstetter, Harley Krohmer, Z. John Zhang 109

Information Value and Influence of Price on Quality Perception: Insights from Cue Utilization Theory
Elten Briggs, David A. Griffith, Hieu P. Nguyen 111

An Experimental Analysis of Consumer Preference for Sales Promotions Formats
Kesha K. Coker, Deepa Pillai, Siva K. Balasubramanian 113

MANAGING SERVICES INTERNALLY

Engaging Consumers in Sustainable Co-Production: The Role of Compromise and Confidence
Scott K. Radford, Bonnie J.K. Simpson 115

Examination of the Effects of Job-Related Factors on Turnover Intention Among Male and Female Service Employees
Min-Hsin Huang, Zhao-Hong Cheng 118
The Relationship Between Supplier Development, Marketing Process Innovation, and Value Creation
   Anthony K. Asare, Thomas G. Brashear 208

Who Owns the Customer? Disentangling Customer Loyalty in Indirect Distribution Channels
   Andreas Eggert, Jörg Henseler, Sabine Hollmann 209

INTERACTING INFLUENCES: EMPIRICAL INVESTIGATIONS INTO BRANDING AND MARKETING COMMUNICATIONS

Employee Stereotyping and Corporate Branding
   Gary Davies, Rosa Chun 211

How Advertising Channels Interact: An Empirical Study of Online Purchases
   Sebastian Hild, Malte Brettel 214

The Structural Examination of the Relationship Between Visual Merchandising and Retail Brand Equity
   Jung Ok Jeon, Hyun Hee Park 216

METHODOLOGICAL ADVANCES IN MARKETING RESEARCH

Sustainable Focus Groups? Exploring the Methodological Possibilities of Online Virtual Worlds
   Chris Houliez 218

Elucidating Consumer Product Knowledge Using a Laddering-Matrix Programming Procedure
   Wann-Yih Wu, Chen-Su Fu 220

Using a Dynamic Discrete Choice Model to Estimate Tuition Elasticity
   Robert E. Carter, David J. Curry 222

But What about Categorical (Nominal) Variables in Latent Variable Models?
   Robert A. Ping 224

MARKETING FOR THE GREATER GOOD

Concerned But Not Willing to Pay? Examining Consumers’ Pro-Environmental Attitude and Behaviors
   Lan Xia 232

The Influence of Change-Focused Advertising Appeals and Self-Referencing on Consumer Persuasion
   Julie A. Ruth, Linda Tuncay, Atul Kulkarni, Cele Otnes 234

The Moderating Role of Motivation Orientation on Help-Self Versus Help-Others Appeal in Volunteering Advertising
   Guangzhi (Terry) Zhao 244

