

Journal of  
**Marketing Development and Competitiveness**

<b>The Role of Demographics on the Susceptibility to Social Influence: A Pretest Study</b> Tulay Girard	9
<b>New Media Marketing: The Innovative Use of Technology in NCAA Athletic Department E-Branding Initiatives</b> Coyte G. Cooper	23
<b>A Preliminary Examination of the Readability of Consumer Pharmaceutical Web Pages</b> Michelle B. Kunz, Peggy Osborne	33
<b>Budgeting in a Chaotic Economic Environment ...Factors Leading to Improvement</b> Nancy Coulmas, Mark D. Law	42
<b>Prisoner Recidivism: A Question for Social Marketing</b> Joseph R. Stasio, Jr.	47
<b>Measuring the Love Feeling for a Brand using Interpersonal Love Items</b> Noel Albert, Pierre Valette-Florence	57
<b>A Note on Modeling Service Capacity Allocation under Varying Intensities of Competition</b> Hongkai Zhang, James Rauch	64
<b>An Investigation into the Antecedents of Customer Satisfaction of Online Shopping</b> Syed Shah Alam, Norjaya Mohd. Yasin	71
<b>Navigating Turbulent Times and Looking into the Future: What Do Micro-Entrepreneurs Have to Say?</b> Martha Mattare, Michael Monahan, Amit Shah	79
<b>Should We Label Products from Clones? An Exploratory Study of Beliefs, Attitudes And Food Safety Information on Consumer Purchase Intentions</b> Sarath A. Nonis, Gail I. Hudson, Shane C. Hunt	95



**North American**  
*Business Press*