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
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
Chicago Ballroom A

**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
Chicago Ballroom B

**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

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

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

Friday, August 9
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

Never Taught With a Competitive Simulation? Here’s How!
Teaching Tools - LINKS Simulations
Randall G Chapman, PhD
Founder, LINKS Simulations

Include a competitive marketing simulation in an introductory, elective, or advanced marketing course? Perhaps, but ... why, when, where, and how can this be done efficiently and effectively?

This presentation and the associated discussion address classic questions such as “why use a simulation?”, “when will it be effective?”, and “how to do it?” We’ll delve into teaching challenges that arise pre-, within-, and post-simulation and provide advice for first-time competitive-simulation users. Best-practices for course design and execution are discussed, as well as multi-faceted student assessment possibilities for student teams and for individual students.

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 Kordrostami\textsuperscript{1}, Melika Kordrostami\textsuperscript{2}
\textsuperscript{1}Rowan University, \textsuperscript{2}California State University-San Bernardino

1:00:00 PM - 2:00:00 PM
Chicago Ballroom H
The Art and Science of University Branding
Special Session: SIG Programming
Marketing for Higher Education SIG

Session will be chaired by \textbf{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, Professor of Marketing, G. Brint Ryan College of Business at the University of North Texas and editor of the JPBM. (Also the session moderator)
- William Faust, Senior Partner, and CSO, Ologie Higher Ed Branding and Marketing

1:00:00 PM - 2:00:00 PM
Denver
marketing in the sharing economy
THE DIGITAL WORLD: Digital and Social Media Marketing

Quantifying the Effects of Platform Coupons in Sharing Economy
shaojun qin\textsuperscript{1}, Xueming Luo\textsuperscript{1}, Zhijie Lin\textsuperscript{2}
\textsuperscript{1}Temple University-Fox School of Business, \textsuperscript{2}Nanjing University

Regulating Institutionalized Players in Peer-to-peer Markets: An Empirical Investigation of Airbnb’s “One-Host One-Home” Policy
Wei Chen\textsuperscript{1}, Zaiyan Wei\textsuperscript{2}, Karen Xie\textsuperscript{2}
\textsuperscript{1}University of Arizona, \textsuperscript{2}University of Denver, \textsuperscript{3}Purdue University

The Battle for Homes: Is Home Sharing Disrupting Rental or Housing Markets?
Wei Chen\textsuperscript{2}, Zaiyan Wei\textsuperscript{2}, Karen Xie\textsuperscript{1}
\textsuperscript{1}University of Denver, \textsuperscript{2}University of Arizona, \textsuperscript{3}Purdue University

1:00:00 PM - 2:00:00 PM
Houston/Kansas City
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 Yan\textsuperscript{2}, Qiang Zhou\textsuperscript{1}, Richard T. Gretz\textsuperscript{1}
\textsuperscript{1}University of Texas at San Antonio, \textsuperscript{2}New York University Shanghai
Customer participation in Pay What You Want pricing
Seema Bihari\(^1\), Ashwini Awasthi\(^1\), Arvind Sahay\(^2\)
\(^1\)Institute of Management, \(^2\)IIM- 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

1:00:00 PM - 2:00:00 PM
Los Angeles

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 Dean\(^1\), Haisu Zhang\(^2\), Yazhen Xiao\(^3\)
\(^1\)Ball State University, \(^2\)New Jersey Institute of Technology, \(^3\)University of Tennessee, Knoxville

1:00:00 PM - 2:00:00 PM
Miami/Scottsdale

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 Agilah Jahari\(^1\), Pervaiz Ahmed\(^2\), Elaine Y. Chew\(^2\)
\(^1\)Sunway University, \(^2\)Monash 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

Friday, August 9
Friday, August 9

02:15 PM-04:00 PM  
Chicago Ballroom A

**MASTER CLASS SESSIONS – PREREGISTRATION REQUIRED**

**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.

02:15 PM-04:00 PM  
Chicago Ballroom C

**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.

Friday, August 9
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.
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 have 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

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 Wellbeing 1

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. Woodside³
¹University of Arkansas, ²Northern Arizona University, ³Coastal Carolina University

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

Teaching beyond theory with WSJ Context

Provide your insight to help shape The Wall Street Journal’s dedicated tool for higher education, WSJ Context. All attendees will receive a $25 gift card!

Cross-cultural branding

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

4:15:00 PM - 5:30:00 PM  
Chicago Ballroom H  
Journal of Marketing Best Paper Award Session

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

**MSI/Root Award:** The MSI/H. Paul Root Award celebrates the article that makes a significant contribution to the advancement of the practice of marketing in a calendar year. Winner: Liu, Xuan, Savannah Wei Shi, Thales Teixeira, and Michel Wedel (2018), “Video Content Marketing: The Making of Clips,” 82 (4), 86-101.

