2014 SUMMER MARKETING EDUCATORS’ CONFERENCE

Leveraging New Technology to Create Value for Customers and Firms

AUGUST 1-3, 2014
SAN FRANCISCO, CA

Download the App! #AMASummer14
A StratX Simulation allows students to practice their skills in a concentrated amount of time before trying them out in the real business environment. New alternatives can be tested without incurring the cost or the risk of implementing them in real-life situations.

BrandPRO

BrandPRO gives the opportunity to master crucial targeting and positioning skills in core Marketing courses and executive programs.

Participants guide a business through 5 simulated years and have to develop a sound strategy for their brands to get ahead of virtual but fierce competitors.

Reposition two brands in a highly competitive environment by making strategic decisions on targeting, product, pricing and communication.

Your class will experience real life challenges in a risk-free learning environment with clear pedagogical outcome in 3 hours, or 1 to 2 marketing sessions.

Markstrat

Markstrat is the strategic marketing simulation that will engage students and enrich your marketing course. Combined with traditional teaching methods such as lectures, discussions or case studies, Markstrat is a very effective tool for teaching strategic marketing concepts such as brand portfolio strategy, segmentation and positioning strategies.

Key marketing concepts come to life such as: the relationship between marketing share and profitably, the experience effect, allocation of resources, marketing segmentation and product positioning, etc.

Analyze changes in markets, anticipate the moves of competitors, evaluate different courses of action, plan long-term and secure competitive advantages.

BOSS

BOSS provides participants with a deeper understanding and higher retention of Blue Ocean Strategy theory, methodologies and tools. BOSS helps participants develop the skills needed to lead a BOS initiative in their company.

During a BOSS-based course, students work in teams to manage a Fictitious Consumer electronics company over a six-year period. The simulation framework allows them to break away from the competition and create a blue ocean of New market space for their virtual company.
Dear Attendees:

Welcome to the 2014 American Marketing Association Summer Educators’ Conference! The theme of this year’s conference, “Leveraging New Technologies to Create Value for Customers and Firms,” aligns well with our San Francisco conference location, a worldwide hub of technological innovation. New technologies create value for both customers and firms by changing the way they collaborate and communicate with one another. The opportunities and challenges offered by new technologies have created many new research opportunities and call for new marketing theories and methods. We are happy to introduce a few new initiatives at this year’s conference, including:

1) Plenary Session: You won’t want to miss *Marketing in the Internet Age: Are We Bringing Out the Best and/or Worst in Consumers?* on Friday at 3:30pm. Peter Fader, Frances and Pei-Yuan Chia Professor of Marketing at The Wharton School, and Bill Davidow, a Silicon Valley engineer, marketing executive, author and venture capitalist will discuss the changing relationship between marketers and customers in the digital age. Davidow is a regular columnist for *The Atlantic* as well as the author of several books including *Overconnected* (2011), *The Virtual Corporation* (1993), *Total Customer Service: The Ultimate Weapon* (1990), and *Marketing High Technology* (1986). Peter Fader is the author of *Customer Centricity: Focus on the Right Customers for Strategic Advantage* (2012) and dozens of academic publications on customer analytics.

2) Conference App: Access conference information by downloading the conference app at [guidebook.com/app/ama](http://guidebook.com/app/ama) on your mobile device. Click on the appropriate link to download the AMA Event App.

3) Best Poster Session: We had a record number of poster submissions this year. In addition to the poster session during the Friday evening reception, we will highlight posters during a Best Poster Session on Sunday at 8:30am. This session will include posters selected by the track chairs as well as by popular vote. We encourage you to stop by and provide feedback to the authors and vote for your favorite poster(s) using the conference app!

4) Newcomer’s Breakfast: We are hosting a special breakfast event in cooperation with AMA’s DocSIG to welcome new conference attendees and doctoral students to AMA and introduce them to longtime members on Saturday morning at 7:30am.

We also organized several special sessions to reinforce this year’s theme and highlight challenges and opportunities within the marketing discipline, including:

- **Analyzing and Capitalizing on Big Data** (Fri, 1:30pm): A panel of industry experts from LinkedIn, Teradata and Yahoo will discuss BIG data. Bill Rand from the University of Maryland will moderate and provide an academic perspective.
- **Doing and Publishing Cross-Functional Research** (Sat, 8:30am): Roland Rust, University of Maryland, Amy Ostrom, Arizona State University, Lopo Rego, Indiana University, and Seshadri Tirunallai, University of Houston, discuss strategies for conducting successful cross-functional research.
• **Marketing as a Field: Are We Advancing or Losing our Cohesiveness** (Sat, 10:30am): Ajay Kohli, Georgia Tech, Linda Price, University of Arizona, Russ Winer, New York University, and Klaus Wertenbroch, INSEAD, will discuss the future of marketing as a discipline and field.

• **Collaborating with Companies** (Sat, 1:45pm): Panelists Michael Ahearne, University of Houston, Rajdeep Grewal, University of North Carolina, and Sandy Jap, Emory University, share best practices for collaborating with companies.

• **Planning an International Visit** (Sun, 8:30 am): Marcus Cunha, University of Georgia, Anja Lambrecht, London Business School, Prashant Malaviya, Georgetown University, and Jie Zhang, University of Maryland, discuss experiences as international visitors.

• **How to Keep Coming Up With Great Research Ideas** (Sun, 10:30am): Don Lehmann, Columbia University, Brian Ratchford, UT Dallas, Americus Reed, University of Pennsylvania, and Rebecca Slotegraaf, Indiana University, discuss strategies for coming up with great ideas.

We would like to thank AMA Academic Council President Sandy Jap and the Academic Council for your trust in us and your support. It has been an honor and a pleasure to serve as this summer’s conference chairs. Organizing a large conference is a complex task but we have been fortunate to work with an excellent team. This conference would not be possible without their dedication. First, we thank Matt Weingarden, AMA’s Conference Program Manager. Matt’s superb organizational skills and enthusiasm were instrumental to our planning, and we especially appreciate his willingness to help us implement several new initiatives. Second, we would like to thank our excellent team of Track Chairs for their professionalism and contributions. Our task was made much easier by working with such a skilled team. Third, we would like to thank the many reviewers who evaluated conference submissions and provided helpful feedback to the authors.

Finally, we thank all of you for attending the conference. We know there are many conferences you could choose to attend and we are glad you chose to join us in San Francisco. By submitting your best work to the conference, you strengthen the foundation of our organization and profession. We believe Summer AMA offers a great opportunity for scholars in an increasingly diversified and specialized field to learn about the latest trends in the field and make new connections with scholars who have other specialties, potentially leading to new research ideas and opportunities.

We hope you enjoy the conference and your time in San Francisco.

Regards,

Rebecca Hamilton & Alberto Sa Vinhas
2014 AMA Summer Educators’ Conference Co-Chairs
## Schedule at a Glance

### Friday, August 1, 2014

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<td>Salon 14</td>
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<td>Opening Reception &amp; Posters</td>
<td>Salon 7</td>
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<tr>
<td>06:30 PM - 08:00 PM</td>
<td>Marketing Strategy SIG Awards Reception</td>
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<td>Salons 1-6 and 10</td>
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<td>12:00 PM - 01:00 PM</td>
<td>Lunch Break</td>
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<td>Salons 1-6 and 10</td>
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Go Mobile!

Get the AMA 2014 Summer Marketing Educators’ Conference Program on your smartphone or tablet!

1. Download the AMA Event App
   - Go to guidebook.com/app/ama on your mobile device and click the appropriate link to download the AMA Event App or
   - Scan the QR Code on the right:

2. Download the AMA 2014 Summer Marketing Educators’ Conference Program
   - Open up the AMA Event App
   - Click “Download Guides” (may be at the top or bottom of the app depending on your device).
   - Click “Redeem Code” (may be at the top or bottom of the app depending on your device).
   - Enter the following code: amasummer14 and click “Redeem”
   - The program should immediately come available
AMA Academic Council

Role of the Academic Council of AMA

The AMA Academic Council is comprised of 12 members who work to enhance the value that AMA provides its academic members. The AMA Academic Council has oversight of and final responsibility for important aspects of the life of the Marketing discipline, including international and special interest conferences, academic placement job market, the AMA/Sheth Foundation Doctoral Consortium, Special Interest Groups (SIGs), etc., and on-line and interactive resources, such as ELMAR and the Academic Resource Center (ARC) on the AMA website. The objective with regard to Academic Council membership is to have the Council reflect the AMA academic membership at large. Each Council member serves a three-year term, and new members terms will begin on July 1 of each year.

Michael K. Brady
Florida State University
Term Expires: 06.30.16
President

Sandy Jap
Emory University
Term Expires: 06.30.15
Immediate Past President

Robin A. Coulter
University of Connecticut
President Elect
Term Expires: 06.30.17

Linda L. Price
University of Arizona
President Elect Designate
Term Expires: 06.30.18

Andrea L. Dixon
Baylor University
Term Expires: 06.30.15

David Griffith
Lehigh University
Term Expires: 06.30.17

Zeynep Gürhan-Canli
Koç University
Term Expires: 06.30.16

Alan J. Malter
University of Illinois at Chicago
Term Expires: 06.30.15

Natalie Mizik
University of Washington
Term Expires: 06.30.15

Stephanie Noble
University of Tennessee
Term Expires: 06.30.17

Rebecca Slotegraaf
Indiana University
Term Expires: 06.30.16

Vanitha Swaminathan
University of Pittsuburgh
Term Expires: 06.30.17
Registration

• Registration for the AMA Summer Marketing Educators’ Conference is available at www.AMA.org/Summer.
• The registration desk opens on Friday, August 1, 2014 at 7:30 a.m. (Pacific).
• A conference registration may not be shared by two or more individuals.
• Space is limited/on-site registration cannot be guaranteed.

Registration Fees

• A standard registrant fee covers entrance for one person to all academic sessions, conference social events, awards luncheon, entrance to the exhibit hall, the on-site meeting guide, and the digital conference proceedings.
  o Member:    $550
  o Non-Member:  $850
• A doctoral registrant fee covers entrance for one doctoral student to all academic sessions, conference social events, awards luncheon, entrance to the exhibit hall, the on-site meeting guide, and the digital conference proceedings. Doctoral registrants must be able to prove student status.
  o Member:    $350
  o Non-Member:  $850
• Emeritus members receive a complementary standard registration if they contact AMA by Monday, July 7, 2014. After that time, the AMA may be unable to honor requests.

Guest Passes

• Standard registrants and doctoral registrants interested in bringing a guest may purchase guest passes to a select number of conference events at the conference registration desk. Guest passes are limited and they are available on-site only on a first-come, first served basis. Guest passes may be available for the following events:
  o Opening Night Reception
  o Awards Luncheon
  o Saturday Night Reception
• Guest passes are not available for academic sessions.

Name Badge Policy

• Name badges should be worn at all times while in the official conference space.
• Name badges are required for entrance into conference functions and programs.
• Name badges should be removed and kept in a secure location while outside of the official conference space.

Photo Disclaimer

Registrants of AMA conferences agree to allow AMA and its official photographer to photograph them in the context of the conference. Footage captured by the official AMA photographer may be used in future print and electronic promotional and archival materials. For questions or concerns, please call 800.262.1150 or email info@ama.org.

Cancellation Policy

• All cancellations and requests for refunds must be submitted to the AMA via email at mweingarden@ama.org. Cancellations received four weeks prior to the event start date will receive a refund minus a $150 early cancellation fee. Cancellations received after that date will receive a refund minus a $300 late cancellation fee.
• Registrants wishing to cancel may send someone to take their place without penalty if they send a written request with the replacement person’s name to info@ama.org at least two weeks before event start date.
• No refunds will be given as of July 17, 2014.
• Separate cancellation policies may exist for pre-conference programs or other events. Hotel/transportation reservation cancellations must be handled by the individual registrant directly with the hotel, airline, etc.

Americans with Disabilities Act Accommodations

• The AMA is committed to providing equal access to our meetings for all attendees. If you are a participant with a disability and require program accommodations, please contact the AMA Meeting Services Department, and a member of our staff will ensure that appropriate access arrangements are made. If you have specific disability related needs for your hotel sleeping room, please be sure to communicate those directly to the hotel when you make your reservation. In an effort to provide the highest quality of service to all attendees, AMA requests that details of all requests be communicated to AMA staff at least 10 business days in advance.

Attire

• Attire for the conference is business casual. While the temperature outdoors may be hot, conference rooms can range in temperature so participants are encouraged to dress in layers.

