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Department of Marketing & International Business
PUBLICATIONS by DEPARTMENTAL FACULTY

Conference Publications (1998 - 2013)

A term "*proceedings*" at the end of an article listing indicates that the paper was published in full, when instead the term "*abstract*" is used it makes clear that the print/CD/website publication occurs as an abstract only.

2013 (Published/presented or accepted for presentation/publication)

1. **Y.Zhang**, (2013). *Does Need for Cognition moderate the Effect of Consumer Frugality? Some Empirical Evidence*, Proceeding of the **Conference of International Academy of Business and Public Administration Disciplines**, Orlando, Florida, January 2-5, p. 196. (Abstract).

2012

1. E. Lee, **A.Mathur**, C. K. Fatt, and G. P. Moschis (forthcoming). Time and context Dependencies in Consumer Behavior, presented at **Association of Consumer Research Annual Conference 2012**. Vancouver, Canada.
2. **A.Mathur**, **B. Barak**, **Y.Zhang**, and **K. S. Lee** (2012). *Life Satisfaction Across Diverse Cultures: Measurement Invariance of the LSI-Z Scale*, Paper presented at the **International Conference Series 2012 Consumer Behavior and Marketing: New Approaches in Consumer Research and Prospects** held at Kuala Lumpur, Malaysia, September 2012. (electronic proceedings).
3. A. Baker, G. P. Moschis, E. Rigdon, and **A. Mathur** (2012). *Effects of Family Structure on Compulsive Buying: A Life Course Perspective*, In Rohini Ahluwalia, Tanya Chartrand, and Rebecca Ratner (Eds.) **Advances in consumer Research**, **30**, **Association for Consumer Research**: Duluth, MN, pp. 422 (Abstract).
4. **Yoo, B.** (2012). *Developing A Consumer Animosity Scale (CA-Scale)*, **The 2012 Summer Marketing Educators' Conference of American Marketing Association**, Chicago.

5. Jung, W., G. Gim, and **B.Yoo** (2012). *The Mediating Effect of Organizational Justice on the Balanced Scorecard Performance Dimensions: A Study on the Defense Acquisition Performances of South Korea*, **The 2012 Global Marketing Conference**, Seoul, South Korea.
6. C. Groce, T.Willis, B.S. Sonner and **W.L. James** (2012). *Mandatory Class Attendance Policies: Examining the Student Perspective*, in Stuart Rosenberg (ed), **2012 Proceedings: Northeast Business & Economics Association**, Port Jefferson, NY, October 25-27, pp.133-137.
7. M. Liu and **W. L. James** (2012). *Assessing Brand Attachment and Price Sensitivity Effects on Brand Loyalty*, in Stuart Rosenberg (ed), **2012 Proceedings: Northeast Business & Economics Association**, Port Jefferson, NY, October 25-27, pp.198-202.
8. Clark, T., **S.Kulviwat**, and J. Meng (2012), *The Hofstede Paradox: Fact or Fiction? Marketing in the Socially-Networked World: Challenges of Emerging, Stagnant & Resurgent Markets*, 23 (T. J. Arnold and L. K. Scheer, eds.), Chicago: **American Marketing Association Summer Educators' Conference**, (Abstract), p. 364.
9. **K. S. Lee** and J.Ha (2012). *An Integrative Consumer behavior Model Involving Domestic/Foreign Products: A Literature Review and Future Research Direction*, **Asia Pacific ACR Conference**, Queenstown, New Zealand, July 6-8.
10. **A. Forman**, D. H. Lester and D. D. Loyd; (2012). *Millennial Online Behavior: Does Gender Matter?* with **Proceedings of the Atlantic Marketing Association Conference**, Williamsburg, VA; 2012.
11. **A. Forman**, D.H. Lester and D.D. Loyd (2012). *Gender as a Determinant in Online Word-of-Mouth Communication*, with; **Proceedings of the Atlantic Marketing Association Conference**, Williamsburg, VA; 2012.
12. **Barak, B.** (2012). Cross-Cultural Age Measurement. Presented/participated in May 2012 at the **TransCoop Project's Annual Symposium Global Workshop** on the subject of *Research on Subjective Aging and Awareness of Age-Related Change: Methodological Issues* as organized by Professors Diehl and Wahl, respectively from Colorado State and Universitat Heidelberg. in Fort Collins, Colorado State University.
13. Jadhav, A., **J.P. Neelankavil**, and D. Andrews. *Maximum sustainable level of national debt*, **the National Business Economic Council's Annual Conference Proceedings**, Honolulu, Hawaii. March, 2012.

