**Friday, August 9**

(New) 11:30 am - 1:00 pm | | Poster Presentation Lunch

1:00 pm - 2:00 pm | | Concurrent Sessions

(New) 2:15 pm - 4:00 pm | | Master Class Sessions, [Registration Required](#)

4:15 pm - 5:30 pm | | Concurrent Sessions

(New) 5:30 pm - 7:30 pm | | Practitioner Panel and Reception

**Saturday, August 10**

8:00 am - 9:00 am | | Concurrent Sessions

9:15 am - 10:30 am | | Concurrent Sessions

10:45 am - 12:00 pm | | Concurrent Sessions

12:15 pm - 1:45 pm | | Awards Luncheon

(New) 2:00 pm - 3:45 pm | | Master Class Sessions, [Registration Required](#)

4:00 pm - 5:15 pm | | Concurrent Sessions

5:30 pm - 6:45 pm | | SIG Receptions

**Sunday, August 11**

8:00 am - 9:00 am | | Concurrent Sessions

9:15 am - 10:30 am | | Concurrent Sessions

10:45 am - 12:00 pm | | Concurrent Sessions
Friday, August 09, 2019

11:30 AM - 12:00 PM          Room 01
Poster Presentation

11:30 am – 12 noon: Lunch
12 noon – 1:00 pm: Presentations
List of presentations at the end of this document

1:00:00 PM - 2:00:00 PM          Room 01
Changing brands and the changing world: How consumers and firms react and cope.
ON PEOPLE & BRANDS: How Consumers Perceive, Interact with, and Communicate About Brands

"The Extendibility of Brand Names: A Financial Perspective"
Burcu Sezen¹, Dominique Hanssens²
¹Universidad de los Andes, ²University of California, Los Angeles

Decision Heuristics in a Changing Global World: The Influences of Specific COO Label Information and Brand Familiarity on Brand Attitudes
Miao Zhao¹, Ruby Dholakia², Kathleen Micken¹
¹Roger Williams University, ²University of Rhode Island

Brand Transgression and Community Coping
Yunmei Kuang, Scott A. Thompson, Mark Arnold
Saint Louis University

1:00:00 PM - 2:00:00 PM          Room 02
Marketing capabilities and their impact on firm performance
PLANNING & EXECUTION: Marketing Strategy

Lone wolf or social monkey? The role of marketing outsourcing in the development of second-order marketing competences
Dorian-Laurentiu Florea
Universidad Anáhuac México

Marketing Based Exploitative-Explorative Capabilities Congruence on Firm Value
Qianmin Sun, Zuohao Hu
Tsinghua University

The Effects of Institutional Uncertainty on Firms’ Market and Nonmarket Capabilities
Xiaoyan Wang¹, Fang Jia², Zhilin Yang¹
¹City University of Hong Kong, ²Shenzhen University
Customer Experience in the Sharing Economy

UX OFF/ONLINE: Managing Customer Experience and Value

The joint process of value co-creation in the Airbnb setting
Yangyang Jiang, Makam S. Balaji
The University of Nottingham Ningbo China

Driving the New American Dream: Investigating Sharing Economy Worker Motivations
Mark Gleim¹, Catherine M. Johnson¹, Stephanie J. Lawson², Jennifer L. Stevens¹
¹University of Toledo, ²Winthrop University

Spillover Effects of Home Sharing on Local Markets: Evidence from Local Tourist Attractions
Wei Chen¹, Karen Xie², Yong Liu¹
¹University of Arizona, ²University of Denver

AI and big data in the service of marketing

AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development

The use of machine-generated creativity in marketing
Christine M. Auer, Silke Bartsch
LMU Munich

The Effects of Artificial Agents (AA) on Consumer Attitudes: Resisting AA recommendation in symbolic consumption
Yaeri Kim
Seoul National University

USING BIG DATA TO LEVERAGE CUSTOMER NEED DIVERSITY IN RADICAL INNOVATIONS
Tereza Dean¹, Haisu Zhang², Yazhen Xiao³
¹Ball State University, ²New Jersey Institute of Technology, ³University of Tennessee, Knoxville

New horizons: Promoting through sonic elements, unexpected brand associations, and female sexual power

ART OF PROMOTION: Advertising, Promotions, and Integrated Approaches

What drives positive eWOM on native advertising? The impact of design characteristics and brand-content incongruency
Qixing Li, Wenyu Dou
City University of Hong Kong

Did You Hear That? Sonic Logos Moderate Consumer Judgements of Logo Shapes
Shawn P. Scott, Daniel Sheinin, Lauren Labrecque
University of Rhode Island
Sexual Appeals in Advertisement: How it Has Changed
Elika Kordrostami1, Melika Kordrostami2
1Rowan University, 2California State University-San Bernardino

1:00:00 PM - 2:00:00 PM Room 06

Methods to Study Consumer Choice
CONSUMER 360°: Understanding Consumers from Multiple Perspectives

Understanding consumer’s decision making process: New insights from constraints negotiation theory
Siti Aqilah Jahari1, Pervaiz Ahmed2, Elaine Y. Chew2
1Sunway University, 2Monash University

Sense of Beauty is Must or Plus? The Influence of Product Aesthetics Preference on Consumer Choice
Jesheng Huang
Chung Yuan Christian University

How Much Choice is Too Much? A Machine Learning Based Meta-Analysis of Choice Overload
Nan Zhang, Heng Xu
American University

1:00:00 PM - 2:00:00 PM Room 07

Numbers 1
THE NUMBERS GAME: Pricing in the Eyes of Consumers and Firms

The Divergent Effects of Even and Odd Brand Names on Consumer Responses to Iterated and Non-Iterated Products
Dengfeng Yan2, Qiang Zhou1, Richard T. Gretz1
1University of Texas at San Antonio, 2New York University Shanghai

Customer participation in Pay What You Want pricing
Seema Bihari1, Ashwini Awasthi1, Arvind Sahay2
1Institute of Management, 2IIM- Ahmedabad

How to Frame Dynamic Prices? The Differential Effects of Different Framing Formats of Dynamic Prices on Customers’ Price Perceptions and Purchase Decisions
Mila Vogelsang, Alisa Keller, Dirk Totzek
University of Passau
marketing in the sharing economy

THE DIGITAL WORLD: Digital and Social Media Marketing

Quantifying the Effects of Platform Coupons in Sharing Economy
shaojun qin¹, Xueming Luo¹, Zhijie Lin²
¹Temple University-Fox School of Business, ²Nanjing University

Regulating Institutionalized Players in Peer-to-peer Markets: An Empirical Investigation of Airbnb’s “One-Host One-Home” Policy
Wei Chen¹, Zaiyan Wei², Karen Xie²
¹University of Arizona, ²University of Denver, ³Purdue University

The Battle for Homes: Is Home Sharing Disrupting Rental or Housing Markets?
Wei Chen², Zaiyan Wei³, Karen Xie¹
¹University of Denver, ²University of Arizona, ³Purdue University

The Art and Science of University Branding

Special Session: SIG Programming     Marketing for Higher Education SIG
Session will be chaired by Dr. Atefeh Yazdanparast, Associate Professor of Marketing and Mead Johnson Endowed Chair in Business, Schroeder School of Business, University of Evansville.

- Dr. V. Kumar, Regents Professor; Richard and Susan Lenny Distinguished Chair in Marketing; and Executive Director, Center for Excellence in Brand and Customer Management, Robins College of Business, Georgia State University.
- Dr. Francisco Guzman, Associate Professor of Marketing, and editor, Journal of Product and Brand Management. (Also the session moderator)
- Rex Whisman, Chief Strategist, BrandED Consultants Group
- William Faust, Senior Partner, and CSO, Ologie Higher Ed Branding and Marketing
**Estimating, Testing, and Interpreting Interaction Effects** presented by Stephen Spiller

**Abstract:**
In this Master Session, we will consider a variety of issues regarding the proper estimation, testing, and interpretation of interaction effects. This will include proper interpretation of simple effects given how variables are coded and how to recode variables in order to test specific values (spotlights and floodlights). In addition, we will discuss issues regarding statistical power in testing interactions and simple effects, options for visualizing interactions, and the importance of key assumptions underlying such tests.

**Bio:**
Stephen Spiller is an Associate Professor of Marketing and Behavioral Decision Making at the UCLA Anderson School of Management, where he has been since 2011. His research examines the psychology of fundamental economic concepts. This includes how and when people consider their opportunity costs, how they plan for the future, how they reason about product differentiation, and how they think about stocks versus flows. He also works to translate and disseminate best practices in data analysis for behavioral researchers. Stephen's work has been published in leading journals including Journal of Consumer Research, Journal of Marketing Research, Management Science, Psychological Science, and Journal of Consumer Psychology. He was named a 2017 MSI Young Scholar and was a finalist for the Journal of Marketing Research’s William F. O’Dell Award in 2018. Stephen received his PhD in marketing from Duke University and his BA in psychology and economics from the University of Virginia.

**Introduction to Machine Learning Methods: What you Need to Know to Conduct and Interpret Research with ML** presented by Allison Chaney

**Abstract:**
Machine learning bears the promise to transform research by discovering patterns hidden in data. Those patterns can then be used to make predictions, approximate concepts that cannot be measured directly, or explore the data through the lens of the learned (or “inferred”) patterns. This session will provide a practical introduction to machine learning methods in two parts. First, we will cover a broad overview of machine learning techniques and software packages. Then, we will delve into a sequence of short case studies to help session participants gain a deeper understanding of popular machine learning methods and to illustrate common challenges and pitfalls that researchers might encounter when using these techniques.

**Bio:**
Allison Chaney is an Assistant Professor at the Fuqua School of Business at Duke University. Her research is at the intersection of machine learning and marketing, focusing on developing scalable and interpretable machine learning methods and understanding the impacts of these methods on individuals and society when they are deployed in real-world markets. She received her Ph.D. in Computer Science at Princeton University, under the advisement of David Blei. She holds a B.A. in Computer Science and a B.S. in Engineering from Swarthmore College and has worked for Pixar Animation Studios and the Yorba Foundation for open-source software; she has also collaborated with the research teams at eBay/Hunch, Etsy, and Microsoft Research.
Demystifying Structural Models: What they are and why they are (still) useful presented by Brett Gordon

Abstract:
Structural models—empirical models grounded in economic theory—have grown to represent a significant portion of empirical research in marketing. However, for the uninitiated, structural models can be daunting: too much math, too little intuition, and perhaps the question “Why are we doing all this?” lurking in your head. My goal is to demystify structural models, to explain what they are and why they can (sometimes) be useful. To this end, I’ll present the workhorse model from Berry, Levinsohn and Pakes (1995) (“BLP”), using it as a vehicle to illustrate core concepts such as a microeconomic model of demand, sources of endogeneity, justifying instrumental variables, insights from incorporating a (firm) supply-side model, and the importance of counterfactuals. My emphasis will be on interpretation and intuition, and not on econometrics and implementation, such that the content should be accessible to anyone interested.

Bio:
Brett R. Gordon is Associate Professor of Marketing at the Kellogg School of Management at Northwestern University. His research interests focus on building quantitative methods to assess the performance of marketing actions, particularly those around pricing, promotion and advertising, leveraging tools from empirical industrial organization, econometrics and machine learning. His recent work, conducted in collaboration with various companies, has emphasized how to design field experiments to answer meaningful business problems. His research has been published in the American Economic Review, Journal of Marketing Research, Journal of Political Economy, Marketing Science, and Quantitative Marketing and Economics. He currently serves on the Editorial board at Marketing Science and the Journal of Marketing Research and is an Associate Editor at Quantitative Marketing and Economics. Professor Gordon holds a Ph.D. in Economics from Carnegie Mellon University and started his academic career on the faculty of Columbia Business School before moving to Kellogg in 2014.
Best Practices and Recent Developments in Qualitative Consumer Research Methods presented by Lars Witell

Abstract

The Master Class will cover an overview of qualitative research in marketing journals. The session is based on a literature review of qualitative research in marketing journals focusing on how the demands on rigor and relevance has shaped the research methodology in published studies. It also highlights recent developments in qualitative research such as text mining, netnography and the use of multi-methods. The master class will cover the demands of what is needed to get published when using qualitative research methodology in a marketing journal (ranging from IMM, JSR, JAMS and JM). In particular it discusses the demands on sample size, type of analysis, descriptions of analysis, use of software and how these demands have developed over time. The master class is based on a review of existing qualitative research, examples and interactions between participants.

