

# RETAIL EDUCATION TODAY

VOLUME 35, NUMBER 1

## HELLO FROM ACRA PRESIDENT RODNEY RUNYAN

This latest issue of Retail Education Today includes the formal announcement of our 2016 Conference, hosted by Montclair State University. Over the past several years we received many requests to hold our annual conference in the New York City area, so we hope that all of you will send your research papers and workshop ideas to our Co-Chairs Archana Kumar and Patrali Chatterjee, through the respective track chairs in your research area.

We are coming off of one our most successful Triennial conferences in recent memory. Over three full days at the wonderful Hyatt Regency Alhambra in Coral Gables, over 130 attendees heard from top industry speakers, fellow researchers and also presented 120 papers to colleagues. Conference Co-Chairs

Dhruv Grewal, Anne Roggeveen, Jane Swinney, Jens Nordfält, and Maria Vazquez did a wonderful job organizing the paper sessions, and helping to



make it a great conference. Thanks also go to ACRA Board members Robert Jones and Susan Fiorito, who handled all of the registrations prior to and during the conference. We had attendees from ten different countries, which made for some very diverse paper sessions and follow-up discussions. New friends and colleagues were made, and networking

opportunities increased.

At this AMA/ACRA Triennial we also unveiled two new awards which we plan to make a regular part of the Triennial conference: Lifetime Achievement honors in Academics and Industry. The inaugural awardees were Professor Michael Levy for Academics and Mindy Grossman for Industry (see more on these two awardees elsewhere in this issue). As ACRA looks to the future, the need to solidify our brand as the leader in the retail discipline is important. Recognizing individuals who have made great contributions in scholarship and in industry is essential to maintaining that leadership.

Enjoy the latest issue of RET, and have a wonderful summer!

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# Call for Papers!

We are excited to launch our next issue of *Retail Education Today* in September 2015! ACRA now offers its newsletter twice a year, in September and May. This provides ACRA members two annual opportunities to contribute in a variety of ways. Please see below for the following options and coordinating deadlines for the 2015-2016 academic year.

## **The Buzz**

Recently attended a retail-related industry or trade conference? Send us a 200-word synopsis of where you went, who was there, and what the major themes of the conference were!

## **Ask the Expert**

Have a question related to teaching retailing concepts? Send your question in via email to the Editor and we will find an expert to respond!

## **Peer-Reviewed Research Articles**

Papers should be approximately 1000-4000 words and should be unpublished and non-copyrighted. Papers will undergo a double-blind referee. The author(s) will retain copyright of their paper. Graduate students are especially encouraged to submit. The editor, along with at least one reviewer, will pursue a policy of timely and meaningful review of each paper. If the paper is accepted, the author(s) must provide the paper's final version in Microsoft Word format. Papers should comply with APA guidelines.

## **Feature Articles**

We are always looking for feature articles on innovative teaching or leadership strategies relevant to the retail industry and its sectors. These papers should emphasize issues and topics relevant to faculty in the classroom. Papers should not exceed 2,000 words and will be reviewed by the RET editors for publication.

Submissions should be submitted in Microsoft Word format to the Editor (co-sette.armstrong@okstate.edu) and cc: the Associate Editor (mannm@montclair.edu). We look forward to serving you!

**September Issue  
Submission Deadline:  
August 15, 2015**



# Conference Highlights

from the AMA/ACRA Second Triennial Conference, March 4-7, 2015, Miami, FL



**SANDY SOTO** is the Vice-President of Executive Talent Acquisition for HSN, Inc. (NASDAQ: HSNi), a direct to consumer retail portfolio that includes HSN and Cornerstone, which represents home and family lifestyle brands: Chasing Fireflies, Ballard Designs, Frontgate, Improvements, Garnet Hill, Grandin Road and TravelSmith.

*Vice President  
HSN, Inc.*

Her responsibilities include the overall strategy and execution of executive talent acquisition, talent sourcing, and destination services for the organization and works very closely with the senior leadership. This includes providing strategic and operational leadership to her team as well as ensuring that HSNi is positioned to attract and acquire the best and external talent, delivering new sourcing strategies and evolving technologies which will bring greater efficiencies to the recruiting processes, and insuring that HSNi as an employment brand, remains on the cutting edge of acquiring talent in the market place for future brand growth and success.