14. Baack, D.W., **R.T. Wilson**, and B.D. Till (2012). *Culture, Development, and Advertising Content: An Exploratory Replication and Extension*, **American Academy of Advertising Annual Conference**, Presented March, Myrtle Beach, SC (Abstract).

2011

1. **Mathur, A.** (2011). *Can Immigrants Provide Insights About the Behavior of Consumers in the Country of Their Origin? A Comparative Study of First Generation Indian Immigrants in the United States*. **4th IIMA Conference on Marketing in Emerging Economies** Presented in January, 2011, in Ahmedabad, India (proceedings).
2. **Wilson, R. T.**, D.W. Baack, and B.D. Till (2011). *Outdoor Advertising Recognition Effects: Attention and the Distracted Driver*. **American Academy of Advertising Annual Conference**, Presented in April 2011, Mesa, AZ (Abstract).
3. **Wilson, R. T.** and D.W. Baack (2011). *Attracting Foreign Direct Investment: A Comparison of Developed and Developing Country Advertising*. **American Academy of Advertising Annual Conference**, Presented in April, Mesa, AZ (Abstract).
4. **Yoo, B.**, S.H. Lee, & K. Jung (2011). *The Effect of Consumer Ethics on Purchase Intention of Luxury Counterfeits and Genuine Items*. **Luxury and Counterfeiting Conference: Issues, challenges and prospects**, Presented in Geneva, Switzerland (Abstract).
5. **A. Mathur**, R. J. Mathur, and G.P. Moschis (2011). *Effects of Health concerns and Adoption of Health-Related Products on cognitive Age*, In Alan Bradshaw, Chris Hackley, and Pauline Maclaran (Eds.) **European Advances in Consumer Research**, (9) pp. 243-248. Duluth, MN: Association for Consumer Research.
6. **McMellon, C.A.** and **R. M. Moore**, (2011). *Out in Print: Exploring Gay Consumer Reactions to Homosexual Imagery in Print Advertising*, **International Academy of Business and Public Administration Disciplines (IABPAD)**, October 27-30, Memphis, TN.
7. **Y. Zhang** (2011). *The Effect of Gender and Access to Credit on American and Chinese Consumers' Propensity to Spend*, **Global Academy of Business and Economic Research Conference**, August 10-12. Beijing, China. (Abstract).
8. **Sherman, E.**, L. Schiffman, and **Y. Zhang**, (2011). *A Cross-Cultural Investigation of Consumer Frugality: The Case of the United States and China*, **the Thirteenth Annual International Conference of the Global Business and Technology Association**, Istanbul, Turkey, July 12-16. See below too same as below.

9. **Sherman, E.**, Schiffman L. and **Y. Zhang**, (2011) . *A Cross-Cultural Investigation of Consumer Frugality: the Case of the United States and China* , **Fulfilling the Worldwide Sustainability Challenge: Strategies, Innovations, and Perspectives for Forward Momentum in Turbulent Times GBATA Global Business and Technology Proceedings** Istanbul, Turkey (17) 921-927.
10. Jadhav, A. and **J.P. Neelankavil**. *Predicting Sovereign Defaults: A Cross-Country Analysis to Identify the Warning Zone*, **The National Business Economic Council's Annual Conference Proceedings**, Caracas, Venezuela. March, 2011.