Childcare Options

• Due to safety concerns/insurance liability, those under the age of 18 are not allowed at the conference. If you plan to bring children with you, please check with the hotel concierge regarding available childcare options. Women in need of lactation rooms are encouraged to use their hotel rooms as a first option, but may ask the hotel front desk for additional options.

Housing Assistance

• The AMA is unable to provide a housing match service for participants hoping to share a hotel room. Participants are encouraged to utilize social media options such as Facebook to connect with other conference participants.
Marriott Marquis: Lower B2 Level

- Salons 1-6
- Salon 7 (Exhibit Hall)
- Salon 8 (Academic Placement)
- Salon 9 (Awards Luncheon)
- Salons 10-15
Sponsor & Exhibitor List

1. StratX Simulations
2. Stukent
3. Interpretive Simulations
4. AxcessCapon
5. Harvard Business Publishing
6. McGraw-Hill Education
7. Sports Business Research Networks
8. LINKS Simulations
9. Tobii Technology, Inc.
10. Innovative Learning Solutions

The map is subject to change.
Thank you to our Supporting Sponsors

Academic Teaching Tool Sponsor

![Stukent Logo](image)

Awards Luncheon Sponsor

![StratX Simulations Logo](image)

Connect with us: #AMASummer14
Join us in the Exhibit Hall!
It is the place to connect and network with the best publishers and solution providers. Stop by their table top and check out their latest products and services.

Exhibit Hours

**Friday, August 1**
Exhibit Set-up: 10:00 am – 1:00 pm
Exhibits Open 3:00 pm
Break: 3:00 pm – 3:30 pm
Welcome Reception: 5:00 pm – 6:00 pm

**Saturday, August 2**
Coffee and Danish: 8:00 am – 8:30 am
Break: 10:00 am – 10:30 am
Break: 3:15 pm – 3:45 pm

**Sunday, August 3**
Coffee and Danish: 8:00 am – 8:30 am
Break: 10:00 am – 10:30 am
Lunch on your own: 12:00 pm – 1:00 pm
Break: 2:30 pm – 3:15 pm
Exhibit Tear-Down: 3:15 pm

Exhibitor networking schedule and times are subject to change.
MEET OUR SPONSORS

Stukent
stukent.com
Table Top 2

Academic Teaching Tool Sponsor

Stukent develops leading edge internet marketing courseware in the cloud through real-world simulations, digital textbooks, expert mentoring sessions from proven industry professionals and much more.

StratX Simulations
stratxsimulations.com
Table Top 1

Awards Luncheon Sponsor

StratX Simulations provides a solid platform for Marketing Professionals worldwide. Your students will experience proven experiential learning with our array of MARKSTRAT products. From a full semester to ½ day programs, corporate or undergraduate, our simulations fit your course needs. For more information go to: www.stratxsimulations.com.
MEET OUR EXHIBITORS

American Marketing Association
AMA.org

The American Marketing Association (AMA) is the largest marketing association in North America with a global network with almost 30,000 members. It is a professional association for individuals involved in the practice, teaching and study of marketing worldwide. As the leading organization for marketers, AMA is the trusted go-to resource for marketers and academics. AMA is counted on as the most credible marketing resource where members can stay relevant with knowledge, training and tools to enhance lifelong learning and obtain valuable information and connections. For more information on the American Marketing Association, please visit our website.

AxcessCapon
axcesscapon.com
Table Top 4

Dedicated to Bringing Down the High Cost of College Education

World-class marketing, sales, and account management textbooks from Columbia Business School professor.
* Printed books for $29.70 and less
* Downloadable PDF’s for $29.70 and less
* NEW! iPad version for $19.99

Harvard Business Publishing
hbsp.harvard.edu
Table Top 5

Harvard Business Publishing is the leading provider of teaching materials for management education. HBP’s offerings include: case studies, exercises, and industry notes; eLearning tools, including simulations and tutorials, multimedia cases, online courses, and case videos; articles from Harvard Business Review; and Harvard Business Review Press books and chapters.
Innovative Learning Solutions, Inc. is an award-winning provider of several families of interactive, web-based simulation games for business schools and business professionals. We work with leading content experts in various areas of education to create intuitive, experiential exercises. Our goal is to help educators make the learning process more engaging and fun.

Interpretive Simulations offers realistic business experiences for the undergraduate and graduate business school classroom. Our simulations compliment the concepts taught in marketing, strategy and management classes. All of our simulations are fully administered--we take care of all technical support and set up, freeing you to teach.

The integrative, team-based, competitive LINKS business simulations are used worldwide in undergraduate, MBA, and EMBA courses and in ExecEd programs. The rich content, responsive high-touch instructor support, and extensive student and instructor web-support resources of the 22 customizable LINKS simulations have enhanced 60,000+ students' learning experiences since 1999.
McGraw-Hill Education is a digital learning company that draws on more than 100 years of experience to improve learning outcomes around the world. McGraw-Hill Education is the adaptive education technology leader with the vision for creating personalized learning experiences that prepare students for the world that awaits.

Online Sport Business Database
Professional, College, Consumer Markets
Access to sport market demographics, participation (75 sports), market size, attendance, TV viewership, sporting goods (100 products: equipment, footwear, apparel) mobile/social media, venue reports.
Fan Markets: Major/Minor Leagues, Motorsports, Golf, Tennis, Running, MMA, College FB, Basketball
Articles: Marketing, Media, Sporting Goods, Finance

Tobii Technology is the leader and pioneer in eye tracking, a technology that makes it possible for computers to know where users are looking. It is revolutionizing computer interaction and is also widely used in various research fields.

Tobii has a global presence through offices in Sweden (Headquarters), USA, China, Japan, Germany and Norway and a global network of resellers. The company employs nearly 400 worldwide.
# Schedule at a Glance

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Friday, Aug 1 at 1:30 PM – 3:00 PM in Salon 1

F11 Analyzing and Capitalizing on Big Data
Session Chair: William Rand, University of Maryland
Simon Zhang, Business Analytics Sr. Director, LinkedIn
Lee Paries, Vice President, Central & Western US, Teradata Aster
Jimmy Yang, Director, Sciences at Yahoo! Labs, Yahoo

In this session, we invite marketing academics and managers to discuss the challenges and opportunities associated with analyzing big data and using it effectively to inform marketing decisions. Our speakers will discuss research opportunities and challenges in this domain and how technology is impacting marketing research, practice and the CMO office.

Friday, Aug 1 at 1:30 PM – 3:00 PM in Salon 2

F12 Consumer Evaluations and Judgments
Session Chair: Jungyun Kang

A Mediator Named Desire and its Decision-Process Antecedents in Mass Customization
Jiayun (Gavin) Wu, Savannah State University; Nwamaka A. Anaza, Francis Marion University; Ada Leung, Penn State University at Berks

Effects of Feature Categorization on Product Design Evaluations
Mona Aghaee, Southern Illinois University Edwardsville; Timucin Ozcan, Southern Illinois University Edwardsville; Zehra Turk, Mugla Sitki Kocman University

The Influence of Color Names on Consumer Judgments
Jungyun Kang, Sungkyunkwan University; Hakkyun Kim, Sungkyunkwan University; Jiyoon Uim, Hongik University

The Effects of Exposure to Numbers Included in Competitor Brands
Berna Devezer, University of Idaho; Kunter Gunasti, University of Connecticut

Friday, Aug 1 at 1:30 PM – 3:00 PM in Salon 3

F13 The Right Thing To Do: The Ethics and Morality of Advertising & Promotions
Session Chair: Sabrina Hegner

Speech is silver, silence is golden?
Ardion Beldad, University of Twente; Sabrina Hegner, University of Twente

The Dark Side of Social Media: Why People Disconnect with Brands’ Social Media Communication Channels
Mohammad Reza Habibi, Concordia University

Perceiver Effects in Moral Endorser Perception: Perspectives of Dispositional Tendency, Moral Intuitions, and Self-Location
Joseph Chang, Vancouver Island University

The efficacy of grassroots sponsorship vs. professional sponsorship to build brand equity: the role of property community involvement and altruistic motive attributions
Francois Carrillat, University of Technology, Sydney; Marc Mazodier, University of Nottingham Ningbo; Carolin Plewa, University of Adelaide; Pascale Quester, University of Adelaide
Friday, Aug 1 at 1:30 PM – 3:00 PM in Salon 4

F14 Service Theories and Methodologies
Session Chair: K. Sivakumar

Failure and Delight in Tiered Services
K. Sivakumar, Lehigh University

Do-It-Yourself (DIY) Marketing Research: Ethical Challenges for Nonprofessionals
Marc Boivin, University of Calgary; Jack Kulchitsky, University of Calgary; Chad Saunders, University Calgary

Does “Smile” Matter in e-Retailing? The Role of Emoticon in Shaping Customer Service Evaluation
Kimmy Wa Chan, The Hong Kong Polytechnic University; Ricky Yee-Kwong Chan, The Hong Kong Polytechnic University; Xueni Li, The Hong Kong Polytechnic University

A Rasch Analysis of Cross Cultural Service Quality Measures
Gregory Brush, University of Western Australia

Friday, Aug 1 at 1:30 PM – 3:00 PM in Salon 5

F15 Pricing Effects and Strategies
Session Chair: William Rhyne

Online Retail Investor Auctions in the IPO Pricing Event: Expanding Market Transparency, Access, and Fairness with Technology
William Rhyne, NDNU

Dynamic Pricing of Seasonal Goods: An Empirical Investigation into Optimal Price Paths using a Flexible Dynamic Hierarchical Model
Nicolas Glad, ESSEC Business School; Shantanu Mullick, ESSEC Business School

Friday, Aug 1 at 1:30 PM – 3:00 PM in Salon 6

F16 Interorganizational Customer Relationship Management
Session Chair: Thomas Hollmann

The Effect of Customer Satisfaction on Customer Defection: The Role of Relationship Length in Business-to-Business Relationships
Thomas Hollmann, NC State University

Role of Corporate Image & Perceived Innovativeness on Trade Show Outcomes in an Emerging Market
Subhash Jha, Indian Institute of Management Udaipur; Balaji Krishnan, The University of Memphis; Jared Oakley, The University of Memphis

How Customer Participation Influences Co-Creation Outcomes When Faced with Different Ambiguities in the Professional Service Industry
Shuang Ma, University of International Business and Economics; Yonggui Wang, University of International Business and Economics

Carry-Over Effects of Firm Reputation Among Its Two Key Stakeholders
Rajiv Dant, University of Oklahoma; Jean Jeon, University of Nevada Reno
Friday, Aug 1 at 1:30 PM – 3:00 PM in Salon 10

F17 Exploring Brand Associations and Consumer Responses
Session Chair: Sebastian Fritz

Uniqueness and (false) consensus: Two important facets of brand associations?
Reinhard Grohs, University of Innsbruck; Oliver Koll, University of Innsbruck

How Does Power State Affect Consumers’ Evaluations of Luxury Brand Extensions?
Youngseon Kim, Central Connecticut State University; Yinlong Zhang, University of Texas

The Hidden Brand Drivers: Explicit and Implicit Antecedents of Brand Strength
Sebastian Fritz, Leibniz University of Hannover; Janina Haase, Leibniz University of Hannover; Sascha Langner, Leibniz University of Hannover; Steffen Schmidt, Leibniz University of Hannover; Klaus-Peter Wiedmann, Leibniz University of Hannover

The Relevance of Attitude Functions for Luxury Brand Consumption During Human Life Span
Sabrina Hegner, University of Twente; Florian Horstmann, University of Bremen; Michael Schade, University of Bremen

Friday, Aug 1 at 1:30 PM – 3:00 PM in Salon 11

F18 The Latest Perspectives on Sales Education and Training
Session Chair: Andrea Dixon, Baylor University; James Peltier, University of Wisconsin

Sales Education Efficacy: Examining the Relationship Between Sales Education and Sales Success
William Bolander, Leff Bonney, and Cinthia Satornino

Factors Influencing Undergraduate Business Students’ Decision to Pursue Sales Education
Concha Allen, Poonam Kumar, Crina Tarasi, and Holt Wilson

Formulating Undergraduate Student Expectations for Better Career Development in Sales
Alan J. Bush, Victoria D. Bush, Jared Oakley, and John Cicala

Teaching Yes, And…Improv In Sales Classes: Enhancing Student Adaptive Selling Skills, Sales Performance & Teaching Evaluations
Richard A. Rocco and D. Joel Whalen

The Advanced Course in Professional Selling
Terry Loe and Scott Inks

Friday, Aug 1 at 3:00 PM – 3:30 PM in Salon 7
Refreshments in the Exhibit Hall

Friday, Aug 1 at 3:30 PM – 5:00 PM in Salon 12

F21 Special Plenary Session
Marketing in the Internet Age: Are We Bringing Out the Best and/or Worst in Consumers?

