
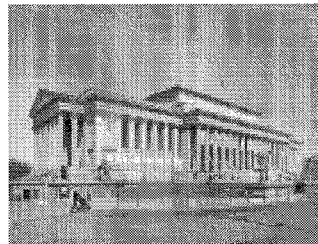




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AM Membership Renewal now due for 2011-2012 membership year.

New membership year starts 1 September 2011.

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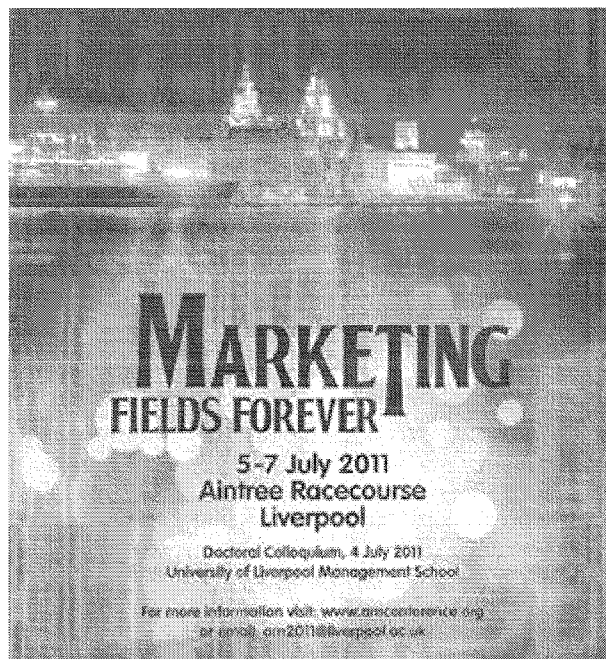
2011

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.

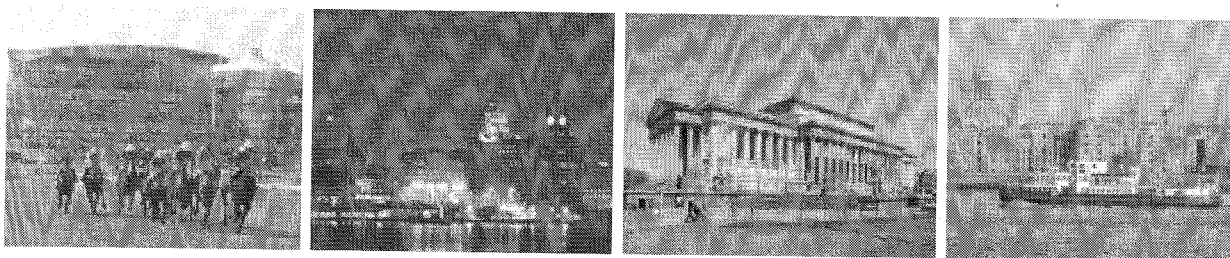
We hope you enjoyed the conference - Please browse the conference pages to see:

[Full text of the Conference papers](#) is now available online
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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 Campomar¹

¹FEA-USP, Sao Paulo/SP, Brazil, ²Baruch 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 East¹, Wendy Lomax¹, Jenni Romaniuk¹

¹Kingston Business School and Ehrenberg-Bass Institute, UNISA, LONDON, UK, ²Kingston Business School, London, UK, ³Ehrenberg-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 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 Stanoevska-Slabeva², Thomas Plotkowiak¹, Miriam Meckel¹

¹University of St. Gallen, St. Gallen, Switzerland, ²University 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. Leonidou¹, Paul Christodoulides², Constantinos 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

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 Rod¹, Nick Ellis², Sid Lowe³, Sharon Purchase⁴, Ki-Soon
Hwang⁵
¹Carleton University, Ottawa, Canada, ²University of Leicester,
Leicester, UK, ³Kingston University, Kingston-Upon-Thames, UK,
⁴The University of Western Australia, Crawley, Australia, ⁵Kingston
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 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 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 Heath¹, Matthew Heath², Susana Marques³