

Consumer Personality & Research Conference

Dubrovnik, Croatia • September 20 – 24, 2005

Program*

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CPR 2005: Program Overview

	Tuesday September 20, 2005	Wednesday September 21, 2005	Thursday September 22, 2005	Friday September 23, 2005	Saturday September 24, 2005
09.00 – 09.30		Paul Barrett <i>University of Auckland, NZ</i> Consumer Profiling	Denis Bratko <i>University of Zagreb, Croatia</i> Behavioral Genetics	Mick Couper <i>University of Michigan, USA</i> The Power of the Visible	Bozidar Klincek <i>University of Zagreb, Croatia</i> Knowledge Discovery
09.30 – 10.00					
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19.30 – 20.00					
20.00 – 20.30					
	Registration desk at ICCU open	Paper Session: Symbolic Congruence	Paper Session: Cultural Differences	Paper Session: Data Collection Methodology	Paper Session: Data Mining, Segmentation, and Modeling
		Social Event**: Old Town of Dubrovnik	Social Event**: Island of Lokrum	Short Course: Web-based Data Collection 	Ph.D. paper award notification Closing Address
				Coffee Break	Lunchtime
	Welcoming Address	Paper Session: Consumer Personality Assessment	Paper Session: Consumer Personality and Motives	Paper Session: Advertising Research	Social Event**: Cavtat and Cilipi
	M. Joseph Sirgy <i>Virginia Tech., USA</i> Consumer Self-Concept		Coffee Breaks		
	Opening Reception	Paper Session: Brand Personality	Paper Session: Brand Preference and Loyalty	Paper Session: eCommerce	

** Social events are organized and offered by independent private travel companies during the conference, they must be booked separately (at the registration desk).

Consumer Personality & Research Conference

Dubrovnik, Croatia • September 20 – 24, 2005

Conference Venue and Contact Information

International Center of Croatian Universities (ICCU)

Don Frana Bulica 4
HR-20000 DUBROVNIK
Croatia

Tel. (International format):
+385-20-326-380

Tel. (National format, use within Croatia):
020-326-380

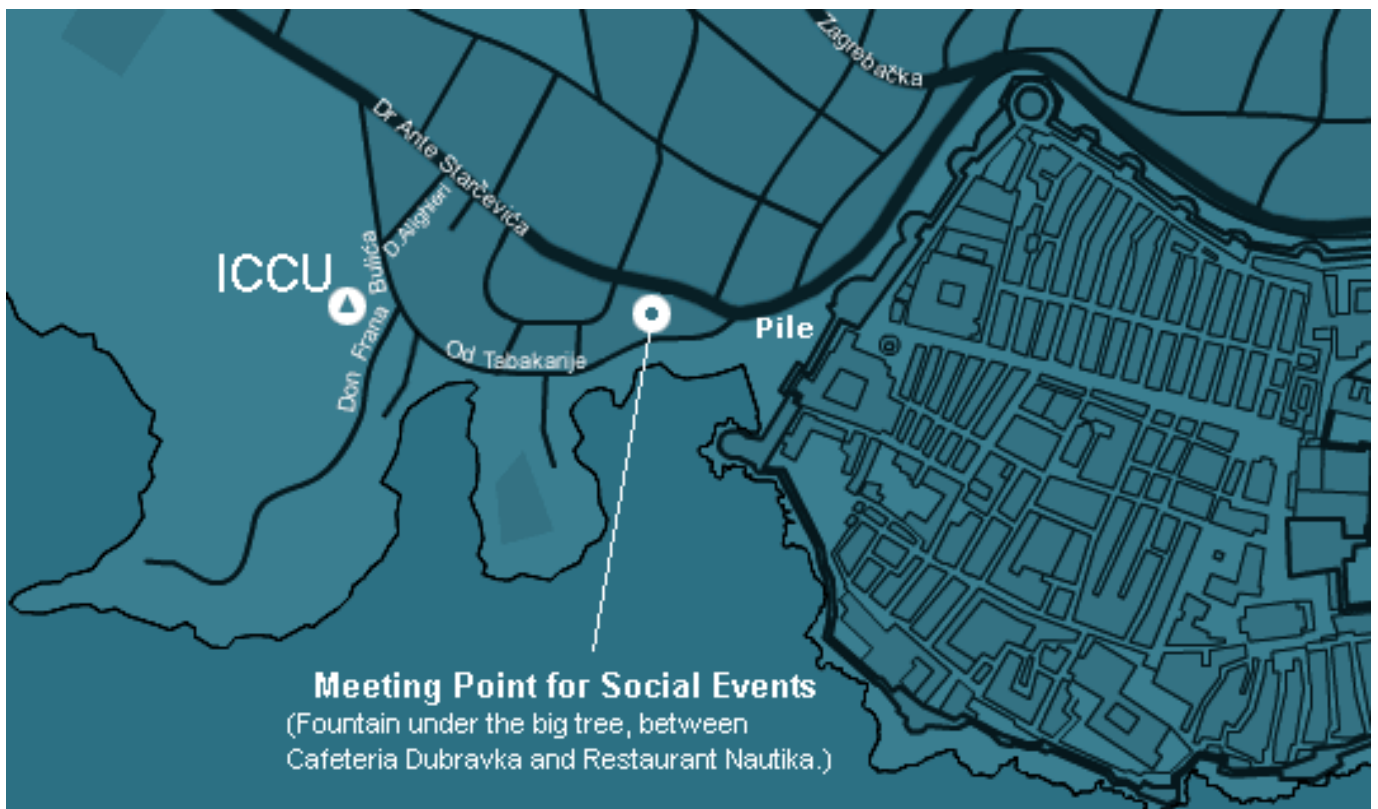
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Consumer Personality & Research Conference

