

# 2020 AMA Winter Academic Conference

## SCHEDULE AT A GLANCE

### Friday, February 14

01:00 pm - 02:15 pm	Concurrent Academic Sessions
02:30 pm - 03:45 pm	Concurrent Academic Sessions
04:00 pm - 05:15 pm	Concurrent Academic Sessions
05:15 pm - 06:45 pm	Welcome Reception and Poster Presentations

### Saturday, February 15

08:00 am - 09:15 am	Concurrent Academic Sessions
09:30 am - 10:45 am	Concurrent Academic Sessions
11:00 am - 12:15 pm	Concurrent Academic Sessions
12:15 pm - 01:45 pm	Awards Lunch
02:00 pm - 03:15 pm	Concurrent Academic Sessions
03:30 pm - 04:45 pm	Concurrent Academic Sessions
05:00 pm - 06:00 pm	SIG Receptions
06:15 pm - 07:30 pm	Party

### Sunday, February 16

08:00 am - 09:15 am	Concurrent Academic Sessions
09:30 am - 10:45 am	Concurrent Academic Sessions
11:00 am - 12:15 pm	Concurrent Academic Sessions

**Friday, February 14, 2020**

01:00 PM-02:15 PM

Balboa A (4th Floor)

**New Age Marketing Strategies and Performance Implications**

Chair(s): Agata Leszkiewicz, Georgia State University

Presenter(s):

Agata Leszkiewicz<sup>2</sup>, Alok Saboo<sup>1</sup>, Ankit Anand<sup>1</sup>, and Nandini Nim<sup>1</sup>

<sup>1</sup>Georgia State University, <sup>2</sup>University of Twente

**Description** This special session focuses on macro perspectives that are important in the area of marketing strategy. We have four studies in this special session which touch upon the areas of startups, supplier concentration, marketing metrics, and new technologies. All these topics are interesting and managerially relevant to firms. Together these topics address the need to understand processes and decisions related to firm strategies with respect to various stakeholders. With the advancement in technology, there has been a shift in the dynamics between old vs. new firms, customers vs. firms, supplier vs. retailers, and the role of marketing in managing financial performance.

Balboa B (4th Floor)

**Sustainability: Not Really an Option Anymore**

**Chair:** Matthew Lunde, Ithaca College

**Gotta Nudge'em All: An integrated stage model to nudge climate-friendly meal choices**

Amelie Griesoph

Kiel University

**Reduce, Reuse, Recycle: The Impact of "Fresh Start" Versus Environmental Messaging**

Yuliya Strizhakova<sup>1</sup>, Robin Coulter<sup>2</sup>, and Linda Price<sup>3</sup>

<sup>1</sup>Rutgers University, <sup>2</sup>University of Connecticut, <sup>3</sup>University of Oregon

**Navigating the consumers' role of living sustainably in an unsustainable marketplace:**

**Examining practice theory and social identity theory at Ithaca's EcoVillage**

Matthew Lunde and Drew Lapinski

Ithaca College

**Consumer Habits – Green Behavior's Downfall?**

Nele Rietmann and Theo Lieven

University of St. Gallen

**Beyond Diversity: Employment of Persons with Disabilities as a Sustainable Strategy**

Jayant Nasa<sup>1</sup>, Arti Srivastava<sup>2</sup>, Prakash Satyavageswaran<sup>2</sup> and Sundar Bharadwaj<sup>3</sup>

<sup>1</sup>Indian School of Business, <sup>2</sup>Indian Institute of Management Udaipur, <sup>3</sup>University of Georgia

**Corporate Sustainability (CS) and Firm Performance: A Systematic Review and Topic Modeling Approach**

Youngtak M. Kim and Sundar Bharadwaj  
University of Georgia

01:00 PM-02:15 PM

Bayview Ballroom A (2nd Floor)