Author presenters: Savannah Shi, Santa Clara University and Xuan Liu, Senior Data Scientist, Data Science and Engineering, Netflix  
Commentary: Lisa Burgess, Manager of Data Science & Engineering, Netflix


Author presenters: Nathaniel N. Hartmann, University of Hawai‘i at Mānao and Heiko Wieland, California State University, Monterey Bay  
Commentary: Robert W. Palmatier, University of Washington

**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
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

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**New Service Channels**

**UX OFF/ONLINE: Managing Customer Experience and Value**

**The Effects of AI Chatbot Disclosure for Conversational Commerce**
Siliang Tong, Xuebing 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 oyedele\(^1\), Monica Hernandez\(^2\), Roberto Saldivar\(^1\)
\(^1\)University of the Incarnate Word, \(^2\)St. 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) Huang\(^1\), xiang fang\(^2\), Ruping Liu\(^3\)
\(^1\)Northern Michigan University, \(^2\)Oklahoma State University, \(^3\)Northeastern University
Are social influence and customer-initiated contacts valuable for firms? Measuring their impact on customer profitability
Jesús Cambra\(^2\), Lily(Xuehui) Gao\(^1\), Iguacel Melero\(^1\), Yolanda Polo\(^1\)
\(^1\)University of Zaragoza, \(^2\)University Pablo de Olavide

The Making of Clicks-to-Buy at E-commerce Platforms, Customer Frustration and Customer Browsing Time
Jifeng Mu\(^1\), Jonathan Z. Zhang\(^2\)
\(^1\)Alabama A&M University, \(^2\)University of Washington

Can consumers resist to smart services while perceiving their value?
Zied Mani\(^2\), Inès Chouk\(^1\)
\(^1\)Cergy Pontoise University, \(^2\)LEMNA Research Center

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 Chien\(^1\), Chung-Chiang Hsiao\(^2\)
\(^1\)National Taiwan University, \(^2\)National Taiwan Normal University

Ritual Affects Construal Level: The Roles of Emotion and Involvement
Chongye Huang\(^1\), Rong Chen\(^2\)
\(^1\)Beijing Jiaotong University, \(^2\)Tsinghua University

How does it make you feel? Emotional reasoning and consumer choice
Blair Kidwell\(^1\), Andrea R. Bennett\(^1\), Jonathan Hasford\(^2\), David Hardesty\(^3\), Molly Burchett\(^3\)
\(^1\)University of North Texas, \(^2\)University of Central Florida, \(^3\)University of Kentucky

Friday, August 9
Saturday, August 10, 2019

7:30 AM - 9:00:00 AM  
Chicago Ballroom D

Editor's Perspective 1

- Journal of Marketing
- Journal of Marketing Research
- Journal of Consumer Research
- Marketing Science
- International Journal of Research in Marketing
- Journal of Academy of Marketing Science
- Quantitative Marketing and Economics
- Marketing Letters
- Management Science
- Journal of Consumer Psychology
- Journal of Retailing

8:00:00 AM - 9:00:00 AM  
Chicago Ballroom B

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  
Chicago Ballroom C

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

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

Saturday, August 10
8:00:00 AM - 9:00:00 AM  
**Chicago Ballroom F**

**How to leverage The Wall Street Journal to connect news with marketing concepts**

**WSJ – Teaching Tools**

Dr. Brian Tietje will share how he integrates The Wall Street Journal to illustrate course concepts and engage his students.

8:00:00 AM - 9:00:00 AM  
**Chicago Ballroom G**

**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
Inesper 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

8:00:00 AM - 9:00:00 AM  
**Chicago Ballroom H**

**Value Co-Creation**

**THE DIGITAL WORLD: Digital and Social Media Marketing**

*Examining the effects 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
8:00:00 AM - 9:00:00 AM  Denver

**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

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  
*Valeria Chernikova, Johanna Frösén*  
Hanken School of Economics

8:00:00 AM - 9:00:00 AM  Houston/Kansas City

**Numbers 2**

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

8:00:00 AM - 9:00:00 AM  Los Angeles

**Stock markets and innovation**

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

Divesting Development? The Impact of Share Repurchases on Corporate 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

Saturday, August 10
Global Product Launches And Firm Value
M. Berk Talay\textsuperscript{1}, Janell Townsend\textsuperscript{3}, Michael Obal\textsuperscript{1}, Billur Akdeniz\textsuperscript{2}
\textsuperscript{1}University of Massachusetts Lowell, \textsuperscript{2}University of New Hampshire, \textsuperscript{3}Oakland University

8:00:00 AM - 9:00:00 AM Miami/Scottsdale
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 Hu\textsuperscript{1}, Xiang Li\textsuperscript{1}, Chaping Hu\textsuperscript{2}, Huanfang Wang\textsuperscript{1}
\textsuperscript{1}Hunan University of Technology, \textsuperscript{2}Guizhou Minzu University