2010

1. Fan, J., Islam, S., Weiner, B., Monique, A., Liu, C., & **S. Kulviwat** (2010). *Workplace Social Self-efficacy: Concept, Measure, and Initial Validity Evidence*. **Academy of Management Conference**, August presentation in Montreal, Canada.
2. **Zhang, Y.** (2010). *The Impact of Adverting Humor on Ad Message Attention, Elaboration, and Recall*. Presented March 2010 at the **Association of Collegiate Marketing Educators Conference** in Dallas, Texas (proceedings).
3. **Wilson, R.T.** (2010). *The Strategy Tripod of Resources, Industry, and Institutions: Shaping Competition between International Firms and Local Advertising Agencies in Hungary*. **Academy of International Business Annual Meeting**, Presented in June in Rio de Janeiro, Brazil (Abstract).
4. **Wilson, R.T.**, S. S. Zdravkovic (2010). *Skin Tone in Advertising: An Exploratory Study of the Factors Influencing Advertising Effectiveness*. In **Developments in Marketing Science Volume XXXIII, Proceedings of the Annual Conference of the Academy of Marketing Science Conference** – Presented in May 2010 at the **Academy of Marketing Science Conference**, Portland, OR. (Abstract on CD).
5. **Yoo, B.** & S. H. Lee (2010). *An Unsymmetrical Effect of Past Experiences with Genuine Fashion Luxury Brands and Their Counterfeits on Purchase Intention of Each*, **2010 Global Marketing Conference**, presented in Tokyo, Japan (Abstract).
6. **Zhang, Y.** (2010). *Perceived benefits and acceptance: A cross-cultural study of responses to mobile advertising*. **2010 Global Marketing Conference**, presented in Tokyo, Japan (proceedings).
7. Chandra, M. & **J. P. Neelankavil** (2010). *Is Spirituality the Answer to Today's CEO Led Scandal*, **20th World Congress on Total Quality** in Bangalore, India, (proceedings).

8. **Neelankavil, J. P., A. Jadhav, & D. Gupta, D.** (2010). *Predicting Sovereign Defaults: A Cross-Country Analysis to Identify the Warning Zone*. **2010 Annual Meeting of the National Business and Economic Council (NBEC)**, Caracas, Venezuela.
9. J. M. Planchon, **W. L. James**, & L. Van Hoof (2010). *Emotional Responses to Advertising and Intent to Purchase: A Comparison of Three Groups, Belgian Students, U.S. Students, and U.S. Non-Students*, annual meeting of the **International Academy of Business and Economics**. Paper presented in October in Las Vegas.
10. Liu, Fang, **Y. Zhang**, J. Li, and D. Olura (2010). *Perceived Benefits and Acceptance: A cross-cultural Study of Responses to Mobile Advertising*, the **Royal bank International Research Seminar**, the 2010 Global Marketing Conference September 9-12, Tokyo, Japan.

2009

1. **Wilson, R.T. & B.D. Till** (2009). *From Hollywood to Broadway: A Field Study of the Effectiveness of Product Placements*. Presented in August at the **American Marketing Association Summer Educators' Conference** in Chicago, IL (abstract).
2. Guo, Chiquan, **Songpol Kulviwat**, and Larry C. Schwing (2009). *Consumer Ethnocentrism and its Effect on Shopping Tendency with Bilingual Signage: An Empirical Investigation*. In Kamins, M. & I. M. Martin, eds., **Enhancing Knowledge Development in Marketing**, 20, Chicago: *American Marketing Association Summer Educators' Conference* (abstract, p. 190)
3. **Mathur, A., B. Barak, K. Lee, Y. Zhang & D. Guiot** (2009). *Consumer Fashion Innovativeness Across Cultures: A Test of Scale Reliability and Measurement Invariance*. in Sridhar Samu, Rajiv Vaidyanathan and Dipankar Chakravarti (eds.), **Asia Pacific Advances in Consumer Research 2009 (viii)**, 106-111. Presented in January 2009 at the **Association of Consumer Research – Asia Pacific Conference** in India (abstract).
4. **Mathur, A., K.S Lee, Y. Zhang, & B. Barak** (2009). *Socialization Influence of Mass Media on Materialism, Fashion Innovativeness, and Cognitive Age: A Study of Consumers in Korea and China*. Presented December 2009 at the 14th annual **Cross Cultural Research Conference** in Puerto Vallarta, Mexico (Abstract on CD).
5. **Zhang, Y., J. Neelankavil, & A. Mathur** (2009). *Does Culture Matter: A Cross-Cultural Comparison of Middle-Level Managers' Leadership Styles*. **Proceedings (electronic – CD) of the International Academy of Business and Public Administration Disciplines (IABPAD) Conference**, Presented April 23-26, 2009. Dallas, Texas. *Note: this paper received the best paper award at the conference.*