Dubrovnik, Croatia • September 20 – 24, 2005

Keynote Speeches:

Tuesday
September 20, 2005:

M. Joseph Sirgy

Virginia Polytechnic Institute & State University, Department of Marketing, Blacksburg, VA, USA

“Advances in Consumer Self-Concept Research”

Wednesday
September 21, 2005:

Paul Barrett

University of Auckland, Dept. of Management & Employment Relations, Auckland, New Zealand

“Consumer Profiling”

Thursday
September 22, 2005:

Denis Bratko

University of Zagreb, Department of Psychology, Zagreb, Croatia

**“Behavioral Genetics and Personality:
Implication for Consumer Personality and Behavior Research”**

Friday
September 23, 2005:

Mick Couper

University of Michigan, ISR Survey Research Center, Ann Arbor, MI, USA

“The Power of the Visible: The Effect of Web Survey Design on Answers”

Saturday
September 24, 2005:

Bozidar Klicek

University of Zagreb, Faculty of Organization and Informatics, Varazdin, Croatia

“Knowledge Discovery in Consumer Behavior Research”

**Wednesday
September 21, 2005**

Poster Session (10.00 – 11.00)

Toward a theory of the relationship between consumer personality and coping: The trait of coping flexibility

Adam Duhachek, *Indiana University, Dept. of Marketing, Bloomington, IN, USA*

Exploring the relationship between personality and participation in promotional games

Joseph Mahan III, *University of Maryland, Dept. of Kinesiology, College Park, MD, USA*

Stephen McDaniel, *University of Maryland, Dept. of Kinesiology, College Park, MD, USA*

Experimental analysis of consumers stimulation and motivational states in the shopping experience

Gianluigi Guido, *University of Lecce and University of Rome, Lecce/Rome, Italy*

Mauro Capestro, *University of Lecce, Lecce, Italy*

Congruence of personality and brand personality and its implications for brand management - A case study in the snowboard industry

Thomas Foscht, *University of Graz, Dept. of Marketing, Graz, Austria*

Bernhard Swoboda, *Trier University, Dept. of Marketing and Retailing, Trier, Germany*

Alexander Friessnegg, *University of Graz, Dept. of Marketing, Graz, Austria*

Consumer relationship orientation towards a brand (CROB): Concept definition and construct dimensions exploration

Florence Benoit, *ESSEC, Dept. of Marketing, Cergy-Pontoise, France*

Pierre Volle, *University of Paris IX Dauphine, Dept. of Marketing, Paris, France*

The impact of brand personality on consumer behavior: A model and empirical application to supermarket store names in France and Tunisia

