PRE-CONFERENCE OFFERINGS

*Please note: preconference programming requires additional registration fee.

Pre-Conference: Education & Marketing | JMR Special Issue Conference
Thursday February 21, 2019 afternoon & Friday February 22, 2019 morning

Organizers
Rajdeep Grewal (UNC-Chapel Hill), Robert Meyer (Wharton), and Vikas Mittal (Rice University).

Pre-Conference: Organizational Frontlines Research (OFR)
Thursday February 21, 2019 afternoon & Friday February 22, 2019 morning

Organizers
Stephanie Noble (University of Tennessee-Knoxville) and J. (Jenny) van Doorn University of Groningen.

Pre-Conference: Women in Marketing
Friday February 22, 2019 morning

Organizers
Punam Keller (Tuck School of Business) and Anat Keinan (Harvard Business School).
## SCHEDULE AT A GLANCE

### Friday, February 22

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>01:00 pm - 02:15 pm</td>
<td>Concurrent Academic Sessions</td>
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<td>02:30 pm - 03:45 pm</td>
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<td>04:00 pm - 05:15 pm</td>
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<td>05:15 pm - 06:45 pm</td>
<td>Welcome Reception and Poster Presentations</td>
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### Saturday, February 23

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<td>08:00 am - 09:15 am</td>
<td>Concurrent Academic Sessions</td>
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<td>09:30 am - 10:45 am</td>
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<td>11:00 am - 12:15 pm</td>
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<td>12:15 pm - 01:45 pm</td>
<td>Awards Lunch</td>
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<td>02:00 pm - 03:15 pm</td>
<td>Concurrent Academic Sessions</td>
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<td>03:30 pm - 04:45 pm</td>
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<td>05:00 pm - 06:00 pm</td>
<td>SIG Receptions</td>
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<tr>
<td>06:15 pm - 07:30 pm</td>
<td>Party</td>
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### Sunday, February 24

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FRIDAY 2/22

01:00 PM-02:15 PM

SEMI-PLENARY: Applications of Complexity Theories – An Interdisciplinary Perspective

Chair(s): William M. Tracy, Vice President for Applied Complexity, the Santa Fe Institute

Presenter(s):
- Lauren Ancel Meyers, Meyers Lab, University of Texas– Austin
- Vicky Chuqiao Yang, Santa Fe Institute
- Nikolos Gurney, Department of Social and Decision Science, Carnegie Melon University

This special session will focus on how complexity theories have been applied in various non-marketing, but near adjacent contexts. The first presentation will provide an overview of modern complexity science and highlight two emergent areas with high potential relevance for marketing science: collective intelligence and human social scaling. The following three presentations will provide application examples in the following contexts: the spread of diseases through human social networks, the bifurcation of political agendas in national politics, and consumption optimization in the face of epistatically linked product attributes. Audience members who are interested in complexity theories and methods are cordially invited to join the roundtable session following this session.

SPECIAL SESSION: Embracing the Complexity of Solutions in Business Markets: Where Do We Come From? Where Do We Go?

Ad De Jong (Chair); Andreas Eggert (Chair); Wolfgang Ulaga (Chair); Thomas Ritter (Chair); Ajay Kohli (Presenter); Mark Houston (Presenter); Michael Kleinaltenkamp (Presenter); Wolfgang Ulaga (Presenter)

Part I: Panel Discussion
To stimulate thinking, four marketing academics will summarize extant research on customer solutions and provide their perspectives on promising areas for future research in this domain. These scholars are Mark Houston (Texas Christian University), Michael Kleinaltenkamp, (Free University of Berlin), Ajay Kohli (Georgia Institute of Technology), and Wolfgang Ulaga (INSEAD).

Part II: Small-Group Research Idea Brainstorming (25 minutes)
Session participants will be clustered into small break-out groups to discuss important topics and brainstorm promising research avenues within each sub-area in the B2B solutions domain. The following facilitators will moderate these group discussions: Ad de Jong (Copenhagen Business School), Andreas Eggert (University of Paderborn), Thomas Ritter (Copenhagen Business School), and Ed Bond (Bradley University).

Part III: Identifying High-Potential Research Ideas
Facilitators will serve as panelists for this portion, with each briefly synthesizing the most promising insights gained in his/her brainstorming group. Ultimately, each panel member will highlight one potential research question that could be pursued.

Part IV: Facilitating Collaboration
1. **How Are We Actually Doing? Performance Assessment of BOP Innovation Projects**
   Sergej von Janda, University of Mannheim
   Frank Ohnesorge, University of Mannheim

2. **Innovative Channels for Consumer Durables in Emerging Country Rural Markets**
   Prakash Satyavageeswaran, Indian Institute of Management Udaipur
   Arunachalam S, Indian School of Business
   Sundar Bharadwaj, University of Georgia

3. **Taming desire? Negotiating the complex and paradoxical tension between consumer passion and social order**
   Ateeq A. Rauf, Information Technology University
   Ajnesh Prasad, Royal Roads University

4. **Consumption for Well-Being: The Izikhothane Phenomena**
   Liezl-Marie van der Westhuizen, University of Pretoria
   Robin Coulter, University of Connecticut
   Kelly Martin, Colorado State University

5. **Voters' Consumption of General Elections in Transitioning Economies: Scale Development and Validation**
   Charles Blankson, University of North Texas
   Kobby Mensah, University of Ghana Business School

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**RESEARCH SPOTLIGHT: Overcoming Barriers to Prosocial Action**

1. **Being Reflexive in Sharing Matters: The Mediating Role of Consumer Reflexivity in Shaping Future Sharing Intention**
   Antje Graul, Utah State University
   Stella Yiyan Li, City University of Hong Kong
   John Jianjun Zhu, Lawrence Technological University

2. **Overcoming the Stigma - Donations to Stigmatized Causes**
   Jenni Sipilä, University of Mannheim
   Inken K. Blatt, University of Mannheim
   Laura Marie Schons, University of Mannheim

3. **The Double-Edged Sword of Corporate Social Responsibility in the Luxury Context**
   Jenni Sipilä, University of Mannheim
   Sascha Alavi, Ruhr-University of Bochum
   Laura Marie Schons, University of Mannheim
   Sabrina Dörfer, Ruhr-University of Bochum
   Jan Wieseke, Ruhr-University of Bochum
4. **Population Density Moderates the Impact of Assortment Size on Consumer Spending: A Field Experiment in Online Donations**  
   Thuy T. Pham, Queensland University of Technology  
   Frank Mathmann, Queensland University of Technology

5. **A goal-directed ethical framework in consumer behavior**  
   Gavin J. Wu, Fayetteville State University

6. **The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers’ Perceived Price Fairness**  
   Sascha Alavi, Ruhr-University of Bochum  
   Laura Marie Schons, University of Mannheim  
   Johannes Habel, Ruhr-University of Bochum  
   Urs Müller, Ruhr-University of Bochum  
   Jenni Siipilä, University of Mannheim

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**SPECIAL SESSION: Coping with Uncertain Outcomes: How Consumers Judge and Get Affected by Probabilities of the World**

**415B Consumer Complexity**  
Jennifer Seokhwa Hong (Chair); Mansur Khamitov (Chair); Julio Sevilla (Presenter); Mansur Khamitov (Presenter); Jennifer Seokhwa Hong (Presenter); Daniel Villanova (Presenter)

- **How Numeric Roundness Influences Probability Perceptions**  
  - Julio Sevilla* (University of Georgia, USA) and Rajesh Bagchi (Virginia Tech, USA)

- **When Processing the Probabilities Visually Biases Gambling Behavior**  
  - Rod Duclos (Ivey Business School, Western University, Canada) and Mansur Khamitov* (Nanyang Business School, Nanyang Technological University, Singapore)

- **Proximity Bias: Interactive Effects of Event Valence and Event Nearness on Probability Estimates**  
  - Jennifer (Seok Hwa) Hong* (New York University, USA), Chiara Longoni (Boston University, USA), and Vicki Morwitz (New York University, USA)

- **How Process Explanations Impact Assessments of Predictors**  
  - Daniel Villanova* (University of Arkansas, USA), Elise Chandon Ince (University of South Carolina, USA), and Rajesh Bagchi (Virginia Tech, USA)

We now live in a dynamic and unpredictable world in which the news media are not always trusted but are rather doubted. At times like these, people inevitably rely on heuristics which can easily bias their perceptions of the world. This session unearths contextual and motivational/inferential factors that influence one of the most prevalently made judgments: probabilities. So doing, it documents new biases marketers and consumers should be aware of. This session should appeal to marketing behavioral scholars interested in information-processing, BDT, and JDM.

**Teaching Tools: Stukent Launch Party: Come celebrate our new Principles of Marketing Courseware**

**416A**  
Presenter: Kinda Wilson  
Get an inside look at a new way to teach principles of marketing. Tested and proven at Oklahoma State University, this new courseware is packed with video case studies that will take your course to the next level. Everyone who attends this session will receive a $5 Starbucks gift card and the video case studies for FREE to use in your courses.
Reasons consumers and companies engage in activism for a variety of reasons such as protecting vulnerable populations (e.g., young mothers, children, youth, survivors of sexual assault/harassment) and under-represented consumers (e.g., community members, small business owners, low wage employees). While marketplace activism (including both consumer and company activism) as a topic is not new, recent developments in technology and ways in which consumers are engaging with brands and companies spark a new inquiry into this topic. For example, the internet now provides consumers with low-cost means for voicing their opinions, sharing information, sparking waves of distrust or uncertainty in the marketplace, and forming groups or movements in an effort to rise up against large brands. Moreover, consumers increasingly expect the brands and companies that they engage with to be more socially responsible and actively take positions on social issues that can be polarizing and controversial in the marketplace. While consumers and companies seek positive societal change, their efforts can ironically cause more damage than bring good. Therefore, it is imperative to explore activist behavior and its outcomes more closely.
SPECIAL SESSION: New Insights into Customer Management

Michael Haenlein (Chair); V Kumar (Presenter); Werner Reinartz (Presenter); Peter Verhoef (Presenter); Michael Haenlein (Presenter)

- Influence of Digital Technology on Relationship Marketing Strategy
  - V. Kumar (VK)*, Regents Professor, Richard and Susan Lenny Distinguished Chair, & Professor in Marketing, and Executive Director of the Center for Excellence in Brand and Customer Management, J. Mack Robinson College of Business, Georgia State University
  - Divya Ramachandran, doctoral student in Marketing, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University

- Improving Customer Profit Predictions with Customer Mindset Metrics Through Multiple Overimputation
  - Rajkumar Venkatesan, Professor of Business Administration, Darden Graduate School of Business, University of Virginia
  - Werner Reinartz*, Professor of Marketing, University of Cologne
  - Alexander Bleier, Assistant Professor of Marketing, Carroll School of Management, Boston College
  - Nalini Ravishanker, Professor and the Undergraduate Program Director in Statistics, University of Connecticut

- Consumers’ Privacy Calculus: The PRICAL Index Development and Validation
  - Frank Beke, PhD student, Faculty of Economics and Business, University of Groningen
  - Felix Eggers, Assistant Professor, Faculty of Economics and Business, University of Groningen
  - Peter Verhoef*, Professor and Director University of Groningen Business School, Faculty of Economics and Business, University of Groningen
  - Jaap Wieringa, Full Professor of Research Methods in Business, Faculty of Economics and Business, University of Groningen

- Customer Retention in a Product Platform World
  - Michael Haenlein*, Professor in the Marketing Group at ESCP Europe
  - Barak Libai, Professor in the Marketing Group at the Arison School of Business, Interdisciplinary Center
  - Eitan Muller, Research Professor of Marketing, Stern School of Business, New York University; Professor of Marketing, Arison School of Business, Interdisciplinary Center

Over the past decade the field and practice of Customer Relationship Management (CRM) has been exposed to a series of new evolutions and challenges that impact not only managerial practice but also academic research. The emergence of technologies such as the Internet-of-Things, Artificial Intelligence, Machine Learning and Blockchain and the rising importance of mobile applications count among those changes and so do concerns of firms to predict profits at the individual customer level and of customers to protect their personal information. The objective of this Special Session is to shed light on those issues and how they challenge commonly held beliefs among academics and practitioners.
SPECIAL SESSION: Exploring the Complexity of Value Creation within the Sharing Economy

616A Institutional and Cultural Complexity

Chair(s): Lez E. Trujillo Torres
Presenter(s): Lez E. Trujillo Torres, Aaron J. Barnes, Stephanie Lawson

- Brand Value and Product Circulation (Mis)management: The Case of Rent the Runway
  - Lez Trujillo Torres*, University of Illinois at Chicago
  - Eda Anlamlıer, University of Nevada, Las Vegas
  - Laetitia Mimoun, City, University of London
  - Lagnajita Chatterjee, University of Illinois at Chicago

- You Can’t Rent with Us: Group-Brand Connections and Access Offers
  - Aaron J. Barnes*, University of Illinois, Urbana-Champaign
  - Tiffany White, University of Illinois, Urbana-Champaign

- Sharers and Sellers: A Multi-Group Examination of Gig Economy Employee Perceptions
  - Mark Gleim, University of Toledo
  - Catherine Johnson, University of Toledo
  - Stephanie Lawson*, Winthrop University

This session proposes a comprehensive view of the sharing economy by adopting a systemic value creation perspective. Combining experimental, survey, and qualitative methods, three projects contribute to the understanding of how firms can succeed in creating and maintaining value within dynamic and complex relational arrangements characteristic of sharing and access-based consumption. The projects examine the effects of product circulation (mis)management on brand value; how brand relationships based on group-level connections impact brand evaluations and access offers from established brands; and the effects of different types of sharing economy employment options on self-congruence, job satisfaction, organizational trust, and product perceptions.
SPECIAL SESSION: Complexity Theories and Applications - An Interdisciplinary Roundtable

CoChair
Presenter(s): William Tracy, Lauren Ancel Meyers, Vicky Chuuqiao Yang, Nikolos Gurney Ashlee Humphreys, Bill Rand, Peter P. Zubcsek, Andrew Stephen

Moderator: Andrew Stephen, University of Oxford

Roundtable Panel
- Lauren Ancel Meyers, Meyers Lab, University of Texas– Austin
- Vicky Chuuqiao Yang, Santa Fe Institute
- Nikolos Gurney, Department of Social and Decision Science, Carnegie Melon University
- William M. Tracy, Vice President for Applied Complexity, Santa Fe Institute
- Ashlee Humphreys, Northwestern University
- Bill Rand, North Carolina State University
- Peter Zubcsek, Tel Aviv University
- Andrew Stephen, University of Oxford

SPECIAL SESSION: Digital Journeys of Markets, Firms, and Customers

Complexity of Firm-Customer Relationship
Chair(s): Farnoosh Khodakarami

Presenter(s): JeeWon B. Choi, Denish Shah, Kihyun H. Kim, Orhan Dogan, Farnoosh Khodakarami, V Kumar, Nandini Nim, Amit Agarwal, Anita Pansari, Clay Voorhees, Xiaoyun Zheng

- Modeling the Diffusion of Mwallets for Developed and Emerging Markets: Marketing Potential and Strategic Implications
  - V. Kumar, Regents' Professor, Richard and Susan Lenny Distinguished Chair, & Professor of Marketing, and Executive Director, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University
  - Nandini Nim, Ph.D. Student, J. Mack Robinson College of Business, Georgia State University
  - Amit Agarwal, Ph.D. Student, J. Mack Robinson College of Business, Georgia State University

- Effects of Payment Methods and Perceived Vice Consumption on Customers’ Purchasing Behavior
  - Farnoosh Khodakarami, Assistant Professor, Eli Broad College of Business at Michigan State University
  - Anita Pansari, Assistant Professor, Eli Broad College of Business at Michigan State University
  - Clay Voorhees, Associate Professor, The University of Alabama
  - Xiaoyun Zheng, PhD Student, Eli Broad College of Business at Michigan State University

- Managing Customer Moments
  - JeeWon Brianna Choi, Assistant Professor of Marketing at Muma College of Business, University of South Florida
  - Denish Shah, Barbara and Elmer Sunday Professor of Marketing, Director, Master of Science in Marketing Program, Associate Professor of Marketing at J. Mack Robinson College of Business, Georgia State University
  - Kihyun Hannah Kim, Assistant Professor of Marketing at Rutgers Business School, Rutgers University
Managing Touchpoints to Enhance Customer Engagement in B2B Markets

- Kihyun Hannah Kim, Assistant Professor of Marketing, Rutgers Business School, Newark and New Brunswick.
- V. Kumar, Regents' Professor, Richard and Susan Lenny Distinguished Chair, & Professor of Marketing, and Executive Director, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University
- Orhan Bahadir Dogan, Doctoral student in Marketing at the Center for Excellence in Brand and Customer Management at the J. Mack Robinson College of Business, Georgia State University

With the advancement of technology, a favorable regulatory environment, and changing demographics, firms and customers are increasingly using digital platforms to connect with each other. For example, with increasing penetration of smartphones and internet, mobile payments like Mwallet, PayTm, Apple Pay have already taken the lead. Mwallets have further integrated the purchase journey of customers and marketing initiatives of firms. Similarly, the complex ecosystem of digital products and services has changed to conventional boundaries and roles for various stakeholders. In this context, taking marketing-related decisions or creating strategies has become challenging. In this session, we discuss the role of marketing in creating value for firms by managing digital journeys for markets and firms (macro-level) and customers (micro-level).

RESEARCH SPOTLIGHT: Global Online Consumer Behavior

Marketing and consumption around the world

Alan Malter (Chair)

1. **What drives consumers to participate in sharing economy and collaborative consumption?**
   - Adriana L. Minami, Insper
   - Carla Ramos, Insper
   - Adriana Bruscato, Insper

2. **Social Media Personality Edifice: Understanding through Facebook Consumption Culture of Canadian and Korean Users**
   - Laila S. Rohani, Ryerson University
   - May Aung, University of Guelph

3. **Smiling vs. A Smiley Face: The Effect of Emojis on Recall of Online Consumer Reviews**
   - Fang (Grace) Yu-Buck, University of Utah
   - Arul Mishra, University of Utah
   - Himanshu Mishra, University of Utah

4. **Effect of Individualism on e-Word of Mouth (e-WOM): Theory and Evidence**
   - Somnath Banerjee, North Dakota State University
   - Linlin Chai, North Dakota State University

5. **An Examination of Online Product Non-Returns And Consumer Intentions to Return To The Store**
   - Aishwarya Ramasundaram, Indian Institute of Management, Bangalore

6. **The Impact of Language Proficiency on Service Satisfaction**
   - Wolfgang W. Messner, University of South Carolina
SPECIAL SESSION: Investigations in Food and Well Being

Chair(s): Maura L. Scott, Beth Vallen
Presenter(s): Melissa G. Bublitz, Jeffrey Parker, Christopher Berry

- Hunger and Food Well-Being: Advancing Research and Practice
  - Melissa G. Bublitz, University of Wisconsin-Oshkosh, USA*
  - Jonathan Hansen, Hunger Task Force, USA
  - Laura A. Peracchio, University of Wisconsin-Milwaukee, USA
  - Sherrie Tussler, Hunger Task Force, USA

- How and Why the Collaborative Consumption of Food Leads to Overpurchasing, Overconsumption, and Waste
  - Jeffrey R. Parker, University of Illinois at Chicago, USA*
  - Nita Umashankar, San Diego State University, USA
  - Martin G. Schleicher, Business School, Argentina

- Counterbalancing Effects of Calorie Labeling: Why Menu Calorie Labeling Alone May Not Affect Average Calories Ordered
  - Christopher Berry, Colorado State University, USA *
  - Scot Burton, University of Arkansas, USA
  - Elizabeth Howlett, Washington State University, USA
  - Christopher L. Newman, University of Mississippi, USA

This session includes work that explores the relationship between food and well-being through a broad lens, focusing on consumer health as well as other measures of individual or societal well-being, to identify the key role that individuals, marketing, and public policy play in preserving and promoting well-being. This work exemplifies the ability for research in the marketing field to contribute to our understanding of the actions that can be taken on the individual and societal level by consumers, policy makers, firms, and other stakeholders to help improve consumer’s health by improving consumer’s food well-being.

