2018 AMA Summer Academic Conference Overview  
** = extra registration fee required

**Wednesday, August 8**

03:30 pm - 07:30 pm | | AMA Faculty Consortium - New Horizons in Selling and Sales Management **

**Thursday, August 9**

07:00 am - 05:00 pm | | Conference Registration opens

07:00 am - 06:30 pm | | AMA Faculty Consortium - New Horizons in Selling and Sales Management **

**Friday, August 10**

07:00 am - 12:30 pm | | AMA Faculty Consortium - New Horizons in Selling and Sales Management **

08:30 am - 01:00 pm | | Sheth Foundation Medal Forum: Improving Service in Healthcare **

11:30 am - 01:00 pm | | Sheth Foundation Medal Award Luncheon **

1:00 pm - 05:15 pm | | Concurrent Academic Sessions

04:00 pm - 05:00 pm | | ERB - Journal of Marketing - Invite Only

05:15 pm - 06:45 pm | | Welcome Reception and Poster Presentations

**Saturday, August 11**

08:00 am - 12:15 pm | | Concurrent Academic Sessions

08:00 am - 09:00 am | | ERB - Journal of International Marketing - Invite Only

12:15 pm - 01:45 pm | | Awards Lunch

02:00 pm - 04:45 pm | | Concurrent Academic Sessions

05:00 pm - 06:00 pm | | SIG Receptions

05:30 pm - 06:30 pm | | ERB - Journal of Marketing Research - Invite Only

06:15 pm - 07:30 pm | | Evening Event

**Sunday, August 12**

08:00 am - 12:15 pm | | Concurrent Academic Sessions
The Authentic Consumer → Consumer Behavior
Chair: Komar Nagar, University of Jammu

Can Classics only Be Recollected? A Study of the Dilemma of Authenticity and originality of Sequel Products
Ta-Kai Yang, Yi-Hsiu Chang
Chinese Culture University

The Path from Consumer-Based Brand Authenticity to Consumer-Based Brand Equity: The Mediating Role of Brand Identity
Riccardo Rialti, Maria Carmen Laudano, Lamberto Zollo, Cristiano Ciappei, Doralice Bruschi
Università degli Studi di Firenze

How to Communicate Brand Authenticity to Consumers in Different Kinds of Sequel Products
Ta-Kai Yang, Yi-Hsiu Chang
Chinese Culture University

Appeal of the Underdog Brand Biography and Consumption Decision on Copycat Evaluations
Komal Nagar
University of Jammu

Staying Ahead of the Competition in Higher Education → Higher Education & Marketing
Chair: David A. Smith, Bath Spa University

Does the Social Media Engagement on a College Facebook and Instagram Page Show What Types of Marketing Content is Engaging to Students: A Pilot Study of Public and Private Good Marketing Messages?
S Paige Gardiner¹, Jennifer Schultz¹, Konya Weber²
¹Utah Valley University, ²Northwest Nazarene University

Building the Ideal Event-Portfolio for Universities – Results of a Choice Based Conjoint Experiment
Florian Neus, Hanna Schramm-Klein, Robér Rollin, Frederic Nimmermann
University of Siegen

Vampire grades: can simulations support learning without reflection?
David A., Smith, Nasir Salari
Bath Spa University
Lightning Session: Researching for the Good of the Consumers → Consumer Behavior SPECIAL SESSION
Chair(s): Hannah Walters

Targeting Based on Body Shape and Size: The Ethical Evaluation and Planned Behavior of In-Target versus Out-of-Target Consumers
Hannah Walters¹, Michael Bruce², Michael Wiese³
¹Northern State University, ²Anderson University, ³Point Loma Nazarene University

Small Rewards Leverage Big Changes: The Effect of M-Payment Rewards on Charitable Donation
Haijiao Shi, Rong Chen
Tsinghua University

Voting behavior of the Base of the Pyramid Consumers
Subhojit Sengupta, Srabanti Mukherjee
Indian Institute of Technology, Kharagpur

“I Reward Myself with Salad!” Framing Healthy Food Option as a Reward Increases Purchasing Intention
Luxi Chai, Marija Grishin
University of Kansas

The Effect of Face Consciousness on the Explicit Attitude and Implicit Attitude towards Ecological Consumption
TIANSHENG XIA, ZHUOMIN SHI, SHAN ZHANG
Sun Yat-Sen University

Catching The Health Wagon: Consumers’ Strategies Of Control In Healthy Food Consumption
Sukriye S. Atakan¹, Meltem Türe²
¹Cornell University, ²Skema Business School

Authentic? Naturally! The impact of artificial food components on self- authenticity and consumption
Seth Ketron¹, Aziza C. Jones²
¹East Carolina University, ²Rutgers University
01:00 PM-02:15 PM - Salon H (Fourth Floor)
**Customer Journeys: Qualitative and Quantitative Insights → Understanding & Managing the Customer Experience**
Chair(s): Effie Lagos

The Mediated Influence of Augmented Reality on Customer satisfaction and Customer’s Willingness to Make Further Use of Augmented Reality
Atieh Poushneh, Arturo Vasquez
University of Texas Rio Grande Valley

A Model Of Transformative Brand Experience For Pilgrimage Tourism
Effie Lagos, Marion Steel, John Hall
Deakin University

The Customer Journey from Digital to Physical Touchpoints
Stefanie Tralaggan, Marion Steel
Deakin University

01:00 PM-02:15 PM - Salon I (Fourth Floor)
**Service Design and its Impact on Service Quality and Customer Satisfaction → Services Marketing**
Chair: Farnoosh Khodakarami

Revisiting Customers’ Waiting Experience: A Dual-Perspective Model
Yizhe Lin, James Agarwal
University of Calgary

I Don’t Care. How Restrictions in Service Provider Choice Eliminate Effects of Frontline Employee Emotion Authenticity on Customer Satisfaction
Andreas T. Lechner
University of Augsburg

Perceived Service Quality in Islamic Banks: A Scale Development Approach
Dalia A. Farrag¹, Mohamed Hassan²
¹Qatar University, ²Arab Academy for Science, Technology & Maritime Transport

How Rewarding is Your Reward Program? Experiential vs. Material Rewards
Ayalla Ruvio, Farnoosh Khodakarami, Clay Voorhees
Michigan State University
01:00 PM-02:15 PM - Salon J (Fourth Floor)

**Mentoring Junior Faculty and PhD Students → SPECIAL SESSION**

**Participants:**
- Cait Lamberton (University of Pittsburgh)
- Leigh McAlister (University of Texas)
- Wendy Moe (University of Maryland)
- Ron Hill (Villanova University)

01:00 PM-02:15 PM - Salon K (Fourth Floor)

**Cutting-Edge Empirical Methods → SPECIAL SESSION**

**Chair(s):** Anita Luo

**Capturing Customer Relationship Dynamics with Model Based Machine Learning**

Anita Luo  
Georgia State University

**A Structural Model of Correlated Learning and Late-Mover Advantages: The Case of Statins**

Andrew Ching, Hyunwoo Lim  
1Penn State Erie, 2University of Toronto

**Modeling Consumer’s Contractual Decision in a Continuous Innovation B2B Market with A Forward-Looking Dynamic Approach**

Yingge Qu, V Kumar, Yi Zhao  
1Mississippi State University-Meridian, 2Georgia State University

**Individual-level Carryover Parameters in Reference-Price Models**

Ossama Elshiewy, Daniel Guhl  
1University of Goettingen, 2Humboldt-University

01:00 PM-02:15 PM - Simmons (Third Floor)

**Brands on Social Media → Digital and Social Marketing**

**Chair(s):** Mark Bender

**Beyond the Brandfest: Face-to-Face Encounters in a Transformative Consumption Community**

Christine A. Ascencio  
Saint Louis University

**Webcare And Brand Evaluations: Optimizing Webcare Strategies For Service Brands**

Krishnan Jeesha, Keyoor Purani  
Indian Institute of Management Kozhikode

**Impact of Social Media Activity Quality on Brand Performance: A Longitudinal Analysis**

Jeen-Su Lim, John H. Heinrichs, Phuoc Pham  
1The University of Toledo, 2Wayne State University
The relationship between the newness of released products and the volume of WOM in the online brand community
Kianoosh Sattari, Scott A. Thompson, Woojong Sim
Saint Louis University

01:00 PM-02:15 PM – Suffolk (Third Floor)
Top SEO Factors Every Marketing Professor Should Know ➔ Teaching Tool
Presenter: Shelly Fagin, SEMrush Community Manager & Stuart Draper, CEO of Stukent, Inc.

In today's competitive job market, marketing professors need to help their students distinguish themselves from other candidates. One of the best ways to do that is through digital marketing skills like SEO, but how can you really help students become masters of SEO? In this value-packed session, Shelly Fagin will reveal the most important factors that your students can use to generate real results for any company. Shelly Fagin works for SEMrush, the #1 SEO research tool in the world and has over a decade of experience in web development and technical SEO. She is the perfect person to lead you on the path to SEO brilliance!

01:00 PM-02:15 PM - Wellesley (Third Floor)
Journal of Marketing Award Session: Shelby D. Hunt/Harold H. Maynard + Marketing Science Institute/H. Paul Root Presentations ➔ SPECIAL SESSION

Presentation and discussion of:

Friday, August 10, 2018

02:30 PM-03:45 PM – Province Town (Fourth Floor)

**Lightning Session: Researching about Me, Others, Brands, and the World that Connects Us**

→ Consumer Behavior SPECIAL SESSION

**Chair(s):** Woojong Sim

**“You aren’t buying that!” The Role of Significant Others in Brand Communities**
Woojong Sim, Scott A. Thompson, Kianoosh Sattari
Saint Louis University

**Structural Associations of eWOM, Social Influence and Product Adoption Intention: Using fsQCA Method**
Tuan M. Phung, Tin T. Nguyen, Nhan T. Nguyen
Ton Duc Thang University

**The Power of Satisfaction in Brand Relationship Quality and Its Influence on Implicit Emotions**
Kin Yan Ho
Durham University

**Exploring the Dual Self-Construction Processes of Self-Brand Connection and Consumer Self-Concept Development—Projective Techniques of Pas De Deux**
Jesheng Huang
Chung Yuan Christian University

**Predicting Repurchase And Word-Of-Mouth Intention In Different E-Commerce Categories**
Judit Simon¹, Ákos Nagy¹, Ildikó Kemény², Krisztián Szucs¹
¹University of Pécs Faculty of Business and Economics, ²Corvinus University

**Effects of Cultural Values and Materialism on Social Media Usage in China: The Mediating Role of Attitude toward Social Media Usage**
Ge Xiao
Wilkes University

**The Choice of a Brand Extension: The Moderating Role of Brand Loyalty on Fit and Brand Familiarity**
Beichen Liang¹, Wei Fu²
¹ETSU, ²Maryville College

**How to respond to negative online reviews? Effects of review types and response types**
Haichuan Zhao¹, Xian Cheng³, Chunqing Qin²
¹Shandong University, ²University of Jinan, ³Southwest Jiaotong University
Trait and state factors impacting pricing → Pricing
Chair(s): Swati Verma

Are Low Price Guarantees and Price Match Guarantees Created Equal: Examining the Effects of Different Types of Price Guarantees on Consumers’ Evaluations
Swati Verma¹, Abhijit Biswas², Abhijit Guha³, Dhruv Grewal⁴
¹Lawrence Technological University, ²Wayne State University, ³University of South Carolina, ⁴Babson College

Up in the air! An empirical study on the relevance of the origin of an airline in behavioral pricing
Frank Huber¹, Sebastian Schneider¹, Stephanie Stergiu²
¹University of Mainz, ²Johannes Gutenberg University Mainz