Sarah Ben Sliman, *Ecole Supérieure de Commerce de Tunis, Tunis, Tunisia*

Jaen-Marc Ferrandi, *University of Dijon, Auxerre, France*

Dwight Merunka, *University of Aix-Marseille and EUROMED Marseille, Marseille, France*

Pierre Valette-Florence, *University of Grenoble, ESA, Grenoble, France*

Branded style: The relationship between personality and dress

Tricia Johnson, *Illinois State University, Dept. of Family and Consumer Sciences, IL, U.S.A.*

Sally Francis, *Oregon State University, Graduate School, OR, USA*

The "we concept" and product choice congruency

Sondes Zouaghi, *IUT de Cergy – Université de Cergy-Pontoise, Cergy-Pontoise, France*

Denis Darpy, *Université de Versailles St Quentin - Laboratoire LAREQUOI, Versailles, France*

**Wednesday
September 21, 2005
(continued)**

Paper Session: **Symbolic Congruence** (11.00 – 12.30)

You are what you wear: The impact of brand attributes on consumer impression formation

Bob Fennis, *University of Twente, Dept. of Communication, Enschede, the Netherlands*

Ad Pruyn, *University of Twente, Dept. of Communication, Enschede, the Netherlands*

Marieke Fransen, *University of Twente, Dept. of Communication, Enschede, the Netherlands*

Overcoming the babylonian confusion of tongues: Conceptual congruence between customer needs and product features

Florian Bauer, *Vocatus AG, Munich, Germany*

To know what I listen to is to know who I am: Examining the information conveyed through music preferences

Peter Rentfrow, *University of Texas, Dept. of Psychology, Austin, TX, USA*

Samuel Gosling, *University of Texas, Dept. of Psychology, Austin, TX, USA*

Should I stay or should I go? Affect-congruence and purchase venue choice

Nancy Puccinelli (Upton), *Sawyer School of Management, Suffolk University, MA, USA*

Rohit Deshpande, *Harvard Business School, Dept. of Marketing, Boston, MA, USA*

Alice Isen, *Cornell University, Dept. of Psychology, Ithaca, NY, USA*

Idealized and realistic testimonials in advertising for cosmetics

Silvia Karnitsch, *University of Vienna, Dept. of Economic Psychology, Vienna, Austria*

Erik Hölzl, *University of Vienna, Dept. of Economic Psychology, Vienna, Austria*

Paper Session: **Consumer Personality Assessment** (17.00 – 18.30)

Validation of the template matching technique for personality classification

Paul Albanese, *Kent State University, Dept. Of Marketing, Kent, OH, USA*

Personality measurement in extremely time-limited settings: The BFI-10, a ten-item instrument for assessment of the Big Five

Beatrice Rammstedt, *Centre for Survey Research and Methodology (ZUMA), Mannheim, Germany*

Oliver John, *University of California at Berkeley, CA, USA*

LIFE: Personality as conceived by everyday behaviors and its relationship with brand preference

Kate Niederhoffer, *University of Texas, Dept. of Psychology, Austin, TX, USA*

Neal Burns, *University of Texas, Dept. of Advertising, Austin, TX, USA*

James Pennebaker, *University of Texas, Dept. of Psychology, Austin, TX, USA*

Measuring involvement in ecology using a 5-factor scale: EIS

Ghislaine Cestre, *University of Lausanne, HEC Business School, Dept. of Marketing, Lausanne, Switzerland*

Dominique Marguerat, *University of Lausanne, HEC Business School, Dept. of Marketing, Lausanne, Switzerland*

Measuring differences in consumers' perception: A new attention-based approach

Markus Joos, *Dresden University of Technology, Applied Cognitive Research, Dresden, Germany*

Boris Velichkovsky, *Dresden University of Technology, Applied Cognitive Research, Dresden, Germany*

Wednesday
September 21, 2005
(continued)

Paper Session: **Brand Personality** (19.00 – 20.30)

Does brand personality extend to retail shopping environments? An empirical experiment using D'Astous store personality scale in a Web-based CD music shop

David Fortin, *University of Canterbury, Dept. of Management, Canterbury, New Zealand*

Stuart Clark, *University of Canterbury, Dept. of Management, Canterbury, New Zealand*

The influence of product design on brand personality: The moderating roles of need for cognition and optimal level of stimulation