**Marketers "Caught in the Act"**

Chair(s): Pia A. Albinsson, Appalachian State University

**Ripples in the Price Spectrum: Penny Rises and Penny Drops**

Xiao Ling<sup>1</sup>, Sourav Ray<sup>2</sup> and Daniel Levy<sup>3</sup>

<sup>1</sup>McMaster University, <sup>2</sup>McMaster University, <sup>3</sup>Bar-Ilan University

**Marketing and Inequality: How For-benefit Organizations Influence Social Inequality**

Sourindra Banerjee<sup>1</sup>, Jarrod P. Vassallo<sup>2</sup> and Jaideep Prabhu<sup>3</sup>

<sup>1</sup>University of Leeds, <sup>2</sup>The University of Sydney, <sup>3</sup>University of Cambridge

**Rearranging Deck Chairs or Righting the Course? Exploring the Role of Marketers in Climate Change Adaptation**

Sabrina V. Helm<sup>1</sup>, Victoria Little<sup>2</sup> and Joya Kemper<sup>3</sup>

<sup>1</sup>University of Arizona, <sup>2</sup>Monash University Malaysia, <sup>3</sup>University of Auckland

**The Rise and Fall of Collaborative Consumption Based Social Enterprises: The Swedish Clothing Libraries**

Pia A. Albinsson<sup>1</sup> and B. Yasanthi Perera<sup>2</sup>

<sup>1</sup>Appalachian State University, <sup>2</sup>Brock University

**Antecedents and Barriers of Stewardship Program Adoption within a Business Ecosystem**

Lucas Lunt, Mayukh Dass and Guy Loneragan

Texas Tech University

**A Service Ecosystems Approach to Tourism Services in Emerging Economies**

Rama Jayanti<sup>1</sup> and Rajat Sharma<sup>2</sup>

<sup>1</sup>Cleveland State University, <sup>2</sup>Indian Institute of Management

**Friday, February 14, 2020**

01:00 PM-02:15 PM

Bayview Ballroom B (2nd Floor)

**Buyer-Seller Interactions**

**Building Customer Relationships: Why Does the Most Recent History Matter in B2B Exchange Relations?**

Ravi Agarwal and Ravi Sohi

University of Nebraska - Lincoln

**Cross Selling in Key Account Relationships: How Customer-Centered KAM Approaches Affect Cross-Selling Success**

Maximilian Dax<sup>1</sup>, Till Haumann<sup>1</sup>, Mahima Hada<sup>2</sup>, and Christian Schmitz<sup>1</sup>

<sup>1</sup>Ruhr University Bochum, <sup>2</sup>Baruch College,

**Dealing with a Negative Member of the Buying Center**

Jeff Johnson<sup>1</sup> and Scott B. Friend<sup>2</sup>

<sup>1</sup>University of Missouri-Kansas City, <sup>2</sup>Miami University

**Give the Customer an Inch and Prepare for Giving a Mile: The Effect of Salesperson's Customer Orientation on Customers' Negotiation Aspirations**

Marco Schwenke<sup>1</sup>, Johannes Habel<sup>2</sup> and Sascha Alavi<sup>3</sup>

<sup>1</sup>University of Applied Sciences Europe, <sup>2</sup>Warwick Business School, <sup>3</sup>Ruhr-University of Bochum

**Negative Effects of Value-based Selling on Performance? The Role of Goods and Services Offered**

Stephan Volpers and Alexander Haas

Justus-Liebig-University

**Purchase Impact of a Salesperson's Facial Expressions: Large-scale Video Analysis Using Deep Learning**

Neeraj Bharadwaj<sup>1</sup>, Michel Ballings<sup>1</sup>, Prasad Naik<sup>2</sup>, Miller Moore<sup>1</sup> and Mustafa Arat<sup>1</sup>

<sup>1</sup>University of Tennessee, <sup>2</sup>University of California, Davis

**Friday, February 14, 2020**

01:00 PM-02:15 PM

Broadway A (4th Floor)