RESEARCH SPOTLIGHT: Emerging Research: Professional Selling in an Increasingly Connected and Customer-Centric Marketplace

415B  Personal Selling and Sales Management
Chair(s): Jessica Ogilvie, Zachary Hall

1. Selling in the New Age
   Mohsen Pourmasoudi, University of Houston
   Michael Ahearne, University of Houston
   Zachary Hall, Texas Christian University
   Partha Krishnamurthy, University of Houston

2. Does Digital Transformation in Business-to-Business Sales Really Pay Off? – The Core Role of Selling Complexity
   Alexandru I. Oproiescu, University of Bochum
   Sascha Alavi, University of Bochum
   Christian Schmitz, University of Bochum
   Jan Wieseke, University of Bochum
3. Communicating the Value Proposition in Personal Selling: Co-creation of Virtual Value Experience Using Storytelling
   Michael N. Hartmann, German Graduate School of Management and Law
   Sven M. Laudien, Macromedia University of Applied Sciences Stuttgart

4. Transformational Tools in Customer Acquisition – Understanding Ambivalent Effects of Salespeople’s Social Media Usage on Customer Acquisition Success
   Dennis Schendzielarz, University of Bochum
   Sascha Alavi, University of Bochum
   Jan H. Guba, University of Bochum

5. Between Curse and Blessing: An Empirical Analysis of the Digitally Supported Customer Advisory at the Point of Sale
   Tobias Roeding, University of Siegen
   Theresia Mennekes, University of Siegen
   Hanna Schramm-Klein, University of Siegen

6. Goods versus Services in Price Negotiations: An Examination of Customers’ Psychological and Behavioral Responses
   Marco Schwenke, University of Applied Sciences Europe
   Johannes Habel, ESMT European School of Management and Technology
   Sascha Alavi, University of Bochum
   Christian Schmitz, University of Bochum

7. Is Social Media Diminishing the Active Listening Skills of Salespeople?
   John Cicala, Texas A&M-Kingsville
   Emily Tanner, West Virginia University

Teaching Tools: 5 Tips to Teaching and Awesome Digital Marketing Course
416A
Presenter: Levi Gruwell

In this value-packed session, Levi Gruwell shares strategies used by top digital marketing educators around the globe to make a massive impact on their students’ lives and help students land jobs at companies like Google and Adobe. Levi will share the top tips for educators teaching a digital marketing class in 2019, including how to keep pace with the fast-changing digital marketing industry and help students get excited about the fantastic career opportunities available in digital marketing.

SPECIAL SESSION: Product Recalls: Necessary Evils?
416B
Chair(s): Vivek Astvansh
Presenter(s): Verdisana Giannetti, Venkatesh Shankar, Adrian R. Camilleri, Vivek Astvansh

- The Cloud and its Silver Lining: Negative and Positive Spillovers from Product Recalls
  - Verdisana Giannetti*, University of Leeds
  - Raji Srinivasan, University of Texas at Austin
  - Gaia Rubera, Bocconi University

FRIDAY 2/22/2019
Given its multidisciplinary underpinnings, the phenomenon of product recall has been studied by scholars from multiple fields – marketing, strategy, operations, communications, finance, and economics – for more than four decades now. Surprisingly, however, a series of theoretically important and managerially relevant questions stay unanswered. In the absence of such managerially-relevant research, “…companies struggle to manage recalls effectively…” (PricewaterhouseCoopers 2015, p. 1). The objective of the proposed special session is to offer empirical evidence on the recall-announcing firms’ strategic choices and the concomitant consumer behavior. We anticipate that the dialog facilitated by this special session will help us appreciate the greater relevance and stronger role of marketing in helping firms manage product recalls.

**RESEARCH SPOTLIGHT: This is Us: Consumer Identity and the Self**

1. **The Influence of Incidental Tokenism on Private Evaluations of Stereotype-Typifying Products**
   - Iman Paul, Georgia Tech
   - Jeffrey Parker, University of Illinois at Chicago
   - Sara L. Dommer, Georgia Institute of Technology

2. **I AM WHAT I OWN AND I AM WHAT I DO: The Diverging Impact of the Extended Self in Access-Based Consumption**
   - Melanie Trabandt, Christian-Albrechts-Universität zu Kiel
   - Payam Akbar, Christian-Albrechts-Universität zu Kiel
   - Wassili Lasarov, Christian-Albrechts-Universität zu Kiel
   - Stefan Hoffmann, Christian-Albrechts-Universität zu Kiel

3. **To do or to have? Exploring the Effects of Social Exclusion on Experiential and Material purchases**
   - Bingcheng Yang, Sun Yat-Sen University
   - Hongyan Yu, Sun Yat-Sen University
   - Jifei Wu, Sun Yat-Sen University
4. Don’t Forget the Accountant: Role Integration Increases the Fungibility of Mentally Accounted Resources
   Iman Paul, Georgia Institute of Technology
   Jeffrey Parker, University of Illinois at Chicago
   Sara L. Dommer, Georgia Institute of Technology

5. Local Beer and the Non- Locals Who Enjoy It: Intergroup Rivalry Is Reduced When a Close Rival Highlights an Exclusive Subgroup
   Mitchell C. Olsen, University of Notre Dame
   Keith M. Smith, Northeastern University
   Emily N. Garbinsky, University of Notre Dame

SPECIAL SESSION: Heterogeneity & Dynamics in Advertising & Promotions
616A Complexity of dynamic marketing processes
Kay Peters (Chair); Mike Palazzolo (Presenter); Ashwin Aravindakshan (Presenter); Ceren Kolsarici (Presenter); Kay Peters (Presenter)

- Frugality Is Hard To Afford
  - R Yesim Orhun, Assistant Professor of Marketing, Ross School of Business, University of Michigan
  - Mike Palazzolo*, Assistant Professor of Marketing, UC Davis Graduate School of Management

- Differential Diminishing Returns To Advertising
  - Kay Peters, Professor of Marketing, Business School, University of Hamburg, Germany
  - and Vis. Ass. Professor of Marketing, Graduate School of Management, University of California Davis
  - Prasad A. Naik, Professor of Marketing, Graduate School of Management, University of California Davis
  - Ashwin Aravindakshan*, Associate Professor of Marketing, Graduate School of Management, University of California Davis

- On The Other Side Of Customer Loyalty: Dynamic Campaign Optimization In The Presence Of Competition
  - Jue Wang, Ph.D. Student, Smith School of Business, Queen’s University, Canada
  - Onur Inegol, Ph.D. Student, Smith School of Business, Queen’s University, Canada
  - Ceren Kolsarici*, Associate Professor of Marketing, Smith School of Business, Queen’s University, Canada
  - Mikhail Nediak, Associate Professor of Marketing, Smith School of Business, Queen’s University, Canada

- Optimal Depth And Coverage Of Promotions
  - Kay Peters*, Professor of Marketing, Business School, University of Hamburg, Germany
  - and Vis. Ass. Professor of Marketing, Graduate School of Management, University of California Davis
  - Olivier Rubel, Associate Professor of Marketing, Graduate School of Management, University of California Davis
  - Prasad A. Naik, Professor of Marketing, Graduate School of Management, University of California Davis

The objective is the advancement of insights into the effects of heterogeneity and dynamics on both, advertising and promotions. We combine the presentations of four new studies that highlight new substantial findings important to academia and industry alike. The four studies highlight the heterogeneity in promotion response for low- and high income households, explore the heterogeneity and dynamics in advertising response across media for diminishing returns and carryovers, show heterogeneity in advertising response at the individual customer level across advertising.
funnel stages, and introduce promotion coverage to interact with promotion depth as well as advertising in a dynamic model.
SPECIAL SESSION: What Color is Your Academic Parachute? Defining Your Career

400
Diana Haytko (Presenter); Catharine Curran (Presenter); Anne Balazs (Presenter); Angeline Close Scheinbaum (Presenter)

- Diana Haytko, Chairperson of Marketing and Supply Chain Management, East Carolina University
- Catharine Curran, Chairperson, Department of Management and Marketing, Charlton College of Business, University of Massachusetts Dartmouth
- Anne Balazs, Dean, College of Business and Innovation, University of Toledo
- Angeline Close Scheinbaum, Associate Professor of Advertising, Stan Richards School of Advertising and Public Relations, College of Communications, University of Texas Austin

This purpose of this session is to discuss the many and varied paths of an academic career in the complex University environment. Universities are rapidly changing by instituting non-tenure positions, different tracks for tenured professors and greater options for not entered academia at all. The panel includes faculty who have been at both public and private schools, tenured vs. contractual schools, regular faculty and administrative positions (from department chair to Dean). The audience is expected to cross all career stages and provide substantial discussion on how to contribute throughout one's career.

SPECIAL SESSION: Celebrating Jagdish Sheth

408

This special session is dedicated to Professor Jagdish N. Sheth’s 80th birthday and honors his sustained contributions as a marketing thinker, scholar, academician and corporate adviser in an illustrious career spanning over five decades. Broadly, the session builds on the work by the Sheth Foundation and a collection of essays in honor of Professor Sheth published in the 2019 Handbook of Advances in Marketing in an Era of Disruptions. Briefly, the Sheth Foundation is a not-for-profit organization whose mission is to develop and recognize scholars and scholarship in marketing globally and further the development of marketing thought. The Handbook tackles contemporary marketing thought in an era of massive disruptions in markets, media, management approaches, and business models. Basically, marketing knowledge and practices must advance at a significantly higher pace to address the changing context of market behaviors globally. To address these topics in this special session, leading scholars from around the world – who have keenly observed the changing market environment, business policies, parameters, theories, methods and practices – will discuss and dialogue about how marketing thinking needs to evolve to keep pace with market reality.

RESEARCH SPOTLIGHT: Rethinking Agency and Contesting Market Relations

410
Institutional and Cultural Complexity
Pierre-Yann Dolbec (Chair)

1. Recognizing the Complex Relations among Modernity, the Market, and Marketing
   A Fuat FIRAT, University of Texas Rio Grande Valley

2. The (re)Structuration of Consumers’ Actions into Sustainable Routines: Sustainability as a Byproduct of Structure and Agency
   Matthew Lunde, Ithaca College
   Kent Drummond, University of Wyoming

FRIDAY 2/22/2019
3. Decentering Human Experiences: The Case of CrossFit
   Alexander S. Rose, Idaho State University
   Abigail Nappier Cherup, University of Nebraska
   Susan Dobscha, Bentley University

4. Changing Kitchens: Understanding New Meanings and Practices of Familial Food Preparation in a Modernizing Society
   Ateeq A. Rauf, Information Technology University

5. Adopting a market orientation as a strategic response to market neo-liberalization
   Pierre-Yann Dolbec, Concordia University
   Rodrigo Castilhos, SKEMA Business School
   Marcelo J. Fonseca, Unisinos Business School
   Guilherme Trez, Unisinos Business School

SPECIAL SESSION: Advances in Research on Frontline Employees' Ambidexterity

415A Services Marketing
Youngtak Kim (Chair); Werner Reinartz (Presenter); Michel Van der Borgh (Presenter); Youngtak Kim (Presenter)

- MORE THAN JUST A SERVICE TECHNICIAN: DETERMINANTS OF LEAD GENERATION AND LEAD CONVERSION IN B2B SERVICE ENCOUNTERS
  - Manuel Berkmann, University of Cologne, Department of Retailing and Customer Management
  - Maik Eisenbeiß, University of Bremen, Department of Marketing
  - Werner Reinartz*, University of Cologne, Department of Retailing and Customer Management

- HOW (IM)BALANCE OF CUSTOMER—COWORKER DIRECTED BEHAVIORS AFFECT FLE PERFORMANCE WHEN DELIVERING PRODUCT-SERVICE COMBINATIONS
  - Michel Van der Borgh*, Copenhagen Business School, Department of Marketing
  - Ad De Jong, Copenhagen Business School, Department of Marketing
  - Edwin J. Nijssen, Eindhoven University of Technology, Department of Industrial Engineering & Innovation Sciences

- ORGANIZATIONAL AND INDIVIDUAL AMBIDEXTERTY: A SYSTEMATIC REVIEW OF CONCEPTUALIZATIONS AND EMPIRICAL TESTS
  - Seung-Hwan Jeong, Terry College of Business, University of Georgia
  - Son K. Lam, Terry College of Business, University of Georgia
  - John R. Busenbark, Terry College of Business, University of Georgia
  - Youngtak M. Kim*, Terry College of Business, University of Georgia

The objective of this special session is to provide an opportunity to discuss conceptual and empirical issues of research on frontline employees' ambidexterity. The three presentations focus on (1) the ambidextrous role of field service employees in sales (Berkmann, Eisenbeiß, and Reinartz), (2) FLE's customer–coworker directed behaviors and its effects on performance (Van der Borgh, De Jong, and Nijssen), and (3) how ambidexterity is conceptualized and empirically tested, with a simulation of different model specifications (Lam, Busenbark, and Kim).
Developing countries (as classified by the United Nations World Economic Situation and Prospects Reporting) offer attractive growth opportunities for firms and stand to play an increasingly significant role in the global economy as time progresses. For firms that operate on a global level, many of the nations recognized as developing countries (e.g. India, Pakistan, Mexico and Brazil) represent some of the more attractive prospects for organic growth. However, a substantial portion of sales research published in the top marketing journals tends to use samples of sales managers and salespeople based within developed economies (and in many cases, the United States). Understanding the challenges and opportunities associated with how selling can be both effectively conducted and managed within developing countries is critical to both scholars and practitioners. To that end, the special session provides, among other insights, a varied perspective on the ways in which developing countries differ in terms of (1) The importance of factors required to successfully manage sales teams (2) The ways that sellers transmit information to buyers to improve outcomes and (3) Both the magnitude and ways in which taking on a sales role can positively transform an individual’s traits and behaviors. All three presentations point to the value of international sales research that considers the way that cultural and economic factors influence both the practice of selling and sales management.
Teaching Tools: Case Simulations -- Visually Immersive, Virtual Worlds Simulations Developed To Teach Today's Digitally Native Students

416A

Presenter: Josh Derry, Case Simulation Consultant at Knowledge Matters

In this presentation, you will learn how professors at both two-year and four-year colleges across the U.S. are using Case Simulations - visually immersive simulations that teach key marketing and business principles:

- what are Case Simulations and how do they differ from 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, for homework assignments, or interactive, engaging exercises for online classes
- how Case Simulations eliminate grading time

SPECIAL SESSION: Transforming Markets through Digital Marketing: Contemporary Topics and Cutting-Edge Techniques

416B

Vamsi Kanuri (Chair); Vivek Astvansh (Chair); David Schweidel (Presenter); Michelle Andrews (Presenter); Vamsi Kanuri (Presenter)

- Engaging the Electorate with Social Media
  - David A. Schweidel*, Emory University
  - Beth L. Fossen, Indiana University

- Mobile Search Ad Spend and Cross-device Synergies
  - Michelle Andrews*, Emory University
  - Ting Li, Erasmus University
  - Francesco Balocco, Erasmus University

- Reposting Content on Social Media: Theory, Evidence and Application
  - Vamsi K. Kanuri*, University of Notre Dame
  - Vivek Astvansh, Indiana University

Digital media usage has proliferated significantly across the globe in recent years. Consumers now spend, on average, about 6 hours every day on digital media. Aggregate US spending on digital media has also risen to $101 billion in 2018. This increased proliferation is partly driven by the digital media’s promise to deliver tailored marketing communications that best fit the needs of individual consumers and provide a faster means for consumers to connect with firms and voice their sentiments. Notwithstanding the promise that digital media hold for both consumers and firms, the efficacy of numerous digital strategies and the impact of several consumer phenomenon on digital media remain understudied. The objective of this session is to bring to light some of those understudied, yet topical, digital strategies and consumer phenomenon, present initial empirical evidence on those issues, and provide a formal venue to facilitate further dialog among scholars on those issues.

FRIDAY 2/22/2019
The Effects of International Marketing Joint Venture Formations in Emerging Markets on Consumer Brand Attitudes
  - Mark Ratchford, Tulane University
  - Kiran Pedada, Indian School of Business
  - Mayukh Dass, Texas Tech University

The Impact of Economic Crises on Alliance Portfolio Composition
  - Tuba Yilmaz, BI Norwegian Business School
  - Mariia Koval, Grenoble Ecole de Management

A Theoretical Model of the Life-Cycle of International Marketing Alliances in Emerging Markets
  - Kiran Pedada, Indian School of Business
  - S. Arunachalam, Indian School of Business
  - Mayukh Dass, Texas Tech University

A Theory and Test of Joint Venture Termination Learn-By-Doing
  - Anna S. Cui, University of Illinois at Chicago
  - Christine Moorman, Duke University

Interfirm collaboration is an important marketing strategy for accessing resources, building capabilities, and reaching new markets. Yet it is fraught with many challenges. This session includes four papers that examine how firms may manage such challenges by considering consumer brand perceptions in joint venture formations, adjusting alliance portfolio composition during economic crises, managing joint venture in emerging markets, and learning from past joint venture termination experiences.

RESEARCH SPOTLIGHT: Customer-Employee Relationships

1. Understanding Language Dynamics in Employee-Customer Text-based Interactions
   - Francisco J. Villarroel Ordenes, University of Massachusetts Amherst
   - Dhruv Grewal, Babson College
   - Lauren Grewal, Dartmouth College
   - Panagiotis Sarantopoulos, University of Manchester

2. Customer and Employee Satisfaction Effects on Cross-buying
   - Albert Valenti, IESE Business School
   - Gokhan Yildirim, Imperial College London
   - Shuba Srinivasan, Boston University
3. The Upper Echelons and Customer Management Strategy  
   Flora F. Gu, The Hong Kong Polytechnic University  
   Fine F. Leung, The Hong Kong Polytechnic University  
   Yi Tang, Hong Kong Baptist University  
   Danny Wang, Hong Kong Baptist University

4. Does Employee Work-Life Balance affect Online Reputation of Firms? An Exploratory Study  
   Swati Panda, University of North Texas  
   Sailendra Mishra, The University of Texas at Dallas  
   Derrick E. D'Souza, University of North Texas  
   Audhesh Paswan, University of North Texas

5. Perceived Coolness & Consumer Expertise: A Service-Dominant Logic Outlook  
   Amit A. Tiwari, International Management Institute Kolkata  
   Baljeet Singh, International Management Institute Kolkata

6. The Evolution Of Online Complainants' Desires  
   Wolfgang Weitzl, University of Vienna  
   Clemens Hutzinger, Seeburg Castle University  
   Sabine Einwiller, University of Vienna

7. Behavior-Based Quality Customization  
   Krista J. Li, Indiana University

RESEARCH SPOTLIGHT: Field Experiments

616B Field experiments and causal inferences in marketing  
Anne Roggeveen (Chair)

1. The Impact of a Complement-Based Assortment Organization on Purchases  
   Panagiotis Sarantopoulos, University of Manchester  
   Aristeidis Theotokis, Leeds University Business School  
   Katerina Pramatari, Athens University of Economics and Business  
   Anne Roggeveen, Babson College

2. The Case for Nearliers - A New Method for Sampling at a Significantly Lower Cost  
   Jeffry N. Savitz, SavitzConsulting, LLC

3. When “Human-like” Becomes “Humans Don't Like It”: The Impact of Regulatory Focus and Health Locus of Control on Evaluations of Anthropomorphized Healthcare Products  
   Chun-Tuan Chang, National Sun Yat-sen University  
   Hsiao-Ching Lee, National Kaohsiung University of Science and Technology  
   Yu-Kang Lee, National Sun Yat-sen University  
   Tsung-Pin Wang, N National Sun Yat-sen University  
   You Lin, National Sun Yat-sen University

4. Disentangling the impact of Expert Product Ratings to inform Market Strategies  
   Karthik Sridhar, Baruch College - The City University of New York  
   Ram Bezawada, Baruch College - The City University of New York  
   Ashish Kumar, Aalto University School of Business
5. **Expert vs. E-Aggregator: Can Critics Continue to be Critical? Evidence from the Movie Industry**
   Ashish Kumar, Aalto University School of Business
   Sreelata Jonnalagedda, Indian Institute of Management
   Mauli Soni, Indian Institute of Management
   Petri Cozma, Aalto University School of Business
**SATURDAY 2/23**

**08:00 AM-09:15 AM**

**SPECIAL SESSION: Connecting with Practitioners**

400  CoChair

Adam Rapp (Chair) Schey Professor of Marketing; Director, Schey Sales Centre, Ohio University

Panels

- Michael Ahearne - C.T. Bauer Professor of Marketing; Research Director, Sales Excellence Institute, University of Houston
- Mary Bitner - Professor/Edward M. Carson Chair in Services Marketing; Center for Services Leadership, Arizona State University
- Nick Lee - Professor of Marketing, University of Warwick
- Vikas Mittal - J. Hugh Liedtke Professor of Management, Rice University
- Thomas J. Steenburg - Richard S. Reynolds Professor of Business Administration; Senior Associate Dean, University of Virginia
- Valarie Zeithaml - David S. Van Pelt Family Distinguished Professor of Marketing, University of North Carolina

This special session will focus on how academics can connect with business practitioners and forge lasting relationships with employers and managers. By leveraging the insights of an esteemed group of researchers that have had great success reaching out to the business community, attendees will learn different techniques and strategies to engage those in the field. The presentation will begin with a short introduction of each of panel member followed by a short message from each panelist on their overall thoughts and approach on how to connect and what adds value in the eyes of a practitioner. After this introduction, panelists will respond to questions that have been solicited from academics that have an interest in the area. Finally, the session will open to audience members to ask questions and will end with all panelists sharing their final thoughts.

