

TABLE OF CONTENTS

An Empirical Study of Launch Order Valuation Based Upon Stock Market Reaction <i>Michael Poletti, Howard Ling and Brian Engelland</i>	1
Gender Differences on the “Width” Dimension of Category Structure: A Case of Brand Typicality <i>Theresa A. Wajda, Michael Y. Hu and Annie Peng Cui</i>	14
Branding in the Global Arena: The Role of Culture <i>Dale Krueger and Shiva Nandan</i>	30
Managing Appreciating and Depreciating Customer Assets <i>Daniel L. Sherrell and Joel E. Collier</i>	39
Retail Store Image, Bona Fide Occupational Qualifications, and Job Discrimination: Establishing the <i>Essence of the Business</i> for Retail Organizations <i>Shaheen Borna, James M. Stearns, Brien N. Smith and Kian Emamalizadeh</i>	54
Dogmatism and Online Consumption: Examining the Moderating Role of Trust and Value of Exchange Outcome <i>Dheeraj Sharma</i>	63
A Comparison of the Ethical Perceptions of Prospective Personal Selling and Advertising Employees <i>Melissa Burnett, Charles Pettijohn and Nancy Keith</i>	77
Consumer Self-Confidence and Patronage Intensity Heuristics in Shopping Focused Word of Mouth Communication <i>Terrence J. Paridon</i>	84
The Student Orientation of a College of Business: An Empirical Look from the Students’ Perspective <i>Michael Pesch, Robert Calhoun, Kenneth Schneider and Dennis Bristow</i>	100
Marketing Implications of Locus of Control Orientation Among College Students: Comparison of Hispanic and Anglo Students in the United States <i>Russell Adams, Morris Kalliny, Gilberto de los Santos and Yong Jian Wang</i>	109
Perceived Image of India By U.S. Business Travelers <i>Tsu-Hong Yen, Gonzaga da Gama and Subha Rajamohan</i>	121