Franchisee Performance: A Signaling Perspective
Swati Panda\textsuperscript{1}, Audhesh Paswan\textsuperscript{1}, Sailendra Mishra\textsuperscript{2}
\textsuperscript{1}University of North Texas, \textsuperscript{2}University of Texas, Dallas

Switching the Focus from the Forest to the Trees: Interaction Orientation On Exporter's Performance
Boryana Dimitrova\textsuperscript{2}, Brooke Reavey\textsuperscript{1}, Trina Andras\textsuperscript{2}
\textsuperscript{1}Dominican University, \textsuperscript{2}Drexel University

9:15:00 AM - 10:30:00 AM Chicago Ballroom A
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; debruyn@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.

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

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

Thought Leaders in Entrepreneurial Marketing on the Past, Present, and Future Directions of the Field

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 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  
Chicago Ballroom F

Discover an easier way to teach conjoint analysis and discrete choice experiments

Sawtooth Software – Teaching Tools
Christina Hubner, Consultant

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

We will also highlight free curriculum resources you can use to strengthen your strategy, new product development, or other analytics-focused courses if you want to provide an introduction to choice modelling without any hands-on work for students.

Those who attend will receive a free year of access to Discover for you and your students. Students who use Discover during their coursework can use it at their first job for 1 year with our College to Career program. Sawtooth Software also provides software grants to graduate students.

9:15:00 AM - 10:30:00 AM  
Chicago Ballroom G

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, SEUNGWA A. CHUNG
   yonsei university

2. Return attributes that matter! An abductive research approach to study return attributes of the E-tailing firms and customer outcomes
   Shilpi Saxena, Vaibhav Chawla, Richa Agrawal
   Indian Institute of Technology, Madra

Saturday, August 10
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

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  
Journal of International Marketing ERB
INVITED ATTENDEES ONLY

9:15:00 AM - 10:30:00 AM  
Denver
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. Pelton², 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  
¹East Carolina University, ²Colorado State University, ³The University of Texas Rio Grande Valley

Saturday, August 10
1. Which Auction Mechanism Benefits Small and Medium Sized Businesses? 
   **A Simulation-based Approach**
   Sungha Jang¹, Jiho Yoon¹, Alex J. Kim²
   ¹Kansas State University, ²SungKyunKwan University

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**, Ipshita 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**

**Los Angeles**

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

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

Offline-Online and Online-Offline Channel Integration: Paths-to-Purchase in Omni-Channel Retailing
   **Amelie Winters**, Bernhard Swoboda
   Trier University

I’LL Have What She’s Having: The Influence of Social Scarcity Cues Online
   Tyler Hancock², Brett Kazandjian², **Jennifer L. Stevens¹**, Stacie F. Waites³
   ¹University of Toledo, ²Mississippi State University, ³Marquette University

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

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

9:15:00 AM - 10:30:00 AM
Miami/Scottsdale
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 Liu¹, Haolin 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 Hardy²
¹University of Cyprus, ²Maastricht School of Management, ³King’s College London

10:45:00 AM - 12:00:00 PM
Chicago Ballroom A
The Organizational Side of Social Decisions
MARKETING FOR GOOD: Ethics and Socially Responsible Marketing
Session Chair: Yupin Patarapongsant, 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
   RWTH Aachen University

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. Crossing the funding barrier: fundraising along with social organizations lifetime cycle
   Gil Peleg¹, Gal Gutman², Merav weiss-sidi², Oded Lowengart²
   ¹Yeshiva University, ²Ben Gurion University

5. Ethics 1, Teams 0: The Effect of Coach and Student Athlete Punishment on Academic Institutions
   Laura Boman¹, Sarah Lefebvre², 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
Chicago Ballroom B

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 Khenfer¹, Steven Shepherd³, Olivier Trendel²
   ¹Zayed University, ²Grenoble Ecole de Management, ³Oklahoma State University

5. The Differential Effects of Face Gain versus Face Loss on Luxury Brand Consumption
   Jianping Liang¹, Rajeev Batra², Zhuomin Shi³
   ¹Business School, Sun Yat-sen University, ²Ross School of Business, University of Michigan

6. Effect of Business Cycles on Consumers’ Reliance on Brands: Moderating Role of Brand and Product Characteristics
   Koushyar Rajavi¹, Tarun Kushwaha², Jan-Benedict Steenkamp²
   ¹Scheller College of Business, Georgia Tech, ²Kenan-Flagler Business School, UNC
Marketing Value Assessment: Examining Internal and External Contingencies for Marketing Strategies
Planning and Execution: Marketing Strategy