Gaëlle Pantin-Sohier, *University of Caen, Dept. of Marketing, Caen, France*

Measurement of brand central core and brand personality: Comparison of first results on predictive validity towards brand engagement and buying intention

Laure Ambroise, *University of Lyon - IAE, Lyon, France*

Géraldine Michel, *University of Paris 1 - IAE, Dept. of Marketing, Paris, France*

Pierre Valette-Florence, *University Pierre Mendès-France, Dept. of Marketing, Grenoble, France*

Brand personality and human personality: Findings from ratings of familiar Croatian brands

Goran Milas, *Institute of Social Sciences Ivo Pilar, Zagreb, Croatia*

Boris Mlacic, *Institute of Social Sciences Ivo Pilar, Zagreb, Croatia*

What does Aaker's brand personality scale actually measure?

Michael Bosnjak, *University of Mannheim, Dept. of Psychology II, Mannheim, Germany*

Beatrice Rammstedt, *Centre for Survey Research and Methodology (ZUMA), Mannheim, Germany*

Tracy Tuten, *Virginia Commonwealth University, VA, USA*

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Thursday September 22, 2005

Poster Session (10.00 – 11.00)

What price do you ask for the 'extra one'? : A social value orientations perspective

Chien-Huang Lin, *National Central University, Dept. of Business Administration, Taiwan, ROC*
Hung-Ming Lin, *Natioal Central University, Dept. of Business Administration, Taiwan, ROC*

Need for closure and leisure of youngsters

Iris Vermeir, *Hogeschool Gent, Dept. of Business Administration, Ghent, Belgium*
Maggie Geuens, *Ghent University, Dept. of Marketing, Ghent, Belgium*

Attitudes toward non-traditional branding campaigns

Presha Neidermeyer, *The Graduate College of Union University, Dept. of Management, NY, USA*

Temperament and information processing in perception of print advertisement

Alicja Grochowska, *Warsaw School of Social Psychology, Warsaw, Poland*

Four sides of print advertising exposure

Sînziana Ioana Spiridon, *Al. I. Cuza Univ., Faculty of Economics and Business Admin., Iasi, Romania*

The influence of need for closure and need for cognition on consumers' importance of product attributes

Iris Vermeir, *Hogeschool Ghent, Dept. of Business Administration, Ghent, Belgium*
Maggie Geuens, *Ghent University, Dept. of Marketing, Ghent, Belgium*

Paper Session: Cultural Differences (11.00 – 12.30)

Brand personality in an intercultural context

Thomas Foscht, *University of Graz, Dept. of Marketing, Graz, Austria*
Claudia Pieber, *University of Graz, Dept. of Marketing, Graz, Austria*
Bernhard Swoboda, *Trier University, Dept. of Marketing and Retailing, Trier, Germany*

The influence of culture difference on the display of brand personality and self concept

Chih-Yun Wu, *National Cheng-Chi University (NCCU), Dept. of Business Administration, Taiwan, ROC*
Lien-Ti Bei, *National Cheng-Chi University (NCCU), Dept. of Business Administration, Taiwan, ROC*
Zeng-Long Huang, *National Cheng-Chi University (NCCU), Dept. of Business Admin., Taiwan, ROC*

An evaluation of cultural values in consumer personality: Etic involvement and etic emotions

Martin Reimann, *Freiberg University, Dept. of Marketing, Freiberg, Germany*

Contribution of personal and cultural variables to social influence: Age as a moderator variable

Pedro Fenollar, *University of Murcia, Dept. of Marketing, Murcia, Spain*
Salvador Ruiz, *University of Murcia, Dept. of Marketing, Murcia, Spain*

Self-orientation and group-orientation: Intercultural differences in attitudes toward personalized Web sites

Iris Wernher, *University of Freiburg, Dept. of Psychology, Freiburg, Germany*
Josef Nerb, *University of Freiburg, Dept. of Psychology, Freiburg, Germany*

**Thursday
September 22, 2005
(continued)**

Paper Session: **Consumer Personality and Motives** (17.00 – 18.30)

Personality as a predictor of appearance management behavior

Tricia Johnson, *Illinois State University, Dept. of Family and Consumer Sciences, IL, USA*
Sally Francis, *Oregon State University, Graduate School, OR, USA*

