

**Papers selected for the 5<sup>th</sup> SMA Retailing Seminar – 2002 -**

**8:30 – 10:00**

**Session A: Shopping Behavior: Enjoyment & Hassles**

Session Chair: Professor Karen A. Machleit, University of Cincinnati

<b>The Influence of Specifically Programmed In-store Music on Retail Store Atmosphere and Shopper Behavior</b>	Michael Morrison, Monash University, Australia
	Milé Terziovski, University of Melbourne
<b>Product Knowledge, Involvement, and Shopping Enjoyment: Effects on In-Store Perceptions and Behavioral Intentions</b>	Kristy E. Reynolds, Louisiana State University
	Sweta Chaturvedi, Louisiana State University
	Jamye Foster, Louisiana State University
<b>Hassles and Uplifts While Shopping: Event Evaluations and Suggestions for a Research Agenda</b>	Karen A. Machleit, University of Cincinnati
	Tracy Meyer, University of Cincinnati
	Sevgin A. Eroglu, Georgia State University

**10:00**

**Coffee Break**

**10:15 – 11:45**

**Session B: Consequences of Everyday Retail Decisions**

Session Chair: James S. Boles, Georgia State University

<b>Changes in Demand Characteristics following a Price Survey-An Analysis of the Danish Retail Grocery Market</b>	Peter Kongsted, University of Aarhus
<b>How Emotions Mediate the Effects of Perceived Justice on Loyalty in Service Recovery Situations: An Empirical Study</b>	Jean-Charles Chebat, HEC Montreal
	Witold Slusarczyk, National Bank of Canada
<b>Proactive Merchandise Management in a Depression: Toward a New Dynamic Portfolio Model of Merchandise Category Management</b>	Bill Merrilees, McMaster University

**12:00**

**Luncheon/Plenary Session**

Chair: Bob Robicheaux, University of Alabama

<b>Guest Speaker: Michael Levy</b> Charles Clarke Reynolds, Professor of Marketing, Babson College Co-Editor of the Journal of Retailing	
<b>14:00 – 15:30</b> Session C: <b>Broad-Scale Issues in Retail Strategy and Management</b> Session Chair: Mitch Griffin, Bradley University	
<b>Towards a Confirmatory Model of Retail Strategy Types: An Empirical Test of Miles and Snow</b>	Marguerite Moore, University of South Carolina
<b>Initial Impressions of Trustworthiness in a First Time Exchange</b>	Andy Wood, Georgia State University
	James S. Boles, Georgia State University
<b>Location and Competition: Strategic Alternatives for Broad Line Retailers</b>	Kiran Karande, Old Dominion University
	John R. Lombard, Old Dominion University
<b>15:45 – 17:00</b> Session D: <b>Shopping Behavior: Motivations</b> Session Chair: Michel Laroche, Concordia University	
<b>An Empirical Examination of Generation Y Consumers and Malls</b>	Craig A. Martin, Western Kentucky University
	L.W Turley ,Western Kentucky University
<b>Effects of coupons on brand categorization and choice of fast foods in China</b>	Michel Laroche, Concordia University
	Maria Kalamas, Concordia University
	Qinchao Huang, Concordia University
<b>The motivation- behavior -value chain in the consumer gift-shopping experience</b>	Barry Babin, the University of Southern Mississippi
	Christine Gonzalez, the University of Southern Mississippi
	Christina Watts, the University of Southern Mississippi
<b>17: 15 – 18:00</b> Session E: <b>New Approaches To Retailing</b> Session Chair: Kevin J. Shanahan, The University of Texas at Tyler	
<b>Hierarchical or Free Flow: Online Store Layout As A Situational Variable</b>	Kevin J. Shanahan, The University of Texas at Tyler
	Barbara Ross Wooldridge, The University of Tampa
<b>Robust Service Design: Combined Use of Taguchi Methods and Discrete Choice Analysis</b>	Nusser Raajpoot, HEC Montreal