Session Chair: Annette P. Tower, Assistant Professor of Marketing, Clemson University

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
Chicago Ballroom F

Simulating the Marketing Experience: How to use Marketing Games in Your Class
MKT – Teaching Tool

Marketplace Simulations: fun, realistic, and spirited learning.
Invitation: Discover how Marketplace Simulations can make a huge difference in your class.
Game Scenario: Students start up a new marketing division to sell 3D printed, carbon fiber bikes for a large, international bike company.
Relevance: Students see how marketing works and how it can create value for customers.
Reinforcement: Students put into practice marketing concepts, principles, and ways of thinking.
Realism: Students touch and feel what they are learning in the classroom.
Rivalry: Students feel the excitement of a marketing professional going head to head with the competition, fueling their desire to learn and win.
Revelation: Students discover that marketing can be a very exciting career.

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

Writing an Outstanding Journal Review – Journal of Marketing
Ajay K. Kohli, Georgia Tech
Christine Moorman, Duke University
Roland T. Rust, University of Maryland

Promoting in 2019 and beyond: Investigations of issues pertinent to today’s marketers and consumers
ART OF PROMOTION: Advertising, Promotions, and Integrated Approaches
Siliang Tong, Xueming Luo
Temple University

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 Tong¹, Xueming Luo¹, Takeshi Moriguchi², Debashish Ghose³
¹Temple University, ²Waseda University

Saturday, August 10
“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\(^1\), Arvind Sahay\(^1\), Sanjeev Tripathi\(^2\)
\(^1\)Indian Institute of Management, Ahmedabad, \(^2\)Indian Institute of Management Indore


Ignatius Fosu
University of Arkansas

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

Consumer Wellbeing #2

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

Eating Green – the Effects of Attitudes towards Vegetarian Food and Vegetarian People on Self-Identity and Consumption Behavior

Mingyue Zhang\(^1\), Jerome williams\(^2\)
\(^1\)East China Normal University, \(^2\)Rutgers 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

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

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, Gabriel Moreno, Milton Flores
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 Agnihotri\(^1\), Ashish Kalra\(^2\), Michael T. Krush\(^3\), Prabhat K. Dwivedi\(^4\)
\(^1\)Iowa State University, \(^2\)La Salle University, \(^3\)Kansas State University, \(^4\)STEP-HBTI
A Meta-Analytic Examination Of The Causes Of Salesperson Turnover
Hossein Hashemi¹, Reza Rajabi², James S. Boles³, Thomas Brashear Alejandro⁴
¹University of Massachusetts Amherst, ²Northern Illinois University, ³University of North Carolina Greensboro, ⁴Fundação Getulio Vargas

10:45:00 AM - 12:00:00 PM
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. Gretz¹, 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 Weinzimmer⁵, 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

12:15:00 PM -1:45:00 PM
AWARDS LUNCHEON
MASTER CLASS SESSIONS – PREREGISTRATION REQUIRED

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 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.
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.
Abstract:
This session provides an overview of the emerging field of consumer neuroscience. It will begin by defining consumer neuroscience and discussing how it can be used to understand consumer behavior and marketing-related phenomena. Next, there will be a presentation of basic brain mechanisms involved in consumer decision making. This will be followed by a discussion of the neurophysiological methods that are commonly used and the advantages and disadvantages associated with each method relative to traditional marketing research tools. The session will then cover some research topics and questions that have been addressed using neuroscience and present key findings. It will conclude with some insights about the current state of the field, as well as the future of consumer neuroscience.

Bio:
Carolyn Yoon’s research focuses on understanding psychological and neural mechanisms underlying judgment and decision processes across the lifespan in consumer domains and socio-cultural contexts. Her research has been published in journals such as the Journal of Marketing Research, Journal of Consumer Research, Journal of Personality and Social Psychology, Psychological Science, and Journal of Neuroscience. She has co-organized numerous conferences and workshops, including the Interdisciplinary Symposium on Decision Neuroscience, Consumer Neuroscience Symposium, and the North American Association for Consumer Research Conference. She is an Associate Editor at the Journal of Marketing Research and serves on the editorial review boards of numerous journals in marketing and neuroscience. She serves as a Board Member of the ACR and is ACR’s Representative on the JCR Policy Board. Yoon is a Fellow of the Association for Psychological Science.
SERVSIG’s Got Talent: Showcasing the Next Generation of Service Scholars at the 2019 Summer AMA!

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.