**KENT RUESINK** spent 10 years at Walmart Stores where he presided over the groundbreaking transition

*Senior Director of Space & Category Management  
JDA*

from CAD based planogram process to the use of graphical space management tools. He developed a three-year roadmap and directed the implementation to transform the space management process and organization from a tactical function to a strategic role of optimizing the balance between store space and inventory.

Mr. Ruesink joined JDA in 2000 through the acquisition of Intactix, where he held a role in consulting guiding strategic retail and CPG customers through Enterprise Suite. He briefly joined the JDA Sales Organization as a Pre-Sales Consultant from 2004-06. In 2006 he designed the JDA Category Advisor solution to enable Walmart suppliers to leverage their Retail Link data to develop store-specific planograms. In 2007 he joined JDA Strategic Services where he led space and category management implementation initiatives in both the US and

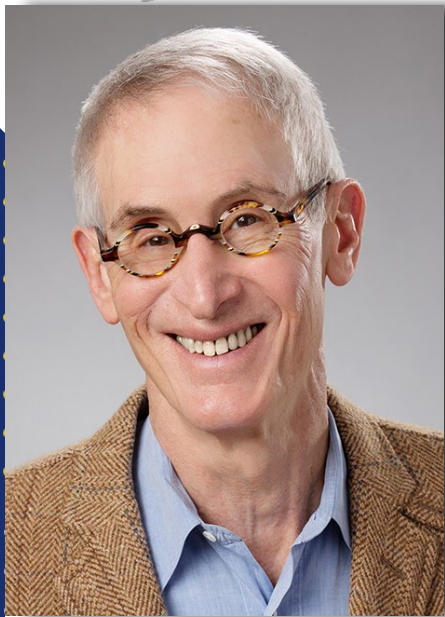


Latin America, as well as conducting numerous business diagnostics workshops for customers.

Mr. Ruesink is currently Sr. Director Product Management Group – Space & Category Management, where he is charged with transforming customer and industry needs research into clear solution objectives and roadmaps that drive revenue growth, competitive differentiation and customer value.

# FEATURE ARTICLE

## 2015 Academic Lifetime Achievement Award



### Michael Levy

Charles Clarke Reynolds  
Professor of Marketing  
Director, Babson Retail  
Supply Chain Institute  
Babson College Babson, MA

**T**he American Collegiate Retailing Association announces Michael Levy, Charles Clarke Reynolds Professor of Marketing and Director of the Retail Supply Chain Institute at Babson College, as the recipient of its inaugural Lifetime Achievement Award. Professor Levy accepted his award at the AMA/ACRA Triennial Conference in Coral

Gables, FL on March 5, 2015. The award was presented on behalf of the ACRA board and organization by current President, Rodney Runyan.

This award is given to a scholar who has demonstrated a clear dedication to the retailing discipline, with a sustained and significant scholarly output over a career in the academy. This includes significant service to the discipline and/or industry at the national or international levels.

Michael Levy, PhD (Ohio State University), is the Charles Clarke Reynolds

Professor of Marketing and Director of the Retail Supply Chain Institute at Babson College. He received his PhD in business administration from The Ohio State University and his undergraduate and MS degrees in business administration from the University of Colorado at Boulder. He taught at Southern Methodist University before joining the faculty as professor and chair of the marketing department at the University of Miami.

Professor Levy received the first ever Academic Lifetime Achievement Award presented at the 2015 AMA/ACRA Triennial Conference, “25 years of dedicated service to the Editorial Review Board of the Journal of Retailing,” (2011), McGraw-Hill Corporate Achievement Award for Grewal-Levy Marketing 2e with Connect in the Category of Excellence in Content and Analytics (2010), “Revision of the Year for Marketing 2e (Grewal/Levy) from McGraw-Hill Irwin (2010), Babson Faculty Scholarship Award (2009), and the Distinguished Service Award, Journal of Retailing (2009) (at Winter AMA), He was rated as one of the “Best Researchers in Marketing,” in a survey published in Marketing Educator (Summer 1997.) He has developed a strong stream of research in retailing, business logistics, financial retailing strategy, pricing, and sales management. He has published over 50 articles in lead-

ing marketing and logistics journals, including the Journal of Retailing, Journal of Marketing, Journal of the Academy of Marketing Science, and Journal of Marketing Research. He currently serves on the editorial review board of the International Journal of Logistics Management, European Business Review, and the Advisory Boards of International Retailing and Marketing Review and the European Retail Research. He is coauthor of Retailing Management, 9e (2015), which

