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Collana	Developments in Marketing Science: Proceedings of the Academy of Marketing Science, , 2363-6165
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Soggetti	Marketing Leadership Sales management Business Strategy/Leadership Sales/Distribution
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Choosy Consumers and Their Preferences -- Advances in Pricing Research -- Advertising -- Emerging Theoretical and Empirical Perspectives for the 21st Century -- Cross-Functional Issues in Marketing Decision Making -- Experiential Applications in Consumer Behavior Education -- Researching International Markets -- Insights on Service, Quality, and Customer Satisfaction Issues -- Service Quality and Customer Loyalty -- Emerging Issues in Sales Management -- International Issues and New Directions in Marketing Ethics and Ecological Consumption -- International Services Marketing -- Affective Involvement and Consumption -- Increasing Research Efficiency Through Technology -- Predictors of Sales Performance -- Insights into Different Buying Processes -- New Information Technologies in Marketing Education: Current Perspectives -- Understanding What the Services Customer Wants -- Issues for

Implementing a Market Orientation -- Behavioral Issues in Distribution Channels -- Internet and Other Promotions -- Perspectives on Organizational Learning -- Private vs. State Universities -- Assessing Functional Performance and Value in Business-to-Business Relationships -- Measurement Issues in Sales Management -- Building a Shopper's Paradise -- The Changing Face of Public Policy -- Problems, Trends and Practices in Research -- Market Orientation and Innovation in Small Firms -- The Innovative Use of Cases in Marketing Education -- Understanding the International Marketplace -- Teaching Marketing Entrepreneurship -- Creative Approaches to Consumer Behavior Education -- Teaching Marketing -- Usefulness of Particular Measures in Research -- Issues in Developing International Marketing Programs -- Management Issues in a Dynamic Retail Marketplace -- Employees as Internal Customers and as Actors -- Marketing and Organizational Effectiveness -- Hospitality and Leisure Service Sectors -- International Marketing: A Public Policy & National Identity Focus -- Technology Marketing -- Perspectives on Product and Pricing Research.

Sommario/riassunto

This volume includes the full proceedings from the 1999 Academy of Marketing Science (AMS) Annual Conference held in Coral Gables, Florida. The research and presentations contained in this volume cover many aspects of marketing science including marketing strategy, consumer behaviour, international marketing, advertising, marketing education, among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.
