

Saturday, May 18, 2002	2:00 – 3:45
Session 7A Cross-Cultural Research III	
	Psychological Experience of Attitudinal Ambivalence as a Function of Manipulated Source of Conflict and Individual Difference in Self-Construal
	Kiwan PARK (University of Michigan, USA), Joseph R. PRIESTER (University of Michigan, USA), Richard E. PETTY (Ohio State University, USA), Kyu-Hyun LEE (Hannam University, Korea) & Yu-Peng Wang (Shih Chien University, Taiwan)
	Consumer Vanity: A Cross-Cultural Study in the U.S. and China
	Paul Z. WANG (University of Technology, Australia)
	Cultural psychology and its significance to consumer research
	Giana M. ECKHARDT (AGSM, Australia) & Michael J. HOUSTON (University of Minnesota, USA)
	Consumer Susceptibility to Interpersonal Influence and Identity: An Examination of the Underlying Relationships in Korea
	Fredric KROPP (Monterey Institute of International Studies, USA), Anne M. LAVACK (University of Regina, Canada), David H. SILVERA (The University of Tromsø , Norway) & Bong Jin CHO (Keimyung University, Korea)
	Country of Origin Effects on Expectation of Service Quality for Life Insurance among Thai Consumers
	Krairoek PINKAEO (Bangkok University, Thailand) & Mark SPEECE (Bangkok University, Thailand)
Session 7B Information Processing	
	Beyond Information Search: Browsing as Consumer Information Acquisition
	Lan XIA (University of Illinois at Urbana-Champaign, USA) & Kent B. MONROE (University of Illinois at Urbana-Champaign, USA)
	A New Intelligent Tour System Based on Web Mining Technique
	Tung-Shou CHEN (National Taichung Institute of Technology, Taiwan), June-Horng SHIESH (National Taichung Institute of Technology, Taiwan), Yuan-Cheng Cheang (National Taichung Institute of Technology, Taiwan) & Chi-Te HUANG (Providence University, Taiwan)
	Metrics for Designing Web Pages
	Surendra N. SINGH (University of Kansas, USA), Nikunj DALAL (Oklahoma State University, USA) & Sanjay MISHRA (University of Kansas, USA)
	The Role of Evoked Range in the Integration of Discrepant Sales Forecasts:

	Process and Resultant Bias
	Anne ROGGEVEEN (Babson College, USA) & Gita Venkataramani JOHAR (Columbia University, USA)
	Expectation Disconfirmation as A Moderator of Brand Extension Evaluation
	Joseph W. CHANG (UMIST, UK) & Yung-Chien LOU (National Chengchi University, Taiwan)
Session 7C Internet & Technology	
	Gender and Identity Play on the Net – Raising Men for Fun?
	Lola C.P. CHEN (University of Exeter, UK), Andrea DAVIES (University of Exeter, UK) & Richard ELLIOTT (University of Exeter, UK)
	The Relationship between the Use of the Internet and Subjective Leisure Activity
	Leyland PITT (Curtin University of Technology, Australia), Ian PHAU (Curtin University of Technology, Australia) & Fen TEO (Curtin University of Technology, Australia)
	Consumer Purchase Behavior as Influenced by Online Retailers' Provision of Customer Services: The Case of Unobservable Customer Service Quality
	Hao ZHAO (Rutgers University, USA) & Yong CAO (University of Iowa, USA)
	Paradoxes and Technology Adoption: A Retail Banking Analysis
	Catherine MUNENE (Edith Cowan University, Australia), Simone PETTIGREW (Edith Cowan University, Australia) & Katherine MIZERSK (Edith Cowan University, Australia)
	Exploring Online Buying and Online Trust in China
	Fang LIU (University of Western Australia, Australia), Jamie MURPHY (University of Western Australia, Australia) & Mark DIXON (University of Western Australia, Australia)