Bill Davidow, a Silicon Valley engineer, marketing executive, author and venture capitalist and Peter Fader, Frances and Pei-Yuan Chia Professor of Marketing at The Wharton School, will discuss the changing relationship between marketers and customers in the digital age and its implications.
Friday, Aug 1 at 5:00 PM – 6:30 PM in Salon 7

F30  Posts and Welcome Reception

F30-01:  *It’s All about Me: Examining the Effect of Loneliness on Consumer Response to the Framing of Advertising Appeals*
Kelly Cowart, Grand Valley State University; Elyria Kemp, University of New Orleans; David Moore, University of Michigan; Lan Tran, University of New Orleans

F30-02:  *Gamification in the Classroom*
Elyria Kemp, University of New Orleans; Lauri Patterson, University of New Orleans; Sonja Poole, University of San Francisco; Kim Williams, University of New Orleans

F30-03:  *Heterogeneous community collaboration and the co-construction of shopping experiences: The Case of Abasto Shopping*
Olivier Badot, ESCP; Flavia Cardoso, Universidad de San Andres; Florence Pinot, ESCP

F30-04:  *Building an Iconic Wine Brand: The Case of Catena Zapata Wines*
Olivier Badot, ESCP; Flavia Cardoso, Universidad de San Andres; Francisco Diaz Hermelo, IAE Business School

F30-05:  *Satisfactory and Dissatisfactory Incidents among International Students in Higher Education*
Haeran Jae, Virginia Commonwealth University

F30-06:  *Expression of Opinions in a Community: Real-life Identities versus Virtual Identities*
Cheng-Hsi Fang, Chien Hsin University of Science and Technology; Yu Hsiang Lin, Chinese Culture University; Wue-Qi Wu, Chien Hsin University of Science and Technology

F30-07:  *The Shifting Effects of Hedonic Shopping Motives and Market Differences on Channel Selection for Digital Products*
Christophe Fournier, IAE MRM; Kirk Wakefield, Hankamer School of Business

F30-08:  *Examining the Role of Brand Relationship Types in Online Brand Community: The Relationship Norm Perspective*
Timmy Tseng, National Chengchi University; Wan-Chu Yen, National Chengchi University

F30-09:  *The Online Norm of Reciprocity*
Arash Kordestani, Lulea University of Technology; Kaveh Peighambari, Linnaeus University; Setayesh Sattari, Linnaeus University

F30-10:  *#CallToAction: The Effectiveness of Social Media-Oriented Ad Elements in Motion Picture Trailers*
George Deitz, University of Memphis; Alexa Fox, University of Memphis

F30-11:  *Consuming Selfies*
Eric Li, The University of British Columbia; Sayantani Mukherjee, Central Washington University; ThucDoan Nguyen, California State University, Long Beach

F30-12:  *The Influence of Implicit Theories on Consumers’ Variety-Seeking Behavior*
Joshua Clarkson, University of Cincinnati; Mary Murphy, Indiana University; Ruth Pogacar, University of Cincinnati

F30-13:  *Brand Biases: Brand Name Attributes Selected for (and Against) by Name Inventors*
Laura Felton Rosulek, University of Montana; Emily Plant, University of Montana; Ruth Pogacar, University of Cincinnati
F30-14: *Customer-Perceived Brand Innovativeness: Concept, measurement, and validation*
   Rahil Shams, University of Queensland; Frank Alpert, University of Queensland; Mark Brown, University of Queensland

F30-15: *Brand Design and its Impact on Brand experience and Brand Equity*
   Gursel Iliminar, ESADE

F30-16: *Consumer Responses to Customized Pricing Mechanisms and the Key Role of Interpersonal Attachment Styles*
   Meredith David, Baylor University; William Bearden, University of South Carolina; Kelly Haws, Vanderbilt University

F30-17: *Foreign Firms and Domestic Suppliers: Governance Mechanisms, Mutual Dependence and Power Asymmetry*
   Jianfeng Wang, City University of Hong Kong

F30-18: *How to achieve successful marketing communication via mobile advertising?*
   Tseng-Lung Huang, College of Management, Yuan Ze University; Yi-Mu Chen, I-Shou University; Chu-Chi Cheng, College of Management, Yuan Ze University

F30-20: *Customer Churn Prediction Based on the Combination of Customer Purchase’s RFM and Customer Online Review’s RFM*
   Jiayin Qi, Beijing University of Posts and Telecommunications; Meng Zhao, Beijing University of Posts and Telecommunications

F30-21: *Influence of consumers’ food-related lifestyle on shopping behavior in retail stores: packaged vs. unpackaged apples*
   Jongpyo Cho, Seoul National University; Jeonghoon Lee, Seoul National University; Junghoon Moon, Seoul National University; Euijoo Yeo, Kyung Hee University

F30-22: *Cross-cultural Study of Students’ Perception Patterns and its Implications for Developing Ad Layouts in Global Markets*
   Lili Feng, Shandong Institute of Business and Technology; Olga Shabalina, South-Ural State University

F30-25: *The Impacts of Parent’s Brand Sensitivity, Peer Pressure, Source Credibility, and Self-concept on Teenagers’ Brand Loyalty*
   Yichen Liu, Brickcom Co.; George Shen, National Chiayi Uni

F30-26: *Price Formats and Success of Store Brands*
   Sheikha Alia, Indian School of Business; Sudipt Roy, Indian School of Business; Sridhar Samu, Indian School of Business

F30-28: *Building and Innovation Community: An Empirical Analysis of How to Encourage External Stakeholders to Participate in the Firm’s NPD Process*
   Johanna Brunneder, University of Geneva; Marcel Paulssen, University of Geneva

F30-29: *Effects of Extensive Brand Extensions On Attitudes Toward the Brand*
   Tommi Mahlamäki, Tampere University of Technology; Toni Mikkola, Tampere University of Technology; Juha Munnukka, Jyväskylä University

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F30-32: The Effect of Perceived Warmth Elicited by Visual Sensation on Judgment of Business Environment
Miri Chung, University of Rhode Island; Albert Della Bitta, University of Rhode Island; Daniel Sheinin, University of Rhode Island

F30-34: Advertising Incivility: The Effects of Uncivil Message Frames on Consumer Reactions
Ayse Elmadag Bas, Istanbul Technical University; Mehmet Okan, Istanbul Technical University

F30-35: Examining Perceived Pervasiveness and Objective Pricing Knowledge as Determinants of Procedural Price Fairness
William Bearden, University of South Carolina; Pam Ellen, Georgia State University; Jodie Ferguson, VCU

F30-36: Depictions of (Dis)Satisfaction: Do Consumers Recall Respect?
Laurence Ashworth, Queen’s University; Maureen Bourassa, University of Saskatchewan

F30-37: Does Corporate Nationality Matter for Consumer’s Sense-Making of CSR? The Roles of Consumer Attribution, Cultural Orientation, and CSR Duration
Young Kyun Chang, University of Wisconsin-Whitewater; Jungsil Choi, Cleveland State University; Myoung Gyun Jang, Sogang University

F30-38: Understanding Factors of Supply Chain Technology Adoption Decisions in Firms
Keith Story, University of Memphis

James Kellaris, University of Cincinnati; Ashely Otto, University of Cincinnati

F30-40: The Effects of Intergroup Dominance Motives and Outsourcing Perceptions on the Consumption of Goods Manufactured in Countries with Developing Economies
Allison Johnson, Ivey Business School, Western University; Matthew Maxwell-Smith, Ivey Business School, Western University

Malte Brettel, RWTH Aachen University; Michael Stradner, RWTH Aachen University

F30-42: Diffusion of Distributed Energy Technologies: Explaining Market Concentration and Growth through Twitter Text Analysis
Karthik Anantha, University of Texas at Austin; Varun Rai, University of Texas at Austin; Matthew Stringer, University of Texas at Austin

F30-43: Impact of Program Context on Embedded Premiums
Priyamvadh Rangan, University of Kansas; Surendra Singh, University of Kansas

F30-44: Kenyan Female Entrepreneurs and Negotiation Education: Exploring Efficacy Development Utilizing a Blended Learning Environment
Allison Domicone, California Lutheran University; Veronica Guerrero, California Lutheran University; Judith Richards, California Lutheran University

F30-45: Market Cultivation: How can a company link values-in-use co-created with the customers to its product development capabilities?
Mari Yoshida, Ritsumeikan University

F30-46: Type Identification of Joint R&D Activities for New Product Development in the Food Cluster
Daniel Chung, Seoul National University; Dongmin Lee, Seoul National University; Junghoon Moon, Seoul National University

F30-47: Assessing Social Value Creation from the Consumer Perspective
Adrienne Hall-Phillips, Worcester Polytechnic Institute; Hillary Mellema, Kent State University; Karla Mendoza-Abarca, Worcester Polytechnic Institute

F30-48: Looking for a Better Future: The Impact of Consumer’s Temporal Orientation on Corporate Social Responsibility Perceptions
Amaradri Mukherjee, University of Arkansas; Ronn Smith, University of Arkansas

Yemisi Bolumole, Michigan State University; Roger Calantone, Michigan State University; Yanhui Zhao, Michigan State University

F30-50: Service with a Smile: Does the Type of Smile Matter?
Susan Andrzejewski, Franklin & Marshall

F30-51: Regulatory Capture: A Progression
Kenneth Harris, Wayne State University; Fred Morgan, Wayne State University

F30-53: Subcultural Discourses on the Market Institution: Dialectical versus Dialogical Orientations
Emre Ulusoy, Youngstown State University

F30-56: Designing Business Simulation Games by Choice-based Conjoint Analysis: Empirical Evidence from India
Amarjeet Dua, Indian Institute of Technology Kanpur; Shashi Shekhar Mishra, Indian Institute of Technology Kanpur; K. Saji, Indian Institute of Management Lucknow

F30-57: How New Media Affect Customer Engagement Behavior in Service Ecosystems
Szu-Yu Chou, National Chiayi University; Soe-Tsyr Daphne Yuan, National Chengchi University

F30-58: Online Health Community Engagement, Patient Empowerment and Decision Confidence: An Integrative Model of Medical Services Decision-Making
Tatiana Barakshina, University of Illinois at Chicago; Jelena Spanjol, University of Illinois at Chicago

F30-59: User Generated Content and Firm Performance
Blake Runnals, Michigan State University; Clay Voorhees, Michigan State University; Roger Calantone, Michigan State University

F30-60: Star Marketer’s Impact on Product’s Performance and Strategic Direction
Goran Vlasic, University of Zagreb; Zoran Krupka, University of Zagreb; Jurica Pavicic, University of Zagreb
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S11 **Doing – and Publishing – Cross-Functional Research**
Roland Rust, University of Maryland
Amy Ostrom, Arizona State University
Lopo Rego, Indiana University
Seshadri Tirunillai, University of Houston

Universities and granting agencies often encourage faculty to engage in cross-functional research, collaborating across departments. However, cross-functional research is inherently challenging because each functional area relies on different theoretical paradigms. Thus, successfully conducting cross-functional research may require deep knowledge of multiple functional areas as well as skill at synthesis and clear communication. Moreover, cross-functional research may not be adequately rewarded in many institutions. Publishing cross-functional research can be difficult and tenure decisions are made by single departments. In this session, we invite faculty who have been successful in conducting and publishing cross-functional research to share their insights on best practices in conducting cross-functional research.