Consumer Boycotts: Corporate Response and Responsibility
   Hurrem Yilmaz 246
<table>
<thead>
<tr>
<th>Title</th>
<th>Authors</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding Online Auction Market Structure: A Study of the Xbox Game Console Market at eBay</td>
<td>Yanbin Tu, Steven Clinton</td>
<td>248</td>
</tr>
<tr>
<td>Exploring the Dynamic Transaction Environment and Market Efficiency of Electronic Marketplaces</td>
<td>Yanbin Tu</td>
<td>249</td>
</tr>
<tr>
<td>Customers’ Information Sharing with E-Vendors: The Role of Incentives and Trust</td>
<td>Sandro Castaldo, Charles Hofacker, Katia Premazzi, Monica Grosso</td>
<td>250</td>
</tr>
<tr>
<td>The Feeling of Regret and Disappointment in eBay Auction: The Role of Snipers</td>
<td>Weiling Zhuang, Laura Flurry, Qian Xiao</td>
<td>251</td>
</tr>
<tr>
<td>CONSUMER RELATIONSHIPS WITH THE FIRM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All You Need Is Love: Assessing Consumers’ Brand Love</td>
<td>Hans H. Bauer, Daniel Heinrich, Carmen-Maria Albrecht</td>
<td>252</td>
</tr>
<tr>
<td>Spillover of Social Responsibility Associations in a Brand Portfolio</td>
<td>Wenling Wang, Daniel Korschun</td>
<td>254</td>
</tr>
<tr>
<td>The Swings and Roundabouts of Promotions in Contractual Service Relationships</td>
<td>David M. Woisetschlager, Heiner Evanschitzky</td>
<td>256</td>
</tr>
<tr>
<td>PERFORMANCE AND SATISFACTION: PROFESSORS IN THE MIDDLE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mentoring of Marketing Faculty: A Review of the Literature and Directions for Future Research</td>
<td>Craig A. Kelley, Pingsheng Tong, Seung Bach</td>
<td>258</td>
</tr>
<tr>
<td>Revealing Female and Male Students’ Satisfaction with the Characteristics of Effective Professors</td>
<td>Thorsten Gruber, Glen Brodowsky, Alexander Reppel, Roediger Voss</td>
<td>260</td>
</tr>
<tr>
<td>MANAGING THE RETAIL CONSUMER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Can Successful Customer Acquisition Hurt the Existing Customer Base?</td>
<td>David M. Woisetschlager, Ina Garnefeld, Andreas Eggert</td>
<td>262</td>
</tr>
<tr>
<td>Consequences of Program Loyalty and Brand Loyalty</td>
<td>Heiner Evanschitzky, B. Ramaseshan, Verena Vogel</td>
<td>264</td>
</tr>
<tr>
<td>Service Convenience and Customer Satisfaction: Investigating the Moderating Effect of Customer Characteristics</td>
<td>Martin Fassnacht, Sabine Moeller, Andreas Ettinger</td>
<td>266</td>
</tr>
<tr>
<td>The Mediating Role of Emotions in the Link Between Store-Environment Cues, Store-Choice Criteria, and Marketing Outcomes</td>
<td>Gianfranco Walsh, Edward Shiu, Louise M. Hassan, Nina Michaelidou, Sharon E. Beatty</td>
<td>268</td>
</tr>
</tbody>
</table>
CONSUMER RESPONSE TO INNOVATION

How Does the Innovativeness of a Company’s Offer Affect Customer Satisfaction?
A Comparison of Products and Services
Ruth Maria Stock-Homburg

Learning About Really New Products: Conveying Information to Improve the Benefit Evaluation and Stabilize Preferences
Mario Rese, Wolf-Christian Strotmann, Markus Karger

Who Should We Ask When Measuring Consumers’ Willingness to Pay for Product Innovations?
Reto Hofstetter, Klaus Matthias Miller, Harley Krohmer, Z. John Zhang

DYADIC RELATIONSHIPS IN PERSONAL SELLING

Forward Channel Integration and Performance: An Application of Transaction Cost Economics and the Misalignment Concept
Malte Brettel, Andreas Engelen, Simon Land, Dominik Austermann

Influences of Customer Participation in Industrial Services Selling
Yen-Chun Chen, Po-Chien Li

Salesperson’s Customer Orientation: Does it Differ Across B2B and B2C Contexts?
Abraham Koshy, Ramendra Singh

The Moderating Impact of Buyer’s Relationship Duration and Prior Sales Experience in Buyer-Salesperson Relationship
Adrienne Hall, Brian N. Rutherford, Nwamaka Anaza

SPORT SPONSORSHIP AND ORGANIZATIONAL SUSTAINABILITY GOALS: SPORTS AND CB SIG

Sport Sponsorship and Organizational Sustainability Goals
T. Bettina Cornwell, Angeline Close, Lynn Kahle

Choosing the “Right” Event: The Role of Consumer Self-Image in Sports Sponsorship Decisions
Catharina Pulka, Andrew Rohm

Sports Marketing Sponsorships: Identifying Key Success Factors
Angeline Close

Measuring the Contribution of Sport, Exercise, and Physical Education to Social and Economic Development
Seung Pil Lee, T. Bettina Cornwell

