2015 WINTER MARKETING EDUCATORS’ CONFERENCE
Marketing in a Global, Digital and Connected World

February 13-15, 2015 | San Antonio, TX
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Dear Conference Participant:

The goal of 2015 Winter AMA is to bridge current research in marketing to an increasingly global, digital and highly connected world. As part of this conference, we will focus on a critical assessment of where our field is, and the theories that guide our current thinking. The conference will focus on taking stock of the current state-of-the-art with regard to marketing scholarship, and help define new themes or areas where our theory is less well developed. For example, Manjit Yadav is chairing a special session **F11: Crafting Impactful Theory for Understanding a Changing Marketplace** that spotlights the need for developing overarching theoretical frameworks to account for the rapidly-changing marketplace. Jagdip Singh and colleagues have developed two special sessions on frontline marketing management – one presenting current empirical work **F21: Frontline Marketing Management: Problems, Models, and Insights** and the other dealing with theoretical perspectives **F31: Frontline Marketing Management: Issues, Theories, and Directions** in this burgeoning area. Numerous other valuable sessions dot the conference program.

Note also the variety of session formats throughout the conference. Some sessions were structured primarily as “panel discussions” -- short opening remarks followed by integrative discussion. Other sessions follow the more traditional format with focused paper presentations and Q&A with the audience and other presenters. We’d also like to highlight a special format for sessions with journal editors: One session includes journals that are more general content journals (Session S21), while a second session deals with issues more specific to more focused journals (Session S32).

Another key feature is a pre-conference event addressing the benefits and challenges of conducting research with a substantive consumer and/or firm focus (i.e., the issue of conducting “relevant” research). This exciting pre-conference event has been made possible with the partnership of the **Marketing Science Institute**, **Sheth Foundation**, **Oklahoma State University Center for Customer Interface Excellence**, **AMA Consumer Behavior SIG**, **AMA Doctoral SIG** as well as the American Marketing Association. The pre-conference event program features prominent scholars and will examine the substantial challenges to such research, including identifying important issues, developing solid theory that addresses the issues, securing funding, arranging access to primary and/or secondary data, and many more.

Another new initiative this year is the introduction of Doctoral Student Travel Grants. A total of fifteen recipients of the travel grants were awarded in this, inaugural year of the program. Thank you again to the **Sheth Foundation** and the American Marketing Association for making this possible.

We thank all the people (track chairs, reviewers, session chairs) for all the help in putting the conference together. This has been a year of planning and hard work from many people. We thank Mike Brady and the Academic Council for giving us this opportunity to serve the American Marketing Association. Thanks also are due to Matt Weingarden for his tireless effort in coordinating and putting together the program. We would also like to thank Sara Dommer and Scott Cowley for co-chairing the pre-conference. We thank the hundreds of you who reviewed for the various tracks. We are truly indebted to our track chairs who have done an incredible job of reviewing papers soliciting and putting together some excellent special session.

(continued on next page)
The full list of track chairs includes:

Sonia Monga, University of South Carolina
Carlos Torelli, University of Minnesota
Allen Zhang, University of Texas at San Antonio
Brand Management and Corporate Reputation
Felipe Thomaz, University of South Carolina
Stefan Wuyts, Koc University
Channels of Distribution and Interorganizational Relationships/Business-to-Business
Pankaj Aggarwal, University of Toronto
Sara Dommer, Georgia State University
Eugenia Wu, University of Pittsburgh
Consumer Behavior
Amber Epp, University of Wisconsin - Madison
Tonya Williams Bradford, University of Notre Dame
Consumer Culture Theory
Cathy Chen, Singapore Management University
Durairaj Maheswaran, New York University
Global and Cross-Cultural Marketing
Kersi Antia, Western University
Deepa Chandrasekaran, University of Texas at San Antonio
Innovation and New Products
Andre Bonfrer, Australian National University
Michael Braun, Southern Methodist University
Marketing Analytics, Marketing Metrics, and Research
Xueming Luo, Temple University
Michelle Andrews, Temple University
Marketing of Services and Retailing
Raj Grewal, University of North Carolina
Mahima Hada, City University of New York
Alok Kumar, University of Nebraska
Marketing Strategy
Mike Ahearne, University of Houston
Zach Hall, Texas Christian University
Sales and Customer Relationship Management
Andrew Stephen, University of Pittsburgh
Peter Zubscek, University of Florida
Social Media and Digital Marketing
Christopher Groening, Kent State University
Vikas Mittal, Rice University
Social Responsibility, Sustainability, and Public Policy
Pam Scholder Ellen, Georgia State University
Special Interest Group Programming

Thank you for attending the conference in San Antonio, TX, and we hope you enjoy the conference.

Tom Brown and Vanitha Swaminathan
2015 AMA Winter Educators’ Conference Co-Chairs
Go Mobile:
80% of Summer AMA Participants Did

Sessions  Receptions
Awards    SIGs
AMA Programs  Teaching Tools
Times      Locations

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   • The program should immediately come available

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The American Marketing Association would like to thank and acknowledge the following companies for their support of the Winter Marketing Educators’ Conference:

- Stukent
- Case Centre
- Interpretive Simulations
- LINKS Simulations
- MarketMotive
- SABRE

AMA Members, visit the AMA Table and get a free copy of: Transitions Guide: Navigating the Progression from Doctoral Student to Marketing Professor! A comprehensive guide through the job search process. Published by the AMA and AMA DocSIG.
F29  **Teaching Tools Session: Teaching Online Marketing in 2015**
Stuart Draper, CEO/Founder; Brandon Winter, Vice-President

Don’t miss this session if you plan to teach or manage the professor that will be teaching online marketing at your institution.

Stuart Draper, co-author of the textbook Internet Marketing Essentials, will discuss the value of using a digital textbook that is updated each semester to teach the ever-changing subject of online marketing. He will review the subjects that should be covered in the course, along with the materials and resources available to professors.

Stukent’s VP of Sales will then demo how to use the Stukent RealDeal Simulation to teach a course on digital marketing. The RealDeal Simulation is the world’s first internet marketing simulation. The Stukent suite of tools for teaching internet marketing are now being used by nearly 200 universities, just one year after launching. All of the tools will be reviewed, including the ever-popular expert session series.

S49  **Teaching Tools Session: Global Marketing Simulation: Demo and Best Practices**
Clayton Shumate, President

Interpretive shares your goal of creating tomorrow’s business leaders. Today’s students need to understand complex problems, experience working in teams of people with diverse opinions and personalities, and ultimately come to a decision in the face of many competing options. That part isn’t simple. And that is why students need practice. Simulations provide that practice in a low-risk, highly engaging environment.

In this session, we will demonstrate our Global Marketing Simulation and provide examples of how it can be used effectively in the classroom. I think you will find the presentation to be informative and the event to be a good opportunity to ask questions about your specific course!
Teaching Tools Session: Best-Practice Student Assessment with Competitive Marketing Simulations
Randall G Chapman, PhD, Founder, LINKS Simulations

When teaching with a competitive team-based marketing simulation, student assessment possibilities include pre-simulation, within-simulation, and post-simulation elements for student teams and for individual students. This presentation catalogs and evaluates these multi-faceted student assessment possibilities. Best-practice student assessment strategies and tactics are discussed in small, medium, and large “simulation-footprint” teaching applications in introductory, elective, and advanced marketing courses.

Teaching Tools Session with Market Motive
Jeff Harnois, Global Vice President, Higher Education & Licensing
Todd Giorza, Vice President Education Solutions

Forrester research concludes that digital ad spend will exceed $100 billion by 2019, surpassing television and radio combined! The demand for qualified candidates in digital marketing will grow exponentially as a result.

Market Motive will demonstrate “how to” prepare students for employment in this rapidly growing employment field in both degree and non-degree programs.

Participants will also learn more about digital marketing certification and the role it plays in the recruitment and hiring process at very large employers like: Ogilvy & Mather, Young & Rubicon, Ford Motor Company and many more.
Some managers (and professors) prefer to think of a marketing strategy as a formula to be followed that will lead to a pre-defined goal. The belief is if you imitate what someone else has done you’ll get the same result. Innovative companies (and professors) know they need to stay away from these pre-cast delusions. Since business opportunities rarely arrive in a pre-defined systematic order a marketing strategy never proceeds in neat pre-defined steps. As Dr. James the famous Harvard professor stated “The answers are not in the book”! All good strategies are situation specific. Rather than being ridged, a brilliant marketing strategy is quite the opposite giving a business the ability to execute differently depending on the circumstances. A business simulation brings out these points forcing future managers to confront their pre-conceived beliefs and look beyond the obvious.

A business simulation places participants on teams, which act as companies. Four to six teams (companies) compete within the simulation for market share and profit. Since each team is a real group of people, the competition within the simulation is very real and, as in real life, very unpredictable. This means a good strategy in the simulation (as in real life) is situation specific. What may work brilliantly in one situation may be disaster in another situation.

Subjects with discrete answers like accounting and statistics are be best taught and tested in a classroom setting. However some subjects the best answer is situation specific. For these subjects the principles can be taught in a classroom but to master them they must be practiced! For this reason professors of marketing and business strategy should strongly consider using a business simulation to better prepare their students for the real life challenges they will face.
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   • Open up the AMA Event App, then click “Download Guides” and click “ Redeem Code”
   • Enter: winterama2015 and click “ Redeem”

Between sessions, head over to the Foyer outside of the Marriott Rivercenter Grand Ballroom and AMA Registration & Information Counter for refreshments.

Friday, 21 February 2015
3:00 PM - 4:00 PM Refreshments Foyer
5:15 PM - 6:30 PM Welcome & Poster Reception Grand Ballroom Salon H/I

Saturday, 22 February 2015
7:30 AM - 8:30 AM Refreshments Foyer
10:30 AM - 11:00 AM Refreshments Foyer
12:15 PM - 1:45 PM Awards Luncheon Grand Ballroom Salon H/I
3:15 PM - 3:45 PM Refreshments Foyer
6:15 PM - 7:30 PM Saturday Night Social Event Grand Ballroom Salon H/I

Sunday, 23 February 2015
7:30 AM - 8:30 AM Refreshments Foyer
9:45 AM - 10:15 AM Refreshments Foyer
11:30 AM - 1:00 PM Lunch Break on your own
12:45 PM - 1:15 PM Refreshments Foyer
Congratulations to the Sheth Foundation Travel Grant recipients:

Yashar Atefi
University of Houston

Johannes Dekker
University of Mannheim

Jennifer Espinosa
University of South Florida

Whitney Ginder
Auburn University

Michael Hair
Georgia Institute of Technology

Alexander Kull
University of South Florida

Lisa Monahan
University of South Florida

Atanas Nikolov
University of Georgia

Mathieu Alemany Oliver
Aix-Marseille Université
CERGAM (EA4225)

Blake Runnals
Michigan State University

Maria Rodas
University of Minnesota Jenifer Skiba
University of Nebraska-Lincoln

Swati Verma
Wayne State University

Pui Ying Tong
West Virginia University

Yuechen Wu
University of Maryland

Funding for the doctoral student travel grants was generously provided by the Sheth Foundation. To learn more about the Sheth Foundation and its mission visit: ShethFoundation.org
Schedule at a Glance

Friday, 21 February 2015

7:30 AM - 6:30 PM  Registration Open  Third Floor/Registration 2
7:30 AM - 12:45 PM  Linking Scholarship to Practice  Grand Ballroom Salon H
7:30 AM - 12:45 PM  Global Marketing SIG Pre-Con  Grand Ballroom Salon L
8:00 AM - 5:00 PM  Academic Placement Interviews  Conference Room 10
12:00 PM - 1:00 PM  Women in Marketing Scholars Lunch  Grand Ballroom Salon K
1:00 PM - 2:15 PM  Academic Sessions  various
2:30 PM - 3:45 PM  Academic Sessions  various
3:00 PM - 4:00 PM  Refreshments  Foyer
4:00 PM - 5:15 PM  Academic Sessions  various
5:15 PM - 6:30 PM  Welcome & Poster Reception  Grand Ballroom Salon H/I

