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SUBJECT HEADINGS

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1. THE MARKETING ENVIRONMENT

1.1 Consumer Behavior
See also 55, 58, 60, 91, 94, 99, 100, 101, 103, 111, 112, 113, 115, 142, 144, 147, 150, 159, 161, 166, 171, 178, 186, 189, 196, 199, 200, 201, 202, 205, 206, 219, 220, 224, 232

Play Dough. Jeff Brazil, American Demographics, 21 (December 1999), pp. 56–61. [Trends, Youth market, Weekly allowances, Impacts, Region, Religion, Shopping behavior, Market strategy, Investment decisions, Value conscious, Brand names, Popularity, Examples.]

A Home of Their Own. Kendra L. Darko, American Demographics, 21 (September 1999), pp. 35–38. [Trends, Single young adults, Home buyers, Impacts, Lifestyles, Income levels, Tax credits, Men, Women, Statistical data.]

Don’t Miss the Bus. Lisa Goff, American Demographics, 21 (August 1999), pp. 49–54. [Trends, Echo boomers (now aged 5 to 22), Enthusiasm, Intelligence, Maturity, Buying power, Shopping behavior, Convenience, Personalization, Market strategy, Cultural aspects, Statistical data.]

In the Eye of the Beholder. Joe Mandese, American Demographics, 21 (December 1999), pp. 26–29. [Study, Consumer perceptions of media, Rankings, Networks, Correlation between brand perception and usage, Brand differentiation, Media consumers want to be associated with, Statistical data.]

Mother’s Work Is Never Done. Cristina Merrill, American Demographics, 21 (September 1999), pp. 29–32. [Study, Market segments (different types of moms), Self-fulfillment, “Tug-of-War,” “Strong Shoulders” mothers, “Mothers of Invention,” June Cleaver types, Brand loyalty, Advertising, Examples.]


Effects of “informational” versus “visual” appeals used in print advertisements, Discriminate analysis. 9

Relationships Between Acculturation, Attitude Toward the Advertisement, and Purchase Intention of Asian-Indian Immigrants. Durriya Z. Khairullah and Zahid Y. Khairullah, International Journal of Commerce and Management, 9 (No. 3 and 4, 1999), pp. 46-65. [Literature review, Experiment. Low and moderate acculturated respondents can be more effectively reached by developing advertisements depicting Indian cultural themes.] 10

Effect of Archetypal Embeds on Feelings: An Indirect Route to Affecting Attitudes? Andrew B. Aytesworth, Ronald C. Goodstein, and Ajay Kalra, Journal of Advertising, 28 (Fall 1999), pp. 73-81. [Literature review, Subliminal messages, Hypotheses, Experiment, Attitudes, Feelings (upbeat, negative, warm), Judgments (evaluation, activity, gentleness), Assessment, ANCOVA.] 11


A Six-Segment Message Strategy Wheel. Ronald E. Taylor, Journal of Advertising Research, 39 (November/December 1999), pp. 7-17. [Literature review, Transmission (ration, acute need, routine) and ritual (ego, social, sensory) models of communication; Kotler’s buying models; Foote, Cone, and Belding Grid; Model testing; Applications.] 13


Trying to Be Cosmopolitan. Craig J. Tompson and Siok Kuian Tambiyah, Journal of Consumer Research, 26 (December 1999), pp. 214-41. [Historical discussion, Personal interviews (expatriate professionals), Narratives (traveling, dwelling), Idiographic complexities and contradictions, Postmodern consumption, Implications, Singapore.] 19

An Investigation of Gender Differences in On-Line Privacy Concerns and Resultant Behaviors. Kim Bartel Sheehan, Journal of Interactive Marketing, 13 (Autumn 1999), pp. 24-38. [Literature review, Survey, Demographic characteristics, Behaviors, Reading unsolicited e-mail, Notifying service provider, Requesting removal from mailing lists, Sending a “flame,” Registering for Web sites, Providing incomplete or inaccurate information, Assessment, Implications.] 20


Assessing a Place to Live: A Quality of Life Perspective. Glen Riecken, Don Schmell, and Ugur Yayas, Journal of Nonprofit and Public Sector Marketing, 6 (No. 4, 1999), pp. 41-52. [Consumer survey, Importance-performance analytical technique, Matrix, Factors, Statistical analysis, Implications.] 23