**SPECIAL SESSION: INTER-ORGANIZATIONAL RESEARCH IN MARKETING – NEW PHENOMENA, DATA, METHODS, AND INSIGHTS**

Part 1 of 2: BUYER-SUPPLIER DYADS AND NETWORKS – FRESH PERSPECTIVES, METHODS, AND INSIGHTS

408  SIG Programming

Kersi Antia (Chair); Erik Mooi (Discussant); Elham Ghazimatin (Presenter); Jan Heide (Presenter); Verónica Villena (Presenter); Li Cheng (Presenter); Stefan Wuyts (Presenter); Sudha Mani (Presenter); Vivek Astvansh (Presenter); Kersi Antia (Presenter)

- **B2B PROJECTS; TASK CONFIGURATION, SUBCONTRACTING AND INNOVATION OUTCOMES**
  - Elham Ghazimatin, PhD Candidate in Marketing, Department of Management and Marketing, The University of Melbourne
  - Erik Mooi, Senior Lecturer of Marketing, Department of Management and Marketing, The University of Melbourne
  - Jan B. Heide, Professor of Marketing, The Wisconsin School of Business, The University of Wisconsin-Madison
• **COMMON SUPPLY CHAIN PARTNERS: WHEN DO THEY HELP OR HURT?**
  o Verónica H. Villena, Assistant Professor of Supply Chain Management, The Pennsylvania State University, Smeal College of Business
  o Li Cheng, Ph.D. Student, Marketing and Supply Chain Management Department, The University of Tennessee, Haslam College of Business
  o Stefan Wuyts, Professor of Marketing, The Pennsylvania State University, Smeal College of Business

• **BUYER-SUPPLIER INTERACTIONS DURING BANKRUPTCY**
  o Sudha Mani, Senior Lecturer, Department of Marketing, Monash Business School, Monash University
  o Vivek Astvansh, Assistant Professor of Marketing, Kelley School of Business Indiana University
  o Kersi D. Antia, Professor of Marketing, Ivey Business School at Western University

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**SPECIAL SESSION: Editors’ Perspectives 1**

<table>
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<tr>
<th>410</th>
<th>Journal Programming</th>
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<tr>
<td>Anders Gustafsson (Moderator); Anirban Mukhopadhyay (Presenter); John Hulland (Presenter); Wesley Hartmann (Presenter); Sandy Jap (Presenter); Juanjuan Zhang (Presenter); P.K. Kannan (Presenter)</td>
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- International Journal of Research in Marketing
  - P.K. Kannan, University of Maryland
  - Journal of the Academy of Marketing Science
    - John Hulland, University of Georgia
  - Journal of Consumer Psychology (JCP)
    - Anirban Mukhopadhyay, HKUST Business School

- Marketing Letters
  - Sandy Jap, Emory University
  - Management Science
    - Juanjuan Zhang, Massachusetts Institute of Technology
  - Quantitative Marketing and Economics
    - Wesley Hartmann

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**SPECIAL SESSION: Environmental Influences on Consumer Preferences and Wellbeing**

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<th>Consumer Wellbeing</th>
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<td>Kevin Sample (Chair); Anthony Salerno (Presenter); Courtney Szocs (Presenter); Samuel Carter Morgan (Presenter); Kevin Sample (Presenter)</td>
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- **Scarce Foods are Perceived as Having More Calories**
  o Anthony Salerno* (University of Cincinnati)
  o Julio Sevilla (University of Georgia)

- **When Imperfect is Preferred: The Differential Effect of Aesthetic Imperfections on Choice of Processed and Unprocessed Foods**
  o Courtney Szocs* (Louisiana State University)
  o Jacob Suher (Portland State University)
  o Koert Van Ittersum (University of Groningen)

- **Show it or Say it: The Relative Benefits of Image versus Text Logos across Stages of the Consumer-Brand Relationship**
  o Samuel Carter Morgan* (University of Miami)
  o Tatiana Fajardo (Florida State University)
  o Claudia Townsend (University of Miami)
All Eyes (Not) On Me: Consumer Reactions to Visibility in Retail Environments
  - Kevin Sample* (University of Georgia)
  - Julio Sevilla (University of Georgia)
  - Kelly Haws (Vanderbilt University)

SPECIAL SESSION: The Future is Omni-Social: How Consumer Behavior Researchers can Address Emergent Trends in Digital, Mobile, and Social Media Marketing

415B SIG Programming

Panel:
Andrew Stephen (Co-Chair) (Oxford University)
Lauren Grewal (Co-Chair) (Dartmouth College)
Don Lehmann (Columbia Business School)
Donna Hoffman (George Washington University)
Angeline Close Scheinbaum (University of Texas, Austin)

The world is becoming increasingly omni-social, with social media-like behaviors occurring throughout established and nascent social platforms, digital platforms not intended to be “social media,” and even in the physical world. In other words, individual and group behaviors that used to exist only in online communities, networks and social media apps have become ubiquitous and pervasive. To discuss this rising trend, and the possible future of consumer behavior in these ever-changing and expanding digital and social environments, in this session, a panel of academic experts will consider possible research questions that arise when considering emergent technologies and how consumers are using them to communicate, socially interact, and engage with brands and companies.

SPECIAL SESSION: New Data and New Tools for Digital Marketing

416B Business models, data analytics, and digital marketing
Pengyuan Wang (Chair); Hai Che (Presenter); Pengyuan Wang (Presenter); Zhuping Liu (Presenter); Guiyang Xiong (Presenter)

- The Pursuit of Leadership in a Multiplayer Online Role-Playing Game and its Effect on Player Spending
  - Tat Chan, Washington University in St Louis
  - Hai Che*, University of California at Riverside
  - Peng Liu, Indiana University in Bloomington

- Emotions in Search Engine Advertising: An Empirical Study
  - Pengyuan Wang*, University of Georgia
  - Anindita Chakravarty, University of Georgia
  - Jian Yang, Oath Inc.

- Promotion Spillovers on Online Shopping Platforms
  - Zhuping Liu*, City University of New York
  - Shuai Yang, Donghua University
  - Chunmian Ge, South China University of Technology

- Effects of Social Network Dynamics on Online Reviews
  - Jurui Zhang, University of Massachusetts Boston
  - Guiyang Xiong*, Syracuse University
  - Raymond Liu, University of Massachusetts Boston

SATURDAY 2/23/2019
The advertising industry has witnessed proliferation in the digital world, and provides new challenges as well as tools and data. In this special session, we would present and discuss exploration of rich digital marketing data, such as in-game spending, large-scale search, online shopping, and network data, as well as the applications of techniques such as machine learning, text mining and network mining in digital marketing. We hope the session and presented works can bridge the gap with techniques, data and marketing theorem and inspire more research in the intersection of the three.

**SPECIAL SESSION: Marketing in the C-suite and Board**

417  
Hui Feng (Chair); Stephen Anderston (Presenter); Frank Germann (Presenter); Rajesh Chandy (Presenter); Kimberly Whitzer (Presenter); Ryan Krause (Presenter); Neil Morgan (Presenter); Hui Feng (Presenter); Aditya Gupta (Presenter); Raghu Bommaraju (Presenter); Sridhar Ramaswami (Presenter); Preetinder Kaur (Presenter)

- **Marketing CEOs: Where Are They, And How Are They Different?**
  - Stephen J. Anderson, Stanford GSB
  - Frank Germann, University of Notre Dame
  - Rajesh Chandy, London Business School

- **How Board Members with Marketing Experience Influence Board and Top Management Team Decisions**
  - Kimberly A. Whitler, University of Virginia
  - Ryan Krause, Texas Christian University
  - Neil Morgan, Indiana University

- **Chief Marketing Officer Ability and Network: the Pathways to Power**
  - Hui Feng, Iowa State University
  - Aditya Gupta, Texas State University

- **The Chief Marketing Officer: An Antidote to Myopic Earnings Management Practices**
  - Raghu Bommaraju, Iowa State University
  - Sridhar Ramaswami, Iowa State University
  - Preetinder Kaur, Iowa State University

Given the ongoing debate regarding the value and impact of CMO in the firm, this special session aggregates four papers that investigate whether and how top marketing executives contribute to firm performance: (1) how are CEOs with marketing background different from CEOs with other backgrounds in their career path, mindset and actions, and in driving firm performance; (2) how board members with marketing experience influence board/TMT decision making; (3) how marketers’ ability, experience, and network shape their career trajectories to help them become CMOs; (4) how CMOs impact a firm’s advertising expenditure and myopic earnings management practices.

**RESEARCH SPOTLIGHT: Customers’ Relationship with Brands**

616A  
Xiaoyun Zheng (Chair)

1. **Across Space and Place: How Cultural and Institutional Differences Explain Consumer-Brand Relationships’ Differential Effects on Brand Loyalty**
   - Mansur Khamitov, Nanyang Technological University
   - Xin Wang, Western University
   - Matthew Thomson Western University

SATURDAY 2/23/2019
2. What drives brand love: identity or social impression?  
   Tai A. Kieu, Western Sydney University

3. Antecedents and Consequences of Consumers’ Online Brand-Related Activities (COBRAs) on Social Networking Sites  
   Rico Piehler, University of Bremen  
   Michael Schade, University of Bremen  
   Barbara Kleine-Kalmer, University of Bremen  
   Christoph Burmann, University of Bremen

4. Mind or Heart? What Matters Most When Consumers Value Brands  
   Alexander Witmaier, Ludwig-Maximilians-Universität München

5. When Someone’s Gain is Someone Else’s Loss: Evidences through Individual Oppositional Loyalty  
   Amina Djedidi, Université Paris-Est Créteil

6. Brand Communities: A Literature Review and Future Research Agenda  
   Da Huo, Michigan State University  
   Xiaoyun Zheng, Michigan State University  
   Ahmet H. Kirca, Michigan State University

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RESEARCH SPOTLIGHT: New Products and Processes: Impact on Stakeholders

616B Complexity of firm relationships with other stakeholders and social movements

Ivan Fedorenko (Chair)

1. Ride-sharing and the demand for public transportation: a quasi-experimental study  
   Ivan Fedorenko, Bentley University

2. Drivers of the Budgetary Transition to Digital Advertising  
   Seoyoung Kim, University of Georgia  
   Sundar Bharadwaj, University of Georgia

3. The Impact Of Product Recall Strategies On Customers And Investors  
   Sascha Raithel, Freie Universität Berlin  
   Stefan J. Hock, George Mason

4. Moral Capital or Moral Expectations? Disentangling the Role of Prior CSR Engagement in Driving Consumers Reactions to Corporate Scandals  
   Pascal B. Gunturkun, WU Vienna University of Economics and Business  
   Till Haumann, University of Bochum  
   Laura Marie Schons, University of Mannheim

5. Perceived Fairness and Knowledge Sharing Linking Corporate Social Responsibility to Collaborative Innovativeness in Business to Business Relationship  
   Sungjun Hong, Soonchunhyang University  
   Seungwon Jeon, Soonchunhyang University

SATURDAY 2/23/2019
   Hao Wang, University of South Florida
   Sajeev Varki, University of South Florida
This special session will focus on how to build, maintain, and promote centers. Participants will represent different academic areas including customer analytics, retailing, sales, innovation, services, and digital marketing, as well as different center models or structures. With insights from directors from several leading centers, attendees will take-away do’s and don’ts for managing academic centers. Following brief introductions, each panel member will offer key suggestions for successfully managing centers. Topics will include funding models, how to develop a value proposition, and engaging practitioners. The session will allow time for questions from the audience.

SPECIAL SESSION: INTER-ORGANIZATIONAL RESEARCH IN MARKETING – NEW PHENOMENA, DATA, METHODS, AND INSIGHTS
Part 2 of 2: DIAGNOSING AND ADDRESSING PROBLEMS AND RELATIONAL DYSFUNCTION

- A PROBLEM-FINDING AND PROBLEM-SOLVING PERSPECTIVE TO CUSTOMER SOLUTIONS: THE ROLE OF CROSS-UNDERSTANDING AND RELATIONAL CONTRACTING
  - Jon Bingen Sande, Associate Professor, Department of Marketing, BI Norwegian Business School
  - Kenneth H. Wathne, Professor,UiS Business School, University of Stavanger and BI Norwegian Business School
  - Mrinal Ghosh, Soldwedel Professor of Marketing, Eller College of Management, University of Arizona

- ON THE SAME TEAM? A LONGITUDINAL EXAMINATION OF FREE-RIDING POTENTIAL IN A DISTRIBUTION CHANNEL SYSTEM
  - Vishal Kashyap, Professor of B2B Management, Department of Marketing, University of Graz
  - Moeen N. Butt, Assistant Professor of Marketing, Suleman Dawood School of Business, Lahore University of Management Sciences
  - Kersi D. Antia, Professor of Marketing, Ivey Business School at Western University

- A MULTI-LEVEL MODEL OF TRUST AND CORRUPTION IN BUSINESS-TO-BUSINESS RELATIONSHIPS
  - Sebastian Forkmann, Assistant Professor of Marketing, The University of Alabama
  - Stephan Henneberg, Chair Professor of Marketing and Strategy, Queen Mary University of London, School of Business and Management
  - Lisa Scheer, Emma S. Hibbs Distinguished Professor, University of Missouri
SPECIAL SESSION: Editors’ Perspectives 2
Journal Programming
Vanitha Swaminathan (Moderator); Christine Moorman (Presenter); Rajdeep Grewal (Presenter); Jeff Inman (Presenter); K. Sudhir ( Presenter)

Journal of Marketing
Chris Moorman, Duke University
Journal of Consumer Research
Jeff Inman, University of Pittsburgh

Journal of Marketing Research
Rajdeep Grewal, University of North Carolina
Marketing Science
K. Sudhir, Yale University

RESEARCH SPOTLIGHT: Data is the new Oil: Refining Theory in the Digital Landscape
Consumer Complexity
Georgiana Craciun (Chair)

1. Credibility Of Negative Word-Of-Mouth: Gender, Reputation And Emotion Effects
   Georgiana Craciun, Duquesne University
   Kelly Moore, Duquesne University

2. Beyond Nudging - Boosting Consumer Decision-Making through Gamification
   Martin Bieler, University of St. Gallen
   Peter Maas, University of St. Gallen

3. Price Anchoring Effects in Online Display Ads: An Eye-Tracking Study
   Hamid Shaker, HEC Montreal
   Sylvain Senecal, HEC Montreal
   Yany Grégoire, HEC Montreal
   Sihem Taboubi, HEC Montreal

4. Trust Me, I Don't Know What I'm Sharing: Consumers’ (Un)Willingness to Share Personal Information
   Christopher Schumacher, University of St. Gallen
   Peter Maas, University of St. Gallen

5. Obligatory Consumption and Electronic Word-of-Mouth (eWOM) Regarding Hedonic and Utilitarian Products
   Lane Wakefield, Mercer University
   Angeline Close Scheinbaum, The University of Texas at Austin

6. When Connected Products Fail to Connect
   Leah Smith, University of Tennessee
   Randall L. Rose, University of Tennessee
SPECIAL SESSION: Perspectives on Theories in Use

Valarie Zeithaml (Presenter); Bernie Jaworski (Presenter); Ajay Kohli (Presenter); Wolfgang Ulaga (Presenter); Kapil Tuli (Presenter)

Panellists
- Dr. Valarie A. Zeithaml, David S. Van Pelt Family Distinguished Professor of Marketing, Kenan-Flagler Business School, University of North Carolina at Chapel Hill
- Dr. Bernie Jaworski, Drucker Chair in Management and the Liberal Arts, Drucker School of Management, Claremont Graduate University
- Dr. Ajay K. Kohli, Gary T. and Elizabeth R. Jones Chair, and Professor of Marketing, Scheller College of Business, Georgia Institute of Technology
- Dr. Wolfgang Ulaga, Senior Affiliate Professor of Marketing, INSEAD
- Dr. Kapil R. Tuli, Professor of Marketing, Director, Retail Centre of Excellence, Lee Kong Chian School of Business, Singapore Management University

Theories in use (TIU) is a research approach that taps into the mental models of managers and/or any other key respondents to understand their theories of what is a phenomenon, and what factors impact the success or failure of actions or situations related to the phenomenon (see Zaltman, Heffring, and LeMasters 1982). As a research method, TIU has a rich history spanning over three decades across management disciplines and beyond, including marketing. Indeed, this approach has been used in the marketing discipline to define not only foundational concepts such as service quality (Zeithaml, Parasuraman, and Berry 1985) and market orientation (Kohli and Jaworski 1990), but also emerging concepts such as customer solutions (Tuli, Kohli, Bharadwaj 2007), hybrid offerings (Uлага and Reinartz 2011) and marketing doctrine (Challagalla, Murtha, and Jaworski 2014). The special session will feature a panel of faculty that have published highly cited papers using TIU research with the objective of sharing their perspectives on three key aspects about this approach: (a) foundational principles of TIU as a research approach, (b) writing papers using TIU, and (c) challenges and opportunities when using TIU in marketing research.

Teaching Tools: Teaching Principles of Marketing with Wiley

Join authors Dr. Daniel Padgett, Auburn University, Andrew Loos, Attack! Marketing, and Wiley’s Executive Editor, Lise Johnson, for a session of Wiley’s new, principles of marketing product, *Applied Marketing*.

How do you teach POM? What are your primary goals for your students in your class? Course challenges? How do students apply the concepts they learn in your class? If you teach principles of marketing and want to see what Wiley has to offer, share what you do, and earn $50, please register. Please only register if you are teaching principles of marketing. Maximum capacity – 25.