Saturday, 22 February 2015

7:30 AM - 5:30 PM  Registration Open  Third Floor/Registration 2
7:30 AM - 8:30 AM  Refreshments  Foyer
8:00 AM - 5:00 PM  Academic Placement Interviews  Conference Room 10
8:00 AM - 9:15 AM  Academic Sessions  various
9:30 AM - 10:45 AM  Academic Sessions  various
10:30 AM - 11:00 AM  Refreshments  Foyer
11:00 AM - 12:15 PM  Academic Sessions  various
12:15 PM - 1:45 PM  Awards Luncheon  Grand Ballroom Salon H/I
2:00 PM - 3:15 PM  Academic Sessions  various
3:15 PM - 3:45 PM  Refreshments  Foyer
3:30 PM - 4:45 PM  Academic Sessions  various
5:00 PM - 6:00 PM  SIG Receptions  various
6:15 PM - 7:30 PM  Saturday Night Social Event  Grand Ballroom Salon H/I

Sunday, 23 February 2015

7:30 AM - 2:30 PM  Registration Open  Third Floor/Registration 2
7:30 AM - 8:30 AM  Refreshments  Foyer
8:00 AM - 12:00 PM  Academic Placement Interviews  Conference Room 10
8:30 AM - 9:45 AM  Academic Sessions  various
9:45 AM - 10:15 AM  Refreshments  Foyer
10:15 AM - 11:30 AM  Academic Sessions  various
11:30 AM - 1:00 PM  Lunch Break  on your own
12:45 PM - 1:15 PM  Refreshments  Foyer
1:00 PM - 2:15 PM  Academic Sessions  various
Friday, Feb 13 at 1:00 PM - 2:15 PM

F11 Crafting Impactful Theory for Understanding a Changing Marketplace
Chair: Manjit S. Yadav, Texas A&M University
Panelists:
Leigh McAlister, University of Texas at Austin; Neil Morgan, Indiana University; Roland Rust, University of Maryland

F12 Sensory Effects in the Retail Space
Chair: Alex Cohen, Drexel University
- Effectiveness of Retail Atmospherics: A Comparative Study Between Normally Sighted and Visually Impaired Consumers
  Alex Cohen, Drexel University; Rolph Anderson, Drexel University
- Tipping Behavior: The Impact of the Bill Folder Color
  Nya Young Lee, University of Tennessee; Stephanie Noble, University of Tennessee
- The Influence of Visual Representations on Consumers’ Selection on Intangible Experiences
  Ying Zhu, The University of British Columbia; Eric Li, The University of British Columbia
- Do Touch Screen Users Feel More Engaged? The Impact of Touch Interfaces on Online Shopping
  Sorim Chung, University of California - Riverside

F13 Consumer Decision-Making and Beyond
Chair: Michael Hair, Georgia Institute of Technology
- All too Familiar with the Bad: Goal Relevance, Valence, and the Encoding of Information in Consumer Decisions
  Michael Hair, Georgia Institute of Technology; Samuel Bond, Georgia Institute of Technology
- How do you Measure Customer Value Co-creation?
  Arash Hosseinzadeh, University of Texas - Pan American
- Post-Consumptive Experience in Servicescapes – The Impact of Mental Reenactment on Consumers’ Loyalty
  Bernd Frederik Reitsamer, University of Innsbruck
- Sharing is Caring? Investigating the Needs that Sharing Activities Satisfy
  Kristine Fritz, University of Basel; Verena Schoenmueller, University of Basel; Manfred Bruhn, University of Basel

F14 Market Transition and Implementation of Marketing Concept
Chair: Alexander Krasnikov, George Washington University
- Implementation of the Marketing Concept in Developed and Transition Markets: Comparison of the US and Russian Firms
  Johanna Frösén, St. Petersburg State University
Does Market/Customer Orientation Matter? Insights from Evolution of Russian Firms
Maria Smirnova, Saint Petersburg State University; Vera Rebyazina, National Research University

Which Capabilities Matter in Transition Economy? Longitudinal Analysis of Russian Firms
Alexander Krasnikov, George Washington University; Kelly Hewett, University of Tennessee; Chad W. Autry, University of Tennessee

Friday, Feb 13 at 1:00 PM - 2:15 PM in Conference Room 5
F15 Social Responsibility: Culture and Image
Chair: Marleen Onwezen, Wageningen University

Building a Socially Responsible Image: An Analysis of the Fortune Global 500 Companies through Their Websites
Rachel Lim, University of Texas, Austin; Sung Yoon Hi, University of Texas, Austin; Wei-Na Lee, University of Texas, Austin

Effort and Culture in Environmental Persuasion
Sukki Yoon, Bryant University; Yeonshin Kim, Myongji University; Tae Hyun Baek, University of Kentucky

European Union Consumers’ Willingness to Pay for Green Products: An Investigation into the Effects of Country, Gender, Age, and Types of Region
Diana Gregory-Smith, University of Sheffield; Pelin Demirel, Nottingham University; Danae Manika, Queen Mary University of London

Environmentally friendly consumer choices: Cultural differences in the self-regulatory function of anticipated pride and guilt
Marleen Onwezen, Wageningen University; Jos Bartels, VU University Amsterdam; Gerrit Antonides, Wageningen University

Friday, Feb 13 at 1:00 PM - 2:15 PM in Conference Room 2
F16 Sales in Emerging Economies
Chair: Jeff Tanner & Murali Mantrala

Sales Research in Emerging Economies – A Theoretical Foundation
Jagdish Sheth, Emory University

Operationalizing Research in Emerging Economies: The Case of China & Latin America
Keith Richards, University of Tennessee–Chattanooga

Issues in Sales Management: China & India
Shaoming Zou, University of Missouri; Murali Mantrala, University of Missouri

Price Setting Patterns in Direct Selling Organizations: Insights from Nigerian Organizations
Uchenna Uzo, Pan Atlantic University

Friday, Feb 13 at 1:00 PM - 2:15 PM in Conference Room 9
F17 Socializing Consumer Creativity
Chair: Eric J. Arnould, University of Southern Denmark

The Practices of Consumer Creativity: Value and Vintaging
Kat Duffy, University of Essex

(continued on next page)
Creativity of Consumption and Spaces: The Brixton Pound
Mario Campana, Cass Business School

Consumer Creativity Shaping the Collective Imagination
Gry Høngsmark Knudsen, University of Southern Denmark

Friday, Feb 13 at 1:00 PM - 2:15 PM Conference Room 1
F19 Where Marketing & Finance Agree on Measurement for Creating Value
Chair: Meg Blair, Marketing Accountability Standards Board

About the Marketing Accountability Standards Board
Meg Blair, Marketing Accountability Standards Board

Brand Investment and Valuation Project
Frank Findley, MSW•ARS Research

Common Language in Marketing Project
Paul Farris, University of Virginia

Friday, Feb 13 at 2:30 PM - 3:45 PM
F21 Frontline Marketing Management: Problems, Models, and Insights
Chair: Jagdip Singh, Case Western Reserve University; Tom Brown, Oklahoma State University

A Survey of Methods in Research on Salesperson Perceptions
Son K. Lam, University of Georgia

Problem Solving in the Frontlines: Dynamic Language and Body Cue Analysis
Detelina Marinova, University of Missouri

The Service Working Alliance between Customer and Service Provider: A Novel Diagnostic for Service Relationships and Its Impact on Relationship Performance
Jenny van Doorn, University of Groningen

Do Firms Need a Frontline Marketing Doctrine?
Goutam Challagalla, Georgia Institute of Technology

What Goes Around Comes Around Stronger: A Cross-Lagged Test of the Relationship between Customer Satisfaction and Employee Job Satisfaction
Alex R. Zablah, University of Tennessee Knoxville

Friday, Feb 13 at 2:30 PM - 3:45 PM in Conference Room 8
F22 Brand Value and Customer Behaviors
Chair: Jennifer Espinosa, University of South Florida

The Customer Shopping Experience: A Love/Hate Relationship
Sarah Alhouti, Providence College; Erin Gillespie, Elon University; Woojung Chang, Illinois State University; Lenita Davis, University of Alabama

Investigating Reciprocal Effects between Retail Brand and Perceived Value
Bernhard Swoboda, Trier University; Julia Weindel, Trier University; Frank Haelsig, University of Applied Sciences
Overall Restaurant Brand Image: An Informational Antecedent to Customer Loyalty and Behavioral Intentions
Jennifer Espinosa, University of South Florida; Lisa Monahan, University of South Florida; David Ortinau, University of South Florida

Retail patronage as a network – an alternative approach to customer segmentation
Natalie David, University of Freiburg; Olaf Rank, University of Freiburg; Hanna Schramm-Klein, University of Siegen; Gerhard Wagner, University of Siegen

Friday, Feb 13 at 2:30 PM - 3:45 PM in Conference Room 3
F23 New Directions on Brand Perceptions Research
Chair: Lora Harding, Belmont University

Brand Cohesiveness and Extension Feedback Effects
Joseph Chang, Vancouver Island University; Jiayun (Gavin) Wu, Savannah State University

Direct Versus Indirect Comparative Advertising: The Roles of Valence and Message Claim Type
Tommy Hsu, Tarleton State University; John Ford, Old Dominion University; Yuping Liu-Thompkins, Old Dominion University; Edward Markowski, Old Dominion University; Leona Tam, University of Wollongong

Brand Personality Scale for Professional Sport Clubs
Michael Schade, University of Bremen; Rico Piehler, University of Bremen; Christoph Burmann, University of Bremen

Do Brands Like Us? The Perceived Liking of the Brand for the Self and Brand Attraction
Lora Harding, Belmont University; Ashlee Humphreys, Northwestern University

Friday, Feb 13 at 2:30 PM - 3:45 PM in Conference Room 4
F24 Internet Technologies and Online Sales
Chair: Ryan Langan, Willamette University

User reviews variance, critic reviews variance, and product sales: An exploration of customer breadth and depth effects
Xuefeng Liu, University of Illinois; Feng Wang, Hunan University; Eric Fang, University of Illinois

The Impact of Friendening on Sales
Junni Zhang, Peking University; Yuchi Zhang, Temple University; Cheng Zhang, Fudan University; Xueming Luo, Temple University

Competitive poaching in contextual targeting advertising
Yiping Song, Fudan University; Chee Wei Phang, Fudan University; Shuai Yang, University of Connecticut; Xueming Luo, Temple; Catherine Tucker, Massachusetts Institute of Technology

The Effect of Online Review Variance on Product Evaluations: Information Diagnosticity Framework
Ryan Langan, Willamette University; Ali Besharat, University of Denver; Sajeev Varki, University of South Florida

Friday, Feb 13 at 2:30 PM - 3:45 PM in Conference Room 5
F25 The Effects of Warning Messaging
Chair: Cassandra Davis, University of Arkansas

Do Not Text and Drive: Impact of Creativity on Message Effectiveness and the Role of Discrete Emotions on Creativity
Ilgim Dara, University of Massachusetts; Elizabeth Miller, University of Massachusetts; Kunal Swani, Wright State University

Smokers vs. Vapers: The Intended and Unintended Consequences of an E-Cigarette Warning Statement on Perceived Health Risks and Mediating Effects on E-Cigarette Use Intention
Christopher Berry, University of Arkansas; Scot Burton, University of Arkansas; Elizabeth Howlett, University of Arkansas

Thanks, But No Thanks: A Social Contract Perspective on the Effects of High-Intensity Warning Disclosures
Cassandra Davis, University of Arkansas

Friday, Feb 13 at 2:30 PM - 3:45 PM in Conference Room 2
F26 Examining Salesperson Cognitive Processes and Knowledge Structures
Chair: Adam Rapp, University of Alabama; Richard McFarland, West Virginia

Exploring the Neural Basis of Trust Formation in Marketing
Richard McFarland, West Virginia University; Christopher Nelson, West Virginia University

Salesperson Evaluative Knowledge: Role of Pattern Recognition in Identifying Customer Opportunities
Ryan Mullins, Clemson University

Calibrating Salesperson Knowledge across the Customer-Salesperson Dyad: Implications for Rapport
Brian Murtha, University of Kentucky; Blair Kidwell, The Ohio State University; Chris Blocker, Colorado State University

The Challenge of Competitive Intelligence: The Importance of Cognitive Mapping to Maximize Intelligence Usefulness
Adam Rapp, University of Alabama; Thomas Baker, University of Alabama; Jessica Ogilvie, University of Alabama; Kris Lindsey, University of Alabama