UNDERSTANDING AND RESPECTING CONSUMERS’ INTERESTS AND RIGHTS IN MARKETING COMMUNICATIONS AND COMMERCIAL SPEECH

Commercial Speech and the First Amendment
Fred W. Morgan

Marketing Wellness Internally: Exploring Health Risk Appraisal Variables Associated with Wellness Program Interest
Mary L. Marzec, T. Bettina Cornwell, Dee Edington
<table>
<thead>
<tr>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resistance and Self-Risk: Effects of Message Cues on End-of-Life Planning</td>
<td>Elyria Kemp, Steven W. Kopp</td>
<td>289</td>
</tr>
<tr>
<td>INTERNET CUSTOMER BEHAVIOR: PROMOTION, INCENTIVES, AND PERFORMANCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are Contextual Ads Always Effective? The Moderating Role of Ad’s Complexity</td>
<td>Kwang Yeun Chun, Ji Hee Song</td>
<td>291</td>
</tr>
<tr>
<td>Website Stickiness: The Cognitive Lock-In Perspective</td>
<td>Hsin Hsin Chang, Che-Hao Hsu</td>
<td>293</td>
</tr>
<tr>
<td>(Not) Just for the Money? Effects of Incentives on Member Participation</td>
<td>Ina Garnefeld, Anja Iseke, Alexander Krebs</td>
<td>295</td>
</tr>
<tr>
<td>Critical Reviews and Products’ Market Performance</td>
<td>Nadia Pomirleanu, Jaishankar Ganesh, Raj Echambadi</td>
<td>297</td>
</tr>
<tr>
<td>SHOPPING AS A SOCIAL EXPERIENCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Encountering the “Other” at the Bazaar: Potential Implications for Future Marketing</td>
<td>Handan Vicdan, Fuat Firat</td>
<td>299</td>
</tr>
<tr>
<td>Socio-Cultural and Psychological Dynamics of Flow Experience: Evidence from Mexican Cross-Border Shopping</td>
<td>Monica D. Hernandez, Handan Vicdan</td>
<td>301</td>
</tr>
<tr>
<td>That’s When I Want to Tell Online: The Effect of Regulatory Focus on UGC Attitude and Participation</td>
<td>Dongwoo Shin, Ji Hee Song, Sora Kang, Yoo-Jung Kim</td>
<td>302</td>
</tr>
<tr>
<td>SERVICESCAPES: NEW AND EMERGING PERSPECTIVES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Expectations, Retail Perception, and Choice</td>
<td>Kendra Fowler, Eileen Bridges</td>
<td>304</td>
</tr>
<tr>
<td>Cultural Metaphors: Enhancing Consumer Pleasure in Ethnic Servicescapes</td>
<td>Esi Abbam Elliot</td>
<td>306</td>
</tr>
<tr>
<td>What Is Beautiful Is Not Good: The Negative Effects of Other Customer’s Physical Appearance in C2C Encounters</td>
<td>Chun-Ming Yang, I-Ling Ling, Hong-Juan Yin</td>
<td>308</td>
</tr>
<tr>
<td>EXAMINING THE QUALITY OF INTERACTIONS IN A B2B CONTEXT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Dyadic Analysis of the Role of Trust and Reliance in Business Relationships: Initial Concept and Model Development</td>
<td>Bahar Ashnai, Stephan C. Henneberg, Pete Naudé</td>
<td>310</td>
</tr>
<tr>
<td>Diagnosing Marketing Managers’ Effective and Ineffective Cross-Functional Interactions</td>
<td>Edward U. Bond III, Michael D. Hutt, Matthew L. Meuter, Beth A. Walker</td>
<td>312</td>
</tr>
<tr>
<td>Trusted Advisor-Partner Relationships: Reciprocal Trust, Relational Behaviors, and Relationship Outcomes</td>
<td>Wayne A. Neu, Gabriel R. Gonzalez, Michael W. Pass</td>
<td>314</td>
</tr>
</tbody>
</table>
Why Treat Me like This? A Stakeholder Approach to Understanding Dynamics in Social Partnerships  
Sijun Wang, Grant T. Savage, Michele D. Bunn, Betsy Bugg Holloway 316

CUSTOMER RELATIONSHIP AND CUSTOMER VALUE

Customer Value Creation: The Role of Relationship-Enabled Supply Chain Responsiveness  
Daekwan Kim, Ruby Lee 318

Customer Value, Satisfaction, and Post-Consumption Behavior: A Consumer-Based Assessment of Marketing Alliances  
Nacef Mouri, Jaishankar Ganesh 320

Interactivity in B2C: A Challenge for Marketers  
Albena Pergelova, Diego Prior, Josep Rialp 322

COOPERATION, SERVICE, AND COLLABORATION TECHNIQUES

The Relative Efficacy of Instructor and Cooperative Learning-Based Examination Reviews on Student Performance  
Jane Lee Saber 324