6. J. M. Planchon, W. L. James, & L. Van Hoof (2009). *Believability of Informational versus Transformational Prescription Drug Advertising: US Consumers' Views Versus Belgian Consumers' Views*. **Annual Meeting of the International Academy of Business and Economics**. Presented in October, Las Vegas.

2008

1. Baack, D.W., **R.T. Wilson**, O.O. Guldiken, and R.C. Parente (2008). *Culture, Development, and Advertising Content: An Exploratory Replication and Extension of Past International Advertising Research to Banner Advertising*. Presented July 2008 at the **Academy of International Business Annual Meeting**, Milan, Italy (abstract).
2. **Yoo, B.** & S-H. Lee (2009). *Buy Genuine Luxury Fashion Products or Counterfeits?* Presented in October 2008 at the **Association of Consumer Research** conference in San Francisco, California. (also published on 2009 in the highly ranked **Advances in Consumer Research**, 36, 280-286 – listed as a journal article).
3. Moore, R-M. (2008). *Role Playing Exercises in the Teaching of International Business: Negotiation of an Import Distribution Agreement*. Presented July 2008 at the **Academy of International Business Annual Meeting**, Milan, Italy.
4. Sledgianowski, D., & **S. Kulviwat** (2008). *Social network sites: Antecedents of user adoption and usage*. Presented June 2008 at **Americas Conference on Information Systems**, Toronto, Canada (proceedings).
5. **Wilson, R.T.** (2008). *Competitive Positioning Strategies for Local Advertising Agencies in Emerging Markets*. Presented July 2008 at the **Academy of International Business Annual Meeting**, Milan, Italy (Abstract).
6. **Mathur, A., B. Barak, K. Lee, & Y. Zhang** (2008). *The Influence of Media Exposure on Materialism, Fashion Innovativeness and Cognitive Age: A Multi- Country Study*. In Leroy Robinson (Ed.) **Developments in Marketing Science Volume XXXI, Proceedings of the Annual Conference of the Academy of Marketing Science Conference – Published electronically (CD)**. Presented May 2008 at the **Academy of Marketing Science Conference**, Vancouver, Canada (abstract).
7. Mottner, S. & **S. Thelen** (2008) *Experimenting with a Team Norm Intervention in a Marketing Simulation: Why Isn't This Working?* Presented May 2008 at the **Academy of Marketing Science Conference**, Vancouver, Canada.
8. **Wilson, R.T.**, D.W. Baack, and B.D. Till (2008). *Out-of-Home but Not Out-of-Mind: Advertising Creativity and Recall*. Presented March 2008 at the **American Academy of Advertising Annual Conference**, San Mateo, California (abstract).