Friday, Feb 13 at 2:30 PM - 3:45 PM in Conference Room 9
F27 Marketing Analytics for Communication
Chair: Andre Bonfrer, Australian National University; Michael Braun, Southern Methodist University

Advertising Spillovers: Drug Detailing in Combination Therapy
Pradeep K. Chintagunta, The University of Chicago

New Creative Management in a Competitive Environment
Andre Bonfrer, Australian National University; Michael Braun, Southern Methodist University; Peter Danaher, Monash University

Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation
Harikesh Nair, Stanford University; Sanjog Misra, UCLA; William Hombuckle IV, MGM Resorts; Ranjan Mishra, ESS Analysis

Friday, Feb 13 at 2:30 PM - 3:45 PM in Conference Room 1
F29 Teaching Tools Session: Teaching Online Marketing in 2015
Stuart Draper, CEO/Founder; Brandon Winter, Vice-President

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**Friday, Feb 13 at 4:00 PM - 5:15 PM**

**F31 Frontline Marketing Management: Issues, Theories, and Directions**  
Chair: Mike Brady, Florida State University; Jagdip Singh, Case Western Reserve University

*Integrating Frontline Management and Customer Experience*  
Mary Jo Bitner, Arizona State University

*Five Key Challenges in Designing Great Customer Experiences*  
Bernard Jaworski, Claremont Graduate University

*On Exploring Frontline Marketing Management*  
Ajay K. Kohli, Georgia Tech

*Frontline Quality and the Impact of Technology*  
Roland T. Rust, University of Maryland

*Macro and Micro Issues in Sales Force Management*  
Michael Ahearne, University of Houston

**Friday, Feb 13 at 4:00 PM - 5:15 PM in Conference Room 8**

**F32 Retail Pricing and Returns**  
Chair: Jennifer Espinosa, University of South Florida

*How to Provide an Efficient Payment Offer in B2C E-commerce?*  
Jan Kemper, RWTH Aachen University; Robert Gruschow, RWTH Aachen University; Malte Brettel, RWTH Aachen University

*Don’t Remove that Tag: A Look at Customer Motivation for Product Returns*  
Jennifer Espinosa, University of South Florida; Lisa Monahan, University of South Florida

*Charity at Check-Out: The Implications for Retailers*  
Efua Obeng, Howard University; Casey Newmeyer, Case Western Reserve University

**Friday, Feb 13 at 4:00 PM - 5:15 PM in Conference Room 3**

**F33 Marketing Strategies and Firm Performance**  
Chair: Manish Kacker, McMaster University

*Linking Stakeholder Orientations to Firm Performance: Role of Job Satisfaction & Innovativeness*  
Ruby Lee, Florida State University; Yinghong (Susan) Wei, Texas A&M International University

*Go Expand! But How Far? : The Impact of Internationalization and Distance on Brand Strategy Performance*
Saejoon Kim, Drexel University; Pravin Nath, The University of Oklahoma

Complement or Substitute? The Contingency Value of Firm Capabilities Under Different Market Conditions
Hui Feng, Iowa State University; Neil Morgan, Indiana University; Lopo Rego, Indiana University

Decomposing the Effects of Reward Program Enrollment and Program Usage on Store Profitability: A Mixed Model Assessment
Clay Voorhees, Michigan State University; Roger Calantone, Michigan State University; Blake Runnalls, Michigan State University; Praneet Randhawa, University of Baltimore; Michael McCall, Ithaca College

Friday, Feb 13 at 4:00 PM - 5:15 PM in Conference Room 4
F34 You Provide the Information, But Who Provides The Protection? New Directions in Social Media Privacy
Chair: George D. Deitz, University of Memphis

Private Information in a Social World: An Examination of Presentational Mode in Privacy Policies on Social Networking Sites
Alexa K. Fox, University of Memphis; Marla B. Royne Stafford, University of Memphis

Putting A Price On Privacy In Social Media
David Weiner, University of Pittsburgh; Cait Lambert, University of Pittsburgh; Andrew T. Stephen, University of Pittsburgh

Exchanging Information on Social Media: The Devil in the Details
Kristen L. Walker, California State University Northridge

George D. Deitz, University of Memphis

Friday, Feb 13 at 4:00 PM - 5:15 PM in Conference Room 5
F35 Country of Origin Based Strategies
Chair: John Gironda, Nova Southeastern University

The Huge Gap: the Difference of Clothe Prices between United States and China
Zijing Zhou, HEC Paris

Country Image Research Review
Irene Lu, Carleton University; Louise Heslop, Carleton University; D Roland Thomas, Carleton University; Ernest Kwan, Carleton University

Explaining the Differing Effects of Corporate Reputation Across Nations
Bernhard Swoboda, Trier University; Cathrin Puchert, Trier University

Online piracy and country-level influencers
Maria Petrescu, Nova Southeastern University; John Gironda, Nova Southeastern University; Pradeep Korgaonkar, Florida Atlantic University

Friday, Feb 13 at 4:00 PM - 5:15 PM in Conference Room 2
F36 Strategic Implications of Customer, Product, and Firm-level Decisions
Chair: Amalesh Sharma, Georgia State University; Kihyun Hannah Kim, Georgia State University

Managing Customer Cash Flow Volatility to Enhance Firm Value
Some managers (and professors) prefer to think of a marketing strategy as a formula to be followed that will lead to a pre-defined goal. The belief is if you imitate what someone else has done you’ll get the same result. Innovative companies (and professors) know they need to stay away from these pre-cast delusions. Since business opportunities rarely arrive in a pre-defined systematic order a marketing strategy never proceeds in neat pre-defined steps. As Dr. James the famous Harvard professor stated “The answers are not in the book”! All good strategies are situation specific. Rather than being ridged, a brilliant marketing strategy is quite the opposite giving a business the ability to execute differently depending on the circumstances. A business simulation brings out these points forcing future managers to confront their pre-conceived beliefs and look beyond the obvious.

A business simulation places participants on teams, which act as companies. Four to six teams (companies) compete within the simulation for market share and profit. Since each team is a real group of people, the competition within the simulation is very real and, as in real life, very unpredictable. This means a good strategy in the simulation (as in real life) is situation specific. What may work brilliantly in one situation may be disaster in another situation.

Subjects with discrete answers like accounting and statistics are best taught and tested in a classroom setting. However some subjects the best answer is situation specific. For these subjects the principles can be taught in a classroom but to master them they must be practiced! For this reason professors of marketing and business strategy should strongly consider using a business simulation to better prepare their students for the real life challenges they will face.
Friday, Feb 13 at 5:15 PM - 6:30 PM

F41 Poster Session

F41-01 Bull Fighter or Spin Doctor? When Cues of Brand Liking Lose Their Truth Value
Lora Harding, Belmont University

F41-02 Human Brands and Academic Job Market: What It Takes to Be Successful as Marketing PhD Graduates
Mansur Khamitov, Western University; Neil Bendle, Western University

F41-03 An Empirical Examination of the Antecedents of Retail Brand Equity
Chi Zhang, University of Mississippi; Douglas Vorhies, University of Mississippi; Neil Morgan, Indiana University

F41-04 An Investigation of the Effects of Product Recalls on Loyal Consumers
Kyung-Ah Byun, University of Texas at Tyler; Mayukh Dass, Texas Tech University; Piyush Kumar, University of Georgia; Dale Duhan, Texas Tech University

F41-08 Consumer Complaint Handling: Social Media Channel versus Traditional Channel
Alexander Rossmann, Reutlingen University; Praveen Sugathan, IIM Bangalore; Kumar Ranjan, IIM Tiruchirapalli

F41-12 Mitigating customer distrust in e-commerce: A stability attribution perspective
Haichuan Zhao, University of Science and Technology of China; Lan Jiang, City University of Hong Kong; Chenting Su, City University of Hong Kong; Zhongsheng Hua, University of Science and Technology of China

F41-13 Consumer Privacy: CRM’s Beast Unleashed
Mona Sinha, Southern Polytechnic State University

F41-14 An Eye Tracking Study of Actual and Lay Theories of Gender Differences in Form and Function Trade-off
Jianping Liang, Sun Yat-sen University; Chen Yang, Sun Yat-sen University

F41-15 Information source and decision to purchase: The influence of context congruence and uncertainty
Kristin Stewart, University of Texas; Lindsay Chilek, University of Texas

F41-16 The Distortion of Anticipated Consumption Utility to Justify Purchase
Sheikha Alia, Indian School of Business; Sridhar Samu, Indian School of Business; Piyush Kumar, University of Georgia

F41-17 An Exploratory Investigation into the Antecedents and Consequences of Service Provider Relationships
Genevieve O’Connor, Rutgers Business School

F41-19 The Role of Temporal Framing and Self-Construal in Understanding the Effectiveness of Health Communications
Kate Pounders, University of Texas at Austin; Seungae Lee, University of Texas; Mike Mackert, University of Texas; Arnold DongWoo Chung, University of Texas; Hwanjong Cho, University of Texas

F41-20 Scale development of NOTSS-pt: Measuring patients’ perspectives of physicians’ non-technical skills
Jennifer Yule, Northeastern University; Krista Hill, Bridgewater State College; Andrew McRitchie, Brigham...
F41-21 Too Good To Be True: The Role of Taste in Consumption Guilt
Anubhav Aggarwal, Drexel University

Anshu Arora, Savannah State University; Amit Arora, Savannah State University

F41-23 Effect of Media Images Body Size on Affective & Cognitive Aspects of Consumer Response
Hoori Rafieian, Drexel University

F41-25 Exploring relationships between regulatory focus and counterfeit purchase decisions
Lindsay Chilek, University of Texas; Natalie Mitchell, Tulane University; Robert Lewis, University of Texas

F41-26 Selling your Soul to the Devil: Consumer Reactions to Offshoring and Changes of Country-of-Origin
Reto Felix, The University of Texas-Pan American

F41-27 The Decline of a Brand Community: The Biggest Loser Club (BLC)
Jennifer Skiba, University of Nebraska–Lincoln

F41-29 Market Legitimacy: An Investigation into the Institutionalization and Legitimation of Cultural Markets
Cecilia Ruvalcaba, University of California Irvine

F41-30 The Impact of Luxury Brand Mentions on Consumer Culture
Natalie Mitchell, Tulane University; Kevin Thomas, University of Texas; Geraldine Henderson, Loyola University Chicago

F41-31 Did Globalization Favor the Growth of Fast Moving Consumer Goods in Emerging Markets
A N M Waheeduzzaman, Texas A&M University Corpus Christi

F41-32 Media Selection Strategies by U.S. Companies Operating Internationally: Factors that Shape Decision-making
Ali Kanso, The University of Texas at San Antonio

F41-33 Influence of Culture on Positioning Strategies in Sub-Saharan Africa
Charles Blankson, UNT; Pramod Iyer, UNT

Helena Allman, University of West Florida; Anton Fenik, University of Tennessee; Felicia Morgan, University of West Florida

F41-35 Effects of Price Discount Depth on Perceived Value of Hedonic and Utilitarian Services in an Emerging Market
Kalender Atilgan, University of Mersin; Ali Kara, Penn State University

F41-36 An Exploratory Look at Indian Millennials’ Media Perceptions
Rajesh Iyer, Bradley University; Jackie Eastman, Georgia Southern University; Heather Monteiro, Georgia Southern University; Seema Zokarkar, Balaji Institute of Telecom and Management

F41-37 Cultural Differences in the Perception of Tarnished Celebrity Endorsers: Perspectives of Dispositional Tendency, Innate Moral Intuitions, and Self-location
Joseph Chang, Vancouver Island University; Jiayun (Gavin) Wu, Savannah State University
Barbara Seegebarth, TU Braunschweig; Klaus-Peter Wiedmann, Leibniz University of Hanover; Stefan Behrens, Leibniz University of Hanover; Christiane Klarmann, Leibniz University of Hanover; Asuncion Hernández, Universitat de València

F41-40 An Investigation of the Marketing Drivers of Intellectual Property Monetization Success
Joseph Derby, James Madison University; Mayukh Dass, Texas Tech University; Donna Davis, University of South Florida

F41-41 Industry Maturation and Launch Locality Impact on New Product Performance
Jake Hoskins, University of Utah; Abbie Griffin, University of Utah