Investigating impulse buying and variety seeking: Towards a general theory of hedonic purchase behaviors

Piyush Sharma, *Nanyang Business School, Singapore, Singapore*
Bharadhwaj Sivakumaran, *Indian Institute of Technology, Chennai, India*
Roger Marshall, *Nanyang Business School, Singapore, Singapore*

Shopping motives and the hedonic/utilitarian shopping value: A factorial study

Gianluigi Guido, *University of Lecce and University of Rome, Lecce/Rome, Italy*

The propensity to self-reference: An individual difference measure of processing style with implications for attitude change and source memory

Curtis Haugtvedt, *Ohio State University, Fisher College of Business, OH, USA*

Paper Session: **Brand Preference and Loyalty** (19.00 – 20.30)

Categories of loyalty. Toward meaning-based theory of customer loyalty

Heli Paavola, *University of Tampere, Business Studies, Tampere, Finland*

The impact of satisfaction and image on loyalty concerning customers with varying degrees of service experience

Thomas Brunner, *University of Basel, Dept. of Psychology, Basel, Switzerland*
Markus Stöcklin, *University of Basel, Dept. of Psychology, Basel, Switzerland*
Klaus Opwis, *University of Basel, Dept. of Psychology, Basel, Switzerland*

Brands of death? Excessive spending as a consequence of brand-based mortality salience

Marieke Fransen, *University of Twente, Dept. of Communication, Enschede, the Netherlands*
Bob Fennis, *University of Twente, Dept. of Communication, Enschede, the Netherlands*
Ad Pruyn, *University of Twente, Dept. of Communication, Enschede, the Netherlands*
Enny Das, *Free University Amsterdam, Amsterdam, the Netherlands*

Affective conditioning of brand attitudes: About the moderating impact of consumers' personality and contingency awareness

Gordy Pleyers, *Catholic University of Louvain, Dept. of Psychology, Louvain-la-Neuve, Belgium*
Olivier Corneille, *Catholic University of Louvain, Dept. of Psychology, Louvain-la-Neuve, Belgium*
Olivier Luminet, *Catholic University of Louvain, Dept. of Psychology, Louvain-la-Neuve, Belgium*

Brand relationship quality: Why relationships between consumers and their brands differ

Edith Smit, *University of Amsterdam, SWOCC, Amsterdam, the Netherlands*
Maarten Tolboom, *TNS NIPO, Amsterdam, the Netherlands*
Fred Bronner, *University of Amsterdam, Dept. of Communication, Amsterdam, the Netherlands*

**Friday
September 23, 2005**

Poster Session (10.00 – 11.00)

Consumer impulsive purchase behavior: Comparing online and offline experiences

Nina Koski, *University of Tampere, Tampere, Finland*

Processes of brand loyalty habituation in FMCG purchases: Cognitive-affective, socio-demographic and process time correlates of behavioral brand shifting and loyalty

Georgios Papastefanou, *Centre for Survey Research and Methodology ZUMA, Mannheim, Germany*
Katharina Holaschke, *Centre for Survey Research and Methodology ZUMA, Mannheim, Germany*

Consumer loyalty behavior towards typical food products: Analysis of French consumer panel data

Georges Giraud, *ENITA of Clermont, Dept. of Quality and Economy, Lempdes, France*
Polymeros Chrysochou, *Agricultural University of Athens, Athens, Greece*

Assessing your Web site persona

Scarlett Lam, *University of California at Berkeley, Haas School of Business, Berkeley, CA, USA*

Individual factors' s loyalty in the context of an experiential consumption.

Cathy Bréda, *Ecole Supérieure de Commerce, Dept. of Marketing, Chambéry, France*

Ambient scents and service satisfaction: Moderating role of personality and situational variables

Surendra Singh, *University of Kansas, School of Business, Lawrence, KS, USA*
Sanjay Mishra, *University of Kansas, School of Business, Lawrence, KS, USA*
Sanghoon Lee, *Sungkonghoe University, Dept. of Marketing, Seoul, Korea*
Neeli Bendapudi, *Ohio State University, Dept. of Marketing, OH, USA*

Paper Session: **Data Collection Methodology** (11.00 – 12.30)