9. **Wilson, R.T.** and B.D. Till (2008). *Background Influences for Outdoor Advertising: Brand Attitude, Beliefs, and Purchase Intent Effects*. Presented March 2008 at the **American Academy of Advertising Annual Conference**, San Mateo, California (abstract).
10. **Neelankavil, J.** (2008). *A Framework for CSR Initiatives: Case of Intel*. Presented November 2008 at the 7th annual **Asian Forum on Corporate Social Responsibility (AFCSR)**, Singapore.
11. Planchon, J.M., **W.L. James**, & L. Van Hoof (2008). *An Examination of Believability of Informational versus Transformational Direct to Consumer Prescription Drug Advertising: U.S. and Belgian Consumers' Perspectives*. Presented at the **Business and Economics Institute International Conference**, Las Vegas, Nevada, in December. (abstract)
12. Moschis, G.P., **A. Mathur**, E. Lee, & G.H. Elder (2008). *The Life Course Paradigm and Consumer Behavior*. Presented March 2008 at the **Global Marketing Conference**, Shanghai, China.
13. Schiffman, L., **E. Sherman**, & D. Cohn (2008). *Looking In on Global Consumer Users: To Develop Better Product Feature Sets*. Presented July 2008 at the **Global Business and Technology Association (GBATA)**, Madrid, Spain (proceedings).
14. **McMellon, C.A.** (2008). *Real-World Ethical Situations and Student Decision Making*. Presented October 2008 at the 15th Annual **International Conference Promoting Business Ethics**, New York City, N.Y. (abstract).
15. **McMellon, C.A.** & **R-M. Moore** (2008). *The Commercial Closet: A Content Analysis of Gay Iconography in Print Advertising and How Gay Consumers are Reacting*. Presented in November 2008 at the 3rd Annual **LGBT Symposium**, Hofstra University, Hempstead, New York (proceedings).
16. **McMellon, C.A.** & T.M. Moore (2008). *Financial Decision-Making by Undocumented Central American Immigrants: An Exploratory Study*. Presented November 2008 at the **Northeast Business & Economics Association's** 35th Annual Conference, Melville, New York (proceedings).
17. **Lee, K.** (2008). *The Current Global Financial Crisis and its Impact on Korea Trading*. Presented October 2008 at the annual conference of the **World Overseas Korean Traders' Association (the World-OKTA)**, Pohang University at Pohang, Korea.

18. **Lee, K.** (2008). *The Current U.S. Economic Climate and the US Job Market*. To be presented October 2008 at the annual conference of the **World Overseas Korean Traders' Association (the World-OKTA)**, Dongkuk University at Kyungju, Korea.

2007

1. **Wilson, R.T.** & B.D. Till (2007). *Building and Testing a Model for Direct-to- Consumer Pharmaceutical Advertising Effectiveness*. Presented March 2007 at the **American Academy of Advertising Annual Conference**, Burlington, Vermont (abstract).
2. **Wilson, R.T.** & K.M. Staub (2007). *When Cultures Cross National Borders: Exploring the Boundaries of Advertising Standardization*. Presented June 2007 at the **Academy of International Business Annual Meeting**, Indianapolis, Indiana (abstract).
3. **Kulviwat, S., Y. Zhang,** & J. Fan (2007). *Predicting Flow in Online Shopping: A Comparison of Three Theories of Emotions*. Presented August 2007 at the **American Marketing Association Summer Educators' Conference**, Washington, D.C., 57 (abstract).
4. **Thelen, S., V. Magnini, B. Yoo,** & T. Thelen (2007). *An Introduction, Construction, and Validation to the Offsetscale: A Measure of Offshore Service Ethnocentrism*. Presented August 2007 at the **American Marketing Association Summer Educators' Conference**, Washington, D.C. (abstract).
5. **McMellon C. A.** (2007), *The elderly Online: A Ten-Year Longitudinal Study*. Presented October 2007 at the **Association for Consumer Research Pre- Conference**, Memphis, TN.
6. **Thelen, S., T. Murphy,** & E.D. Honeycutt, Jr. (2007). *Is there a Country-of-Service Phenomenon?* Presented October 2007 at the **Frontiers in Services Conference** in San Francisco, California.
7. **Neelankavil, J.** & M. Chandra (2007), *Stakeholder Symbiosis and Corporate Performance: A Complex Interdependence*. Presented January 2007 at the **Institute of Directors Conference** (proceedings): 48-54.
8. Earl D. Honeycutt, Jr., E.D., C.E. DiRienzo, **S. Thelen,** and C.D. Shepherd (2007). *The impact of Practical Experience and Coursework on Student Attitudes toward Sales Careers*. Presented March 2007 at the **National Conference in Sales Management** Irvine, California, (abstract). 28-31
9. Lester, D., D. Loyd & **A. Forman** (2007). *Longitudinal Study of College Students Online Shopping Behavior*. Presented March 2007 at the **Association of Marketing Theory and Practice Conference**, Panama City, Florida (proceedings).