S12 **Effective Design and Implementation of Social Responsibility Programs**
Session Chair: Ruth Pogacar

*Do Defaults Work When They’re Disclosed? Effectiveness & Perceived Ethicality of Disclosed Defaults*
Ana Figueras, University of Florida; Ruth Pogacar, University of Cincinnati; Mary Steffel, University of Cincinnati; Eleanor Williams, University of California, San Diego

*The Effectiveness of Cause Marketing*
Michelle Andrews, Temple University; Jaako Aspara, Aalto University; Zheng Fang, Sichuan University; Xueming Luo, Temple University

*The Role of Social Responsibility on Event Sponsor Effectiveness*
Angeline Close, Xavier University; Russell Lacey, The University of Texas

*One size does not fit all: Why a high brand/cause fit may not always be good*
Joshua Coleman, University of Memphis; Daniel Sherrell, University of Memphis; Jacqueline Eastman, Georgia Southern University; Rajesh Iyer, Bradley University

S13 **How Old Are You? Children, The Elderly, and Implications of Age**
Session Chair: Nora Rifon

*Millennials’ Media Attitudes and Use: The Impact of Extroversion and Introversion*
Jacqueline Eastman, Georgia Southern University; Rajesh Iyer, Bradley University; Heather Monteiro, Georgia Southern University; Heidi Rottier, Bradley University
Young Children’s Persuasion Knowledge and Influencing Others
Deepa Acharya, Curtin University; Claire Lambert, Edith Cowan University; Alvin Lee, Deakin University; Dick Mizerski, University of Western Australia; Shasha Wang, University of Western Australia; Jinchao Yang, China Agricultural University

Shake, Rattle and Roll, or Shake, Swipe and Tilt: Mobile Food Advergames Targeting Children
Mengtian Jiang, Michigan State University; Soo-Kyong Kim, Michigan State University; Elizabeth Quilliam, Michigan State University; Nora Rifon, Michigan State University

Saturday, Aug 2 at 8:30 AM – 10:00 AM in Salon 4
S14 Managing Frontline Employees and Service Encounters
Session Chair: Edmund Gee

Frontline Employee Climate for Service Innovation, Customer Perceived Retailer Innovativeness and Store Financial Performance
Emin Babakus, The University of Memphis; George Deitz, The University of Memphis; Alexa Fox, The University of Memphis

The Role of Internal Branding in Influencing Front-Line Service Employee Behaviors and Customer Satisfaction
Tom Baker, University of Alabama; Tracy Meyer, UNC Wilmington; Ryan Mullins, Clemson University; Adam Rapp, University of Alabama

Outcome based control effects on Service encounter performance of Frontline service employees
Hae Kyung Shin, Imperial College

Saturday, Aug 2 at 8:30 AM – 10:00 AM in Salon 5
S15 Reference Prices, Technology, and the Consumer
Session Chair: James Mead

Price Information Fluency and Reference Price Change
David Hardesty, University of Kentucky; James Mead, University of Kentucky; Xi Wang, University of Texas-Pan American; Fei Weisstein, University of Texas-Pan American

The Effect of External Reference Price on Participative Pricing: The Moderating Role of Consumption Mode
Fei Weisstein, University of Texas-Pan American; Peter Andersen, University of Texas-Pan American; Xi Wang, University of Texas-Pan American

The More the Merrier? The Effects of Additional Information Through the Use of Mobile Apps on Purchase Decisions
Gunnar Mau, University of Siegen; Hanna Schramm-Klein, University of Siegen; Sascha Steinmann, University of Siegen; Gerhard Wagner, University of Siegen

Do Retailers Adapt to the Needs of Older Food Shoppers? Empirical Evidence from a Cross-Culture Multiple-Case Study Design
Eva Lienbacher, WU Vienna; Peter Schnedlitz, WU Vienna; Robert Zniva, WU Vienna
Saturday, Aug 2 at 8:30 AM – 10:00 AM in Salon 6

S16 Interorganizational Relationships, Innovation and Technological Development  
Session Chair: Gregory Brush

*Cross-fertilization or Cannibalization Effect of Marketing Alliances and R&D Alliances in Emerging Economies? --- A contingency model with slack resources and environmental dynamism*

Eric Fang, University of Illinois; Zhaoyang Guo, Xiame University; Wei Jiang, Xiame University; Xi’na Yuan, Xiame University

*Dances with Wolves: Strategic Supplier Sourcing for Small Firm Innovation Enhancement*

Gregory Brush, University of Western Australia

*Developing Relationships in Innovation Ecosystems*

Melissa Akaka, University of Denver; David Goodwin, University of Waterloo; Jill Goodwin, University of Waterloo; Glenn Stillar, University of Waterloo

*Sense-Making, Knowledge Transfer and Absorptive Capacity: Improving Innovativeness by Leveraging the Knowledge of Others*

Dennis Arnett, Texas Tech University; Limin Hou, East China University of Science and Technology; Xinchun Wang, Texas Tech University

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Saturday, Aug 2 at 8:30 AM – 10:00 AM in Salon 10

S17 Investigating Emotional Responses to Brands  
Session Chair: Andrew Baker

*Brand lovers and brand haters in turbulent times: How product-harm crises drive brand dispersion*

Malte Brettel, RWTH Aachen University; Sarah Busse, RWTH Aachen University; Andrew Baker, San Diego State University; Naveen Donthu, Georgia State University

*Investigating How Message Channel and Brand Properties Influence WOM Outcomes for Brands*

Andrew Baker, San Diego State University; Naveen Donthu, Georgia State University; V. Kumar, Georgia State University

*Fear Packaging*

Alvin Lee, Deakin University; Dick Mizerski, The University of Western Australia; Shasha Wang The University of Western Australia; Jinchao Yang (Alex), China Agricultural University

*Does Relating to Corporate or Product Brands Generate Similar Emotions?*

Rohail Ashraf, Lahore University of Management Sciences (LUMS); Dwight Merunka, Aix Marseille University (IAE Aix en Provence - CERGAM), Aix en Provence & Kedge Business School; Ngoc Thuy Vo Thi, University of Economic and Law, National University

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Saturday, Aug 2 at 8:30 AM – 10:00 AM in Salon 11

S18 Consumer Perceptions of Global Brands  
Session Chair: Yinlong Zhang

*The Evaluation of Global Brands from Emerging Countries for Consumers in the Developed Regions*

Yingyi Hong, Nanyang Technology; Yinlong Zhang, UT San Antonio

*Perceived Betrayal During a Product-Harm Crisis: Effects on the Brand and Other Brands Within the*
Product Category
Amro Maher, Qatar University; Anusorn Singhapakdi, Old Dominion University

Where the Crystal Ball Pays Off: A Cross-Cultural Study on the Outcomes of Customer Value Anticipation
Peter Maas, University of St. Gallen; Matthias Ruefenacht, University of St. Gallen; Tobias Schlager, University of St. Gallen; Philipp Steiner, University of St. Gallen

Tracing the Evolution of Export Marketing Literature and a Look Forward
Ozlem Koc, Georgia State University; Jingting Liu, Georgia State University

Saturday, Aug 2 at 8:30 AM – 10:00 AM in Salon 12

S19 Online Shopping
Session Chair: Charlene Dadzie

How Does Online Trust Evolve Over Time? An Empirical Examination.
Charles Hofacker, Florida State University; John Peloza, Florida State University; Christine Ye, Westminster College

Towards Superior E-Shopping Behavior: Does Website Personality Make a Difference?
Michel Laroche, Concordia University; Ebrahim Mazaheri, Laurentian University; Saeed Shobeiri, Department of Marketing

Leveraging the Information Value of User Generated Content for Online Trust Decisions
Charlene Dadzie, University of North Texas; Kofi Dadzie, Georgia State University; Evelyn Winston, Clark Atlanta University

Saturday, Aug 2 at 10:00 AM – 10:30 AM in Salon 7
Refreshments in the Exhibit Hall

Saturday, Aug 2 at 10:30 AM – 12:00 PM in Salon 1

S21 Meet the Editors Session I
V. Kumar, Journal of Marketing
Robert Meyer, Journal of Marketing Research
David Stewart, Journal of Public Policy & Marketing
Constantine Kastikeas, Journal of International Marketing

Saturday, Aug 2 at 10:30 AM – 12:00 PM in Salon 5

S25 Marketing as a Field: Are We Progressing or Losing Our Cohesiveness
Session Chair: Ajay Kohli, Georgia Tech
Linda Price, University of Arizona
Klaus Wertenbrock, INSEAD
Russ Winer, New York University

As research fields evolve over time and explore new and more focused research opportunities, some degree of specialization is expected. Trends towards more specialized journals, professional associations and conferences, and PhD student training suggest that the field of Marketing is becoming more specialized. While more specialized training may prepare researchers to publish their work in specialized journals and present their work at specialized conferences, it may decrease the ability of marketing researchers to effectively communicate
and understand each other, with negative consequences for the field as a whole. Moreover, the world of practice is increasingly cross-functional. The AMA plays a unique role in the field given its cross-functional membership and emphasis. In this special session, a panel of experts will discuss how recent trends towards specialization affect the field in general and the particular role and contribution of PhD training.

Saturday, Aug 2 at 10:30 AM – 12:00 PM in Salon 2

S22 Moral Decision Making
Session Chair: Denni Arli

*Stretching Moral Muscles: Antecedents of Consumer Ethics Behaviours*
Denni Arli, Griffith University; Cheryl Leo, Murdoch University; Stefan Behrens, Leibniz University of Hannover; Nadine Hennigs, Leibniz University of Hannover

*Me, Myself, and Fair Trade: Intrapersonal Fair Trade Orientation as Driver of Fair Trade–Related Product Perception and Behavior*
Stefan Behrens, Leibniz University of Hannover; Nadine Hennigs, Leibniz University of Hannover; Sascha Langner, Leibniz University of Hannover; Steffen Schmidt, Leibniz University of Hannover; Klaus-Peter Wiedmann, Leibniz University of Hannover

*Don’t Forget About The People’s Conscience! – Exploratory Evidence on Pay-What-You-Want Payment Motives*
Marcus Kunter, RWTH Aachen University

*Validating the Consumers’ Perceived Counterfeit Detection (PCD) Construct Possessing a Formative Measurement Nature and PCD’s Implications for Construct Validation*
Mei-Kuang Chen, University of Arizona; Jiayun (Gavin) Wu, Savannah State University; Xiaoqing Wu, University of Maryland

Saturday, Aug 2 at 10:30 AM – 12:00 PM in Salon 3

S23 Technologically Speaking: Value Creation via Technology and Social Media
Session Chair: Eva Anderl

*Marketing Communications in Social Network Games: A Framework for Integration*
John Hulland, University of Georgia; Ginger Killian, University of Central Missouri

*Delivering Value To Customers And Creating Brand Awareness With Facebook Posts*
Malte Brettel, RWTH Aachen University; Jose Gavilanes, RWTH Aachen University;

*Impact of Promotion Mix on Firm Value: The Mediating Role of Perceived Quality*
Roger Calantone, Michigan State University; Malika Chaudhuri, Michigan State University; Clay Voorhees, Michigan State University

*It takes two to tango: Interaction effects in multichannel online advertising*
Eva Anderl, Passau University; Werner Kunz, University of Massachusetts Boston; Jan Schumann, Passau University

Saturday, Aug 2 at 10:30 AM – 12:00 PM in Salon 4
S24  SPECIAL TEACHING TOOLS SESSION:
Keeping Up with Internet Marketing Education
Get some fresh ideas for courses specifically on internet marketing or that incorporate internet marketing in this special “Teaching Tools Session.” Presented by Stukent.

Saturday, Aug 2 at 10:30 AM – 12:00 PM in Salon 6

S26  Innovation, New Product Development and Value Co-Creation
Session Chair: Michal Carrington

Are Followers Destined to Fail? The Role of Late Movers’ Marketing Dynamic Capabilities in Outperforming the Pioneer
Denis Khantimirov, ODU

The Antecedents and Consequences of Consumers’ Value Co-creation
Aihwa Chang, National Chengchi University; Pei-Ju Tung, National Chengchi University; Timmy Tseng, National Chengchi University

Marketers Are Consumers Too: The Role of Consumer Self in Potential Value Creation & Co-Creation
Michal Carrington, University of Melbourne; Benjamin Neville, University of Melbourne

The Moderating Role of National Culture on the Link Between Buyer–Seller Interactions and New Product Development: A Conceptual Model and Research Propositions
K. Sivakumar, Lehigh University; Subroto Roy, University of New Haven

Saturday, Aug 2 at 10:30 AM – 12:00 PM in Salon 10

S27  New Product Announcements and Evaluations
Session Chair: Liang Zhao

The Impact of NPAs (New Product Announcements) on Stock Prices of Rivals in India: Assessing the Role of Market Expansion Effect
Sonia Babbar, Guru Nanak Dev University; Bikram Jit Mann, Guru Nanak Dev University

How Seeing a Goal as Reachable Influences Escalation in New Product Decisions
Beichen Liang, ETSU; Joseph Cherian, Saint Xavier University

Manufacturer’s Optimal Advertising and Product Line Strategies in the Presence of Anonymous Online Resellers
Shan-Yu Chou, National Taiwan University

Strategic Firm Behavior in New Product Preannouncement
Yubo Chen, Tsinghua University; Yong Liu, University of Arizona; Liang Zhao, St Ambrose University

Saturday, Aug 2 at 10:30 AM – 12:00 PM in Salon 11

S28  Consumer Behavior and Firm Strategy in Emerging Markets
Session Chair: Yonggui Wang

Outbreaks of animosity against the West in emerging markets and their effects on local product consumption
Martin Heinberg, University Duisburg-Essen
A Study on Consumer Repulsion: Evidence from China
Huimei Bu, Macau University of Science and Technology; Matthew Liu, University of Macau; Yuan Ping, Macau University of Science and Technology; Guicheng Shi, Macau University of Science and Technology; Yonggui Wang, University of International Business.