RESEARCH SPOTLIGHT: Innovation and Legitimacy in Evolving Markets

Beth DuFault (Chair)

1. **Changing Markets by Triggering Socio-Cognitive Transformations: How Tesla Boosted the Electric Car Market**
   - Pierre-Yann Dolbec, Concordia University
   - Eileen Fischer, York University

SATURDAY 2/23/2019
2. Contested Boundaries and Logics: Organizational Legitimacy in the Subfield of Online Journalism
   Gillian Brooks, Said Business School, University of Oxford

3. The Regional Innovation System of Medellín: Perceptions and Motivations of Participating Organizations
   Ana M. Ortega, Universidad EAFIT
   Lina M. Ceballos, Universidad EAFIT

4. Toward a Unified Domain for Theorizing Market Datafication: The Intersection of Dataist Ideology, Data-Driven Markets, and the Quantified Consumer
   Beth L. DuFault, University at Albany (SUNY)
   John W. Schouten, Memorial University of Newfoundland

5. Collaborative Innovation as Representation – An Institutional Perspective
   Claudia M. Vaughan, University of Hawaii at Manoa

   Desiree V. Ukobitz, Alpen Adria University Klagenfurt

RESEARCH SPOTLIGHT: New Thinking on Capabilities and Complexity

1. Digital Business Capability And Its Effect On Firm Performance
   Christian Homburg, University of Mannheim
   Dominik Wielgos, University of Mannheim
   Christina Kuehnl, ESB Business School

2. The Interplay between Firm Capabilities and Technological Environment: How Technological Turbulence, Uncertainty, and Acceleration Moderate the Worth of Marketing, R&D, and Design Capabilities
   Saeed Janani, Arizona State University
   Michael Wiles, Arizona State University
   Gaia Rubera, Bocconi University

3. Blockchain (Crypto currency) Technology And Vertical Integration (Make or Buy) Strategies: A Theoretical Analysis
   Smaraki Mohanty, State University of New York
   Debi P. Mishra, State University of New York

   Christian Homburg, University of Mannheim
   Dominik Wielgos, University of Mannheim
   Christina Kuehnl, ESB Business School

5. The Interplay between Firm Capabilities and Technological Environment: How Technological Turbulence, Uncertainty, and Acceleration Moderate the Worth of Marketing, R&D, and Design Capabilities
   Saeed Janani, Arizona State University
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   Gaia Rubera, Bocconi University

SATURDAY 2/23/2019
6. **Blockchain (Crypto currency) Technology And Vertical Integration (Make or Buy) Strategies: A Theoretical Analysis**
   Smaraki Mohanty, State University of New York
   Debi P. Mishra, State University of New York

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**RESEARCH SPOTLIGHT: Understanding and Managing the Customer Experience**

**616A Complexity of Firm-Customer Relationship**

Roland Kassemeier (Chair)

1. **Was it really that good? - How Written Customer Feedback Impacts Customer Evaluations, Attitudes and Evaluations.**
   Matthias Fuchs, University of St. Gallen

2. **The orchestrate experience of the bank sector in Kuwait: The mediating role of relationship quality**
   Abdullah J. Sultan, Kuwait University

   Roland Kassemeier, Ruhr University Bochum
   Till Haumann, Ruhr University Bochum
   Pascal B. Gunturkun, WU Vienna University of Economics and Business

4. **The Impact of Thinking about Time versus Money on Emotional Brand Attachment**
   Qingfeng Hou, Sun Yat-sen University
   Hongyan Yu, Sun Yat-sen University

5. **Price, Donation-Based Incentives, and Consumers' Reactions to Cause Marketing**
   Chinintorn Nakhata, Penn State Harrisburg

6. **Limited Sales or Limited Attention: Do limited edition packages really work?**
   Krisztina R. Dörnyei, International Business School Budapest

7. **Toward a Generalized Adoption Modeling Framework**
   Steffen Jahn, University of Göttingen
   Martin Schlather, University of Mannheim
   Yasemin Boztug, University of Göttingen

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**RESEARCH SPOTLIGHT: Branding and Social Connection**

**616B Complexity of firm relationships with other stakeholders and social movements**

Jurui Zhang (Chair)

1. **Brand Activism and Firm Value**
   Yashoda Bhagwat, Texas Christian University
   Nooshin Warren, University of Arizona
   Joshua Beck, University of Oregon
   George Watson, Portland State University
2. **CEO Narcissism, Brand Acquisition and Disposal, and Shareholder Wealth**  
   Kehan Xu, The Chinese University of Hong Kong  
   Zixia Summer Cao, University of Colorado Denver

3. **Investigating Brand Popularity using Online Implicit Social Network**  
   Jurui Zhang, University of Massachusetts Boston  
   Raymond Liu, University of Massachusetts Boston

4. **Employer Brand Personality (EBP) – Development and Validation of a Scale**  
   Verena Batt, Leuphana University of Lueneburg  
   Sven Tuzovic, Queensland University of Technology  
   Manfred Bruhn, University of Basel

5. **Understanding corporate brand advocates’ experiences about brand alignment**  
   Piyush Pranjal, Indian Institute of Management Ranchi  
   Soumya Sarkar, Indian Institute of Management Ranchi

6. **The Dynamic Effect of Corporate Social Responsibility on Consumer-Based Brand Equity**  
   Fernanda Muniz, University of North Texas  
   Francisco Guzman, University of North Texas  
   Audhesh Paswan, University of North Texas  
   Heather Crawford, University of New South Wales
This session will be focusing on the latest research findings related to social media and influencer marketing. Countless studies across numerous disciplines, including marketing, have shown that the social influence effects are large and exist in a wide variety of environments (Hartmann 2008, Nair et al. 2006, Van den Bulte and Lilien 2001, Iyengar et al. 2010, Bernheim 1994, Bass 1969, Choi et al. 2008, Nair et al. 2006, Godes et al. 2005). Despite the apparent success of online influencer marketing strategies so far, relatively little academic work has explored who the influencers are, how they operate and how they engage with companies (for notable exceptions see Subramani and Rajagopalan 2003; Biran, Rosenthal, Andreas, and McKeown 2012; and Trammell and Keshelashvili 2005). The objective of the session is to produce further discussion and potential research ideas surrounding the important issues that marketers are facing today in terms of addressing sponsored content, consumer trust and transparency in social media.

RESEARCH SPOTLIGHT: How Do Consumers Navigate the Complex World?

1. **The (Group) License to Indulge**
   Wassili Lasarov, Christian-Albrechts-Universität zu Kiel
   Robert Mai, Ecole de Management Grenoble
   Melanie Trabandt, Christian-Albrechts-Universität zu Kiel
   Amelie Griesoph, Kiel University

2. **Expressions of sincerity: how anthropomorphic cues can help (or hurt) consumer reactions to service delays**
   Seth Ketron, East Carolina University
   Kelly Naletelich, James Madison University

3. **Impact of Transaction Cost on Brand Selection: An Empirical Study on BoP Consumers**
   Nanda Choudhury, IIT Kharagpur
   Biplab Datta, IIT Kharagpur
   Srabanti Mukherjee, IIT Kharagpur

4. **Will Scientific Names Better than Common Names? Ingredient Name Decision Depends on Food Type and Regulatory Focus**
   Dickson Tok, Nanjing University
   Chun-Tuan Chang, National Sun Yat-sen University
5. Segmenting Informational Mobile Application’s Consumer based on the Factor that affect Consumers’ Continuous Intention to Use: A SEM-Cluster Approach
   Priyanka Gupta, Indian Institute of Management Raipur
   Sanjeev Prashar, Indian Institute of Management Raipur

6. Defining Street Credibility; An Exploration of the Complex Relationships Between Street Credible Endorsers and Diverse Consumer Groups
   Delancy Bennett, Clemson University

RESEARCH SPOTLIGHT: New Frontiers in Branding

415A Consumer Complexity
Mansur Khamitov (Chair)

1. How Brand’s Moral Character Shapes Brand Perception and Evaluation
   Mansur Khamitov, Nanyang Technological University
   Rod Duclos, Western University

2. Negative Spill Over Effects in Corporate Brand Alliances in Crisis
   La Toya Quamina, University of Westminster
   Jaywant Singh, Kingston University

3. Brand Deletion from the Consumer’s Perspective: Conceptualization and Scale Development
   Purvi Shah, Worcester Polytechnic Institute
   E. V. Wilson, Worcester Polytechnic Institute

4. The Effect of Artificially Limited Access to Product Features on Consumer Brand Attitude
   Wiebke Lueders, University of St. Gallen
   Tobias Schlager, University of Lausanne
   Andreas Hermann, University of St. Gallen

5. How Cities Can Attract Highly Skilled Workers as Residents: The Impact of City Brand Benefits
   Michael Schade, University of Bremen
   Rico Piehler, University of Bremen
   Christoph Burmann, University of Bremen

RESEARCH SPOTLIGHT: Innovation In (and For) a Complex World

415B Intrafirm Complexity and Marketing Strategy
Stefan Wuyts (Chair)

1. Very useful, no risk involved? The impact of consumers’ task expertise on the intention to adopt autonomous products
   Adeel Tariq, University College of Southeast Norway
   Fred Selnes, BI Norwegian School of Management
   Radu Dimitriu, University College of Southeast Norway
2. **Innovation from the Grassroots: Determinants of Success**
   Stefan Stremerch, Erasmus University Rotterdam
   Nuno Camacho, Erasmus University Rotterdam
   Elio Keko, Ghent University
   Isabel Verniers, Ghent University
   Stefan Wuys, Penn State University

3. **Curb Your Enthusiasm: The Influence of Top Management Team Regulatory Focus on New Product Launches and the Proclivity Toward Patent Infringement**
   Matthew B. Shaner, University of Mississippi
   Gautham G. Vadakkepatt, George Mason University
   Kexin Xiang, University of Mississippi

4. **Decision-Making Authority in Innovation Development – A Dual Mediation Model**
   Markus Welle, University of Mannheim
   Sabine Kuester, University of Mannheim
   Monika C. Schuhmacher, University of Gießen

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**Teaching Tools: SAGE Publishing**

**416A**
Moderated by American Marketing Association Sarah Steimer, panelists include: Angie Gette, VP of Strategy & Insights at Springbox; Dr. Jed Jones, Co-Founder & Chief Data Scientist at Mindecology; Christy McFerren, Vice President at Catalyst Marketing; and Jeff Raymond, Executive Director of Client Engagement at Launch Marketing

In this highly interactive session, Austin-based marketing professionals will share insights on bridging marketing research and real-world implementation. Moderated by a marketing researcher, the practitioner panelists will address:
- Staying up-to-date on the latest marketing strategies and research.
- Do they privilege research-based recommendations over others – or even know where to find them?
- Tips for marketing researchers who want to make an impact in practice.

Ample time will be left for questions from the audience.

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**SPECIAL SESSION: Market Knowledge, Learning and Product Strategies: Implications for Competing in Complex, Global Markets**

**416B**
Institutional and Cultural Complexity
Annie Peng Cui (Chair); Umar Burki (Presenter); Richard Glavee-Geo (Presenter); Robert Dahlstrom (Presenter); Buvik Sture (Presenter); Lixun Su (Presenter); Xinchun Wang (Presenter)

- **Market Knowledge, Specific Assets and the Efficacy of Formal Contracting in International Western Buyer-Asian Supplier Relationships**
  - Umar Burki, University of South Eastern Norway
  - Richard Glavee-Geo, NTNU Norway
  - Robert Dahlstrom, Miami University & Adjunct faculty, BI Norwegian Business School
  - Buvik Arnt Sture, Molde University College

- **Co-Exploration and Co-Exploitation and Post-Acquisition Performance**
  - Lixun Su, West Virginia University
  - Annie Peng Cui, West Virginia University
  - Xinchun Wang, West Virginia University

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*SATURDAY 2/23/2019*
• Post-Acquisition Product Strategies of Emerging Markets Multinational Companies: A Multiple-Case Study
  o Xinchun Wang, West Virginia University

This session will address the overarching issue of how firms expand to international markets and compete with rivals both in developed and emerging markets. Firms’ knowledge acquisition and learning strategies in the global markets have drawn considerable attention in the literature (e.g. Sheth, 2011). This interest in how international firms leverage market knowledge, implement exploration and exploitation, and product strategies is especially relevant in the increasingly turbulent international market place where globalization is clashing with the threat of trade wars. The studies in this special session addresses these important research topics that provide insights for firms expanding to potential hostile markets.

SPECIAL SESSION: Developments and Directions in International Retailing Research: Cross-National Contexts and Future Directions

417 SIG Programming
Brian Chabowski (Chair); Saeed Samiee (Chair); Dhruv Grewal (Presenter); Elisa Schweiger (Presenter); Anne Roggeveen (Presenter); Carl-Philip Ahlbom (Presenter); Jens Nordfält (Presenter); Nicholas Alexander (Presenter); Anne Marie Doherty (Presenter); Brenda Sternquist (Presenter); Brian Chabowski (Presenter); Saeed Samiee (Presenter)

• Retailing Field Studies in an International Context
  o Dhruv Grewal, Babson College, USA.
  o Elisa B. Schweiger, University of Bath, United Kingdom.
  o Anne L. Roggeveen, Babson College, USA.
  o Carl-Philip Ahlbom, Stockholm School of Economics, Sweden.
  o Jens Nordfält, University of Bath, United Kingdom

• Marketing Innovation in Time and across Time: International Flagship Stores, Brand Identity, and the Boundary of the Firm
  o Nicholas Alexander, Lancaster University, United Kingdom.
  o Anne Marie Doherty, University of Strathclyde, United Kingdom.

• Strategic International Retail Expansion (SIRE): Exploring the Concept of Near-Markets
  o Brenda Sternquist, Michigan State University, USA.

• A Bibliometric Examination of the International Retailing Literature: Knowledge Structure of a Consumer-Focused Research Topic (1973-2018)
  o Brian R. Chabowski, The University of Tulsa, USA.
  o Saeed Samiee, The University of Tulsa, USA.

Although international retailing is by no means a new phenomenon, interest in the field has substantially grown during the last two decades, fueled in part by the Internet and ecommerce, the lowering or removal of regulatory and structural barriers, and the intensity of competition and saturation of home markets. Not surprisingly, international retail brands have become ubiquitous in the global marketplace. Using both standardized, home-grown as well as fully adapted processes and strategies in host markets, these retailers continue to push for relevance and success across international markets, as the number of new entrants continue to increase. Despite these developments, limited scholarly attention has been devoted to the topic. Our goal in this special session is to provide selective updates and guidance on the theme of international retailing and offer relevant research to help companies improve their respective positions in cross-national markets. The four proposed presentations in this session offer many insights which are relevant to the international marketing field. Taken as a whole, the proposed research topics provide critical opportunities for the growth of

SATURDAY 2/23/2019
international retailing research and may assist in recognizing perspectives that deliver possibilities for expansion and profitability to international retailers.

SPECIAL SESSION: "The Inspiring Life of Barton Alan Weitz, September 14, 1941 to June 30, 2018 Looking back at his research and forward to research that may spring from his ideas And talking about him as a person"

616A Personal Selling and Sales Management
Sandy Jap (Presenter); Velitchka Kaltcheva (Presenter); Kevin Bradford (Presenter); Harish Sujan (Chair); Richard Lutz (Discussant)

Moderator: Richard Lutz: Bart as a colleague and friend

Presentation Order:
1. Sandy Jap: The Management of Relationships with Channels of Distribution
2. Velitchka Kaltcheva: Retail Store Ambiance
3. Kevin Bradford: From a Sales to a Relationship Orientation
4. Harish Sujan: Salesperson Adaptation and Intelligence

The five of us will review the research ideas of Bart Weitz, characterizing them into four sub-themes, and talk with the audience about using these ideas as a springboard for future research. Although Bart’s first two publications were in the domain of consumer behavior he moved his interests, first, to sales management, then to channels of distribution and, later, to retailing. Across theses paradigms, Bart expressed his interest in improving business relationships, recognizing the importance of empathy for business performance, anticipating and capitalizing on marketplace changes, building motivation intrinsically through excitement and interest, and furthering business (marketing, sales) intelligence.

SPECIAL SESSION: Extending Conceptions of Online Consumer Communication
616B Complexity of Firm-Customer Relationship
Keith Smith (Chair); Ana Babic Rosario (Presenter); Scott Cowley (Presenter); Keith Smith (Presenter); Felipe Thomaz (Presenter)

- The Dimensions of Electronic Word of Mouth: An Organizing Framework and Agenda for Future Research
  - *Ana Babić Rosario, Assistant Professor, University of Denver
  - Kristine de Valck, Associate Professor, HEC Paris
  - Francesca Sotgiu, Associate Professor, VU Amsterdam

- Examining Heterogeneity Among Brand Social Media Response to Community Positivity
  - *Scott Cowley, Western Michigan University
  - Aaron Charlton, University of Oregon

- The Dynamic Interactions between Video Game Consumption and Online Social Communication
  - *Keith Marion Smith, Northeastern University
  - Yakov Bart, Northeastern University
  - Scott A. Thompson, St. Louis University
  - Koen Pauwels, Northeastern University
  - John Hulland, University of Georgia

- The Abnormal Structure of Illegal Digital Marketplace Communities
  - *Felipe Thomaz, University of Oxford
  - John Hulland, University of Georgia

SATURDAY 2/23/2019
Online consumer communication has become a ubiquitous component of modern marketing strategy and management. However, current marketing understanding of the online environment is characterized by an increasing number of terms and definitions for a relatively narrow set of studied phenomena. The presented projects will bring clarity regarding the multidisciplinary but fragmented findings in online communication research and extend the commonly studied contexts to better understand the complexity that online consumer communication represents for fellow consumers and the firm in such areas as positive eWOM, game consumption, and Dark Web conversation.
Special Session: Machine learning for consumer behavior research

400 CoChair

Szu-chi Huang (Presenter); Professor Hoffman (Presenter); Xueming Luo (Presenter); Ashlee Humphreys (Presenter); Sascha Raithel (Chair)

Special Session: Better Marketing for a Better World

408 Journal Programming – Journal of Marketing

Christine Moorman (Chair); Rajesh Chandy (Chair)

- Do you have questions for the Editors and Associate Editors of the Journal of Marketing Special Issue on Better Marketing for a Better World?
- Would you like feedback from a group of peers on an idea for a submission to the special issue?
- Are you willing to offer input to fellow researchers on their ideas for submissions to the special issue?

If the answer to any of the above questions is yes, then please consider joining us for this workshop-style discussion of topics related to the JM Special Issue on Better Marketing for a Better World. It will be moderated by the editors and associate editors of the special issue, and will seek to illustrate the domain of better marketing for a better world, encourage more work in the area, offer feedback to those working in the area, and clarify criteria for publication.

Confirmed participants include: Mike Ahearne, University of Houston; Rajesh Chandy, London Business School; Markus Giesler, York University; Ajay Kohli, Georgia Tech University; Christine Moorman, Duke University; Koen Pauwels, Northeastern University; and JB Steenkamp, University of North Carolina.

Details of the Special Issue and insights from leading scholars during previous special sessions can be found here:
https://www.ama.org/2018/11/20/call-for-papers-journal-of-marketing-special-issue-better-marketing-for-a-better-world

Special Session: Gaining a Global Perspective on the State of Sales Profession, – Using a global panel to develop Sales Theory

410 Personal Selling and Sales Management

Lenita Davis (Chair); Willy Bolander (Chair); Riley Dugan (Chair); Lenita Davis (Presenter); Willy Bolander (Presenter); Greg Marshall (Presenter); William Moncrief (Presenter); Nick Panagopoulos (Presenter); Andrea Dixon (Presenter)

Agenda

- Introduction of session and panelists
- Panel Topics
  - The Survey Components
  - Overview of the panelist surveyed
  - Survey Results and implications
- What are the key issues on the horizon and opportunity for future research
- Review the call for proposal and breakout groups
  - Session attendees will then be organized into breakout groups within the room to further discuss and explore possible topics and research streams for global sales research.
- Regroup and Share
  - Each breakout group will briefly share its hit list of key issues developed.
Panelists
Willy Bolander, Florida State University
Lenita Davis, University of Arkansas Little Rock
Greg Marshall, Rollins College
Bill Moncrief, TCU
Nick Panagopoulos, Ohio University
Andrea Dixon, Baylor University

A global sales panel has been established through the sponsorship of AMA and the support of SEF. The global panel will provide access to professional samples of sales managers and sales representatives for sales academics of all experience levels. This panel will be split to accomplish a two-fold purpose: 1. Survey responses from sales representatives to form a "sponsored projects" component of the database. This component of the database would be designed to assist researchers in answering their own, pre-defined research questions by allowing them access to the panel for cross-sectional studies of their own and 2. Periodic survey responses from sales professionals that would provide a yearly snapshot view of the "state of the sales profession." This longitudinal component of the database would be designed to aid the field in uncovering trends in a dynamic discipline. During this session we will present the first set of data from the longitudinal component of the survey. We will ask our panelists to respond to the results and further provide direction on developing a stream of global sales research and theory.

SPECIAL SESSION: Navigating the Complexity of New Media and Technologies in Sport & Sponsorship-Linked Marketing
415A

SIG Programming
Rebecca Achen (Presenter); Ashley Stadler Blank (Presenter); David Harman (Presenter); William Sutton (Presenter); Gillian Oakenfull (Presenter); Yusuf Oc (Presenter); Aysegul Toker (Presenter); Norm O’Reilly (Presenter); Nadege Levallet (Presenter); Michael Naraine (Presenter); Liz Wanless (Presenter); Nicholas Watanabe (Presenter); Stephen Shapiro (Presenter); Grace Yan (Presenter)

- I "Like" It: The Platforms, Media, and Message Content that Drive Sport Fans’ Social Media Engagement
  - Rebecca M. Achen, Illinois State University
  - Ashley Stadler Blank, University of St. Thomas
  - David M. Harman, University of St. Thomas
  - William A. Sutton, University of South Florida

  - Gillian Oakenfull, Miami University

  - Yusuf Oc, Bogazici University
  - Aysegul Toker, Bogazici University

- Logged on? Wi-Fi usage and behavior at National Basketball Association games
  - Norm O’Reilly, University of Guelph
  - Nadege Levallet, University of Guelph
  - Michael Naraine, Deakin University
  - Elizabeth Wanless, Ohio University

- Predicting Influence in Social Media Networks: A Multi-level Analysis of the 2018 Winter Olympic Games
  - Nicholas M. Watanabe, University of South Carolina
  - Stephen Shapiro, University of South Carolina
  - Grace Yan, University of South Carolina

SATURDAY 2/23/2019
The proliferation of new media and technologies over the past few years has radically transformed the sport industry and the way fans consume content. As a result, new media and technologies have increased the complexity of sport and sponsorship-linked marketing. Consequently, this special session focuses on the opportunities and challenges new media and technologies present and their potential impact on business outcomes for sport organizations.