Biography

Dr. Lars Witell, is Professor at the Service Research Center (CTF) at Karlstad University, Sweden. He also holds a position as Professor in Business Administration at Linköping University, Sweden. He has received several nominations and rewards for his research and has been published in scholarly journals such as Journal of Service Research, Industrial Marketing Management, and Journal of Business Research; as well as in the popular press, such as The Wall Street Journal. Lars has also been a visiting professor at UQ Business School, Chalmers University of Technology and Queen Mary University of London, as well as visiting scholar at University of Michigan and Stanford University.
The Signal of Sustainability
MARKETING FOR GOOD: Ethics and Socially Responsible Marketing

Sustainability Signaling, Corporate Identity Congruence & Corporate Image Congruence: Maybe it’s best to say nothing at all
Tyler Milfeld¹, Daniel J. Flint¹, Paola Signori², Bridget Satinover Nichols³, Irene Gozzo²
¹University of Tennessee, ²University of Verona, ³Northern Kentucky University

The Influence of Supply Base Size on Sustainable Purchasing and Organizational Sustainability Performance
Anshu Arora¹, Amit Arora¹, K. Sivakumar², Gerard J. Burke³
¹University of the District of Columbia, ²Lehigh University, ³Georgia Southern University

When Ignorance is Bliss: The effect of multiple third-party environmental labels on ethical consumer behavior
Irem Yoruk, Andrea Tangari
Wayne State University

To Embrace or Not to Embrace Sustainability in Marketing Communication - That is the Question
Tyler Milfeld, Daniel J. Flint
University of Tennessee

Sales Strategy for B2B Markets
B2*: Selling and Sales Management in Business and Consumer Markets

SALES-SERVICE INTERFACES IN B2B VALUE CO-CREATION
Scott B. Friend¹, Avinash Malshe², Gregory J. Fisher¹
¹Miami University, ²University of St. Thomas

How Institutional Pressures and System Characteristics Shape Customer Acceptance of Smart Product-Service Systems
Dirk Totzek, Eva Kropp
University of Passau

Is the potential B2B buyer interested or ready to buy? Estimating the stage of the B2B buying behavior
Neda B. Marvasti, Juho-Petteri Huhtala, Zeinab R. Yousefi, Bikesh Upreti, Pekka Malo, Samuel Kaski, Henriikki Tikkanen
Aalto University

Prospect Evaluation: An Intuition-based Approach in the Presence of Market Turbulence
Gabriel Moreno, Milton Flores, Justin Munoz
The University of Texas at El Paso
CONSUMER WELL-BEING: Physical, Financial, and Emotional Health

UNLOCKING THE DYNAMICS OF SUBJECTIVE FINANCIAL WELL-BEING IN RETIREMENT
Teagan Altschwager, Jody Evans
Melbourne Business School

Understanding the effects of customer participation in financial services for the unbanked: A transformative service research perspective
Adriana Amaya Rivas, Juan Bustamante
ESPAE Graduate School of Management

Service Breakdown Prevention and Consumer Well-Being: A Mindfulness Perspective
Yao-Chin Wang¹, Po-Ju Chen², Carol M. Megehee³, Arch G. Woodside¹
¹University of Arkansas, ²Northern Arizona University, ³Coastal Carolina University

Materialism, Emotional Intelligence and Coping Strategies
Beata Šeinauskiene¹, Ausra Rutelione¹, Rosita Lekaviciene¹, Shahrokh Nikou², Ligita Zailskaitė-Jakste¹
¹Kaunas University of Technology, ²Åbo Akademi University

CRM in the digital world
THE DIGITAL WORLD: Digital and Social Media Marketing

Are social influence and customer-initiated contacts valuable for firms? Measuring their impact on customer profitability
Jesús Cambra², Lily(Xuehui) Gao¹, Iguacel Melero¹, Yolanda Polo¹
¹University of Zaragoza, ²University Pablo de Olavide

The Perils of Incentivizing New Customer Acquisitions in Social Referral Programs: A Field Experiment
Hanbing Xue², Han Chen¹, Yongjun Li², Xueming Luo¹
¹Temple University, ²University of Science and Technology of China

The Making of Clicks-to-Buy at E-commerce Platforms, Customer Frustration and Customer Browsing Time
Jifeng Mu¹, Jonathan Z. Zhang²
¹Alabama A&M University, ²University of Washington

Can consumers resist to smart services while perceiving their value?
Zied Mani², Inès Chouk¹
¹Cergy Pontoise University, ²LEMNA Research Center
Cross-cultural branding

SOCIETY & CULTURE: Exploring Consumer Culture and Diverse Communities

Foreign or Local Brand Name? The Interplay of Brand Name and Brand Origin on Developed vs. Developing Country's Brand Evaluation.
Sangwon Lee
Ball State University

How National Culture and Country Development Determine the Effects of Perceived Brand Globalness on Consumer Behavior
Carolina Sinning, Bernhard Swoboda
Trier University

The Relationships between Global Corporate- and Product-Brands: The Impact of National Culture and Country Development
Magdalena Klar, Bernhard Swoboda
Trier University

Consuming Western Products and Lifestyles in China
Weiwei Zhang
Hartwick College

Exploring the Consequences of Being Emotional

CONSUMER 360°: Understanding Consumers from Multiple Perspectives

Reaching Beyond the Stars – The Effect of Emotionality in Online Word-of-Mouth Across Cultures
Tiffany Y. Wendler
Technical University Dortmund

Consumers’ Correction for Mood Bias in Product Judgment
Yi-Wen Chien¹, Chung-Chiang Hsiao²
¹National Taiwan University, ²National Taiwan Normal University

Ritual Affects Construal Level: The Roles of Emotion and Involvement
Chongye Huang¹, Rong Chen²
¹Beijing Jiaotong University, ²Tsinghua University

How does it make you feel? Emotional reasoning and consumer choice
Blair Kidwell¹, Andrea R. Bennett¹, Jonathan Hasford², David Hardesty³, Molly Burchett³
¹University of North Texas, ²University of Central Florida, ³University of Kentucky
New Service Channels
UX OFF/ONLINE: Managing Customer Experience and Value

The Effects of AI Chatbot Disclosure for Conversational Commerce
Siliang Tong, Xueming Luo
Temple University

When Beauty Comes to Your Home: Profiling the ODB Consumer
Jie Sun, Peter J. McGoldrick
University of Manchester

Perceived Value and Satisfaction with a Retail Store’s Omnichannel Customer Experience and Usage of Omnichannel Commerce Application (OCA)
adesegun oyedele¹, Monica Hernandez², Roberto Saldivar¹
¹University of the Incarnate Word, ²St. Edwards, The Bill Munday School of Business

A Cross-Cultural Exploration of How Necessary Evil Discourages the Subsequent Misbehavior of Other Customers
Yu-Shan (Sandy) Huang¹, xiang fang², Ruping Liu³
¹Northern Michigan University, ²Oklahoma State University, ³Northeastern University

Sponsorship-Linked Marketing: Towards a Managerially Relevant Perspective
SIG PROGRAMMING
Session Chair: Lane Wakefield, Mercer University

Practitioners in sport marketing often critique academic research as being confusing and subsequently inapplicable. To their point, researchers could do a better job of selecting practical topics and streamlining hypotheses, models and implications. To that end, this special session features four papers that address pertinent issues and have clear consequences for sponsors and/or the properties sponsored. Topics include the effective measurement of sponsorships, the impact of an athlete’s transgression on sponsors, and branded sports stadiums.

Empirical Generalizations about the Relative Efficiency of Individual Sponsorships Assets: Evidence from the NFL
Kirk Wakefield, Baylor University, Lane Wakefield, Mercer University, and Daniel Zantedeschi, Ohio State University

Exploring the Evidence of Social Desirability Biases in Consumer Responses to Sponsors
Youngho Park, Dae Hee Kwak, University of Michigan

In for a Penny or in for a Pound? The Impact of Athlete Transgressions on Team Sponsors
David L. Alexander, St. Thomas University, & Ashley Stadler-Blank, Xavier University
Branded Sports Stadiums: The Roles of Sponsorship Sincerity and Consumer Gratitude on Building Customer Value  
Russell Lacey, Xavier University

4:15:00 PM - 5:30:00 PM

Journal of Marketing Best Paper Award Session

This session will celebrate and discuss JM’s three award-winning best papers.


Author presenters: Savannah Shi, Santa Clara University and Xuan Liu, Senior Data Scientist, Data Science and Engineering, Netflix  
Commentary: Netflix Director


Author presenters: Nathaniel N. Hartmann, University of Hawai‘i at Mānao and Heiko Wieland, California State University, Monterey Bay  
Commentary: Michael Ahearne, University of Houston

**Sheth/JM Award**: The Sheth Foundation/Journal of Marketing Award honors the article that has made the most significant long-term contributions to the field five years after its publication. Winner: Manjit S. Yadav and Paul A. Pavlou (2014), “Marketing in Computer-Mediated Environments: Research Synthesis and New Directions,” 78 (1), 20-40.

Author presenter: Manjit S. Yadav, Texas A&M University  
Commentary: Andrew S. Stephen, University of Oxford

5:30:00 PM - 7:30:00 PM

PRACTITIONER PANEL
Friday, August 09, 2019

11:30 AM - 12:00 PM
Room 01

Poster Presentation

List of presentations:

**Consumer usage of e-tourism sites for pre-trip planning in social commerce era**
Nick Hajli¹, Mauricio Featherman², Aida Shiva³, Reza Fazli-Salehi⁴, Zeinab Mohammadi³
¹Swansea University, ²Washington State University, ³University of Tehran, ⁴New Mexico State University

**Research on the formation mechanism of omnichannel adoption intention**
Yaping Chang, Lixiao Geng
Huazhong University of Science and Technology
“There Goes The Neighborhood”: A Conceptual Framework for Neighborhood Branding Amid Other Units of Place
Johnny L. Graham
Howard University

Overcoming Consumers’ Barriers to The Adoption of Green Behaviors
Agnieszka Chwialkowska
University of West Georgia

Consumers’ Purchase Intention in the context of Unpackaged Goods
Sudipto Sarkar
University of Texas Rio Grande Valley

Who matters most for young ventures after funding? An empirical investigation of third-party support in Initial Coin Offerings (ICOs)
Caroline V. Grau
RWTH Aachen University

Change or Die – The Relation between Innovativeness and Firm Survival
Arpad Kurcz
RWTH Aachen University

Facing Challenges in an Omnichannel World
DIPENDRA L. SHRESTHA¹, Riyad Aliyev²
¹Hankuk University of Foreign Studies, ²ADA University

Inverse Marketing: A New Marketing Communication Tool
Monika Rawal, Jose Saavedra, Ramin Bagherzadeh, Maryam Farhang, Ashok Bhattarai
Southern Illinois University Carbondale

Exploring consumer showcasting behaviors in the multichannel context
Michael, Chih-Hung Wang¹, Ya-Yun Tang², Chih-Chieh Tsai¹
¹Feng Chia University, Taiwan, ²Shih Chien University, Taiwan

The impact of Social connections and interactions on consumer’s online financial decision
xiaodan Zhang, guoqun Fu, Zeng Wang
Peking University

The marketing of E-Sports, participation and the values of the system: A Study about eSports participation

Friday, August 9
Lemuel M. Lim¹, Derek O. Ong²
SUNWAY UNIVERSITY

Understanding Augmented Reality Experiences: Scale Development and Validation
Katrin Brunner, Sandra Praxmarer-Carus, Philipp A. Rauschnabel
Universität der Bundeswehr

Access-based consumption: a new business model for sports retailing
Fabian Nindl
Vienna University of Economics and Business

Market Orientation & State-Business Nexus: Family Firms’ Development in Bangladesh
Farzana Nahid, Mohammad T. Hoque
North South University

Searching for innovation – How to strengthen the capability for external knowledge acquisition through Corporate Venture Capital investments
Simon Fey
RWTH Aachen University

The Effects of black color on product evaluation
Eunmi Jeon¹, Youngjee Han¹, Myungwoo Nam²
¹Sungkyunkwan University, ²Georgia Tech

Technology vs. Marketing: An investigation of founding team’s specific human capital as antecedent of innovation
Vanessa E. Rexin
RWTH Aachen University

The Impact of Moral Violations on Boundary Preference
Chunya Xie, En-Chung Chang
Renmin University of China

The Role of Articulation and Narrative Transportation in Evaluating Article-style Native Advertising
Qixing Li, Wenyu Dou
City University of Hong Kong

Determinants of sustainable food consumption: Theoretical framework
Natalia Maehle¹, Roberta Capitello²

Friday, August 9
Reinventing the firm in times of rapid technological change – What does it take to innovate strategically?  
Simon Fey  
RWTH Aachen University

Does product innovativeness and the power of consumers’ word of mouth impact long-term success in online markets?  
Stefan Katzenmeier  
WHU - Otto Beisheim School of Management

The Effect of Negativity Bias on Intentions to Buy Milk with Positive and Negative Label Claims  
Ekaterina Salnikova¹, John L. Stanton²  
¹Aarhus University, ²St. Joseph's university

Integration or Differentiation? The Impact of Ambient Advertising on Sharing  
Hongyan Yu, Xiangyun Zhang, Jifei Wu  
Sun Yat-sen University

Is Marketing-Sales Integration Enough? A KBV Analysis of the Changing Technological Environment  
Gregory McAmis  
Mercer University

Is the Game Fit the Brand? Influence of Brand Awareness and Advertising Literacy  
George Shen¹, Rick Lee²  
¹National Chiayi University, ²New Jersey City University

Culture and Emotions in Humorous Advertising: A cross cultural study in France, US and China  
DRAGANA MEDIC  
TOULOUSE CAPITOLE UNIVERSITY

Consumers' Responses to Product Types in terms of Time Recognition  
Jeeyoon Jeong, Ye Uhn Jeong, Insik Jeong  
Korea University

The effectiveness of a long-term and deep discount strategy in digital channels  
Huan Liu¹, Lara Lobschat¹, Peter C. Verhoef¹, Hong Zhao²  
¹University of Groningen, ²University of Chinese Academy of Sciences