Effect of personality traits, working memory capacity, and cognitive burden on yea-saying

Roger Tourangeau, *University of Michigan, Institute for Social Research, Ann Arbor, MI, USA*
Mirta Galesic, *University of Maryland, Joint Program in Survey Methodology, MD, USA*

Multimodal method for data collection in complex marketing research and business intelligence

Bozidar Klicek, *University of Zagreb, Faculty of Organization and Informatics, Varazdin, Croatia*
Nina Begicevic, *University of Zagreb, Faculty of Organization and Informatics, Varazdin, Croatia*
Sandro Geric, *University of Zagreb, Faculty of Organization and Informatics, Varazdin, Croatia*

Prenotification in online access panel surveys: E-mail versus mobile text messaging (SMS)

Wolfgang Neubarth, *Centre for Survey Research and Methodology (ZUMA), Mannheim, Germany*
Michael Bosnjak, *University of Mannheim, Dept. of Psychology II, Mannheim, Germany*
Wolfgang Bandilla, *Centre for Survey Research and Methodology (ZUMA), Mannheim, Germany*
Mick Couper, *University of Michigan, Institute for Social Research, MI, USA*
Lars Kaczmirek, *Centre for Survey Research and Methodology (ZUMA), Mannheim, Germany*

Friday
September 23, 2005
(continued)

Paper Session: **Advertising Research** (17.00 – 18.30)

Changing roles, changing preferences? The impact of gender identity on primary affective reactions to sex-specific advertising stimuli

Karolien Poels, *Ghent University, Dept. of Communicationmanagement, Ghent, Belgium*
Siegfried Dewitte, *Catholic University Leuven, Dept. of Applied Economics, Leuven, Belgium*

The role of personality in response to ads using violent images to promote consumption of sports entertainment

Choonghoong Lim, *University of Maryland, Department of Kinesiology, College Park, MD, USA*
Stephen McDaniel, *University of Maryland, Department of Kinesiology, College Park, MD, USA*
Joseph Mahan, *University of Maryland, Department of Kinesiology, College Park, MD, USA*

Categories of nostalgia in post-socialist Russia: Exploring applications to advertising strategy

Susan Holak, *City University of New York, College of Staten Island, Dept. of Business, Staten Island, NY, USA*
Alexei Matveev, *City University of New York, College of Staten Island Dept. of Business, Staten Island, NY, USA*
William Havlena, *Dynamic Logic, New York, NY, USA*

Values and sexual outlook influencing consumption of sexual imagery in alcohol advertising: A study of British and German consumers

Paushali Lass, *University of Strathclyde, Dept. of Marketing, Glasgow, United Kingdom*

Surrogate advertising and brand equity

Ajit Parulekar, *Goa Institute of Management, Dept. of Management Studies, Goa, India*

Paper Session: **eCommerce** (19.00 – 20.30)

Sex, gender and self-concept: Understanding Internet usage rates for relationship-building applications

Maureen Hupfer, *DeGroot School of Business, McMaster University, Ontario, Canada*
Brian Detlor, *DeGroot School of Business, McMaster University, Ontario, Canada*

Mood induction via the World Wide Web

Anja Göritz, *University of Erlangen-Nürnberg, Dept. of Organizational & Social Psychology, Nuremberg, Germany*

Conceptual and methodological issues: Consumer personality, source credibility, and online shopping

Sajid Khan, *Cardiff University, Dept. of Marketing and Strategy, Cardiff, UK*

Can the Internet lead to consumer empowerment? A conceptual model and research propositions

Gunce Unverdi-Creig, *The University of Manchester, Manchester, UK*
Paul Jackson, *Manchester Business School, University of Manchester, Manchester, UK*

**Saturday
September 24, 2005**

Poster Session (10.00 – 11.00)

The asymmetrical process of regret responses following positive and negative outcomes

Ying-Ching Lin, *National Dong Hwa University, Dept. of Business Administration, Taiwan, Republic of China*

Chien-Huang Lin, *National Central University, Dept. of Business Administration, Taiwan, Republic of China*

Linking consumer innovativeness, expertise, and information search for new products: A theoretical and empirical exploration

Nawel Ayadi, *University of Toulouse I, IAE de Toulouse, Management Research Center, Toulouse, France*