Does Experiential Marketing Affect the Behavior of Luxury Product Consumers in the Macau Market?
Joseph Sy-Changco, University of Macau; Chio U Wong, University of Macau

The Influence of Institutional Environment on IJV’s Foreign Parent’s Opportunism and IJV’s Relationship Extendedness
Xuan Bai, City University of Hong Kong; In Ngan Chang, City University of Hong Kong; Juan Julie Li, City University of Hong Kong

Saturday, Aug 2 at 10:30 AM – 12:00 PM in Salon 12

S29 Online Consumer Behavior
Session Chair: Andrew Pressey

The Impact of Social Referrals on Consumer Conversion: An Estimation of the Social Multiplier
Hilary Lin, Temple University

An Empirical Study on Transactional Relationship in Electronic Word of Mouth
Tong Bao, Long Island University

Virtual World Addiction and Problematic Consumption: Public Policy Implications for the New Marketing Landscape
Stuart Barnes, University of Kent; Andrew Pressey, University of Birmingham

Cyber-Mavens and Online Flow Experiences: Evidence From Virtual Worlds
Stuart Barnes, University of Kent; Andrew Pressey, University of Birmingham

Saturday, Aug 2 at 12:00 PM – 1:30 PM in Salon 9
Awards Luncheon

Saturday, Aug 2 at 1:45 PM – 3:15 PM in Salon 1

S31 Service and Information Technology
Session Chair: Roland Rust, University of Maryland

Engagement Management: What, How and Why?
V. Kumar, Georgia State University; Anita Pansari, Georgia State University

Recent Advances in Morphing Theory: Challenges and Opportunities for Research
Gui Liberali, Erasmus University; John Hauser, MIT; Glen Urban, MIT

Automated Marketing Research Using Online Customer Reviews
Thomas Y. Lee; Eric T. Bradlow, University of Pennsylvania

Adaptive Mobile News Personalization Using Social Networks
Tuck Siong Chung, Nanyang Technological University; Michel Wedel, University of Maryland; Roland T. Rust, University of Maryland

Saturday, Aug 2 at 1:45 PM – 3:15 PM in Salon 2
S32  Understanding the Customer’s Goals: Communication, Gaming and Adoption
Session Chair: Subin Sudhir

Rumors in the Marketplace: What Drives Them?
Subin Sudhir, Indian Institute of Management Kozhikode; Anandakuttan Unnithan, Indian Institute of Management Kozhikode

The Interactive Effects of Word-of-Mouth Content and Word-of-Mouth Context
Haksin Chan, Hang Seng Management College

Look before you leap - Broadening the Understanding of Consumer Resistance to Radical Innovations
Hartmut Holzmüller, TU Dortmund; Christian Samulewicz, TU Dortmund; Laura Teichmann, TU Dortmund

Saturday, Aug 2 at 1:45 PM – 3:15 PM in Salon 3

S33  Sales Force Management and Performance
Session Chair: Manfred Krafft

Examining the impact of adapting too much technology on salespeople’s role expectation and technology utilization
Duleep Delpechitre, University of Louisiana at Lafayette; Stacey Schetzsle, Ball State University; Alireza Keshavarz, HEC-Paris; Bertrand Quelin, HEC-Paris

Labor Markets, Compensation Structure and Turnover of Sales Forces
Alireza Keshavarz, HEC-Paris; Bertrand Quelin, HEC-Paris; Dominique Rouzies, HEC-Paris

Managerial influence on salesperson creativity and the downstream effects on salesperson performance
Raj Agnihotri, Ohio University; Michael Krush, North Dakota State University; Kevin Trainor, Northern Arizona University

Absolute versus Relative Sales Failure
Scott Friend, University of Nebraska-Lincoln; G. Hamwi, Missouri State University; Jeff Johnson, University of Missouri-Kansas City; Brian Rutherford, Kennesaw State University

Saturday, Aug 2 at 1:45 PM – 3:15 PM in Salon 4

S34  Service Strategies
Session Chair: Sven Heidenreich

The Fascination of Limitless Consumption – Investigating Strategies to Enhance the Return on Flat-rate Bias
Matthias Gouthier, University of Koblenz; Sven Heidenreich, EBS Business School; Tobias Krämer, University of Koblenz

Contours of antecedents and consequences of value co-creation
Kumar Ranjan, IIM Bangalore

Generational Differences in Electronic Banking: Understanding What Motivates Older Generations
Saleem Alhabash, Michigan State University; Shelia Cotten, Michigan State University; Mengtian Jiang, Michigan State University; Robert LaRose, Michigan State University; Nora Rifon, Michigan State University; Ruth Shilliar, Michigan State University; San

How the severity of service failure affects customer citizenship behavior and customer dysfunctional behavior through customer justice perception and emotions
Ahmed Hasanen, Cairo University Ehab Abou Aish, Cairo University; Tamer Elsharnouby, Qatar
One of the perennial challenges for market researchers is obtaining access to data that will allow them to test their marketing theories. In many instances, collaborating with companies involves a sophisticated selling process to demonstrate how academic research creates value for the participating organizations. In this session, we invite scholars who have been successful collaborating with and gathering data from industry to share their thoughts on best practices for successful collaborations with industry.

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**S36  Relationship Marketing**
Session Chair: Colleen Harmeling

*Does inter-firm market orientation mediate the market orientation – performance relationship?*
Anthony Francescucci, Ted Rogers School of Management, Ryerson University; Stephan Henneberg, School of Business and Management, Queen Mary University of London; Peter Naude, Manchester Business School, University of Manchester

*Turning Points: The Effect of Transformational Relationship Events on Firm Performance*
Mark Arnold, Saint Louis University; Colleen Harmeling, Saint Louis University; Robert Palmatier, University of Washington

*A Non-Recursive Reciprocal Analysis of Business Relationship Characteristics*
Bahar Ashnai, William Paterson University; Stephan Henneberg, Queen Mary, University of London; Peter Naude, University of Manchester

*A Meta-Analytic Study of Information Asymmetry and Sharing*
Jody Crosno, West Virginia University; Pui Ying Tong, West Virginia University

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**S37  Understanding Brand Engagement, Inside and Out**
Session Chair: Alaa Elbedweihy

*Customer Relationship Building through Identification: The Mediating Effect of Perceived Quality and Moderating Effect of Brand Engagement*
Alaa Elbedweihy, Cairo University & Hull University; Mohamed Elsharnouby, Cairo University & Hull University; Chanaka Jayawardhena, Hull University

*Drivers of Brand Relationship in Co-creation: The Role of Brand Engagement*
Sara Hsieh, National Cheng-Chi University; Aihwa Chang, National Cheng-Chi University

*Antecedents of Internal Brand Management Outcomes - Conceptual Model and Empirical Validation*
Christoph Burmann, University of Bremen; Rico Piehler, University of Bremen
Saturday, Aug 2 at 1:45 PM – 3:15 PM in Salon 11

S38 Organizational/Strategy Perspectives on Global Marketing
Session Chair: Feisal Murshed

Export Firms’ Strategy Responses to Environmental Turbulence: A Configurational Approach to International Entrepreneurial Oriented Behaviors
John Cadogan, Loughborough University; Johanna Frösén, St. Petersburg State University; Sanna Sundqvist, Lappeenranta University of Technology

Institutional Context and Behavior of Import Distributors
Adesegun Oyedele, St. Cloud State University

The Moderating role of Competitive Intensity on Performance Antecedents of International New Ventures
Rajshekhar Javalgi, Cleveland State University; Silvia Martin, Lynchburg College

Saturday, Aug 2 at 1:45 PM – 3:15 PM in Salon 12

S39 Online Advertising
Session Chair: Michelle Andrews

Using Mobile Technology to Crowdsense
Michelle Andrews, Temple University; Zheng Fang, Sichuan University; Anindya Ghose, New York University; Xueming Luo, Temple University

Facebook Advertising Effects on Advertising Effectiveness: Does It Really Work All the Time, Facebook Advertising?
Songmi Kim, KAIST

The Influence of Interactive Branded Content in Advergames on Preference Formation
Andrew Kuo, Louisiana Statue University; Dan Rice, Louisiana Statue University

A Generalized Model Of Advertising: Incorporating Electronic Word-Of-Mouth Into Advertising Model
Nicolas Glady, ESSEC Business School; Yana Ponomarova, ESSEC Business School

Saturday, Aug 2 at 3:15 PM – 3:45 PM in Salon 7
Refreshments in the Exhibit Hall

Saturday, Aug 2 at 3:45 PM – 5:15 PM in Salon 1

S41 MASSIG Special Session: The Contributions of Marketing Academics to the FTC
Session Chair: William Wilkie, University of Notre Dame

Panelists:
J. Craig Andrews, Marquette University
Gregory Gundlach, University of North Florida
Manoj Hastak, American University
Josh Wiener, Oklahoma State University

Saturday, Aug 2 at 3:45 PM – 5:15 PM in Salon 2

S42 Sports SIG Special Session: Building Consumption Communities in International Sports
Session Chair: Ragnar Lund, Stockholm University

Commercializing Marketing Benefits for MLB from the Japanese Consumption Community with a Former JPL Player

Social Media and Maintaining International Sports Apparel Consumption Communities
Lynn R. Kahle, University of Oregon; Christopher Lee, University of Oregon

Building Sports Brand Communities via Social Media
Debra A. Laverie and William F. Humphrey, Jr., Texas Tech University

Discussant: Daniel Funk, Temple University

Saturday, Aug 2 at 3:45 PM – 5:15 PM in Salon 3
S43 Selling and Sales Management SIG Special Session
Session Chair: Lenita Davis

Harvesting the Value of Inclusion and Expanded Networks
Myrna Varner, PhD Project, Microsoft CIO Office, AeroTeck Human Resource Director

Developing or modifying sales theory in light of industry’s interest and use of “networked” or “Big” data
Bruce Wienberg, Editor of Journal of Marketing Analytics; Lenita Davis

How do we create and maintain the strategic alliances that leverage new technologies and inclusion? What are the key next steps and assigned responsibilities?
Ellen Pullins

Saturday, Aug 2 at 3:45 PM – 5:15 PM in Salon 4
S44 ServSIG Special Session: Ethics in Marketing

Ethics in Higher Education
Renée Florsheim, Loyola Marymount University

Ethics in Health Care
Mary Schramm, Quinnipiac University

Ethics in Academic Publishing
Eileen Bridges, Kent State University

Ethics in Other High-Credence Services
Eileen Bridges, Kent State University
Renée Florsheim, Loyola Marymount University
Mary Schramm, Quinnipiac University

Saturday, Aug 2 at 3:45 PM – 5:15 PM in Salon 5
S45 Retailing SIG Special Session: Storytelling and Customer Engagement
The Success of Storytelling Means Having a Good Story to Tell: How Levi Strauss is Making a Comeback!
Grant Barth, Chief Merchandising Officer, Levi Strauss

Customer Engagement: What Are Retailers doing to Keep Customers In-Store?
Lauren Beitelspacher, Portland State University
Kristy Reynolds, University of Alabama
Jessica Ogilvie, University of Alabama

Saturday, Aug 2 at 3:45 PM – 5:15 PM in Salon 6

S46 IOSIG Special Session: Design & Management of Buyer-Seller Relationships and Distribution Channels
Salma Karray, University of Ontario Institute of Technology (UOIT)
Sourav Ray, McMaster University
Manish Kacker, McMaster University
Lisa K. Scheer, University of Missouri

Saturday, Aug 2 at 3:45 PM – 5:15 PM in Salon 10

S47 T&L SIG Special Session: Games and Gamification in the Classroom
Adam Mills, Simon Fraser University
Chris Puto, University of St. Thomas
Elizabeth Wilson, Suffolk University

Saturday, Aug 2 at 3:45 PM – 5:15 PM in Salon 11

S48 DocSIG Special Session: The Changing Landscape of the Marketing Academic Job Market
Moderators: Scott Cowley, Arizona State University; Alexa Fox, University of Memphis

What do we Know About the Market? The Student Side
Cesar Zamudio, Kent State University

