
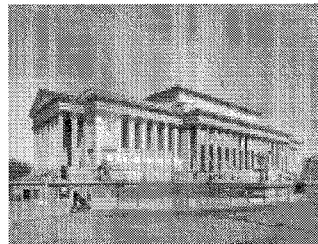




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#### Latest News

**AM Membership Renewal now due for 2011-2012 membership year.**

*New membership year starts 1 September 2011.*

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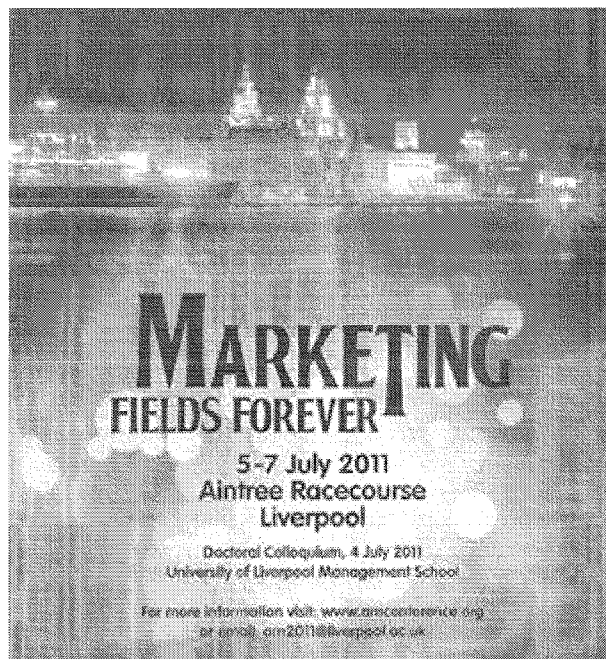
# 2011

## Academy of Marketing Conference 2011



UNIVERSITY OF  
LIVERPOOL

MANAGEMENT  
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The 2011 Conference was entitled


### Marketing Fields Forever

and was hosted by **University of Liverpool Management School (ULMS)** from **5 to 7 July 2011** at Aintree Racecourse, Liverpool.

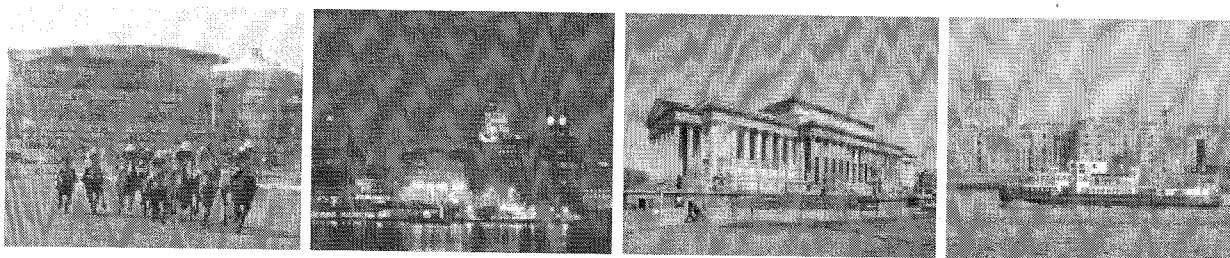
We hope you enjoyed the conference - Please browse the conference pages to see:

[Full text of the Conference papers](#) is now available online  
[Pictures of Prize Winners](#)  
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# Conference Programme & Documentation



## Documentation for online access

*Conference competitive papers full text now online -*

For the first time, the full competitive papers of the AM conference are **available for download**. Each of the papers included in the online programme were peer-reviewed. They were all presented at the annual Academy of Marketing Conference, Marketing Fields Forever, hosted by the University of Liverpool Management School at Aintree Racecourse in July 2011. Please note the papers are entirely in the public domain, and are available to access by the general public.


For reference the ISBN is: 978-0-9561122-34

#### How to cite these papers:

Author(s) (2011) "Title of paper". In: Patterson, A. and Oakes, S (eds) *Proceedings of the Academy of Marketing Conference 2011: Marketing Field Forever*, Academy of Marketing, Liverpool.

To see the **online Conference Programme and Proceedings** use this link:

<https://marketing.conference-services.net/programme.asp?conferenceID=2342>

A downloadable version of the online programme is also available:  [AM2011 Booklet \(286.81 kB\)](#)

## Photos from the Conference

Marcos Cortez Campomar<sup>1</sup>

<sup>1</sup>FEA-USP, Sao Paulo/SP, Brazil, <sup>2</sup>Baruch College - The City University of New York, New York, United States

Do Brand Users Give More Word of Mouth When they Hear their Brand Recommended?

Robert East<sup>1</sup>, Wendy Lomax<sup>1</sup>, Jenni Romaniuk<sup>1</sup>

<sup>1</sup>Kingston Business School and Ehrenberg-Bass Institute, UNISA, LONDON, UK, <sup>2</sup>Kingston Business School, London, UK, <sup>3</sup>Ehrenberg-Bass Institute, UNISA, Adelaide, Australia

## E Marketing

Thursday 7 July, 11:00 – 12:30 Earl of Derby Box 5

Chair: Jana Ebermann

The Case of Amazon.com: What constitutes the online customer experience in the context of the online book market?