F41-42 Endangered species? Memories for Print vs. Online newspapers
Seungae Lee, University of Texas at Austin; Soyoung Lee, University of Texas at Austin

F41-43 When it is Advisable for a Firm to Fire its Marketing Leader
Saad Alhoqail, Alfaisal University, Riyadh, Saudi Arabia; Lawrence Chonko, University of Texas at Arlington

F41-45 Herding, Crowd Behavior, and Informational Cascades in Marketing: A Synthesis and Review of Multidisciplinary Investigations
Syed Anwar, West Texas A&M University

F41-46 Marketing Strategy Typology Anchored in Consumer-Value
Audhesh Paswan, University of North Texas; Pramod Iyer, University of North Texas; Arezoo Sadat Davari, University of North Texas

F41-49 How warranty signals quality: the role of information asymmetry & value-based segmentation
Feng Wang, Michigan State University; Roger Calantone, Michigan State University

F41-50 What a provider’s marketing accountability has to do with customer perceived value in business relationships: a dyadic perspective
Maja Arslanagic-Kalajdzic, University of Sarajevo; Vesna Zabkar, University of Ljubljana

F41-52 Make or Buy? Empirical Analyses of Its Impact on Product Recalls and Product Quality
Tracey Swartz, University of South Carolina

F41-54 Does Information Sharing Always Improve Team Decision Making? The Curse of Hidden Profile
Yazhen Xiao, University of Illinois at Chicago; Haisu Zhang, Purdue University Calumet; Timothy Basadur, Concordia University Chicago

F41-55 Emotional Appeals in UK Banks’ Print Advertisment
Emmanuel Mogaji, University of Bedfordshire

F41-56 Salesperson Brand Attachment: A Job Demands-Resources Theory Perspective
Lee Allison, Oklahoma State University; Karen Flaherty, Oklahoma State University; Jin Jung, Oklahoma State University

F41-58 Industrial ethical climate and moral equity: relevance to the adaptive selling behavior and salesperson performance
Selma Kadić-Maglajlić, University of Sarajevo; Nathaniel Boso, University of Leeds; Milena Micevski, University of Loughborough; Nick Lee, University of Loughborough; Irena Vida, University of Ljubljana

F41-59 Working Smart in Winning Back Lost Customers The Role of Positive Sense and Respond for Successful Search and Return
Richa Chugh, Victoria University of Wellington; Noel Gould, VTM Foundation International; Annie Liu, Texas State University; Mark Leach, Loyola Marymount University
F41-60 Playing the Blame Game: Consumers’ Emotional & Behavioral Responses to Service Termination
Emily Tanner, Oklahoma State University

F41-62 An Insight into Firm Perspective on the Use of Electronic Word-of-Mouth
Dennis Nevels, Tilburg University

F41-63 To Post or Not to Post? The Impact of Preference for Privacy on Social Media Usage
Gary Hunter, Illinois State University

F41-64 Conceptualizing and Measuring Online Brand-Engagement
Colin Campbell, Kent State University; Robert Jewell, Kent State University

F41-66A Little Bluebird Told Me: Social Media Conversation Effects on Business Outcomes – Evidence from the Movie Industry
Kacy Kim, Elon University; Isabella Cunningham, University of Texas at Austin; Sukki Yoon, Bryant University; Sangdo Oh, UNIST

F41-67 Retail Website Interactivity and Firm Performance: Sometimes Less is More
Heiner Evanschitzky, Aston Business School; Marc Linzmayer, University of St. Gallen; David Woisetschläger, TU Braunschweig; Suman Basuroy, UT San Antonio

F41-70 User Engagement in eWoM communication: Do acquaintance and prior usage experience make the message fonder?
Alexander Rossmann, Reutlingen University; Praveen Sugathan, IIM; Kumar Ranjan, IIM

F41-74 The Value Implication of Firm Owned Social Media Popularity: To Whom It Matters More?
Fang Wang, Wilfrid Laurier University; Hongxia Zhang, Peking University; Lijun Zhang, Shaanxi Normal University

F41-75 The Interactions among Product Type, Operating Systems, Third-Party Applications, and Buyer Demographics on Mobile Shopping Behavior
Meichen Dong, Hofstra University; Boonghee Yoo, Hofstra University

F41-76 The Effect of Online Consumer Reviews on Purchase Intention: Does Purchase Goal Matter?
Peter Andersen, University of Texas - Pan American; Fei Weisstein, University of Texas - Pan American

F41-78 The Effect of CSR Types and Message Sources on CSR Activity on SNS
Eun Yeon Kang, University of Texas at Austin; Lucy Atkinson, University of Texas

F41-79 Being a Sustainable Market Leader: The Role of Corporate Ability and Corporate Social Responsibility in Sustainable Branding
Maren Vos, Technical University Eindhoven; Jos Bartels, VU University Amsterdam

F41-80 Pinkonomics: Assessing Consumer Perceptions of Products Marketed as Female-Driven
Shannon McCarthy, University of Arkansas; Elizabeth Howlett, University of Arkansas

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Saturday, Feb 14 at 8:00 AM - 9:15 AM

S11  Marketing Analytics, Marketing Metrics, and Research
Chair: Elina Tang, University of Illinois - Chicago

A Video-Based Product Recommendation Model
Shasha Lu, Fudan University; Li Xiao, Fudan University; Min Ding, Penn State University

The Impact of Coupons in Coalition Loyalty Programs: Promotion and Waste Effects
Markus Kindler, University of Paderborn; Nancy Wuenderlich, University of Paderborn

Construction of Efficient Heterogeneous Conjoint Choice Designs
Qing Liu, University of Wisconsin; Elina Tang, University of Illinois - Chicago

How do Initial Discounts Affect Customer Retention?
Maria Jose del Rio Olivares, Aalto University School of Business; Jaakko Aspara, Aalto University School of Business; Pekka Mattila, Aalto University School of Business

Saturday, Feb 14 at 8:00 AM - 9:15 AM in Conference Room 8

S12  Frontline Employees and Service Productivity
Chair: Rajesh Iyer, Bradley University

Testing Competing Models of Frontline Employee External Customer Mindset
Rajesh Iyer, Bradley University; Mark Johlke, Bradley University

A Different Perspective on Service Productivity in Manufacturing Firms
Mirjam Velleuer, Catholic University Eichstaett-Ingolstadt; Jens Hogreve, Catholic University Eichstaett-Ingolstadt; Alexander Hübner, Catholic University Eichstaett-Ingolstadt

A Typology of Customer Territorial Responses to Closing Time Instrusions of Frontline Employees
Christy Ashley, East Carolina University; Stephanie Noble, University of Tennessee
Dual-Objective Incentives and Marketing Employee Performance: Evidence from Laboratory and Call Center Field Experiments
Sung Ham, George Washington University; Chanho Song, Kent State University

Saturday, Feb 14 at 8:00 AM - 9:15 AM in Conference Room 3

S13 Power and Status: Implications for Consumer Preferences and Choice
Chair: Jennifer L. Stoner, University of Minnesota

A Typology of Brand Power
Jennifer L. Stoner, University of Minnesota; Carlos J. Torelli, University of Minnesota

Striving for Superiority: Face Ratio, Anthropomorphism and Product Preference
Ahreum Maeng, University of Kansas; Pankaj Aggarwal, University of Toronto

Power and Product Preferences: Examining the Moderating Role of Self-construal and Consumption Setting on Purchase Behavior
Umut Kubat, Yildirim Beyazit University; Vanitha Swaminathan, University of Pittsburgh

How Does Power Distance Belief Affect Status Consumption?
Huachao Gao, University of Texas-San Antonio; Karen Page Winterich, Penn State University; Yinlong Zhang, University of Texas-San Antonio

Saturday, Feb 14 at 8:00 AM - 9:15 AM in Conference Room 4

S14 Innovation Processes and Outcomes
Chair: Sanjit Sengupta, San Francisco State University

An Empirical Investigation of Composite Product Choice
Dinesh Gauri, Syracuse University; Kalpesh Desai, SUNY Binghamton; Yu Ma, University of Alberta

The Effect of Superstar Software in the Video Game Industry: The Moderating Role of Product Generation Lifecycles
Suman Basuroy, University of Texas at San Antonio; Richard Gretz, Foster College of Business, Bradley University

The Mitigating Effect of Personal Agency on Escalation of Commitment
Sunil Contractor, Johns Hopkins University

An Exploratory Study of Antecedents and Consequences of Radical Product Innovation Capability
Sanjit Sengupta, San Francisco State University; Stan Slater, Colorado State University; Jakki Mohr, University of Montana

Saturday, Feb 14 at 8:00 AM - 9:15 AM in Conference Room 5

S15 Behavior and Sustainability
Chair: Meredith David, Baylor University

Home vs. Workplace Energy Saving Attitudes and Behaviors: The Moderating Role of Satisfaction with Current Environmental Behaviors, Gender, Age, and Job Duration
Danae Manika, Queen Mary University of London; Diana Gregory-Smith, Sheffield University; Victoria K. Wells, Durham University; Sonja Graham, Global Action Plan

All Marketing is Local: Using Support Theory to Examine Perceptions of Local Government
Riley Dugan, The University of Dayton; Xin Wang, University of Western Ontario

From Food Desert to Food Oasis: The Potential Positive Influence of Food Retailers on Childhood Obesity Rates
Elizabeth Howlett, University of Arkansas; Cassandra Davis, University of Arkansas

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Sustainamorphism: The Role of Attachment Style and Anthropomorphism in Sustainable Consumption
Kealy Carter, University of South Carolina; Meredith David, Baylor University

Saturday, Feb 14 at 8:00 AM - 9:15 AM in Conference Room 2

**S16 How Customer and Peers Shape Firms’ Strategic Decision-Making**
Chair: Shrihari Sridhar, Pennsylvania State University

*The Role of Customer Participation in Outsourced New Product Development on Supplier Task Performance: The Role of Relationship Multiplexity*
Johanna Slot, Pennsylvania State University; Stefan Wuyts, Tilburg University; Inge Geyskens, Tilburg University

*Herding Mechanisms in Advertising Spending Voluntary Disclosure*
Huanhuan Shi, Pennsylvania State University; Rajdeep Grewal, University of North Carolina; Shrihari Sridhar, Pennsylvania State University

*Organizational Herding in Online Retailing Adoption*
Shrihari Sridhar, Pennsylvania State University; Rajdeep Grewal, University of North Carolina; Ruby Lee, Florida State

Saturday, Feb 14 at 8:00 AM - 9:15 AM in Conference Room 9

**S17 Global Branding, Consumer Experiences, and Product Recalls**
Chair: Maria Rodas, University of Minnesota

*Global versus Local: Understanding Cultural Differences on Facebook Business Pages*
Maria Rodas, University of Minnesota; Carlos Torelli, University of Minnesota; Yuquin Ren, University of Minnesota

*The good, the bad, and the ugly of going global: The perspective from a developing country brand*
Jose Mauro Hernandez, Centro Universitario da FEI; Scott Wright, Providence College; Renata Galhanone, Centro Universitario da FEI

*Evaluations of Iconic versus Genuine Experiences Depend on Attitude Functions*
Gulen Sarial Abi, Bocconi University; Ezgi Merdin, Bogazici University; Zeynep Gurhan-Canli, Koc University; Kathleen Vohs, University of Minnesota

*Product Recalls: From Brand Perceptions to Financial Market Performance*
Shelia Goins, University of Iowa; Cathy Cole, University of Iowa; Qiang Fei, Prairie View A & M University; Lopo Rego, Indiana University

Saturday, Feb 14 at 9:30 AM - 10:45 AM

**S21 Meet the Editors Session I**
Chair: Mark Houston, Texas A&M University

Panelists (Ordered alphabetically by Journal):
Roland Rust, International Journal of Research in Marketing
Darren Dahl, Journal of Consumer Research
V. Kumar, Journal of Marketing
Robert Meyer, Journal of Marketing Research
Tomas Hult, Journal of the Academy of Marketing Science
Preyas Dasai, Marketing Science
Saturday, Feb 14 at 9:30 AM - 10:45 AM in Conference Room 8

**S22 Customer and Employee Surveys: Development, Participation, and Use**
Chair: Sunil Sahadev, University of Salford

*Customer Inspiration: Conceptualization, Scale Development, and Validation*
Thomas Rudolph, University of St.Gallen; Tim Boettger, University of St.Gallen; Thilo Pfrang, University of St.Gallen; Heiner Evanschitzky, Aston Business School