**Online Privacy and Trust in the Digital World**

Chair(s): Sirajul A. Shibly, Binghamton University

**Influencing Factors on Multifarious Information Disclosure on Facebook: Privacy, SNS Trust and Social Gratifications**

Robin Robin

Edge Hill University

**Online Social Networks Disclosure: The Effect of Choice Defaults on Maximizers' Propensity to Share Personal Information**

Georgiana Craciun

Duquesne University

**Hidden Ads, Impression Laundering and Bot Traffic: Marketing Professionals' Views on Online Advertising Fraud**

Krisztina R. Dörnyei

International Business School Budapest

**The Evolving Nature of Voluntary Knowledge Contribution in Online Forums: Do We Over-Emphasize the Role of Trust?**

Qunying Huo<sup>2</sup>, Claudia Simoes<sup>1</sup>, and Adrian Palmer<sup>3</sup>

<sup>1</sup>University of Minho, <sup>2</sup>Open University, <sup>3</sup>Henley Business School

**Digital Marketing Strategy Backlash: Negative Effect of Banner Advertisement on In-app Coupon**

Smaraki Mohanty<sup>2</sup> and Sirajul A. Shibly<sup>1</sup>

<sup>1</sup>University of South Carolina Upstate, <sup>2</sup>Binghamton University, State University of New York

Broadway B (4th Floor)

**Reputation and Stakeholder Value**

**The Impact of Corporate Social Irresponsibility Events on Consumer and Shareholder Perception: A Study of Five Countries**

Samuel Staebler<sup>1</sup> and Marc Fischer<sup>2</sup>

<sup>1</sup>Tilburg University, <sup>2</sup>University of Cologne

**Drivers of Corporate Reputation and Its Differential Impact on Customer Loyalty**

Manfred Schwaiger, Alexander Witmaier, Tobias Morath and Gerrit Hufnagel

Ludwig-Maximilians-University Munich

## **Marketing Background of CEOs and Corporate Social Performance (CSP)**

Saeed Janani<sup>1</sup>, Ranjit Christopher<sup>2</sup>, Nik Nikolov<sup>3</sup> and Michael Wiles<sup>1</sup>

<sup>1</sup>W. P. Carey, ASU, <sup>2</sup>Henry W. Bloch School of Management, University of Missouri – Kansas City, <sup>3</sup>Walker College of Business, Appalachian State University

## **End-State Value: Connecting Marketer Performance to Consumer Well-Being**

Luke Kachersky, Marcia H. Flicker and Dawn Lerman

Fordham University

## **WOM and Financial Performance: How Does Word of Mouth Differ from Word of Mouse?**

Yang Pan<sup>1</sup>, Thomas S. Gruca<sup>3</sup> and Shuting Wang<sup>2</sup>

<sup>1</sup>McMaster University, <sup>2</sup>North Carolina State University, <sup>3</sup>University of Iowa

01:00 PM-02:15 PM

Embarcadero (2nd Floor)

### **Teaching Tool 1**

Harbor (2nd Floor)

## **IV and instrument-free methods - Part 1: Causality, endogeneity, and econometric approaches**

Chair(s): Peter Ebbes, HEC Paris and Dominik Papies, University of Tübingen

**Description:** Many marketing researchers that use non-experimental data are struggling with the proper identification of causal effects of independent variables (e.g., management decisions) on dependent variables (e.g., demand, firm performance). The reason is that the identification of a causal effect depends on the untestable assumption that the error term of a model is uncorrelated with the independent variables. If this assumption is not met, the independent variable(s) may be endogenous and the parameter estimates are potentially biased. The topic of endogeneity has received considerable attention, and it is probably the most frequently encountered challenge in a review process at an academic journal in marketing.

Against this background, the workshop will familiarize participants with the problem of endogeneity and potential remedies. It will cover the opportunities and challenges associated with traditional approaches (e.g., Instrumental Variable estimation) as well as more recent developments (e.g., Gaussian Copulas). The workshop will also cover how the data structure (e.g., panel data) can be utilized to address the problem. Because the literature on endogeneity is often quite technical, this workshop aims at providing a hands-on approach to this topic. Special emphasis will also be given to understanding when endogeneity indeed poses a real threat as compared to settings in which endogeneity is less likely to be a real threat to the validity of the findings.