Marc Fréchet, *University Toulouse I, IAE de Toulouse, Management Research Center, Toulouse, France*

Individual differences on responses to advertising: Advertising avoidance on the Internet

ChangHyun Jin, *University of Florida, Dept. of Advertising, Gainesville, FL, USA*

Jon Morris, *University of Florida, Dept. of Advertising, Gainesville, FL, USA*

Chang-Hoan Cho, *University of Florida, Dept. of Advertising, Gainesville, FL, USA*

Consumers' trust in unfamiliar high-tech products

Peter de Vries, *University of Twente, Enschede, the Netherlands*

Metaphor as research method in marketing: An application to brand personality

Sonia Capelli, *University of Lyon1, Dept. of Marketing, Lyon, France*

Alain Jolibert, *University Grenoble 2, CERAG, Grenoble, France*

From luxury to necessity: America's obsession with transformation and the commodification of interior design

Lucinda Havenhand, *Virginia Commonwealth University, Dept. of Interior Design, Richmond, VA, USA*

Accessibility of subjective ease of retrieval and its effects on evaluation in subjects high and low on experiential and rational processing style

Shai Danziger, *Ben Gurion University, School of Management, Beer Sheva, Israel*

Vered Rafaeli, *Ben Gurion University, School of Management, Beer Sheva, Israel*

Simone Moran, *Ben Gurion University, School of Management, Beer Shiva, Israel*

Wayfinding in the city

Fangnien Lin, *Monash University, Dept. of Theory of Art and Design, Melbourne, Australia*

Online data collection - Strengths, challenges and future directions

Yunjae Cheong, *University of Texas at Austin, Dept. of Advertising, Austin, TX, USA*

Dimensions of brand personality in Germany: The German brand personality scale 'DEMASK'

Tanja Hufschmidt, *University of Mannheim, Department of Psychology II, Mannheim, Germany*

Michael Bosnjak, *University of Mannheim, Department of Psychology II, Mannheim, Germany*

**Saturday
September 24, 2005
(continued)**

Paper Session: **Data Mining, Segmentation, and Modeling** (11.00 – 12.30)

Revising segments - From commonness to distinctiveness

Samo Kropivnik, *University of Ljubljana, Faculty of Social Sciences, Ljubljana, Slovenia*

Bojana Lobe, *University of Ljubljana, Faculty of Social Sciences, Ljubljana, Slovenia*

Breda Luthar, *University of Ljubljana, Faculty of Social Sciences, Ljubljana, Slovenia*

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Temporal pattern discovery in consumer behavior with REFII model

Goran Klepac, *Raiffeisen Consulting, Zagreb, Croatia*

Bozidar Klicek, *University of Zagreb, Faculty of Organization and Informatics, Varazdin, Croatia*

Leo Mrcic, *Tekstilpromet d.d., Zagreb, Croatia*



A forecasting and simulation model for predicting movies performance using audience and box office revenues data

Silvia Biffignandi, *University of Bergamo, DMSIA, Bergamo, Italy*

Vittorio Bossi, *University of Bergamo, DMSIA, Bergamo, Italy*

Multi-modal deep-web data-mining (MMDD)

Shakeel Siddiqui, *Dublin City University, Dublin, Ireland*

Darach Turley, *Dublin City University, Business School, Dublin, Ireland*

Data-mining in direct marketing: A comparison of RFM, CHAID, and logistic regression

John McCarty, *The College of New Jersey, School of Business, NJ, USA*

Manoj Hastak, *American University, Kogod College of Business, Washington, DC, USA*

- The WebSM portal is dedicated to the methodological issues of web surveys. It also covers the broader area of the interaction between modern technologies and survey data collection.
- The WebSM's mission is to stimulate the application of web surveys, enhance co-operation between researchers, disseminate the relevant information to practitioners and expand research on new survey data collection methods.
- The portal offers the following:
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 - up-to-date information on conferences, workshops and seminars;
 - contact details of 1,000 researchers;
 - a platform for communication between social scientists, commercial practitioners and other users of web surveys.