Friday, August 9
New Dimensions in Brand Experience; an interdisciplinary qualitative inquiry
Yanina Chevtchouk, Cleopatra Veloutsou, Robert Paton
University of Glasgow

Making Smart Agents Scapegoats: Attribution of (Hedonic) Consumption Responsibility to Anthropomorphized Smart Agents.
Rumela Sengupta¹, Iman Paul², Satadruta Mookherjee³, Samuel Bond²
¹University of Illinois, Chicago, ²Georgia Institute of Technology, ³Binghamton University

Managing Customer Response to Service Failure Through Exposure to Order
Jamel Khenfer¹, Olivier Trendel²
¹Zayed University, ²Grenoble Ecole de Management

When do TV ads pay off for digital retailers? Evidence on involvement and scheduling as determinants of online response
Caroline J. Meder, Jan Kemper
RWTH Aachen University

THE 5 PILLARS OF DATA SUCCESS: A SKILLS-BASED APPROACH TO DATA-DRIVEN MARKETING
Jan Boehner
The&Partnership

Working together toward a better brand: Co-creation of value with customers and customer-based brand equity
Mohammad Farrokhi
University of Calgary

Factors influencing to select Cox’s Bazar as a destination choice: Digital Media Marketing VS. User-Generated Content
Mohammad T. Sultan, Farzana Sharmin, Ke Xue
Shanghai Jiao Tong University

Motivation Changes Among New Salespeople
Claire H. Cha¹, Reza Rajabi², Thomas Brashear Alejandro³
¹University of Massachusetts, Amherst, ²Northern Illinois University, ³Fundação Getulio Vargas

Examining the relationship between Innovation types and brand management
Pramod Iyer², Arezoo Davari¹, Mo Zolfagharian³

Friday, August 9
Implementing Sustainability Marketing Strategy: Findings from Collectivistic Culture
Akinori Iwamoto3, Satoko Suzuki2, Tomoko Kawakami1
1Waseda University, 2Hitotsubashi University, 3Kansai University

How Marketing Academia Contributes to Creating a Better World
Rumela Sengupta1, Jia Chen1, Benet DeBerry-Spence1, Lez Trujillo Torres1, Kohei Matsumoto2
1University of Illinois, Chicago, 2University of Illinois at Chicago

Tomorrow is Ours to Lose: The Role of Share Repurchases in Customer Relationship Disruptions
Mario Vaupel
RWTH Aachen University

The investigation of brand equity dimensions by mediating effect of brand trust and brand love
Rozbeh Madadi1, Ivonne M. Torres2
1New Mexico State University, 2NMSU

Going Beyond the Funding Campaign: The Joint Impact of Founding Teams’ Human and Social Capital for the Funding and Post-Funding Phase of Early Stage Technology Companies.
Vanessa E. Rexin
RWTH Aachen University

The role of Corporate CEOs in Public Discourse between 1992-2017
Kohei Matsumoto, Benet DeBerry-Spence, Lez Trujillo Torres, Rumela Sengupta, Jia Chen
University of Illinois, Chicago

From a social tie to indirect brand identification: A study from service failure in the Hospitality industry
Saeed Zal
Old Dominion University

LIFE’S A BREACH: THE IMPACT OF PRIVACY DATA BREACHES ON FIRM PERFORMANCE
Jennifer H. Tatara, Michael S. Houston, George D. Deitz, Courtney B. Peters
University of Memphis

Retail Education on Fire: How New Teaching Formats Influence Students’ Transformative Learning Process
Kristina Kleinlercher, Marc Linzmajer, Thomas Rudolph

Friday, August 9
Spillover of Negative Political Rhetoric on the Marketplace: Mexican American Ethnic Identification with Mexico and Preference for American Brands  
Zoila C. Zambrano, Jacob Almaguer, Lorena Garcia Ramon  
University of Texas Rio Grande Valley

Image Flows from High- to Low-familiarity Entities in Sponsorships  
Jakeun Koo¹, Jun Heo²  
¹Texas Southern University, ²Louisiana State University

More Economic Value or Just the Face Value: Errors in Computation by Consumers while Making a Purchase Decision  
Smaraki Mohanty, Jinfeng Jiao  
Binghamton University, State University of New York

If the Cause Fits, Wear It: The NBA Jersey Sponsorship Program and the Role of Congruence and CSR-Linked Marketing in an Emerging Sport Sponsorship Environment  
Justin Graeber, Angeline C. Scheinbaum, Natalie B. Devlin  
University of Texas at Austin

The Impact of Ethnically Targeted ads on Brand Love and Its Behavioral Outcomes  
Rozbeh Madadi, Ivonne M. Torres  
New Mexico State University

Digital Marketing faux pas: Using Banner Advertisement to Activate In-app Coupon  
Smaraki Mohanty, Sirajul Shibly  
Binghamton University, State University of New York

SUPER BOWL ADVERTISEMENTS AND ONLINE BRAND SEARCH  
Courtney B. Peters, George D. Deitz, Jennifer H. Tatara  
University of Memphis

Do Credibility and Benevolence of Trust Have Different Effects on B-to-B Partnering? An Empirical Study in a Supply Chain Context  
Soonhong Min, Hangeun Lee, Se-Bum Park  
Yonsei University

Competitive Market of Music Streaming Services: What Drives Customers to Subscribe?
**When and Why Do Consumers Buy Products Bearing “Locally-Produced” Labels?**

Jae Min Jung¹, Joseph M. Jones², Curtis P. Haugtvedt³, Somnath m. Banerjee⁴

¹California State Polytechnic University, Pomona, ²The Ohio State University

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**Will self-disclosure customers buy more? A Field Experiment**

Qing Ye
Wuhan University

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**Can Out-Of-Stock situations promote behavioural intent- the role of product type and sales level information**

Madhu Mitha Ezhil, Archit V. Tapar, Dheeraj sharma
Indian Institute of Management, Rohtak

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**Electronic Marketing In Agricultural Industry: A Case Study Of China**

Foo Jong Heang², Habib Ullah Khan¹, Diaa Kamal³, Stellamaris Uwemiv¹

¹Qatar University, ²eGenting (Genting Group), ³Magrabi Hospital, ⁴University of Liverpool

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**Measuring Seamless Experience in Omni-channel Shopping Environment**

Yaping Chang, Jingwen Li
Huazhong University of Science and Technology

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**The role of Personality Traits in consumers’ Self-Brand Connection with Anthropomorphized brands**

Reza Fazli-Salehi¹, Ivonne M. Torres²

¹New Mexico State University, ²New Mexico State University

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**When Are People More Pro-environment? Evidence from A Field Experiment**

Xueming Luo¹, Yuqian Chang¹, Zheng Fang²

¹Temple University, ²Sichuan University

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**The Impact of Brand Attachment and Brand Image on Brand Attitude — Exploring the Moderating Roles of Brand Jealousy and Brand Positioning**

George Shen¹, Wen-Hsien Huang², Yishuan Wang¹

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Friday, August 9
Promoting Recycling Programs – Which Incentives Work, and Why?
Yang Li1, Yong Wang1, Yingying Liu1, Mo Li2
1Beijing Technology and Business University, 2Jilin University of Finance and Economics

The Effects of Disruptive National Events on Category Attitudes:
The Limits of Exceptional Customer Service on Outcomes
William H. Murphy1, Dalia A. Farrag2, Mohamed Hassan3
1University of Saskatchewan, 2Qatar University, 3The Arab Academy for Science, Technology & Maritime Transport

How Consumers React to Culturally Mixed Products: The Effects of Cultural Domain and Framing Strategy
Liu Ying Yue1, Zou Zimin2, Yimin Zhu1
1Sun Yat-sen Business School, Sun Yat-sen University, 2Department of Psychology, Sun Yat-Sen University

Does Marketing Medium Innovativeness Act as a Signal for Product Quality to Drive Consideration?
Kelley C. Anderson
Texas Tech University

The Use of Consumer Goods in Politics: A Study on Using Chairman Mao Badges to Create Hyperreal Myths
Guojun He, Jonathan Deschenes
HEC Montreal, Canada

Creating Similar Online Social Identities to Consumers: Social Media Influencers’ Trust-building Mechanism That Sways Consumer Purchase Decisions
Junlin Long, Casey E. Newmeyer
Case Western Reserve University

Micro-influencers on Instagram: The Effect of Identity on Product Purchases.
Ashley M. Hass
Texas Tech University

Impact of R&D investment on Firm Value: The role of customer awareness
Junhee Seok, Sarang Go, Byungdo Kim
Seoul National University
Maximizing innovation or slowing down the team? The impact of CEO decision making behavior on companies' innovation processes
Sebastian Kruse
RWTH Aachen University

Justin Munoz
The University of Texas at El Paso

Trust Actions Not Words? How Consumers Make Decisions with Inconsistent Online Information
Chi Zhang¹, Melissa Cinelli²
¹University of Indianapolis, ²University of Mississippi

To Keep a Low Profile: Ending Temporal Landmarks Decrease Preferences for Attention-grabbing Products
Beixi Wen, En-Chung Chang
Renmin University of China

It’s the CEO, stupid! Uncovering the hidden barriers to market learning
Sebastian Kruse
RWTH Aachen University

Welcome to the digital age: The impact of organizational antecedents on social media driven open innovation
Jacqueline Prasuhn, Steffen Strese
RWTH Aachen University

The Use of Either Urban or Rural Contextual Product Presentation and Brands in Advertising
Anne Fota, Sascha Steinmann, Hanna Schramm-Klein
University of Siegen

My Customers or my Shareholders? The Impact of Share Repurchases on Brand Equity
Aly Zaazoua
RWTH Aachen University

Capturing Value from Customer Knowledge – The Role of Absorptive Capacity in Customer Involvement

Friday, August 9
Oliver Burger, Tessa C. Flatten
Technical University Dortmund

The Effect of Marketing Strategy Making between Market Orientation and Creativity
Hitoshi Iwashita
Kyushu University

Who should I be?
The effect of anthropomorphized roles on consumers’ privacy concern towards intelligent assistants
zhou qi, He yuanqiong
Huazhong University of Science and Technology

An Investigation of the Influence of Culture Mixing Experience on the Moral Judgment of Counterfeits
Dongmei Li¹, Bobby K. Cheon², Felix Tang³
¹South China Normal University, ²Nanyang Technological University, ³The Hang Seng University of Hong Kong

The role of Innovativeness, Impulsiveness, and Variety Seeking in Consumers’ Self-Brand Connection
Reza Fazli-Salehi¹, Ivonne M. Torres²
¹New Mexico State University, ²NMSU

Mobile Payments Revolution: The Impact of Third-Party Mobile Payments on Customer Mobile Purchase Behavior
Jaewon Yoo¹, Yuxin Chen², Minki Kim¹, Wonjoon Kim¹
¹Korea Advanced Institute of Science and Technology, ²New York University

Does the Experience of Softness Make Customers Indecisive? A Field Study of In-Store Decision Making
Taku Togawa¹, Yuriko Isoda², Hiroaki Ishii³, Ikumi Hiraki⁴, Naoto Onzo³
¹Chiba University of Commerce, ²Waseda University, ³Seikei University, ⁴Tokyo International University

Early-stage technology ventures in the blockchain environment: How involving advisors drives product development
Caroline V. Grau
RWTH Aachen University

The necessity of widespread pretest information in neuroscience: A systematic review of neurobiological functional magnetic resonance imaging (fMRI) analysis
Richard Betzold

Friday, August 9
Who Cares? Authentic Relationship as a Framework for Integrating Care and Marketing
Jill R. Risner
Calvin College

Aiming for a greener future: A study of green marketing strategies and subjective firm performance
Paulina Hultman, Setayesh Sattari
1Linnaeus University, 2Helsingborg Arena and Scen AB

Understanding the Antecedents and Consequences of Big Data Analytics Use in Marketing
Justina Sidlauskienė
ISM University of Management and Economics

Does it matter to the consumers where a brand comes from? Empirical Research on Three Different POO Effects in Chinese Yogurt Market
Yong Wang, Qingjie Zhou, Yang Li, Pengzhou Kuai
1Beijing Technology and Business University, 2School of Economics, Beijing Technology and Business University

Network Centrality and Opportunistic Behavior: The Moderating Role of External Diversity and Volatility
Diane Kang, Junwoo Cha
1Sungkyunkwan University, 2University of Texas at Dallas

Managing the dramatic turn in service dominant logic: Training for requisite variety to achieve the highly reliable service organization
Arch G. Woodside, Marylouise Caldwell, Jennifer R. Calhoun
1Coastal Carolina University, 2University of Sydney

Do innovative consumers create more buzz? An empirical investigation of the power of consumers’ word of mouth in online markets
Stefan Katzenmeier, David Bendig
1WHU - Otto Beisheim School of Management, 2RWTH Aachen University

AN INVESTIGATION OF EMBARRASSMENT SOURCES AND CONSUMPTION.
Rumela Sengupta, Lagnajita Chatterjee, who matters Jeffrey Parker
University of Illinois, Chicago

Friday, August 9
Discussing the Bundling Effect in Co-branded Service Alliances
CHIA-LIN LEE
National Taiwan University of Science and Technology

Can We Feel Empathy toward AI “Doctors”? An fMRI Study of Consumer Acceptance of AI-Based Professional Services
Jin Ho Yun, Dong Hyun Kim, Eun-Ju Lee
SungKyunKwan University