Philipp Klaus

Swansea University School of Business and Economics, Swansea, UK

Identifying the Antecedents of Word-Of-Mouth Promotions of Retail Websites

Sanjit Kumar Roy<sup>1</sup>, Gul Butaney<sup>2</sup>

<sup>1</sup>IBS Hyderabad, Hyderabad, India, <sup>2</sup>Bentley University, Waltham/MA, USA

The Impact of pre-release eWOM on experience based products - An explorative analysis based on Twitter, the Hollywood Stock Exchange and Movies

Jana Ebermann<sup>1</sup>, Anne Suphan<sup>1</sup>, Katarina Stanoevska-Slabeva<sup>2</sup>, Thomas Plotkowiak<sup>1</sup>, Miriam Meckel<sup>1</sup>

<sup>1</sup>University of St. Gallen, St. Gallen, Switzerland, <sup>2</sup>University of Neuchatel, Neuchatel, Switzerland

## Entrepreneurial and Small Business Marketing

Lord Sefton Box 1

Chair: Stephen Dann

Drivers and performance outcomes of an eco-friendly corporate and marketing strategy in smaller manufacturing firms

Leonidas C. Leonidou<sup>1</sup>, Paul Christodoulides<sup>2</sup>, Constantinos N. Leonidou<sup>3</sup>

<sup>1</sup>University of Cyprus, Nicosia, Cyprus, <sup>2</sup>Cyprus Technological University, Limassol, Cyprus, <sup>3</sup>University of Leeds, Leeds, UK

Work in progress "What makes them tick?" Developing a contingency model of Entrepreneurial Risk for investment and innovation decisions.

Andrew Hirst<sup>1</sup>, Vicky Story<sup>2</sup>

<sup>1</sup>Sheffield Hallam University, Sheffield, UK, <sup>2</sup>Nottingham University Business School, Nottingham, UK

The impact of entrepreneurial orientation and marketing innovation on sustained competitive advantage of female SMEs in Egypt: A conceptual framework

Sara Adam, Abeer Mahrous, Wael Kortam  
Cairo University, Giza, Egypt

The Marketing Mix Matrix

Stephen Dann

Australian National University, Canberra, ACT, Australia

Sales Management Strategies to Survive an Economic Downturn  
Michael Marck, Blair Crawford  
University of Strathclyde, Glasgow, UK

Knowing and Doing Action-Orientated Research in Business  
Networks: The Use of Subjective Personal Introspection  
Michel Rod<sup>1</sup>, Nick Ellis<sup>2</sup>, Sid Lowe<sup>3</sup>, Sharon Purchase<sup>4</sup>, Ki-Soon  
Hwang<sup>5</sup>  
<sup>1</sup>Carleton University, Ottawa, Canada, <sup>2</sup>University of Leicester,  
Leicester, UK, <sup>3</sup>Kingston University, Kingston-Upon-Thames, UK,  
<sup>4</sup>The University of Western Australia, Crawley, Australia, <sup>5</sup>Kingston  
University, Kingston-Upon-Thames, UK

## **Brand, Identity and Corporate Reputation**

Tuesday 5 July, 12:30 – 14:00 Lord Sefton Box 1

Chair: Clive Boddy

Influences and impacts of personal brand and political brand bi-  
directional endorsement

\* Stephen Dann, Andrew Hughes  
Australian National University, Canberra, ACT., Australia

A comparison of corporate social responsibility (CSR) practiced  
with employees in Chinese and Multinational private Financial  
Intermediation and Accounting companies in China  
Zhengfeng Li, Shaun Powell, Alan Pomeroy  
University of Wollongong, Wollongong, NSW, Australia

Corporate Reputation, Marketing and Corporate Psychopaths  
Clive Boddy  
Nottingham Trent University, Nottingham, United Kingdom

## **Consumer Research**

Tuesday 5 July, 12:30 – 14:00 Lord Sefton Box 3

Chair: Tracy Harwood

Consumer Cynicism: An Emergent Phenomenon in Fairtrade?  
Alvina Gillani, Shumaila Yousafzai, John Pallister, Mirella Yani de  
Soriano  
Cardiff University, Cardiff, UK

"Everybody's got something to hide except me and my  
monkey": Towards a consumer-centric approach to identity  
management in the digital economy  
Alexander Reppel<sup>1</sup>, Isabelle Szmigin<sup>1</sup>  
<sup>1</sup>Royal Holloway, University of London, Egham, UK, <sup>2</sup>University of  
Birmingham, Birmingham, UK

Using eye-gaze visual technologies to compare consumer response  
in real and 3D virtual worlds: an exploratory application to retail  
Tracy Harwood, Martin Jones, Aisling Tiernan  
De Montfort University, Leicester, United Kingdom

## **Critical Marketing Perspectives**

Tuesday 5 July, 12:30 – 14:00 Hedge Hunter Bar

Chair: Ian Fillis

An Archaeological Excavation into the Fields of Place Marketing  
and Place Branding  
Heather Skinner  
University of Glamorgan, Wales, UK

'Living is easy with eyes closed': Thoughts on Critical Marketing  
and Education  
M. Teresa Pereira Heath<sup>1</sup>, Matthew Heath<sup>2</sup>, Susana Marques<sup>3</sup>