The project was funded by the European Commission Fifth Framework Programme, HPSE-CT-2002-50031

•• <http://websm.org>

CPR 2005 Program Committee Members:

Hans Baumgartner

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Michael Bosnjak

University of Mannheim, Department of Psychology II, Mannheim, Germany – Chair of program committee

Denis Bratko

University of Zagreb, Department of Psychology, Zagreb, Croatia

Goran Bubas

University of Zagreb, Faculty of Organization and Informatics, Varazdin, Croatia

Mick Couper

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Bozidar Klicek

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Auburn University, Department of Marketing, Auburn, AL, USA

Peter Schmidt

University of Giessen, Faculty of Social Sciences, Giessen, Germany

M. Joseph Sirgy

Virginia Polytechnic Institute & State University, Department of Marketing, Pamplin College of Business

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Virginia Commonwealth University, Richmond, VA, USA

Werner W. Wittmann

University of Mannheim, Department of Psychology II, Mannheim, Germany

CPR 2005 Organizing Committee:

Michael Bosnjak (Chair)

Denis Bratko

Mirta Galesic

Tracy L. Tuten

Journal of Business Research

Special Issue on 'Consumer Personality'

Editor-in-Chief: A.G. Woodside
Guest Associate Editors: M. Bosnjak, D. Bratko, M. Galesic, T. Tuten

Guide for Authors

The *Journal of Business Research (JBR)* is intended to be an outlet for theoretical and empirical research contributions for scholars and practitioners in the business field. For the special issue on 'Consumer Personality', *JBR* invites manuscripts particularly in the areas of (a) current theoretical developments and practical applications in consumer personality and self-concept research, (b) innovative data collection methods in consumer-driven marketing research, and (c) new issues and approaches in data preparation, processing, and analysis.

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SUBMITTING MANUSCRIPTS FOR PUBLICATION CONSIDERATION

Manuscripts being submitted for publication consideration should be **sent by eMail only in WORD format before November 1, 2005**, to: jbr@cpr2005.info

All manuscript material should be typed double-spaced, Times New Roman in 12-point type, one side only, on 8 1/2: x 11 in. Tables and references should be typed on up to 4 separate pages. The title page should contain title, authors, and affiliations, including a complete address (incl. eMail addresses) for correspondence and proofs. A telephone number is sometimes helpful for contact during the review process. An Abstract of 150 words or less and a list of four-six keywords should follow the title page. On page 3 of the manuscript repeat the title, but not the names, to permit anonymity during the reviewing process. Please have no footnotes at the bottom of the pages or at the end of the text. **Authors must keep their papers under 20 typewritten pages.**

REFERENCES to the literature are indicated in the text by author's name and year of publication in parentheses, i.e., (Carey and de Souza, 1975). If the author's name is used within the text, then the year of publication in parentheses should immediately follow it, i.e. "Carey and de Souza (1975) state that...". Footnotes are not to be used; if the information is essential, please incorporate them within the body of the text. The following reference styles should be observed:

Journal article. Carey Kenneth J. de Souza Joao B. A sort-rank test of predictive variables for stock splits. *Journal of Business Research* 1975; 3 (July): 178-188. (Be sure to cite all co-authors in a given reference.)

Book. Holsti OR. *Content Analysis for the Social Sciences and the Humanities*. Reading, MA: Addison-Wesley Publishing, 1969.

Chapter in an edited book. Rook Dennis. Researching consumer fantasy. In: Hirschman Elizabeth, editor. *Research in Consumer Behavior*, vol. 3. Greenwich, CT: JAI Press, 1988. pp. 247-70.

Theses, reports, and other unpublished works. Style as a journal article, with as much source information as possible.

Please also check the most recent issues of the *JBR* for further referencing examples.

FIGURES. Figures should be professionally-done originals or glossies of originals. Letters and data points should be large enough so that when reduced to fit on the journal page (7 in. wide by 9 in. depth max) they can be read with ease.

MATHEMATICAL NOTATION: Please type all formulas for clarity. Identify any unusual symbol (anything besides roman, italic, or Greek) the first time it occurs. Distinguish between "0" (zero) and capital and lower case "O" (oh) and between lower case letter "l" (ell) and Arabic number "1" (one).

PROOFS AND REPRINTS: Authors receive proofs, which should be corrected and returned within 48 hours of receipt. Reprints may be ordered prior to publication, using the price list enclosed with proofs. There are no page charges to authors of *JBR*.