02:30 PM-03:45 PM – Salon C/D (Fourth Floor)
Multiple Orientations, Exporting and Firm Performance → Global Marketing
Chair(s): Dalia Velan

Loosening the Knot - the Interplay between Market, Innovativeness, Learning, and Entrepreneurial (MILE) Strategic Orientations and Export Performance: A Configurational Perspective Using fsQCA
Dalia Velan¹, Aviv Shoham²
¹The Open University of Israel, ²University of Haifa

Base-of-the-Pyramid (BOP) Orientation and Firm Performance: A Strategy Tripod View
Fengxia Zhu¹, Zelong Wei³, Kevin Bao²
¹Cleveland State University, ²University of Alabama Huntsville, ³Xi'an Jiaotong University

The Influences of Country-of-Origin Retail Display and Product Attributes on Unit Sales
Kelley Anderson¹, Stephanie Thomas² Dale Duhan¹
¹Texas Tech University, ²University of Arkansas

02:30 PM-3:45 PM - Salon H (Fourth Floor)
New Evidences from Different Countries for the Interface between Entrepreneurship and Marketing → SIG Programming SPECIAL SESSION
Chair(s): Yinghong Susan Wei, Texas A&M International University
Discussant: Todd Morgan, Western Michigan University

Reconciling 30 years of diverse approaches to entrepreneurial marketing research using structuration theory: empirical evidence from the independent hospitality industry
Ngan (Emily) Luong, London South Bank University
Finola Kerrigan, University of Birmingham
David Houghton, University of Birmingham
Rosalind Jones, University of Birmingham

Entrepreneurial Marketing and Progression Towards the Digital Age: Theory and Evidence
Philip Alford, Bournemouth University
Rosalind Jones, University of Birmingham

Entrepreneurial Recovery: Implications for the Study of Entrepreneurial Marketing
Sussie Morrish, University of Canterbury
Rosalind Jones, University of Birmingham

Entrepreneurial Marketing and Firm Performance: Synthesis and Conceptual Development
Nasser Alqahtani, Rutgers University
Can Uslay, Rutgers University

02:30 PM-03:45 PM - Salon I (Fourth Floor)
Strategic Orientation and Firm Performance → Marketing Strategy
Chair(s): Didem Kurt

Strategic Orientations, Marketing Capability, and Firm Performance: A meta-analytic structural equation modeling study
Mesay S. Shanka, Håvard Ness, Kåre Sandvik
University College of Southeast Norway

Digital Maturity and Marketing Orientation: Theoretical Foundation and Measurement Models
Alexander Rossmann
Reutlingen University

An Comparative-Design, Longitudinal Assessment of the Effects of Entrepreneurial Orientation on Competitive Advantage and Firm Performance
Yen-Chun Chen¹, Todd Arnold², Ping-Yu Liu³, Chun-Yao Huang³
¹Chinese Culture University, ²Oklahoma State University, ³National Taiwan University

The Role of Future Orientation in Green Product Adoption and Marketing: A Study of Hybrid and Conventional Car Ownership
Didem Kurt¹, R Venkatesh², Robert J. Gilbert²
¹Boston University, ²University of Pittsburgh

02:30 PM-03:45 PM - Salon J (Fourth Floor)
Leveling the playing field of women in academia → Ethics & Socially Responsible Marketing SPECIAL SESSION
The Freshman Fifteen: Modeling Millennials’ Cooking Motivation
Aidin Namin¹, Brian Ratchford², Julian K. Saint Clair¹, Myla Bui¹, Mitchell Hamilton¹
¹Loyola Marymount University, ²University of Texas at Dallas

Consumer Odor Hedonics: Conceptualization and Measurement
Usha L. Pappu, Neal M. Ashkanasy, Alastair Tombs
The University of Queensland

Belief or Biology Account of Consumer Response to Food and Food Marketing?
Alice Labban¹, Laurette Dube², Yu Ma²
¹Pepperdine University, ²McGill University

Promotion and Grocery Store Performance: The Role of Promotion Scope
Ruohao Sun¹, Fred Selnes², Auke Hunneman²
¹University College of Southeast Norway, ²BI Norwegian School of Management

Financial consumption behaviour among vulnerable consumers: Case of Pacific Island young adults in New Zealand
Sanjaya S. Gaur¹, Sivakumari Supramaniam², Sheau-Fen Yap³, Shikui Gao⁴
¹Sunway University, ²Sunway University Malaysia, ³Auckland University of Technology, ⁴China University of Geo-sciences (Beijing)

Informal hair-care business entrepreneurs’ mobile marketing acceptance: The role of perceived behavioural control, responsiveness and mobile device usability.
Valencia Melissa Zulu University of Johannesburg

Content Marketing: Toward Implementing an Evolving Communication Discipline
Matthias B. Schulten¹, Philipp A. Rauschnabel³, Reto Felix², Christian Hinsch⁴
¹Fachhochschule Südwestfalen, ²The University of Texas Rio Grande Valley, ³University of Bamberg, ⁴Grand
Valley State University

02:30 PM-03:45 PM – Suffolk (Third Floor)

Brand New: Case Simulations -- Immersive World Simulations Designed To Teach Today's Digitally Native
Students ➔ Teaching Tool

Matt O’Brien, Education Consultant, Knowledge Matters

In this presentation, you will learn about the brand-new Case Simulations - visually immersive simulations that
teach key marketing and business principles:

- what are Case Simulations and how do they differ from case studies and other business simulations
- how Case Simulations use real-time strategy game technology to teach business and marketing to
  undergraduate students
- how Case Simulations can engage your least receptive students
- how professors can use Case Simulations in the classroom or for homework assignments
- how Case Simulations eliminate grading time
- how professors across the gamut are adopting Case Simulations - two year and four year colleges and
  universities, private and large public state universities have adopted Case Simulations since launch 6
  months ago.

Join us for this presentation and learn how you can get a demo of Case Simulations or your own free trial
account.

02:30 PM-03:45 PM Wellesley (Third Floor)

Journal of Marketing Award Session: Sheth Foundation/Journal of Marketing Award Presentation ➔

SPECIAL SESSION

Friday, August 10, 2018

04:00 PM-05:15 PM – Province Town (Fourth Floor)
The Narrative-Driven Consumer → Consumer Behavior
Chair(s): Han-Chiang Ho

Factors Influencing Men To Purchase Male Cosmetics: An Empirical Study
Han-Chiang Ho, Brian Quarles, Somkiet Mansumitrchai
Wenzhou-Kean University

Rethinking Narrative Transportation for Geo-Mediated Narratives: Catching Pokémon Right Inside Our Everyday World
Joachim Scholz\textsuperscript{1}, Andrew N. Smith\textsuperscript{2}
\textsuperscript{1}Cal Poly, SLO, \textsuperscript{2}Suffolk University

Why Do People Give Gifts?: Gift-giving Motivations Scale Development and Cross-cultural Validation
Volkan Dogan\textsuperscript{1}, Cengiz Yilmaz\textsuperscript{3}, Richard P. Bagozzi\textsuperscript{2}
\textsuperscript{1}Eskisehir Osmangazi University, \textsuperscript{2}University of Michigan, \textsuperscript{3}Middle East Technical University

04:00 PM-05:15 PM – Salon A/B (Fourth Floor)
Stakeholder Marketing in Higher Education → Higher Education & Marketing SPECIAL SESSION
Chair(s): Victoria Crittenden
Panelists:

- \textit{Sarah Ham}, Director, Marketing and Communications – AACSB International
- \textit{Kimberly Harris Bliton}, Senior Director, Academic Initiatives, Direct Selling Education Foundation
- \textit{Mike Groth}, Senior Brand Manager, International, Emerald Publishing
- \textit{Tawna Rathe}, Senior Development Officer, D’Amore-McKim School of Business, Northeastern University
- \textit{Donna Sosnowski}, Director, The Hoffman Family Undergraduate Center for Career Development, Babson College

04:00 PM-05:15 PM – Salon C/D (Fourth Floor)
Buyer-Seller Relationships: Boundaries of the Literature and Defining Open Questions → Buyer-Seller Relationships SPECIAL SESSION
Participants:
- Mark Houston (Texas Christian University)
- Hari Sridhar (Texas A&M University)
- Coleen Harmeling (Florida State University)

This session is intended to leverage the panel of experts and distinguished researchers to delineate the current state of the literature on buyer-seller and intrafirm relationships, and to begin to examine interesting and important questions that remain. Being split in two parts, the session will begin with the panel discussion and description on a potential agenda for future work. Then, participants will be divided into tables for more specific, guided discussion on the open questions; turning to required approaches, data, theoretical frameworks, and other details that scholars might want to leverage to answer these questions. Doctoral students interested in the topic are particularly encouraged to attend.

04:00 PM-05:15 PM - Salon H (Fourth Floor)
**Emerging Perspectives on the CX → Understanding & Managing the Customer Experience**
Chair(s): Joseph M. Matthes

**The CX Scale: Towards a Holistic Measure of Customer Experience**
Markus Gahler¹, Michael Paul¹, Jan F. Klein²
¹University of Augsburg, ²Tilburg University

**Customer Experience and Experiential Value in organizational buying: A component model based study**
Santosh K. Pandey, Amit Mookerjee
IIM Lucknow

**A Management Perspective on Customer Engagement Risks**
Katarzyna Zyminkowska², Tomasz Zyminkowski¹
¹University of Bielsko-Biała, ²University of Economics in Katowice

**Exploring Fixture Shape in a Retail Setting**
Brian I. Spaid, Joseph M. Matthes
Marquette University

04:00 PM-05:15 PM - Salon I (Fourth Floor)
**Bricks and Clicks: Balancing Digital and Physical → Marketing Strategy**
Chair(s): Jason Chan

**Optimal Assortment and Pricing Decisions of a Physical Retailer Competing with Third-party Sellers from Amazon Marketplace**
Shan-Yu Chou, Chyi-Mei Chen
National Taiwan University

**How do Bricks Add to Clicks? Understanding the Impact of Showrooming on Online Purchase Behaviors**
Jason Chan¹, Xi Chen², Kaiquan Xu², Yaqiong Wang¹
¹University of Minnesota, ²Nanjing University
The Short- and Long-Term Impact of Adding Online-to-Offline Channels on Firms' Offline and Total Sales and Profits
Sha Zhang¹, Koen Pauwels², Chenming Peng¹, Wei Liu¹
¹University of Chinese Academy of Sciences, ²Northeastern university

04:00 PM-05:15 PM - Salon J (Fourth Floor)
Customer Roles and Behaviors Influencing Salesperson Outcomes → Selling & Sales Management
Chair(s): Desiree Jost, Justus-Liebig University, Giessen

Is customer orientation more or less relevant when dealing with challenging customers? The influence of customer complexity and customer price sensitivity on the effectiveness of salesperson customer orientation
Desiree Jost, Alexander Haas
Justus-Liebig University, Giessen

Do Salespeople Invest More or Less Effort on Selling New Products? The Importance of Motivation and Customer Relationships
Stephan Volpers, Alexander Haas
Justus-Liebig-University, Giessen

Building customer trust in technology mediated on-line B2B sales encounters
Timo A. Kaski¹, Jarkko J. Niemi², Ellen B. Pullins³
¹HAAGA-HELIA University, ²University of Helsinki, ³University of Toledo

Feeling Versus Reasoning. The Significant Interaction Between Salespeople's Influence Tactics and Customers' Shopping Goals
Yenee Kim, Richard McFarland
ESSEC Business School

04:00 PM-05:15 PM - Salon K (Fourth Floor)
Good for Me, Good for You: Social Responsibility in Consumers → Ethics & Socially Responsible Marketing
Chair(s): Monica LaBarge