*“... Coauthor of Retailing Management, 9e (2015), which is the best-selling retailing text in the world; Marketing, fifth edition (2016) and M-Marketing, fourth edition (2015), all with McGraw-Hill Education. Professor Levy was co-editor of Journal of Retailing from 2001 to 2007. He co-chaired the 1993 Academy of Marketing Science conference and the 2006 Summer AMA conference.”*

is the best-selling retailing text in the world; Marketing, fifth edition (2016) and M-Marketing, fourth edition (2015), all with McGraw-Hill Education. Professor Levy was co-editor of Journal of Retailing from 2001 to 2007. He co-chaired the 1993 Academy of Marketing Science conference and the 2006 Summer AMA conference.

Professor Levy has worked in retailing and related disciplines throughout his professional life. Prior to his academic career, he worked for several retailers and a housewares distributor in Colorado. He has performed research projects with many retailers and retail technology firms, including Accenture, Federated Department Stores, Khimetrics (SAP), Mervyn’s, Neiman Marcus, ProfitLogic (Oracle), Zale Corporation, and numerous law firms.

# FEATURE ARTICLE

## 2015 Academic Lifetime Achievement Award

### Mindy Grossman

CEO HSN, Inc.  
Vice-Chair, National Retail Federation



**M** Mindy Grossman is Chief Executive Officer of HSN, Inc. (NASDAQ: HSNi) and a member of the company's Board of Directors. She oversees a \$3.4 billion direct to consumer retail portfolio that includes HSN and the Cornerstone portfolio of home and family lifestyle brands.

During her tenure she has positioned HSNi as a leader in boundary-less retail, offering customers a seamless shopping experience across multiple channels – television, catalogue, on-line and mobile. Nearly half of the company's revenue is now generated through digital commerce.

A 35-year veteran of the retail and apparel industries, Mindy joined IAC, HSNi's former parent company, in 2006 as CEO of IAC Retail. In 2008, she took the company public and became the CEO of HSNi. Since then she has transformed HSN into a lifestyle network offering an exciting array of

products, personalities and experiences designed to engage, inform and entertain. She has pioneered visionary, industry-changing innovations such as Shop by Remote, HSN Arcade and HSN Live and formed unique partnerships with brands such as Coca Cola, Toyota and Disney. She has also reshaped the Cornerstone Brands portfolio by spearheading the digital transformation of the catalogue business and acquiring fast-growing brands such as Chasing Fireflies.

Prior to joining IAC, she served as a Global Vice President at Nike, Inc., overseeing its \$4 billion apparel business. At Nike, she led the development and growth of the global women's business and served as co-chair of Nike's Women's Leadership Council. Earlier career highlights include serving as President and CEO of Polo Jeans Company, Vice President of New Business Development at Polo Ralph Lauren Corporation, President of Chaps Ralph Lauren, and Senior Vice President of Menswear for Warnaco, Inc. She also held senior positions at Tommy Hilfiger and Oxford Industries.

In 2014, Mindy was recognized as one of Fast Company's Most Creative People in Business. In 2013, Forbes magazine named Mindy one of the world's 100 most powerful women, an honor she has received three times. In 2011, she was named Corporate Innovator of the Year at the Ernst & Young Entrepreneur of the Year® Florida Awards. In both 2010 and 2011, Mindy

was ranked by the Financial Times as one of the top 50 women in world business. Mindy serves on the boards of the National Retail Federation, Bloomin' Brands and the U.S. Fund for UNICEF.