MONOPOLISING THE FINTECH TRANSACTIONS: A CASE STUDY OF SWIFT INC.
Sabyasachi Dasgupta^2, Priya Grover^1
^1BrandMavsLLP, ^2O.P.Jindal Global University

Investigating the relationship between brand engagement, brand community and customer engagement value: The moderating role of employee brand engagement.
Mark Mills, Magnus Hultman, Aris Theotokis
University of Leeds

Toward A Theory of Dispersed Blame Attribution in Multi-Sided Platforms
Amal K. Alsahli
Case Western Reserve University

The ethical DNA – The role of organizational identity for ethical behavior in family firms
Friederike S. Volk, Denise Fischer
RWTH Aachen University

Trust and Trust Transfer in Buyer-Supplier Relationships
Wen S. Low
Chien Hsin University of Science and Technology

JINZHE YAN, Minwhan Lee, Yongjune Kim, SANGHEON Lee, Jaekang Heo
Sungkyunkwan University

Bigger is better? The influence of packaging quantity and portion size on consumer’s purchase intention
Yimin Zhu^1, Peipei Lin^1, xiang fang^2, Jifei Wu^1

Friday, August 9
Sustainable practices and marketing strategies for emerging markets: A multiple case study of international firms operating in Malaysia
Paulina Hultman\textsuperscript{2}, Setayesh Sattari\textsuperscript{1}
\textsuperscript{1}Linnaeus University, \textsuperscript{2}Helsingborg Arena and Scen AB

The Predicting Electric Vehicle Buying Intention of Chinese Consumers: A Study Using the Theory of Planned Behavior (TPB)
hoik kim, Han-Min Kim, SANGHEON Lee
Sungkyunkwan University

Do Our Inferences about the Silence of Others Affect Our Own Behavior?
Kimberlee Weaver\textsuperscript{1}, Anne Hamby\textsuperscript{2}
\textsuperscript{1}University of Haifa, \textsuperscript{2}Hofstra University

The Context, Characteristics, and Consumer Response Outcomes of Sponsorship
Hsin-Chen Lin, Patrick F. Bruning
University of New Brunswick

Artificial intelligence acceptance model in sales
Jing Chen
The University of Texas at El Paso

Gender Difference in Values and Life Satisfaction in China: Examining of the Mediating Role of Materialism
Ge Xiao
Wilkes University

To Gamble or Not to Gamble: How the Disclosure of the Winning Odds Moderates the Gambled Price Discount on Consumers’ Internal Reference Price
Yung-Chien Lou, PEI-CHUN TSAI
National Chengchi University

DRIVING DOWN DANGER: USING REGULATORY FOCUS AND ELABORATIVE APPROACH TO REDUCE INTENTIONS TO TEXT & DRIVE
Kelly Naletelich\textsuperscript{1}, Seth Ketron\textsuperscript{2}, Nancy Spears\textsuperscript{2}
\textsuperscript{1}James Madison University, \textsuperscript{2}University of North Texas

Friday, August 9
I Don’t Want to Comply
Stephanie Dellande
Menlo College

Are all customers buying processes alike when buying a specific product? A customer touch point analysis reveals significant differences with relevance for adaptive selling and impact on sellers’ sales volume
Felix Weispfenning
HS Coburg

Optimal tax policy as a part of consumer well-being
Anastasia Nedelko¹, Alexander Grigoriev², Kelly Geyskens², Niels Holtrop²
¹National Research University Higher School of Economics, ²Maastricht University

Engagement of Malaysian Commercial Fitness Industry through Internal Marketing Actions.
Diandra Ahmed, Derek O. Ong
Sunway University

About Missing Value(s) – Re-inventing B2B Price Setting Processes
Iris Schmutz, Sven Reinecke
University of St. Gallen

Discount Credibility: Scale Development and Measurement
Monika Kukar-Kinney, Jeffrey Carlson
University of Richmond

The influence of motivation evoked by the secondary component of the product bundle on the effectiveness of partitioned pricing
Jungsil Choi
Cleveland State University

“A Roar We Can No Longer Ignore: Using Managerial and Financial Principles to Value and Evaluate the Impact of Online Communities on Brand Value”
Katie Gilstrap, Dean Browell
Virginia Commonwealth University

The Effect of Pricing Strategies on Purchase Intention
Sudipto Sarkar
University of Texas Rio Grande Valley

Friday, August 9
Towards a new service-based business model for luxury products: an empirical study of Daigou services in China
xin song, Fumei Chuang
Rennes Business school

The understanding of SNS consumption among Gen Z and Millennials in BRIC countries
Jessica Lichy², Tatiana Khvatova³, Mauro J. de Oliveira¹
¹Centro Universitario da FEI, ²Idrac Lyon, ³Saint-Petersburg State Polytechnic University

Oscars in the Digital Age: The Relevancy and Perceived Quality of the Academy Awards to Millennials
Monica Fine², John Gironda¹, Maria Petrescu¹
¹Nova Southeastern University, ²Coastal Carolina University

Binge watching and gratifications: An exploration of role of technology
AMBIKA P. NANDA
SPJAIN INSTITUTE OF MANAGEMENT AND RESEARCH
Saturday, August 10, 2019

7:30 AM - 9:00:00 AM Room 01
Editor's Perspective 1

- Journal of Marketing
- Journal of Marketing Research
- Journal of Consumer Research
- International Journal of Research in Marketing
- Journal of Academy of Marketing Science
- Management Science
- Journal of Consumer Psychology

8:00:00 AM - 9:00:00 AM Room 02
Marketing and Firm Performance
PLANNING & EXECUTION: Marketing Strategy

Implementing Big Data Analytics to Achieve Data-Driven Marketing
Devon S. Johnson¹, Debika Sihi², Laurent Muzellec³
¹Montclair State University, ²Southwestern University, ³Trinity College

After The Sun Comes Rain – The Impact Of Initial Public Offerings On Market Strategy
Bardo Droege, Steffen Strese, Andrea Greven
RWTH Aachen University

Customer-Relationships Asset As A Competitive Advantage
Feng Wang¹, Clay Voorhees², Roger Calantone³
¹Bentley University, ²University of Alabama, ³Michigan State University

8:00:00 AM - 9:00:00 AM Room 03
Nonprofits in Emerging Markets
MARKETING FOR GOOD: Ethics and Socially Responsible Marketing

Marketing Doctrine in Public Sector Undertakings in an Emerging Market
Srinivasan Swaminathan¹, Sandeep Patnaik², Rajiv Nag¹
¹Drexel University, ²University of Maryland University College

Emergence of Market Orientation in Base of Pyramid Producers (BoPP) Organizations: Insights from Indian BoPP organizations

Saturday, August 10
Sandeep Rawat¹, Ramendra Singh²
¹NMIMS, ²IIM Calcutta

A Comparison of Marketing Research on Nonprofits in China and the United States: Review, Assessment and Future Research
Chi Zhang¹, Lanying Du², Xiumei Li²
¹University of Indianapolis, ²Huazhong University of Science and Technology

8:00:00 AM - 9:00:00 AM  Room 04
Stock markets and innovation

AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development

Divesting the Future? The Relationship between Share Repurchases and Firm Innovativeness
Mario Vaupel, David Bendig, Malte Brettel
RWTH Aachen University

How New Product Preannouncements affect stock-listed Innovators: The Case of Book Adaptations
Rouven W. Schwerdtfeger
University of Cologne

Global Product Launches And Firm Value
M. Berk Talay¹, Janell Townsend³, Michael Obal¹, Billur Akdeniz²
¹University of Massachusetts Lowell, ²University of New Hampshire, ³Oakland University

8:00:00 AM - 9:00:00 AM  Room 05
Sales success with social media

B2*: Selling and Sales Management in Business and Consumer Markets

Salespeople LinkedIn Effects on Opportunity Wins
Danny P. Claro, Silvio A. Laban Neto, Fabio C. Miranda
Insper Education and Research Institute

Effects of CRM and Social Media on Buyer-Seller Information Exchanges: A Multigroup Analysis
Comparing High vs. Low Seller Experience
Rakesh K. Singh², Omar S. Itani³, Raj Agnihotri¹, Kevin J. Trainor⁴
¹Iowa State University, ²Institute of Management Technology, ³Lebanese American University, ⁴Northern Arizona University

Is Social Media Making the Sales Call a Lost Art or a Lost Cause?
John Cicala¹, Zhoufan Zhang¹, Timothy Butler²
¹Texas A&M University-Kingsville, ²University of North Alabama

Saturday, August 10
Value Co-Creation
THE DIGITAL WORLD: Digital and Social Media Marketing

Examining the effects of social media marketing efforts on value co-creation and engagement: Evidence in Brazil and China
Man Lai Cheung³, Guilherme D. Pires², Philip J. Rosenberger², Mauro J. de Oliveira¹
¹Centro Universitario da FEI, ²University of Newcastle, ³Beijing Normal University-Hong Kong Baptist University United International College

THE SYNERGISTIC IMPACT OF SEEKING FACE-TO-FACE INTERACTION ON CONSUMPTION COMMUNITY BEHAVIORS
Christine A. Ascencio, Scott A. Thompson, Yunmei Kuang
Saint Louis University

THE TRANSACTION COSTS OF CROWDSOURCING
Aric Rindfleisch¹, Chirag Patel², Mariyani Ahmed-Husairi³
¹University of Illinois, ²Grenoble École de Management, ³NEOMA Business School

THE NUMBERS GAME: Pricing in the Eyes of Consumers and Firms

Contract Preferences with New Entrant Entry under Asymmetric Demand Information
Hao Liu, Gengzhong Feng
Xi'an Jiaotong University

Re-examination of the IKEA Effect Using the Hedonic Pricing Method
Chih-Ning Chu¹, Wenkai Zhou², Ting-Yuan Huang³
¹Mississippi College, ²University of Wisconsin, ³Feng Chia University

Cookie-Cutter Competition: Multiproduct Firms under Uniform Pricing
Gianluca Antonecchia
Erasmus School of Economics

Data Collection & Analysis I
DATA COLLECTION AND ANALYTICS: Marketing Research, Methods, and Analysis

How to Capture Model (Mis-)specification in Structural Equation Modeling
Nadine Schröder, Andreas Falke, Herbert Endres
University of Regensburg

Saturday, August 10
The Influence of Model Size on the Estimation Accuracy of Estimation Methods in Structural Equation Models with Ordinal Variables
Andreas Falke
University of Regensburg

Developing Analytical Capabilities in Marketing: Challenges Associated with Usage of Unstructured Data
Valeriia Chernikova, Johanna Frösén
Hanken School of Economics

8:00:00 AM - 9:00:00 AM Room 09
Customer Engagement
UX OFF/ONLINE: Managing Customer Experience and Value

Exploring the Effect of Online Brand Community Experience on Customer Voice: The Perspective of Co-Creating Value
Bingcheng Yang, Hongyan Yu, Yu Yu
Sun Yat-Sen University

Social Media Brand Posts and Online Customer Engagement
Zhan Wang, Shihhao Liu
St. Cloud State University

When Do the Best Service Agents Decrease Customer Retention? An Investigation of Online Service Platforms and Customer Defection
Qiang Zhou¹, Bradley J. Allen², Richard T. Gretz³, Mark Houston³
¹University of Texas at San Antonio, ²University of Arkansas, ³Texas Christian University

Bridging Two Tales of Engagement: An Initial Meta-analytic Review of Employee and Customer Engagement in Frontline Employee Research
Kristina Lindsey Hall¹, Eric Michel², Ji QI³, Matthew Leon⁷, Laurence Weinzierger⁵, Sven Kepes⁶, Anthony Wheeler⁴, Danli Chen¹
¹Louisiana State University, ²Northern Illinois University, ³Grand Valley State University, ⁴West Chester University, ⁵Bradley University, ⁶Virginia Commonwealth University, ⁷University of North Florida

9:15:00 AM - 10:30:00 AM Room 01
Journal of International Marketing ERB
INVITED ATTENDEES ONLY

9:15:00 AM - 10:30:00 AM Room 02
digital technology
THE DIGITAL WORLD: Digital and Social Media Marketing

Saturday, August 10
1. Hyper-personalization of Clothing Recommending System (RS) through Incorporation of Self-Generated Images
   Zahra Saki, Marguerite Moore
   NC State University

2. The Impact of Smart Technologies on Organizations
   Estrella Diaz, ROCÍO C. VALLEJO, David Martin-Consuegra, Agueda Esteban
   University of Castilla-La Mancha

3. Competitive Mobile Geo Targeting with Financially Leveraged Retailers
   Chyi-Mei Chen, Shan-Yu Chou
   National Taiwan University

4. The Optimal Mobile Temporal Targeting Strategy for a Capacity-constrained Physical Retailer
   Shan-Yu Chou, Chyi-Mei Chen
   National Taiwan University

5. Barriers to the adoption of smart objects: a multi-method analysis
   Ilaria Querci¹, Francesco Ricotta¹, Camilla Barbarossa², Simona Romani³
   ¹Sapienza University of Rome, ²Toulouse Business School, ³Luiss Guido Carli University

6. Making sense of technology disruption: How small businesses navigate the "pass" model
   Rowena Crabbe
   Virginia Tech