Sustainability 101: A College Campus Case Study  
Sue Y. McGorry 332

The Student Consulting Practicum: Applied Learning Through Collaboration and Competition  
Michael J. Tippins, Ashay Desai 334

CHILDREN, GENDER, AND THE FAMILY

Collectible Toys as Marketing Tools: Understanding Preschool Children’s Desire to Collect  
Anna R. McAlister, T. Bettina Cornwell 336

Do Women Still Gather and Men Still Hunt? Measuring Gender Related Advertising Productivity in an Internet Company  
Johannes Grassmann, Malte Brettel 338

Social Influences on Consumer Behavior in Small Groups Like Family  
Shalini Pathak Tiwari, Sanjaya S. Gaur 346

CROSS CULTURAL MARKETING AND CONSUMER BEHAVIOR

Advertising Effectiveness in the World Wide Web: A Cross-Cultural Comparison  
Andrea Spilker, Malte Brettel 348

Antecedents of Consumer Animosity and the Role of Product Involvement on Purchase Intentions  
Ji Eun Park, Stanford A. Westjohn 350

Global Strategic Alliances: How Does National Culture Influence Financial Performance?  
Subroto Roy, K. Sivakumar 352
The Moderating Role of Consumer Regulatory Focus Orientation in Country-of-Origin Effects  
Meltem Tugut, Mark J. Arnold  
353

TECHNOLOGY AND INTERNATIONAL ISSUES IN CHANNELS

Channel Usage Behavior in Direct Marketing Retailing: Why Internet vs. Call Center?  
Eddie Rhee, Matthew Smith  
362

Exploring Customer Value Dimensions of Trade Show Internet Platforms: Connecting Trade Shows and Web-Based Services  
Klaus-Peter Wiedmann, Nadine Hennigs, Sascha Langner, Martin Kassubek  
364

New Product Evaluation: The Role of the Retailer in Influencing New Product Success  
Ying Huang, Brenda Sternquist, Fei Li, Gao Wang  
366

The Relationship Quality – Export Performance Linkage: An Investigation of Cross-Border Channels  
Claude Obadia, Irena Vida  
368

MULTICULTURAL PERSPECTIVES AND MODELS OF BRAND IDENTITY, PERSONALITY, AND MEANING

Breaking Through the Glass Ceiling of Brand Personality: A Five-Stage Process of Brand Anthropomorphization  
Marina Puzakova, Hyokjin Kwak, Joseph F. Rocereto  
371

Changing Brand Associations in Taiwan: Nike’s Sponsorship of High School Basketball  
Chia Wen Lee, K. Damon Aiken  
372

Foreign Versus Local Non-Celebrity Endorser Effect in Emerging Economies: The Role of Ideal Identity Salience  
Xuehua Wang, Zhilin Yang, Chenting Su, Nan Zhou, Hairu Yang  
374

MARKETING STRATEGY AND PERFORMANCE

Managing Boundary-Spanning Marketing Activities for Operational Efficiency  
Tianjiao Qiu  
381

The Market Valuation of Brand Leverage Strategies  
Xin Liu  
383

Understanding Industry Commoditization: Its Nature and Role for Marketing Strategy Effectiveness  
Martin Reimann, Oliver Schilke, Jacquelyn S. Thomas  
384

Market-Driving Behavior: Performance Consequences in High-Tech Start-Ups  
Malte Brettel, Andreas Engelen, Simon Land, Jesko Neuenburg  
386

B2B SERVICES AND RELATIONSHIP MARKETING

Measuring Interactive Remote Services Acceptance: A Quantitative Study on B2B-Services Adoption  
Nancy V. Wuenderlich, Florian v. Wangenheim  
387
When Things Go Wrong: Relying on Customer Service to Maintain Brand Preference, Loyalty, and Share of Wallet
  Joël Le Bon, Douglas E. Hughes 389

Do Relationship Marketing Instruments Really Have an Impact on Service Customers? Insights from a Large-Scale Field Experiment
  Thorsten Hennig-Thurau, Michael Paul, Georg Puchner 391

ADDENDUM

The following paper was presented at the Winter Educators’ Conference, but was not included in the proceedings.

Are Sales People Superstitious? An Exploratory Study of Superstitious Selling Behavior
  Michael Mayo, Michael L. Mallin 393

AUTHOR INDEX