10. Lester, D., D. Loyd, R.K. Tudor, & **A. Forman** (2007). *The Growing Trend of Retail Salesperson Avoidance*. Presented September 2007 at the **Atlantic Marketing Association Conference** (proceedings).
11. **Lee, K. & Y. Zhang** (2007) *American Consumer Ethnocentrism and Its Impact on Both Domestic and Foreign Products*. Presented July 2007 at the **Global Business and Technology Association Conference, (GBATA)**, Taipei, Taiwan (proceedings).
12. Schiffman, L., D. Cohen, **E. Sherman**, & J. Jaesok (2007) *An Investigation of the Opening Blog Page: Preferences for Text or Pictures, Achieving Competitive Advantage Through Managing Global Resources*. Presented July 2007 at the **Global Business and Technology Association (GBATA)**, Taipei, Taiwan (proceedings).
13. Murphy, T., **S. Thelen**, & E.D. Honeycutt, Jr. (2007). *Do Consumers Exhibit a Country-of-Service Preference?* Presented November 2007 at the **Society for Marketing Advances Conference** in San Antonio, Texas.
14. **McMellon C. A.** & N. Wright (2007), *Internet Survey Response Bias: An Exploratory Wave Analysis Approach*. Presented April 2007 at the **Western Decision Sciences Institute Conference**, Denver, CO.

2006

1. **Wilson, R.T.** (2006). *Up Went the 'Iron Curtain,' in Came Foreign Investment: An Empirical Analysis of Advertising Firms and Entry Mode Choice In Post-Communist Eastern Europe*. **Academy of International Business Annual Meeting**, Presented in Beijing, China (Abstract).
2. **Wilson, R.T.** & B.D. Till (2006). *Airport Advertising: A Field Project*. **American Academy of Advertising Annual Conference**, Presented in Reno, NV (Abstract).
3. Magnusson, P., **R.T. Wilson**, S. Zdravkovic, J. Zhou, & S. Westjohn (2006). *Hofstede, House, Trompenaars, and Schwartz: Whose Cultural Distance Matters?* **Academy of Management Annual Conference**, Presented in Atlanta, GA (Abstract).
4. **Kulviwat, S.**, G.C. Bruner II, & O. Al-Shuridah (2006). *The Effect of Social Influence on Adoption of High technology Innovations: Moderating Effect of Situational Factors*. **American Marketing Association (AMA) Summer Educators' Conference**, Presented in August in Chicago, Illinois.

5. Cohn D. Y., L. G. Schiffman & **E. Sherman** (2006). *Advertising-Marketing Professionals: Themes of Thinking of the Benefits and Burdens of Blogs.* . **2006 American Marketing Science/Korean Association of Marketing Science (AMS/KAMS) Conference**, Presented in July in Seoul, Korea.
6. **Zhang, Y., B. Barak, A. Mathur, K. S. Lee**, D. Guiot, E. Erondur, & S.Gould. (2006). *Advertisers Beware: Consumer Media Habits are Different in the Developing Countries.* **2006 AMS/KAMS Conference**, Presented in July in Seoul, Korea.
7. Moschis, G.P. & **A. Mathur** (2006). *Multitheoretical Perspectives on Cognitive Responses Among Older Adults.* **Association of Consumer Research Asia Pacific Conference**. Sydney, Australia (proceedings).
8. **McMellon, C. A., W.L. James**, B.S. Sonner, & A.J. Kover (2006). *Exploring reactions to congruency in advertising: Strategy implications for managers.* **European Marketing Association Conference** Presented in May in Athens, Greece.
9. **Yoo, B.** (2006). *The Effect of Personal Collectivism on Brand Loyalty and Equity: South Korea and the United States.* **European Marketing Association Conference (EMAC)** Presented in May in Athens, Greece.
10. **Mellon, C.A.** (2006). *Ten Advertiser Insights: An Exploratory Analysis of Internet Dog Owner Photographs.* **International Conference on Research in Advertising (ICORIA)**. Presented on June 30 in Bath, United Kingdom (Proceedings on CD).
11. **Neelankavil, J.** & M. Chandra (2006). *Continuous Innovation and Continuous Improvements and its Effects on Company Performance.* **North East Quality Council Annual Meeting**. Presented in October in Mansfield, MA.
12. **Thelen, S., T. Thelen, & V. P. Magnini** (2006). *Service Ethnocentrism & Animosity*, this is an expanded version of the paper that had been presented in 2005 at the **Society for Marketing Advances**; the article was presented April 2006 at the **7th Annual International Business Research Forum “International Outsourcing of Services: Expanding the Research Agenda** at Temple University, Philadelphia.