9:15:00 AM - 10:30:00 AM
Room 03

Consumers’ self-brand connections: Investigations of brand image, gender identity, corporate reputation, and luxury consumption

ON PEOPLE & BRANDS: How Consumers Perceive, Interact with, and Communicate About Brands

The Malleable Self-Concept - Relationships between Young Adolescents’ Self-Concept and Bandwagon Luxury Consumption
   Shayan Shaikh
   The University of Warwick

Corporate Reputation as a Driver Customer Engagement: Customer Trust and Commitment as Mediator and Brand Love as Moderator
   Laee Choi
   Colorado State University-Pueblo

The Role of Gender Identity on Building Consumer Brand Relationship: SEM and fsQCA Findings
   Lilly Ye¹, Lou E. Pelton³, Ehsan Ardjmand²
   ¹Frostburg State University, ²Ohio University, ³University of North Texas

Servicescape and Brand: The Moderating Role of Word-of-Mouth
   Enping (Shirley) Mai¹, Judy A. Siguaw¹, Xiaojing Sheng³, K. D. Hoffman²

Saturday, August 10
9:15:00 AM - 10:30:00 AM

**Room 04**

**I'm so much cooler online: Exploring online shopping**

**POINTS-OF-PURCHASE: New Frontiers in Retail**

Amelie Winters, Bernhard Swoboda
Trier University

I’ll Have What She’s Having: The Influence of Social Scarcity Cues Online
Tyler Hancock\(^2\), Brett Kazandjian\(^2\), Jennifer L. Stevens\(^1\), Stacie F. Waites\(^3\)
\(^1\)University of Toledo, \(^2\)Mississippi State University, \(^3\)Marquette University

What Drives Young Shoppers? Comparing Millennial and Generation Z Online Consumer Behavior
Kristina Lauring, Eric Van Steenburg
Montana State University

Alexa Order Grocery For Me! : Anthropomorphization Increases Online Grocery Shopping Satisfaction
Reema Singh
Stockholm School of Economics

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9:15:00 AM - 10:30:00 AM

**Room 05**

**A 360 Spotlight on Online Marketing**

**CONSUMER 360°: Understanding Consumers from Multiple Perspectives**

1. The Effect of Customer Feedback on Sales Performance in Online Market
   Seungyong Lee, Sunju Park, Seungwha A. Chung
   Yonsei University

2. Worry-free Returns! Should it matter to E-tailing firms? An examination of the return service attributes of E-tailing firms and Customer Outcomes using methodological triangulation approach
   Shilpi Saxena
   Indian Institute of Technology

3. Effects of online shopping payment reminding on consumer purchase decisions: the role of price salience
   Yu Gu, Rong Chen
   Tsinghua University

   Jorge C. Fiestas Lopez Guido
   Queensland University of Technology

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5. Toward an Inclusive Online Marketplace: The Inverted U-shaped Effects of Consumer Resources and the Role of Institutional Constraint  
JUNJUN CHENG¹, Yimin Huang², Rongwei Chu³  
¹Sungkyunkwan University, ²Macquarie University, ³Fudan University

6. Key Factors that Enhance or Weaken Chinese and German Consumers’ Cross-Border E-Commerce Intention  
Anne Fota, Gerhard Wagner, Hanna Schramm-Klein  
University of Siegen

9:15:00 AM - 10:30:00 AM  Room 06

Effects of knowledge, behavior, and culture on innovation

AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development

Fast, Innovative, But Not Radical - How Customer Knowledge Boosts New Product Development  
Oliver Burger, Tessa C. Flatten  
TU Dortmund

The Impact of Different Types of Market Orientation on New Product Development Performance: Considering the Effect of Knowledge Base  
Renfang Liu², Hailin Zhang³, Xina Yuan², Ci Zeng¹  
¹Shanghai Panchengde Enterprise Management Consultant Co., Ltd., ²Xiamen University, ³yonsei University

CEO Testosterone and New Product Introduction  
Arpita Agnihotri², Saurabh Bhattacharya¹  
¹Newcastle University Business School, ²Penn State-Harrisburg

Innovative Culture: Implications for Marketing Innovation and Brand Outcomes in Exporting Organizations  
Marios Theodosiou¹, Ahmed S. Gaara², Evangelia Katsikea³, Pascale Hardy³  
¹University of Cyprus, ²Maastricht School of Management, ³King’s College London

9:15:00 AM - 10:30:00 AM  Room 07

Firms and Social Media Privacy

THE DIGITAL WORLD: Digital and Social Media Marketing

1. Which Auction Mechanism Benefits Small and Medium Sized Businesses?  
A Simulation-based Approach  
Sungha Jang¹, Jiho Yoon², Alex J. Kim³  
¹Kansas State University, ²Kansas State University, ³SungKyunKwan University

Saturday, August 10
2. **The impact of fake news on brands and social media**  
   Maya F. Farah, Zahy Ramadan, Ali Mahdi  
   Lebanese American University

3. **Positioning High- and Low-Status Brands in Social Media: The Potential of Communication Style**  
   Kristina Kleinlercher¹, Tim M. Boettger², Thomas Rudolph¹  
   ¹University of St.Gallen, ²IESEG School of Management

4. **Understanding the antecedents and outcomes of brand evangelism in the digital environment.**  
   ToniAnn Cestare, Ipsita Ray  
   Pace University

5. **The Personalization-Privacy Paradox in Attention Economy**  
   Julien Cloarec  
   Toulouse School of Management

6. **The Effects Of Marketing Intrusiveness, Privacy Knowledge, And Privacy Protecting Behaviors On Consumer Attitudes About Privacy And Personal Data Exchanges**  
   Donna M. Iucolano, Rakesh Niraj, Kalle Lyytinen  
   Case Western Reserve University

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9:15:00 AM - 10:30:00 AM  
Room 08  
**Thought Leaders in Entrepreneurial Marketing on the Past, Present, and Future Directions of the Field**

**SIG PROGRAMMING**

**Moderators:**  
Todd Morgan, Assistant Professor, Western Michigan University  
Can Uslay, Associate Professor, Rutgers University

**Panel Members:**  
- **Jenny Darroch**, Henry Y. Hwang Dean, Professor, and Drucker Brand Champion, Peter F. Drucker and Masatoshi Ito Graduate School of Management, Claremont Graduate University  
- **Ken Matsuno**, Professor, Babson College  
- **Michael Morris**, Professor of Entrepreneurship and Social Innovation, Keogh School of Global Affairs, University of Notre Dame  
- **Jagdish Sheth**, Charles H. Kelstadt Chair in Marketing, Emory University

The field of the Marketing and Entrepreneurship Interface has been researched for over 30 years. In today’s marketplace, firms are faced with growing uncertainty, technological turbulence and quickly changing consumer preferences (Alqahtani and Uslay, 2017). These aspects of rapidly changing environments render traditional marketing strategies ineffective and obsolete (Whalen et al., 2016). Consequently, this has led to the growth of entrepreneurial marketing (EM), the “proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through...”

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innovative approaches to risk management, resource leveraging and value creation” (Morris et al., 2002, p. 5). This convergence of thought and practice at the interface of marketing and entrepreneurship allows firms to develop appropriate strategies to deal with rapidly changing environments, lack of economies of scale, resource constraints, limited geographic presence, limited brand image, and limited market share, among others (Whalen et al., 2016). An overwhelming portion of research on EM suggests that either directly or indirectly, it has a largely positive influence on firm performance (Morrish et al., 2010; Jones et al., 2013).

While research on EM has brought about fruitful findings, much work remains. Research has been fragmented, an underpinning theoretical framework has not emerged, and empirical research, including scale development, has been lacking. This special session will include a panel of thought leaders at the research interface of marketing and entrepreneurship. We have four thought leaders and one moderator for the discussion on past, present, and future directions of the field. This includes theory, empirical research, relevance in today’s marketplace, scale development, and research priorities.

9:15:00 AM - 10:30:00 AM Room 09
Teaching Marketing Analytics: Sharing Experiences, Lessons, Recommendations

Session Chair: Professor Gary L. Lilien, Penn State and University of Technology, Sydney;  Gililien@psu.edu

Panelists:
- Professor Michael Braun, Southern Methodist University; braunm@mail.smu.edu
- Professor Arnaud De Bruyn, ESSEC Business School, France; debruy@essec.edu
- Professor Mahima Hada, Baruch College, CUNY; Mahima.Hada@baruch.cuny.edu
- Professor Alan Malter, University of Illinois, Chicago Circle; amalter@uic.edu
- Professor Wendy Moe, University of Maryland; wendy_moe@rhsmith.umd.edu
- Professor Arvind Rangaswamy, Penn State; arvindr@psu.edu

In the last few years we have seen a radical change in the field of marketing...from a profession where marketing jobs demanded minimal analytical skills to one where those analytic skills (combined with an understanding of both customer behavior and firm processes) are now essential for employment. That change has driven a corresponding change in how marketing and marketing analytics are taught at all levels, both in stand-alone courses and in modules in other courses in the marketing curriculum. The panelists will share one key challenge they faced in their experience of teaching marketing analytics, how they addressed that challenge and their recommendations or take-aways.

10:45:00 AM - 12:00:00 PM Room 01
The Organizational Side of Social Decisions
MARKETING FOR GOOD: Ethics and Socially Responsible Marketing
Session Chair: Yapin Patara, Sasin School of Management

1. The Pursuit Of A Green Image In Family Firms: Exploring The Role Of Organizational Leadership and Positive Psychology
   Isabel C. Eichwald, David Bendig, Malte Brettel

Saturday, August 10
2. Corporate Social Responsibility and Financial Performance From A Consumer Perspective: An application of Value Engineering Theory
   Ke Chen¹, Lei Xu², Xina Yuan¹, Feng Xiong¹
   ¹Xiamen University, ²Agricultural Bank of China, Yongkang Subbranch

3. Workplace Gender Diversity And Financial Outcomes: Evidence From The Video Game Industry
   Samantha V. Galvan, Richard T. Gretz
   The University of Texas at San Antonio

4. It’s Time to Scale it Up: From Seed Social Ventures to Non-Profit Organizations
   Gil Peleg, Gal Gutman, Merav weiss-sidi, Oded Lowengart
   Ben Gurion University

5. Ethics 1, Teams 0: The Effect of Coach and Student Athlete Punishment on Academic Institutions
   Laura Boman¹, Sarah Lefebvre³, Ganga Urumutta Hewage¹
   ¹University of Central Florida, ²Murray State University

6. Myth or Reality: Do Young Australian Have Compulsive Buying Tendencies?
   Michael Lwin¹, Ya Xiao²
   ¹Western Sydney University, ²Curtin University

10:45:00 AM - 12:00:00 PM
Room 02
Inter-firm relationships and firm outcomes
PLANNING & EXECUTION: Marketing Strategy

Exchange Conditions of Joint Liability Governance: Embedded Multi-case Study Based on Tea Supply Chain in China
Qinfang Hu¹, Xiang Li¹, Chaping Hu², Huanfang Wang¹
¹Hunan University of Technology, ²Guizhou Minzu University

Franchisee Performance: A Signaling Perspective
Swati Panda¹, Audhesh Paswan¹, Sailendra Mishra²
¹University of North Texas, ²University of Texas, Dallas

A Contingent View of Unequal Participation in Inter-firm Value Co-creation: The Roles of Privacy Concern and Contract Binding Force
Qingtao Wang, Julie Li
City University of Hong Kong

Switching the Focus from the Forest to the Trees: Interaction Orientation On Exporter’s Peformance
Boryana Dimitrova³, Brooke Reavey¹, Trina Andras²
¹Dominican University, ²Drexel University

Saturday, August 10
THE DIGITAL WORLD: Digital and Social Media Marketing

Did you find this content helpful? Linking brand specific review contents to helpfulness of a product review.