1.2 Legal, Political and Economic Issues

See also 149, 175

DMA Seeks Big Role Setting Web Policy. Laura Loro, Business Marketing, 84 (June 1999), pp. 3, 34. [Pending legislation, Tax issues, Acquisitions and mergers, Internet alliance, Impacts, Online advocacy, Business-to-business policy initiatives.] 25


1.3 Ethics and Social Responsibility

See also 20, 63, 109, 148, 151

Corporate Ethics and the New Commercial Paradigm. Jonathan Hall, *Journal of Brand Management (UK)*, 7 (September 1999), pp. 38–47. [Discussion, Consumer attitudes, Multinationals, Consumer choice, Pressure groups, Brand names, Environmental performance, Examples.]


Taking Aim at Internet Fraud. Patricia A. Murphy, *Stores*, 81 (October 1999), pp. 23–24, 26. [Web credit card abuse, Softgood risks, Software packages, Customer authentication, Neural networks, Examples.]

2. MARKETING FUNCTIONS

2.1 Management, Planning, and Strategy


How to Frame a Message: The Art of Persuasion and Negotiation. Lyle Sussman, *Business Horizons*, 42 (July/August 1999), pp. 2–6. [Discussion, Strategies, Specific objective, SWOT analysis of the other party’s current status, Other party’s core values, Link strategies.]


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buyer value, Service brand equity, Technology infusion, Quality-value—loyalty chain, Agency and trust mechanisms]


Build It, and They Will Come. Philip E. Hendrix, Marketing Management, 8 (Winter 1999), pp. 31–35. [E-commerce, Impacts, Shopping behavior, Pricing, Branding, Channels, Advertising, Assesment]


Purchasing, 127 (November 18, 1999), pp. 17–58. [Eleven articles on what buyers want from suppliers, Metals, Chemicals and plastics, Electronics, Electronics manufacturing, Computer equipment, Office products and business systems, MRO distribution, Transportation/logistics, Packaging, E-commerce systems, Examples]

Purchasing, 127 (December 16, 1999), pp. S6–S66. [Sixteen articles on what buyers want from Web sites, Internet survey, Producers and third-party exchanges, Supplier readiness for e-procurement, Buyer solutions, E-commerce for trading partners, Third-party hosted Web sites, Benefits, Internet profile, Favorite sites, Economic data and analysis, State tax offices, Chemical and metals buyers, Office supplies, PCs and Software, MRO buyers, Examples]

Peace Offering. Michele Marchetti, Sales and Marketing Management, Part 1, 151 (September 1999), pp. 58–60, 62, 64, 66, 68. [Channel strategies, Motivating dealers, Support, Communication, Training, Examples]

Shifting Gears. Michele Marchetti, Sales and Marketing Management, 151 (December 1999), pp. 38–42, 44, 46, 48. [E-commerce, Data warehousing, Automobiles, Customer relations, Creative, Management styles, Pricing, No-haggle, Examples]

Internet Channel Conflicts. Susan Reda, Stores, 81 (December 1999), pp. 24–26, 28. [Web site launches, Brand-centric, Decision to sell direct over Internet, Retailers’ competitive concerns, Consumer attitudes, Convenience, Stores as distribution points, Examples]

2.4 Physical Distribution
See also 95, 139, 141, 162, 173, 191, 192, 194, 195, 211, 213, 229


Just-in-Time: What’s It Going to Take to Make It Work? Brian Milligan, Purchasing, 127 (September 2, 1999), pp. 40–41, 43–44. [Discussion, Problems, Implementation, Communication gaps, Inplant supply representatives, Accepting the system, Transporting the goods, Emergency situations, Examples]


2.5 Pricing
See also 58, 74, 80, 99, 161, 195, 197, 198


The Limits of Price Leadership: Needs-Based Positioning Strategy and the Long-Term Competitiveness of Europe’s Low Fare Airlines. Thomas C. Lawton, Long Range Planning (UK), 32 (December 1999), pp. 573–86. [Discussion, Passenger and break-even load factors, Adopting a strategic position, Leveraging organizational capabilities, Offering better value, European expansion, Case study]

2.6 Product
See also 14, 21, 22, 27, 31, 32, 33, 44, 45, 49, 57, 58, 73, 74, 81, 86, 99, 104, 114, 121, 144, 154, 161, 183, 194, 196, 204, 206


