

Friday, May 17, 2002		8:30-10:15
Session 1A Consumer Education, Information and Satisfaction		
	Assessing Customer Satisfaction With Non-Profit Organizations: Evidence From Higher Education	
	Zhilin YANG (City University of Hong Kong, Hong Kong) & Kim FAM (City University of Hong Kong, Hong Kong)	
	International marketing communication language: An exploratory analysis of advertising in Italy	
	Laura ANCILLI (Swinburne University of Technology, Australia) & Val CLULOW (Swinburne University of Technology, Australia)	
	Pioneer Brand and Information search: A study in Rural India	
	Pingali VENUGOPAL (XLRI, India)	
	A Critical Assessment of SERVQUAL's Applicability in the Banking Context of China	
	Lianxi ZHOU (University of Guelph, Canada) & Ye ZHANG (Zhejiang University, China) & Jia XU (Zhejiang University, China)	
	The Spatial Representation of the Determinants Of Customer Satisfaction: A Latent Structure Multidimensional Scaling Approach	
	Jianan WU (Tulane University, USA), Wayne S. DESARBO (The Pennsylvania State University, USA), Pu-Ju CHEN (The Pennsylvania State University, USA) & Yao-Yi FU (California State University, USA)	
Session 1B Industrial/Organizational Buying, Diffusion and Innovation		
	Chair: Reinhard ANGELMAR (INSEAD, France)	
	"Fighting Culture" – Mobile Phone Consumption Practices as Means of Consumer Resistance	
	Risto J. MOISIO (University of Southern Denmark, Denmark) & Søren ASKEGAARD (University of Southern Denmark, Denmark)	
	Profiling Internet users based on their propensity to adopt online shopping	
	Malaika BRENGMAN (University of Brussels, Belgium) & Maggie GEUENS (University of Brussels, Belgium)	
	Adopting Technological Innovations when New Introductions are Expected: The Mediating Role of Anticipated Regret	
	Chuan-Fong SHIH (Wake Forest University, USA) & Hope Jensen SCHAU (Temple University, USA)	

	<b>An Integrative Model on the Antecedents of Buyer Decision-Making Uncertainty in Organizational Purchasing</b>	
	Tao GAO (Hofstra University, USA), Yunfeng WANG (Hebei University of Technology, China), M. Joseph SIRGY (Virginia Tech, USA) & Monroe M. BIRD (Virginia Tech, USA)	
	<b>A Dynamic Relationship Approach and Complex Exchange Study within Service Activities: Towards “Extended” Interface Management</b>	
	Frédéric JALLAT (Groupe ESCP-EAP, France)	
	<b>Session 1C Special Session: Interpretive Brand Theory</b>	
	Chair: Søren ASKEGAARD	Discussant:
	<b>The Embodied Brand: The Use of Brand Symbols in Body Expressions</b>	
	Anders BENGTSSON (Lund University, Sweden) & Dannie KJELDGAARD (University of Southern Denmark, Odense, Denmark)	
	<b>Metaphor in Branding and Theory of Brands</b>	
	Fabian F. CSABA (Bilkent University, Ankara, Turkey)	
	<b>Brand as a Global Ideoscape</b>	
	Søren ASKEGAARD (University of Southern Denmark, Odense, Denmark)	
	<b>Brand Personality: Test of a Human Personality Scale and of the Brand/Human Personality Congruence</b>	
	Jean-Marc FERRANDI (University of Dijon, France), Dwight MERUNKA (Université d'Aix-Marseille III, France), Pierre Valette-FLORENCE (University Pierre Mendès-France, France) & Virginie DE BARNIER, EDHEC School of Management, France)	