Nadine Schröder
University of Regensburg

Consumer Motivations and Fake Online Reviews
Lorena Garcia Ramon, Xiaojing Sheng, Reto Felix
University of Texas Rio Grande Valley

Does Micro-Blogging Lead to a More Positive Attitude Toward a Brand?
Jack Wei, Faye McIntyre
University of West Georgia

Product Review Forums as Learning Communities
Vincentia W. Yuen, Haksin Chan
The Hang Seng University of Hong Kong

The Effects of Severity of Negative Word of Mouth (nWOM): An Aggression-Frustration Perspective
Yllka Azemi1, Wilson Ozuem2
1Indiana University Northwest, 2University of Cumbria

Managing Sales Force Wellbeing
B2*: Selling and Sales Management in Business and Consumer Markets

Doing it My Way: The Mediating Role of Deviating from Company Sales Guidelines
Justin Munoz, Gary Frankwick
The University of Texas at El Paso

Adapting Sales Influence Tactics Based on Customer Product Expertise Levels
Yenee Kim, Richard G. McFarland
ESSEC Business School

“A little something of everything”: Exploring the unconventional relationship between job stressors and salespeople’s service adaptive behavior
Raj Agnihotri1, Ashish Kalra2, Michael T. Krush3, Prabhat K. Dwivedi4
1Iowa State University, 2La Salle University, 3Kansas State University, 4STEP-HBTI

A Meta-Analytic Examination Of The Causes Of Salesperson Turnover
Promoting in 2019 and beyond: Investigations of issues pertinent to today’s marketers and consumers

**ART OF PROMOTION: Advertising, Promotions, and Integrated Approaches**

How Platform Protection Insurance Drives Platform Growth: Natural Experiment and Machine Learning in a Sharing Economy

*Siliang Tong, Xueming Luo*

Temple University

When App-rooming Promotions Work for Multichannel Shoppers: A Field Experiment

*Siliang Tong, Xueming Luo, Takeshi Moriguchi, Debashish Ghose*

1Temple University, 2Waseda University

“Yes, I recall”, But “No, I don’t”? – How and Why Brand Attribute Negation (vs. Affirmation) Impairs Brand Recall Memory: The Role of Behavioral Mindsets and Spreading Semantic Activation

*Sudipta Mandal, Arvind Sahay, Sanjeev Tripathi*

1Indian Institute of Management, Ahmedabad, 2Indian Institute of Management Indore


*Ignatius Fosu*

University of Arkansas

**Perspectives on Consumer Interactions**

Why And When Consumers Are More Likely To Be Influenced By User-Generated Content Or Firm-Generated Content

*Jifeng Mu, Jonathan Z. Zhang, Ellen Thomas*

1Alabama A&M University, 2University of Washington, 3New Jersey Institute of Technology

Motivating Consumers: Monetary vs. Non-Monetary Rewards in Consumer Cocreation

*Miao Zhao, Yimin Zhu, Zhengzhu Wu, Ruby Saine*

1Roger Williams University, 2Sun Yat-sen University

The Role of Cognitive Complexity and Risk Evasiveness in Herd Behavior

*Rejikumar G, K. G. Sofi Dinesh*

Amrita Vishwa Vidyapeetham

How Sharing Self-Quantification with Others Influence Persistence Intention: The Role of Goal Conflict

*Haijiao Shi, Rong Chen, Feng He*

1Tsinghua University, 2University of Science and Technology Beijing

Saturday, August 10
Eating Green – the Effects of Attitudes towards Vegetarian Food and Vegetarian People on Self-Identity and Consumption Behavior  
**Mingyue Zhang**¹, Jerome williams²  
¹East China Normal University, ²Rutgers University

The Role of Food Quality, Health Consciousness and Price Sensitivity on Fast-Food Purchase Intention: A Comparison of Consumers in Canada and Turkey  
**Francis Mumuluh Veuphuteh**, Beyza Gultekin  
Hacettepe University

Princesses Eat Cupcakes and Ninjas Eat Pizza: A Quantitative Content Analysis of Food Messages in Children’s Toy Tied Media 
**Eric Setten**, T. Bettina Cornwell  
University of Oregon

The Effectiveness of mHealth Applications on Preventive Health Care Behavior and Well-Being 
**Silke Bartsch**, Christoph Schmitz  
LMU Munich

An enduring theme in research in the strategic marketing domain is the role of marketing resource allocations as well as marketing-mix variables in explaining brand or firm performance and enhancing or protecting firms’ investments in their market-based assets. With marketing managers facing increased accountability and scrutiny to defend their strategic choices, the identification and measurement of marketing’s influence on brand or firm performance is clearly a timely, important and relevant issue to address. However, anticipating and accurately attributing performance outcomes to specific marketing tactics and resource allocations remains challenging, due to the multitude of internal as well as external contingency factors marketers face.

**Feeling Safe? How Regulatory Focus Explains Brand Sales Price Response Asymmetry**  
Aras Alkış, Marketing Instructor, TED University, Turkey; Koen Pauwels, Professor of Marketing, Northeastern University, USA; M. Berk Ataman, Associate Professor of Marketing, Koç University, Turkey.
Brand Equity and Services vs. Goods: Who Has a Higher Level of It and To Whom Is It More Important?  
Ben Lee, Doctoral Student in Marketing, Indiana University, USA; Lopo L. Rego, Associate Professor of Marketing, Indiana University, USA; Neil A. Morgan, Professor of Marketing, Indiana University, USA.

Investigating Spillover Effects Across Brand Equity and Customer Satisfaction: Guidance for Balancing Marketing Resource Allocations  
Annette P. Tower, Assistant Professor of Marketing, Clemson University, USA; Kelly Hewett, Associate Professor of Marketing, The University of Tennessee, USA; Lopo L. Rego Associate Professor of Marketing, Indiana University, USA.

10:45:00 AM - 12:00:00 PM  
Writing an Outstanding Journal Review – Journal of Marketing  
Ajay K. Kohli, Georgia Tech  
Christine Moorman, Duke University  
Roland T. Rust, University of Maryland

12:15:00 PM -1:45:00 PM  
AWARDS LUNCHEON
Running Studies Online presented by Joe Goodman

Abstract:
This Master Session will primarily discuss the most common source for online data collection in marketing academia, Mechanical Turk, with a brief discussion of other tools (e.g., TurkPrime) and platforms (e.g., Prolific, Positly, etc.) available to enhance data collection online. We will discuss (1) the current trends and opinions of marketing academics towards online data collection, (2) common issues (both myths and facts) with online data collection, and (3) best practices and solutions to address many of these issues. While the session will discuss current research on these topics, it will also be an interactive discussion where attendees will be encouraged to ask questions, share their experiences, and provide insights as well. No prior knowledge of Mechanical Turk or online data collection is required, but some background knowledge may be beneficial.

Bio:
Joe is an Associate Professor of Marketing at The Ohio State University's Fisher College of Business. His research interests include consumer happiness and well-being with material and experiential purchases; how consumers manage large product assortments; and the role of crowdsourcing tools, such as Mechanical Turk, in marketing research. His research has appeared in the requisite journals (JCR, JMR, JCP, JBDM, JACR, OBHDP) and he has taught various courses at all levels. He joined Fisher in 2016 and received his PhD in Marketing from The University of Texas at Austin. Prior to being a Buckeye, Professor Goodman was on the faculty at the University of South Carolina and Washington University in St. Louis, where he co-founded the CB Research Lab. He enjoys traveling, running, acting like his kids, Europe '72, and consuming in the natural habitat.

Machine Learning for Casual Inference presented by Mitch Lovett

Abstract:
This Master Class is intended to be a primer to harnessing machine learning methods to measure casual effects from observational data. An active area of recent methodological research, this workshop will overview two distinct methodological areas: (1) Lasso-IV and the broader set of double machine learning methods and (2) synthetic controls and related matrix completion methods. Each of these streams of methods will be illustrated with marketing applications. Applications measure the causal effect of advertising expenditures, marketing events, and retail entry. Participants will be introduced to practical implementation of these methods in R using freely available software packages.

Bio:
Mitchell J. Lovett, Associate Professor of Marketing joined the Simon Business School at the University of Rochester in 2008 when he earned his PhD at Duke University. His research focuses on applying and developing empirical methods to study marketing phenomenon. His research interests include advertising, branding, word-of-mouth, political marketing, consumer and firm learning, retailing, conjoint analysis, and platforms. His research has been published in scholarly journals including Marketing Science, the Journal of Marketing Research, and Quantitative Marketing and Economics. His paper “On Brands and Word of Mouth” was a finalist for the William F. O’Dell award for long-term impact, and his early body of research earned the Marketing Science Institute’s Young Scholars distinction. His research has garnered national media attention including citations in the New York Times.

Saturday, August 10
and Ad Age. At the Simon School, he is an award-winning teacher who teaches Marketing Research, Marketing Strategy, and PhD Seminars in Quantitative Marketing.

02:00 PM-03:45 PM

**Best Practices in Theory Development by Ajay Kohli**

**Abstract:**
The purpose of this session is to help participants better understand the nature of a theory, the theory construction process, and to develop skills in building interesting and impactful new theory. The focus of the workshop is on nuts and bolts of building new theory (and not on philosophy of science). We will discuss the following questions:

1. What is the purpose of a theory?
2. What is a theory, and what are its key components?
3. How does one develop persuasive arguments for supporting theoretical propositions of different types (main effects, interaction effects)?
4. How does theory construction differ from theory application?
5. What are the characteristics of an impactful theory?
6. How does the theory construction process work? What factors help construct impactful new theory?
7. How does the “theories-in-use” approach for constructing new theory work?

**Bio:**
Ajay K. Kohli is Regents’ Professor and Gary T. and Elizabeth R. Jones Chair at Georgia Tech. His research focuses on market orientation, customer solutions, sales management and B2B marketing. He has worked in industry for six years.

Professor Kohli is a former Editor-in-Chief of the Journal of Marketing, and currently serves as Associate Editor, Journal of Marketing, Journal of Marketing Research, and Area Editor, International Journal of Research in Marketing.

He has received three honorary doctorates, and is an AMA Fellow, EMAC Fellow, and ISBM Fellow. His research has been cited over 34,000 times. He has received several career awards including the AMA/McGraw-Hill/Irwin award, the Paul D. Converse award, and the IIMC Distinguished Alumnus award. He is the recipient of several “best paper” awards including the Sheth Foundation / Journal of Marketing award (twice), the ISBM-David T. Wilson-Sheth Foundation award, the Alpha Kappa Psi award, and the AMA SERVSIG award.

Dr. Kohli’s undergraduate degree is from IIT-Kharagpur, PGDM (MBA) from IIM-Calcutta and Ph.D. from the University of Pittsburgh.

02:00 PM-03:45 PM

**Consumer Neuroscience 101: Tools, Applications and Challenges presented by Carolyn Yoon**
Brand marketers are estimated to have allocated more than $43 billion in sport sponsorship on a global basis in 2017, and spending was estimated to have increased more than 4% in 2018. Nearly 25 years since the seminal paper on sponsorship-linked marketing (Cornwell, 1995) was published, academic research on the subject has had a similar trajectory, with several recent papers on sponsorship published in the Journal of Marketing (Keller et al., 2019; Mazodier et al., 2018; Woisetschläger et al., 2017). Despite this remarkable ascension, there is more we can learn. Thus, the purpose of this special session is to attract papers that extend what we currently know about sponsorship-linked marketing by creating new knowledge. Consistent with the conference theme of “Marketing on fire: Burning questions, hot new methods, and practical ideas worth spreading,” included within are a series of papers utilizing a variety of divergent methodologies to extend the sponsorship-linked marketing literature in a number of new areas and contexts.

Sponsorship message processing in live broadcasts: The role of game outcome uncertainty and emotions
Christoph Breuer, Christopher Rumpf, & Felix Boronczyk (German Sport University Cologne)

Navigating the culture war in sponsorship of rivalries
Joe Cobbs & Bridget Satinover Nichols (Northern Kentucky University), B. David Tyler (Western Carolina University), & Vassilis Dalakas (California State University San Marcos)

Are sponsors fair-weathered fans? Evidence from the English Premier League
Jonathan A. Jensen & George Schmitt (University of North Carolina at Chapel Hill)

The role of ad typicality in sponsorship activation effectiveness
François A. Carrillat (University of Technology Sydney) & Marc Mazodier (Zayed University)

Conceptualizing Authentic Sponsorship Engagement
T. Bettina Cornwell (University of Oregon)
**Returns, Risk, and Control in Inter-Organizational Businesses**

**SIG PROGRAMMING – IO SIG**

**Session Chair:** Desmond Lo, Santa Clara University

The papers to be presented have the common theme of inter-organizational relationships. Nezami, Tuli, and Dutta examine the growth of cloud-based solutions and its effect on stock returns and idiosyncratic risk for in the software industry. They also look into how a firm’s marketing capabilities moderate such effect. Krishnaraju, Kacker, and Hibbard examine both the positive, beneficial and negative, harmful effects of commitment in enterprise businesses. They propose a novel theoretical framework and test some of its hypotheses through a primary data set. Our last presentation concludes by studying how control mechanisms can mitigate risk, opportunism, and enhance compliance. Using franchising data, Tong and Crosno identify the importance – and difference – of environmental uncertainty and relationship as moderation factors in how a control system achieves different types of compliance.

**Above the clouds: Performance analysis of offering cloud computing in the software industry**  
Mehdi Nezami, Gies College of Business, University of Illinois at Urbana-Champaign  
Kapil R. Tuli, Lee Kong Chian School of Business, Singapore Management University  
Shantanu Dutta, Marshall School of Business, University of Southern California

**Commitment and Opportunism in Interorganizational Relationships**  
Vidhya Krishnaraju, Doctoral Student, DeGroote School of Business, McMaster University  
Manish Kacker, Associate Professor, Marketing, DeGroote School of Business, McMaster University  
Jonathan D. Hibbard, Assistant Professor of Marketing, Questrom School of Business, Boston University

**Examining the Control-Compliance Relationship under Environmental Uncertainty and Dependence**  
Pui “Yoshi” Tong, Assistant Professor, Illinois State University  
Jody L. Crosno, Associate Professor West Virginia University

**DocSIG**

**SIG PROGRAMMING**

**SERVSIG’s Class of 2020: Showcasing the Next Generation of Service Scholars!**

**SIG PROGRAMMING**

Session Chair: Martin Mende, SERVSIG Program Officer, Associate Professor of Marketing, Florida State University

The objective is to create a festive, interactive, and positive environment that provides job market candidates with (1) helpful feedback and (2) a platform for networking.
Technological advances continue to alter the way firms interact with customers and how customers, in turn, interact with firms. Often times, these interactions occur in online, public spaces. One byproduct of
this is the explosion of publicly accessible data; the era of big data. This data is often freeform, unstructured text with different implications on the types of analysis necessary to use it in making theoretical inferences.