What do we Know About the Market? The Hiring Side
Ethan Pew, SUNY

How Can We Improve the Job Market?
Nidhi Agrawal, University of Washington

Tools to Improve the Job Market
Lynn Brown-Reyes, American Marketing Association

Who Went Where Survey Results
Paul Mills, Kent State University

Saturday, Aug 2 at 3:45 PM – 5:15 PM in Salon 12

S49 Staying Ahead of the Marketing Communications’ Curve with Technology
Session Chair: Nakeisha S. Ferguson

Advertising to Avatars: Investigating the Relationship between User-Controlled Avatars and Ethnic Self-Awareness
Mitchell Hamilton, Loyola Marymount University

New Year, New You: Innovation via Word-of-Mouth Communications
Janée Burkhalter, Saint Joseph's University; Morgan Bryant, Atlanta Housing Authority

Constructing Identity Technology: An Exploration of Social Media as an Acculturation Agent
Akon Ekpo, Western Michigan University

Saturday, Aug 2 at 5:30 PM – 6:30 AM in Various SIG Receptions
Saturday, Aug 2 at 6:30 PM – 7:30 PM in Atrium
Saturday Night Reception

Sunday, Aug 3 at 8:00 AM – 8:30 AM in Salon 7
Refreshments in the Exhibit Hall
Sunday, Aug 3 at 8:30 AM – 10:00 AM in Salon 1

U11 Planning an International Academic Visit
Jie Zhang, University of Maryland
Prashant Malaviya, Georgetown University
Marcus Cunha, University of Georgia
Anja Lambrecht, London Business School

In a field that is increasing global, international academic collaborations and experiences play an important role in the professional development of marketing scholars. Many marketing academics are interested in international visiting scholar opportunities but are unsure about how to identify possible opportunities and what it takes to make this experience successful. In this session, we bring together a panel of marketing scholars who have had multiple experiences as international visiting scholars or hosting international scholars. They will discuss the challenges and opportunities involved with these arrangements as well as strategies for making them work.

Sunday, Aug 3 at 8:30 AM – 10:00 AM in Salon 2

U12 Self, Identity and Self-control
Session Chair: Heather Schulz

Identity Signaling Through Brands: An Emerging Prop Metaphor in Consumer Research
Heather Schulz, University of Nebraska; Steven Schulz, University of Nebraska

The Benefits of Fit Between Interpersonal & Normative Stimuli in Ads and Consumers’ Attachment Styles
Meredith David, Baylor University; William Bearden, University of South Carolina

Music as Extended Self
Paul Barretta, St. Bonaventure University

Rethinking Self-Control: How It Interacts with Time Orientation, Temporal Distance, and Regulatory Focus
Yi-Fang Chiang, Feng Chia University; Heng-Chiang Huang, National Taiwan University; Shih-Ju Wang, National Taiwan Normal University

Sunday, Aug 3 at 8:30 AM – 10:00 AM in Salon 4

U13 Current Customer Relationship Management
Session Chair: Sanjaya Gaur

The Paths to Market Penetration
Neeraj Bharadwaj, University of Tennessee; Sumin Han, University of Tennessee; KangBok Lee, University of Tennessee; Russell Zaretzki, University of Tennessee

Customer Extra-Role Behaviors: The Role of Identity and Satisfaction in a Retail Setting
Johanna Brunneder, University of Geneva; Marcel Paulssen, University of Geneva; Angela Sommerfeld, Humboldt University Berlin

Feeling Comfortable: More Important Than Feeling Satisfied?
Sanjaya Gaur, Auckland University of Technology; Shilpa Madan, Nanyang Technological University

Sunday, Aug 3 at 8:30 AM – 10:00 AM in Salon 6

U14 Emerging Interorganizational Issues Affecting Franchisors’ Dependence on Franchisees
Session Chair: Rajiv P. Dant; Robert Stassen

Brand Reputation and the Joint Responsibility of Franchisors and Franchisee
Jean Jeon, University of Nevada; Rajiv Dant, University of Oklahoma

*Implications of Service Intensity for the Impact of Franchisor Strategies on the Size of Franchisee Networks*
Manish Kacker, McMaster University; Rajiv Dant, University of Oklahoma; Jamie Emerson, Salisbury University

*Market Coverage and Intrabrand Competition in Franchising*
Marko Grunhagen, Eastern Illinois University; Robert Stassen, University of Arkansas

**Sunday, Aug 3 at 8:30 AM – 10:00 AM in Salon 10**

**U15 Best Posters of the Conference**
Have a chance to see the top posters presented at this year’s conference including several which will be selected on-site by vote via the AMA Summer Marketing Educators’ Conference App. Posters already selected for this session include:

- **Effects of Gender and Individual Humor Differences in Two “Risky” Humor Contexts**
- **The Impacts of Parent’s Brand Sensitivity, Peer Pressure, Source Credibility, and Self-concept on Teenagers’ Brand Loyalty**
- **The Influence of Implicit Theories on Consumers’ Variety-Seeking Behavior**
- **New Product Development Resource Combinations in New Ventures**
- **Service with a Smile: Does the Type of Smile Matter?**

**Sunday, Aug 3 at 8:30 AM – 10:00 AM in Salon 3**

**U16 Intra- and Inter-Organizational Issues in Sales Management**
Session Chair: Jan Wieseke

- **Understanding the Joint Effects of Service Climate, Transactional Sales Climate, and Climate Consensus on Service Quality and Sales Performance**
  Frank Fu, University of Missouri at St. Louis; Douglas Hughes, Michigan State University; C. Fred Miao, Clarkson University; Keith Richards, University of Tennessee at Chattanooga

- **The Dynamics of Intra-Organizational Sales Network**
  Thomas Brashear-Alejandro, University of Massachusetts Amherst; Danny Claro, INSPER Education and Research Institute; Carla Ramos, INSPER Education and Research Institute

- **The Role of Customer-Related Knowledge and Intrafirm Networks on Account Manager Performance**
  Danny Claro, INSPER Education and Research Institute; Gabriel Gonzalez, Thunderbird School of Global Management; Michael Hutt, Arizona State University; Beth Walker, Arizona State University

- **A fsQCA Study of Inter-organizational Trust in Buyer-Seller Relationships: A Dyadic Approach**
  Bahar Ashnai, William Paterson University; Stephan Henneberg, Queen Mary, University of London; Peter Naude, University of Manchester

**Sunday, Aug 3 at 8:30 AM – 10:00 AM in Salon 5**

**U17 User-Generated Content**
Session Chair: William Rand

- **Predicting the Charts: Using Big Data from Social Media to Forecast Market Potential**
  Yogesh Joshi, University of Maryland; Derek Monner, Google; William Rand, University of Maryland

- **How Consumers Use Online Reviews: The Effect of Self-Construal**
  Yuping Liu-Thompkins, Old Dominion University; Chatdanai Pongpatipat, Simpson College

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The Sentiment and Exposure Effect on the Sustainability of Box Office Sales
Karen Kuo, Purdue University; Sandra Liu, Purdue University

The Impact of Social Media on New Product Sales, and Customer Acquisition and Retention for Established Products
Amit Joshi, University of Central Florida; Ya You, College of Charleston

Sunday, Aug 3 at 10:00 AM – 10:30 AM in Salon 7
Refreshments in the Exhibit Hall

Sunday, Aug 3 at 10:30 AM – 12:00 PM in Salon 1

U21 How to Keep Coming Up With Great Research Ideas
Don Lehmann, Columbia University
Brian Ratchford, University of Texas – Dallas
Americus Reed, University of Pennsylvania
Rebecca Slotegraaf, Indiana University

In this session, we invite successful marketing academics from different research domains to share their advice on how to have a successful long-term career as a marketing academic.

Sunday, Aug 3 at 10:30 AM – 12:00 PM in Salon 2

U22 Looking at Social Responsibility Across Consumers and Cultures
Session Chair: Jacqueline Eastman

International Consumer Reactions to Product Contamination Risks after Chronic Technological Disasters
Björn Frank, Tokyo Institute of Technology; Boris Herbas Torrico, Bolivian Catholic University San Pablo; Shane Schvaneveldt, Weber State University

Profiling and Contrasting Teenage Poker Gamblers with Other Teenage Gamblers
Sudhir Kale, Bond University

Millennial Money Matters: The Impact of Perceived Knowledge and Perceived Risk on Retirement Investment Decisions
Dora Bock, Georgia Southern University; Jacqueline Eastman, Georgia Southern University; Lindsay Larson, Georgia Southern University

Sunday, Aug 3 at 10:30 AM – 12:00 PM in Salon 4

U23 SDL (Service Dominant Logic) Meets SD (Service Design)
Session Chair: Gursel Ilipinar

Partly True and Partly Rhetorical: Designing Authenticity within Service-Oriented Firms
Ian Parkman, University of Portland; Samuel Holloway, University of Portland

Perspective Meets Process for a Better World
Mike Wittenstein; Gursel Ilipinar, ESADE

SDL (Service Dominant Logic) and SD (Service Design)
Antti Ainamo, Aalto University

Truths versus Insights
Sunday, Aug 3 at 10:30 AM – 12:00 PM in Salon 6

U24 Market and Customer Orientation
Session Chair: Sangwon Lee

*The Value of Customers for a Firm: A Framework*
Steffen Jahn, University of Goettingen

*Technological Opportunism and Responsive and Proactive Market Orientation: Synergistic or Antagonistic Effects?*
Chien-Wei Chen, National Chengchi University; Nai-Hwa Lien, National Taiwan University

*Peer and Manager Social Influence in the Diffusion of Customer Oriented Values and Behaviors to Frontline Service Employees*
Miriam Guenther, University of Melbourne; Peter Guenther, RMIT University

*A Grounded Theory of Customer Experience Management*
Christian Homburg, University of Mannheim; Danijel Jozic, University of Mannheim; Christina Kuehn, University of Mannheim

Sunday, Aug 3 at 10:30 AM – 12:00 PM in Salon 10

U25 Ideas, Innovation, and New Product Performance
Session Chair: Yinghong (Susan) Wei

*How to Overcome Passive Innovation Resistance - Examining the Effectiveness of Mental Simulation, Benefit Comparison and Categorization Cues*
Sven Heidenreich, EBS Business School; Tobias Krämer, University of Koblenz

*Good Idea, Bad Idea? An Investigation of Positive and Negative Effects of Idea Contests*
Sören Köcher, TU Dortmund University; Sarah Küsgen, TU Dortmund University; Stefanie Paluch, TU Dortmund University

*The Integrative and Substitution Effects of Focal and Peripheral Vision on New Product Performance: Reconciling the Capability-Rigidity Paradox*
Yiannis Kouropalatis, Cardiff University; Rob Morgan, Cardiff University

*The Role of Firm Ownership Structure in Market Orientation–Innovation Link*
Jing Song, Southwest Jiaotong University; Yinghong (Susan) Wei, Texas A&M International University; Rui Wang, Peking University

Sunday, Aug 3 at 10:30 AM – 12:00 PM in Salon 3

U26 Retail Management
Session Chair: Marius Rosenberg

*Segmentation of Customers Through Live Clickstream Analysis to Predict Product Return Behavior*
Marius Rosenberg, RWTH Aachen University

*Assessing Omnichannel Behavior of Customers at a Multi-Channel Retailer*
Jan Bulla, Université de Caen; Ingo Bulla, Institut für Mathematik und Informatik, Universität Greifswald; Tanya Mark, University of Guelph; Rakesh Niraj, Case Western Reserve University
Smart Shopper Identity: The Construct, Antecedents and Consequences  
Ahmet Ekici, Bilkent University; Eda Gurel-Atay, University of Puget Sound; Dong-Jin Lee, Yonsei University; Joseph Sirgy, Virginia Tech; John Tidwell, Rubbermaid Commercial Products; Grace Yu, Yonsei University

How store attributes impact behavioural loyalty: Do different countries and categories follow the same loyalty building process?  
Sandro Castaldo, SDA Bocconi; Monica Grosso, EMLYON Business School

Sunday, Aug 3 at 10:30 AM – 12:00 PM in Salon 5

U27 Meet the Editors: Session II  
Amna Kirmani, Incoming Editor, Journal of Consumer Psychology  
Greg Marshall, Editor, Journal of Marketing Theory and Practice  
Shikhar Sarin, Associate Editor, Journal of Product Innovation Management  
Klaus Wertenbroch, Editor, Journal of Marketing Behavior  
Russ Winer, Senior Editor, Marketing Science

In this session, journal editors will share their views on what makes a manuscript a good fit for their journals, how to prepare your manuscript for submission, how to respond to reviews, and what they expect from those who serve as reviewers for their journals.