Cutting-Edge Players Push Web Branding Beyond the Banner. Sean Callahan, Business Marketing, 84 (July 1999), pp. 1, 35. [Companies prefer to show their brands in action, Notion that branding should move away from banners to Web sites, Impacts, Customer relations, Examples]

The New Meaning of Quality in the Information Age. C.K. Prahalad and M.S. Krishnan, Harvard Business Review, 77 (Septem


*Journal of Product Innovation Management*, 16 (November 1999), pp. 509-68. [Four articles on new product launch, Strategy, Tactics, Demand outcomes, Success factors, Skills and resources, Market information gathering, Managerial decisions in The Netherlands, Managing product introduction risk through response-based logistics.] 95


2.7 Sales Promotion

See also 111, 193


Short- or Long-Duration Coupons: The Effect of the Expiration Date on the Profitability of Coupon Promotions. Aradhna Krishna and Z. John Zhang, *Management Science*, 45 (August 1999), pp. 1041-56. [Literature review, Model presentation, Propositions, Free-standing-insert and market-level analysis, Coupon duration has been decreasing over time, Larger market share firms give shorter coupon duration, Assessment.] 100

2.8 Advertising

See also 5, 9, 10, 11, 12, 13, 17, 27, 64, 74, 89, 160, 199, 206

Comparative Analysis of Advertising Information in a U.S. and Mexico Edition of a Men's Magazine. Louis K. Falk, Robert W. Jones, Dawn E. Foster, and Sharaf Rehman, *International Journal of Commerce and Management*, 9 (No. 3 and 4, 1999), pp. 33-45. [Literature review, Mexican magazine advertisements are more informative than those in the U.S. editions, Information cues are markedly different with respect to frequency within the advertisements of the two countries.] 101


Flaming, Complaining, Abstaining: How Online Users Respond to Privacy Concerns. Kim Bartel Sheehan and Mariela Grubbs Hoy, *Journal of Advertising*, 28 (Fall 1999), pp. 37-51. [Literature review, Hypotheses, Survey, More likely to provide incomplete information to Web sites, notify Internet service providers about unsolicited e-mail, request removal from mailing lists, and send a "flame" to online entities that send unsolicited e-mail and less likely to register for Web sites that request information; Implications for online advertisers.] 103

Brand Endorsement, Popularity, and Event Sponsorship as Advertising Cues Affecting Consumer Pre-Purchase Attitudes. Dwayne Hal Dean, *Journal of Advertising*, 28 (Fall 1999), pp. 1-12. [Literature review, Hypotheses, Experiment, Variables, Quality, Unique, Manufacturer esteem, Corporate citizenship, Statistical analysis, Implications.] 104


Sales Response to Outdoor Advertising. Mukesh Bhargava and Naveen Donthu, Journal of Advertising Research, 39 (July/August 1999), pp. 7–18. [Literature review, Two field experiments, Effects, Temporal, Spatial, Promotional, Marketing plan, Assessment.]


Factors Affecting In-Market Recall of Food Product Advertising. Michael Ewing, Julie Napoli, and Erik du Plessis, Journal of Advertising Research, 39 (July/August 1999), pp. 29–38. [Literature review; Hypotheses; Analysis of commercials; Comparisons based on gender, liking, verified recall, commercial length, media weight, and flighting; Statistical analysis; South Africa.]

“Subtle Servant”: A Theme for the Next Decade. Betsy D. Gelb, Journal of Advertising Research, 39 (September/October 1999), pp. 31–54. [To emphasize a service, the advertising shows a buyer unburdened and someone else taking responsibility; Examples; Implications.]


Advertising Wearout: What and How You Measure Matters. David W. Stewart, Journal of Advertising Research, 39 (September/October 1999), pp. 39–42. [Commentary on two 1998 JAR articles by Blair and Raback and Scott and Solomon, Focus is different units of analysis (single executions versus advertising campaigns) and different measures (choice-based measure of persuasiveness versus verbal measures of memory and attitude), Articles illustrate problems inherent in advertising evaluation.]