The goal of the session is to bring together researchers from different perspectives that are using unstructured data such as social media posts, customer forums, and customer reviews to understand consumer interactions with each other or consumer interactions with firms. We will discuss strategies about how to approach the “unstructured” nature of this data, common challenges that arise in working with this data, inspiring new opportunities and new trends. We expect the sessions will offer a good blend of conceptual and empirical discussion that will attract scholars not only from relationship marketing, but also from consumer behavior, marketing strategy, interorganizational, public policy, and sales special interest groups.

6:00:00 PM - 7:00:00 PM  Room 01
Journal of Marketing Research ERB / AE Reception
INVITED ATTENDEES ONLY
Sunday, August 11, 2019

7:30 AM - 9:00:00 AM  Room 01

Editor's Perspective 2

- Journal of Public Policy and Marketing
- Journal of Service Research
- AMS Review
- Journal of Product Innovation and Management

8:00:00 AM - 9:00:00 AM  Room 02

The Brand Ambassador: how brand endorsers connect with and influence consumers

You are Endorsed! When and How Do a Brand Endorser’s Benefits Get Transferred to a Brand?
Mina Jun1, Andreas Eisingerich2, Jeongsoo Han4, Zhimin Zhou3
1Sungkyunkwan University (Research scholar), 2Imperial College of London, 3Shenzhen University, 4Sogang University

Communication Dynamics in an Online Brand Community – The Role of Authenticity and Emotion in Brand Ambassadors’ and Prospective Customers’ Posts
Jennifer L. Burton, Jill R. Mosteller, Kellie E. Hale
University of Tampa

Influential Power of Brand Evangelists
Hang Nguyen1, Douglas Hughes1, Yufei Zhang2, Wyatt Schrock1
1Michigan State University, 2University of Alabama at Birmingham

8:00:00 AM - 9:00:00 AM  Room 03

Customer Well-being

UX OFF/ONLINE: Managing Customer Experience and Value

To do or not to do? Exploring the focal role of affective well-being in customer participation
Aswathy Asokan Ajitha1, Piyush Sharma2, Russel Kingshott3, Upendra K. Maurya1, Arshinder Kaur1
1Indian Institute of Technology Madras, 2Curtin University

The Role of Sports Events in Boosting City Brand Equity: The Case of Egypt - A working paper
Ahmed M. Adel1, Abeer Mahrous2, Ehab AbouAish2
1Huazhong University of Science and Technology, 2Cairo University

Telemedicine: A Service-Dominant Logic Perspective - A conceptual paper
Ahmed M. Adel1, Dai Xin1, Zahraa Habib2

Sunday, August 11
8:00:00 AM - 9:00:00 AM
Room 04
Focusing on Corporate Social Responsibility
MARKETING FOR GOOD: Ethics and Socially Responsible Marketing

How the programs of CSR and information sources interact to affect consumer attitude of the brand:
The mediating role of CSR authenticity
Yi-Hsii Chang¹, Ta-Kai Yang², Ming-Huei Hsieh³, Yen-Ku Kuo²
¹Chinese Culture University, ²National Taiwan Normal University, ³Taiwan University

Fit isn't everything - A moderated mediation model of fit, cause involvement, and CSR knowledge on consumer response to cause-related marketing
Regina V. Frey Cordes¹, Meike Eilert², Denise Demisch³, Tomás P. Bayón⁴
¹IUBH Internationl Univesity, ²University of Kentucky, ³Allianz SE, ⁴German Graduate School

Overcoming Corporate Social Responsibility Skepticism: A Perspective of Consumer Perceived Authenticity
Ta-Kai Yang¹, Hui-Yi Ho¹, Ming-Huei Hsieh³, Min-Ren Yan¹
¹Chinese Culture University, ²Taiwan University

8:00:00 AM - 9:00:00 AM
Room 05
Bringing the outside in: Salesforce Management
B2*: Selling and Sales Management in Business and Consumer Markets

Ethical Disciplinary Enforcement and Salesperson Performance
Joon Oh
California State University, East Bay

Bias or No Bias? The Monadic and Dyadic Role of Gender in Salesperson’s Performance and Hiring
Bahar Ashnai¹, Prabakar Kothandaraman¹, Sudha Mani²
¹william Paterson University, ²Monash University

Cultural Controls and Salesperson Engagement
Stacey Malek¹, Shikhar Sarin², Bernard Jaworski³
¹Grenoble Ecole de Management, ²The University of Waikato, ³Claremont Graduate University

8:00:00 AM - 9:00:00 AM
Room 06
Fresh Approaches to New Product Development
CONSUMER 360°: Understanding Consumers from Multiple Perspectives

Customer Learning and New Product Purchases: Are Customers Ready?
Yufei Zhang\textsuperscript{1}, Tomas Hult\textsuperscript{4}, Feng Wang\textsuperscript{2}, Jeongwen Chiang\textsuperscript{3}, Chen Lin\textsuperscript{3}
\textsuperscript{1}University of Alabama at Birmingham, \textsuperscript{2}Bentley University, \textsuperscript{3}China Europe International Business School (CEIBS), \textsuperscript{4}Michigan State University

Abandon Distinctiveness in Good Old Time: How Nostalgia decreases consumers’ uniqueness seeking tendency
Yafeng Fan\textsuperscript{1}, Jing Jiang\textsuperscript{2}, Zuohao Hu\textsuperscript{1}
\textsuperscript{1}Tsinghua University, \textsuperscript{2}Renmin University

Using Hedonic Descriptions To Lessen The Impact of Waiting After A New Product Preannouncement
Yizhe Lin, James Agarwal
University of Calgary

8:00:00 AM - 9:00:00 AM
Room 07
Consumer Culture and the Diverse Community
SOCIETY & CULTURE: Exploring Consumer Culture and Diverse Communities

Need for and Development of a Consumer Acculturation Tool – Index Development and Scale Refinement
Kristina M. Harrison\textsuperscript{1}, John Ford\textsuperscript{1}, Kiran Karande\textsuperscript{1}, Altaf Merchant\textsuperscript{2}, Weiyong Zhang\textsuperscript{1}
\textsuperscript{1}Old Dominion University, \textsuperscript{2}University of Washington

The Relational Consumer: Pro-Social Spending and Gift Giving Behaviours
Amandeep Takhar, Olaya Moldes Andres, Jen-Hsien Hsu
DeMontfort University

Analysis of types of shock appeals and their impact on two diverse cultures
Prachi Gala\textsuperscript{1}, Brian Taillon\textsuperscript{2}
\textsuperscript{1}Elon University, \textsuperscript{2}East Carolina University

8:00:00 AM - 9:00:00 AM
Room 08
social media marketing
THE DIGITAL WORLD: Digital and Social Media Marketing

Irene Santoso

Social media marketing signals and customer engagement behaviors (CEBs): Does cultural orientation matter?
Ernest E. Izogo\textsuperscript{1}, Mercy Mpinganjira\textsuperscript{2}
\textsuperscript{1}Ebonyi State University, \textsuperscript{2}University of Johannesburg

Sunday, August 11
The Impacts of Social Media Marketing on Customer Relationships and Purchase Intention
Chai Wen Teoh, Kai Shun Leong
Sunway University

Effects of Targeted Social Media Advertising on College Campus Engagement with Registered Student Organizations
Hillary Mellema¹, Jamie L. Grigsby², Alex Miller¹, Ayrion Abraham¹
¹Saginaw Valley State University, ²Midwestern State University
9:15:00 AM - 10:30:00 AM Room 01

A 360 Spotlight on Consumption
CONSUMER 360°: Understanding Consumers from Multiple Perspectives

1. Consumer Behavior In Collaborative Consumption: Analysing The Role Of Cognitive Complexity And Psychological Empowerment On Customer Value
   K. G. Sofi Dinesh, Rejikumar G.
   Amrita University

2. Compulsive consumption in the consumer journey: synthesis and a research agenda
   Fabio S. Sandes
   EAESP, Fundacao Getulio Vargas

3. GENDER ROLE CONGRUENCY: UNCOVERING THE EFFECTS OF GENDER ROLES ON ADVERTISING CONSUMPTION
   Greer Alison¹, Marike Venter de Villiers¹, Neo Phiri¹, Tinashe Chuchu²
   ¹University of the Witwatersrand, ²University of Pretoria

4. Nudging to Healthy Food Preference: A Research Based on the Goal Conflict Model of Eating
   Yanfeng Zhou¹, Huanhuan Ruan¹, Ting Zhang¹, Guang Huang²
   ¹Business School, Sun Yat-sen University, ²GuangDong University of Finance & Economics

5. The heightening effect of temporal landmarks on regulatory resources
   Yu Yu, Hongyan Yu, BINGCHENG YANG
   ³Sun-Yet Sen University

6. Where do Consumption Collectives come from: The Story of Shared Resource Bundles
   Matthew A. Hawkins, S. K. Canhilal
   ³ICN Business School, CEREFIGE - University of Lorraine

9:15:00 AM - 10:30:00 AM Room 02

Games People (and Brands) Play: Effects of competition and cooperation among firms, fans, and families
ON PEOPLE & BRANDS: How Consumers Perceive, Interact with, and Communicate About Brands

1. Positive WOM Valence Does Not Always Result in Favorite Outcomes: The Role of Perceived Conflict
   Ran Liu
   Old Dominion University

Sunday, August 11
2. what is my rank? the effects of brand games’ leaderboards on brand liking
   Perrine Desmichel, Tobias Schlager, Bruno Kocher
   HEC Lausanne

   Billur Akdeniz¹, M. Berk Talay²
   ¹University of New Hampshire, ²University of Massachusetts Lowell

4. Reciprocal Socialization and Consumer Brand Adoption
   Jack Wei¹, Ruoshui Jiao²
   ¹University of West Georgia, ²Lanzhou University

5. The Influence Of Customer Variety And Brand Loyalty On The Purchasing Of Umbrella-Branded Products
   Claudia-Roxana Rusu¹, Kerry T. Manis², Dale F Duhan², Jean-Francois Trinquecoste¹
   ¹University of Bordeaux, ²Texas Tech University

6. The Influence of Team Brand Image, Fan Engagement, Satisfaction and Fanship in Australian Soccer Fan Loyalty
   Jin Ho Yun², Philip J. Rosenberger¹, Kristi Sweeney³
   ¹University of Newcastle – Central Coast, ²SungKyunKwan University, ³University of North Florida

9:15:00 AM - 10:30:00 AM Room 03
Research spotlights and new findings in Marketing Strategy

PLANNING & EXECUTION: Marketing Strategy

1. A Signaling Approach to Product Cannibalization
   Chien-Wei Chen², Nai-Hwa Lien²
   ¹National Taiwan University, ²National Chengchi University

2. Is Mergers and Acquisitions Really a Mechanism to Expand the Service Offering? –Experimental Evidence of the Effect of Integration Duration on Merger Success
   Joon Oh
   California State University, East Bay

3. Chief Marketing Officer [CMO]: Beyond Return on [Digital] Marketing Investments
   Mohammed M. Nadeem
   National University

4. A CEO for all Markets: The Impact of Executives’ Career Diversity on Share Buybacks
   Aly Zaazoua, David Bendig, Malte Brettel
   RWTH Aachen University

   KALLOL DAS², Yogesh Mungra¹, Naresh K. Malhotra²
6. The Role Of Marketing Disclosures And Legitimacy In Raising New Venture Capital  
Reza Rajabi¹, Thomas Brashear Alejandro², Kwong Chan³  
¹Northern Illinois University, ²Fundação Getulio Vargas, ³Northeastern

9:15:00 AM - 10:30:00 AM  Room 04  
Consumer Motivations for Prosocial Behavior  
MARKETING FOR GOOD: Ethics and Socially Responsible Marketing

Mindful consumers, zero waste consumers? The impact of mindfulness on Expiration Date Use Habits  
Christine Gonzalez¹, Axelle Faure-Ferlet²  
¹Le Mans Université, ²IUT de Laval

Effect of Price Latitude on Donation: Mediating Role of Perceived Control  
Subhash Jha, Ceren E. Turedi, Minoo T. Ashoori  
Purdue University Northwest

The Evolving Prosocial Consumer: How Highly Prosocial Consumers Respond to Firm Prosocial Action  
Chris Hinsch, Kevin Lehnert  
Grand Valley State University

The effect of children’s facial expressions in eliciting benevolent behavior for child sponsorship versus one-time donations  
Hyunkyu Jang  
Governors State University

9:15:00 AM - 10:30:00 AM  Room 05  
Entrepreneurship, new products, and performance  
AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development

Entrepreneurial and Alliance Orientation Alignment: Implications for New Product Development  
Process, Program, and Performance  
Adriana Amaya Rivas², Yen-Chun Chen¹, Ta-Kai Yang³  
¹Chinese Culture University, ²ESPAE Graduate School of Management, Escuela Superior Politécnica del Litoral, ESPOL

Customer Involvement and New Product Performance: The Mediating Role of Marketing and Technological Capabilities  
Yen-Chun Chen¹, Hsien-Tung Tsai³, Todd J. Arnold²  
¹Chinese Culture University, ²Oklahoma State University, ³National Taipei University

International entrepreneurial culture and international new venture performance: the mediating role of entrepreneurial marketing  
Dominic Buccieri