# REFLECTIONS...

*from the AMA/ACRA Second Triennial Conference,  
March 4-7, 2015, Miami, FL*

**Leslie  
Stoel**

Professor  
*The Ohio State  
University*

**W**hat a great conference! For me, the things I enjoy about attending conferences are the people and the ideas. And at the AMA/ACRA triennial conference in Miami, Florida this spring, I was not disappointed. I had the chance to renew many old friendships and acquaintances as well as the opportunity to meet new folks from around the world. In terms of people, one thing was abundantly clear: the professoriate is rolling over to the next generation. Many of our retail mentors who have always attended ACRA conferences have retired or are retiring very soon. But fortunately, there were many fresh faces in attendance who show great passion for their research, their teaching, and most importantly, for retail. The study of retailing is in good hands!

Idea exchange was also abundant, in terms of practice, research, and teaching. We heard from two great industry speakers, and their presentations helped me think about 'the real world' in which retailers operate. There was a great mix of research presentations. In my opinion, there are some very interesting retail research efforts underway in the Scandinavian countries. And, it was also great to learn about emerging retail research in Mexico. So I hope we can ratchet up healthy research dialogue and partnerships across borders. I was also intrigued by research examining various aspects of visual retailing, such as mannequins, merchandise displays, etc. Over the years, I had assumed that this area had been well-covered in the literature, but, in fact, it has not been (really, Rod Runyan, it has not!). Or, perhaps I should say that the coverage has been so general that it is not helpful to practitioners in today's competitive environment. We need to dive deeper into these topics.

We also heard about teaching. I want to thank Greg Clare for sharing his instructional efforts to integrate advanced spreadsheet functionality into the curriculum. A few years ago (okay, it was quite a few years ago, even before I started working on my PhD) Jack Gifford created an assortment planning spreadsheet and shared it with ACRA members;

that spreadsheet package was used for years in many programs across the U.S. Finally, we see a revolutionary update. Greg has wrangled with pivot tables and power pivot, collaborated with his faculty colleagues, and experimented with his students to integrate assignments that use these spreadsheet functions in every relevant class across the undergraduate curriculum in the merchandising program at Oklahoma State. The assignments begin with fundamental skills and ramp up through to a culminating project. We had a very lively discussion in Greg's session. Clearly, the need for this content was recognized, and I want to encourage everyone to jump on this. Ask around on your campus to learn the extent to which these skills are being included in classes. I think you will be surprised at the assumptions that various departments are making – that other departments are covering it, so we don't have to, when in reality no one is covering it. Virtually all of the planning software on the market for retailers today, underneath it all, is based on spreadsheets and databases, so our students would benefit from progressive use of these throughout their academic program, rather than just in one or two classes.

Overall, I came away from the conference with a refreshed mind and renewed excitement for retail. If you did not attend AMA/ACRA this year, I hope you will invest your travel funding next year for the 2016 NYC ACRA conference. You won't be sorry!

**T**he 2015 ACRA/AMA conference in Miami, FL, was an invaluable, enriching experience. Not only were the presentations enlightening and informative, but the opportunities for camaraderie and networking were unparalleled. As a third year Ph.D. student, this was only my second ACRA conference; however, the warmth of the ACRA members and the environment that is created made me feel welcomed, nurtured, and inspired. I was able to meet a number of new colleagues and to strengthen relationships that I had formed in Dallas the year prior. I am very much looking forward to New York in 2016!

**Whitney  
Ginder**

Graduate student  
*Auburn University*

# REFLECTIONS...

*from the AMA/ACRA Second Triennial Conference,  
March 4-7, 2015, Miami, FL*

**Jeffrey  
Campbell**

Assistant Professor  
*University of South  
Carolina*

Attending the ACRA Conference in Miami was especially insightful for me, as it allowed the opportunity to not only network with other academics interested in my stream of research but also listen to industry professionals present on relevant topics to our current students. Both Sandy Soto from the Home Shopping Network and Kent Ruesink from JDA provided excellent information that can be carried over to our classrooms. The ability to interact with these industry experts has made ACRA a unique and worthwhile conference every year. I am especially excited about the 2016 ACRA Conference in the NYC area and look forward to meeting colleagues, learning more from industry partners, and hearing about current research in our discipline.