**SPECIAL SESSION: Managing Complexity in Marketing Strategy and Innovation**

415B  
Suyun Mah (Chair); Rebecca Slotegraaf (Chair); Mark Houston (Discussant); Youngtak Kim (Presenter); Suyun Mah (Presenter); Shuba Srinivasan (Presenter); Gerard Tellis (Presenter)

- **Identifying Patterns in Noisy Ideations Contests**
  - Jason Bell, University of Oxford
  - Christian Pescher, University of Munich
  - Gerard J. Tellis*, University of Southern California

- **Innovating for Sustainability**
  - Youngtak Kim*, University of Georgia
  - Sundar Bharadwaj, University of Georgia

- **How CMO and CEO characteristics Affect Innovation and Firm Value: Findings and Future Directions**
  - Ya You, California State University, East Bay
  - Shuba Srinivasan*, Boston University
  - Koen Pauwels, Northeastern University
  - Amit Joshi, IMD

- **Early-Bird Communications: The Value of Uncertainty in Communicating Innovation**
  - Suyun Mah*, Indiana University
  - Rebecca Slotegraaf, Indiana University

With shifting market trends influencing new avenues in innovation and marketing strategies for gaining a competitive advantage, managers are facing new challenges every day. This special session highlights opportunities for researchers and managers to overcome these challenges. The session includes four papers that offer diverse perspectives, and all highlight important sources and consequences of complexity in innovation and marketing strategy. The perspectives also showcase the relevant innovation and marketing strategies that impact various stakeholders, including consumers, investors, and managers.

**Teaching Tools: Teaching Effectively With the LINKS Marketing Analytics Simulation**

416A  
Ruth N. Bolton, Arizona State University

This session focuses on how instructors can use the LINKS Marketing Analytics Simulation to engage students in:

- the application of marketing analytics tools and techniques that link strategy to business success
- the identification and interpretation of information relevant to addressing business challenges.
By analyzing data and making decisions, students learn to transform data into insights that improve marketing decision making and increase profitability. For example, students can use marketing analytics to address questions such as:

- What are the drivers of customer retention? Or market share? Or sales?
- How sensitive are customers to my product’s prices?
- What is the effect of advertising or digital media on customers’ perceptions of availability?
- What will be the future sales of a new product? What are the drivers of growth?

The presentation focuses on ways to structure the course and class activities to improve student learning (and enjoyment). In addition, everyone will be encouraged to share examples of best teaching practices, exercises, and assignments relevant to marketing analytics.

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**RESEARCH SPOTLIGHT: Sustainability: Pricing, Ethics, and the Self**

416B  
*Consumer Complexity*

Amelie Griesoph (Chair)

1. **Oh! It’s So Costly, It Must Be Green! The Impact of Price on the Green Perception of Eco-Friendly Products**  
   Amogh S. Kumbargar, Indian Institute of Management Ahmedabad  
   Sanjeev Tripathi, Indian Institute of Management Indore

2. **Until the last drop. Do consumer care about water when it comes to coffee?**  
   Amelie Griesoph, Kiel University  
   Wassili Lasarov, Christian-Albrechts-Universität zu Kiel

3. **The Role Of Global Cultural Identity In Consumer Engagement With Sustainability Initiatives**  
   Ekaterina Salnikova, Aarhus University  
   Yuliya Strizhakova, Rutgers University  
   Klaus G. Grunert, Aarhus University

4. **The role of mindfulness in driving ethical consumption**  
   Tai A. Kieu, Western Sydney University

5. **Digitalization as Solution of Environmental Problems? When Do Sustainability Conscious Users Rely on Augmented Reality-Recommendations Agents**  
   Tom Joers, Christian-Albrechts-Universität zu Kiel  
   Stefan Hoffmann, Christian-Albrechts-Universität zu Kiel  
   Robert Mai, Grenoble Ecole de Management  
   Payam Akbar, Christian-Albrechts-Universität zu Kiel

6. **Does transparent price labelling boost label effectivity for sustainable products?**  
   Hanna Reimers, Kiel University  
   Stefan Hoffmann, Kiel University

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*SATURDAY 2/23/2019*
Technology continues to radically and rapidly change the nature of service, customers’ service experiences, and customers’ relationships with service providers (Rust and Huang 2014; Ostrom et al. 2015). Against this background, this session posits that consumer interactions with artificial intelligence (AI) and embodied service robots will soon be melded into numerous service experiences. Little marketing research has examined whether such experiences will trigger positive or negative consumer responses and which consequences arise for companies.
• When Does ‘Distance’ in Alliance Portfolio Matter to IPO outcomes?
  o Shilpa Somraj, Department of Marketing, College of Business, University of Nebraska – Lincoln
  o Alok R. Saboo, Department of Marketing, J. Mack Robinson College of Business, Georgia State University
  o Alok Kumar, Department of Marketing, College of Business, University of Nebraska – Lincoln

• Price Formats versus Price Levels in Component Procurement Contracts
  o Mrinal Ghosh, Professor of Marketing, Eller College of Management, University of Arizona
  o Stephen Carson, David Eccles Scholar Professor of Marketing, David Eccles School of Business, University of Utah
  o Kellilynn M. Frias, Assistant Professor of Marketing, Rawls College of Business, Texas Tech University
  o Shan Yu, Assistant Professor of Marketing, Lally School of Management, Rensselaer Polytechnic Institute

SPECIAL SESSION: Emerging Markets in Conflict Zones: Toward Resilience, Inclusion, Justice and Sustainable Well-Being

616B Marketing and consumption around the world
Cliff Shultz (Chair); Alan Malter (Chair); Alan Malter (Presenter); Stacey Baker (Presenter); Fathony Rahman (Presenter); Cliff Shultz (Presenter)

• Vietnam’s Evolving Transition: The Systemic Dynamism of Marketing and Consumption, with Implications for Constructive Engagement and Sustainable Well-Being
  o Cliff Shultz*, Charles H. Kellstadt Professor of Marketing, Loyola University Chicago, USA
  o Nguyen Thi Tuyet Mai, Associate Professor, National Economics University, Vietnam
  o Mark Peterson, Professor, University of Wyoming, USA

• Keep Calm and Carry On: The Resilience of Marketing Systems in Middle Eastern Conflict Zones
  o Alan J. Malter*, Associate Professor, University of Illinois at Chicago, USA

• Reconnecting the Excluded through “Purpose-Built” Community and Market Development
  o Stacey Menzel Baker*, Professor, Creighton University, USA

• Optimizing National Development Schemes for Success in the Emerging World: The Case for Local Visioning and Empowerment
  o Don R. Rahtz, J. S. Mack Professor, The College of William and Mary, USA
  o Fathony Rahman, Professor*, Universitas Prasetya Mulya, Indonesia

This session assembles scholars who will present and discuss (1) research on marketing and consumption phenomena in selected emerging markets often subjected to various forms of conflict; (2) ways in which policies, marketing ideas and practices can enhance/contribute to the sustainable well-being of the people residing in such markets – and their stakeholders. The presenters (1) paint a clearer picture of what marketing and consumption look like in some overlooked regions representative of large groups of the world’s consumers, connected to – and sometimes disregarded by – local/global policy, marketing and consumption; (2) discuss implications for consumption, marketing, public policy and sustainable well-being.
SPECIAL SESSION: From Relationship Marketing to Customer Engagement: Panel Discussing the Evolution of the Customer-Firm Relationship

Colleen Harmeling (Chair); Katherine Lemon (Presenter); Vikas Mittal (Presenter); Roland Rust (Presenter); Peter Verhoef (Presenter)

Session Chair: Colleen M. Harmeling, Assistant Professor of Marketing, Florida State University
Session Panelists:

- Katherine N. Lemon, Accenture Professor and Professor of Marketing, Carroll School of Management, Boston College
- Roland Rust, Distinguished University Professor, David Bruce Smith Chair in Marketing, Executive Director, Center for Excellence in Service & Center for Complexity in Business, Robert H. Smith School of Business, University of Maryland
- Peter Verhoef, Professor, Director University of Groningen Business School
- Vikas Mittal, J. Hugh Liedtke Professor of Management (Marketing)

Technological advances continue to alter the way firms interact with customers and how customers, in turn, interact with firms. Firms can no longer treat customers as passive consumers of content and offerings, but rather must consider their active participation as pseudo-employees involved in nearly every aspect of marketing from creating brand content and disseminating marketing communications to designing, pricing, and merchandising the product, to providing after-purchase customer support. We propose a panel that discusses the changing dynamics of the customer-firm relationship and the shift from customer relationship management to customer engagement management. The session includes leading experts in the relationship marketing and customer engagement domain and will discuss the implications of this changing landscape on both theory and practice.

SPECIAL SESSION: Editors’ Perspectives 3

Satish Jayachandran (Discussant); Anne Roggeveen (Presenter); Constantine Katsikeas (Presenter); Douglas Hughes (Presenter); Charles Noble (Presenter); Greg Marshall (Presenter); Manjit Yadav (Presenter); Mark Peterson (Presenter); Michael Brady (Presenter); Scot Burton (Presenter); Wendy Moe (Presenter)

Journal of Public Policy & Marketing
Scot Burton, University of Arkansas
European Journal of Marketing
Greg Marshall, Rollins College

Journal of International Marketing
Costas Katsikeas, Leeds University
Journal of Interactive Marketing
Wendy Moe, University of Maryland

Journal of Retailing
Anne Roggeveen, Babson College
AMS Review
Manjit Yadav, Texas A&M University

JPSSM
Doug Hughes, Michigan State University
Journal of Macromarketing
Mark Petersen, University of Wyoming

Journal of Service Research
Mike Brady, Florida State University
Journal of Product Innovation Management
Charles H. Noble, University of Tennessee
Issues surrounding management of an effective salesforce are of paramount interest to both academics and practitioners. These issues are increasingly pertinent today as firms respond to the complex marketplace by transforming the sales management process through distribution of the sales task across inside and outside salespersons, incentives on sales activities and widespread adoption of CRM technologies. In this session we propose to bring together three thought pieces on these issues under a common roof. All the projects in this special session deal with managing challenges that arise due to the increasing reliance of organizations on CRM technologies, inside sales force and activity-based compensation to monitor and incentivize a dynamic salesforce.
One of the key questions marketers have long been concerned with is how to accurately measure and how to positively affect the return on investment of their advertising spend. Over the last couple of decades, increasing complexity and a rapid rise in dynamic interconnectedness of different advertising ecosystem elements across multiple channels, contexts, and products have further increased the difficulty of answering this question. Specifically, brand actions and advertising in one channel, context, or product may dynamically affect advertising effectiveness in a different channel or context, or for a different product under the same brand. This session will examine key issues related to understanding such dynamics in advertising effectiveness across multiple different channels and contexts.

SPECIAL SESSION: Delivering a Better Value Proposition

415B  SIG Programming
Stacey Menzel Baker (Chair); Lauren Beitelspacher (Chair)

- Changing the Sustainability Value Proposition for Product End of Life
  - Lauren Beitelspacher, Babson College

- Dignity Matters: Community Based Value Proposition
  - Stacey Menzel Baker, Creighton University

This special session, co-sponsored by the Retail and Pricing SIG and the Marketing and Society SIG, combines unique academic research with managerial insights. The main purpose of this session is to begin to showcase how consumers are now demanding that firms deliver value beyond just the product or service. This involves firms paying more attention to the resources they use from environmental, labor, and social perspectives. The intersection of retailing and marketing and society is ripe with research questions with managerial, scholarly, and most importantly, societal implications. By bringing in industry expertise, as well, we hope to highlight some of the managerial challenges involved in addressing consumer’s increasing demands for thoughtful value delivery and begin to understand how some organizations are excelling in this area.

Teaching Tools: Promotional Marketing: The Untold Story – The Confidence to Evolve, One Classroom At A Time

416A

Presenters:
Kim R. Todora, PPAI Communications and Branding Strategist and Moumita Das, PPAI Research Manager

As emerging innovations and shifting demographics propel the next frontier for competition and productivity, the need to connect the working world with the next generation of talent has never been greater. The promotional products industry’s foothold in the education sector shines bright; it was identified as one of the top buyers of promotional products according to PPAI’s research. And yet, year after year thousands of talented and ambitious future marketing leaders graduate from the country’s colleges, most unaware of the promotional products industry and the opportunities it provides. In response to an increasing need to better understand how instructors present promotional products in higher education, PPAI partnered with the American Marketing Association (AMA) to collect insights from more than 400 marketing educators and more than 1,000 undergraduate students from across the United States in the Higher Education Study. Detailed findings offer the most comprehensive look at the promotional products industry’s value to the next generation and its evidence-based role in the marketing and advertising industries.
SPECIAL SESSION: Markets and Material Arrangements

Institutional and Cultural Complexity

Linda Price (Chair); Hope Schau (Chair); Aimee Huff (Presenter); Ashlee Humphreys (Presenter); Sarah Wilner (Presenter); Melissa Akaka (Presenter); Kivalina University of Oregon (Presenter); Tonya Bradford (Presenter)

- Expressive Materiality and the Making of Markets: Insights from the U.S. Cannabis Market
  - Aimee Dinnin Huff, Oregon State University
  - Ashlee Humphreys, Northwestern University
  - Sarah Wilner, Wilfred Laurier University

- Retailscapes as Structures of Common Difference: How Materiality Shapes Global Markets and Local Communities
  - Melissa Archpru Akaka, University of Denver
  - Rodrigo Costa Segabinazzi, Escola Superior de Propaganda e Marketing
  - Hope Jensen Schau, University of Arizona

- Paradoxes in Bicycling for a Better World: How Shifting Market Contexts Shape Material Arrangements
  - Kivalina E. Grove, University of Oregon
  - Linda L. Price, University of Oregon

- Value Creation to Benefit Others: How Markets Shape Material Arrangements in Living Organ Donation
  - Tonya Bradford, University of California Irvine

This session examines markets as value exchange platforms. We focus on complex interplays of materiality and markets examining how materiality impacts markets and how market dynamics shape material relations. Through four empirical studies, we uncover implications for how innovations in material arrangements transform markets and how marketplace dynamics impact consumer practice bundles and exchanges. Adopting a “big tent” approach we engage with differing theoretical perspectives on institutional and cultural complexity. The evolving U.S. cannabis market; global surfing lifestyle; bike safety and sharing programs; and life-giving organ donor markets offer engaging contexts for enriching our existing theories on materiality and markets.

SPECIAL SESSION: Strategic Marketing and Firm Performance

Intrafirm Complexity and Marketing Strategy

- The Scope of Marketing’s Decision Authority and Firm Performance
  - Leigh McAlister, McCombs School of Business, The University of Texas at Austin.
  - Raji Srinivasan, McCombs School of Business, The University of Texas at Austin.
  - Ty Henderson, McCombs School of Business, The University of Texas at Austin.
  - Jade DeKinder, McCombs School of Business, The University of Texas at Austin.

- CMO Presence and Firm Performance: Assessing the Conditions Under which the Presence of Other Functional Executives in the C-suite Matters
  - Pravin Nath, Michael F. Price College of Business, University of Oklahoma.
  - Neeraj Bharadwaj, Haslam College of Business, University of Tennessee.

- How Chief Marketing Officer Roles Vary and Why This Matters
  - Kimberly A. Whitler, Darden School of Business, University of Virginia.
  - Neil A. Morgan, Kelley School of Business, Indiana University.
  - Lopo L. Rego, Kelley School of Business, Indiana University.
**Intangible Value**
- Jonathan Knowles, CEO, Type 2 Consulting.

This special session features contemporary thinking on the marketing-finance interface from both academia and practice. It will consist of three carefully chosen academic projects-in-progress that focus on the role of the chief marketing officer and/or marketing in the C-suite, and a presentation on intangible marketing assets by an industry expert.

**SPECIAL SESSION: Branding and Social Media: Modeling Drivers of Sharing, Understanding Brand Volatility, and Forecasting Sales**

616A  
**Computational marketing, machine learning, artificial intelligence**
Seshadri Tirunillai (Chair); Wayne Zhang (Presenter); Gerard Tellis (Presenter); Deborah McInnis (Presenter); Seshadri Tirunillai (Presenter); Vanitha Swaminathan (Presenter); Andrew Schwartz (Presenter); Shawndra Hill (Presenter); Rowan Menezes (Presenter); Abhishek Borah (Presenter); Oliver Rutz (Presenter)

- **What Drives Sharing of Online Digital Content? The Case of YouTube Video Ads on Social Media**
  - Wayne Zhang
  - Gerard J. Tellis, University of Southern California
  - Deborah McInnis, University of Southern California
  - Seshadri Tirunillai, University of Houston

- **How Volatile is Your Brand? Mapping Shifts in Brand Positioning Over Time**
  - Vanitha Swaminathan, University of Pittsburgh
  - Andrew Schwartz, Stony Brook University
  - Shawndra Hill, Microsoft
  - Rowan Menezes, Stony Brook University

- **Forecasting Sales with Full Competitive Brand Search Data: A Bayesian Elastic Net Approach**
  - Abhishek Borah, INSEAD
  - Oliver J. Rutz, University of Washington

The purpose of this special session is to showcase the latest research on branding and social media, with a particular view to highlighting new methodologies that can help deal with large amounts of unstructured social media data (e.g., text, images, voice, video) pertaining to opinions and behaviors of consumers. This session consists of three papers that highlight different approaches to utilizing big data to address meaningful questions.

**SPECIAL SESSION: Authenticity and Well-being in the Consumption of Products and Experiences**

616B  
**Consumer Wellbeing**
Rosanna Smith (Chair); Rachel Gershon (Chair); Dafna Goor (Presenter); Nailya Ordabayeva (Presenter); Anat Keinan (Presenter); Sandrine Crener (Presenter); Brendan Strejcek (Presenter); Katherine Crain (Presenter); James Bettman (Presenter); Mary Francis Luce (Presenter); Rosanna Smith (Presenter)

- **The Impostor Syndrome from Luxury Consumption**
  - Dafna Goor, Doctoral Candidate, Harvard Business School
  - Nailya Ordabayeva, Assistant Professor of Marketing, Boston College
  - Anat Keinan, Associate Professor of Marketing, Harvard Business School
  - Sandrine Crener
- When is the authentic self active?
  o Brendan Strejcek, Doctoral Candidate, Sauder School of Business, UBC

- Goldilocks Signaling: How the Number of Signaling Items in an Ensemble Affects Perceptions of Consumer Authenticity
  o Katherine M. Crain, Doctoral Candidate, Duke University
  o James R. Bettman, Burlington Industries Professor of Marketing, Duke University
  o Mary Frances Luce, Robert A. Ingram Professor of Marketing, Duke University

- Twice-Told Tales: Self-Repetition Decreases Consumer Perceptions of Performer Authenticity
  o Rachel Gershon, Doctoral Student, Washington University in St. Louis
  o Rosanna K. Smith, Assistant Professor in Marketing, University of Georgia

Consumers increasingly seek authenticity in their consumption. This desire is in large part propelled by the enhanced individual well-being and higher quality interpersonal relationships that come with both feeling and being seen as authentic. Products and experiences often play a critical role in how consumers feel about their own authenticity, express themselves to others, and make inferences about other people. Across four papers, this session seeks to examine how consumption influences whether consumers view themselves as authentic and how they assess the authenticity of others.
As your AMA doctoral student representatives, we strive to provide you with opportunities to learn and network in every AMA event. Whether you are preparing to attend the Summer AMA Job Market this 2019 or in the future, we strongly encourage you to attend this session on how to prepare for your interviews; you will get invaluable insights from professors with different levels of experience. We have recruited a panel, comprised of recently hired assistant professors and senior faculty who have interviewed candidates in recent years. Bring your questions to the session or send them to us in advance. Confidentiality is assured.

Some of the questions and topics we anticipate addressing in our session include:
1) What should a student take to the interview?
2) What is the format of a typical interview?
3) How long do interviews typically last?
4) From a faculty perspective, what are some of the major do’s and don’ts?

However, this session is designed for you and with you in mind, so we will allow the fluidity of the questions from the audience to guide the session.

Visual aesthetics play a critical role in communicating information to consumers and has been used by marketers, especially in product and brand logo design (Wu et al. 2017). However, little is known about its possible influences on consumer behavior. Research has examined the influence of the two different types of cuteness. Whimsically cute images may cause an increase in indulgent behavior (Nenkov and Scott 2014) while kindschenschema cuteness is
associated with the negative feeling of vulnerability. This session showcases three paper presentations examining these different types of cuteness and the potential negative consequences of cuteness on a variety of behaviors.