The Use of Rhetorical Devices in Advertising. Gail Tom and Anmarie Eves, Journal of Advertising Research, 39 (July/August 1999), pp. 39–43. [Discussion, Date collection (pairs of advertisements in which at least one used a rhetorical figure), Performance measures (recall, persuasion), Assessment.]


Turning Up the Volume on Branding. Stores, 81 (October 1999), pp. 30–32. [Retail advertising campaigns, TV expenditures, Network, Spot, Syndicated, Cable, Statistical data.]

In, Out, or In-Between? Sorting Solutions for Success. Susan Reda, Stores, 81 (October 1999), pp. 18–20. [In-house advertising, Outsourcing, Factors, Speed, Expertise, Cost, Control, Creativity, Examples.]

2.9 Personal Selling


2.10 Sales Management


Fast Approximation Methods for Sales Force Deployment. Andreas Drexl and Knut Haase, Management Science, 45 (October 1999), pp. 1307–23. [Literature review, Nonlinear mixed-integer programming model, Experiment, Sales force sizing, Sales representative location, Sales territory alignment, Sales resource allocation, Application, Distribution of beverages, Germany.]

Are Consultants Worth It? Andy Cohen, Sales and Marketing Management, Part 1, 151 (September 1999), pp. 32–36, 38, 41–42. [Survey of executives, Impacts, Satisfaction, Technology, Accountability, Follow-up, Trust, Revenues, Large versus small companies, Assessment.]


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You Bet Your Life. Sarah Lorge, *Sales and Marketing Management*, 151 (December 1999), pp. 68–70, 72, 74–76. [Discussion, Salespeople, Gambling addictions, Warning signs (irregularities around the use of credit cards, expenses that do not make sense, excessive borrowing, advances on commission checks), Success, Guidelines.]

**3. SPECIAL MARKETING APPLICATIONS**

### 3.1 Industrial


**Behind Successful IT Strategy Is a Powerful Purchasing Operation.** Susan Avery, *Purchasing*, 127 (October 21, 1999), pp. 50–51. [Survey, Involvement in technology purchases, Involvement of other departments, Supplier selection criteria, Where purchased (value-added resellers, direct from manufacturer), Examples.]

**Leave the Buying of MRO Supplies to Users!** Susan Avery, *Purchasing*, 127 (September 2, 1999), pp. 49, 51–52. [Survey, Supply management strategies, Integrated supply, Procurement cards, Internet, Benefits (reduced acquisition costs, lower inventory levels, customer service), Management change, Examples.]

**Profile of the Purchasing Professional.** Kevin R. Fitzgerald, *Purchasing*, 127 (July 15, 1999), pp. 74–75, 78–79, 82, 84. [Survey, Personal information, Responsibilities, Career information, Assessment.]

**Push Is on to Shorten Leadtimes for Custom Car Orders.** Brian Milligan, *Purchasing*, 127 (October 7, 1999), pp. 74, 76, 78. [Production scheduling, Competitive advantage, Software packages, Logistics Continuous Improvement, Reduced supply inventory, Increased pickup frequency at cross docks, Computer components.]

### 3.2 Nonprofit, Political, and Social Causes

**Charity Begins Online.** Kendra Parker, *American Demographics*, 21 (December 1999), pp. 39–41. [Study, Market potentials, Socially engaged Internet users, Demographic characteristics, Impacts, Online auctions, Examples.]


**Charity Involvement and Customer Preference for Charity Brands.** Roger Bennett and Helen Gabriel, *Journal of Brand Management (UK)*, 7 (September 1999), pp. 49–66. [Theoretical discussion, Product’s overt charity affiliation, Hypotheses, Consumer survey, Impacts, Product involvement, Donation activity, Statistical analysis, Implications for brand management, UK.]


**Motives Behind Charitable Bequests.** Cyril F. Chang, Albert A. Okunade, and Ned Kumar, *Journal of Nonprofit and Public Sector Marketing*, 6 (No. 4, 1999), pp. 69–85. [Literature review, Model presentation, Effects, Residence tenure status, Personal beliefs and attitudes, Employment status, Personal attributes, Profile development, Recommendations.]


Antecedents and Consequences of Marketing Managers’ Conflict-Handling Behaviors. X. Michael Song, JinHong Xie, and Barbara Dyer, Journal of Marketing, 64 (January 2000), pp. 50-66. [Literature review, Model development and testing, Hypotheses, Survey of non-service firms, Measures, Goals incongruity, Management support for integration, Participative management, Early involvement, Job rotation, Avoiding and collaborating behaviors, Cross-functional integration, Performance, Cross-national differences. Japan, China (Hong Kong), United States, United Kingdom.]