Green Products And Eco-Friendliness: The Effect Of Product Color On Consumer Evaluations
Naz Onel¹, Timucin Ozcan²
¹Stockton University, ²Rollins College

Contagion and Product Physicality: A Study of Consumer Response to Recycled-Content Products
Qizhou Wang, David Norton, Robin Coulter, Bill Ross  
University of Connecticut

The Organic Acquisition: The Moderating Role of Brand Positioning on the Effects of Organic Food Labels  
Amaradri Mukherjee¹, Christopher Berry²  
¹Portland State University, ²Colorado State University

When Do Incentive in Charitable Giving Motivating or Demotivating: The Role of Idealistic versus Pragmatic Mindset  
Shaobo (Kevin) Li, Kuangjie Zhang, Sharon Ng Nanyang  
Technological University

04:00 PM-05:15 PM - Simmons (Third Floor)  
Sales and Social Media ➔ Digital and Social Marketing  
Chair(s): Jan Klostermann, Bielefeld University

Combining Visual and Textual User-Generated Content to Capture Brand Perceptions  
Jan Klostermann, Anja Plumeyer, Daniel Böger, Reinhold Decker  
Bielefeld University

Path to Effective Mobile Advertising in Asian Markets: Credibility, Entertainment, and Peer Influence  
Ying Wang  
Youngstown State University

Consumer brand engagement with social media-based luxury brands.  
Saleh M. Bazi, Raffaele Filieri, Matthew Gorton  
Newcastle University

Modeling the impact of Personal Factors in Social Media Adoption by B2B Sales People  
Ratan Kumar, Vibhava Srivastava  
Management Development Institute

04:00 PM-05:15 PM – Suffolk (Third Floor)  
Discover an easier way to teach conjoint analysis and discrete choice experiments – Teaching Tool  
Christina Hubner, Consultant & Justin Luster, Product Manager for Sawtooth

Join us for an introduction to conjoint analysis/discrete choice experiments and MaxDiff, two widely used methods for understanding consumer preference. This will be followed by a brief walkthrough of Discover, a survey platform to easily create, field, and analyze surveys that contain choice experiments.

We will also highlight free curriculum resources you can use to strengthen your strategy, new product development, or other analytics-focused courses if you want to provide an introduction to choice modelling without any hands-on work for students.
Those who attend will receive a free year of access to Discover for you and your students. Students who use Discover during their coursework can use it at their first job for 1 year with our College to Career program. Sawtooth Software also provides software grants to graduate students.

04:00 PM-05:15 PM – Wellesley (Third Floor)
**The Worldly Consumer ➔ Consumer Behavior**
Chair(s): Tanuka Ghoshal

*Consumption Experiences Of Third Generation British Sikhs: Insights From A Matrimonial Website*
Amandeep Takhar¹, David Chitakunye²
¹DeMontfort University, ²London School of Commerce

*Image Congruence, Emotions and Brand Loyalty: Insights from Multi-ethnic Emerging Market*
Amanda W. Choong, Chai Wen Teoh, Sanjaya S. Gaur
Sunway University

*Understanding Consumer Sensory Preferences: An Ethnographic Investigation of Sensory Flamboyance and Subtlety in India*
Tanuka Ghoshal¹, Russell Belk²
¹Indian School of Business, ²York University

5:15 PM - 6:15 PM

**Poster Session & Welcome Reception – Salons E/F**
Posters Listed at the End of this Document

Saturday, August 11, 2018

08:00 AM-09:15 AM – Province Town (Fourth Floor)
**The Marketplace Consumer I - Advertising & Product Development ➔ Consumer Behavior**
Chair(s): Sukriye S. Atakan

*Effectiveness Of Crowdsourcing Campaign Advertisements: Creating Products Versus Slogans*
Sukriye S. Atakan¹, Xiaohan (Hannah) Wen²
¹Cornell University, ²Ozyegin University
New Moderators of the Halo Effect: Consumer Inferences on Negative Packaging Labels
Aparna Sundar\textsuperscript{3}, Frank Kardes\textsuperscript{2}, Rebecca Rabino\textsuperscript{1}
\textsuperscript{1}Texas Tech, \textsuperscript{2}University of Cincinnati, \textsuperscript{3}University of Oregon

Visual Perspectives of Ad Pictures: Persuasion Effect and Underlying Mechanism
Nai-Hwa Lien\textsuperscript{1}, Chien-Wei Chen\textsuperscript{2}
\textsuperscript{1}National Taiwan University, \textsuperscript{2}National Chengchi University

Endorser-Self Distance: Conceptualization, Scale Development, and Validation.
Mohammad S. Amin\textsuperscript{1}, Wyatt A Schrock\textsuperscript{2}
\textsuperscript{1}West Virginia University, \textsuperscript{2}Michigan State University

08:00 AM-09:15 AM – Salon A/B (Fourth Floor)
\textbf{Innovation in Marketing Education → Higher Education & Marketing}
Chair: Pramod Iyer

Guiding Principles Model: A Call to Integrate the 4 P's into a Strategic Construct
Philip E. Heckman\textsuperscript{1}, Alice J. Vestergaard\textsuperscript{2}, Kathleen Sole\textsuperscript{3}
\textsuperscript{1}Upper Iowa University, \textsuperscript{2}Samuel Merritt University, \textsuperscript{3}Ashford University

Transforming a Marketing Research Course in a Flipped Classroom
Enping (Shirley) Mai
East Carolina University

08:00 AM-09:15 AM – Salon C/D (Fourth Floor)
\textbf{Putting Africa into Marketing Perspective → Global Marketing SPECIAL SESSION}
Chair: Mark Peterson, University of Wyoming

Panelists:
1) Jagdish Sheth, Emory University, USA
2) Kofi Dadzie, Georgia State University, USA
3) Charles Blankson, University of North Texas, USA
4) Esi Elliot, Suffolk University, USA
5) John Kuada, Aalburg University, Denmark
6) Mark Peterson, University of Wyoming
Today, marketing scholars and business persons around the world view markets in Africa as having tremendous potential—but still facing development challenges decades after colonial rule ended. Africa is a well-endowed continent with mineral and natural resources, but in need of development that can only be done through human institutions, such as markets and governments, as well as through cultures that nurture and reinforce the operation of such institutions. What this means to global marketers today and in the future will be discussed and debated among presenters and audience members in this special session on Africa.

08:00 AM-09:15 AM - Salon H (Fourth Floor)

**Applying Different Methodologies to Study Marketing and Social Responsibility → Ethics & Socially Responsible Marketing → SPECIAL SESSION**

Chair(s): Enping (Shirley) Mai

The trend around socially responsible marketing, which involves consumers, policy makers and increasingly more, companies, has led to a systematic increase in scholarly work on ways in which marketing can benefit society. The special session sheds light on this valuable work with an emphasis on the diverse methodologies that marketing scholars apply in order to address societal problems. We highlight 4 projects that address healthy food consumption, sustainable behavior, and responsible corporate marketing behavior. The projects focus on observing and changing consumer behavior but also firms and managers while applying a wide range of methodologies.

Projects:

1) **Healthy Shopping Dynamics: The Healthiness of Sequential Grocery Choices**

   **Authors:**
   Martine T. van der Heide, University of Groningen, m.t.van.der.heide@rug.nl
   Koert van Ittersum, University of Groningen, k.van.Ittersum@rug.nl
   Tammo H.A. Bijmolt, University of Groningen, t.h.a.bijmolt@rug.nl
   Jenny van Doorn, University of Groningen, j.van.doorn@rug.nl

2) **Consumer Minimalism: Transforming Identity through the Strategic Reallocation of Resources**

   **Authors:**
   Daniele Mathras, Northeastern University, d.mathras@northeastern.edu
   Katherine Hayes, Northeastern University, hayes.ka@husky.neu.edu

3) **Dining and wining in an environmentally friendly context: Do consumers care?**

   **Author:**
   Meike Morren, VU Amsterdam, meike.morren@vu.nl

4) **The Socially Responsible Marketing Manager**

   **Authors:**
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   Amir Grinstein, Northeastern University and VU Amsterdam, a.grinstein@neu.edu
The revolution in machine learning has rapidly changed the way firms analyze, measure and develop marketing strategies as well as the delivery of products and services. With the widespread growth in digital marketing tools and platforms, many marketing, advertising and consumer behavioral data are being made available. This opens doors to a wide range of machine learning techniques for the purpose of consumer behavior mining, managerial decision making, and competitive behavior modeling.

Within the marketing community, exploiting machine learning methods and scalable data methods for addressing important business problems that marketers face is increasingly popular. This special session seeks to bring together researchers and practitioners who are interested in applying machine learning techniques to marketing problems to share ideas, challenges, opportunities, and successes. It will aim to identify important research directions and to identify opportunities for synthesis and unification.

### Large-Scale Cross-Category Analysis of Consumer Review Content on Sales Conversion Leveraging Deep Learning

Xiao Liu (New York University), Dokyun Lee (Carnegie Mellon University), and Kannan Srinivasan (Carnegie Mellon University)

### Predicting Complaint Behavior on Social Media with Machine Learning

Yuheng Hu, Cheng Chen, David Gal, Ali Tafti
University of Illinois at Chicago

### Brand Ecosystems from Large-scale Data on Social Media Brand Communities

Sid Bhattacharyya, P Malhotra, M Xu
(Equal authorship)
University of Illinois at Chicago

### Scaling up Text Analysis on Social Media: An “Exemplar-Based” Training Approach for Classifying Posts by Topic

Jennifer Cutler
Northwestern University

### Negative Effect of Vividness on Choice of Indulgent Food

Jungsil Choi¹, Ilwoo Ju²

¹Cleveland State University, ²Saint Louis University

How does it Fit? Exploring the Relationship between Customer Ratings, Retailers’ Return Policy, Pricing
Strategies, and Customer Purchase Intentions
Md Rokonuzzaman¹, Atmadeep Mukherjee², Pramod Iyer³, Amaradri Mukherjee⁴
¹University of Wisconsin-Eau Claire, ²University of Arkansas, ³University of Texas Rio Grande Valley, ⁴Portland State University

The asymmetric forgiveness toward brand status (underdog vs. top-dog) upon brand crisis types (relational crisis vs. non-relational crisis)
Yaeri Kim, Seojin S. Lee, Kiwan Park
Seoul National University

Replicating incidental similarity with multiple service providers and multiple shared traits
Aaron Arndt, Kiran Karande, Leila Khoshghadam, Kristina M. Stuhler
Old Dominion University

08:00 AM-09:15 AM - Salon K (Fourth Floor)
Innovation and firm performance → Innovation
Chair(s): Ravi PAPPU

Understanding the Effect of High-commitment HR practices on Firm Performance: The Role of Innovation Capability, Institutional Ownership, and Environment Turbulence
Yu Chang², Xinchun Wang¹
¹University of North Dakota, ²Northwestern Polytechnical University

Quality over Quantity: Innovation and Family Involvement
Stefan Endriss, David Bendig, Malte Brettel
RWTH Aachen University

How Does Brand Innovativeness Affect Brand Loyalty?: A Comparison of Two Models
Isador C. Lim, Alastair Tombs, Ravi PAPPU
University of Queensland

Industry Informality and New Product Effects on Sales Performance in Emerging Markets: A Multilevel Modelling
SadraC Cénophat¹, Tomás Bayón²
¹Europa Universität Viadrina, ²German Graduate School of Management and Laws

08:00 AM-09:15 PM - Simmons (Third Floor)
What’s Next in Sales Research?: A Showcase of Emerging Challenges in the Field and Better Approaches for Investigating Existing Questions → Selling & Sales Management SPECIAL SESSION