**SPECIAL SESSION: Keeping Your Friends Close? Tackling Marketing Strategies, Stakeholder Interests and Marketplace Outcomes in a Complex World**

**410 Intrafirm Complexity and Marketing Strategy**

Deepti Chandrasekaran (Chair); Raji Srinivasan (Presenter); Gülen Sarial-Abi (Presenter); Timo Van Balen (Presenter); Murat Tarakci (Presenter); Ashish Sood (Presenter); Carlos Bauer (Presenter); Richard Gretz (Presenter); Ashwin Malshe (Presenter); Suman Basuroy (Presenter); Richard Gretz (Presenter); Bradley Allen (Presenter); Suman Basuroy (Presenter); Deepti Chandrasekaran (Presenter)

- **To Err is Human: Consumers’ Responses to Brand Harm Crises Caused by Algorithm Errors**
  - Raji Srinivasan is Sam Barshop Centennial Professor of Marketing Administration at the Red McCombs School of Business, The University of Texas at Austin
  - Gülen Sarial-Abi is Assistant Professor of Marketing, Marketing Department, Bocconi University

- **Do Disruptive Visions Pay Off? The Impact of Disruptive Entrepreneurial Visions on Venture Funding**
  - Timo van Balen is a PhD candidate in Innovation Management, Rotterdam School of Management
  - Murat Tarakci is an Associate Professor of Innovation Management, Rotterdam School of Management
  - Ashish Sood is an Associate Professor of Marketing, University of California Riverside

- **Complementary Products, Distribution Strategies and Financial Performance: The Impact of Exclusive, Temporarily Exclusive and Non-Exclusive Strategies**
  - Carlos Bauer is an Assistant Professor of Marketing at the University of Alabama
  - Richard T. Gretz is an Associate Professor of Marketing at the University of Texas at San Antonio
  - Ashwin Malshe is an Assistant Professor of Marketing at University of Texas at San Antonio
  - Suman Basuroy is the Department Chair of Marketing & Graham Weston Endowed Professor at University of Texas at San Antonio

- **Dynamic Bundling Strategies in Two-Sided Markets**
  - Richard T. Gretz is an Associate Professor of Marketing at the University of Texas at San Antonio
  - Bradley J. Allen is an Assistant Professor of Marketing at the University of Arkansas
  - Suman Basuroy is the Department Chair of Marketing & Graham Weston Endowed Professor at University of Texas at San Antonio
  - Deepa Chandrasekaran is an Assistant Professor of Marketing at University of Texas at San Antonio

The purpose of this session is to present cutting-edge research and insights on how firms address and tackle intra-firm and market-place complexities in terms of (1) connecting with and addressing the interests of the firm’s key stakeholders and partners, and (2) examining how such strategies contribute to marketplace outcomes. We define intra-firm relationships as relationships bridging a firm’s internal network of stakeholders: consumers, investors and complementors. The topics covered include brand harm crisis, algorithmic marketing, mind-machine theory, disruptive vision, venture funding, investor reactions, exclusivity strategies, bundling strategies, complementor relationships and two-sided markets.
The Product-Form Strategic Decision in Entrepreneurial and Established Settings: A Multi-Method Investigation
- Kellilynn M. Frias, Texas Tech University
- Narayan Janakiraman, University of Texas – Arlington
- Mrinal Ghosh, University of Arizona
- Dale F. Duhan, Texas Tech University
- Robert F. Lusch, University of Arizona

Entrepreneurial Marketing and Public Policy: A Supply-Side Test of the “Flight to Quality” Hypothesis
- Wesley Friske, Missouri State University
- Seth Cockrell, Wichita State University

Learning Inertia: Conceptualization and Scale Development
- Yinghong (Susan) Wei, Texas A&M International University

Entrepreneurial marketing literature demands more knowledge about what kind of product strategy entrepreneurial firms should use. This special session provides a sample of research that focuses on different perspectives of product strategy for entrepreneurship: Paper 1 identifies what factors in the firm’s very early-stage decision making may influence the product-form strategies in both entrepreneurial firms and established firms. Paper 2 investigates whether and how business taxes affect the product quality in small business firms. Paper 3 conceptualizes and measures the learning inertia in the new product development process in technology entrepreneurial firms.

“Swiping for Love in All the Wrong Places”: How Do Rival Dating Apps Capitalize on Tinder’s Doppelgänger Brand Image?
- Anil Isisag*, University of Wisconsin-Madison
- Craig Thompson, University of Wisconsin-Madison

Managing Multiple Logics in Platform-Based Firms: An Examination of Etsy
- Daiane Scaraboto, Pontificia Universidad Católica de Chile
- Eileen Fischer*, York University

How Can Marketing Compete in the Professional Contest over the Emerging Field of Social Media?
- Ashlee Humphreys*, Northwestern University
- Andrew Smith, Suffolk University

Our objective in this session is to communicate the unique ways in which cultural marketing research can offer managerial implications pertaining to the digital marketplace. To make sense of the transformed marketing ecosystem, it is imperative to complement quantitative and decision-focused approaches that provide solutions to discrete managerial problems with a cultural perspective that attends to the intricacies of the broader sociocultural and institutional context. Our three research presentations and the ensuing discussion focus on topics such as positioning in the digital
marketplace, brand equity management in platform markets, and the occupational rivalry for increasing influence in social media.

**RESEARCH SPOTLIGHT: Emerging Research: Enabling the Sales Force in Complex Markets**

Jessica Ogilvie (Chair); Zachary Hall (Chair)

1. **How Should Firms Onboard New Salespeople? Considering the Relative Efficacy of Centralized vs. On-The-Job Training and the Contingent Role of Manager Span of Control**
   - Phillip Wiseman, University of Houston
   - Michael Ahearne, University of Houston
   - Zachary Hall, Texas Christian University
   - Seshadri Tirunilla, University of Houston

2. **Multilevel Antecedents of Value-Based Selling and Performance: A Systems Theory of Motivation Perspective**
   - Ryan Mullins, Clemson University
   - Bulent Menguc, Kadir Has University
   - Nick Panagopoulos, Ohio University

3. **Nothing Can Stop Me Now: How Inside Sales Representatives’ Sales Call Success Expectancies Influence their Behavior During B2B Interactions with Customers**
   - Marcel Kleifeld, University of Bochum
   - Till Haumann, University of Bochum
   - Christian Schmitz, University of Bochum

4. **Fail Fast, Sell Well: The Contingent Impact of Failing Fast on Salesperson Performance**
   - Scott B. Friend, Miami University
   - Kumar R. Ranjan, University of Queensland
   - Jeff Johnson, University of Missouri-Kansas City

5. **The Role of Salespeople’s Customer Orientation in Price Negotiations**
   - Roland Kassemeyer, Ruhr University Bochum
   - Sascha Alavi, Ruhr University Bochum
   - Johannes Habel, ESMT European School of Management and Technology
   - Christian Schmitz, Ruhr University Bochum

6. **A Better Way To Evaluate Outcomes In Negotiation Role Plays**
   - Frederik Beuk, University of Akron

**RESEARCH SPOTLIGHT: Complexities Underlying Channel Structure and Relationships**

Daniel Martinez (Chair); Hasan Celik (Chair)

1. **Network embeddedness as a dependence-balancing mechanism in developing markets: Differential effects for channel partners with asymmetric dependences**
   - Maggie Chuoyan Dong, City University of Hong Kong
   - Fue Zeng, Wuhan University
   - Chenting Su, City University of Hong Kong
   Ed Bond, Bradley University
   Mark Houston, Texas Christian University
   Wolfgang A. Ulaga, INSEAD

3. Is collaboration a better way to develop trust after opportunism? Distinguishing firm and boundary spanner opportunism
   Chun Zhang, University of Vermont
   Xu Zheng, City University of Hong Kong
   Li Julie Juan, City University of Hong Kong

4. Risk Propensities and Contract Types in Infrastructure Investments: A Transaction Cost Economics Perspective
   Sedat Cevikparmak, University of North Texas
   Saban Adana, University of North Texas
   Hasan Celik, University of North Texas
   Hasan Uvet, Savannah State University
   Brian Sauser, University of North Texas

5. An Analysis of the Relationship Between Performance-Based Contracts (PBCs) and Supply Chain Resilience (SCRES)
   Hasan Celik, University of North Texas
   David Nowicki, University of North Texas
   Sedat Cevikparmak, University of North Texas
   Saban Adana, University of North Texas
   Carullah Kucuk, University of North Texas

   Daniel Martinez, University of Arizona
   Madhu Viswanathan, University of Arizona
   Mrinal Ghosh, University of Arizona

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RESEARCH SPOTLIGHT: Research Spotlight on Digital Marketing

1. Vertical Segmentation Pricing Policy by Online Platforms
   Ruhai Wu, McMaster University
   Anomitra Bhattacharya, McMaster University

2. A New E-Business Model of Sectional Production by the Masses and Fragmentary Consumption and Purchase in the Digital Age
   Amy Wenxuan Ding, Indiana University
   Shibo Li, Indiana University

3. The Impact of Review Content and Style on Box Office Revenue
   Omer Topaloglu, Fairleigh Dickinson University
   Mayukh Dass, Texas Tech University
4. Declining the Use of Search Engine Advertising in Affiliate Marketing - Neglecting the Full Potential of a Business Model?
   Carsten D. Schultz, University of Hagen

5. Targeting App-roomers in the Omnichannel Context: A Field Experiment
   Debashish Ghose, Temple University
   Xueming Luo, Temple University
   Siliang Tong, Temple University
   Takeshi Moriguchi, Waseda University

6. Emoji Marketing: Strengthening the Consumer-Brand Relationship
   Tessa Garcia-Collart, Florida International University
   Jayati Sinha, Florida International University

7. Does Free Sample Promotion Increase Purchase on Digital Retail Platforms? And How?
   Lin Boldt, University of Central Florida
   Xueming Luo, Temple University
   Xiaoyi Wang, Zhejiang University

8. Does Professional Athletes’ Humility and Activity on Social Media Impact Team and Player Performance? Evidence from National Football League
   Joon Ho Lim, Illinois State University
   Leigh Anne Donovan, Pace University
   Peter Kaufman, Illinois State University
   Chiharu Ishida, Illinois State University

RESEARCH SPOTLIGHT: Brand Globalness, Consumer Identity, and Ethnocentrism

1. The Interplay and Consequences of Brand Globalness and Local Iconness: The Case of Mexican American Consumers
   Mohammadali Zolfagharian, Bowling Green State University
   Sasawan Heingraj, University of Texas Rio Grande Valley

2. How Country Stereotypes and Brand Globalness drive Brand Preferences in Austria and the Netherlands: Consumer Ethnocentrism and Hedonic/Utilitarian Product Characteristics as Moderators
   David Bourdin, FHWien University of Applied Sciences
   Attila Yaprak, Wayne State University

   Ronnie (Chuang Rang) Gao, Trinity Western University

   Hongyan Yu, Sun Yat-Sun University
   Ann Veeck, Western Michigan University
   Hong Zhu, Northeast Normal University
   Hongli Zhang, Jilin University
5. Asymmetric effects of supplier hypocrisy along global supply chains – Empirical evidence from China and Germany
   Nils C. Hoffmann, Christian-Albrechts-Universität zu Kiel
   Juelin Yin, Xi'an Jiaotong-Liverpool University (XJTLU)
   Stefan Hoffmann, Christian-Albrechts-Universität zu Kiel

6. Understanding Generational Complexity in International Markets – the German Case
   Björn Bohnenkamp, Karlshochschule

RESEARCH SPOTLIGHT: All Hail the Humans: Values, Needs & Behaviors in Services
Sascha Alavi (Chair)

1. What drives professional service employees to undertake pro bono?
   Jenny (Jiyeon) Lee, University of New South Wales
   Paul G. Patterson, UNSW Australia
   Janet McColl-Kennedy, University of Queensland

2. Predicting Customers' Further Interest from Customer Values and Intrinsic Co-creation Motivation
   Szu-Yu Chou, Ming Chuan University
   Ching Ju Chen, National Chiayi University
   Yi-Chia Wu, Tarleton State University

3. Counterfactual Thinking When Judging A Double Deviation And Its Impact On Customer's Satisfaction
   Hai Anh N. Tran, University of East Anglia
   Kishore G. Pillai, University of East Anglia
   Ismail Gölgeci, Aarhus University
   Yuliya Strizhakova, Rutgers University

4. The Troublesome Transformation from Product to Service Selling in B2B Contexts: Which Salesperson Behaviors Are Effective in Industrial Service Selling?
   Sascha Alavi, University of Bochum
   Christina Henke, University of Bochum
   Jan Wieseke, University of Bochum
   Christian Schmitz, University of Bochum
   Felix Brüggemann, University of Bochum

   Gabriel Jurgensen, Baden-Wuerttemberg Cooperative State University
   Dirk Totzek, University of Passau

   Sotires A. Pagiavlas, University of South Carolina
   Felipe Thomaz, University of Oxford
7. Deploying Human Capital: Implications for Service Quality and Customer Outcomes

Marios Theodosiou, University of Cyprus
Andreas Andronikidis, University of Macedonia
Robert Morgan, Cardiff Business School
Douglas West, King's College London
Evangelia Katsikea, King's College London
SPECIAL SESSION: Firm Decisions in Dynamic Environments & Changing Markets
400 Interfirm Complexity
Ashley Goreczny (Chair); Mauli Soni (Presenter); Sourav Bikash Borah (Presenter); Amalesh Sharma (Presenter); V Kumar (Presenter); Binay Kumar (Presenter); Mahima Hada (Presenter); Rajeev Sawant (Presenter); Simon Blanchard (Presenter); V Kumar (Presenter); Ashley Goreczny (Presenter)

- Luxury Brand Performance and Emerging Markets
  - Mauli Soni, Indian Institute of Management, Bangalore
  - Sourav Bikash Borah, Indian Institute of Management, Ahmedabad
  - Amalesh Sharma, Mays Business School, Texas A&M University

- Channel Deletion: Antecedents and Consequences
  - Dr. V. Kumar, Regents' Professor, Richard and Susan Lenny Distinguished Chair, & Professor of Marketing, and Executive Director, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University
  - Binay Kumar, Ph.D. Student, J. Mack Robinson College of Business, Georgia State University

- Franchisors’ Contract Changes: Unintended Consequences of Responding to a Crisis
  - Mahima Hada, Baruch College, City University of New York
  - Rajeev Sawant, Florida Atlantic University
  - Simon Blanchard, Georgetown University

- An Empirical Examination of How Supervisor and Peer Knowledge Dissemination Affects a Salesperson’s Performance
  - Dr. V. Kumar, Regents’ Professor, Richard and Susan Lenny Distinguished Chair, & Professor of Marketing, and Executive Director, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University
  - Ashley Goreczny, Assistant Professor in Marketing, Iowa State University

The relevance of studying the impact of dynamic environment on customers, firms, and markets has gained much prominence in academia and industry. With the technological advancements and changing characteristics of customers, firms are facing new types of dilemmas coming from the internal and external environmental forces. A macro-level decision stimulated by external environmental conditions such as entry strategies for emerging markets or firm-level decisions such as channel addition or deletion, firms are increasingly finding it difficult to adhere to the traditional processes of decision making. In this session, we discuss four studies that broadly explore the impact of the external and internal environment on a firm’s decisions or performance.

RESEARCH SPOTLIGHT: Social Media: New Applications, New Concerns
408 Consumer Complexity
Zhuofan Zhang (Chair)

1. Bringing “Pins” and “Likes” to the Store - The Influence of Cueing Social Media Popularity at the Point of Sale
   Franziska Böhmer, University of Mannheim
   Madeline Barth, University of Mannheim

2. Ad Transparency in Influencer Marketing: A Curse or a Blessing?
   Andrea Kaehr, University of Bern
   Alisa Petrova, University of Bern
3. The roles of perceived social media marketing and pleasurable buying experiences in enhancing consumer-brand relationship and willingness to pay premium prices for luxury brands: A multiple mediation model
   Mona Mrad, Lebanese American University
   Charles C. Cui, Northumbria University

4. The Effect of Photo-sharing via SNS on Consumer Engagement and Enjoyment
   Akinori Ono, Keio University
   Yongyi Wang, Keio University
   Ryosuke Shimizu, Keio University

5. Fear of Missing Out: Scale Development
   Zhuofan Zhang, Texas A&M University – Kingsville
   Fernando R. Jimenez, The University of Texas at El Paso

6. Computer screen or real life? Comparing the allocation of visual attention in remote and mobile settings
   Seidi Suurmets, Copenhagen Business School
   Jesper Clement, Copenhagen Business School
   Jonathan D. Stets, Danish Technical University
   Amanda Nyberg, Copenhagen Business School
   Elli Nikolaou, Copenhagen Business School

RESEARCH SPOTLIGHT: Pursuit of Value in Complexity

1. Channel Elasticity and Marketing Mix Synergies: A Meta Analytic Review
   Peng Zhang, University of Georgia
   Seoyoung Kim, University of Georgia
   Anindita Chakravarty, University of Georgia

2. The Spillover Effect Of Product Recalls On Rival Firm’s Abnormal Returns: Evidence From The Automobile Industry
   Dong Liu, University of South Florida
   Sajeev Varki, University of South Florida

3. The Value of Two-sided Platform Innovations
   Shaoling K. Zhang, University of North Carolina Wilmington
   Tanya Tang, University of Massachusetts Amherst

4. Beyond Information Processing: Functional Investments in Customer Value Creation
   James M. Crick, Loughborough University
   Belinda Dewsnnap, Loughborough University
   John Cadogan, Loughborough University
   Anne L. Souchon, Loughborough University
RESEARCH SPOTLIGHT: Big Picture and Environmental Factors that Impact Consumer Wellbeing

Emily Moscato (Chair)

1. The Fighter and the Caregiver: Brands that Help Individuals with Self-Esteem and Social Exclusion Threats  
   Aulona Ulqinaku, Bocconi University  
   Gülen Sarial-Abi, Bocconi University  
   Jeff Inman, University of Pittsburgh

2. An Agenda for Product Designs that Enchant and Transform  
   Jeffrey F. Durgee, Rensselaer Polytechnic Institute  
   Garo Agopian, Rensselaer Polytechnic Institute

   Emily M. Moscato, Saint Joseph's University  
   Charlene A. Dadzie, University of South Alabama

4. Food Well-Being: The Development of An Integrated Model  
   Florentine Frentz, University of Siegen  
   Hanna Schramm-Klein, University of Siegen  
   Frederic Nimmermann, University of Siegen

5. Big Picture, Bad Outcomes: When Visual Perspectives Harm Health Goal Pursuit  
   Jason Stornelli, Oregon State University  
   Beatriz Pereira, Iowa State University  
   Richard Vann, Pennsylvania State University, Behrend

6. Match Me if You Can: Online Dating and the Paradox of Choice  
   Kate Pounders, The University of Texas at Austin  
   Nancy H. Brinson, University of Alabama

7. Vulnerability beyond market-mediated power relations: An investigation of the discourses of anti-immigration and immigrant consumer vulnerability  
   Sorush Sepehr, University of Newcastle  
   Emily Moscato, Saint Joseph's University

RESEARCH SPOTLIGHT: Riches to the Robots: Big Brother is Serving You

Linda Alkire (Chair)

1. When Technology Hurts: Unexpected Evidences from a Multi-Method Analysis in High-touch Services  
   Anastasia Nanni, Bocconi University  
   Andrea Ordanini, Bocconi University

2. Artificial Intelligence, Flow Experience, and Users’ Attitudes and Behavior  
   Atieh Poushneh, University of Texas Rio Grande Valley  
   Arturo Vasquez, University of Texas Rio Grande Valley
3. **Robots in frontline services: The influence of human-likeness, competence and warmth on service value and loyalty intentions**  
   Daniel Belanche, University of Zaragoza  
   Luis V. Casalo, University of Zaragoza  
   Carlos Flavian, University of Zaragoza  
   Jeroen Scheper, Eindhoven University of Technology

4. **Feeling Manipulated: How Tip Request Sequencing Impacts Customer Evaluations of the Firm**  
   Nathan B. Warren, University of Oregon  
   Sara Hanson, University of Richmond  
   Hong Yuan, University of Oregon

5. **#followme: Developing and Testing a Life-Cycle Model of Influencer-Follower Relationships**  
   Sören Köcher, TU Dortmund University  
   Sarah Köcher (née Küsgen), TU Dortmund University  
   Linda Alkire (née Nasr), Texas State University

6. **Track Me If You Can: Service-Related Technologies in the Insurance Industry - A Nuanced Perspective on Consumers’ Value Assessment and Data Disclosure Behavior**  
   Nicole J. Heß, Ludwig-Maximilians-Universität  
   Verena Rapp, Ludwig-Maximilians-Universität  
   Manfred Schwaiger, Ludwig-Maximilians-Universität  
   Antje Niemann, Ludwig-Maximilians-Universität

7. **Gender Price Differences in Airbnb: Implications for Service Providers of the Sharing Economy**  
   Alex Davidson, Wayne State University

8. **Service Infusion: Does it Always Pay Off?**  
   Rafael S. Santos, Insper  
   Carla Ramos, Insper  
   Rinaldo Artes, Insper

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**SPECIAL SESSION: The Customer Centricity Playbook: How to Implement a Winning Strategy Driven by Customer Lifetime Value**

416A  
Peter Fader (Chair); Sarah Toms (Presenter)

If a firm is serious about gaining success and viability in today’s marketplace, adopting a customer-centric approach to doing business should be top of mind. But shifting towards this data-driven marketing methodology is far more complex than simply improving customer service or advertising campaigns. Join Peter S. Fader and Sarah E. Toms – two of Wharton’s leading voices shaping the customer-centricity movement – as they demystify the concept, share insights from their new book, The Customer Centricity Playbook and acclaimed Customer Centricity simulation, and explain how marketing professionals must evolve with the changing times by looking to new measurements as a way to further their goals, maintain brand longevity, and sustain their bottom line for the long-term.
SPECIAL SESSION: Revisiting Retro Branding and Nostalgia Marketing

Ana Babic Rosario (Chair); Ela Veresiu (Chair); Thomas Robinson (Chair); Markus Giesler (Presenter); Karen Fernandez (Presenter)

- Cultural Retro Branding Strategies in the German Ostalgie Market
  - Markus Giesler*, Schulich School of Business, York University
  - Katja H. Brunk, European University Viadrina
  - Benjamin J. Hartmann, University of Gothenburg

- Making Leisure Work: Nostalgia for Legacy Technology
  - Michael B. Beverland, University of Sussex
  - Karen V. Fernandez*, University of Auckland

- The Age of Consumer Nostalgia: Why Marketers Should Tread Carefully Despite the Popularity of Retro
  - Ana Babić Rosario*, Daniels College of Business, University of Denver
  - Ela Veresiu*, Schulich School of Business, York University
  - Thomas Derek Robinson, Cass Business School, City University London

This special session offers new theoretical and managerial insights into the cultural and institutional complexities of retro branding and consumer nostalgia. The research papers all highlight different strategies for creating and sustaining contemporary nostalgic markets, especially concerning post-socialist nostalgia, legacy technology nostalgia, and global consumer nostalgia. This session gathers marketing and consumer sociology experts on branding, nostalgia, innovation, technology, customer experience, and market system dynamics from around the world to present best practices and sustainable strategies for transforming the marketplace by designing and creating more inclusive nostalgic markets.