Survey Says: Preliminary Results from the Global Sales Panel Initiative

Session Chairs
Lenita Davis, Willy Bolander and Riley Dugan

Panelists
Eli Jones, Texas A&M University
Dawn Deeter-Schmelz, Kansas State University National Strategic Selling Institute
Ellen Bolman Pullins, University of Toledo
Joël Le Bon, Johns Hopkins University
Raj Agnihotri, Iowa State University
Deva Rangarajan, Ball State University
Willy Bolander, Florida State University
Lenita Davis, University of Arkansas Little Rock
Riley Dugan, University of Dayton

Agenda
- Welcome and Introduction of session and panelists
- Panel Topics
  - The Survey Components
  - Overview of the panelists surveyed
  - Preliminary Survey Results and implications
  - Initial Issues/Concerns encountered
  - Expectations and/or key issues on the horizon and next steps
  - Opportunities for future research
- Review the call for proposal and breakout groups
  - Session attendees will then be organized into breakout groups within the room to further brainstorm panel improvements and discuss/explore possible topics and research streams for global sales research and cross-disciplinary collaborations.
- Regroup and Share
  - Each breakout group will briefly share its list of key issues/ideas/expectations developed.
Session co-chairs: Kristen Walker, George Milne, Bruce Weinberg

Session overview:
The JPPM special issue co-editors provide an overview of the insightful and pioneering articles included in the special issue, Marketing and Public Policy in a Technology-Integrated Society. Presently, technology is driving innovation and societal expectations, often with creepy connotations and invasive implications. The articles in this special issue illustrate the ambiguous areas concerning technology, marketing and public policy - offering insight into amplified risks and the processes that will help temper potential vulnerability, harm and risk in a technology-integrated society. The three articles presented in this session highlight technological influences of agility and connection; use and abuse; control and access.

Special Issue Introduction:
Optimizing the Future of Innovative Technologies and Infinite Data
Kristen Walker, George Milne, Bruce Weinberg

Smart Devices, Smart Decisions? Implications of Parents’ Sharenting for Children’s Online Privacy: An Investigation of Mothers
Alexa Fox and Mariea Hoy

Addictive De-Vices: A Public Policy Analysis of Sources and Solutions to Digital Addiction
Pierre Berthon, Leyland Pitt and Colin Campbell

Your data is my data: A framework for addressing interdependent privacy infringements
Bernadette Kamleitner and Vince Mitchell

StratX Simulations will work for your course
StratX Simulations – Teaching Tool

This will be a high-level overview of using our various product offerings in your course. We will be able to illustrate how to quickly integrate our simulations for your course. Whether you are teaching; Marketing Strategy, Strategy, Principles of Marketing or Capstone courses, we will have a product that is right for you
How to Prepare for Campus Visits & Contract Negotiations, Mathew Joseph Award, and AMA DocSIG Mentorship Award

Doctoral SIG - SIG PROGRAMMING

As your AMA doctoral student representatives, we strive to provide you with opportunities to learn and network in every AMA event. For this Summer Conference, we have prepared a Special Session on How to Prepare for Campus Visits and Contract Negotiations. Whether you are attending the Summer AMA Job Market this summer or in the future, we strongly encourage you to attend this session on how to prepare for your campus visits and negotiations. You will get invaluable insights from our presenters. Bring your questions to the session or submit them ahead of time via Google forms at https://tinyurl.com/yylallon (confidentiality is assured). In addition, the 2019 Mathew Joseph Award will be presented to the winner, Unnati Narang, from the Texas A&M University, and the finalist, Jillian Hmurovic, from the University of Pittsburg. Furthermore, for the first time in AMA DocSIG history, we are awarding the AMA DocSIG Mentorship Award. The 2019 AMA DocSIG Mentorship Award will be presented to Dr. Mathew Joseph, Emil C.E. Jurica Distinguished Professor of Marketing at St. Mary's University.

Sponsorship-Linked Marketing Revisited: Exploring New Frontiers and Expanding the Literature

SportsSIG - SIG PROGRAMMING

Session Chair: Jonathan A. Jensen, University of North Carolina at Chapel Hill

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

Saturday, August 10
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)

4:00:00 PM - 5:15:00 PM
Los Angeles
Returns, Risk, and Control in Inter-Organizational Businesses
IO SIG - SIG PROGRAMMING

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

4:00:00 PM - 5:15:00 PM
Miami/Scottsdale
Data Collection & Analysis II
DATA COLLECTION AND ANALYTICS: Marketing Research, Methods, and Analysis

Leveraging Business Analytics to Support Marketing Decisions in Healthcare Industry

Saturday, August 10
Kessara Kanchanappoom, Jongsawas Chongwatpol
National Institute of Development Administration

Big data analytics in the context of Airbnb: A personality analysis approach based on text mining
Murat Acar, Aysegul Toker
Bogazici University

Seamless Integration Of Primary And Secondary Data In Marketing Research: Benefitting From Management Information Systems’ Evolutionary History
Ravi Parameswaran
Oakland University

Retail Technology Acceptance Model For Online At Offline (O@O): Comparing Different Generations Of Data Analysis Techniques
Sookhyun kim
East Tennessee State University

4:00:00 PM - 5:15:00 PM  Houston/Kansas City
The Age of Big Data: Using Freeform Data to Inform Marketing Theory and Practice
Relationship Marketing SIG - SIG PROGRAMMING

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

Session Panelists:
- Dhruv Grewal, Toyota Professor of Commerce and Electronic Business, Professor, Babson College
- Ashlee Humphreys, Associate Professor, Northwestern University
- Hope Schau, Eller Professor of Marketing, The University of Arizona
- Gerard Tellis, Director of the Center for Global Innovation, Jerry and Nancy Neely Chair in American Enterprise, Professor of Marketing, Management, and Organization, University of Southern California

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.