2005

1. Kulviwat, Songpol and Siva K. Balasubramanian (2005), “The Determinants of Online Purchases.” Latent Variables in the Social Sciences Workshop (organized by Statistical and Applied Mathematical Sciences Institute), Raleigh/Durham, NC; Abstract, pp. 298-299.

2. **Mathur, A., B. Barak, K. S. Lee, Y. Zhang & S. Gould** (2005). *Physical Vanity Across Cultures: Measurement and Validation*. **Academy of Global Business Advancement Conference**, Presented in New Delhi, India (abstract).
3. **Wilson, R.T.** (2005). *A Critical Analysis of Transaction Cost Economics and Entry Mode Choice in the Service Industry*. Presented at the **Academy of International Business Northeast Conference**, Cleveland, OH (Proceedings).
4. Hatten, K. J., **W. L. James** & J. P. Keeler (2005). *Exploring the Interdependence of Profitability & Control in US Banking*. **Academy of Management Conference**, Presented in August in Hawaii.
5. **Kulviwat, S.**, G. C. Bruner II & **J. P. Neelankavil** (2005). *The Role of Self-efficacy in Predicting Technology Acceptance*. **Academy of Marketing Science Conference**, Presented in May in Tampa, Florida.
6. **Kulviwat, S.** & G. C. Bruner II (2005). *The Effect of Task as a Moderator of Cognition and Affect on Consumer Attitude in Adoption of High Technology Innovations*. **American Marketing Association Summer Educators' Conference**, San Francisco, CA.
7. **James, W. L.**, G. Torres-Baumgarten, G. Petkovic & T. Havrylenko (2005). *Exploring Web Language Orientation in Emerging Markets: The Eastern European Case*. **Annual Meeting of the Academy of International Business**, Quebec City, Canada (July), 180 (abstract). Also selected for discussion at the **Second Annual JIBS Paper Development Workshop** Presented in July in Quebec City, Canada (proceedings).
8. Callow, M., **C. A., McMellon**, D. Lerman & D. Luna (2005). *Depicting Romantic Couples in Advertising: The Role of Gender and Race on Audience Perceptions*. **EACR – European Association for Consumer Research Conference**. Presented in June in Goteborg, Sweden.
9. **McMellon, C.A.** (2005). *In the Land of the Morning Calm: Exploring How American Soldiers Construct and Maintain Identity by Recycling Past Experiences*. **EACR – European Association for Consumer Research Conference**, Presented in June in Goteborg, Sweden.
10. **Wilson, R.T.** & I-W. Kwon (2005). *A Transaction Cost Analysis of Market Entry Modes in the Advertising Industry: Logistics Analysis*. **International Business and Economy Conference**, Honolulu, HI (Abstract).
11. **McMellon, C.A.** (2005). *A Monster Out of Control*. **International Conference Promoting Business Ethics**, Presented in October in New York City, N.Y.