This workshop is particularly intended for applied researchers, either PhD students or early-career faculty.

Pacific Ballroom A (2nd Floor)

## **Innovating Through Cutting Edge Technologies**

### **Retail Innovation: Managerial Perspective on the Adoption and Implementation of Consumer-Facing In-Store Technology**

Francesca Bonetti<sup>1</sup>, Patsy Perry<sup>1</sup>, Lee Quinn<sup>2</sup>, and Stephen Doyle<sup>1</sup>

<sup>1</sup>University of Manchester, <sup>2</sup>Coventry University

### **The Role of Initial Trust in the Consumer Adoption Decision Process for Lifestyle-Supporting Smart Home Technologies**

Olga Tereschenko and Daniel Wentzel

RWTH University Aachen

### **Smart products: definition, facets, and differences**

Antje Fricke, Nadine Pieper and David Woisetschläger

Technische Universität Braunschweig,

### **Marketing of Smart Products: An Empirical Investigation of the Interplay between Consumer Perceptions, Smart Products and a Transparency-oriented Marketing Communication**

Dennis Schendzielarz, and Sascha Alavi

Ruhr University Bochum,

### **Wearable Devices: The Impact of Product Attributes on Adoption Intention**

Marzena Nieroda<sup>3</sup>, Mona Mrad<sup>1</sup>, Charles Cui<sup>2</sup>, and Michael Solomon<sup>4</sup>

<sup>1</sup>Lebanese American University, <sup>2</sup>Northumbria University, <sup>3</sup>University of Manchester, <sup>4</sup>Saint Joseph's University

### **“All That Glitters Is Not Gold” – Performance of EV-Charging Infrastructure from A European User Perspective**

Marc Kuhn, Viola Marquardt, Vanessa Reit and Benjamin Österle

Baden-Wuerttemberg Cooperative State University

01:00 PM-02:15 PM

Pacific Ballroom B (2nd Floor)

### **Sharing and collaborative consumption**

Chair(s): Iryna Pentina, University of Toledo

### **Judgment and Decision-Making Processes Underlying Behavioral Intentions in Sharing Economy Platforms**

Arash Zadeh<sup>1</sup>, Steven Taylor<sup>1</sup>, Mohammadali Zolfagharian<sup>2</sup>, and Charles F. Hofacker<sup>3</sup>

<sup>1</sup>Illinois State University, <sup>2</sup>Bowling Green State University, <sup>3</sup>Florida State University

## **The Inseparability of Value Co-creation and Co-destruction: Two Sides of Operant Resources**

Thuy V. Luyen<sup>1</sup>, Haseeb Shabbir<sup>1</sup> and Dianne Dean<sup>2</sup>

<sup>1</sup>University of Hull, <sup>2</sup>Sheffield Hallam University

## **Enhances Experience Satisfaction**

Matthew J. Hall<sup>1</sup>, Jamie Hyodo<sup>1</sup> and Alix Barasch<sup>2</sup>

<sup>1</sup>University of Nebraska-Lincoln, <sup>2</sup>New York University

## **Clarifying Inter-Relationship between Risk and Trust in Collaborative Consumption: A Test of Competing Models**

Lixuan Zhang<sup>2</sup>, Hongwei Yang<sup>3</sup> and Iryna Pentina<sup>1</sup>

<sup>1</sup>University of Toledo, <sup>2</sup>Weber State University, <sup>3</sup>Appalachian State University

## **I Thought We Had an Agreement: Perceived Psychological Contract Violation and Betrayal in a Sharing Economy**

Laura Rifkin<sup>2</sup>, Colleen P. Kirk<sup>3</sup> and Canan Corus<sup>1</sup>

<sup>1</sup>Pace University, <sup>2</sup>Brooklyn College, <sup>3</sup>New York Institute of Technology