Sunday, August 11
Missouri Southern State University

Scale Development of Synergistic Capability Based on Logistics Innovation and its Effect on Market Orientation and Performance
Xiaoyu Wang, Linzan Ran
South China University of Technology

9:15:00 AM - 10:30:00 AM
Room 06

Consumer Wellbeing #3

CONSUMER WELL-BEING: Physical, Financial, and Emotional Health

A systematic review and meta-analysis of consumers' behavioral responses to interpersonal touch
Amin Saleh, Louis J. Zmich, Barry J. Babin
Louisiana Tech University

Secret-concealment Instigates Variety-Seeking Behavior in Consumption Choice
Zhuoyi Fan¹, Rong Chen¹, Feng He²
¹Tsinghua University, ²University of Science and Technology Beijing

Self-Efficacy: Effects on How Patients Choose to Engage in their Care
Mary E. Schramm¹, Tilottama G. Chowdhury¹, Myra Odenwaelder², Eunice A. Lisk²
¹Quinnipiac University, ²Griffin Hospital

Pursuing Happiness Through Traveling: A Marketing View
Anita Luo¹, Roberto Cortez², Wesley Johnston¹, Corliss Thornton¹
¹Georgia State University, ²Southern Denmark University

9:15:00 AM - 10:30:00 AM
Room 07

Consumer Behavior and Social Media

THE DIGITAL WORLD: Digital and Social Media Marketing

1. Happiness as a Driver of Social Exchanges
   Julien Cloarec, Lars Meyer-Waarden, Andreas Munzel
   Toulouse School of Management

2. The Effects of Habit and Attitude on Facebook Usage
   Monica Law
   Hong Kong Shue Yan University

3. AFFINITY TO ONLINE MEMORY AND BRAND LOYALTY: ANALYSIS IN THE LIGHT OF LONELINESS AND BRAND CATEGORIES
   Satadruta Mookherjee, Smaraki Mohanty
   Binghamton University

4. Role of Emotions in Consumer Adoption of Augmented Reality for Purchase Decision
   Pei Shan Soon, Sanjaya S. Gaur, Jessica Y. Sze

Sunday, August 11
Sunway University

5. Culture’s Influence in Social Media Enabled Global Virtual Teams
   Anshu ARORA¹, Amit Arora¹, Vasyl Taras²
   ¹University of the District of Columbia, ²University of North Carolina at Greensboro

6. An Examination of the Impact of Consumers’ Social Media Connectedness to Celebrity Endorsers on Purchase Intentions for Endorsed Products
   Gina A. Tran², Atefeh Yazdanparast¹, David Strutton³
   ¹University of Evansville, ²Florida Gulf Coast University, ³University of North Texas

9:15:00 AM - 10:30:00 AM Room 08
Let’s get physical: Exploring offline shopping
POINTS-OF-PURCHASE: New Frontiers in Retail

In-Store Digital Projections – How Vividness Impacts Sales
Dhruv Grewal², Elisa Schweiger³, Anne L. Roggeveen², Carl-Philip Ahlbom¹, Jens Nordfält³
¹Stockholm School of Economics, ²Babson College, ³University of Bath

THE GROWING LONG TAIL IN THE BRICK-AND-MORTAR CHANNEL?
Jake D. Hoskins
Westminster College

When touch leads to adverse attitudes and behaviors
Shihhao Liu¹, Zhan Wang¹, Sang Bong Lee²
¹St. Cloud State University, ²Black Hills State University

Exploring Mannequin Display Effect on Consumers’ Purchase Intention: An Embodied Cognition Theory Perspective
Mark Y. Yim¹, Haeyoung Jeong², JeongGyu Lee³
¹University of Massachusetts Lowell, ²Drexel University, ³State University of New York, Brockport

9:15:00 AM - 10:30:00 AM Room 09
JMR Award Session 1

10:45:00 AM - 12:00:00 PM Room 01
Post-purchase Re-evaluations
CONSUMER 360°: Understanding Consumers from Multiple Perspectives

Consumers’ Attitude Recalibration: The Role of Attitude Confidence
Chung-Chiang Hsiao, Yi-Wen Chien
National Taiwan University
### MORE CAN BE ACHIEVED WITH HONEY AND SUGAR: RELATIONAL JUSTICE ENHANCES SERVICE RECOVERY

**Nayyer Naseem**\(^1\), **Sujay Dutta**\(^2\), **Attila Yaprak**\(^2\)

\(^1\)Northeastern State University, \(^2\)Wayne State University

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### Do Negative e-Reviews have a Negative Impact on Consumer Product Evaluation?

**Taiga Sakuramoto**, **Takahiro Chiba**, **Ayumi Tsumu**, **Nako Tsubota**, **Yuya Nakamura**, **Kaito Mitsuishi**

Kansai University

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So what's driving customers' repurchase-intentions and true repurchases? Not satisfaction or identification but its product-quality stupid!

**Ramesh Roshan Das Guru**, **Marcel Paulssen**

University of Geneva

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### Impact of Cultural and Regulatory Fit on Product Evaluations: Information Consistency from Multiple Information Sources

**MINGYUE ZHANG**\(^1\), **Jerome williams**\(^2\)

\(^1\)East China Normal University, \(^2\)Rutgers University

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### Investigation of Intrinsic and Extrinsic Marketing Communication Motivation in Meeting the Needs Attainment of Malaysian Commercial Fitness Centres For Member Retention among Millennials

**Nazierah Amin**, **Derek O. Lai Teik**

Sunway University

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### The Effectiveness of Advertising Messages Causing Guilty Pleasure


Kansai University, Suita

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### A Picture’s Worth a Thousand Words: Using Depictions of Movement in Ads to Tell Stories and Generate Narrative Transportation

**Jamie L. Grigsby**\(^1\), **Robert D. Jewell**\(^2\), **César Zamudio**\(^2\)

\(^1\)Midwestern State University, \(^2\)Kent State University

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### New frontiers in Sales Management

**A Wisdom-based Salesperson Development Model as an Alternative to the Current Sales Force Development Model**

**Hunhui Oh**\(^2\), **Joon Oh**\(^1\)

\(^1\)California State University, East Bay, \(^2\)St. Ambrose University

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Sunday, August 11
2. Improving Salesforce Listening and Comprehension: An 8-Nation Empirical Comparison of Three Listening Strategies
   Charles Wood\textsuperscript{1}, Ingrid Kirschning Albers\textsuperscript{2}
   \textsuperscript{1}The University of Tulsa, \textsuperscript{2}UDLAP - Universidad de las Américas Puebla

3. The indirect effects of management support and social support on sales performance through the mediation of value congruence
   Valter d. Faia, Valter A. Vieira
   Maringa State University

4. Sink or Swim: An Examination of Two Approaches to Training Sales Employees
   Justin Munoz, Fernando Jimenez-Arevalo
   The University of Texas at El Paso

5. The role of salesforce control systems in driving the sales of new products
   Sandeep Puri\textsuperscript{1}, Narendra Kumar\textsuperscript{2}, Rakesh K. Singh\textsuperscript{3}, Babak Hayati\textsuperscript{1}
   \textsuperscript{1}Asian Institute of Management, Philippines, \textsuperscript{2}Allergan Singapore Pte Ltd, \textsuperscript{3}Institute of Management Technology

6. The Effects of Expert Knowledge Sharing on Salesperson Performance
   Danny P. Claro, Giuliana Isabella
   Insper Education and Research Institute

10:45:00 AM - 12:00:00 PM
Room 04

Service Encounters
UX OFF/ONLINE: Managing Customer Experience and Value

Service Brand Experience: A Qualitative Research Approach
EBS Universität für Wirtschaft und Recht

Effect of “Hidden” Messages in Service Encounters on Customer Satisfaction and Moderating Role of Regulatory Focus
Satoko Suzuki
Hitotsubashi University

Frontline Employee Team Consensus, Commitment to Service Quality, and Customer Experience
Horace L. Melton\textsuperscript{1}, Michael D. Hartline\textsuperscript{2}
\textsuperscript{1}Illinois State University, \textsuperscript{2}Florida State University

Customer Process Clarity in Fragmented Services Contexts
Stephen A. Hampton\textsuperscript{1}, Lisa Scheer\textsuperscript{2}
\textsuperscript{1}Wichita State University, \textsuperscript{2}University of Missouri

10:45:00 AM - 12:00:00 PM
Room 05

Sunday, August 11
The role of the individual in innovation

AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development

The Product is Me: Hyper-Personalized Consumer Goods as Unconventional Luxury
Mark S. Rosenbaum1, Germán C. Ramirez2, Jeffrey Campbell2, Philipp Klaus3
1University of South Carolina, 2Externado University, 3International University of Monaco

The Effect of Attribute Originality on Consumers’ Adoption of Customization: The Role of Construal Level
Bo Chen
Sungkyunkwan University

Capitalizing customer heterogeneity related opportunities through service delivery system innovations: Exploring a typology of dynamic integrative capabilities
Amali Wijekoon, Sandeep Salunke
Queensland University of Technology

HUMAN-FOCUSED INNOVATION: A NEW APPROACH TO CREATIVE INVENTION
Cheryl nakata
University of north carolina at greensboro

10:45:00 AM - 12:00:00 PM
Room 06

internet marketing effectiveness on sales
THE DIGITAL WORLD: Digital and Social Media Marketing

1. E-Marketing Mix Framework for Creating Online Brand Equity: An Indian Perspective
   Arunima Rana1, ANIL BHAT2, Leela Rani2
   1Indian Institute of Foreign Trade, 2Birla Institute of Technology and Sciences

2. Estimation of Allocative Externality and Advertiser's Maximum Willingness to pay for Online advertisements
   Pallavi Pal
   Michigan State University

3. Do Online Searches Influence Sales or Merely Predict It? The Case of Motion Pictures
   Ho Kim
   University of Missouri-St. Louis

4. How We Feel: The Role of Macro-economic Sentiment in Advertising Spending- Sales Relationship
   Leila Khoshghadam, Yuping Liu-Thompkins
   Old Dominion University

5. The Causal Effect of Platform Free Promotion on Redeemers vs. Non-Redeemers
   Lin Boldt1, Xueming Luo3, Xiaoyi Wang2
   1University of Central Florida, 2Zhejiang University, 3Temple University

6. Dynamics of Products on Social Tagging Network
   Hyoryung Nam

Sunday, August 11
10:45:00 AM - 12:00:00 PM

Realism of brands and consumption: Insights about authenticity, counterfeiting, and stereotyping
ON PEOPLE & BRANDS: How Consumers Perceive, Interact with, and Communicate About Brands

Original versus Counterfeit Patronage: Do Emotional Brand Attachment, Brand Involvement, and Past Experience Matter?
Xuemei Bian, Sadia Haque
Northumbria University

Examining positive, negative and ambivalent behavioral consequences of brand stereotypes
Petar Gidaković, Vesna Zabkar
Faculty of Economics, University of Ljubljana

Factors driving purchase intention of counterfeit toothbrush brands, and its effect on loyalty towards the original brand
Matthew Hala¹, Marike Venter de Villiers¹, Rejoice Mamina¹, Tinashe Chuchu²
¹University of the Witwatersrand, ²University of Pretoria

Authenticity of What? Unpacking Consumers’ Authenticity Perceptions
Xianfang Zeng
University of Calgary

10:45:00 AM - 12:00:00 PM

A 360 Spotlight on Branding
CONSUMER 360°: Understanding Consumers from Multiple Perspectives

1. Purchase Intension And Point Of Purchase:Customer 360 -Degree Perspective
   Ritu Sharma¹, Sandeep Puri²
   ¹GD Goenka University, ²Asian Institute of Management, Philippines

2. Brand Recovery in the Context of Sacred Consumption: An Institutional Perspective
   Simran Kaur¹, Pervaiz Ahmed², Yit Sean Chong², Yunus Ali²
   ¹Sunway University, ²Monash University Malaysia

3. Movie Consumption and Brand Placement Preferences of Young Adults
   Sujo Thomas¹, Sonal Kureshi², Vandana Sood³
   ¹Ahmedabad University, ²Indian Institute of Management Ahmedabad, ³CRI Advisory and Research

Jamel Khenfer\textsuperscript{1}, Steven Shepherd\textsuperscript{3}, Olivier Trendel\textsuperscript{2}
\textsuperscript{1}Zayed University, \textsuperscript{2}Grenoble Ecole de Management, \textsuperscript{3}Oklahoma State University

5. The Differential Effects of Face Gain versus Face Loss on Luxury Brand Consumption
Jianping Liang\textsuperscript{1}, Rajeev Batra\textsuperscript{2}, Zhuomin Shi\textsuperscript{1}
\textsuperscript{1}Business School, Sun Yat-sen University, \textsuperscript{2}Ross School of Business, University of Michigan

6. Effect of Business Cycles on Consumers’ Reliance on Brands: Moderating Role of Brand and Product Characteristics
Koushyar Rajavi\textsuperscript{1}, Tarun Kushwaha\textsuperscript{2}, Jan-Benedict Steenkamp\textsuperscript{2}
\textsuperscript{1}Scheller College of Business, Georgia Tech, \textsuperscript{2}Kenan-Flagler Business School, UNC

10:45:00 AM - 12:00:00 PM
Room 09
JMR Award Session