Participants:
• Michael Ahearne, C.T. Bauer Professor of Marketing & Research Director, Sales Excellence Institute, University of Houston
• Adam Rapp, Executive Director of The Ralph and Luci Schey Sales Centre; The Ralph and Luci Schey Associate Professor of Sales, Ohio University

• Nikolaos Panagopoulos, Associate Professor, Director of Executive Education & International Sales, Ralph and Luci Schey Sales Centre, Ohio University

• Alex Zablah, Associate Professor of Marketing, Haslam College of Business, University of Tennessee

08:00 AM-09:15 AM – Suffolk (Third Floor)
Teaching Tool - SBRnet

08:00 AM-09:15 AM - Wellesley (Third Floor)
The Green & Moral Consumer → Consumer Behavior
Chair(s): Aylin Cakanlar

Shades of Green: The role of emotions in sustainable consumption
Aylin Cakanlar
Stockholm University

Proposing an integrative framework of green purchase intention: A conceptual paper
Anh Thu Nguyen
RMIT University

When Political Brands Violate Moral Foundations: The Role of Regulatory Focus
Kirsten Cowan\textsuperscript{2}, Atefeh Yazdanparast\textsuperscript{1}
\textsuperscript{1}University of Evansville, \textsuperscript{2}NEOMA Business School

Saturday, August 11, 2018

09:30 AM-10:45 AM – Province Town (Fourth Floor)
The Marketplace Consumer II - Brands & Consumer-Brand Relationships → Consumer Behavior
Chair(s): Sudipta Mandal

“Yes, I can” or “No, I can’t” – Effect of Extraneous Affirmation- and Negation-Evoking Contexts on Brand Recall Memory: The Role of Semantic Activations
When Dishonesty Makes Us Apart Or Close: A Reflection On Consumer- Brand Relationship
G. Isiksal, 1Elif Karaosmanoglu, 2Sukriye S. Atakan
1Istanbul Technical University, 2Cornell University

Does Loneliness Trigger Self-Brand Connections and Brand Love?
Huey S. Loh, Sanjaya S. Gaur, Jian-Ming Tan
Sunway University

09:30 AM-10:45 AM – Salon A/B (Fourth Floor)
Global-Local Interplay in Retail Settings and Corporate Reputation → Global Marketing
Chair: Nadine Batton

Examining the Diverse Roles of Corporate Reputation Dimensions for Multinational Corporations: A cross-national analysis
Nadine Batton, Bernhard Swoboda
Trier University

Architectural branding in a glocal context
Sophie C. Schüller1, Johanna F. Gollnhofer2, Alice Morath1
1University of St. Gallen, 2University of Southern Denmark

Global versus Local Cause-related Marketing: Moderating Effects of Country-of-origin and Individual Cultural Orientation
Shuqin Wei1, Tyson Ang1, Ru-Shiun Liou2
1Texas A&M University-Central Texas, 2The University of Tampa

09:30 AM-10:45 AM – Salon C/D (Fourth Floor)
Governance, Networks, and Information Flows → Buyer-Seller Relationships
Chair(s): Rozbeh Madadi

The Effect of Inter-Firm and Intra-Firm Network Capabilities on Firm Performance and Corporate Brand Equity
Rozbeh Madadi1, Elmira Shahriari1, Hamid Abbassi2, Reza Fazli Salehi1
1New Mexico State University, 2Old Dominion University
Linking Buyer-Supplier Information Sharing to Financial Performance: Evidence from B2B Buyers’ Perspectives
Stephan Volpers, Roland Kretzschmar, Alexander Haas
Justus-Liebig-University

Franchisees’ Perception Of Control Mechanism, Organization Identification, And Satisfaction
Nitin Soni
Indian Institute of Management Raipur

Relationships between power, fairness, and governance mechanism in buyer-supplier relationships using response surface approach
Xuan Pan, Zuohao HU, Shuwei Zang, Qianmin Sun, Ruiyang Hong
Tsinghua University

09:30 AM-10:45 AM - Salon H (Fourth Floor)
New Frontiers in Digital Innovation: Perspectives, Insights and Challenges → Innovation SPECIAL SESSION
Session chair: Sajna Ibrahim, University of Illinois at Chicago

Panelists:
Charles H. Noble, University of Tennessee – Knoxville
Aric Rindfleisch, University of Illinois at Urbana Champaign Manjit S. Yadav, Texas A&M University

09:30 AM-10:45 AM - Salon I (Fourth Floor)
Impact of Social Media on Marketing → Digital and Social Marketing
Chair: Anshu S. Arora

How social spatial imagery influences xenocentrism and word-of-mouth? Analyzing the moderating role of culture in online social networks
Anshu S. Arora¹, Amit Arora¹, Vasyl Taras²
¹University of the District of Columbia, ²University of North Carolina at Greensboro

User Engagement On Social Media: A Contrarian Analysis
Salah Hassan², Rania S. Hussein¹, David Ashley²
¹The American University in Cairo, ²George Washington University

The Linguistics of Facebook Brand-Fan Interactivity
Ryan E. Cruz¹, James M. Leonhardt², Nina Krey³
¹Thomas Jefferson University, ²University of Nevada, Reno, ³Rowan University

Social Networking and Event Attendance: Identifying the Underlying Factors
Christopher Stephenson¹, Zhenning J. Xu¹, Amarpreet Kohli¹, Jing Chen², Erica Sedler¹, Kurt Johnson¹
¹University of Southern Maine, ²The University of Texas at El Paso

09:30 AM-10:45 AM - Salon J (Fourth Floor)
Opportunities and Challenges in Cross-functional and Mixed Methods Research → Consumer Behavior

SPECIAL SESSION

Panelists:
- S. Adam Brasel, Boston College
- Dean Eckles, Massachusetts Institute of Technology
- David Gal, University of Illinois at Chicago (moderator)
- Wayne Hoyer, University of Texas at Austin
- J. Jeffrey Inman, University of Pittsburgh
- Lopo Rego, Indiana University

09:30 AM-10:45 AM - Salon K (Fourth Floor)
Fundamentals and Different Approaches to Selling → Selling & Sales Management
Chair(s): Dirk Totzek

Drivers of Responsible Selling: A self-regulation and SD-Logic perspective
Rakesh K. Singh¹, Gautam Srivastava²
¹Bennett University, ²Manav Rachna University

Managerial Approaches and Sales Rep Behavior Driving Efficiency in Direct Selling
Danny P. Claro¹, Gabriel Gonzalez²
¹Insper Education and Research Institute, ²San Diego State University

Developing a Measure of Entrepreneurial Selling
Desiree Jost, Alexander Haas
¹Justus-Liebig University, Giessen

How does Self-Construal Affect Sales Performance? A Perspective of Purposeful Work Behaviors
Yi Zheng², Fred Miao⁴, Zhimei Zang³, Xiaoyan Wang¹, Chuanming Chen³
¹City University of Hong Kong, ²The University of Oklahoma, ³Nanjing University, ⁴Portland State University

09:30 AM-10:45 AM - Simmons (Third Floor)
Editor Perspective 1

Moderated by: Vanitha Swaminathan
- Roland Rust, International Journal of Research in Marketing
- John Hulland, Journal of Academy of Marketing Science
- Pradeep Chintagunta, Quantitative Marketing and Economics
- Peter Golder, Marketing Letters
- Catherine Tucker, Management Science
09:30 AM-10:45 AM – Suffolk (Third Floor)
Test your Marketing Expertise. Win Great Prizes. Discover Marketplace Microsimulations. Teaching Tool

Are you looking to incorporate experiential learning exercises into your class this semester? Do you need a tool to facilitate a flipped classroom model? Have you avoided a full simulation because of limited classroom time or technical know-how? If you answered yes to any of these questions then this session is for you.

You will learn about our newest cloud-based product innovation, Marketplace Microsimulations. As a supplement to your existing lecture, Microsims are short digital game-like exercises that are fun, easy to play, and will help your students grasp complex marketing concepts by explaining them at a more fundamental level through purposeful visualization. Marketing specific topics range from product design, profitability, internet marketing, and strategic planning. After discovering how Marketplace Microsimulations can transform your class, then try your hand at a microsimulation for a chance to win an Amazon gift card. But don’t worry, no one will walk away empty handed. **A personal laptop computer is required to participate in the challenge.**

To learn more and register, visit marketplace-simulation.com/AMA-microsim-challenge. Don’t miss out as we unveil this exciting new product. Seating is limited!

09:30 AM-10:45 AM - Wellesley (Third Floor)
The Health-Conscious Consumer → Consumer Behavior
Chair(s): Christopher Berry

**Best By, Sell By, or Use By? The Direct and Indirect Effects of Expiration Labeling on Intent to Purchase Food Products**
Christopher Berry¹, Aditya U. Singh²
¹Colorado State University, ²Oklahoma State University

**Which Healthy Eating Nudges Work Best? A Meta-Analysis of Field Experiments**
Romain Cadario¹, Pierre Chandon²
¹IÉSEG School of Management, ²INSEAD

**Online Health Information Seeking Behavior and its Consequences on Health Seeker’s Post Search Behavior**
Boon L. Cheng¹, Sanjaya S. Gaur¹, VINCENT CHUN WEI NG¹, Shikui Gao²
¹Sunway University, ²China University of GeoScience

Saturday, August 11, 2018

11:00 AM-12:15 PM – Province Town (Fourth Floor)
The Marketplace Consumer III - Organizations & Service → Consumer Behavior
Chair(s): Jakeun Koo

**Sponsorship And Goodwill: Mega Versus Local Events**
Jakeun Koo
Texas Southern University
Brand Personality and Organizational Personality: Do Consumers Differentiate Between Them?  
Marc H. Anderson¹, Sekar Raju¹, Melika Kordostami²  
¹Iowa State University, ²California State University San Bernardino

Antecedents of loyalty and propensity to switch in the high volume - low value service context  
Boon L. Cheng, Sanjaya S. Gaur, REZUAN ABDUL RAHIM  
Sunway University

Customer Response to Service Encounter Linguistics  
Fuad Hasan, Mohammadali Zolfagharian, Pramod Iyer  
University of Texas-Rio Grande Valley

11:00 AM-12:15 PM – Salon A/B (Fourth Floor)  
Customer Participation in Innovation → Innovation  
Chair(s): Md Nazmus Sakib

Leveraging Customer Participation for Product Innovation in MNE Subsidiaries  
Tracy J. Zhang, Sin Yan Tse, Danny T. Wang  
Hong Kong Baptist University

Dear or dare? A Qualitative Study to Elicit Consumers’ Motives Associated with Autonomous Driving  
Katrin Merfeld, Mark-Philipp Wilhelms, Sven Henkel  
EBS Universität für Wirtschaft und Recht

Green Crowdfunding: Extending Consumers’ Role in Driving Sustainable Innovations  
Natalia Maehle¹, Ingeborg A. Kleppe², Natalia Drozdova²  
¹Western Norway University of Applied Sciences, ²Norwegian School of Economics

The influence of Parasocial Interaction in Crowdfunding: The moderating role of funder innovativeness  
Md Nazmus Sakib, Nan Xiao  
University of Texas Rio Grande Valley

11:00 AM-12:15 PM – Salon C/D (Fourth Floor)  
Managing Growth Through Channels, Franchises, and Outsourcing→ Buyer-Seller Relationships  
Chair(s): Stephen K. Kim

Do Personal Interaction and E-Commerce Constitute A Contradiction in Business-to-Business-Settings?  
Franziska M. Bongers, Jan H. Schumann  
University of Passau
Channel Performance and Trade Marketing Investments in the Personal Care industry
Danny P. Claro, Rafael R. Serer
Insper Education and Research Institute