Restructuring European Supply Chains by Implementing Postponement Strategies. Remko I. van Hoek, Bart Vos, and Harry R. Commandeur, Long Range Planning (UK), 32 (October 1999), pp. 505-18. [Deferring process in which products are transformed according to unique customer specifications, Impacts, Visioning, Logistics strategic analysis and planning, Managing change, Case studies.]

Bypassing Barriers to Marketing in Japan. Michael R. Czinkota and Masaaki Kotabe, Marketing Management, 8 (Winter 1999), pp. 36-43. [Expert opinion, Identifying change, Market impediments, Expected structural changes, Methods to improve foreign penetration (trade negotiations, business strategy), Implications.]


3.4 Services
See also 6, 39, 42, 61, 62, 69, 87, 107, 120, 126, 128, 146, 150, 229


Happy Campers. John Fetto, American Demographics, 21 (July 1999), pp. 46-47. [Residential camps, Special interests, 15- to 18-year-olds, Costs, Activities, Examples.]

Web Savvy for Hire: Marketers Turning to Consultants for E-Commerce Expertise. Sean Callahan, Business Marketing, 84 (November 1999), pp. 1, 52. [Discussion, Effectiveness, E-business strategy, Web design and marketing support, Information technology, Examples.]

Banks Hit the Net As Traditional Efforts Fail. Philip Clark, Business Marketing, 84 (November 1999), pp. 1, 51. [Personalization in a large-scale, paper-based environment is difficult to attain; Banks are planning portal launches, tailored e-mail campaigns, and industry specific Web sites; Examples.]


Health Care Communications Approaches for an Online World. Marketing Health Services, 19 (Fall 1999), pp. 25-30. [Interview with communications expert, Trends, Opportunities, Skill requirements, Web sites, Impacts on traditional marketing channels, Management of relationships, Information flows, Projections.]

Trends in Health Care Marketing. Marketing Health Services, 19 (Fall 1999), pp. 42-44. [Survey of hospitals, How marketers are employed, Marketing expenditures, Priorities of organizations and marketers, Assessment.]


Patient Satisfaction and the Role of Choice. Dennis O. Kaldenberg, Marketing Health Services, 19 (Fall 1999), pp. 39-42. [Survey, Perceptions, Choice limits by type of treatment, Region of country, Type of insurance, Assessment, Managerial implications.]

Benchmarking in the Pharmaceutical Industry. Jorg Kruetten, Marketing Health Services, 19 (Fall 1999), pp. 15-22. [Discussion; Situation and object analysis; Survey design; Information collection and analysis; Reconfiguration, implementation, and control; Examples.]

Obstetricial Care and Patient Loyalty. James W. Peltier, Thomas Boyt, and John A. Schibrowsky, Marketing Health Services, 19 (Fall 1999), pp. 5-12. [Survey of patients, Attitudes, Physician and nurse care, Overall satisfaction versus overall quality, Performance assessment, Strategic implications.]

4. MARKETING RESEARCH

4.1 Theory and Philosophy of Science
See also 13, 51, 60, 100, 105, 119, 127


Competitive and Cooperative Inventory Policies in a Two-Stage Supply Chain. Gerard P. Cachon and Paul H. Zipkin, Management Science, 45 (July 1999), pp. 936-53. [Literature review, Game the-
ory, Multiechelon inventory, Incentive contracts, Nash equilibrium, Stackelberg equilibrium, Assessment.]

Decentralized Supply Chains Subject to Information Delays. Fangruo Chen, Management Science, 45 (August 1999), pp. 1076–90. [Literature review, Models, Teams, Cost centers, Incentive compatibility, Irrational behavior, Example.]


The Effects of Selling Packaged Goods on Inventory Decisions. Ricardo Ernst and Panagiotis Kouvelis, Management Science, 45 (August 1999), pp. 1142–55. [Literature review, Model presentation, Inventory with substitution, Bundling policies, Newsvendor problem, Retail inventories, Product line design, Assessment.]