**Rachel  
Ashman**

Lecturer  
*University of  
Liverpool*

This was my first experience at ACRA, and as with attending any new conference with a group of unknown scholars, I was slightly apprehensive. However, my nerves were quickly forgotten as I immediately found the conference organized and collegial, with plenty of opportunities for networking. The atmosphere at the conference was relaxed yet professional, and the keynote speakers had been thoughtfully chosen to offer key insights into innovative areas of retailing. It was particularly clear that the organisers of the conference were keen to help with questions and make sure everyone's experience was a good one. I made numerous connections with academics from different countries as well as gained plentiful feedback during my presentation session, which made the 9-hour flight back to the UK a happy one!

I attended the ACRA conference for the first time in 2015, following a recommendation from a colleague that it was a valuable conference to attend. I am pleased to say that I was not disappointed, as the conference and hospitality of the hosts were excellent. I arrived late on the first evening (due to flight delays) but was warmly greeted at the reception and the organizers went out of their way to ensure I was introduced to other attendees and provided with refreshments. Instantly, I felt welcome (I have attended many other international conferences and been left to my own devices for the first few days!) and could sense that ACRA attendees were part of a community of practice and not just present for a 'job hunt'. The conference opening with a very interesting keynote speaker (perhaps I was engaged as the topic was online shopping!) and the same enthusiasm ran throughout the entire conference. Being located in Miami I presumed people would dip in and out of sessions (the lure of the weather and the beach being too much), but this was not the case. Many attendees were present for the duration of the conference which meant a friendly face in every session. The papers presented were varied and detailed, with many projects having reached completion or at a stage of initial results, this was refreshing, as I find conferences based on 'idea pitching' quite frustrating. I want to know what has happened and the impact of the research. The refreshments, lunches and conference dinner were an informal and rewarding time for table discussion and socialisation. During my time at the conference, I formed a number of friendships and have connected with quite a few attendees since via LinkedIn. ACRA has impressed me, and I hope to attend again in the near future.

**Sandra  
Moffett**

Senior Lecturer  
*Ulster University*

# 2016 CONFERENCE INFORMATION

## General Conference Info

- When: April 13-16, 2016
- Hotel: Embassy Suites  
455 Plaza Drive, Secaucus, NJ
- Room rate: \$199/night
- Events: Night on Broadway (optional)
- Evening receptions: Wednesday-Friday

## Why You Should Attend

- 3 days of research presentations!
- Potential retailer visits
  - Toys R US Corporate
  - Macy's Distribution Center
  - Children's Place
  - Warby Parker

## Location! Location! Location!

- Hotel in popular retail and shopping district
  - No taxes on clothing/accessories in NJ!
- 3 miles from New York City
- NJ Transit Bus outside hotel
- Secaucus train station – 5 min. walk
  - 6 miles from Teterboro Airport
  - 13 miles from Newark Liberty International Airport
  - Complimentary hotel shuttle in 2 mi. radius

## Important Dates

- May 30, 2015: Call for Papers, Special Topic Sessions
- August 31, 2015: Deadline to submit papers, proposals for ACRA 2016

- March 10, 2016: Hotel reservation blocked up until this date
- April 13-16, 2016: Conference Dates
- May 31, 2016: Journal of Research in Interactive Marketing (JRIM) Special Issue "Digitization in Retailing"
  - Best papers from ACRA will be submitted to the journal
  - JRIM Best Paper Award \$300

## Contacts

- Conference Co-Chairs:
  - Patrali Chatterjee
  - Archana Kumar

Direct e-mails to: [acra2016@gmail.com](mailto:acra2016@gmail.com)



WHERE YOU'LL STAY:  
EMBASSY SUITES



OPTIONAL NIGHT ON BROADWAY



MEADOWLANDS HOTEL IN POPULAR SHOP. DINE. PLAY. RETAIL & SHOPPING DISTRICT





# RECENT

# PUBLICATIONS



## JOURNAL OF RETAILING

VOL. 91, ISSUE 1

### **Organizing Products with Complements versus Substitutes: Effects on Store Preferences as a Function of Effort and Assortment Perceptions**

