

## Preface

This volume contains the proceedings from the 2<sup>nd</sup> Annual Marketing Educators' Conference and the 26<sup>th</sup> annual meeting of this group (formerly the Western Marketing Educators' Association). The Conference theme, "Enabling Technologies and Marketing Education," reflects the increased number of submissions to this year's conference that were related to new, enabling technologies. Submissions were made in the areas of the Internet, databases, infomercials, E-commerce, on-line learning, PDAs, and on-line data collection.

These proceedings include competitive papers, abstracts, round table and special session descriptions. All of the submissions were refereed. The competitive papers were double blind reviewed.

The papers and abstracts are presented in the same chronological order as they are to be presented at the conference, with the exception of the roundtables, which are located in the back of the proceedings.

The competitive paper sessions were as follows:

- Pedagogical Tools
- Internet 1
- Student Skills
- Internet 2
- Evaluation of Teaching
- Global Marketing
- Assessment and Measurement
- Influences on Consumer Behavior
- Services Learning
- Student Centered
- Ethics in Marketing
- Consumer Behavior Issues in Marketing Education

The special session topics were as follows:

- Developing Critical Thinking Skills
- Nudging Students Toward Greater Tolerance of Ambiguity: Tips and Traps
- How to Increase Your Chances of Getting Published in Academic Journals
- Maximizing the Marketing Education Process for Contemporary Students:
  - How Marketing Educators Can Benefit from New Educational Theories
- Cultural Changes in Academe Due to AACSB Accreditation
- Perspectives on Online Learning
- What Every Marketing Faculty Member Needs to Know about Those Business School Rankings
- Models of Client Based Projects: A Comparative Analysis
- Strategies to Assist Students Obtain Global Career Opportunities in an Uncertain Environment
- Marketing Education in the Philippines

The success of the conference and the publication of the proceedings are only possible with the help of many individuals. We want to thank the authors who submitted papers, all the conference volunteers, paper reviewers, session chairs, and discussants. Most of all, we want to thank all the individuals that attended the conference.

Regina Schlee and Jack Schibrowsky, Program Chairs, 2002 MEA Conference