Turning Pledges into Outcomes: The Effect of Ongoing Support on Franchise Chain Growth
Stephen K. Kim, Pushpinder Gill
Iowa State University

Handling Destructive Conflict In Outsourcing Relationship
Setiadi Umar, Nelson O. Ndubisi
KFUPM

11:00 AM-12:15 PM – Salon H (Fourth Floor)
The Customer Job Journey: Theory, Research and Practice → Understanding & Managing the Customer Experience SPECIAL SESSION
Chair(s): Mark Houston, Colleen Harmeling

Title: “Customer Job Journeys”
Authors: Lance A. Bettencourt (Texas Christian University), Colleen M. Harmeling* (Florida State University), Yashoda Bhagwat (Texas Christian University), Mark Houston* (Texas Christian University)

Title: “Variations in Customers Emotional State in the Course of a Store Visit: Insights from a Psychophysiological Study”
Authors: Delphine Caruelle (Norwegian Business School), Anders Gustafsson* (Karlstad Business School), Poja Shams (Karlstad Business School), Line Lervik-Olsen (Norwegian Business School)

Title: “Repairing Disrupted Practices: Material Singularity and the Servicing of a Consumer Practice”
Authors: D. Matthew Godfrey (University of Arizona), Linda L. Price* (University of Oregon), Robert F. Lusch (University of Arizona)

11:00 AM-12:15 PM - Salon I (Fourth Floor)
Social Media Marketing → Digital and Social Marketing
Chair(s): Jason Chan

Does Valence Matter? The Effects of Online Product Reviews on Luxury and Commodity Products
Ran Liu
Old Dominion University

An Exploratory Study Of Product Questions As Active Information Seeking: Evidence From An Online Retailer
Jaebong Son¹, Youngsu Lee¹, Kijeong Jeon²
¹California State University, Chico, ²Samsung Electronics

Social Capital Management: Determinate Of Social Media Marketing Engagement
Corky Mitchell
Texas Tech University

Examining the Impact of Brand Selfie on Brand Attitude on Twitter
11:00 AM-12:15 PM - Salon J (Fourth Floor)
Future Directions in Marketing → SPECIAL SESSION
Moderator: Robert Meyer, The Wharton School
- Barbara Khan, The Wharton School
- V Kumar, Georgia State University
- Pradeep k. Chintagunta, University of Chicago

11:00 AM-12:15 PM - Salon K (Fourth Floor)
A Sustainable Foundation: Social Responsibility in Policy → Ethics & Socially Responsibly Marketing
Chair(s): Eric Van Steenburg

Issues, attitudes, and social distance: Shaping a policy perception framework
Eric Van Steenburg¹, Robert Van Steenburg²
¹Montana State University, ²University of Texas

An Empirical Examination of WIC Participants’ Time Pressure Redemption Behavior
Junzhou Zhang, Chuanyi Tang, Qi Zhang
Old Dominion University

Environmental Sustainability and Public Policy Compliance: A Study of the UK’s Single-use Bag Charge Policy
Danae Manika¹, Savvas Papagiannidis², Michael Bourlakis³
¹Queen Mary University of London, ²Newcastle University, ³Cranfield University

Offensive advertising and its regulatory processes in the UK
Kristina Auxtova, Mary Brennan
University of Edinburgh

11:00 AM-12:15 PM - Simmons (Third Floor)
Editor Perspective – 2
Moderated by Koen Pauwels
- Christine Moorman, Journal of Marketing
- Rajdeep Grewal, Journal of Marketing Research
- J. Jeffrey Inman & Linda Price, Journal of Consumer Research
- Olivier Toubia, Marketing Science
11:00 AM-12:15 PM – Suffolk (Third Floor)

**Panel discussion on the benefits and challenges of using simulations in your course ➔ Teaching Tool**

Presenter: Paul Ritmo, Director, StratX

This session will empower participants to communicate the ideas and challenges that they face during their courses, for example how to keep their students engaged, how to foster collaboration and how to avoid unequal participation. Attendees are welcome to contribute to the topics based on their teaching practice. They are invited to share experiences and to exchange thoughts in a no-pressure atmosphere that is free of competition and of judgement. The discussion will enrich the participants’ knowledge of best practices while also enabling them to network with each other and to directly help each other with valuable practical techniques.

11:00 AM-12:15 PM - Wellesley (Third Floor)

**The Meaning-Searching Consumer ➔ Consumer Behavior**

Chair: Thuy D. Nguyen

The model of principle-based marketing: empirical investigation and validation

Rohan A. De Pallant
The University of Queensland

An exploratory study of the determinants of cause related marketing participation

Sujo Thomas¹, Bharati Pathak²
¹Ahmedabad University, ²Gujarat University

Utility of Religious Goods

Thuy D. Nguyen, Ashley Baird
Midwestern State University

A Shared Understanding: Redefining ‘Sharing’ from a Consumer Perspective

Brandon J. Reich, Hong Yuan
University of Oregon

12:15 pm – 1:45 pm – Salon E/F

**Awards Luncheon**

Saturday, August 11, 2018

02:00 PM-03:15 PM – Province Town (Fourth Floor)

*Journal of Marketing Special Issue on Better Marketing for a Better World Session 1 ➔ SPECIAL SESSION*

Chairs:
Christine Moorman, Duke University
Rajesh Chandy, London Business School

Chairs:
Christine Moorman, Duke University
Speakers:
Pradeep Chintagunta, University of Chicago
Cait Lamberton, University of Pittsburgh
Linda Price, University of Oregon
Roland Rust, University of Maryland
Vanitha Swaminathan, University of Pittsburgh

02:00 PM-03:15 PM – Salon A/B (Fourth Floor)
Special Session | Paul E. Green Award Session

02:00 PM-03:15 PM – Salon C/D (Fourth Floor)
Advances In B2B Research: Putting a New Twist on Established Theories → SIG Programming
SPECIAL SESSION

Toward An Understanding Of The Informative Nature Of Process Control In Channel Relationships
James R. Brown (West Virginia University), Jody L. Crosno (West Virginia University), Pui Yong Tong (Illinois State University)

With Or Without Guile: The Role Of Attributions Is Resolving Ex Post Inference Problems
Scott Friend (Miami University), Robert Dahlstrom (Miami University), Jody L. Crosno (West Virginia University)

On the same team? A clustering theory-informed examination of multi-unit franchise systems
Vishal Kashyap (University of Graz), Moeen N. Butt (Lahore University of Management Sciences), Kersi D. Antia (Ivey Business School at Western University)

02:00 PM-03:15 PM - Salon H (Fourth Floor)
Linking Academic Theory and Marketing Practice (MSI)→SPECIAL SESSION
Panelists: Koen Pauwels, Kelly Martin, Abhishek Borah, and Rob Palmatier

This session will highlight the ways academic scholars engage with the Marketing Science Institute via sponsored research, working papers, and collaboration with practitioners. The Marketing Science Institute connects academics and practitioners in order to develop new knowledge that bears on real world marketing issues. MSI maintains a large network of academic experts, a database of curated and original content, and hosts regular knowledge sharing events with academic and practitioner speakers.

Gordon Wyner, Research Director of MSI, will provide an overview of MSI and introduce the new 2018-2020 Research Priorities that will guide new research initiatives. Speakers who have worked with MSI will share their
current research on topics and issues that are of great importance to businesses. Researchers will talk about how they become involved with MSI and the ways they have engaged with MSI at different stages of their careers.

Our speakers include:
- Koen Pauwels, Northeastern University, MSI Young Scholar, frequent speaker at MSI events, and primary researcher on funded projects
- Kelly Martin, Abhishek Borah, University of Washington, Rob Palmatier, University of Washington, winners of the 2018 MSI Buzzell Best Paper Award
- Robbie Sanders, University of Chicago, winner of the 2018 MSI Clayton Doctoral Dissertation Competition

02:00 PM-03:15 PM - Salon I (Fourth Floor)
Marketing in the C-Suite → Marketing Strategy
Chair(s): Cameron D. Nicol

The “Face” Of Marketing: Using Facial Width-To-Height Ratio To Predict CMO Strategic Decision-Making
Cameron D. Nicol¹, Saim Kashmiri², Prachi Gala²
¹Union University, ²University of Mississippi

Information Sharing, Channel Coordination and Manufacturer's Optimal Promotion Mix When CMOs Care About Stock Trading
Chyi-Mei Chen, Shan-Yu Chou
National Taiwan University

Balancing Act: Effect of Female Power in the Top Management Team on Investments in Marketing
Chandra Srivastava¹, Saim Kashmiri², Vijay Mahajan¹
¹University of Texas at Austin, ²University of Mississippi

How Simon’s Scissors Cuts Perplexity In Marketing Strategy Theory, Research, And Practice
Gabor Nagy¹, Carol M. Megehee², Arch G. Woodside³
¹INSEEC Business School, ²Coastal Carolina University, ³Curtin University

02:00 PM-03:15 PM - Salon J (Fourth Floor)
Mixed Methods Research → Marketing Research
Chair(s): Lisa-Charlotte Wolter

Examining the individual and combined effects of questionnaire-design factors that influence the voluntary disclosure of private information by consumers to commercial organisations
Christos Themistocleous, ANASTASIOS P. PAGIASLIS, Andrew Smith
Nottingham University Business School

Next Level Media Engagement: Measuring Cross-platform Video Consumption Processes with Wearable Sensor Data
A Value-Based Decision Model in Airline Business
Kuei-Feng Chang\textsuperscript{2}, Hao-Wei Yang\textsuperscript{3}, Maxwell Hsu\textsuperscript{1}
\textsuperscript{1}UW-Whitewater, \textsuperscript{2}Guangzhou University, \textsuperscript{3}Chaoyang University of Technology

The Meaning of Money and Consumer Financial Decision Making \rightarrow Consumer Behavior SPECIAL SESSION

Standard economic theory suggests that context should not influence perceptions of money or financial choices. This session brings together four papers that challenge that assumption. Together, the papers examine how consumers mentally conceptualize their money and/or monetary expenditures, and how their conceptualization, in turn, systematically affects their perceptions, financial choices, and feelings of connectedness. The session features a combination of field and laboratory studies that demonstrate the effects of consumers’ mental representations of their finances, and the implications for their financial and social well-being.

The Ex-Money Effect: When and Why People Care about Outcomes that Involve Money They Previously Had
Charis Li (University of Florida), *Yanping Tu (University of Florida)

Eliminating the Paper Trail: Consumers Prefer Using Cash over Cards for More Painful Purchases
Joshua I. Morris (Stanford University), Szu-chi Huang (Stanford University), *Christopher Bechler (Stanford University)

Increasing the Pain of Payment Increases Affiliation and Rapport in Collaborative but not Competitive Relationships
*Avni Shah (University of Toronto), James R. Bettman (Duke University), Tanya L. Chartrand (Duke University), Kathleen D. Vohs (University of Minnesota), Noah Eisenkraft (University of North Carolina-Chapel Hill)

Not all Debt is Created Equal: Subjective Wealth and Debt Preferences Depend on Debt Form
*Eesha Sharma (Dartmouth College), Stephanie Tully (University of Southern California), Cynthia Cryder (University of Washington)

Editor Perspective - 3
Moderated by: Aric Rindfleisch

Scot Burton & Pam Scholder Ellen, Journal of Public Policy & Marketing
Costas Katsikeas, Journal of International Marketing
Anne Roggeveen, Journal of Retailing
Doug Hughes, Journal of Personal Selling & Sales Management
Mike Brady, Journal of Service Research
Greg Marshall, European Journal of Marketing
Brian Ratchford, Journal of Interactive Marketing
Best-Practice and Worst-Practice Teaching With Marketing Simulations → Teaching Tools
Presenter: Randall G Chapman, PhD, Founder, LINKS Simulations

When planning and executing a course that includes a marketing simulation event, what are best-practice and worst-practice teaching strategies and tactics? A very rich question, to be sure. This highly interactive Academic Teaching Tool Session confronts this question directly with audience contributions to the session’s discussion and conversation. Attendees will be invited to contribute their best-practice and worst-practice teaching principles, practices, and experience to enrich the session’s value to everyone.