RESEARCH SPOTLIGHT: Modeling Emerging Marketing

Chun Zhang (Chair)

1. What Gives “Real-time Marketing” its Bite? A Byte of Humor
   - Sourindra Banerjee, University of Leeds
   - Abhishek Borah, INSEAD
   - Andreas Eisingerich, Imperial College London
   - Yuting Lin, Imperial College London

2. When Consumer Involvement Matters: The Effects of Interactive Music on Consumer Experience and Purchase Intention
   - Hsing-Chi Hwang, The University of Texas at Austin
   - Jeeyun Oh, The University of Texas at Austin

3. Interactive Effects of Goal-setting and Reward in Crowdfunding of Technological Innovation
   - Weizhi Chen, New Jersey Institute of Technology
   - Haisu Zhang, New Jersey Institute of Technology
4. **The Need for a Community: The Impact of Social Elements on Video Game Success**

   Frederic Nimmermann, University of Siegen
   Robér Rollin, University of Siegen
   Sascha Steinmann, University of Siegen
   Hanna Schramm-Klein, University of Siegen
   Florian Neus, University of Siegen

5. **Anthropomorphism as a key factor for the successful acceptance of digital voice assistants?**

   Katja Wagner, University of Siegen
   Frederic Nimmermann, University of Siegen
   Hanna Schramm-Klein, University of Siegen

6. **Virtual Reality Sales Forecasting: Improving Pre-Launch Sales Forecasts of Innovative Durables through Virtual Reality**

   Nathalie Harz, University of Mannheim
   Christian Homburg, University of Mannheim
   Sebastian Hohenberg, The University of Texas at Austin

7. **To Drop-Ship or Not To Drop-ship: That is The Question**

   Aidin Namin, Loyola Marymount University
   Dinesh Gauri, The University of Arkansas
   Annibal Camara Sodero, The University of Arkansas

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**RESEARCH SPOTLIGHT: Macroeconomics and Changing Trends**

616A

**Complexity of firm relationships with other stakeholders and social movements**

Birgit A. Solem (Chair)

1. **Unintended Consequences of Lobbying**

   Gautham G. Vadakkepatt, George Mason University
   Kelly Martin, Colorado State University
   Neeru Paharia, Georgetown University
   Sandeep Arora, University of Manitoba

2. **Empirical investigation of the impacts of 'Going-private' on the behaviour of a firm and its consumers**

   Sayan Gupta, University of Pittsburgh
   Sundar Bharadwaj, University of Georgia

3. **A Political Economy Model of Restrictions on FDI**

   S. Sajeesh, University of Nebraska-Lincoln
   Rajeev Sawant, Florida Atlantic University

4. **Consumer Acceptance of Eco-Innovations: The Moderating Role of Innovation Type**

   Jacob Suher, Portland State University
   Ethan Cotton, Portland State University

5. **The complexity of event management from a microecosystem perspective**

   Birgit A. Solem, University of Southeastern Norway
   Elsa Kristiansen, University of Southeastern Norway
Our session combines a multi-method approach – game theoretical-models and empirical analysis – to examine contracting issues in distribution dyads and networks, in particular on voluntary information disclosure, the relationship between incentives and effort, and channel conflicts. Given the rigor of analytical models and novel data sets, we are confident that our presentations will generate great interests from and discussions with attendants. All of our three papers deal with non-integrative vertical relationships in an increasingly important B2B world of networks of contractual partners. The in-depth analysis of such marketplace transformation neatly fits the conference theme.
As firms' investments in social media continue to expand, the top uses include social listening and providing content aimed at managing perceptions, such as for customer care or for driving engagement. This session focuses on research related to metrics in the digital space and aims to gain further insights into the marketing dashboard. Research included in this session addresses the value of digital metrics for business based on their ability to influence consumers and/or firm performance; studies to be discussed collectively contribute to the ongoing dialog regarding how firms can disentangle informative metrics from noise. Specific topics address by the studies include: 1) the value of social media to influence customer reactions to brand- or firm-interactions; 2) identifying methods to both detect and combat the use of bots in social media; and 3) the ability of social media to provide early warning signals for potential brand or firm crises.
The objective of this session is to understand the vital role that key stakeholders in the firm’s environment play in determining its marketing strategies and performance.

“Understanding complexity” of the continuously evolving marketplace is the most important role for the marketing function to be able to conceive and execute non-imitable value-creating strategies. In order to effectively accomplish this, it is crucial that firms are aware of the unique ways in which key stakeholder relationships influence their marketing, and how these changes in firms’ marketing strategies in turn, affect their performance. This special session broadens our understanding of these interactions, by examining how the relationships between a firm’s (1) customers, (2) community, and (3) private equity investors, impact its marketing strategies and financial performance.

SPECIAL SESSION: Managing Complexity in Product Strategies: A Plurality of Approaches

Johanna Slot (Presenter); Simone Wies (Presenter); Arnd Vomberg (Presenter); Christian Schulze (Presenter)

- License to Collaborate: Consumer Responses to Designer-for-Retailer Collaborations
  - Johanna H. Slot*, Assistant Professor of Marketing, Smeal College of Business, Penn State University
  - Gabriel E. Gonzales, Doctoral Candidate of Marketing, Smeal College of Business, Penn State University
  - Margaret G. Meloy, Professor of Marketing, Smeal College of Business, Penn State University

- Firm Product Innovation Endorsed by Insiders
  - Simone Wies*, Assistant Professor of Marketing and Finance, Goethe University Frankfurt
  - Jeroen Derwall, Assistant Professor of Marketing, Maastricht University
  - Arvid O.I. Hoffmann, Professor of Marketing, University of Adelaide
  - Joost M.E. Pennings, Professor of Marketing and Supply Chain Management, Maastricht University, Wageningen University, University of Illinois at Urbana-Champaign

- Dynamic Pricing: Trading-Off Short-term Profit Maximization vs. Long-term Consumer Relationships?
  - Arnd Vomberg*Assistant Professor of Marketing, University of Mannheim
  - Karin Lauer, Management Consultant, McKinsey & Company
  - Christian Homburg, Full Professor of Marketing, University of Mannheim

- Is How You Start How You Finish? Customer Return Rate Evolution over Time
  - Siham El Kihal, Assistant Professor of Marketing, Frankfurt School of Finance & Management
  - Tülin Erdem, Professor of Marketing, Leonard N. Stern School of Business, New York University
  - Christian Schulze*, Associate Professor of Marketing, Frankfurt School of Finance & Management

Specifically, the session aims to showcase cutting edge research by established and upcoming marketing scholars alike, all sharing an interest in marketing strategy, specifically pertaining to under researched aspects of product-related strategy decisions. We aim to cover select product-related strategy topics across the product life cycle, starting with collaborations between retailers and designers in the development of new collections in the new product design phase (Slot, Gonzales, and Meloy). We then move on to the new product introduction phase, where insider trading may already signal new product success (Wies, Derwall, Hoffmann, and Pennings). Next, during the sales phase, we look into dynamic pricing strategy (Vomberg, Lauer, and Homburg). We finish with a perspective of the end of the transaction, where, in case of customer dissatisfaction, products may be returned. Here, we zoom in on the development of product return rates over the course of the customer relationship (El Kihal, Erdem, and Schulze).
1. Sit Down and Eat! Your Food will Taste Better: Effects of Posture on Food Perception and Consumption
   Courtney Szocs, Louisiana State University
   Dipayan Biswas, University of South Florida
   Annika K. Abell, University of South Florida

2. Do Different Justifications For Indulgent Products Wear Out Over Time?
   Sven Feurer, Karlsruhe Institute of Technology
   Kelly Haws, Vanderbilt University

3. Perseverance in Adversity: Using Counterfactual Thinking to Empower Dieters
   Kai-Yu Wang, Brock University
   Melissa G. Bublitz, UW Oshkosh
   Guangzhi (Terry) Zhao, Loyola University Maryland

4. To Have, or to Feel like Having: The Effect of Psychological Ownership on Consumer Well-being
   Dan K. Li, Widener University

5. Exploring Guilt and Shame Appeals in Health Marketing: The Impact of Self-Construal
   Kate Pounders, The University of Texas at Austin
   Seungae Lee, Oakland University
   Marla B. Royne Stafford, University of Memphis

6. The Effectiveness of Health-focused NPIs as Strategic Decisions
   Anwesha De, Indiana University
   Girish Mallapragada, Indiana University
   Rebecca Slotegraaf, Indiana University

   Jens Hogreve, Catholic University of Eichstaett-Ingolstadt
   Shashi Matta, Catholic University of Eichstaett-Ingolstadt
   Alexander Hettich, Catholic University of Eichstaett-Ingolstadt
   Rebecca Reczek, The Ohio State University

8. Seizing the Moment? Customers’ Fear of Missing Out in Mobile Marketing
   Madeline Barth, University of Mannheim
   Sabine Kuester, University of Mannheim
1. **The Effects of Review Extremity and Rhetorical Devices on Review Helpfulness**  
   Masoud Moradi, Texas State University  
   Mayukh Dass, Texas Tech University  
   Piyush Kumar, University of Georgia

2. **The Role of Colombiamoda in the City Image Reconstruction of Medellin**  
   Lina M. Ceballos, Universidad EAFIT  
   Laura Rojas De Francisco, Universidad EAFIT  
   Juan C. Monroy Osorio, Universidad EAFIT

3. **Exploration of Individual Critic's Review in Forecasting Box Office: Using Matrix Completion and Deep Learning**  
   Kee yeon Park, Korea Advanced Institute of Science and Technology (KAIST)  
   Hye-jin Kim, Korea Advanced Institute of Science and Technology (KAIST)  
   Giwoong Bae, Korea Advanced Institute of Science and Technology (KAIST)

4. **AI Recommendation Dilemma: How Platform Algorithms Incentivize Sellers with Demand-Side Tastes**  
   Siliang Tong, Temple University  
   Xueming Luo, Temple University

5. **The Champion of Images: understanding the role of images in the decision-making process of online hotel bookings.**  
   Gijs Overgoor, University of Amsterdam  
   William Rand, North Carolina State University  
   Willemijn Van Dolen, University of Amsterdam

1. **Hidden Price Promotions: Could Your Price Promotions Backfire?**  
   Wenjing Li, Stephen F Austin State University  
   David Hardesty, University of Kentucky  
   Adam Craig, University of Kentucky

2. **Pre-release New Product Sales Forecast Using Collaborative Network Activities**  
   Peng Zhang, University of Georgia  
   Guiyang Xiong, Syracuse University  
   Sundar Bharadwaj, University of Georgia
3. A Review and Meta-Analysis of Experimental Effects in Brand Alliance Research
   Mayoor Mohan, Virginia Commonwealth University
   Jin Ho Jung, Ohio Northern University
   Kevin E. Voss, Oklahoma State University
   Fernando R. Jimenez, The University of Texas at El Paso

4. Concept, Antecedents and Consequences of Marketing Imagination: The CMO’s Perspective
   Eric Boyd, University of Central Florida
   Carmen Abril, Complutense University, Madrid

5. Effect of Business Cycle Fluctuations on the Dynamics of Brand Equity across Different Brands and Product Categories
   Koushyar Rajavi, Georgia Tech
   Tarun Kushwaha, University of North Carolina
   Jan-Benedict Steenkamp, University of North Carolina

6. The effects of interactivity of electronic word of mouth systems on value creation practices on social media
   Rojiar mohammadiani, Wayne State University
   Zaki malik, Texas A & M University – Commerce

SPECIAL SESSION: Marketing Opportunities and Challenges in Alliances, M&As, Divestments
416B Interfirm Complexity
Sundar Bharadwaj (Chair); Cem Bahadir (Chair); Hui Feng (Presenter); Ashish Sharma (Presenter); Lopo Rego (Presenter); Cem Bahadir (Presenter)

- Chief Marketing Officer Power and Strategic Alliance Success
  - Hang Nguyen, Assistant Professor of Marketing, Eli Broad College of Business, Michigan State University
  - Hui Feng*, Assistant Professor of Marketing, Debbie and Jerry Ivy School of Business, Iowa State University

- Friends Forever or Friends with Motives? Role of Pre-Alliance Network Asymmetries in Ex-Post Firm Risk
  - Anindita Chakravarty, Associate Professor of Marketing, Terry College of Business, University of Georgia
  - Ashish Sharma*, Assistant Professor of Marketing, Belk College of Business, University of North Carolina at Charlotte
  - Chen Zhou, Assistant Professor of Marketing, Darla Moore School of Business, University of South Carolina

- Marketing Capabilities and the Value of Conglomerate Firms
  - Matthew T Billett, Professor of Finance, Richard E. Jacobs Chair in Finance, Kelley School of Business, Indiana University
  - Lopo L Rego*, Associate Professor of Marketing, Weimer Faculty Fellow, Kelley School of Business, Indiana University
  - Miaomiao Yu, Assistant Professor of Finance, E.J. Ourso College of Business, Louisiana State University

- Does Letting Go of a Business Make Customers Unhappy? Defining the Impact of Corporate Divestitures on Customer Satisfaction
  - Nita Umashankar Assistant Professor of Marketing, San Diego State University
Firms engage in alliances, mergers and acquisitions, and divestments to enhance their performance. Still, such strategic moves increase managerial complexity due to the breadth of stakeholders involved and scope of organizational outcomes that result. Inevitably, marketing executives play a critical role in managing relationships with alliance partners, leveraging the capabilities of acquired businesses, and managing the expectations of customers after divesting a business. In this special session, four papers investigate the opportunities and the challenges that marketers face in these strategic and complex contexts of organizational restructuring.

SPECIAL SESSION: Global and Cross-Cultural Marketing: Contemporary Issues and Developments

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SIG Programming

Constantinos Leonidou (Chair); Xu Zheng (Presenter); Aric Rindfleisch (Presenter); David Griffith (Presenter); Kersi Antia (Presenter); Verdiana Giannetti (Presenter); Gaia Rubera (Presenter); Ruey-Jer ‘Bryan’ Jean (Presenter); Daekwan Kim (Presenter); Giuseppe Musarra (Presenter); Matthew Robson (Presenter); Constantine Katsikeas (Presenter)

- The Liability of Invisibility: The Financial Implications of 9/11 on the Global Airline Industry
  - Xu (Vivian) Zheng, Assistant Professor of Marketing, City University of Hong Kong
  - Aric Rindfleisch, Professor of Business Administration and John M. Jones Professor of Marketing, University of Illinois at Urbana-Champaign
  - David A. Griffith, Hallie Vanderhider Chair in Business and Professor of Marketing, Texas A&M University
  - Kersi D. Antia, Professor of Marketing and the George and Mary Turnbull Faculty Fellow, Western University

- An Investigation of the Effects of Cultural (and Genetic) Distance on Cross-Country New Product Launches
  - Verdiana Giannetti, Lecturer in Marketing, University of Leeds
  - Gaia Rubera, Associate Professor of Marketing, Bocconi University

- The Effect of Platform and Web Capability on SMEs’ Export Marketing Capabilities and Performance
  - Ruey-Jer “Bryan” Jean, Professor of International Business, National Chengchi University
  - Daekwan Kim, Professor of Marketing, Florida State University

- Trust, Distrust, and Performance of Global Strategic Alliances
  - Giuseppe Musarra, Lecturer in Marketing, University of Leeds
  - Matthew J. Robson, Professor of Marketing, University of Leeds
  - Constantine S. Katsikeas, Arnold Ziff Research Chair in Marketing & International Management, University of Leeds

This Global Marketing SIG Special Session aims to provide insights on the international marketing knowledge networks and discuss contemporary research developments that can help firms maintain and upgrade their competitive advantages in the global marketplace. The four papers of the session span diverse global marketing topics but together reveal important opportunities for future international marketing research and identify various ways that marketing managers can enhance international marketing success and performance.

