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(AMS) Annual Conference

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Foreword

This 19th volume of *Developments in Marketing Science* contains articles and abstracts of presentations made at the 1996 Annual Conference of the Academy of Marketing Science, held May 29 - June 1, 1996, at the Hyatt Regency Hotel, Phoenix, Arizona.

Thanks are due to many people who helped produce this proceedings. Of course, there would be no proceedings without the contributors; we thank each author that submitted either a manuscript or abstract. Authors are to be commended for revising their papers according to reviewers comments and according to our 5-page limit. This was no easy task for some, based on phone conversations we had! Along with the authors, we thank the track chairs and reviewers who participated in judging competitive papers. Members of each group are identified on subsequent pages of this volume.

We thank Ms. Susan Sartwell, word processing specialist in the Marketing Department at Louisiana State University, for her work in being an instrumental member of our "team." From the beginning of the process, her knowledge, skill, and insight was a valuable resource. Susan worked to complete the final formatting of each paper and, in many cases, prepared artwork for the contributors. Her diligent and thorough work for the better part of two months made this Volume possible.

Dealing with the large volume of mail associated with compiling an AMS proceedings was made easier with the assistance of the student workers in the LSU Marketing Department. We are grateful for all their help. Finally, we thank the officers and governing board of the Academy of Marketing Science for making the conference possible. We appreciate the support of the AMS staff at the University of Miami for their assistance in producing this volume.

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Preface

The Academy of Marketing Science was founded in 1971, held its first Annual Conference in 1977, and has grown and prospered ever since. The relevancy of the Academy's mission and activities to our chosen target market of the marketing professorate has been a key factor in attracting the discipline's best and brightest from all over the world.

The Revised Articles of Association of the Academy, approved by the Board of Governors in the spring of 1984, and by the general membership in the fall of that year, define the mission of the Academy as follows:

1. Provide leadership in exploring the normative boundaries of marketing, while simultaneously seeking new ways of bringing theory and practice into practicable conjunction.
2. Further the science of marketing throughout the world by promoting the conduct of research and the dissemination of research results.
3. Provide a forum for the study and improvement of marketing as an economic, ethical, and social and political force and process.
4. Furnish, as appropriate and available, material and other resources for the solution of marketing problems which confront particular firms and industries, on the one hand, and society at large on the other.
5. Provide publishing media and facilities for Fellows of the Academy and reviewer assistance on Fellows' scholarly activities.
6. Sponsor one or more annual conferences to enable the Fellows of the Academy to present research results; to learn by listening to other presentations and through interaction with other Fellows and guests; to avail themselves of the placement process; to conduct discussions with book editors; and to exchange other relevant information.
7. Assist Fellows in the better utilization of their professional marketing talents through redirection, reassignment, and relocation.
8. Provide educator Fellows with insights and such resources as may be available to aid them in the development of improved teaching methods, materials, devices, and directions.
9. Seek means for establishing student scholarships and professional university chairs in the field of marketing.
10. Offer Fellow of the Academy status to business and institutional executives and organizations.
11. Modify the Academy's purpose and direction as the influence of time and appropriate constructive forces may dictate.

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