Saturday, August 10
<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:15:00 PM - 5:30:00 PM</td>
<td>Chicago Ballroom H</td>
<td>Journal of Marketing AE and ERB Meeting (Reception to follow starting at 5:15 PM) By invitation only</td>
</tr>
<tr>
<td>6:15:00 PM - 7:15:00 PM</td>
<td>Miami/Scottsdale</td>
<td>Journal of Marketing Research ERB / AE Reception INVITED ATTENDEES ONLY</td>
</tr>
</tbody>
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Sunday, August 11, 2019

7:30 AM - 9:00:00 AM  
Chicago Ballroom D

Editor’s Perspective 2

- Journal of Public Policy and Marketing
- Journal of International Marketing
- Journal of Personal Selling and Sales Management
- Journal of Product Innovation and Management
- Journal of Service Research
- European Journal of Marketing
- Journal of Interactive Marketing
- AMS Review
- Journal of Business Research

8:00:00 AM - 9:00:00 AM  
Chicago Ballroom B

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

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

When and How Do a Brand Endorser’s Benefits Get Transferred to a Brand?
Mina Jun1, Andreas Eisingerich2, Jeongsoo Han3, 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
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  
Chicago Ballroom C

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 Kingshott2, 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
1Huazhong University of Science and Technology, 2China University of Geosciences

Sunday, August 11
Today’s marketing students are surrounded by data: Google, mobile apps, connected devices, AI and more. And they are keen to learn how to apply data science and marketing analytics to support marketing decisions. However, marketing instructors serving those students are challenged to find easy-to-use software and appropriate data sets and case studies. The Enginius marketing analytics platform addresses this challenge. Enginius is an online marketing analytic teaching platform that includes most major marketing models (e.g., segmentation, positioning, conjoint, pricing, predictive modeling, text analysis and more), more than thirty case studies, associated data sets and supporting teaching materials. This master class will show you how easy it can be to add one or two marketing analytics modules to a basic marketing class or to build an entire marketing analytics class that addresses your students’ needs with Enginius.

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 Campbell¹, 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

HUMAN-FOCUSED INNOVATION: A NEW APPROACH TO CREATIVE INVENTION
Cheryl Nakata
University of North Carolina At Greensboro

The Relational Consumer: Pro-Social Spending and Gift Giving Behaviours
THE DIGITAL WORLD: Digital and Social Media Marketing
Chair: Amandeep Takhar, De Montfort University, Leicester, U.K.

The role of goal orientations on pro-social vs. pro-self spending behaviours
Presenter: Dr. Olaya Moldes Andrés, De Montfort University, Leicester, U.K.

Reciprocal Gift Giving and relational consumption within the British Sikh community in the U.K.
Presenter: Amandeep Takhar, De Montfort University, Leicester, U.K.

The Renaissance of Chivalry? The impact of narcissism in gift-giving
Presenter: Jen-Hsien Hsu, De Montfort University, Leicester, U.K.

Sunday, August 11
The aim of this session is to provide an in-depth understanding as to why consumers might choose to spend money on others, how social spending acts might serve to define relationships, cultures and generational changes, and how relational-oriented acts of kindness might be perceived by receivers within the context of the U.K. This is particularly significant and an important contribution on two levels, as many of the prior studies with reference to gift giving and spending have taken place within the context of the U.S.A. This special session is also important as we wish to encourage further discussions with regards to practices of relational consumption within various contexts and communities. This special session will therefore generate further conversations and research within this field in relation to consumer research.