12. Schiffman, L. & **E. Sherman** (2005). *Older Consumers: A Need for Cross-cultural Examination of Potential Age-Related Paradoxes*. **GBTA (Global Business and Technology Association) Conference**. Presented in July in Lisbon, Portugal
13. Hsu, S. H., G. C. Bruner II & **S. Kulviwat** (2005). *Personalization in Mobile Commerce*. **Information Resources Management Association International Conference**, San Diego, CA.
14. Yoo, B. & S-H. Lee (2005). *May Counterfeit Products Help Sales of Genuine Products?* **INFORMS Marketing Science Conference**, Emory University, Atlanta, GA (Abstract).
15. Hsu, S. H. & **S. Kulviwat** (2005). *An Integrative Framework of Technology Acceptance Model and Personalization in Mobile Commerce*. **2005 INFORMS Marketing Science Conference**, Emory University, Atlanta, GA (Abstract).
16. Niffenegger, P. & **S. Kulviwat** (2005). *A Culture in Transition: Capitalism vs. Buddhism in Modern Thailand*. **International Academy of Business Disciplines Conference, Business Research Yearbook**, Pittsburgh, PA.
17. **Sherman, E.**, L. Schiffman & **S. T. Thelen** (2005). *Political Trust: A Comparison of Younger and Older Voters Within the Context of 2004 U.S. Presidential Election*. **International Conference of Political Marketing. (ICPM)** Presented in April in Kastoria, Greece.
18. **Thelen, S.**, T. Thelen, & V. P. Magnini (2005). *Service Ethnocentrism & Animosity*. **Society for Marketing Advances**. Presented in November in San Antonio, Texas (abstract).

2004

1. Honeycutt, Jr., E. D., J. B. Ford & **S. Thelen** (2004). *A Dichotomy of Academicians*. **Academy of Marketing Science Conference**. Vancouver, BC, Canada, May 26-29 (Abstract).
2. **Wilson, R.T.**, N. Singh, & D.W. Baack (2004). *Culture's Influence on Web Content: Guidance for the Adaptation of Website Design*. **Academy of Marketing Science Cross-Cultural Conference Proceedings**, Puebla, Mexico (Proceedings).
3. Festervand, T. & **S. Kulviwat** (2004). *Local CPA Service Providers as a Strategic Information Source*. **Allied Academies Spring 2004 International Conference**, New Orleans (Abstract.).

4. Lester, D. & D. Loyd & **A. Forman** (2004). *Longitudinal Study of Generation Y Internet Shopping Behavior*. **American Collegiate Retailing Association (ACRA) Conference**, Orlando, Florida. – in Proceedings.
5. **Wilson, R.T.** & M.J. Arnold (2004). *When Countries Divide: A Cross-Cultural Analysis of Advertising Appeals*. **American Marketing Association Summer Educators' Conference Proceedings**, Boston, MA.
6. **Moore, R. M.** (2004). *Marketing Strategies of Leading Brazil-based MNC's*. Panel presentation at the **Annual Meeting of the Academy of International Business**, Stockholm, Sweden, July 10-13.
7. Moschis, G.P., E. Lee & **A. Mathur** (2004). *A Study of Stress and Changes in Consumer Behavior*. **Asia Pacific Association of Consumer Research Conference**. Seoul, Korea.
8. **Yoo, B.** & S-H. Lee (2004). *Do Counterfeits Promote Genuine Products?* **Asia-Pacific Advances of Consumer Research (ACR) Conference**, Seoul, Korea. (Abstract). – in Proceedings.
9. **Lee, K. S.** & H-T Kim (2004). *A Cross-National Study of Asian Work Values: An Empirical Investigation of Chinese and Korean Workers*. **Association of the Global Business (AGB)**, Cancun, Mexico. – in Proceedings.
10. Lester, D. & D. Loyd & **A. Forman** (2004). *E-Shopping and the Hot-Wired Generation*. **Atlantic Marketing Association Conference**, Chattanooga, TN. – in Proceedings.
11. Honeycutt, Jr., E. D., E. Cassandra, E. DiRienzo & **S. Thelen** (2004). *Comparison of Student Attitudes toward Intended Careers at Two Universities*. **Emerging Issues in Business and Technology**. Myrtle Beach, South Carolina, (October 28-30), 143-148.
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