

# Consumer Personality & Research Conference

Dubrovnik, Croatia • September 20 – 24, 2005

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## Program\*

Conference Website:

<http://www.cpr2005.info>

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## CPR 2005: Program Overview

	<b>Tuesday September 20, 2005</b>	<b>Wednesday September 21, 2005</b>	<b>Thursday September 22, 2005</b>	<b>Friday September 23, 2005</b>	<b>Saturday September 24, 2005</b>
09.00 – 09.30	Registration desk at ICCU open	<b>Paul Barrett</b> <i>University of Auckland, NZ</i> <b>Consumer Profiling</b>	<b>Denis Bratko</b> <i>University of Zagreb, Croatia</i> <b>Behavioral Genetics</b>	<b>Mick Couper</b> <i>University of Michigan, USA</i> <b>The Power of the Visible</b>	<b>Bozidar Klicek</b> <i>University of Zagreb, Croatia</i> <b>Knowledge Discovery</b>
09.30 – 10.00					
10.00 – 10.30					
10.30 – 11.00					
11.00 – 11.30					
11.30 – 12.00					
12.00 – 12.30					
12.30 – 13.00					
13.00 – 13.30					
13.30 – 14.00					
14.00 – 14.30					
14.30 – 15.00					
15.00 – 15.30	Welcoming Address  <b>M. Joseph Sirgy</b> <i>Virginia Tech., USA</i> <b>Consumer Self-Concept</b>	<b>Social Event** :</b> <b>Old Town of Dubrovnik</b>	<b>Social Event** :</b> <b>Island of Lokrum</b>	Short Course: <b>Web-based Data Collection</b> 	<b>Paper Session:</b> <b>Data Mining, Segmentation, and Modeling</b>
15.30 – 16.00					
16.00 – 16.30					
16.30 – 17.00					
17.00 – 17.30					
17.30 – 18.00	Opening Reception	<b>Paper Session:</b> <b>Consumer Personality Assessment</b>	<b>Paper Session:</b> <b>Consumer Personality and Motives</b>	<b>Paper Session:</b> <b>Advertising Research</b>	<b>Ph.D. paper award notification Closing Address</b>
18.00 – 18.30					
18.30 – 19.00					
19.00 – 19.30		<b>Paper Session:</b> <b>Brand Personality</b>	<b>Paper Session:</b> <b>Brand Preference and Loyalty</b>	<b>Paper Session:</b> <b>eCommerce</b>	<b>Lunchtime</b>
19.30 – 20.00					
20.00 – 20.30					

\*\* 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

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## 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

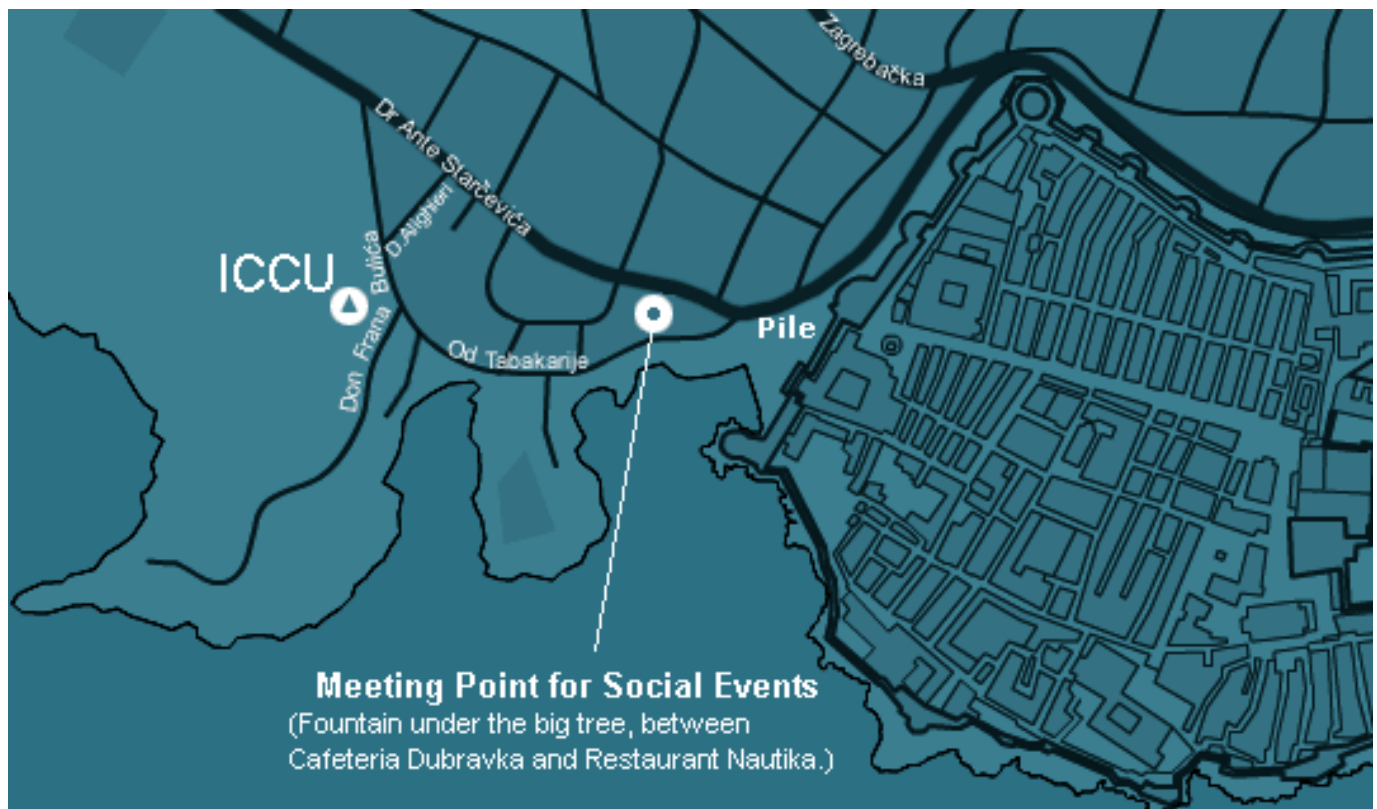
Fax (International format):  
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ICCU Website:  
<http://www.caas.unizg.hr/>

The CPR 2005 registration desk can be reached at (*only* between September 20-24, 2005):

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# Consumer Personality & Research Conference

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## Keynote Speeches:

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**Tuesday**  
**September 20, 2005:**

**M. Joseph Sirgy**

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

**“Advances in Consumer Self-Concept Research”**

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**Wednesday**  
**September 21, 2005:**

**Paul Barrett**

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

**“Consumer Profiling”**

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**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”**

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**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”**

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**Saturday**  
**September 24, 2005:**

**Bozidar Klicek**

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

**“Knowledge Discovery in Consumer Behavior Research”**

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**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 Mendes-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, *DeGroote School of Business, McMaster University, Ontario, Canada*

Brian Detlor, *DeGroote 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 Mrsic, *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.
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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**

Pennsylvania State University, Smeal College of Business, Department of Marketing, Philadelphia, PA, USA

**Paul Barrett**

University of Auckland, Department of Management and Employment Relations, Auckland, New Zealand

**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**

University of Michigan, Survey Research Center at the Institute for Social Research, Ann Arbor, MI, USA

**Mirta Galesic**

University of Zagreb, Department of Psychology, Zagreb, Croatia

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# 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

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