*Customer Relationship Management: Should Absence of Attitudinal Data Prevent Designing Effective Consumer Promotions*
Anubhav Aggarwal, Drexel University; Srinivasan Swaminathan, Drexel University

*Nonlinear Effects of Frontline Store Manager’s Entrepreneurial Role Performance: Retail Profit and Revenue Analysis Using Item Response Theory*
Yuechen Wu, Case Western Reserve University; Jagdip Singh, Case Western Reserve University; Gary Rhoads, Brigham Young University; Detelina Marinova, University of Missouri - Columbia

*Turning to the Role of Propensity to Participate in the Participation-Satisfaction Link*
Jakob Braun, University of Texas-Pan American; Mohammadali Zolfagharian, University of Texas-Pan American

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Saturday, Feb 14 at 9:30 AM - 10:45 AM in Conference Room 3

**S23 The Digital Age**
Chair: Silvia Van Riper, University of Arizona

*Is “The Bigger The Better” Always True? Big Data and Knowledge Production in Marketing Research*
Mathieu Alemany Oliver, Aix Marseille Graduate School of Management - IAE Aix, CERGAM (EA4225); Jean-Sebastien Vayre, Université de Toulouse II, CERTOP (UMR 5044)

*Let Your Fingers Do the Shopping: How Touchscreens are Changing Purchase Behavior*
Ying Zhu, The University of British Columbia - Okanagan; Jeffrey Meyer, Bowling Green State University

*Material Love in the Digital Age: Comparing Perceived Consumer Value of Digital versus Physical Products*
Silvia Van Riper, University of Arizona; Sabrina Helm, University of Arizona; George Stovall, University of Arizona

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Saturday, Feb 14 at 9:30 AM - 10:45 AM in Conference Room 4

**S24 Branding on Social Media**
Chair: Philipp Rauschnabel, University of Michigan- Dearborn

*Social transformation via social networking sites? Consumer motivation to participate in brand boycotts via Facebook.*
Whitney Ginder, Auburn University; Wi-Suk Kwon, Auburn University

*Impact of Information Source and Promotion Characteristics on Consensus of Promotion Evaluations*
Hongbum Kim, California State Polytechnic University, Pomona; Scott Thompson, University of Georgia

*Collaborative Brand Attacks in Social Media: Exploring the Antecedents, Characteristics, and Consequences of a new Form of Brand Crises*
Nadine Kammerlander, University of St.Gallen; Philipp Rauschnabel, University of Michigan-Dearborn; Bjoern Ivens, Otto-Friedrich-University of Bamberg

*Visual Social Media and Image Associations Transfer to the Brand*
Gema Vinuales, Towson University; Daniel Sheinin, University of Rhode Island
Saturday, Feb 14 at 9:30 AM - 10:45 AM in Conference Room 5

S25 Growing and Protecting Brand Equity: Novel Strategies and Antecedents
Chair: Jennifer Stoner, University of Minnesota; Zeynep Gürhan-Canli, Koç University

Leveraging and then Replenishing Brand Equity: Strategically Sequencing Major and Minor Innovations
Timothy B. Heath, University of South Florida; Subimal Chatterjee, Binghamton University; Suman Basuroy, University of Oklahoma; Thorsten Hennig-Thurau, University of Muenster; Bruno Kocher, HEC Lausanne; Max Chauvin, ESSEC Business School

Portfolio- and Image-Based Abstractness: Consequences for Building and Protecting Brand Equity
Jennifer L. Stoner, University of Minnesota; Carlos J. Torelli, University of Minnesota; Alokparna (Sonia) Monga, Rutgers University

Brand Scandal Spillover Effects: Thinking Styles and the Nature of a Brand Scandal
Yun Lee, Virginia State; Nara Youn, Hongik University; Dhananjay Nayakankuppam, Iowa

Saturday, Feb 14 at 9:30 AM - 10:45 AM in Conference Room 2

S26 How Marketing contributes to Value Creation and Appropriation?
Chair: Alok R. Saboo, Georgia State University

A Framework for the Formation of Governance Portfolios in International Interfirm Collaborations
Steven H. Dahlquist, Central Michigan University; David A. Griffith, Lehigh University

Too Much of a Good Thing? The Negative Effects of Improving Service Experience on Consumers’ Price Sensitivities
Nita Umashankar, Georgia State University; V. Kumar, Georgia State University; Jeffrey R. Parker, Georgia State University

Rethinking the Marketing Funnel
Denish Shah, Georgia State University; Ashish Sood, Georgia State University

Institutional Participation in Product Development Alliances
Alok R. Saboo, Georgia State University; Alok Kumar, Georgia State University; Aric Rindfleisch, University of Illinois at Urbana Champagne and Jan Heide, University of Wisconsin

Saturday, Feb 14 at 9:30 AM - 10:45 AM in Conference Room 9

S27 Intra- and Inter-Organizational Issues in Sales Management
Chair: Zachary Hall, Texas Christian University

The Spillover of Training among Competing Salespeople
Yashar Atefi, University of Houston; Michael Ahearne, University of Houston; Brad Carlson, Saint Louis University; Todd Donavan, Colorado State University; James Maxham, University of Virginia

Helping Colleagues With the Sale of Innovations: Does it Harm or Benefit Salesperson’s Own Performance?
Ad de Jong, Eindhoven University of Technology; Ed Nijsen, Eindhoven University of Technology; Michel Van der Borgh, Eindhoven University of Technology

Till Death Do us Part…or Maybe Not? On Customer Firing in Business Markets
Nikolaos Panagopoulos, The University of Alabama; Jessica Ogilvie, The University of Alabama; Catherine Johnson, The University of Alabama

Social Media Usage in Business-to-Business Sales: Conceptualization, Antecedents, and Outcomes
Alexander Rossmann, Reutlingen University; Kumar Rakesh Ranjan, IIM Tiruchirappalli; Gerald Stei, Reutlingen University
Saturday, Feb 14 at 9:30 AM - 10:45 AM in Conference Room 6

**S28  Market Orientation: Current Research Initiatives**  
Chair: Markus Giesler, York University; Ashlee Humphreys, Northwestern University

*Can Geographic Brands be Market Oriented?*  
Alan Malter, University of Illinois at Chicago; Pelin Bicen, Pennsylvania State University

*Wine Worlds: The Creation of Value through Alignment and Misalignment of Marketplace Meanings*  
Ashlee Humphreys, Northwestern University; Gregory Carpenter, Northwestern University

*Citizen Orientation: Replacing the Market in the Political Landscape*  
Sébastien Tellier, HEC Montréal; Gary F. Gebhardt, HEC Montréal; Jean-Sébastien Marcoux, HEC Montréal

*The Sociological Shaping of Consumer Values into a Market Orientation*  
Markus Giesler, York University; Ela Veresiu, Witten/Herdecke University

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Saturday, Feb 14 at 11:00 AM - 12:15 PM

**S29  Teaching Tools Session with Market Motive**  
Jeff Harnois, Global Vice President, Higher Education & Licensing  
Todd Giorza, Vice President Education Solutions

Forrester research concludes that digital ad spend will exceed $100 billion by 2019, surpassing television and radio combined! The demand for qualified candidates in digital marketing will grow exponentially as a result.

Market Motive will demonstrate “how to” prepare students for employment in this rapidly growing employment field in both degree and non-degree programs.

Participants will also learn more about digital marketing certification and the role it plays in the recruitment and hiring process at very large employers like: Ogilvy & Mather, Young & Rubicon, Ford Motor Company and many more.

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Saturday, Feb 14 at 11:00 AM - 12:15 PM in Conference Room 7

**S31  Aligning Marketing Strategy and Finance**  
Chair: Constantinos N. Leonidou, Leeds University

*Investor Horizon & Executive Compensation: Implications for Myopic Management & Firm Performance*  
Atanas Nikolov, University of Georgia; Sundar Bharadwaj, University of Georgia

*Understanding Strategic Change: The Effects of Financial Performance, Board Knowledge and Resource Slack on Firms’ Marketing Investment*  
Xinchun Wang, Texas Tech University; Mayukh Dass, Texas Tech University; Dennis Arnett, Texas Tech University

*Value Dynamics in the Secondary Market: Advancing a Model for Product Line Valuation of Used Goods*  
Kashef Majid, University of Mary Washington; Cristel Russell, American University

*Connecting Marketing Price Discounts, Accounting Cash Conversion Cycle, and Financial Working Capital Strategy*  
Jared Hansen, UNC Charlotte
Saturday, Feb 14 at 11:00 AM - 12:15 PM in Conference Room 8

S32  Meet the Editors Session II
Chair: Mark Houston, Texas A&M University
Panelists (Ordered alphabetically by Journal):
   Joel Huber, Journal of Consumer Psychology
   Constantine Katsikeas, Journal of International Marketing
   Douglas E. Hughes, Journal of Personal Selling and Sales Management
   David Stewart, Journal of Public Policy and Marketing
   Steve Brown and Murali Mantrala, Journal of Retailing
   Mary Jo Bitner, Journal of Service Research

Saturday, Feb 14 at 11:00 AM - 12:15 PM in Conference Room 3

S33  Perspectives of Presence: Studying Changing Consumptionscapes
Chair: Jakob Braun, University of Texas-Pan American; Nikilesh Dholakia, University of Rhode Island

Understanding Presence and its Role in Consumer Experience
Jakob Braun, University of Texas–Pan American

Flaunting Viscerally and Swaggering Cybernetically: Patterns of Projecting Materialism and Experiential Hedonism on Social Media
Jingyi Duan, University of Rhode Island Ruby Roy Dholakia, University of Rhode Island; Nikilesh Dholakia, University of Rhode Island

Mobile Presence, Ubiquity, and Interactivity
Syagnik Banerjee, University of Michigan – Flint; Ruby Roy Dholakia, University of Rhode Island Nikilesh Dholakia, University of Rhode Island

Consumer Adaptation Strategies: Unbundling of Presence, Task Continuity, and Multi-tasking
Mohammadali Zolfagharian, University of Texas-Pan American

Networked Metaconsumption and the Vanishing Music Industry: The Growing Presence of Absence
Ian Reyes, University of Rhode Island; Nikhilesh Dholakia, University of Rhode Island

The Significance of the Presence of Absence
A. Fuat Fırat, University of Texas—Pan American

Saturday, Feb 14 at 11:00 AM - 12:15 PM in Conference Room 4

S34  Uncovering Innovation Insights through Various Lenses
Chair: Rebecca Slotegraaf, Indiana University

Herding Behavior in Crowdfunding Communities
Venkar Kuppuswamy, University of North Carolina; Barry L. Bayus, University of North Carolina

How Competitive New Product Actions in Response to a Disruptive New Product Introduction Influence Industry Growth
Rebecca J. Slotegraaf, Indiana University; Sandeep Chandukala, Indiana University; Mitchell C. Olsen, Indiana University; Girish Mallapragada, Indiana University

The Dive and Disruption of Successful Current Products: Measures, Global Patterns, & Predictive Model
Javier Palacios, Universidad Adolfo Ibañez; Gerard J. Tellis, USC

Is Two Better Than One? How Investors React To New Product Releases Announced Concurrently With Other Corporate News
Nooshin Lotfi, Texas A&M University; Alina Sorescu, Texas A&M University
Saturday, Feb 14 at 11:00 AM - 12:15 PM in Conference Room 5

**S35 Social Responsibility: Loyalty, Satisfaction, and Profits**
Chair: Sami Kajalo, Aalto University

*Corporate Social Responsibility, Attribution, and Customer Satisfaction: New findings from the Expectancy Confirmation/Disconfirmation Paradigm*
Roberto Saldivar, Ramapo College of New Jersey; Mohammadali Zolfagharian, The University of Texas-Pan American

*Exploring the Dynamics of Corporate Social Responsibility and Brand Loyalty*
Sami Kajalo, Aalto University; Annukka Jyrämä, Aalto University

*Measuring an Enterprise’s Progress Toward Social Profit Goals: Suggesting Useful Metrics*
Linda Golden, University of Texas at Austin; Danae Manika, Queen Mary University of London; Heather Schulz, The University of Nebraska at Kearney

