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New membership year starts 1 September 2011.
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2011
Academy of Marketing Conference 2011

University of Liverpool Management School

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
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Pictures from the Conference Gala Dinner
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6/09/2011
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:

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

http://www.academyofmarketing.org/conference-2011/documentation.html
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 Roy¹, Gul Butaney²
¹IBS Hyderabad, Hyderabad, India, ²Bentley 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 Ebermann¹, Anne Suphan¹, Katarina Stanojevska-Slabeva², Thomas Plotkowiak¹, Miriam Meckel¹
¹University of St. Gallen, St. Gallen, Switzerland, ²University of Neuchâtel, Neuchâtel, 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. Leonidou¹, Paul Christodoulides², Constantininos N. Leonidou³
¹University of Cyprus, Nicosia, Cyprus, ²Cyprus Technological University, Limassol, Cyprus, ³University of Leeds, Leeds, UK

Work in progress: What makes them tick? Developing a contingency model of Entrepreneurial Risk for investment and innovation decisions.
Andrew Hirst¹, Vicky Story²
¹Sheffield Hallam University, Sheffield, UK, ²Nottingham 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
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 bidirectional 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 Pomering
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 Youasfzai, 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 Reppel¹, Isabelle Szmigin¹
¹Royal Holloway, University of London, Egham, UK, ²University 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 Tierman
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 Heath¹, Matthew Heath², Susana Marques³