

# 7<sup>th</sup> SMA Retailing Seminar

*Tuesday 02 November 2004:*  
4:00pm – 6:00pm

*Session A : Brand & (Barry Babin, USM – Commentary)*

|  |  |  |
|--|--|--|
| <b>Relationship Marketing in the French Banking Sector: From Theory to Practice</b>                                | <b>Sabine Flambard</b><br>EDHEC-Lille (France)   |  |
| <b>What We Say vs. What We Do- The Relationship Between Service Environment And Brand Personality in Retailing</b> | <b>Sacha Joseph</b><br>Florida State University  | <b>Renu Singh</b><br>Florida State University  |
| <b>Development of a Brand Personality Scale and Application to Two French Retail Brands</b>                        | <b>Laure Ambroise</b><br>University of Grenoble<br><b>Dwight Merunka</b><br>University of Aix-Marseilles | <b>Jean-Marc Ferrandi</b><br>University of Dijon<br><b>Pierre Valette-Florence</b><br>University of Grenoble |
| <b>Consumer Shopping Benefits, Customer Satisfaction, and Loyalty: The Case of Lifestyle Retail Brands</b>         | <b>Jason M. Carpenter</b><br>University of Kentucky  | <b>Ann E. Fairhurst</b><br>University of Tennessee   |

*Wednesday 03 November 2004 :*  
9:00am – 11:30am

*Session B : Strategic Thinking & (Dave Hardesty, U. of Miami – Commentary)*

|   |   |   |   |
|---|---|---|---|
| <b>Building Explicit Models in Retail Executives' Implicit Thinking</b>                           | <b>Arch G. Woodside</b><br>Boston College                                     | <b>Elizabeth J. Wilson</b><br>Suffolk University              |   |
| <b>Local marketing Decisions: An Exploratory Study in Retailing</b>                               | <b>Adilson Borges</b><br>Reims Management School                              | <b>Renaud Sore-Larregain,</b><br>Reims, France                | <b>Anne Julien</b><br>Reims Management School |
| <b>Strategic Orientation and Marketing Capabilities in the U.S. Retail Industry</b>               | <b>Marguerite Moore</b><br>University of South Carolina                       |   |   |
| <b>An Exploratory Study of the Semantic Association Network of the Price-Quality Relationship</b> | <b>Hsiu-Yuan Tsao</b><br>Ming Hsin University of Science & Technology, Taiwan | <b>Ian Phau</b><br>Curtin University of Technology, Australia |   |

*Wednesday 03 November 2004 :  
1:15 pm – 3:15 pm*

*Session C: Adaptive Behavior and Atmospherics (Dhruv Grewal, Babson – Commentary)*

**Effects of Gender-Congruent Ambient Scent on Approach and Avoidance Behaviors in a Retail Store**

**Eric R. Spangenberg**  
Washington State University

**David E. Sprott**  
Washington State University

**Bianca Grohmann**  
Concordia University

**Daniel L. Tracy**  
The University of Tennessee at  
Martin

**Using Attitudinal and Demographic Measures in Modeling Consumer Adaptive Shopping Behavior.**

**A. Ben Oumlil**  
University of Dayton

**Can A Consumer Be Satisfied In A Crowded Retailer? The Key Role of Expectations and the Shopping Situation**

**Frank Pons**  
University of San Diego

**Selling experiences: The impact on patronage intentions by retail salespeople and store atmospherics**

**Natalie Hedrick**  
Monash  
University

**Harmen Oppewa**  
Monash University

**Michael Beverland**  
Monash University

*Wednesday 03 November 2004:  
4pm*

*Session D: Retail Images (David Ortinau, USF – Commentary)*

**Consumer Decision Making With Unfamiliar Retailer in Online Auction: Empirical Investigation on Reputation and Product Information for Trust Formation**

**Jungkun Park**  
Purdue  
University

**Youngji Lee**  
Purdue University

**Rick Widdows**  
Purdue University

|   |   |   |   |
|---|---|---|---|
| <b>Image Transfer From Mall To Store: The Mediating Effect of Self-Image Congruence and the Moderating Effect of Store Type</b> | <b>Jean-Charles Chebat</b><br>HEC Montreal  | <b>M. Joseph Sirgy</b><br>Virginia Tech | <b>Valerie St-James Johnson &amp; Johnson,</b><br><b>Montreal</b> |
| <b>Success Strategies for Private Labels in Small Hotels, Inns and Bed and Breakfast Lodgings: An Exploratory Study.</b>        | <b>Jan Owens</b><br>University of Wisconsin |   |   |