Saturday, Feb 14 at 11:00 AM - 12:15 PM in Conference Room 2

**S36 Natural/Field Experimental Research in Selling & Sales Management**
Chair: Michael Ahearne, University of Houston; Thomas Steenburgh, University of Virginia

*Incentives versus Reciprocity: Insights from a Field Experiment*
Doug J. Chung, Harvard University; Das Narayandas, Harvard University

*Is Cash King? A Field Intervention on Mental Accounting in a Sales Force*
Madhu Viswanathan, University of Arizona; Xiaolin Li, University of Minnesota; Om Narasimhan, London School of Economics; George John, University of Minnesota

*Hot Hand, Cold Hand, and Confidence Contagion: The Persistence of Losing Streaks in Call Centers and Their Effect on the Performance ofOthers*
Michael Ahearne, University of Houston; Seshadri N. Turunillai, University of Houston; Nick Lee, Loughborough University; Thomas Steenburgh, University of Virginia

Saturday, Feb 14 at 11:00 AM - 12:15 PM in Conference Room 9

**S37 Product Development and Social Media: Customer Driven Innovation**
Chair: Keith Marion Smith, University of Georgia; John Hulland, University of Georgia

*Lower Connectivity Is Better: The Effects of Network Structure on Customer Innovativeness in Interdependent Ideation Tasks*
Andrew T. Stephen, University of Pittsburgh; Peter Pal Zubcsek, University of Florida; Jacob Goldenberg, IDC Herzliya

*Brand Remixing: The Nokia Lumia 820 Case*
Aric Rindfleisch, University of Illinois; Matt O’Hern, University of New Hampshire

*Post-Purchase Digital Product Development: Co-Creation Segmentation and Social Influence*
Keith Marion Smith; University of Georgia; John Hulland, University of Georgia; Andrew T. Stephen, University of Pittsburgh

Saturday, Feb 14 at 11:00 AM - 12:15 PM in Conference Room 6

**S38 Cross-Cultural Marketing**
Chair: Aronte Bennett, Villanova University

*Meaning in Life, Life Reminiscence, and Brand Relationship*
Yupin Patara, SASIN Chulalongkorn University; Nicha Tanskul, SASIN Chulalongkorn University
Cross-Cultural Success of Low Fit Brand Extensions: The Impact of Information Type
Pragya Mathur, Baruch College, CUNY

Customer responses to switching costs: The moderating influence of culture
Martin Eisend, European University Viadrina Frankfurt; Doreén Pick, Freie Universitaet Berlin

Love Yourself & Like the Others: Why Domestic Favoritism is Different from Consumer Ethnocentrism
Justina Gineikiene, ISM University of Management & Economics; Bodo Schlegelmilch, Vienna University; Vilte Auruskevičiūnė, ISM University of Management & Economics

Saturday, Feb 14 at 11:00 AM - 12:15 PM in Conference Room 1
S39 **Teaching Tools Session: Best-Practice Student Assessment with Competitive Marketing Simulations**
Randall G Chapman, PhD, Founder, LINKS Simulations

When teaching with a competitive team-based marketing simulation, student assessment possibilities include pre-simulation, within-simulation, and post-simulation elements for student teams and for individual students. This presentation catalogs and evaluates these multi-faceted student assessment possibilities. Best-practice student assessment strategies and tactics are discussed in small, medium, and large “simulation-footprint” teaching applications in introductory, elective, and advanced marketing courses.

Saturday, Feb 14 at 2:00 PM - 3:15 PM
S41 **Competing in Real Time: An Exploration into the Emerging Capabilities and Consequences of Real-Time Marketing Activities**
Chair: Omar Rodriguez-Vila, Georgia Institute of Technology; Sundar Bharadwaj, University of Georgia
Panelists:
Mariano Moro: Digital Marketing Director, The Coca-Cola Company, Latin America
Andres Kiger: Vice-President, Marketing Director, Converse, USA

Saturday, Feb 14 at 2:00 PM - 3:15 PM in Conference Room 8
S42 **High Tech Services**
Chair: Xueming Luo, Temple University

*Intertemporal Demand Effects in Fashion E-commerce*
David Heuer, RWTH Aachen University; Malte Brettel, RWTH Aachen University

*Optimal Location for Franchising Outlets*
Pui Ying Tong, West Virginia University; Christopher Yencha, West Virginia University

*Consumer Mindset Matters for Mobile Targeting*
Xueming Luo, Temple University; Andy Reinaker, Temple University; Chee Wei Phang, Fudan University; and Zheng Fang, Sichuan University
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- International Marketing
- Marketing Management
- Brand Management
- Marketing Strategy

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Saturday, Feb 14 at 2:00 PM - 3:15 PM in Conference Room 3
S43 Let’s Be Social: New Findings on Social Aspects of Marketing
Chair: Chinintorn Nakhata, Clarion University of Pennsylvania
Understanding Responses to Inconsistent CSR Activities: The Role of Dialectic Thinking
Alokparna Monga, Rutgers University; Zeynep Gurhan-Canli, Koc University; Vanitha Swaminathan, University of Pittsburgh
Abstract Versus Concrete Semantic Cues: Their Impact on Social Coupon Redemption
Chinintorn Nakhata, Clarion University of Pennsylvania
Could Social Currency Lead to Superior Brand Experience?
Sabrina Trudeau-Hamidi, Université de Sherbrooke; Saeed Shobeiri, Université de Sherbrooke
The Attitude-Behavior Hypothesis And Green Purchasing Behavior. Empirical Evidence From German Milk Consumers.
Andrea Moser, Centre for Sustainability Management, Leuphana University Lueneburg and Institute for Industrial Ecology, Pforzheim University

Saturday, Feb 14 at 2:00 PM - 3:15 PM in Conference Room 4
S44 Interfirm Strategies and Firm Performance
Chair: Sudha Mani, William Paterson University
Asymmetric product distribution between symmetric manufacturers using dual marketing channels
Kenji Matsui, Kobe University

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How Does Distributor’s Network Change Effects of Manufacturer’s Influence Strategy: An Integrating Perspective
Liyang Ruan, Shanghai Jiao Tong University; Yi Liu, Shanghai Jiao Tong University; Yuan Li, Shanghai Jiao Tong University

Stock Market Reactions to Customer Service Outsourcing in Manufacturing Firms
Andreas Eggert, University of Paderborn; Eva Böhm, University of Paderborn; Christina Cramer, University of Paderborn

Stock Market’s Influence on Product Alliance Formation
Sudha Mani, William Paterson University; Prabakar Kothandaraman, William Paterson University; Rajiv Kashyap, William Paterson University; Bahar Ashnai, William Paterson University

Saturday, Feb 14 at 2:00 PM - 3:15 PM in Conference Room 5

S45 Marketing Alliances
Chair: Detelina Marinova, University of Missouri
A Conceptualization & Empirical Examination of the Effects of Marketing Alignment on Franchising Relationships
Joseph Matthes, Marquette University; Amit Saini, University of Nebraska-Lincoln

Safeguarding Customer Strength through Contract Design: Theory and Evidence
Desmond (Ho-Fu) Lo, Santa Clara University; Giorgio Zanarone, Colegio Universitario de Estudios Financieros; Mrinal Ghosh, University of Arizona

Two Sides to a Coin: Investigating the Customer Value of Strategic Service Alliances
Nancy Wuenderlich, University of Paderborn; Anne Scherer, ETH Zurich

Quality-Efficiency Trade-offs in Service Organizations: A SFA-based Approach with Application in Health Care Services
Fengxia Zhu, University of Missouri; Detelina Marinova, University of Missouri; Jagdip Singh, Case Western Reserve University

Saturday, Feb 14 at 2:00 PM - 3:15 PM in Conference Room 2

S46 Sales Meets the C-Suite
Chair: Stavroula Spyropoulou, Leeds University

Sales Doctrine: A Means for Sales Force Alignment
Goutam Challagalla, Georgia Tech; Brian R. Murtha, University of Kentucky

(When) Should Marketing & Sales Report to One Top Manager? An Executive Job Demands Perspective

The Impact of Wall Street’s Expectations on Firms’ Management of Key Account Customers
Michael J. Ahearne, University of Houston; Jeffrey P. Boichuk, University of Virginia; Raghuram Bommaraju, University of Houston; Thomas J. Steenburgh, University of Virginia

Saturday, Feb 14 at 2:00 PM - 3:15 PM in Conference Room 9

S47 Insights into Corporate Reputation
Chair: Xiaoling Guo, University of International Business and Economics

Exploring the Relationship between Brand Pride, Brand Identification and Brand Citizenship Behavior of Employees
Sabrina Helm, University of Arizona; Uwe Renk, Private University of Witten/Herdecke; Anubha Mishra, University of Idaho

*Internal and External Communication as Antecedents of Employee Brand Understanding, Brand Commitment, and Brand Citizenship Behavior*

Rico Piehler, University of Bremen; Michael Schade, University of Bremen; Christoph Burmann, University of Bremen

*How Reputation Relates to Firm Value: The Roles of Industry and Market Sentiment*

Alexander Haas, Justus Liebig University; Anne Eckert, Justus Liebig University

*Toward An Institution-based View of Crisis Management in Emerging Markets: An Analysis of Food Safety Crises in China*

Hongzhi Gao, Victoria University of Wellington; Yuri Seo, Victoria University of Wellington; Dan Lauffer, Victoria University of Wellington

Saturday, Feb 14 at 2:00 PM - 3:15 PM in Conference Room 6

**S48 User Innovation and the Maker Movement**

Chair: Aric Rindfleisch, University of Illinois at Urbana-Champagne; Hope Jensen Schau, University of Arizona

*User Innovation in the Surfing Industry: An Exploration of Marketplace Role Fluidity*

Melissa Akaka, University of Denver; Hope Jensen Schau, University of Arizona; Steve Vargo, University of Hawaii

*The Maker Movement: Implications for Retailing Thought and Practice*

Aric Rindfleisch, University of Illinois at Urbana-Champagne

*Crops to Crafts: Negotiating Authenticity in Farmers’ Markets*

Hope Jensen Schau, University of Arizona; Matthew Mars, University of Arizona

*Crowd Capital and Innovation: Putting Creative Consumers to Work*

Jan Kietzmann, Simon Fraser University; Leyland Pitt, Simon Fraser University; Karen Robson, Simon Fraser University

Saturday, Feb 14 at 2:00 PM - 3:15 PM in Conference Room 1

**S49 Teaching Tools Session: Global Marketing Simulation: Demo and Best Practices**

Clayton Shumate, President

Interpretive shares your goal of creating tomorrow’s business leaders. Today’s students need to understand complex problems, experience working in teams of people with diverse opinions and personalities, and ultimately come to a decision in the face of many competing options. That part isn’t simple. And that is why students need practice. Simulations provide that practice in a low-risk, highly engaging environment.

