

PROGRAM

SEVENTEENTH ANNUAL ROBERT MITTELSTAEDT DOCTORAL SYMPOSIUM DOCTORAL RESEARCH IN MARKETING APRIL 3 – 5, 2008

THURSDAY, APRIL 3 – AFTERNOON

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

THURSDAY, APRIL 3 – EVENING (DRESS CASUALLY)

- 7:00 Meet in lobby of Embassy Suites for ride to cocktail party
- 7:30 - 10:00 Cocktail Party
Dwayne Ball & Shirley Noble home, 3120 Jasper Court
Finger-foods will be served

FRIDAY, APRIL 4 – MORNING (DRESS PROFESSIONALLY)

Breakfast available for guests staying at the Embassy Suites

- 7:45 – 8:00 Welcome
Dr. Jim Gentry, Mittelstaedt Doctoral Symposium Coordinator
Dean Cynthia H. Milligan, College of Business Administration
Dr. Robert Mittelstaedt, Nathan J. Gold Distinguished Professorship in
Marketing, Emeritus
- 8:00 – 8:30 Amber Epp, University of Nebraska–Lincoln
*“Yours, Mine, and Ours: How Families Manage Collective, Relational, and
Individual Identity Goals in Consumption”*
- 8:30 – 8:40 Discussant: Caleb Warren, University of Colorado
- 8:40 – 8:50 General Discussion
- 8:50 – 9:00 Break
- 9:00 – 9:30 Fernando Jimenez, Oklahoma State University
“The Dark Side of Emotional Attachment and Customer Co-Creation”
- 9:30 – 9:40 Discussant: Shannon Cummins, University of Nebraska–Lincoln

- 9:40 – 9:50 General Discussion
- 9:50 – 10:00 Break
- 10:00 – 10:30 Michelle Barnhart, University of Utah
“Who Are You Calling Old? Negotiating Meaning in the Elderly Consumption Ensemble”
- 10:30 – 10:40 Discussant: Rand Wergin, Oklahoma State University
- 10:40 – 10:50 General Discussion
- 10:50 – 11:00 Break
- 11:00 – 11:30 Shrihari Sridhar, University of Missouri
“Personal Selling Elasticities: A Meta-Analysis”
- 11:30 – 11:40 Discussant: Greg McAmis, University of Oklahoma
- 11:40 – 11:50 General Discussion
- 11:50 – 1:00 Lunch at the Embassy Suites

FRIDAY, APRIL 4 – AFTERNOON

- 1:00 – 1:30 Ze Wang, University of Kansas
“‘All Smiles are not perceived equal.’ Customers’ Responses to Employees’ Affective Display at Different Service Encounters”
- 1:30 – 1:40 Discussant: Yaowei Hao, University of Nebraska–Lincoln
- 1:40 – 1:50 General Discussion
- 1:50 – 2:00 Break
- 2:00 – 2:30 Abdullah Sultan, Washington State University
“The Relationship between New Brand Information Exposure and Future Purchase Intentions: The Moderating Role of Brand Implicit Image”
- 2:30 – 2:40 Discussant: Abdullah Al Jafari, Oklahoma State University
- 2:40 – 2:50 General Discussion
- 2:50 – 3:00 Break

- 3:00 – 3:30 Katherine Loveland, Arizona State University
“Nostalgia: How Looking to the Past Helps Ease Us Into the Future”
- 3:30 – 3:40 Discussant: Don Lund, University of Missouri
- 3:40 – 3:50 General Discussion
- 3:50 – 4:00 Break
- 4:00 – 4:30 Rebecca Trump, University of Arizona
“Self-Brand Overlap and Dissociation in Cognitive Structure”
- 4:30 – 4:40 Discussant: Hyun Jeong Min, University of Utah
- 4:40 – 4:50 General Discussion
- 4:50 – 5:00 Break
- 5:00 – 5:30 Meet the Editors of the *Journal of Retailing*
 Dr. Jim Brown and Dr. Rajiv Dant

FRIDAY, APRIL 4 – EVENING (DRESS CASUALLY)

- 6:30 – 9:00 Evening Reception and Banquet, Embassy Suites
 6:30 - Cocktails
 7:00 - Banquet
 8:00 - Presentation, Dr. Alka Subramanian, Nebraska Ph.D. Alum and
 Executive Director, Power of Love Foundation
- 9:00 – late On your own

SATURDAY, APRIL 5 – MORNING (DRESS PROFESSIONALLY)

Breakfast available for guests staying at the Embassy Suites

- 8:00 – 8:30 David Raska, Washington State University
*“When Brands Go Green, Pessimists Don’t Follow: Perceived Sincerity and
 the Impact of Energy Saving CSR Initiatives on Customer’s Intention to Save
 Energy”*
- 8:30 – 8:40 Discussant: Ian Parkman, University of Oregon
- 8:40 – 8:50 General Discussion
- 8:50 – 9:00 Break

- 9:00 – 9:30 Gina Mohr, University of Colorado
“Conflict and Coping: An Investigation of Consumer Conflict in Negatively Correlated Choice Environments and the Role of Compromise Products as a Means of Coping”
- 9:30 – 9:40 Discussant: Amy Stokes, University of Arkansas
- 9:40 – 9:50 General Discussion
- 9:50 – 10:00 Break
- 10:00 – 10:30 Andrea Heintz Tangari, University of Arkansas
“The Effect of Temporal Framing on Product Choice”
- 10:30 – 10:40 Discussant: Iana Nelson, Arizona State University
- 10:40 – 10:50 General Discussion
- 10:50 – 11:00 Break
- 11:00 – 11:30 Namika Sagara, University of Oregon
“35% (or 85%) Believe Diet Pepsi Tastes More Like Real Cola: Do Numbers Matter?”
- 11:30 – 11:40 Discussant: Anna Turri, University of Arkansas
- 11:40 – 11:50 General Discussion
- 11:50 – 12:00 Closing
- 12:00 Box lunches will be available for those who requested them