To frame the session’s discussion and conversation, we’ll use an overall framework consisting of four parts: course design and planning, pre-event, within-event, and post-event. In the within-event phase, we’ll want to pay special attention to student assessment within the course’s marketing simulation phase.
Discussion points will include the following five areas:

1. Identifying the instructor's role in third-party certifications: where is the value being provided?
2. Overcoming the challenge of incorporating certifications using self-paced study versus in-class learning.
3. Addressing major considerations when integrating certifications into curriculum, such as timing, grading criteria, and FERPA compliance.
4. Recognizing the academic-business partnerships for teaching classes that feature a third-party certification. This includes building relationships with businesses as clients in projects, as well as establishing a pipeline to send students to companies for employment.
5. Considering the future of certifications in education: trends in stakeholder perspectives of benefits versus costs. This last point includes a discussion of how incorporating certifications into curriculum can potentially be a marketing tool used by schools to boost enrollment.

Saturday, August 11, 2018

03:30 PM-04:45 PM – Province Town (Fourth Floor)

*Journal of Marketing* Special Issue on Better Marketing for a Better World Session 2 → SPECIAL SESSION

Chairs:
Christine Moorman, Duke University
Rajesh Chandy, London Business School

Speakers:
Mike Ahearne, University of Houston
When Does Retargeting Work? Information Specificity in Online Advertising

William F. O’Dell Award Session

The winner of this year’s O’Dell Award is “When Does Retargeting Work? Information Specificity in Online Advertising” (JMR, October 2013, Volume 50, Issue 5). This session will highlight the contribution of this paper to the field.

Moderator: Rebecca Hamilton, Co-Editor, Journal of Marketing Research

Presenters:
- Catherine Tucker
- Garrett Johnson
- Alex Bleier
- Paul Hoban

DOC SIG & Matthew Joseph Award

Chair(s): Ashley Goreczny, DocSIG Chair, Iowa State University, and Verónica Martín Ruiz, DocSIG Chair-Elect, Iowa State University

Discussants: Mathew Joseph, St. Mary's University, V Kumar, Georgia State University, and Bernd Schmitt, Columbia University

Sponsored by DocSIG, the goal of this special session is to provide students with insights into topics, such as establishing research teams and the inner workings of centers of excellence. We will be awarding this year’s Mathew Joseph award recipient and finalist, introducing the ‘who went where’ survey results, and have 2 world-renowned keynote speakers for this special session.

Part 1: The 2018 Mathew Joseph Award: Winner, Maria Rodas, from the University of Minnesota; Finalist, Jeewon (Brianna) Choi, from Georgia State University

Part 2: 1st Keynote Speaker – Dr. V Kumar: Center of Excellence in Brand and Customer Management (Strategy Focused) & 2nd Keynote Speaker – Dr. Bernd Schmitt: Center on Global Brand Leadership

Part 3: Presentation of the ‘Who Went Where’ Survey

Delivering Value in the Marketing Classroom: A Presentation by the Three Finalists of the Pearson Prentice Hall’s Solomon-Marshall-Stuart Innovative Excellence in Marketing Education Award → SIG Programming SPECIAL SESSION

Chair: Richard Hanna, Babson College, Teaching and Learning SIG Chair

Three Speaker/Presenter with Winner (TBD), Pearson Prentice Hall’s Solomon-Marshall-Stuart Innovation in Teaching Award
Discussant: Adam J. Mills, Loyola University New Orleans, Teaching and Learning SIG Vice Chair, Scholarly and Social Programs

1. Chinintorn (Pom) Nakhata, Penn State Harrisburg
   Title: Learning by Interviewing and Observing a Salesperson: An Individual Course Project in Personal Selling

2. Stefanie Paluch, RWTH Aachen University
   Title: Reorienting MBA Program Design to Integrate Applied Experiences Across the Curriculum

3. Christy Ashley, University of Rhode Island
   Title: Fantasy Brand Leagues

03:30 PM-04:45 PM - Salon I (Fourth Floor)
Extending the Big Thinking of Bob Lusch → Marketing Strategy SPECIAL SESSION
Chair: Mark Peterson, University of Wyoming

Panelists:
1) Linda Price, University of Oregon
2) Hope Schau, University of Arizona
3) Melissa Akaka, University of Denver
4) Aric Rindfleisch, University of Illinois
5) Mark Peterson, University of Wyoming

In February 2017, marketing academia lost one its biggest thinkers when Robert F. (Bob) Lusch died. However, Bob’s big ideas continue to influence marketing thought today. This special session intends to stimulate a lively discussion about what it means to “think big” like Bob did. Scholars of marketing strategy have traditionally sought cutting-edge perspectives on forces that change marketplace behavior of firms. A panel of distinguished scholars will consider Bob’s thoughts on human behavior and how these will help understand market dynamism in the future.

03:30 PM-04:45 PM – Salon K (Fourth Floor)
Applying Analytics to Sponsorship-Linked Marketing → SIG Programming SPECIAL SESSION
Chair: Jonathan A. Jensen
Discussant: Darin W. White

Consistent with the theme of this year’s conference of “Big Ideas and New Methods in Marketing,” this special session sponsored by the Sport & Sponsorship-Linked Marketing Special Interest Group (SportSIG) is entitled “Applying Analytics to Sponsorship-Linked Marketing.” The session brings together a series of papers focused on the application of innovative, cutting-edge quantitative methods to the study of sponsorship, such as a Dynamic Linear Model (DLM) to analyze sales data and a random effects multilevel model to better understand
the determinants of sponsorship costs. Together, these papers help further our mission of uniting diverse researchers in the study of sport and sponsorship-linked marketing, in order to bridge gaps in the literature and facilitate collaboration among researchers from around the globe.

**How Sponsorships Work: The Effect of Partnerships with Major Sports Franchises on Sales and Marketing Effectiveness**  
(Baris Depecik, Rice University and Gerrit van Bruggen, Erasmus University)

**A Multilevel Analysis of Sponsorship Costs: The Effects of Sponsorship Level, Brand Equity, and Sponsor Industry in Formula One Racing**  
(Jonathan A. Jensen and Benjamin Albano, University of North Carolina at Chapel Hill, B. David Tyler, Western Carolina University, and Joe Cobbs, Northern Kentucky University)

**Hedonic Forecasting of Sponsorship Promotions**  
(Lane Wakefield, Mercer University)

**Modeling Complex Sponsorship Outcomes for a Cause Related Event Across Differing Participant Segments and Sponsors**  
(Robert E. Pitts, Wayne W. Smith, and Weishen Wang, College of Charleston)

**Sponsorship Re-imagined**  
(Tony Meenaghan, Pace University)

03:30 PM-04:45 PM - Simmons (Third Floor)  
**Future of Service Research: Opportunities and Challenges → Services Marketing SPECIAL SESSION**  
Chair(s): K. Sivakumar

- Identifying promising research ideas – Michael Brady, Florida State University
- Ensuring managerial relevance – Katherine Lemon, Boston College
- Understanding the role of technology – A. Parasuraman, University of Miami
- Integrating disciplines for enhanced impact – Ruth Bolton, Arizona State University

03:30 PM-04:45 PM – Suffolk (Third Floor)  
**New Directions in Pricing →Pricing SPECIAL SESSION**

**Consumer Reactions to Drip Pricing**  
*Vicki Morwitz, New York University; Shelle Santana, Harvard Business School; Steven Dallas, New York University*

**Display the Price to the Left or Right of the Product? When and Why this Matters**  
*Rajneesh Suri, Drexel University; Anne Roggeveen, Babson College; Nancy Puccinelli, University of Bath; Dhruv Grewal, Babson College; Abhijit Guha, University of South Carolina*
Changes in Latitudes, Changes in Attitudes: Dynamic Reactions to Price Discounts across a Shopping Trip
David Hardesty, University of Kentucky; Allan Chen, University of Kentucky; Dan Sheehan, University of Kentucky

One Discount or Two? It Depends on How Much You Feel
Dhruv Grewal, Babson; Devon Delvecchio, Miami University; Rajneesh Suri, Drexel University; Abhijit Guha, University of South Carolina; Jens Nordfält, Stockholm School of Economics

This special session on behavioral pricing brings together a group of senior pricing researchers, including three past & present editors. The papers cover a range of behavioral pricing topics and examine how differences in price presentation or differences in price display location or differences in location impact consumers’ purchase intentions.

03:30 PM-04:45 PM – Wellesley (Third Floor)
Relationship Marketing in a Digital World→ Relationship Marketing SIG SPECIAL SESSION
1) Dr. Jagdish Sheth (Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University)
2) Dr. Barbara Kahn (Patty and Jay H. Baker Professor of Marketing, The Wharton School, University of Pennsylvania)
3) Ms. Amrita Chowdhury (Director, GAIA Smart Cities, India)

RM SIG Reception (5-6 pm):
Lifetime Achievement Award: Dr. Jagdish Sheth (Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University)
Speaker: Dr. Ruth Bolton (Professor of Marketing, W. P. Carey School of Business, Arizona State University)
Speaker: Dr. Douglas Bowman (McGreevy Term Chair and Professor of Marketing, Goizueta Business School, Emory University)

Saturday, August 11, 2018

SIG Receptions
5 pm – 6 pm

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**Evening Event**

6:15 pm – 7:30 pm  
3rd Floor Atrium - AMA Cafe

**Sunday, August 12, 2018**

08:00 AM-09:15 AM – Province Town (Fourth Floor)  
**The Role of CX in Creating Enduring Customer Relationships → Understanding & Managing the Customer Services**  
Chair(s): Feng Wang

**Online Customer Engagement Behaviors: A Social Exchange Perspective**
Lin Dong¹, Andreas Eisingerich¹, Thomas Foscht²
¹Imperial College London, ²Karl Franzens University of Graz

The interplay between goal type and goal completion status on consumer’ post-goal behavior in multi-tiered loyalty programs
Junzhou Zhang, Yuping Liu-Thompkins
Old Dominion University

Uncovering the Prominence of Imagery Experience on Purchase Decision and Customer-Brand Relationship Cultivation
Feng Wang², Roger Calantone¹
¹Michigan State University, ²Bentley University

Embracing Fun in Customer Relationship Management: The Value of Gamified Loyalty Program for Customer Loyalty
Jiyoung Hwang
UNC-Greensboro

08:00 AM-09:15 AM – Salon H (Fourth Floor)
Marketing Resource Allocation Strategies →Marketing Strategy
Chair(s): Markus Kröckel

The Effect of Performance Ambiguity on Firms’ Unexpected Marketing Investment
Xinchun Wang
University of North Dakota

Interactive Effects of FGC Content Type With FGC Content Characteristics And UGC Content Valence On Firm Performance
Jifeng Mu¹, Tejvir Sekhon², Jiayin Qi³
¹Alabama A&M University, ²Western Washington University, ³Beijing University of Posts and Telecommunications

Satisfying Stakeholders at all Costs: Myopic Marketing Management and Corporate Social Responsibility Reporting
Markus Kröckel, David Bendig, Malte Brettel
¹RWTH Aachen University, ²RWTH Aachen University

Marketing Intensity And Profitability: Contrasting Conclusions Based On Different Measures Of Total Marketing Expenditure
Dmitri Markovitch¹, Dongling Huang², Pengfei Ye³
¹University of Maine, ²California State University Northridge, ³Virginia Tech