4.2 Research Methodology
See also 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 15, 16, 17, 18, 21, 22, 23, 24, 37, 46, 55, 57, 59, 71, 72, 94, 99, 100, 103, 104, 105, 107, 109, 110, 111, 112, 113, 114, 116, 118, 119, 120, 126, 147, 148, 149, 177, 183, 188, 189, 197, 219, 220

The Plunge into Prime Time. Deirdre Dolan, American Demographics, 21 (September 1999), pp. 48–52, 54, 56. [Trends, Target audiences, Market shares, Show types, Typical advertisers, Impacts, Age groups, Gender, Race, Example.]

Keeping Up with Teens. Christina Merrill, American Demographics, 21 (October 1999), pp. 27–31. [Trends, Magazines, Target markets, Fragmentation, Reading habits, Boys, Girls, Choices, Titles, Online, Examples.]

Got Questions? All You Have to Do Is Ask. Kendra Parker, American Demographics, 21 (November 1999), pp. 36–39. [Internet surveys, Customer satisfaction, Retail Web sites, Pricing, Service, Shopping behavior, Privacy concerns, Demographic characteristics, Problems, Costs, Response rates, Examples.]

Something in the Way We Move. Glenn Thrush, American Demographics, 21 (November 1999), pp. 48–52, 54. [Trends, Movement to nonmetro rural counties, Western states, Rating scale, Natural appeal, Labor market considerations, Problems, Lower pay, Remoteness, Connections to the outside world, Examples.]

Industrial Marketing Management, 28 (May 1999), pp. 201–317. [Ten articles on researching business and high-technology markets, Business-to-business case studies, Degrees-of-freedom analysis, Monitoring customer satisfaction, Organizational buying theories, Response rate and response bias, Structure of industrial buying centers, Aggregation approaches for second-order data, Disk-by-mail surveys, Creativity management.]

Survey of New Product Forecasting Practices in Industrial High Technology and Low Technology Businesses. Gary S. Lynn, Steven P. Schnaars, and Richard B. Skov, Industrial Marketing Management, 28 (November 1999), pp. 565–71. [Study of project successes and failures, Successful high-tech projects relied more on internal qualitative techniques, whereas low-tech projects relied more on conventional quantitative market-based techniques.]


The Strategic Power of Consensus Forecasting: Setting Your Organization Up to Win. Katy Fosnaught, Journal of Business Forecasting, 18 (Fall 1999), pp. 3–7. [Discussion, Factors, One-number monthly forecasting process, Use of appropriate tools and techniques, Organizational infrastructure, Change management, Assessment.]


Bayesian Modeling Enhances Supply Chain Forecasting and Planning. J.D. Picklesley and G.J. Brentnall, Journal of Business Forecasting, 18 (Fall 1999), pp. 19–23. [Dynamic linear modeling,
5. OTHER TOPICS

5.1 Educational and Professional Issues

See also 106, 117

Going the Distance. Ron Feemster, American Demographics, 21 (September 1999), pp. 58-62, 64. [Trends, Number of people who have some college experience but lack a diploma, Skill profiles, Aptitudes, Experience, Income, Consumption behavior, Expenditures, Statistical data.]


Interactive Distance Learning: Impact on Student Course Evaluations. Kenneth E. Clow, Journal of Marketing Education, 21 (August 1999), pp. 97-105. [Literature review; Comparisons; Noninteractive distance learning; Graduates versus undergraduates; Most evaluation differences dealt with the instructor’s teaching methodology, style, and interaction with students; Better suited for graduate programs.]


But That’s Not Fair! An Exploratory Study of Student Perceptions of Instructor Fairness. Mark B. Houston and Lance A. Bettencourt, Journal of Marketing Education, 21 (August 1999), pp. 84-96. [Literature review, Survey, Factors, Professor conduct in interpersonal interactions, Flexibility, Implementation of course grades and policies, Interactions with professor regarding grades, Course and exam content, Assessment, Implications.]


5.2 General Marketing

See also 53, 157, 170, 185, 190, 230

The Early Development of Purchasing Roles in the American Household, 1750 to 1840. Terrence H. Witkowski, Journal of Macromarketing, 19 (December 1999), pp. 104-14. [Discussion; Marital authority; Home production and the division of labor; Household decision-making influences; Ordering, shopping, and purchasing; Examples.]

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