Kristin Diehl, Erica van Herpen, Cait Lamberton | *Pages 1-18*

### **An Analysis of Assortment Choice in Grocery Retailing**

Kyuseop Kwak, Sri Devi Duvvuri, Gary J. Russell | *Pages 19-33*

### **Unraveling the Personalization Paradox: The Effect of Information Collection and Trust-Building Strategies on Online Advertisement Effectiveness**

Elizabeth Aguirre, Dominik Mahr, Dhruv Grewal, Ko de Ruyter, Martin Wetzels | *Pages 34-49*

### **Strategic Role of Retailer Bundling in a Distribution Channel**

Qingning Cao, Xianjun Geng, Jun Zhang | *Pages 50-67*

### **Success Factors in Product Seeding: The Role of Homophily**

Mohammad G. Nejad, Mehdi Amini, Emin Babakus | *Pages 68-88*

### **Service-Dominant Orientation: Measurement and Impact on Performance Outcomes**

Ingo O. Karpen, Liliana L. Bove, Bryan A. Lukas, Michael J. Zyphur | *Pages 89-108*

### **Managing Complaints to Improve Customer Profitability**

Jesus Cambra-Fierro, Iguacel Melero, F. Javier Sese | *Pages 109-124*

### **Online Price Search: Impact of Price Comparison Sites on Offline Price Evaluations**

H. Onur Bodur, Noreen M. Klein, Neeraj Arora | *Pages 125-139*

### **How Does Corporate Social Responsibility Affect Consumer Response to Service Failure in Buyer–Seller Relationships?**

Lisa E. Bolton, Anna S. Mattila | *Pages 140-153*

### **The Roles of Cultural Elements in International Retailing of Cultural Products: An Application to the Motion Picture Industry**

Sangkil Moon, Reo Song | *Pages 154-170*



## JOURNAL OF RETAILING & CONSUMER SERVICES

VOL. 24

### **Social shopping website quality attributes increasing consumer participation, positive eWOM, and co-shopping: The reciprocating role of participation**

Kiseol Yang, Xiaoshu Li, HaeJung Kim, Young Hoon Kim | *Pages 1-9*

### **The effect of involvement on visual attention and product choice**

Bridget K. Behe, Mikyeung Bae, Patricia T. Huddleston, Lynnell Sage | *Pages 10-21*

### **Effects of loyalty program rewards on store loyalty**

Lars Meyer-Waarden | *Pages 22-32*

**Conceptualizing and measuring consumer perceptions of retailer innovativeness in Taiwan**

Chen-Yu Lin | *Pages 33-41*

**A cross-cultural exploration of situated learning and coping**

Mousumi Bose, Lilly Ye | *Pages 42-50*

**In-store quality (in)congruency as a driver of perceived legitimacy and shopping behavior**

Damien Chaney, Renaud Lunardo, Camille Saintives | *Pages 51-59*

**Brand experience anatomy in retailing: An interpretive structural modeling approach**

Imran Khan, Zillur Rahman | *Pages 60-69*

**Construction and validation of the in-store privacy preference scale**

Bridget Satinover Nichols | *Pages 70-78*

**Consumers' reaction to fair trade motivated price increases**

Colin L. Campbell, Daniel Heinrich, Verena Schoenmüller | *Pages 79-84*

**Exploring the intention to continue using web-based self-service**

Shu-Mei Tseng | *Pages 85-93*

**Are they always promising? An empirical analysis of moderators influencing consumer preferences for economy and premium private labels**