616A Consumer Complexity

Jacob Suher (Chair)

1. A double-edged sword?! The impact of celebrity endorsements on attention and attitude toward the ad
   Daniel Bruns, University of Wuppertal
   Tobias Langner, University of Wuppertal
   Lars Bergkvist, Zayed University

2. Investigating The Effect Of Perceived Celebrity Lifestyle Status And Persuasion Style In Advertising On Consumers' Willingness To Spend (Wts): A Celebrity Priming Perspective
   Komal Nagar, University of Jammu

3. Connecting the Dots: How Consumers' Motivation Influences their Attitude Towards Different Types of Events
   Florian Neus, University of Siegen
   Hanna Schramm-Klein, University of Siegen
   Florentine Frentz, University of Siegen
   Frederic Nimmermann, University of Siegen

   Jacob Suher, Portland State University
   Szu-chi Huang, Stanford University
   Leonard Lee, National University of Singapore

RESEARCH SPOTLIGHT: Customer-Firm Online Interactions

616B Complexity of Firm-Customer Relationship

Peyman Rashidian (Chair)

1. May We Buy Your Love? – Psychological Effects of Incentives on Writing Likelihood and Valence of Online Product Reviews
   Ina Garnefeld, University of Wuppertal
   Sabrina V. Helm, University of Arizona
   Ann-Kathrin Groetschel, University of Wuppertal

2. Management Response to Online Customer Reviews in Multi-Channel Retailing
   Di Li, Wuhan University of Technology /McMaster University
   Ruhai Wu, McMaster University
   Hu Wang, Wuhan University of Technology

   Georgiana Craciun, Duquesne University
   Wenqi Zhou, Duquesne University
   Zhe Shan, Miami University

4. Amazon versus Nike: Are online reviews always a good idea for online shops?
   Ina Garnefeld, University of Wuppertal
   Katharina Kessing, University of Wuppertal
5. **Ratings, Reviews, and Recessions: How Business Cycles Shape Online Opinion**
   Thomas Scholdra, University of Bremen

6. **Responding to Negative Online Reviews: Elaboration Likelihood Model & Justice Theory**
   Peyman Rashidian, University of Texas at Austin
   Matthew Eastin, University of Texas at Austin
POSTER PRESENTATIONS

A Biological-Based Pricing Model for Service Experience: Cross-Cultural Perspective
W. Chang, Business Administration, Tamkang University, New Taipei City, TAIWAN

Add Fun or Function? Considering New Product Form for Market Expansion: Focusing on hangover solutions
Y. Park, D. Lee, J. Moon, Seoul National University, Seoul, Gwanak Gu, KOREA (THE REPUBLIC OF) [J. Jeong, Kyung Hee University, Yongin-si, KOREA (THE REPUBLIC OF)]

Added-value creation in experience marketing: The effects of physical experiences on perceived value and price acceptance.
L. J. Noll, Institute for Marketing, Universität St. Gallen, St. Gallen, St. Gallen, SWITZERLAND

An Integrated Conceptualization for Creating Value in Product Service Systems through Sharing
P. Akbar, M. Trabandt, Department of Marketing, Institute of Business Administration, Kiel, Schleswig-Holstein, GERMANY

Analyzing the effect of time orientation and social interaction on customer experience quality across service channels and service types.
J. Pius Nedumkallel, Department of Business Administration, Rajagiri College of Social Sciences, Cochin, Kerala, INDIA

Antecedents and Consequences of Ethically-based Export Marketing Strategies: The case of British Exporting Firms
A. Rana, Marketing Division, Leeds University Business School, University of Leeds, Biggleswade, Bedfordshire, UNITED KINGDOM [D. Palihawadana, C. Leonidou, Leeds University Business School, University of Leeds, Leeds, West Yorkshire, UNITED KINGDOM] [L. Leonidou, Department of Public and Business Administration, University of Cyprus, West Yorkshire, UNITED KINGDOM]

Attention Capture and Transference from Complimentary Products to Focal Products
D. Brannon, J. Reardon, Monfort College of Business, Greeley, Colorado, UNITED STATES [A. Radon, Swedish Institute for Innovative Retailing, University of Borås, Boras, Colorado, SWEDEN]

Attracting Diverse Sellers into the Sharing Economy
K. Majid, K. Greener, S. Somsen, College of Business, University of Mary Washington, Fredericksburg, Virginia, UNITED STATES

Celebrities Are Just Like Us? The Moderate Role of Self-Esteem on Attitudes Toward Advertising with Celebrities in a Cross-Cultural Study
A. B. Oliveira Junior, Business Administration, Universidade Anhembi Morumbi, Sao Paulo, Sao Paulo, BRAZIL [J. M. Hernandez, Administration, Centro Universitário FEI, Sao Paulo, BRAZIL]

Choose Mefor Can Make You Safe! The Effect of Self-Protection Motivation on Consumer Preference for Anthropomorphized Products
H. Ma, F. Franklin Velasco, N. Janikiraman, Marketing, University of Texas at Arlington, Arlington, Texas, UNITED STATES

Closing the Intention-Behaviour Gap in Goal-Directed Shopping: An Integrated Theory and Sequential Behavioural Approach
S. Ahmed, D. Ting, Management and Humanities, Universiti Teknologi PETRONAS, Dhaka, BANGLADESH

POSTERS – RECEPTION ON FRIDAY AT 5:15 PM
Comparative and Socio-Demographic analysis among Working Women and Non-Working Women: A study on Reference Group Influence
S.F. Fernandes, R. Panda, Symbiosis institute of business management Bengaluru, Symbiosis International Deemed University, Bengaluru, INDIA

Complexity of Information Dissemination on Social-media: Relative Advantage of Leader vs. Follower
S. Mookherjee, School of Management, Binghamton University, Binghamton, New York, UNITED STATES

Complexity-Continuum in Packaging Design and Consumer Naturalness Perception
D. Barauskaite, V. Auruskeviciene, D. Subicius, ISM University of Management and Economics, Vilnius

Congratulations - You're a Winner: Appraisal of Surprising Stimuli and Influence on Buying Intention
I.T. Toteva, School of Business Administration, Georgia Southwestern State University, E.H. Shaw, Marketing, Florida Atlantic University, R. Lutz, Marketing, University of Florida,

Consumer Cosmopolitanism: Local vs. Global Brand Preferences and the Role of Brand Familiarity
V. Koçer, D. Totzek, Chair of Marketing and Services, University of Passau

Consumer Incivility: A Control Restoration Mechanism
G. Singh, S. Tripathi, S. Tewari, Indian Institute of Management, Indore, A. Mishra, Marketing, IIM Indore, Indore, M.P., INDIA

Consumer Overinvestment in Capacity
A.R. Camilleri, UTS Business School, University of Technology Sydney, Ultimo, New South Wales, AUSTRALIA|R. Larrick, Fuqua School of Business, Duke University, North Carolina, USA | S.A. Swift, Bowery Farming, New York, USA

Consumer Resistance in Progress: Veganism and Animal Rights Activism as the Missing Links
E. Ulusoy, Marketing, Youngstown State University, Youngstown, Ohio, UNITED STATES

Consumer Search Behavior on B-2-C Online Platforms

Consumer-Based Brand Equity in the Context of an Adventure Tourism Destination: Application of the Brand Resonance Model.
O. Cruz-Milan, Management and Marketing, Texas A&M University-Corpus Christi, Corpus Christi, Texas, UNITED STATES

Controllability Attribution Effects Following the Misbehavior of Cause Representatives
A. Torres, Marketing, The University of Texas at Arlington, Cedar Hill, Texas, UNITED STATES|E. Briggs, University of Texas at Arlington, Arlington, Texas, UNITED STATES|Z. Yang, Marketing, University of Texas at Arlington, Arlington, Texas, UNITED STATES|T. Harmon-Kizer, Rollins College, Texas, UNITED STATES

Cross-Cultural Differences between Americans and Koreans in Perception of Message Assertiveness and Product Discounts
S. Yoon, Marketing, Bryant University, Smithfield, Rhode Island, UNITED STATES|D. Choi, Kookmin University, Rhode Island, UNITED STATES|H. Bang, University of Kansas, Rhode Island, UNITED STATES|Y. Kim, Myongji University, Rhode Island, UNITED STATES|T. Baek, University of Kentucky, Rhode Island, UNITED STATES

Customer Involvement in Data Analytics and Its Impact on B2B Innovation
H. Zhang, New Jersey Institute of Technology, Newark, New Jersey, UNITED STATES|Y. Xiao, Marketing and Supply Chain Management, The University of Tennessee, Knoxville, Tennessee, UNITED STATES

Dealer lifetime Value: Whom to focus, whom to let go?
P. Sanval, Marketing, Indian Institute of Management, Indore, Madhya Pradesh, INDIA

POSTERS – RECEPTION ON FRIDAY AT 5:15 PM
V. Goyal, Marketing, Indian Institute of Management, Indore, Madhya Pradesh, INDIA

Discovering the Association between Viewers’ Traits and Post-Viewing Behavior of Online Videos
Y. Chiang, W. Chang, Business Administration, Tamkang University, New Taipei City, TAIWAN

Do Good Governance and Freedom (Democracy) affect Consumption?
A.N. Waheeduzzaman, Marketing, Texas A&M University Corpus Christi, Corpus Christi, Texas, UNITED STATES

Do We Always Adopt AI Recommendation? When and Why AI is a Threat to a Human Essence
Y. Kim, K. Park, S.S. Lee, Marketing, Seoul National University, Seoul,

Does Being an Indonesian Millennials Influence Future Purchases Through Website and App?
C. Kopot, M. Hong, B. Cude, Textile, Merchandising, and Interior, University of Georgia, Athens, Georgia, GEORGIA

DOES PERCEIVED FINANCIAL WELL-BEING AFFECT WILLINGNESS TO PARTICIPATE IN A COMMUNITY-BASED DEBT REDUCTION PROGRAM?
M. Moorhouse, M. Goode, J. Cotte, Marketing, Ivey Business School, Western University, London, Ontario, CANADA

Does Regulation for Hedonic Goods Really Work for Addictive Consumption? : Effect of Shutdown Law on Online Game Addiction in S. Korea
C. Jung, Y. Kim, Business, YONSEI University, Seoul, Gangnam-gu, KOREA (THE REPUBLIC OF)

The Role of Price Transparency on the Relationship Between Dynamic Pricing and Perceived Price (Un)Fairness
A.S. Mahmoud, A. Rindfleisch, University of Illinois at Urbana-Champaign, Champaign, Illinois, UNITED STATES

Emotional Reasoning and Consumer Choice
A.R. Bennett, B. Kidwell, Marketing, Logistics, and Operations Management, University of North Texas, Denton, Texas, UNITED STATES

Experiential (vs. Material) Framing Enhances Recommendations from Algorithms
N. Danienta, A. Rindfleisch, Marketing, University of Illinois at Urbana-Champaign, Urbana, Illinois, UNITED STATES

EXPLORING ANTECEDENTS OF PAYMENT OPTIONS IN ONLINE RETAIL
D. Ranjan, Marketing, Indian Institute of Management, Indore, Indore, MADHYAPRADESH, INDIA

Factors Affecting Consumers’ Alternative Meat Buying Intentions: Cultured Meat and Plant-based Meat
J. Hwang, Seoul National University of Science and Technology, Seoul, J. You, J. Moon, Seoul National University, Seoul, KOREA (THE REPUBLIC OF)

False positives: How double-sided review systems affect consumers’ rating valence
A. Graul, Marketing & Strategy, Utah State University, B. Usrey, Marketing, Norwich Business School,

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C. Luan, T. Chen, Management Science, National Chiao Tung University, Hsinchu City, TAIWAN

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J. Jeong, Korea University, Seoul, KOREA (THE REPUBLIC OF)|S. Jun, Sunkyunkwan University, Business School, Seoul, KOREA (THE REPUBLIC OF)

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S. Hoffmann, W. Lasarov, Department of Marketing, Faculty of Business, Economics and Social Sciences, Christian-Albrechts-Universität zu Kiel, Kiel, GERMANY|R. Mai, Marketing, Ecole de Management Grenoble, GERMANY|J. Krause, U. Schmidt, Economics, Kiel University, GERMANY

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J. Lee, Business administration, Gangneungwonju National University, Goyang-si, Gyeonggi-do, KOREA (THE REPUBLIC OF)|Y. Kim, School of Business, Yonsei University, Gyeonggi-do, KOREA (THE REPUBLIC OF)

I DOUBT IT’S ALL ABOUT THEIR OWN BENEFITS.” CONSUMER CYNICISM AS MEDIATOR OF DOUBLE DEVIATION EFFECT ON REPURCHASE INTENTION
H.N. Tran, K.G. Pillai, B. Usrey, Norwich Business School, University of East Anglia

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P. B., Marketing, Indian Institute of Management-Bangalore

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R.K. Kukreja, D.P. Mishra, State University of New York, Vestal, New York, UNITED STATES

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S. Mittal, Marketing, Texas State University, Austin, D. Silvera, University of Texas at San Antonio

Influence of Food Marketing on Consumer Evaluations Among Disadvantaged Populations in the Midwest
J. Mundel, of Communication, DePaul University, Chicago, Illinois, UNITED STATES

In-Store Shopping: Factors that Influence Unplanned Purchases
L. Xu, M. Niculescu, Marketing, New Mexico State University, Las Cruces, New Mexico, UNITED STATES

It is not about you, it is about me” Looking good when using the Like on brand posts

LOCAL PEOPLE’S BEHAVIOUR: AN UNFATHOMED FACTOR IN RURAL TOURISM
C. Parsad, Marketing, Rajagiri Business School, Kochi, S. Prashar, Marketing, Indian Institute of Management Raipur, S. Mahadevan S, V. S J, Marketing, Rajagiri Centre for Business Studies, Kochi

Lurking Phenomenon on Social Media Brand Communities
P. Audy, Media Studies, Charles University, Prague, CZECHIA

Luxury Brand Prominence Effect on Social Exclusion
N. Serin, Department of Marketing and Logistics, Florida International University, Miami, Florida, UNITED STATES|J. Sinha, Marketing, FIU, Miami, Florida, UNITED STATES

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B. Yu, G. Bennett, H. Lee, Texas A&M University, College Station, Texas, UNITED STATES

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O.O. Shogbanmu, Marketing, Lagos Business School, Lagos, Lagos, NIGERIA

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S. Chaudary, M. Majeed, Lahore School of Economics, Lahore, PAKISTAN

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D.C. Reeves, M. Haley, V. Rai, LBJ School of Public Affairs, The University of Texas at Austin, Austin, Texas, UNITED STATES

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M. Groh, C. Simoes, School of Economics and Management, University of Minho, Loiching, GERMANY

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N. Sharma, Marketing, Fairfield University, Fairfield, Connecticut, UNITED STATES | M. Romero, Colorado State University, Fort Collins, Colorado, UNITED STATES

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E. Kemp, Marketing, University of New Orleans, New Orleans, Louisiana, UNITED STATES | K. Cowart, Marketing, University of South Florida Sarasota Manatee, Sarasota, Florida, UNITED STATES | M. Bui, Marketing, Loyola Maramount University, Florida, UNITED STATES | A. L. Borders, Marketing, Kennesaw State University, Georgia, UNITED STATES

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S. Park, D. Lee, J. Moon, Seoul National University, J. Jeong, Kyung Hee University, Yongin-si, KOREA (THE REPUBLIC OF)

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S. Ketron, Marketing and Supply Chain Management, East Carolina University, Greenville, North Carolina, UNITED STATES | K. Naletelich, Marketing, James Madison University, North Carolina, UNITED STATES

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X. Li, Y. Meng, T. Zheng, C. wang, Grenoble Ecole de Management, Guangzhou,

Service Robots: Boon or Bane?
P. Munaganti, B. John Mariadoss, A. Perkins, Washington State University, Pullman, Washington, UNITED STATES

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E. Kang, Business Administration, Kutztown University of Pennsylvania, Breinigsville, Pennsylvania, UNITED STATES | Y. Sung, Communication, The University of Texas at El Paso, Pennsylvania, UNITED STATES | J. Han, Ball State University, Muncie, Pennsylvania, UNITED STATES | S. Lee, Oakland University, Sterling Heights, Michigan, UNITED STATES

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J. Yang, Emmanuel College, Boston, Massachusetts, UNITED STATES

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S. Mookherjee, S. Mohanty, School of Management, Binghamton University, Binghamton, New York, UNITED STATES

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S. Ketron, Marketing and Supply Chain Management, East Carolina University, Greenville, North Carolina, UNITED STATES| N. Spears, Marketing & Logistics, University of North Texas, Denton, Texas, UNITED STATES

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R. Grohs, H. Mertens, Seeburg Castle University, Seekirchen am Wallersee, Österreich (AT), AUSTRIA

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K. Choi, D. Kim, Marketing, Florida State University, Tallahassee, Florida, UNITED STATES

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K. Ko, J. Hsieh, Y. Lin, National Taiwan University, New-Taipei , TAIWAN

The Challenge of Engagement and Co-Creation
Debra Zahay, Marketing and Entrepreneurship, St. Edwards University, Texas, UNITED STATES
Debika Sihi, Department of Economics and Business, Southwestern University, Texas, UNITED STATES
Nick Hajli, Marketing, Swansea University, UNITED KINGDOM
Wes Pollitte, Marketing and Entrepreneurship, St. Edwards University, Texas, UNITED STATES
Mina Tajvidi, Marketing, Swansea University, UNITED KINGDOM

The Complexity of Choice Setting, Product Evaluation and Choice Reversal
N. Xiao, Laurentian University, Sudbury, Ontario, CANADA

The Complexity of Social Media Budget Optimization: Evaluating Exposure vs. Engagement
S. Mookherjee, S. Massey, School of Management, Binghamton University, Binghamton, New York, UNITED STATES

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Y. Wen, B. John Mariadoss, Washington State University, Pullman, Washington, UNITED STATES

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K. Bhoumik, Marketing, Texas Tech University, Lubbock, Texas, UNITED STATES

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A.A. Kulkarni, Marketing, University of Missouri-Kansas City, Kansas City, Missouri, UNITED STATES| K.B. Monroe, University of Illinois, UNITED STATES

THE EFFECT OF THE SELF- BRAND CONGRUITY ON CHOICE OF BUSINESS MAJOR
T. Dursun, Marketing, West Texas A&M University, Canyon, Texas, UNITED STATES| C. Kilic, Marketing and Computer Information Systems, Tarleton State University, STEPHENVILLE, Texas, UNITED STATES

The Effects of Business Reference Contents on B2B Purchase Decision: The Role of Content Formats and Transportation
Y. Kim, H. Kim, Business, YONSEI University, Seoul, Gangnam-gu, KOREA (THE REPUBLIC OF); H. Lee, CHOSUN University, Gangnam-gu, KOREA (THE REPUBLIC OF); C. Jung, Hyundai Mobis, Gangnam-gu, KOREA (THE REPUBLIC OF); J. Won, HANYANG University, Gangnam-gu, KOREA (THE REPUBLIC OF);
The Haves and the Have Nots: The Influence of Subjective Social Class on Consumer Goals
E.M. Mas, B. Kidwell, Department of Marketing & Logistics, University of North Texas, Denton, Texas, UNITED STATES; A. Labroo, Kellogg School of Management, Northwestern University, Texas, UNITED STATES;
The Illusion of Processing Fluency on Pro-Social Campaigns: Unjustifiable Efforts Produce Guilty Feelings
Y. Kim, K. Park, Marketing, Seoul National University, Seoul, Y. Kim, V. Venkatraman, Marketing, Temple University;
The Phenomenon of Micro-Celebrity/Social Media Influencer
R. Sharma, Marketing, Indian Institute of Management Calcutta, Kolkata, West Bengal, INDIA;

THE RELATIONSHIP BETWEEN BRAND EXPERIENCE AND Word-of-Mouth (WOM)
K. Aoki, Osaka Jogakuin University, Kobe, Hyogo, JAPAN; E. Obeng, Howard University, Washington, District of Columbia, UNITED STATES; A.L. Borders, D. Lester, Marketing & Professional Sales, Kennesaw State University, Kennesaw State University, Georgia, UNITED STATES;
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L.I. Liska, University of South Florida, Pinellas Park, Florida, UNITED STATES; Z. Yu, Marketing, University of South Florida, Tampa, Florida, UNITED STATES;
To Share is Human: How ‘Sharing-Size’ Food Labels Diminish Sharing and Encourage Consumption
S. Williamson, Marketing & Management, SUNY Old Westbury, L. Lteif, Marketing, The University of New Mexico, A. Valenzuela, Marketing, CUNY Baruch College;

To study the antecedents of consumers’ purchase intentions of cultural products
P.M. Trivedi, F. Vasavada, Marketing, MICA, Ahmedabad, Gujarat, INDIA;

Too Drained to Help: Customer Stewardship Behavior and Stewardship Fatigue A Conceptual Framework and a Research Agenda
B. Singh, IMI Kolkata, Kolkata, West Bengal, INDIA; A. Tiwari, IMI Kolkata, KOLKATA, West Bengal, INDIA; A. Tapar, IIM Rohtak, Rohtak, Haryana, INDIA;

Tourist Engagement and Co-Creation of Value: Airbnb
S. Torkzadeh, Marketing, Indiana University South Bend, South Bend, Indiana, UNITED STATES; M. Zolfagharian, Bowling Green State University, Indiana, UNITED STATES; R. Saldivar, University of the Incarnate Word, Indiana, UNITED STATES;

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E. Lexutt, Services Management, FernUniversität Hagen, Hagen, Nordrhein-Westfalen, GERMANY;

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L.K. Ojha, IMT Nagpur, Bangalore;

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I. Brusch, Brandenburg University of Technology Cottbus-Senftenberg, Cottbus;

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T.A. Burnham, Managerial Sciences, University of Nevada Reno, Reno, Nevada, UNITED STATES;

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Y. Lee, Business and Economics, York College (CUNY), Bayside, New York, UNITED STATES

When morals collide: the role of moral identity internalization and moral licensing effects in green consumption
X. Hao, L. Atkinson, Advertising, The University of Texas at Austin, Austin, Texas, UNITED STATES

When product scarcity backfires: consumer anger and brand switching
A. Biraglia, Leeds University Business School, Leeds, UNITED KINGDOM|B. Usrey, Norwich Business School, UNITED KINGDOM

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S. Lee, Oakland University, Sterling Heights, Michigan, UNITED STATES|E. Kang, Business Administration, Kutztown University of Pennsylvania, Breinigsville, Pennsylvania, UNITED STATES|Y. Sung, Advertising, University of Texas, Austin, Austin, Texas, UNITED STATES|J. Han, Ball State University, Texas, UNITED STATES

You Are What You Sound: Signaling Status with Dress-Shoe Sounds and Attire
Z. Yu, T.B. Heath, Marketing, University of South Florida, Tampa, Florida, UNITED STATES

Zoom-in, Zoom-out: The Congruence Effect between Dynamic Distance and Geographic Distance on Consumer Digital Complexity
K. Kim, S. Yoon, Marketing, Bryant University, Smithfield, Rhode Island, UNITED STATES|Q. Xu, Elon University, Rhode Island, UNITED STATES