In this session, we will demonstrate our Global Marketing Simulation and provide examples of how it can be used effectively in the classroom. I think you will find the presentation to be informative and the event to be a good opportunity to ask questions about your specific course!
Saturday, Feb 14 at 3:30 PM - 4:45 PM

S51  Global SIG: Contemporary Developments in Global Marketing Research
Chair: Constantine S. Katsikeas, University of Leeds

*Understanding the ambidexterity in product and market domains in the Internationalization process of emerging market firms—A case study of four Chinese firms*
Hui Xu, Nankai University; Shouren Xu, Yunnan University; Shaoming Zou, University of Missouri

Adamantios Diamantopoulos, University of Vienna; Arnd Florack, Professor, University of Vienna; Benjamin Serfas, University of Vienna

*Exploitation, exploration, and adaptive export performance in turbulent times: The market and product development domains*
Ana Lisboa, Escola Superior de Tecnologia e Gestão/Instituto Politécnico de Leiria; Dionysis Skarmeas, Athens University of Economics and Business

*Drivers and Outcomes of International Marketing Strategy Fit: An Empirical investigation*
Magnus Hultman, University of Leeds; Constantine S. Katsikeas, University of Leeds

Saturday, Feb 14 at 3:30 PM - 4:45 PM in Conference Room 8

S52  Interorganizational SIG: Empirical Challenges, Solutions & Opportunities in IO Research
Chair: Alberto Sa Vinhas, Washington State University

Panelists:
Rajdeep Grewal, The University of North Carolina at Chapel Hill
Sandy Jap, Emory University
Robert Palmatier, University of Washington

Saturday, Feb 14 at 3:30 PM - 4:45 PM in Conference Room 3

S53  Marketing & Society SIG: Broadening the Paradigm of Marketing as Exchange: Reflections from the Field and Insights Moving Forward
Chair: Kelly D. Martin, Colorado State University

Panelists
Stacey Menzel Baker, University of Wyoming
Clifford J. Shultz, II, Loyola University Chicago
Sonya Grier, American University
William L. Wilkie, University of Notre Dame
Ronald Paul Hill, Villanova University

Saturday, Feb 14 at 3:30 PM - 4:45 PM in Conference Room 4

S54  Relationship SIG: Technology and Relationship Marketing: A Love-Hate Relationship?
Chair: Aberdeen Leila Borders, Kennesaw State University; Mona Sinha, Kennesaw State University

Panelists
Jagdish Sheth, Emory University
George Milner, University of Massachusetts, Amherst
V. Kumar, Georgia State University
Saturday, Feb 14 at 3:30 PM - 4:45 PM in Conference Room 5

**S55 Retail & Pricing SIG: Digital and Interactive Technologies for Enhancing Customer Experience**
Chair: Gopalkrishnan R. Iyer; Florida Atlantic University

*Service Recovery in a Technological World*
Krista Hill, Bridgewater State University; Dhruv Grewal, Babson College; Anne L. Roggeveen, Babson College

*Keep it Real – The Magic of Online Shopping Experience*
Stefanie Paluch, TU Dortmund University; Sarah Küsgen, TU Dortmund University; David Egbert, TU Dortmund University

*Price Discrimination and its Role in the Acceptance of Self-Service Technologies*
Sören Köcher, TU Dortmund University; Markus Blut, Newcastle University; Hartmut Holzmüller, TU Dortmund University; Gopalkrishnan R. Iyer, Florida Atlantic University

Saturday, Feb 14 at 3:30 PM - 4:45 PM in Conference Room 2

**S56 Sales SIG: Death of the Salesman: The Role of Today’s B-2-B Salesperson From the Purchaser’s Perspective**
Chair: Leff Bonney, Florida State University; Stacey Schetzsle, Ball State University

Panel
- Ed Decarlo – Director of Procurement, Clear Chanel Communications
- Jane Revel – Head of Technology and Information, Rackspace IT
- Dave Simmons – Head of Operations, Laird Plastics

Saturday, Feb 14 at 3:30 PM - 4:45 PM in Conference Room 9

**S57 Services SIG: The Good and the Bad of Customer Contribution to Services: Traits, Expectations, and Perceptions**
Chair: Mohammad Ali Zolfagharian, University of Texas–Pan American

Discussants: Audhesh K. Paswan, University of North Texas; Xiaoqing Sheng, University of Texas–Pan American

*Consumer Value Co-Creation: A Pathway for Measurement*
Samaneh Torkzadeh, University of Texas–Pan American

*Propensity to Participate: The Modifier in the Participation-Satisfaction Relationship*
Jakob Braun, University of Texas–Pan American

*Antecedents of Consumers’ Corporate Social Responsibility Evaluations: Incorporating Consumer Expectations*
Roberto Saldivar, Ramapo College of New Jersey

*Patient Participation and Satisfaction: The Mediating Roles of Anxiety and Service Quality*
Arash Hosseinzadeh, University of Texas–Pan American

Saturday, Feb 14 at 3:30 PM - 4:45 PM in Conference Room 6

**S58 Sports SIG: Sports Marketing & Sponsorship on the Global Stage**
Chair: Darin W. White, Samford University

*Approaches to CRM and Database Marketing in Professional Sports*
Russell Scibetti, Vice President of Product Strategy, KORE
Is Sport Sponsorship Global? Evidence from the United States, the United Kingdom, and India
Noni Zaharia, University of Northern Colorado

Can You Hear Me Now? Assessing the Effects of Auditory Stimuli on Sponsorship Processing
Jonathan A. Jensen, The Ohio State University; Brian A. Turner, The Ohio State University; Joe Cobbs, Northern Kentucky University; Patrick Walsh (Syracuse University

Saturday, Feb 14 at 3:30 PM - 4:45 PM in Conference Room 1
S59 Teaching & Learning SIG: Teaching & Learning Creatively: Pedagogical Innovations to Stimulate Intellectual Curiosity
Chair: Victoria L. Crittenden, Babson College
Panelists
Delancy Bennett, Clemson University
Colin Campbell, Kent State University
Richard Hanna, Babson College
Colleen Kirk, Mount Saint Mary College
Daniel Korschun, Drexel University
Felicia Lassk, Northeastern University
Andrew Rohm, Loyola Marymount University
Scott D. Swain, Clemson University
David Williams, Dalton State College

Sunday, Feb 15 at 8:30 AM - 9:45 AM
Sunday, Feb 15 at 8:30 AM - 9:45 AM in Conference Room 7
Chair: Scott Cowley, Arizona State University
Panelists
Tom Brown, Oklahoma State University
Vanitha Swaminathan, University of Pittsburgh

Sunday, Feb 15 at 8:30 AM - 9:45 AM in Conference Room 8
U12 Service Experience, Failures, and Recovery
Chair: Sidney Anderson, Florida State University
Unintended Effects of Customer Participation in Recovery - Can Choice Availability be a Remedy?
Nicola Bilstein, Catholic University Eichstaett-Ingolstadt; Shashi Matta, The Ohio State University; Jens Hogreve, Catholic University Eichstaett-Ingolstadt
Conceptualizing Service Failures Through the Lens of Service-Dominant Logic: A Value-Based Apporach
George Skourtis, University of Toulouse; Jean-Marc Decaudin, Toulouse University; Ioannis Assiouras, Toulouse University
Recovery Strategies Involving Bundled Products
Patrick Fennell, Louisiana State University; Dan Rice, Louisiana State University; Ron Niedrich, Louisiana State University; Matthew Lastner, Louisiana State University
The Impact of Tri-Dyadic Fit on the Service Experience
Sidney Anderson, Florida State University; Jeffery Smith, Florida State University
Sunday, Feb 15 at 8:30 AM - 9:45 AM in Conference Room 3

U13 **Quite the Experience: Four Papers on the Consumer Experience**
Chair: Swati Verma, Wayne State University

*Is Play the Work of New Adulthood? An Interpretive Approach of Childlike Behavior*
Mathieu Alemany Oliver, Aix Marseille Graduate School of Management - IAE Aix, CERGAM (EA4225)

*Consumer Experience Intensity*
Ebru Ulusoy, Univrsity of Maine

*Investigating the Pleasures of Sin: The Contingent Role of Telic Personality Disposition on Consumers’ Evaluations of Vice and Virtue Product Offerings*
Swati Verma, Wayne State University; Abhijit Guha, Wayne State University; Abhijit Biswas, Wayne State University

*The Relationship between Family Identity and Communication, Commitment, and Continuity in Family Activities: An Examination of Family Meals in Four Chinese Cities*
Ann Veeck, Western Michigan University; Hongyan Yu, Sun Yat-Sen University; Grace Yu, Brock University

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Sunday, Feb 15 at 8:30 AM - 9:45 AM in Conference Room 1

U15 **Social Responsibility: Customer Interaction with Firms**
Chair: Alexander Kull, University of South Florida

*Overcoming Ownership Risk at the Base of the Pyramid with Access-Based Services*
Tobias Schaefers, TU Dortmund University; Roger Moser, University of Gallen; Gopal Narayanamurthy, IIM Kozhikode

*Taken for Granted or Taken with Gratitude? An Examination of the Differential Effects of Donations of Time and Money on Consumers’ Evaluation of Corporate Philanthropy*
Ryan Langan, Willamette University; Anand Kumar, University of South Florida

*When and How Organizational Identification Mediates the Effect of Corporate Social Responsibility on Customer Orientation*
Scott D. Swain, Clemson University; Daniel Korschun, Drexel University; CB Bhattacharya, ESMT

*Co-Created Social Responsibility: How Letting the Consumer Choose the Brand’s Donation Recipient Strengthens Consumer-Brand Relationships*
Alexander Kull, University of South Florida; Timothy Heath, University of South Florida

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Sunday, Feb 15 at 8:30 AM - 9:45 AM in Conference Room 4

U16 **A Relational Perspective on Marketing Channels**
Chair: Jeff Johnson, University of Missouri-Kansas City

*The influence of distributor consistency on supplier commitment*
Claude Obadia, ESCE, Paris; Irena Vida, University of Ljubljana

*Familiarity Breeds Contempt: Manifestations of Complacency in Business-to-Business Relationships*
Jeff Johnson, University of Missouri-Kansas City; Scott Friend, University of Nebraska-Lincoln

*Recognizing Value Creation Opportunities in Business Markets*
Eva Böhm, University of Paderborn; Andreas Eggert, University of Paderborn; Harri Terho, University of Turku; Wolfgang Ulaga, IMD; Alexander Haas, Justus-Liebig-Universität

*Behavioral aspects of buyer-seller working relationship: A meta-analysis*
Leonidas Leonidou, University of Cyprus; Bilge Aykol, Dokuz Eylul University; Christopher Medlin, The University of Adelaide; Michael Talias, Open University of Cyprus
Sunday, Feb 15 at 8:30 AM - 9:45 AM in Conference Room 2

**U17 How and Why Do Brands Impact Firm Performance and Create Value**
Chair: Lopo L. Rego, Indiana University

*Assessing Firms’ Brand Management Capabilities*
Neil A. Morgan, Indiana University; Lopo L. Rego, Indiana University; Douglas W. Vorhies, University of Mississippi

*Acquiring Portfolios of Brands, Customers, and Technology: When Do They Pay Off?*
S. Cem Bahadir, Ozyegin University; Sundar G. Bharadwaj, University of Georgia

*Brands and Firm Performance*
Meike Eilert, University of Nebraska-Lincoln; Satish Jayachandran, University of South Carolina; Neil Morgan, Indiana University

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Sunday, Feb 15 at 10:15 AM - 11:30 AM

Sunday, Feb 15 at 10:15 AM - 11:30 AM in Conference Room 7

**U21 Price Strategies and Consumer Responses**
Chair: Doreén Pick, Freie Universitaet Berlin

“Dear customer, we must increase our prices …” - How service firms utilize types of price increase communications
Doreén Pick, Freie Universitaet Berlin; Stephan Zielke, Aarhus University Denmark

*How Customers Manage Purchase when they Lose or Gain? Effects of Price Surcharges and Savings on Expenditures*
Yiyuan Liu, Otterbein University; Sanjoy Ghose, University of Wisconsin-Milwaukee

*Time Marches On: Effects of Temporal Orientation, Time of Release and Discount Sizes on Purchase Intentions*
Amaradri Mukherjee, University of Arkansas; Suhash Jha, Indian Institute of Management Udaipur; Ronn Smith, University of Arkansas

Determinants of Consumers’ Response to Pay What You Want Pricing Strategy on the Internet
Fei Weisstein, The University of Texas-Pan American; Monika Kukar-Kinney, University of Richmond; Kent Monroe, University of Richmond

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Sunday, Feb 15 at 10:15 AM - 11:30 AM in Conference Room 8

**U22 Marketing & Society SIG: Marketing’s Place in the Healthcare and Society Discussion: Challenges, Opportunities, and Agenda**
Chair: Matthew Sarkees, St. Joseph’s University

Panelists:
M. Paula Fitzgerald, West Virginia University;
Craig Andrews, Marquette University;
Matthew Sarkees, St. Joseph’s University;

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Sunday, Feb 15 at 10:15 AM - 11:30 AM in Conference Room 3

**U23 The Price is Right: New Behaviors Perspectives on Behavioral Pricing**
Chair: Saerom Lee, University of Texas at San Antonio
It’s not all about the benefits – cost perceptions as additional drivers of the zero-price effect
Björn Hüttel, University of Passau; Christian Wagner, University of Passau; Jan Schumann, University of Passau

Did You Earn Your Louis Vuitton? The Impact of Unearned Conspicuous Signals
Saerom Lee, University of Texas at San Antonio; Hans Baumgartner, The Pennsylvania State University; Karen Winterich, The Pennsylvania State University

Farid Tarrahi, European University Viadrina; Martin Eisend, European University Viadrina; Florian Dost, European University Viadrina