08:00 AM-09:15 AM - Salon I (Fourth Floor)
Consumer Behavior on Social Media → Digital and Social Marketing
Chair(s): Donna M. Iucolano
Personal Data Sharing and Collection: Consumer Acceptance and Fairness Of Exchanges In Digital Environments
Donna M. Iucolano, Rakesh Niraj, Kalle Lyytinen
1Case Western Reserve University

Siri, Alexa, and Other Digital Assistants: A Study of Customer Satisfaction with Artificial Intelligence Applications
Thomas M. Brill, Laura Munoz, Richard J. Miller
University of Dallas

Should I Stay or Should I Go? The Impact of Brand Betrayal on the Likelihood of Brand Community Exit
Yunmei Kuang, Scott Thompson
Saint Louis University

Consumer Clicks on Multiple Keywords in a Hierarchical Structure and Online Retailers’ Bidding Strategy
Alex J. Kim2, Sungha Jang1, Hyun S. Shin3
1Kansas State University, 2Ewha Womans University, 3Hanyang University

08:00 AM-09:15 AM - Salon J (Fourth Floor)
New Methods for Understanding Consumers, Firms, and Market Trends → Marketing Research
SPECIAL SESSION

Can’t Take the Heat? Field Experiment in Residential Energy Conservation
Praveen Kopalle, Dartmouth College

A Heuristic Approach to Explore: Value of Perfect Information
Shervin Shahrokhi Tehrani, Andrew T. Ching, University of Toronto

The Effects of Social Capital in Mobile Micro-Lending: A Study of Borrower Default
Weihe Gao, Shanghai University of Finance and Economics; Yong Li, University of Arizona; Hua Yin, Shanghai University of Finance and Economics; Yiwei Zhang, Shanghai University of Finance and Economics

Heterogeneity in Value Creation and Value Appropriation and Demand: A Study of Airlines
Chen Zhou, Darla Moore, University Of South Carolina; Rajdeep Grewal, University of North Carolina

08:00 AM-09:15 AM - Salon K (Fourth Floor)
More Than Profit: Social Responsibility in the Marketplace → Ethics & Socially Responsible Marketing
Chair(s): Jacob Brower

Firm sustainability orientation: implications of enviropreneural and sociopreneural marketing
Johanna Frösén1, Johanna Gummerus1, Henrikki Tikkanen2
1Hanken School of Economics, 2Aalto University School of Business
Product recall as a way of responsible behavior of a firm: The roles of cumulated CSR effort and board characteristics
John Bae2, Ji-Hung (Ryan) Choi4, Sang-joon Kim3, Hannah Oh1
1East Carolina University, 2Elon University, 3Ewha Women's University, 4Eastern Michigan University

Going green to sell brown?
Quantifying the spillover of green products on consumer attitudes and umbrella brand sales
Basar Ozcan1, Koen Pauwels2
1Ozyegin University, 2Northeastern University

Morality, Celebrities, and Brand Endorsements from an Ethical Ideology Perspective
Eric Van Steenburg1, Arezoo Davari2, Charlene A. Dadzie3
1Montana State University, 2Eastern Washington University, 3University of South Alabama

08:00 AM-09:15 AM - Simmons (Third Floor)
The Conspicuous Consumer → Consumer Behavior
Chair(s): Ling Jiang

How Attitude Function Influences the Effect of Power Distance Belief on Conspicuous Versus Inconspicuous Branded Consumption?
Ling Jiang, Huachao Gao, Linda Shi
University of Victoria

Conceptual and Empirical Analysis of New Era Signals in Markets with Unobservable Quality: A Cross-Disciplinary Study of Signaling, Agency and Power Theory
Jennifer J. Lee2, Sirajul A. Shibly1
1State University of New York at Binghamton, 2Boston University

The Role of Social Comparison and Consumer’s Need for Uniqueness in Explaining the Purchase Intention Towards Luxury Brands
Nikita Sharda, ANIL K. BHAT
BITS PILANI

Understanding the Antecedents to Luxury Brand Consumer Behavior
Christine Kowalczyk1, Natalie A. Mitchell2
1East Carolina University, 2Merrimack College

08:00 AM-09:15 AM – Suffolk (Third Floor)
Product and consumer characteristics impacting pricing → Pricing
Chair(s): Laura Bertrandie

Multi-channel pricing - The effects of price differentiation across channels on price fairness and customer confusion
Laura Bertrandie, Stephan Zielke
University of Wuppertal
How Consumers Process Partitioned Prices: An Integrated Framework
Shuo Wang
Chinese University of Hong Kong

External Reference Price and Participant Pricing: The Role of Product Category
Pilsik Choi1, Fei L. Weisstein2, Peter Andersen3
1Austin Peay State University, 2Bowling Green State University, 3University of Scranton

08:00 AM-09:15 AM - Wellesley (Third Floor)
The Social Consumer → Consumer Behavior
Chair(s): Sven Henkel

Value Creation In Peer-To-Peer Asset Sharing
Jan F. Klein2, Mark-Philipp Wilhelms1, Katrin Merfeld1, Sven Henkel1
1EBS Universitaet fuer Wirtschaft und Recht, 2Tilburg University School of Economics and Management

Opinion Leadership and Susceptibility to Social Influence in New Product Adoption: The Moderating Role of Density
Honghong Zhang1, Tiong-Thye Goh2, Ge Sun3
1Jiangnan University, 2Victoria University of Wellington 3China University of Mining and Technology

When Marketing Factors Meet Social Factors in Consumer Research
Helen X. Chen1, Xiaochuang Wu2, Xiaohong Li2
1Dublin Institute of Technology, 2Central South China University

Sunday, August 12, 2018
09:30 AM-10:45 AM – Province Town (Fourth Floor)
Different Shades of Green: Social Responsibility in Different Contexts → Ethics & Socially Responsible Marketing
Chair(s): Meike Eilert

Attitudes of Gen Y to Advertising Regulation in Australia
David S. Waller
University of Technology Sydney
Green to be Seen: The Ecologically Conscious Consumer Behavior of Millennials
Jacqueline K. Eastman¹, Rajesh Iyer²
¹Georgia Southern University, ²BRADLEY UNIVERSITY

The influence of gender effect on the determinants of environmentalism and sustainability of the purchase of non-meat alternatives.
Siphiwe Dlamini, Andrea Immenga, Sian Immenga, Buhle Mlingwana
University of Cape Town

Cultural Branding of an Industry: The social-cause industry of Microfinance
Domen Bajde¹, Jessica Chelekis², Arjen van Dalen¹
¹University of Southern Denmark, ²Brunel University

09:30 AM-10:45 AM – Salon H (Fourth Floor)
Building Stronger Brands in Emerging Markets: Challenges and Opportunities → Global Marketing
SPECIAL SESSION

This special session focuses on the unique challenges and opportunities faced by marketers in building stronger brands in the emerging markets with four papers on topics ranging from promotion of FMCG brands by spiritual leaders in India and Indonesia (Paper 1), use of brand nostalgia and attachment to combat consumer loneliness in Malaysia (Paper 2), building brands in the growing shared economy in China (Paper 3) and using institutional analysis to discover counterintuitive strategies for brand building in emerging markets (Paper 4).

1) Demystifying the Rise of Spiritual Brands in Emerging Markets: Impact of Religiosity, Spirituality and Materialism on Consumer Demand (Deepak Sardana, Narain Gupta, Piyush Sharma, Denni Arli)

2) Emotional Brand Attachment as a Means to Overcome Emotional Loneliness: An Emerging Markets Perspective (Huey Shee Loh, Sanjaya Singh Gaur, Piyush Sharma)

3) Building a Strong Brand in the context of Shared Economy: Shared Transport in an Emerging Market (Yao Song, Shikui Gao, Yang Zhao, Sanjaya Singh Gaur)

4) Building Brand Trust in Emerging Markets: Institutional Realities and Counterintuitive Strategies (Gopalkrishnan R. Iyer)

09:30 AM-10:45 AM – Salon I (Fourth Floor)
Virtual Reality → Digital and Social Marketing
Chair(s): Joachim Scholz

Can interactive music drive your online shopping cart? An experimental study of consumer engagement and behavioral intention
Hsing-Chi Hwang, Jeeyun Oh
The University of Texas at Austin
Frank Huber², Mara F. Hohlbaum¹, Tanja C. Baumann¹, Katharina Schürmann¹
¹Johannes Gutenberg-University Mainz, ²Johannes Gutenberg-University Mainz

How consumers respond to AR-based virtual try-on when they are not happy about themselves
Mark Y. Yim¹, Sun-Young Park², Chan Y. Yoo³
¹University of Massachusetts Lowell, ²University of Massachusetts Boston, ³Saint Joseph's University

Augmenting the Realities of Retail: How Augmented Reality Refines Consumer Journeys in Omni-Channel Retail Environments
Joachim Scholz¹, Katherine Duffy², Rachel Gasparini³, Sam Rackwitz¹
¹Cal Poly, SLO, ²UNIVERSITY OF GLASGOW, ³Optimizely

09:30 AM-10:45 AM – Salon J (Fourth Floor)
Operating at the Interface: Functions and Relationships → Selling & Sales Management
Chair(s): Rakesh K. Singh

A Systemic and Modular View on Marketing Interfaces and Organizational Frontlines
Heiko Wieland¹, Nathaniel N. Hartmann², Jagdip Singh³, Brad Barbeau¹
¹California State University Monterey Bay, ²The University of Hawaiʻi at Mānoa, ³Case Western Reserve University

A Blessing in Disguise: The Role of Conflict in Marketing-Sales Interface
Victor Chernetsky, Douglas E. Hughes, Valerie D. Good
Michigan State University

When Small Talk Isn't So Small: An Integrative Model of Disclosure and Empathy in Buyer–Seller Relationships
Stephanie M. Mangus¹, Dora E. Bock², Eli Jones⁴, Judith Folse³
¹Baylor University, ²Auburn University, ³Louisiana State University, ⁴Texas A&M University

Who do I look at? Mutual gaze in triadic sales encounters
Aaron Arndt¹, Kenneth R. Evans², Leila Khoshghadam¹
¹Old Dominion University, ²Lamar University

09:30 AM-10:45 AM - Salon K (Fourth Floor)
Role of Technology in Innovation → Innovation
Chair(s): Zhenning J. Xu

Assessing the Impact of Innovative Marketing Strategy Implementation: Virtual Reality Content the New Reality for the Real Estate Industry
Kelley C. Anderson, Kerry T. Manis
Texas Tech University
Exploring the Potential of Proactive AI-enabled Technology for Social Innovations
Nicola Schweitzer\(^1\), Johanna Franziska Gollnhofer\(^2\), Emanuel de Bellis\(^1\)
\(^1\)Universität St. Gallen, \(^2\)University of Southern Denmark

Limits to the battle on a dominant product standard
Valerie Herzog, Jan Hendrik Fisch
Vienna University of Economics and Business

Heuristics and complexity in the age of big data: modeling and analysis of knowledge and innovation configurations using fuzzy set QCA and correspondence analysis
Zhenning J. Xu\(^1\), Edward Ramirez\(^2\), Gary Frankwick\(^2\)
\(^1\)University of Southern Maine, \(^2\)University of Texas at El Paso

09:30 AM-10:45 AM – Simmons (Third Floor)
Service Failure & Service Recovery → Services Marketing
Chair(s): Beibei Dong

Corporate Good Deed: Should I Forgive Your Service Failure?
Chia Y. Yang, Christina Kwai Choi Lee, Fandy Tjiptono, Jasmine May Yee Loo
Monash University Malaysia

