PROGRAM

21st ANNUAL ROBERT MITTELSTAEDT DOCTORAL SYMPOSIUM
MARCH 29 – 31, 2012

THURSDAY, MARCH 29 – AFTERNOON

Guests check in at the Embassy Suites, 1040 P Street, (402) 474-1111

THURSDAY, MARCH 29 – EVENING (DRESS CASUALLY)

7:00 - 10:00 Welcome Reception and Cocktail Party
Van Brunt Visitors Center, 313 North 13th Street
Finger-foods will be served

FRIDAY, MARCH 30 – MORNING (DRESS PROFESSIONALLY)
LOCATION: REGENTS A

Breakfast available for guests staying at the Embassy Suites

7:45 – 8:00 Welcome
Dr. Jim Gentry, Mittelstaedt Doctoral Symposium Coordinator
Associate Dean Ravi Sohi, Steinhardt Foundation Distinguished Professor of Business, College of Business Administration
Dr. Robert Mittelstaedt, Nathan J. Gold Distinguished Professorship in Marketing, Emeritus

8:00 – 8:30 The Psychological Effects of Perceived Scarcity in a Retail Setting and Its Impact on Consumer Buyer Behavior
Shipra Gupta, University of Nebraska–Lincoln

8:30 – 8:40 Discussant: Ashley Otto, University of Cincinnati

8:40 – 8:50 General Discussion

8:50 – 9:00 Break

9:00 – 9:30 Social Disruption in Images of Consumption
Erika Paulson, University of Wisconsin-Madison

9:30 – 9:40 Discussant: Jessica Mikeska, University of Nebraska–Lincoln
9:40 – 9:50  General Discussion
9:50 – 10:00  Break
10:00 – 10:30  **Gaining Entry into Evaluative Consumption Experiences and the Assessment and Awarding of Capital**
              Mya Pronschinske, University of Wyoming

              10:30 – 10:40  Discussant: Christopher Lee, University of Oregon
10:40 – 10:50  General Discussion

              10:50 – 11:00  Break

11:00 – 11:30  **The Effect of the Variance of User Reviews on Sales: The Moderating Effect of the Variance of Critic Reviews**
               Xuefeng Liu, University of Illinois at Urbana-Champaign

               11:30 – 11:40  Discussant: Vamsi Krishna Kanuri, University of Missouri

               11:40 – 11:50  General Discussion

               11:50 – 1:00  Lunch in the Atrium, P Street Dining area, Embassy Suites

**Friday, March 30 – Afternoon**
**Location: Regents A**

1:00 – 1:30  **Exploring Differences in Service Provision in Atypical Services: An Ethnographic Case Study of Service Delivery in Social Services**
             Steven Rayburn, Oklahoma State University

           1:30 – 1:40  Discussants: Younhee (Erin) Ha, University of Illinois at Urbana-Champaign and Elise Riker, Arizona State University

           1:40 – 1:50  General Discussion

           1:50 – 2:00  Break

2:00 – 2:30  **Consumer Brand Relationships and Self-Enhancement: The Interactive Effects of Consumers’ Brand Engagement in the Self and Self-Esteem on Brand Behaviors**
           Richie L. Liu, Washington State University

           2:30 – 2:40  Discussant: Olalekan Seriki, University of Oklahoma
2:40 – 2:50 General Discussion
2:50 – 3:00 Break
3:00 – 3:30 **Relativistic Additive and Multinomial Logit Model**
   Xin Wang, University of Cincinnati
3:30 – 3:40 Discussant: Tae-Hyung Pyo, University of Iowa
3:40 – 3:50 General Discussion
3:50 – 4:00 Break
4:00 – 4:30 **No Good Deed Goes Unpunished: Citing Sources in Print Advertising Claims**
   Leslie Koppenhafer, University of Oregon
4:30 – 4:40 Discussant: Akshaya Vijayalakshmi, Iowa State University
4:40 – 4:50 General Discussion

**FRIDAY, MARCH 30 – EVENING (DRESS CASUALLY)**
**LOCATION: REGENTS DEF**

6:30 – 9:00 Evening Reception and Banquet
   6:30 - Social
   7:00 - Banquet
9:00 – late On your own

**SATURDAY, MARCH 31 – MORNING (DRESS PROFESSIONALLY)**
**LOCATION: REGENTS A**

Breakfast available for guests staying at the Embassy Suites

8:00 – 8:30 **Facing Forward: A Cross Cultural Examination of the Influence of Face in Decision-Making**
   Karthik Easwar, The Ohio State University
8:30 – 8:40 Discussant: Mina Kwon, University of Illinois at Urbana-Champaign
8:40 – 8:50 General Discussion
8:50 – 9:00  Break

9:00 – 9:30  Temporal Distance and the Endowment Effect  
Dongwoo Ko, University of Iowa

9:30 – 9:40  Discussant: Christopher Summers, The Ohio State University

9:40 – 9:50  General Discussion

9:50 – 10:00  Break

10:00 – 10:30  A Neurobiological Investigation of Visual and Verbal Processing  
Meng-Hsien (Jenny) Lin and Kelly More, Iowa State University

10:30 – 10:40  Discussant: Andrea Webb, University of Wisconsin-Madison

10:40 – 10:50  General Discussion

10:50 – 11:00  Break

11:00 – 11:30  Conflict Resolution through the Principal’s Eyes: A Preliminary Propositional Model  
Aaron Gleiberman, University of Oklahoma

11:30 – 11:40  Discussant: Bret Leary, University of Wyoming

11:45 – 11:50  General Discussion

11:50 – 12:00  Break

Saturday, March 31 – Afternoon  
Location: Regents A

12:00 – 12:30  Frontline Displayed Work and Its Customer Satisfaction Consequences  
Sunil Singh, University of Missouri

12:30 – 12:40  Discussant: Emily Tanner, Oklahoma State University

12:40 – 12:50  General Discussion

12:50 – 1:00  Closing