Oliver Schnittka | *Pages 94-99*

**A higher-order model of consumer brand engagement and its impact on loyalty intentions**

Abhishek Dwivedi | *Pages 100-109*

**The effect of justice in the history of loyalty: A study in failure recovery in the retail context**

Evandro Luiz Lopes, Marcos Antonio da Silva | *Pages 110-120*

**Retail design and the visually impaired: A needs assessment**

**Hong Yu**, Sandra Tullio-Pow, Ammar Akhtar | *Pages 121-129*

**Swedish food retailers promoting climate smarter food choices— Trapped between visions and reality?**

Heléne Tjärnemo, Liv Södahl | *Pages 130-139*

**Hong Yu**  
is one of  
ACRA's  
own!

INTERNATIONAL  
JOURNAL OF RETAIL &  
DISTRIBUTION MANAGEMENT

VOL. 43, ISSUE 3

**Cargo theft at non-secure parking locations**

Daniel Ekwall , Björn Lantz | *Pages 204 - 220*

**Mobile shopping: a classification framework and literature review**

Michael Groß | *Pages 221 - 241*

**Retail evolution model in emerging markets: apparel store formats in Brazil**

Ana Paula Miotto , Juracy Gomes Parente | *Pages 242 - 260*

**Shopping environment preferences of Hispanic consumers in the U.S.: Development of a scale**

David Burns , Mary Conway Dato-on , Chris Manolis | *Pages 261 - 275*

**Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image**

Jumiati Sasmita , Norazah Mohd Suki | *Pages 276 - 292*

# INTERNATIONAL REVIEW OF RETAIL, DISTRIBUTION & CONSUMER RESEARCH

VOL. 25, ISSUE 3

**Exploring the acceptance of technology for mobile shopping: an empirical investigation among Smartphone users**

Michael Groß | *Pages 215-235*

**How product representation shapes virtual experiences and re-patronage intentions: the role of mental imagery processing and experiential value**

Suzanne Overmars & Karolien Poels | *Pages 236-259*

**Consumer receptiveness to international retail expansion: a cross-cultural study of perceptions of social and economic influence of foreign retailers**

Molly Eckman, Sema Sakarya, Karen Hyllegard, Miguel Angel Gomez Borja & Alejandro Molla Descals | *Pages 260-275*

**Exploring strategic strengths and weaknesses of retail purchasing groups**

Erik Sandberg & Carlos Mena | *Pages 276-297*

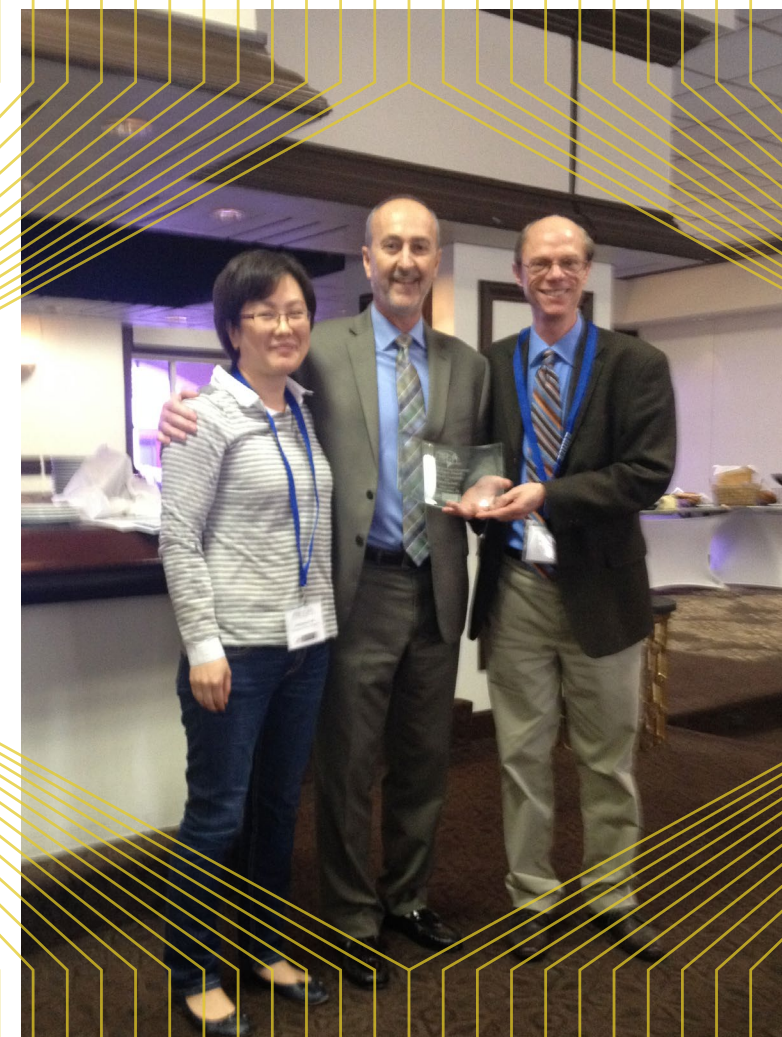
**Predicting entry of Swedish wholesale firms into local markets**