Sunday, Aug 3 at 1:00 PM – 2:30 PM in Salon 2

U32 Food, Nutrition and Health  
Session Chair: Jutta Schuch

Understanding Nutrition Information: How Reference Points Affect Healthful Food Choice  
Yasemin Boztug, Georg-August-University Goettingen; Till Dannewald, Georg-August-University Goettingen; Steffen Jahn, Georg-August-University Goettingen; Jutta Schuch, Georg-August-University Goettingen

The Effectiveness of Nutrition Labels in Fighting Health-Halos  
Yasemin Boztug, University of Goettingen; Ossama Elshiewy, University of Goettingen; Steffen Jahn, University of Goettingen

Laurel Aynne Cook, University of Arkansas; Merlyn Griffiths, University of North Carolina; Sarah Lefebvre, University of Central Florida

Does Being Left Out Cause Obesity? The Influence of Social Exclusion on Consumers’ Food Decisions  
Young Chan Choe, Seoul National University; Jaeseok Jeong, Kyung Hee University; Nam Jung Kim, Korea Yakult Ltd.; Dongmin Lee, Seoul National University; Junghoon Moon, Seoul National University

Sunday, Aug 3 at 1:00 PM – 2:30 PM in Salon 4

U33 Meet the Editors: Session III  
Darren Dahl, Editor, Journal of Consumer Research  
Shankar Ganesan, Editor, Journal of Retailing  
Wes Hartmann, Co-Editor, Quantitative Marketing and Economics  
Charles Hofacker, Editor, Journal of Interactive Marketing
Roland Rust, Founding Editor, *Journal of Service Research*

In this session, journal editors will share their views on what makes a manuscript a good fit for their journals, how to prepare your manuscript for submission, how to respond to reviews, and what they expect from those who serve as reviewers for their journals.

**Sunday, Aug 3 at 1:00 PM – 2:30 PM in Salon 6**

**U34 Marketing Strategy and Firm Performance**
Session Chair: Subin Sudhir

_Institutional Merging In Subsistence Marketplaces: Implications for Marketing Management_
Srinivas Venugopal, University of Illinois; Madhubalan Viswanathan, University of Illinois

_Enhancing marketing unpredictability and performance through planning and improvisation management: A cross-cultural study_
Nathaniel Boso, Leeds University; Paul Hughes, Durham University; Magnus Hultman, Leeds University; Ekaterina Nemkova, Nottingham University; Anne Souchon, Loughborough University; Joseph Sy-Changco, University of Macau; Abena Yeboah, Leeds University

_Exploiting Your Competitor’s Product Recall: How to Increase Profits during Your Competitor’s Product Recall_
Roger Calantone, Michigan State University; Seth Cockrell, Michigan State University; Clay Voorhees, Michigan State University

**Sunday, Aug 3 at 1:00 PM – 2:30 PM in Salon 10**

**U35 Place Branding: Are We Wasting Our Time?**
Session Chair: Katie Swanson, Manchester Business School

John Byrom, Manchester Business School; Lisa Delpy-Neirotti, The George Washington University School of Business; Dominic Medway, Manchester Business School; Cathy Parker, Manchester Metropolitan University; Cecilia Pasquinelli, Uppsala University; Sebastian Zenker, Copenhagen Business School

**Sunday, Aug 3 at 1:00 PM – 2:30 PM in Salon 3**

**U36 Pedagogy & Teaching**
Session Chair: Wayne Neu

_Students’ Academic Misconduct and Attitude toward Business Ethics_
Sohyoun Shin, Eastern Washington University

_Mission Group Segments in the UK University Market_
Jane Hemsley-Brown, University of Surrey

_Use of Role playing in Sales Education: An Empirical Investigation_
Duleep Delpechitre, University of Louisiana at Lafayette; Stacey Schetsles, Ball State University

_Student Implicit Theories and Teamwork Success_
David Ackerman, California State University; Oscar DeShields, California State University

**Sunday, Aug 3 at 1:00 PM – 2:30 PM in Salon 5**

**U37 Advances in Data Analysis**
Session Chair: Steven Shugan
Combining Historical Data with Consumer Intent-to-View Metrics
Steven Shugan, University of Florida; Joffre Swait, University of Technology

Modeling the Volume of Positive Online Reviews for Automobiles
Jie Feng, SUNY-Oneonta; Purushottam Papatla, University of Wisconsin Milwaukee

Using the Entire Network of Big Data to Predict Individual Behavior
Xueming Luo, Temple University; Zoran Obradovic, Temple University; Dusan Ramljak, Temple University; Yuchi Zhang, Temple University; Cheng Zhang, Fudan University

The Efficacy of Formative versus Reflective Measures of Corporate Reputation: The Moderating Role of Need for Cognition
James Agarwal, University of Calgary; Oleksiy Osiyevskyy, University of Calgary

Sunday, Aug 3 at 2:30 PM – 3:15 PM in Salon 7
Refreshments in the Exhibit Hall

Sunday, Aug 3 at 3:15 PM – 4:45 PM in Salon 1

U41 Exploring Mechanisms to Increase Consumer Commitment
Session Chair: Waldemar Pfoertsch

Affect as the Central Mechanism of Image transfer: Association Alone is Not Enough.
Aishwarya Paliwal, Hong Kong Baptist University; Gerard Prendergast, Hong Kong Baptist University

Consumers’ Experience with a Place and Regional Products: How do Quality and Pleasure Benefits Impact Commitment?
Andreas Eisingerich, Imperial College London; Omar Merlo, Imperial College London; Sirirat Rattanapituk, Imperial College London; Albert Stöckl, Burgenland University of Applied Sciences

Price Premium Enhancement through Ingredient Branding How the Ingredient Brand Impact on the Host Brand Perception increases the Host Brand Equity
Christian Linder, University of Bamberg; Waldemar Pfoertsch, Pforzheim University; Volkan Polat, Yalova University; Hendrik Scheel, Chemnitz University of Technology

Advanced Selling in Hotel Revenue Management: how willingness-to-pay for booking conditions changes over the booking horizon.

Sunday, Aug 3 at 3:15 PM – 4:45 PM in Salon 2

U42 Uncertainty, Threat and Anxiety
Session Chair: Iman Naderi

Social Exclusion and Green Consumption
Iman Naderi, Fairfield University

The Effects of Uncertainty about the Timing of Deals on Consumer Behavior
Priscilla Medeiros, IBMEC Rio de Janeiro

I Am Anxious, Therefore I Don’t Need This: Identification of a Rationalization Process for Non-Adoption via Perceived Need Alteration
Makbule Eda Anlamlier, University of Illinois; Jelena Spanjol, University of Illinois
Ever After: A Price Story: An Investigation of Afterlife Salience and Willingness to Pay
Jiayun (Gavin) Wu, Savannah State University; Huimin Xu, The Sage Colleges

Sunday, Aug 3 at 3:15 PM – 4:45 PM in Salon 4
U43 Customer Behavior in Service Settings
Session Chair: Peter Voyer

How Much Should Firms Offer to their Best Customers? Understanding the Moderation Effect of Relationship Quality on the Nonlinear Effect of Compensation on Satisfaction
Jana Gäthke, Catholic University Eichstätt-Ingolstadt; Katja Gelbrich, Catholic University Eichstätt-Ingolstadt; Yany Grégoire, HEC Montréal

An Empirical Examination of the Service Purchase Decision: Understanding the Influence of WOM
Peter Voyer, University of Windsor

Consumer Ethnocentrism vs. Intercultural Competence as Moderators in Intercultural Service Encounters
Piyush Sharma, Hong Kong Polytechnic University; Zhan Wu, The University of Sydney

Service Recovery: Eliciting Satisfaction Through Pride or Gratitude
Patrick Fennell, Louisiana State University; Judith Anne Folse, Louisiana State University; Matthew Lastner, Louisiana State University; Stephanie Mangus, Louisiana State University

Sunday, Aug 3 at 3:15 PM – 4:45 PM in Salon 6
U44 External Influences on Marketing Strategy
Session Chair: Manfred Krafft

Manufacturer’s Sales-Promotion Strategy under Long-term Borrowing
Chyi-Mei Chen, National Taiwan University; Shan-Yu Chou, National Taiwan University

Bundle Introduction as a Dynamic Product Strategy Across Product Lifecycle Stages in Networked Markets
Brad Allen, University of Oklahoma; Suman Basuroy, University of Oklahoma; Richard Gretz, Bradley University

Positioning Multifunctional Products: Which Functions?
Timucin Ozcan, Southern Illinois University; Dan Sheinin, Univ of Rhode Island

Do Institutional Investors Motivate Firms to Attract the ‘Right’ Strategic Alliances? A Dynamic Model
Roger Calantone, Michigan State University; Malika Chaudhuri, Michigan State University

Sunday, Aug 3 at 3:15 PM – 4:45 PM in Salon 10
U45 Organizational Design, Product and Service Management
Session Chair: Russell Lemken

Unpacking the Efficacy of Organizational Routines: A Case of Financial Advisory Services
Stephen Kim, Iowa State University; Russell Lemken, Iowa State University

Reconsidering Uncertainty in Preannouncements
Reinhard Grohs, University of Innsbruck; Roland Schroll, University of Innsbruck

An Application of the Theory of Optimal Experience to the Design of Desirable Human Service: The Case of College Education
Adam Nguyen, Siena College; Joseph Rosetti, Siena College

Benchmarking Publication and Citation Counts for the Marketing Educator
Matthew Elbeck, Troy University; Arne Baruca, Sacred Heart University

Sunday, Aug 3 at 3:15 PM – 4:45 PM in Salon 3

**U46 Data Analytics and Marketing**
Charles Bodkin, University of North Carolina - Charlotte; MaryBeth McCabe, National University; Camille Schuster, California State University San Marcos; Farnaz Sharifazi, National University; John Tanner, Baylor University

Sunday, Aug 3 at 3:15 PM – 4:45 PM in Salon 5

**U47 Social Networks**
Session Chair: Sebastian Fritz

*Factors Affecting Outcomes in Social Networking Services: Social Capital and Network Externality*
Tomoko Kawakami, Kansai University; Kazuhiro Kishiya, Kansai University

*Customer to customer helping behavior and its implications to the marketers within brand communities of Facebook*
Mahmud Hassan, Chittagong Independent University; Simon Pervan, Southern Cross University; Rashid Chowdhury, Chittagong Independent University

*The Effect of Social Media Unique Relevance Features - Introducing a Multidimensional Framework*
Sebastian Fritz, Leibniz University Hannover; Janina Haase, Leibniz University Hannover; Sascha Langner, Leibniz University Hannover; Steffen Schmidt, Leibniz University Hannover; Klaus-Peter Wiedmann, Leibniz University Hannover

*The Role of Peer Influence on Brand Community Commitment: A SEM Model for Brand Communities in a Social Networking Site*
Sebnem Burnaz, Istanbul Technical University; Melek Demiray, Istanbul Technical University
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.

At the Winter Marketing Educators’ Conferences, SIGs frequently host receptions, annual membership meetings, and special events. They also contribute their work through special sessions and promoting other sessions of interest to their members.

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.

Quick Reference to SIG Networking Receptions

**Friday, August 1 from 6:30 - 8:00pm**
Marketing Strategy SIG Awards Reception: Salon 14
*Strategy SIG Members Only*

**Saturday, August 2 from 5:30 - 6:30pm**
CBSIG and Sports SIG Joint Reception: Salon 2
Entrepreneurship Marketing SIG: Salon 14
Global SIG and DocSIG: Salon 11
Interorganizational SIG: Salon 6
MASSIG and Retail SIG Joint Reception: Salon 1
Marketing Communications SIG: Salon 12
Marketing of Higher Education SIG: Salon 5
Relationship Marketing SIG: Salon 15
Research SIG Reception: TBA
SalesSIG: Salon 3
ServSIG Reception: Salon 4
Teaching & Learning SIG: Salon 10
CBSIG serves those who are interested in the study and teaching of consumer behavior, allowing members to network with other people who share your interests (both at conferences and via virtual communities), and to be updated about events, funding and publishing opportunities, and teaching resources.

Conference Events:
Pre-Conference: Social Values
Date: Friday, August 1
Time: 8:00 a.m. - 1:00 p.m.
Location: Salon 14

Joint Reception with Sports SIG
Date: Saturday, August 2
Time: 5:30 p.m. - 6:30 p.m.
Location: Salon 2

Serves members who want to improve their understanding of diverse customer segments and explore research on race, ethnicity, or other diversity related issues within the discipline.
DocSIG provides opportunities for students to develop skills in the areas of research, writing, teaching, presenting, reviewing, and areas that aid in job placement and career development.