8:00:00 AM - 9:00:00 AM   Denver

**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   Houston/Kansas City

**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. Harrison¹, John Ford¹, Kiran Karande¹, Altaf Merchant², Weiyong Zhang¹  
¹Old Dominion University, ²University of Washington

**Analysis of types of shock appeals and their impact on two diverse cultures**

Prachi Gala¹, Brian Taillon²  
¹Elon University, ²East Carolina University
How the programs of CSR and information sources interact to affect consumer attitude of the brand: The mediating role of CSR authenticity
Yi-Hsiu Chang¹, Ta-Kai Yang¹, 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 International University, 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

Customer Learning and New Product Purchases: Are Customers Ready?
Yufei Zhang¹, Tomas Hult⁴, Feng Wang², Jeongwen Chiang³, Chen Lin³
¹University of Alabama at Birmingham, ²Bentley University, ³China Europe International Business School (CEIBS), ⁴Michigan State University

Abandon Distinctiveness in Good Old Time: How Nostalgia decreases consumers’ uniqueness seeking tendency
Yafeng Fan¹, Jing Jiang², Zuohao Hu¹
¹Tsinghua University, ²Renmin University

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

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 Allison¹, 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 effect of the fresh start on virtue food selection: the mediation of regulatory resources
   Yu Yu, Hongyan Yu, Bingcheng Yang
   ²Sun-Yet Sen University

6. Where do Consumption Collectives come from: The Story of Shared Resource Bundles
   Matthew A. Hawkins, S. K. Canhilal
   ²ICN Business School, CEREFIGE - University of Lorraine

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

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

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 Yun\textsuperscript{2}, Philip J. Rosenberger\textsuperscript{1}, Kristi Sweeney\textsuperscript{3}
   \textsuperscript{1}University of Newcastle – Central Coast, \textsuperscript{2}SungKyunKwan University, \textsuperscript{3}University of North Florida

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

Teaching with Marketing Simulations: Emphasis on PharmaSim
Interpretive Simulations – Teaching Tool

Our Customer Relationship Manager for Marketing Simulations, Laura, will be talking about the value of simulations, effective integration and demo PharmaSim, our Marketing Management simulation which has been recently updated.

Sunday, August 11
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 Rivas\(^2\), Yen-Chun Chen\(^1\), Ta-Kai Yang\(^1\)
\(^1\)Chinese Culture University, \(^2\)ESPAE 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 Chen\(^1\), Hsien-Tung Tsai\(^3\), Todd J. Arnold\(^2\)
\(^1\)Chinese Culture University, \(^2\)Oklahoma State University, \(^3\)National Taipei University

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

JMR William F. O’Dell Award Session

The William F. O’Dell Award recognizes the article published in the Journal of Marketing Research published five years previously that has made the most significant long-term contribution to marketing theory, methodology, and/or practice. Seshadri Tirunillai and Gerard J. Tellis’ article, “Mining Marketing Meaning from Online Chatter: Strategic Brand Analysis of Big Data Using Latent Dirichlet Allocation,” was selected as the winner of this year’s William F. O’Dell Award.

During this session, authors of the four papers that were finalists for the award will present their research:

- Catherine Tucker: “Social Networks, Personalized Advertising, and Privacy Controls” (October 2014)
- David A. Schweidel and Wendy Moe: “Listening in on Social Media: A Joint Model of Sentiment and Venue Format Choice” (August 2014)
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. Roggeveen¹, 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

**social media marketing**

**THE DIGITAL WORLD: Digital and Social Media Marketing**

**Social media marketing signals and customer engagement behaviors (CEBs): Does cultural orientation matter?**
Ernest E. Izogo¹, Mercy Mpinganjira²
¹Ebonyi State University, ²University of Johannesburg

**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
¹Saginaw Valley State University, ²Midwestern State University

**Consumer Motivations for Prosocial Behavior**

**MARKETING FOR GOOD: Ethics and Socially Responsible Marketing**

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

Sunday, August 11
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  
Consumer Wellbeing #3  
Miami/Scottsdale

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  
1University of Mississippi, 2Louisiana Tech University

Secret-concealment Instigates Variety-Seeking Behavior in Consumption Choice  
Zhuoyi Fan, Rong Chen, Feng He  
1Tsinghua University, 2University of Science and Technology Beijing

Self-Efficacy: Effects on How Patients Choose to Engage in their Care  
Mary E. Schramm, Tilottama G. Chowdhury, Myra Odenwaelder, Eunice A. Lisk  
1Quinnipiac University, 2Griffin Hospital

Pursuing Happiness Through Traveling: A Marketing View  
Anita Luo, Roberto Cortez, Wesley Johnston, Corliss Thornton  
1Georgia State University, 2Southern Denmark University

10:45:00 AM - 12:00:00 PM  
Post-purchase Re-evaluations  
Chicago Ballroom A

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, Sujay Dutta, Attila Yaprak  
1Northeastern State University, 2Wayne State University

Do Negative e-Reviews have a Negative Impact on Consumer Product Evaluation?  
Taiga Sakuramoto, Takahiro Chiba, Ayumi Tsumi, Nako Tsubota, Yuya Nakamura, Kaito Mitsuishi  
Kansai University

Sunday, August 11
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

10:45:00 AM - 12:00:00 PM
Chicago Ballroom B

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 Rani³
   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
   University of Washington Bothell

