EMAC 2009 Conference - Bursaries for PhD Students
(listed in alphabetical order)

Becker Jan-Michael
Paper: Prediction-Oriented Segmentation: A New Methodology To Uncover Unobserved Heterogeneity In Pls Path Models

Butori Raphaelle
Paper: For A Better Use Of Special Treatment: Proposition For A Measurement Scale

Drechsler Wenzel

Feiereisen Stephanie
Paper: Enhancing Attitudes For Really New Products (rnps): Can Communication Strategies Help Break The “curse Of Innovation”?

Haberland Friederike
Paper: The Simple (and Complex) Effects Of Scent On Retail Shoppers: Processing Fluency And Ambient Olfactory Stimuli

Hortinha Paula
Paper: Technology-Market Transfer Orientation: Matching Technology And Market Orientations

Kim Ju-Young
Paper: Entertainment-Shopping Auctions On The Internet

Lazarevski Katie
Paper: Measuring Segment Attractiveness

Lee Jimmy
Paper: The Role Of Web Quality And Brand Equity On Web Loyalty: An Empirical Study Of Portal Web Sites

Pandit Ameet

Piha Lamprini
Paper: Brand Orientation: The Construct

Raassens Néomie

Rühle Alexander
Paper: The Impact Of Partitioned Pricing On The Informational Effect Of Price
Schmitt Julien
Paper: Drawing Association Rules Between Purchases And In-Store Behavior: An Extension Of The Market Basket Analysis

Schnittka Oliver

Scopelliti Irene
Paper: Effects Of Extreme Priming And Processing Fluency On The Evaluation Of Design

Tirunillai Seshadri
Paper: Online Consumer Generated Word-Of-Mouth And Financial Performance Of The Firm

Tommel Gertjan
Paper: A Comparative Analysis Of Two Scales Measuring Consumer Worldmindedness And Consumer Cosmopolitanism

Yu Ting
Paper: In Search Of Ambidexterity

Zenker Sebastian
Paper: Putting A Price Tag On Cities