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Kennesaw State University

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Louisiana Tech University

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Mississippi State University

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August 23, 2015

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## **Doing Good: One Behavior and One TV Show at a Time**

### **ABSTRACT**

Social marketing and product placement are two common marketing practices. Consumers are seeing the merging of these two concepts through television programming's behavior placements, which are the incorporation of social behaviors into television program story lines to sway viewers to adopt these actions. A major television network has adapted this concept by incorporating environmentally themed messages into its programming. The purpose of this research is to introduce the concept of "behavior placements" and discuss the effect of these embedded messages on consumers' green attitudes and intentions. Through an example featured in the television sitcom, *The Office*, the research supports the advancement of the behavior placement concept. Implications and future research directions are presented.

Key words: Behavior Placement, Environmental Consciousness, Skepticism, Perceived Realism, Product Placement,

# **Black, White and Gray in Business Research Publication**

## **ABSTRACT**

The workshop presents a discussion of issues related to academic research integrity. Although some issues are clearly understood as unethical and a breach of professional integrity in publishing research, such as out and out plagiarism of another's work, other issues are not so clearly recognized as problematic, such as partial plagiarism of one's own work (copying sections of previously published articles). We will present some case histories of publications that proved

**Reducing the Insider Threat:  
Emerging Research on Improving Employee Security Policy Compliance**

**ABSTRACT**

August 6, 2015

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## **User Satisfaction with Information Systems: A Comprehensive Model of Attribute Satisfaction**

### **ABSTRACT**

Satisfaction with information systems (IS), as an indicator of IS success, has been the subject of many studies since the inception of the field. Understanding the basis on which users form their perceptions of satisfaction has been a key area of focus. Of the many factors that have been studied, it is suggested that information quality, system quality and service quality are three major antecedents of user satisfaction with an IS. However, most studies have included only one or two of these determinants in their user satisfaction models. Prior studies have also been mostly concerned with information quality and system quality with later studies focusing on or including service quality. Further, most studies focus on the evaluative processes (i.e. assessments of quality) that inform user satisfaction. Only a few consider the outcome of these evaluations (e.g. information satisfaction, system satisfaction) and their role in determining overall user satisfaction, where overall satisfaction represents a summary judgment of one's satisfaction with the individual aspects (or attributes)

April 27, 2015

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