Johan Håkansson, Zuzana Macuchova & Niklas Rudholm | *Pages 298-312*

**Conceptualising consumer economic nationalistic tendencies: scale development and validation**

Isaac Cheah & Ian Phau | *Pages 313-331*

# AWARDS BEST PAPER



**Dr. Jeffrey Campbell & Dr. Joohyung Park**

University of South Carolina

“Extending the Resource-Based View: Effects of Strategic Orientation Toward Community on Small Business Performance”

# Meet the Board



PRESIDENT **RODNEY RUNYAN**



Professor and Director of the School of Family and Consumer Sciences at Texas State University. FCS enrolls approximately 1,500 students, both graduate and undergraduate, with 40 faculty and staff. Rod maintains an active research agenda, with his work appearing in scholarly outlets such as the *Journal of Retailing*, *International Marketing Review*, *Journal of Business Research*, *International Review of Retail, Distribution and Consumer Research*, and the *Journal of Marketing Management*.

As President of ACRA, Rod continues to be committed to the growth of the organization, strengthening the research focus of the organization, and raising the profile of ACRA in the scholarly community, just as he did while serving the past two years as ACRA Secretary.

**ROBERT JONES** SECRETARY



Assistant Professor of Marketing and Associate Director of the Center for Retail Enterprises at The University of Texas, at Tyler. Prior to joining academia he enjoyed an extensive retail career. His research interests are in shopper marketing, and how brands and branding contribute to shopper value. He has published a chapter on Consumer Behavior at Retail in *Marketing at Retail*, and in journals such as the *Journal of Retail and Consumer Services*, *International Review of Retail, Distribution, and Consumer Research*, and *International Journal of Retail and Distribution Management*.

As Secretary of ACRA, Robert will work on expanding the organization's membership as well as increasing its scholarly and industry profile. He will work with colleagues and industry to make ACRA a destination for research and industry/academic partnerships.

**JANE SWINNEY** VICE PRESIDENT



Associate Professor of Merchandising at Oklahoma State University. Following time as a manager and buyer in retailing she transitioned to the academic world. Her research interests are primarily in the areas of entrepreneurial orientation and rural retailing. She has published in the *Journal of Small Business Management*, the *Journal of Business Venturing*, the *Journal of Developmental Entrepreneurship*, and *Entrepreneurship Theory and Practice*. She is also an active member of the United States Association of Small Business and Entrepreneurship.

As Vice President of ACRA, Jane is committed to continuing the growth in the organization she has seen during her 5 years as a member. She wants to encourage graduate students to make membership in the organization a priority arena for sharing their research work.

TREASURER **SUSAN FIORITO**



Professor at Florida State University since 1990, Susan has published her research in the *Journal of Retailing*, *Entrepreneurship: Theory and Practice*, the *International Journal of Retail, Distribution and Consumer Research*, *Fashion Marketing and Merchandising*, *Clothing and Textiles Research Journal*, *International Journal of Retail and Distribution Management*, *Journal of Retailing and Consumer Services*, and the *Journal of Small Business Management*. Susan was the first woman president of ACRA from 1992 to 1994. Prior to this position she was also the secretary, vice president and NRF liaison for ACRA and was a conference chair or co-chair for four ACRA Spring Conferences. She has also been a track chair for the AMS/ACRA Triennial Retailing Conference since 1991. Susan has served one term as the ACRA treasurer and one year as interim treasurer.

# ACRA CONTACTS



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*Retail Education Today is distributed free of charge to ACRA members and the leadership of associated trade organizations, sibling organizations, and interested retailers.*

*Opinions expressed are not necessarily endorsed by ACRA or its officers.*

*Position listings, ads and feature articles can be submitted for review at any time. Please send submissions in electronic format to the Editor and Associate Editor.*

Publication deadline for Vol. 35 No. 2 is August 15, 2015.

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