**Conference Events:**

**DocSIG/Higher Ed SIG Dinner Social**
- **Date:** Friday, August 1
- **Time:** 6:30 p.m.
- Get to know your colleagues in a relaxed atmosphere. A portion of each attendee’s bill will be covered by the Higher Ed SIG.

**New-Comers Breakfast**
- **Date:** Saturday, August 2
- **Time:** 7:30 a.m. - 8:30 a.m.
- **Location:** Salon 14
- An event to welcome new members and first-time conference attendees to AMA. Interact with track chairs and AMA leaders and build connections across the discipline.

**“The Changing Landscape of the Marketing Academic Job Market” Special Session**
- **Date:** Saturday, August 2
- **Time:** 3:45 p.m. - 5:15 p.m.
- **Location:** Salon 11
- A panel will provide perspectives on how technology is transforming the academic job market. The session will conclude with a review of the most recent Who Went Where survey.

**DocSIG/Global SIG Joint Reception**
- **Date:** Saturday, August 2
- **Time:** 5:30 p.m. - 6:30 p.m.
- **Location:** Salon 11

**Awards:**

**Mathew Joseph Emerging Scholar Award**
This award honors a doctoral student scholar who displays exemplary scholarship and a bright future in the marketing discipline.

EM SIG Reception
- **Date:** Saturday, August 2
- **Time:** 5:30 p.m. - 6:30 p.m.
- **Location:** Salon 14
- Reception with presentation of the Gerald E. Hills Award Best Paper on Entrepreneurial Marketing award is presented annually to the author(s) of the “best paper” who have made a significant impact on the marketing/entrepreneurship interface research.
The Global Marketing SIG serves members who have an interest in the teaching, research, and facilitating of global marketing. The Global Marketing SIG is one of the largest and most active special interest groups in the AMA. They create value for their members through newsletters, special international conferences and pre-conference and in-conference sessions. They are dedicated to faculty growth and education and to the development of new knowledge.

Conference Events:
Global SIG/DocSIG Joint Reception
Date: Saturday, August 2
Time: 5:30 p.m. - 6:30 p.m.
Location: Salon 11
Join us in celebrating Global Marketing Award winners. Enjoy an opportunity to network with colleagues from around the world.

Conference Events:
Higher Ed SIG Reception
Date: Saturday, August 2
Time: 5:30 p.m. - 6:30 p.m.
Location: Salon 5

The Marketing for Higher Education Special Interest Group is an international SIG of marketing academics. Our principal mission is to encourage, support, develop and disseminate knowledge for higher education marketing through research and to promote the academic discipline of marketing for higher education to benefit all stakeholders.
The Interorganizational SIG has as its goal to facilitate interaction among academic members of the AMA with an interest in channels of distribution, business-to-business marketing, supply chain management, logistics, and business alliances.

**Conference Events:**
**Design and Management of Buyer-Seller Relationships and Distribution Channels**
Date: Saturday, August 2
Time: 3:45 p.m. - 5:15 p.m.

**IOSIG Reception**
Date: Saturday, August 2
Time: 5:30 p.m. - 6:30 p.m.
Location: Salon 6

**Awards:**
**Louis W. Stern Award**
The Louis W. Stern Award, established by Louis W. and Rhona L. Stern in 1999 through the American Marketing Association Foundation, recognizes the outstanding article, in a widely recognized and highly respected refereed journal, which has made a significant contribution to the literature on marketing and channels distribution.

MASSIG members are interested in marketing as it affects and is governed by social, ethical, development, macromarketing, legal, and public policy issues. We seek to foster scholarly research on societal issues, especially among doctoral students and faculty who have recently earned doctorates; to facilitate dissemination of scholarly research findings; to promote teaching of societal issues in marketing courses; and to facilitate interaction about societal issues among academic, business, and government sectors.

**MASSIG/Retail SIG Joint Reception**
Date: Saturday, August 2
Time: 5:30 p.m. - 6:30 p.m.
Location: Salon 1
Come and join us to for friendly discussion and our awards presentations Lifetime Achievement: Debra Scammon and Emerging Scholar: Maura Scott!
Mission of the MarCom SIG is:
• To facilitate the fostering of academic and pedagogical research within the realm of marketing communications;
• To encourage innovations in intellectual development within the field;
• To establish opportunities for academic and professional discourse about research and work;
• To help develop connections within and between the academic community and the professional community in the field of marketing communications; and
• To recognize and celebrate impactful contributions to marketing communications. Our vision is to be known as the gateway to expertise within the field of marketing communications providing the highest level of engaging and intellectual opportunities that appeal to both academics and professionals.

Our goals for 2014/2015 are:
• Communications – Establish Quarterly Updates
• Membership – Increase by 10%
• Participation – Increase MarComm SIG Event Attendance by 10%
• Research Opportunities – Offer At Least 3 Opportunities for Academic Discourse (Calls for Papers and/or Conference Special Sessions)

Conference Events:
MarCom SIG Reception
Date: Saturday, August 2
Time: 5:30 p.m. - 6:30 p.m.
Location: Salon 12

MarComm SIG Wine Tasting at Pier 39
Date: Saturday, August 2
Time: 9:00 p.m. - 11:00 p.m.
Location: Wines of California Wine Bar
39 Pier 39 Concourse #238
San Francisco, CA 94133

Awards:
New Scholar Award For Research In Marketing Communications
Marketing Communications Research Senior Scholar Award
The goals of RMSIG are to provide easy access to current research topics in the area of relationship marketing, to allow members to regularly receive information about conferences, journals, and issues that relate to relationship marketing, to enhance your network with relationship marketers worldwide and to foster your career as an academic interested in relationship marketing.

**Conference Events:**
**Relationship SIG Reception**
Date: Saturday, August 2
Time: 5:30 p.m. - 6:30 p.m.
Location: Salon 15

The Marketing Research SIG serves members who have a special interest in the academic study of the field of marketing research. We welcome any AMA member with teaching and/or research responsibilities in marketing research, or just an interest in marketing research to join us.

**Conference Events:**
**Marketing Research SIG Reception**
Date: Saturday, August 2
Time: 5:30 p.m. - 6:30 p.m.
Location: TBA

**Awards:**
**Churchill Lifetime Achievement Award**
The Churchill Award recognizes lifetime achievements in the academic study of marketing research.

**Don Lehmann Award**
Anita Luo Pawluck is Assistant Professor of Marketing and V. Kumar is Regents Professor; Richard and Susan Lenny Distinguished Chair Professor in Marketing; Executive Director, Center for Excellence in Brand and Customer Management; Director of Ph.D. Program at J. Mack Robinson College of Business at Georgia State University. The Don Lehmann Award recognizes the best paper published in JM or JMR that is based of a dissertation.
Contact: Michael Mallin, University of Toledo

The Selling & Sales Management SIG enhances selling and sales management scholarship, teaching, and practice in an inclusive environment. The core values include knowledge generation, research and teaching approaches, integration of academic and practitioner perspectives into research and teaching, continuous quality improvements and faculty development, collaboration with companies, and the attraction of students to the sales area.

Contact: Anne Roggeveen

This SIG consists of a group of faculty and Ph.D. students interested in examining marketing issues in a retailing context. We seek as goals to communicate and house information of relevance to the field, and to further the field of retailing research and teaching by strengthening the community of scholars involved in the field as well as by attracting bright new scholars to it.

Storytelling and Customer Engagement
Date: Saturday, August 2
Time: 3:45 p.m. - 5:15 p.m.
Location: Salon 1
Special session with invited guest, Grant Barth, CMO of Levi’s

Retail SIG/MASSIG Joint Reception
Date: Saturday, August 2
Time: 5:30 p.m. - 6:30 p.m.
Location: Salon 1

Awards:
Young Scholar Award
Sam Hui, New York University
The Retail and Pricing SIG Young Scholar award recognizes early career contributions in the field of Retail and/or Pricing made by promising emerging scholars. All nominees received their PhD in 2008 or later and the winner was chosen by a three-person selection committee.
Honorable mentions:
Nancy J. Sirianni, Northeastern University
Stacey G. Robinson, East Carolina University

Contact: Anne Roggeveen

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Honorable mentions:
Nancy J. Sirianni, Northeastern University
Stacey G. Robinson, East Carolina University

Awards:
Lifetime Achievement Award
Jim Boles, UNC-Greensboro

Excellence in Research Award
Sunil Kishore, Raghunath Singh Rao, Om Narasimhan, and George John

Excellence in Teaching Award
Andrea Dixon, Baylor University

Dissertation Award
Zach Hall, Texas Christian University

Don McBane Service Award
Ellen Pullins, The University of Toledo

Conference Events:
Sales SIG Reception
Date: Saturday, August 2
Time: 5:30 p.m. - 6:30 p.m.
Location: Salon 3
The mission of SERVSIG is to be the best full-service system for keeping in touch with the people, events, and knowledge of services marketing and management. Our three goals are to be Open, Flexible, and Fun. This SIG offers members an opportunity to exchange ideas and knowledge within the community of those interested in Services Marketing and Professional Services Marketing.

Awards:
Christopher Lovelock Career Contributions Award:
Dwayne David Gremler, Bowling Green State University

SERVSIG’s Best Services Article Award:

Conference Events:
SERVSIG Reception
Date: Saturday, August 2
Time: 5:30 p.m. - 6:30 p.m.
Location: Salon 4

The mission of SPORTSIG is to strive to expand the knowledge base of the field of sports marketing and further develop the sports marketing academic community through scholarly activities and outputs focused on the research, teaching and practice of sports marketing.
The mission of TechSIG is to promote professional interaction among academics and professionals who share an interest in marketing high technology products and innovations, the application of technology in marketing, and the use of direct and interactive marketing.

TechSIG has had a busy year! Along with the Journal of Interactive Marketing, we organized a pre-conference event in Orlando on Games, Gaming and Gamification. Consider joining TechSIG if you too are fascinated by marketing in the digital economy, by innovation in goods and services, by direct marketing, and by all the managerial challenges emerging at the intersection of technology and marketing.

Conference Events:
- **Strategy SIG Awards Reception**
  - Marketing Strategy SIG members only
  - Date: Friday, August 1
  - Time: 6:30 p.m.
  - Location: Salon 14

- **Mahajan Award for Lifetime Contributions to Marketing Strategy Research**
  - Leigh McAlister, University of Texas - Austin

- **Varadarajan Award for Early Career Contributions to Marketing Strategy Research**
  - Shrihari Sridhar, Penn State University

The Teaching and Learning SIG serves members who are interested in various aspects of marketing education. Two important goals of the Teaching and Learning SIG are to facilitate communication among marketing teachers, and to recognize outstanding teaching performance.

Conference Events:
- **“Games and Gamification in the Classroom” and Solomon Stuart Marshall Teaching Innovation Competition Award**
  - Date: Saturday, August 2
  - Time: 3:45 p.m. - 5:15 p.m.
  - Location: Salon 10

- **T&L SIG Reception**
  - Date: Saturday, August 2
  - Time: 5:30 p.m. - 6:30 p.m.
  - Location: Salon 10
2014 Conference Reviewers

Conference reviewers make an extraordinary effort to read and respond to hundreds of papers, posters, and other submissions. This year over 500 reviewers assisted by reading and responding.

The American Marketing Association’s conferences are significantly improved due to the time and expertise offered by each of these scholars - some reviewing as many as 10 papers during a very short period.

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Anand Agrawal, Asian Institute of Management
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Molan Kim, University of Georgia
Salvi Kim, Shenandoah University
Youngseon Kim, Central Connecticut State University
Taewan Kim, Lehigh University
Junghyun Kim, Virginia Tech
Soo-Kyong Kim, Michigan State University
Hye-jin Kim, Korea Advanced Institute of Science and Technology
Robert King, University of Mississippi
Kazuhiro Kishiya, Kansai University
Christine Kowalczyk, East Carolina University
Tobias Krämer, University of Koblenz-Landau

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Sanna Sundqvist, Lappeenranta University of Technology
Valérie Swaen, Université Catholique de Louvain
Katie Swanson, Manchester Business School
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# 2014 Conference Track Chairs

As the individuals responsible for designing individual tracks, AMA conference track chairs have an immensely challenging task in sorting through dozens of reviews, identifying strong papers and then designing engaging sessions for the conference program.

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