It Is Not Fair to Pay More! A Study of the Perception of Justice and Price Fairness After Hedonic and Utilitarian Purchases
Giuliana Isabella, University of Sao Paulo; Jose Afonso Mazzon, University of Sao Paulo

Sunday, Feb 15 at 10:15 AM - 11:30 AM in Conference Room 4

U24 Mobile Advertising
Chair: Yakov Bart, INSEAD

Social and Location Effects in Mobile Advertising
Peter Pal Zubcsek, University of Florida; Zsolt Katona, University of California at Berkeley); Miklos Sarvary, Columbia University

Sunny, Cloudy, or Gloomy? Weather Conditions and Mobile Ad Effectiveness
Andy Reinaker, Temple University Chenxi Li, Fudan University; Chen Zhang, Fudan University; Xueming Luo, Temple University

Which Products are Best Suited to Mobile Advertising? A Field Study of Mobile Display Advertising Effects on Consumer Attitudes and Intentions
Yakov Bart, INSEAD; Andrew Stephen, University of Pittsburgh; Mikos Sarvary, Columbia University

Sunday, Feb 15 at 10:15 AM - 11:30 AM in Conference Room 1

U25 Evolving Marketing Strategies
Chair: Kimberly Whitler, University of Virginia

Mission Statements as a Key Tool for Marketing Strategy
Meredith David, Baylor University; Fred R. David, Francis Marion University

Examining the effectiveness of sponsorship and ambush marketing
Regina-Viola Frey, German Graduate School of Law and Management; Elias Ertz, University of Hohenheim; Marion Büttgen, University of Hohenheim

The Role of the Chief Marketing Officer: A Role Theory Perspective
Kimberly Whitler, University of Virginia; Neil Morgan, Indiana University

Sunday, Feb 15 at 10:15 AM - 11:30 AM in Conference Room 2

U27 Open, Low Cost Innovation
Chair: Brad Allen, University of Texas-San Antonio

Avoiding a Babylonian Confusion – A Systematic Review on Low-cost Innovation
Ronny Reinhardt, Technische Universität Dresden
Development of Successful Really New Products: The ‘Over-collaboration’ Effect at Different Stages of the New Product Development Process
Johannes Deker, University of Mannheim; Monika Schuhmacher, University of Mannheim; Sabine Kuester, University of Mannheim

Sustainability, Open Innovation, and New Product Program Performance
Shuili Du, University of New Hampshire; Ludwig Bstieler, University of New Hampshire; Goksel Yalcinkaya, University of New Hampshire

It’s All Your Fault! Attributing Blame for Co-Created New Product Failures in B2B Relationships
Brad Allen, University of Texas-San Antonio

Sunday, Feb 15 at 1:00 PM - 2:15 PM

U32 Customer Orientation and Referrals
Chair: Yu-Shan Huang, Oklahoma State University

Referral Engineering in Service Markets: Initial Evidence and Consumer Motivations
Ina Garnefeld, University of Wuppertal; Sabrina Helm, University of Arizona

Yu-Shan Huang, Oklahoma State University

The Impact of Personality Traits on Customer Orientation among Call Center Workers: The Moderating Effect of Work-Family Conflict and Role Conflict
Sunil Sahadev, University of Salford; Sudarshan Seshanna, Alliance University; Keyoor Purani, Indian Institute of Management; Bradley Barnes, Sheffield University Management School

Sunday, Feb 15 at 1:00 PM - 2:15 PM in Conference Room 3

U33 Advertising for the Masses: New Insights on Guilt, Avoidance and Competitive Advertising
Chair: Joshua Coleman, The University of Memphis

Show the Devotion, Not the Depravity: Implicit and Explicit Guilt Appeals in Advertising
Joshua Coleman, The University of Memphis

Why It Stays Here? Examining the Determinants of Consumer Avoidance Advertising of Personalized Advertising on the Web
Satomi Hasuoka, Keio University; Takashi Irie, Keio University; Takashi Naito, Keio University; Hideki Sumita, Keio University; Haruka Tsuchiya, Keio University; Akinori Ono, Keio University

Is Naming Your Competitor in the Comparative Ad a Good Idea? The Effects of Typicality & Alignability
Tommy Hsu, Tarleton State University; John Ford, Old Dominion University; Yuping Liu-Thompkins, Old Dominion University; Edward Markowski, Old Dominion University; Leona Tam, University of Wollongong

Competitive Advertising Clutter in a Real-World Media Context - Exploring Positive and Negative Ramifications
Nadine Schirmer, Ludwig-Maximilians-University, Munich

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Sunday, Feb 15 at 1:00 PM - 2:15 PM in Conference Room 4

**U34 Cross National Comparative Strategies**  
Chair: Alexander Jakubanecs, Centre for Applied Research at NHH

*National Culture versus Organizational Culture: An Empirical Assessment of the Implementation of Market Orientation Across Nations*  
Ahmet Kirca, Michigan State University

*Does Listening to the Customer Pay Off? Customer Orientation - Performance Links in Developed vs. Emerging Markets*  
Johanna Froesen, Saint Petersburg State University; Maria Smirnova, Saint Petersburg State University; Alexander Rozhkov, Saint Petersburg State University; Henrikki Tikkanen, Aalto University; Vera Rebiazina, National Research University

*(Un)Truth in Bilingual Consumer Recall of Brands in Advergames: A Three-Country Comparison*  
Monica Hernandez, Texas A&M University-Corpus Christi; Michael Minor, University of Texas-Pan American

*Marketing luxury brands across Asian markets: An investigation of consumer luxury value perceptions in China, India and Indonesia*  
Paurav Shukla, Glasgow Caledonian University; Jaywant Singh, Kingston University; Madhumita Banerjee, American University of Sharjah

Sunday, Feb 15 at 1:00 PM - 2:15 PM in Conference Room 1

**U35 Social Responsibility: Frugality, Boycotts, and Covertness**  
Chair: Nese Nasif, University of Texas - Pan American

*A Definition and Typology of Covert Marketing*  
Jenifer Skiba, University of Nebraska–Lincoln; Les Carlson, University of Nebraska–Lincoln

*A Typology of Environmentalism and the Frugality Connection*  
Nese Nasif, University of Texas - Pan American; Penny Simpson, University of Texas - Pan American

*Why Do Boycotters Cool Down Over Time? An Analysis of the Intra-Personal Dynamics of Boycotting*  
Wassili Lasarov, Christian-Albrechts-Universität zu Kiel; Stefan Hoffmann, Christian-Albrechts-Universität zu Kiel; Ulrich Orth, Christian-Albrechts-Universität zu Kiel; Karoline Held, Christian-Albrechts-Universität zu Kiel

Sunday, Feb 15 at 1:00 PM - 2:15 PM in Conference Room 7

**U36 Sales Force Management and Performance**  
Chair: Jeffrey Carlson, University of Richmond

*From an Absolute to Relative Perspective of Customer Orientation: Its Effect on Frontline Employees’ Job Satisfaction and the Underlying Process*  
Seigyoung Auh, Arizona State University; Bulent Menguc, Kadir Has University; Constantine Katsikeas, Leeds University; Yeon Sung Jung, Dankook University

*Age Differences at the Customer Encounter: The Role of Customer Orientation and Customer Perceptions of Empathy*  
Ruth Stock, Technische Universität Darmstadt; Kai Rödiger, Technische Universität Darmstadt; Gisela Bieling, Technische Universität Darmstadt

*Reaping Benefits from Investing in Solution Selling Capability: Do Product and Customer...*
Characteristics Matter?
Nikolaos Panagopoulos, The University of Alabama; Adam Rapp, The University of Alabama

The Effects of Polychronicity on Salesperson Performance: The Moderating Effect of Job Complexity
Jeffrey Carlson, University of Richmond; William Ross, University of Connecticut; Robin Coulter, University of Connecticut

Sunday, Feb 15 at 1:00 PM - 2:15 PM in Conference Room 2

U37 Market System Dynamics: Struggling with Identity
Chair: Suzanne Walsh, Wayne State University

Consuming Ambiguity: Multiracial Identity Development and the Marketplace
Robert Harrison, Western Michigan University; Kevin Thomas, University of Texas at Austin; Samantha Cross, Iowa State University

From Counterculture Movement to Mainstream Market: Market Emergence in the Organic Food Industry
John Schouten, Aalto University; Diane Martin, Aalto University; Andrei Botez, Aalto University; Hedon Blakaj, Aalto University

From Dresser Drawer to Top Shelf: Product Design as a Mechanism for Cultural Legitimacy
Aimee Huff, Oregon State University; Sarah Wilner, Wilfred Laurier University

Consuming Kitsch: Memetic Idolization of the Middlebrow Pleasure
Soonkwan Hong, Michigan Technological University; Chang-Ho Kim, Nam-Seoul University
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Special Interest Groups (SIGs)

The AMA’s Academic Division Special Interest Groups (SIGs) are vital to developing a strong sense of community within the AMA’s academic membership. SIGs offer a variety of topic focused opportunities for learning, sharing, and networking among academicians, doctoral students and other scholars.

SIGs also enhance thought leadership and interaction within the marketing discipline. Two overriding objectives of SIGs are (1) to provide high quality member services through member engagement and (2) to increase the sense of belonging for academicians who join AMA.

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Join a SIG today. All academic members receive one free SIG membership with their annual dues. Go to the registration desk and make sure you are a member. Any additional SIG Membership are $20 apiece. For more information, contact 800.262.1150 or info@ama.org.
Contact: Kathyynn Pounders, University of Texas

Reception/Awards:
• Saturday at 5 p.m. in Conference Room 8
  Awards Presented:
  Lifetime Achievement Award

Contact: Scott Cowley, Arizona State University

Reception:
• Saturday at 7:30 a.m. in Salon J

Contact: Frank Franzak, Virginia Commonwealth University

Reception:
• Saturday at 5 p.m. in Conference Room 3

Contact: Charlie Hofacker, Florida State University

Contact: Alberto Sa Vinhas, Washington State University
  Alok Kumar, University of Nebraska

Session:
• Saturday at 3:30 p.m. in Conference Room 8
  Empirical Challenges, Solutions and Opportunities in IO Research
Get more AMA SIG information in the 2015 Winter AMA Mobile Guide

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Contact:
   William Wilkie, University of Notre Dame

Reception/Awards:
   • Saturday at 5 p.m. in Conference Room 7
   Awards Honored:
   Lifetime Achievement Award
   Emerging Scholar Award
   “Marketing for a Better World” Award

Contact:
   Atefeh Yazdanparast, University of Evansville
   Glen Brodowsky, California State University
   Mathew Joseph, Saint Mary’s University

Session/Reception:
   • Saturday at 5 p.m. in Salon J
   Honoring Dr. Rajan Varadarajan as the recipient of the 2015 AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award

Contact:
   Leila Borders, Kennesaw State University

Session:
   • Saturday at 3:30 pm Conference Room 4
   Technology and Relationship Market-ing: A Love-Hate Relationship?
Contact:
Lauren Beitelspacher, Portland State University

Session/Reception:
• Saturday at 3:30 pm Conference Room 5
  Digital & Interactive Technologies for Enhancing Customer Service Experience
• Saturday at 5 p.m. in Conference Room 7

Contact:
Michael Mallin, University of Toledo

Receptions/Awards:
• Friday evening at Rio Rio Cantina (RSVP)
• Saturday at 5 p.m. in Conference Room 2
  Awards Presented:
  AMA Sales SIG Doctoral Dissertation Proposal Competition

Contact:
Werner Kunz, University of Mass.

Awards:
• Christopher Lovelock Career Contributions Award Winner
• SERVSIG’s Best Services Article Award
• ASU CSL/Liam Glynn Research Scholarship Award

Contact:
Darin White, Samford University

Reception/Session:
• Friday at 7:30 pm at AT&T Center (RSVP)
  San Antonio Stock Show & Rodeo
• Saturday at 3:30 pm Conference Room 6
  Sports Marketing & Sponsorship on the Global Stage

Contact:
Elizabeth Wilson, Suffolk University

Session/Reception:
• Saturday at 3:30 pm Conference Room 1
  Teaching & Learning Creatively: Pedagogical Innovations to Stimulate Intellectual Curiosity
• Saturday at 5 p.m. in Conference Room 1
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