Eliciting Consumers’ Forgiveness in Service Failures: Roles of Emotion, Money, and Power
Maggie Wenjing Liu, Chuang Wei Tsinghua University

Impact of Recovery Efforts on Passengers’ Negative Emotions Following Airlines Service Failures: An Attributional Approach
Birce Dobrucali
Izmir University of Economics

How to Respond When a Consumer Complains About Your Firm Online
Krista Hill Cummings, Anne Roggeveen
Babson College

09:30 AM-10:45 PM - Suffolk (Fourth Floor)
The Shared Experience: The Effects of Others on the CX → Understanding & Managing the Customer Experience
Chair(s): Peter Dickenson

A Look Backstage: CRM Insights from a Sharing Economy Service Provider Community
Nicolas Jankuhn, Scott A. Thompson
Saint Louis University
Driving Viewing Intentions Through Entitativity Of Concurrent Sponsors
Peter Dickenson, Anne L. Souchon
Loughborough University

The Positive Influence of Watching Others Receive Preferential Treatment: The Role of Envy
Yu-Shan (Sandy) Huang¹, Tom J. Brown²
¹Northern Michigan University, ²Oklahoma State University

Advertising for Symbolic Consumption: Exploring the Moderating Effects of Conspicuous Consumption and Materialism
Leila Khoshghadam¹, Elika Kordrostami²
¹Old Dominion University, ²Humboldt State University

09:30 AM-10:45 AM - Wellesley (Third Floor)
The Online & Technological Consumer → Consumer Behavior
Chair(s): Amelie Winters

Reciprocal Effects within Core Retail Channels and their Impact on Omni-, Offline and Online Channel Loyalty
Amelie Winters, Bernhard Swoboda
Trier University

Qualitative Insights into the Dark Side of Consumer-Technology Interactions
Mohammadali Zolfagharian¹, Atefeh Yazdanparast²
¹University of Texas Rio Grande Valley, ²University of Evansville

Electric vehicles adoption behaviour: synthesising the technology readiness index with environmentalism values and instrumental attributes.
Nasir Salari, Sian Mabey Bath Spa University

Postmodern And Post-Postmodern Characteristics In A Contemporary Consumer Tribe: Netnography Of Drag Race Fans
Brendan Canavan
University of Huddersfield

Sunday, August 12, 2018

11:00 AM-12:15 PM – Province Town (Fourth Floor)
Science Practice & Ethics in Marketing Research → Marketing Research
Chair(s): Mark Bender

CSR Practices Of Islamic Banking Towards Upliftment Of Living Standards Of Disabled People: Bangladesh Perspectives
Capturing Heterogeneity, Generalizing To Populations, And Ending Bad Science Practices Still Pervasive In Marketing
Arch G. Woodside¹, Carol M. Megehee², Gabor Nagy³, Catherine Prentice⁴
¹Curtin University, ²Coastal Carolina University, ³INSEEC Paris, ⁴Griffith University

Do Great Ads Break the Rules? Assessing Classic TV Commercials Based on Their Conformity with Persuasion Principles
Rui Du¹, Sandeep Patnaik², J. Scott Armstrong³
¹University of Hawaii, ²University of Maryland University College, ³University of Pennsylvania

On the Evolution of Modeling in Academic Marketing Research
Donna Davis, Mark Bender, Veronika Ponomarenko, Hao Wang
University of South Florida

Managing Relationships → Buyer-Seller Relationships
Chair(s): James Boles

Is managing partnerships a core capability of firm?
Soonhong Min, Subin Im
Yonsei University

Interorganizational Relationships Dynamics: A Systematic Review
Ali Shamsollahi, Simon Bell, Danielle A. Chmielewski-Raimondo
University of Melbourne

The Role of Cooperative Norms in Maintaining Business Relationships
James Boles¹, Rita de Cassia de Faria Pereira³, VALTER A. VIEIRA², Julie Johnson-Busbin⁵, Hiram Barksdale⁴
¹University of North Carolina at Greensboro, ²MARINGA STATE UNIVERSITY, ³Federal University of Paraiba, ⁴Georgia State University, ⁵Western Carolina University

Understanding Key Factors Affecting Brand Love: A Study of Personalized Ads in Social Media
Trang P. Tran², Khanh Ngoc Bich Ho¹
¹Curtin University Sustainability Policy Institute, ²East Carolina University

The impact of social endorsement on joining a brand ‘s social network: does “liking” lead to buying?
Trung D. Thai, Tien Wang
Impact of Consumers’ Motivations and Trust on Attitudes towards Social Media Marketing and Purchase Intentions
Madeeha Irshad
Comsats Institute Of Information Technology

Stand by me: Escaping the webrooming dilemma through integrating product presentation tools and product reviews
Nadine Ahrend, Welf H. Weiger, Maik Hammerschmidt, Waldemar Toporowski
University of Goettingen

Service Innovation and the Sharing Economy → Services Marketing
Chair(s): Thomas Dotzel

To Innovate or Not to Innovate? The Impact of Service Innovation on Customer-Based Brand Equity
Xiaoyun Zheng, Douglas E. Hughes
Michigan State University

Women Desire to Share More than Men: Evidence from Shared Services Context
Racheal Louis Vincent, Sanjaya S. Gaur
Sunway University

Don’t Fight the Power – Employing Psychological Ownership to Increase Sharing Service Consumption
Martin P. Fritze, Andreas Eisingerich, Martin Benkenstein
University of Cologne, Imperial College Business School, University of Rostock

Success factors for the market launch of data-driven services for manufacturing companies: An empirical investigation
Marco Husmann, Stefanie Paluch and Achim Kampker
Research Institute for Industrial Management (FIR) at RWTH Aachen University, Service and Technology Marketing (STM) at RWTH Aachen University

Effect of Alliance Orientation on Competitive Advantage in NPD
Yen-Chun Chen, Todd Arnold
Chinese Culture University, Oklahoma State University

Two Routes to Market-Sensing and New Product Development Performance
Jifeng Mu
Alabama A&M University

From marketing to Product Development: Dynamic marketing capabilities concept application to the new product creation in the Swiss luxury watchmaking industry
Maria BASHUTKINA, François Courvoisier
Applied University of Western Switzerland

When less is more: The downside of market knowledge sharing in NPD teams
Yihui (Elina) Tang¹, Detelina Marinova²
¹UIC, ²University of Missouri

11:00 AM-12:15 PM - Simmons (Third Floor)
The Experiential Consumer → Consumer Behavior

Affect in vendor evaluation: An experiential value framework to explain executive behavioural intent in organizational buying
Santosh K. Pandey, Amit Mookerjee
IIM Lucknow

Experiences are for me: Self-construal and experiential purchases
GANGA URUMUTTA HEWAGE, Xin He
UNIVERSITY OF CENTRAL FLORIDA

Need for smell: Individual differences in odor information processing
Usha L. Pappu, Neal M. Ashkanasy, Alastair Tombs
The University of Queensland

11:00 AM-12:15 PM – Suffolk (Third Floor)
Leading and Managing within the Sales Function → Selling & Sales Management
Chair(s): Desiree Jost

How Consultants Can Shape Project Outcomes Before Things Get Started: The Role of Fit Between Price-Based Positioning and Contextual Factors for Project Performance
Daniel Maar², Dirk Totzek¹
¹University of Passau, ²Paris School of Business

Do Racio-ethnicity and Gender Biases and Stereotypes Act as A Hindrance to Diversity in Salesforce?
Bahar Ashnai¹, Prabakar Kothenadaraman¹, Ki Hee Kim¹, Sudha Mani²
¹William Paterson University, ²Monash University

Transformational Leadership and Salesperson Job Satisfaction: The Mediating Effects of Psychological Empowerment and Employee Vigor
Ronnie (Chuang Rang) Gao¹, Rolph Anderson², Srinivasan Swaminathan³, Hyokjin Kwak²
¹Trinity Western University, ²Drexel University, ³Drexel University

The mediating role of self-efficacy on the effect of leadership congruence on sales performance
Leticia Negreiros, Valter A. Vieira
Maringa State University
Good news, bad news: Advertising spending’s differential impact on the relationship between severity of product recalls and brand sales
Gavin J. Wu¹, Jianping “Coco” Huang²
¹Fayetteville State University, ²Jacksonville State University

The introduction of co-branded offerings in the USA: Any effect on parent companies’ stock return?
Murong Miao¹, Junzhou Zhang¹, Maxwell Hsu²
¹OLD DOMINION UNIVERSITY, ²University of Wisconsin-Whitewater

Investigating the Factors Leading to Brand Deletion Decision: A Resource Perspective
Arezoo Davari¹, Pramod Iyer²
¹Eastern Washington University, ²University of Texas Rio Grande Valley

Market-Based Capabilities of New ventures and Fundraising Performance
Reza Rajabi, Thomas Brashear Alejandro
University of Massachusetts, Amherst

Poster Session

Baseline Testosterone Levels Moderate the Effect of Money Primes on Charitable Giving
John Dinsmore¹, Eric Stenstrom², Jonathan Kunstman³
¹Wright State University, ²Miami University, ³Miami University

The role of mindfulness, primes and cognitive load on creativity
Mousumi Bose
Fairfield University
The effect of negative online consumer reviews and risk perception on purchase intention: An information process view
Zui Chih Lee
New Jersey City University

Social Media Marketing Efforts: Influence on Psychological Ownership, Brand Equity, and Consumer Behavior
Jacob Almaguer, Lorena Garcia-Ramon, Zoila Zambrano
University of Texas Rio Grande Valley

How Customers Make Choice on Evaluating Fund Performance in Chinese Mutual Fund Market
Changyou Liao², Raymond Liu¹, Jurui Zhang³
¹University of Massachusetts Boston, ²Xihua University, ³UMass Boston

Consumer Entitlement and Consumer Misbehavior- Is there a link?
JOSEANN J. KNIGHT
UNIVERSITY OF THE WEST INDIES

Mobile Shopping Applications on the Rise – Empirical Insights of Customers’ Interaction with a Retailer’s App
David Egbert¹, Stefanie Paluch²
¹RWTH Aachen University, ²RWTH Aachen University

Myopic Entrepreneurs and their Foresighted Excuses - Are Earnings Inflation and Self-Handicapping Complementary IPO-Strategies?
Markus Kröckel¹, David Bendig², Malte Brettel³
¹TIME Research Area, RWTH Aachen University, ²RWTH Aachen University, ³RWTH Aachen University

The Paradox of Coopetition: The Dual Effect on Coopetition Capability
Sungkyu Lee, Tony Garrett, Jong-Ho Lee
Korea University Business School

A Comprehensive Model of Brand Love/ Hate
Rozbeh Madadi¹, Ivonne Torres², Elmira Shahriari³, Reza Fazli-Salehi⁴, Hamid Abbassi⁵
¹New Mexico State University, ²New Mexico State University, ³New Mexico State University, ⁴New Mexico State Universi0ty, ⁵Old Dominion University

FIRST AMONG EQUALS: ANALYSIS OF CONSUMER PERCEPTIONS OF RANKS
Arpita Pandey¹, Sanjeev Tripathi²
¹Indian Institute of Management, Ahmedabad, ²Indian Institute of Management, Indore

New Venture M&A Growth Strategies:
The Importance of Founders' vs. Organizational Resources for the Development of a Performance Enhancing M&A Capability
Leonard Benning, Tessa Flatten
TU Dortmund

Exploring Flow in the Mobile Interface Context
Clark D. Johnson, Brittnay C. Bauer, Nitish Singh
Saint Louis University
Asymmetric Spillover Of "Leadership Contagion": Legitimacy, Power Dependence And Principal-Agent Contexts
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