10:45:00 AM - 12:00:00 PM
Chicago Ballroom C

New frontiers in Sales Management

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

1. A Wisdom-based Salesperson Development Model as an Alternative to the Current Sales Force Development Model
   Hunhui Oh², Joon Oh¹
   ¹California State University, East Bay, ²St. Ambrose University
2. **Improving Salesforce Listening and Comprehension: An 8-Nation Empirical Comparison of Three Listening Strategies**  
   Charles Wood\(^1\), Ingrid Kirschning Albers\(^2\)  
   \(^1\)The University of Tulsa, \(^2\)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\(^1\), Narendra Kumar\(^2\), Rakesh K. Singh\(^3\), Babak Hayati\(^1\)  
   \(^1\)Asian Institute of Management, Philippines, \(^2\)Allergan Singapore Pte Ltd, \(^3\)Institute of Management Technology

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

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**Creating Classroom Engagement**  
Stukent – Teaching Tool

Do your students get distracted during class? Do you find them checking social media apps instead of focusing on learning? Wilson shares simple ideas to create engagement in class sizes from 30 to 300. This workshop will cover a range of practical techniques to make class more engaged, including tips for both team-based activities and lecture formats. Experience examples first-hand during this interactive workshop and walk away with practical resources for your classrooms.

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**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

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Sunday, August 11
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  
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  
²University of Evansville, ³Florida Gulf Coast University, ³University of North Texas

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10:45:00 AM - 12:00:00 PM  
Chicago Ballroom H  
**JMR Paul E. Green Award Session**  
Journal Programming

The Paul E. Green Award recognizes the article published in the *Journal of Marketing Research* during the previous year that demonstrates the greatest potential contribution to the practice of marketing research and research in marketing.

Eva Escarza’s article, “Retention Futility: Targeting High-Risk Customers Might be Ineffective,” was selected as the winner of this year’s Paul E. Green Award. During this session, authors of the four papers that were finalists for the award will present their research:

- Eva Ascarza: “Retention Futility: Targeting High-Risk Customers Might be Ineffective” (February 2018)
- Kusum L. Ailawadi, Yu Ma, and Dhruv Grewal: "The Club Store Effect: Impact of Shopping in Warehouse Club Stores on Consumers' Packaged Food Purchases" (April 2018)
- Daniel M. McCarthy and Peter S. Fader: "Customer-Based Corporate Valuation for Publicly Traded Noncontractual Firms" (October 2018)
- Courtney Paulson, Lan Luo, and Gareth M. James: "Efficient Large-Scale Internet Media Selection Optimization for Online Display Advertising" (August 2018)
 Perspectives on Consumer Interactions

CONSUMER 360°: Understanding Consumers from Multiple Perspectives

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

Jifeng Mu¹, Jonathan Z. Zhang², Ellen Thomas³
¹Alabama A&M University, ²University of Washington, ³New Jersey Institute of Technology

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¹Roger Williams University, ²Sun Yat-sen University

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¹Tsinghua University, ²University of Science and Technology Beijing

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¹University of the Witwatersrand, ²University of Pretoria

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¹New Mexico State University, ²NMSU

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¹Texas Southern University, ²Louisiana State University

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¹Wuhan University, ²The Hong Kong Polytechnic University

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

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¹New Mexico State University, ²New Mexico State University

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Yang Li¹, Yong Wang¹, Yingying Liu², 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
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¹University of Saskatchewan, ²Qatar University, ³The Arab Academy for Science, Technology & Maritime Transport

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¹University of Indianapolis, ²University of Mississippi
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¹South China Normal University, ²Nanyang Technological University, ³The Hang Seng University of Hong Kong

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\textsuperscript{1}New Mexico State University, \textsuperscript{2}NMSU

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\textsuperscript{1}Beijing Technology and Business University, \textsuperscript{2}School of Economics, Beijing Technology and Business University
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Diane Kang¹, Junwoo Cha²
¹Sungkyunkwan University, ²University of Texas at Dallas

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Stefan Katzenmeier¹, David Bendig²
¹WHU - Otto Beisheim School of Management, ²RWTH Aachen University

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Sabyasachi Dasgupta², Priya Grover¹
¹BrandMavsLLP, ²O.P.Jindal Global University

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¹University of Haifa, ²Hofstra University

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¹James Madison University, ²University of North Texas

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¹National Research University Higher School of Economics, ²Maastricht University

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¹Centro Universitario da FEI, ²Idrac Lyon, ³Saint-Petersburg State Polytechnic University

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SPJAIN INSTITUTE OF MANAGEMENT AND RESEARCH

Trust the Bodies? Effects of Body Shape Features in Advertising
Jing Tian¹, Pengpeng Hu², Rong Chen¹, Xiaoyu Deng¹
¹Tsinghua University, ²Vrije Universiteit Brussel