## **I Share for You: How Motives, Advertising Appeals and Reputation Gains Influence Consumers' Sharing Intention**

Melanie Trabandt<sup>1</sup>, Wassili Lasarov<sup>1</sup>, Robert Mai<sup>2</sup> and Stefan Hoffmann<sup>3</sup>

<sup>1</sup>Christian-Albrechts-Universität zu Kiel, <sup>2</sup>Grenoble École de Management, <sup>3</sup>Kiel University

**Friday, February 14, 2020**

02:30 PM-03:45 PM

Balboa A (4th Floor)

### **Brand Transgressions and Product Recalls: Drivers, Effects, and Strategies**

Chair(s): Vivek Astvansh, Indiana University

Presenter(s):

Brand Transgressions and Product Recalls: Drivers, Effects, and Strategies

Vivek Astvansh, Indiana University, Summer Kim and Yexin Li, University of Kansas, Jenny G. Olson, Indiana University, Shailendra Jain, University of Washington, Amogh S. Kumbargeri, Indian Institute of Management Ahmedabad, Sudipta Mandal, Indian Institute of Management Indore, Mansur Khamitov, Nanyang Technological University, Verdiana Giannetti, Leeds University, Gaia Rubera, Bocconi University, Raji Srinivasan, University of Texas at Austin, George Ball and Matthew Josefy, Indiana University

### **Description** *Research Questions that the Session Answers*

How does a *negative event* about a firm/brand – for example, brand transgression and product recall – affects its consumers? Do consumers react differently to different types of implicated brands and to different types of negative events? If yes, why? Does the negative effect spillover to firms that are associated with the implicated firm? What factors drive these negative effects,



and what strategies can firms and brands undertake to mitigate them? What are some of the novel, theoretically interesting and managerially relevant research questions in this area? Where are the data to answer these questions?

02:30 PM-03:45 PM

Balboa B (4th Floor)

### **Consumption and Emotions**

Chair(s): Raika Sadeghein, University of Richmond

### **I Don't Regret Anything – Or do I? The Effects of Environmental Levies on Consumers' Feelings of Regret and Product Choice**

Nils C. Hoffmann<sup>1</sup>, Wassili Lasarov<sup>2</sup>, Robert Mai<sup>3</sup> and Stefan Hoffmann<sup>1</sup>

<sup>1</sup>Kiel University, <sup>2</sup>Christian-Albrechts-Universität zu Kiel, <sup>3</sup>Grenoble École de Management

### **Interpersonal and Social Influencers on Preference for Surprise**

John Pracejus

University of Alberta

### **The impact of fear on emotional attachment: the effect of arousal**

Yingying Li and Kevin E. Voss

Oklahoma State University

### **Creepiness in Personalized Online Advertising: Concept, Measurement, and Consequences**

Alisa Petrova<sup>1</sup>, Lucia Malaer<sup>1</sup>, Harley Krohmer<sup>1</sup>, Wayne Hoyer<sup>3</sup> and Mansur Khamitov<sup>2</sup>

<sup>1</sup>University of Bern, <sup>2</sup>Nanyang Business School, Nanyang Technological University, <sup>3</sup>The University of Texas at Austin

### **How to Build Trust on Peer-to-Peer Platforms - An Investigation of Antecedents of Peer and Platform Trust**

Maren Purrmann, and Nancy V. Wuenderlich

Paderborn University

### **Behavioral Norms in Consumers' World of Power: When and Why Shame and Guilt Increase Compliance**

Raika Sadeghein<sup>1</sup>, M. Fitzgerald<sup>2</sup> and Stephen He<sup>2</sup>

<sup>1</sup>University of Richmond, <sup>2</sup>West Virginia University

**Friday, February 14, 2020**

02:30 PM-03:45 PM

Bayview Ballroom A (2nd Floor)

**Money Matters: Consumer Financial Well-Being through a Marketing Lens**

Chair(s): Ute Braun, Catholic University Eichstaett-Ingolstadt

Presenter(s):

Ute Braun, Elisabeth Bruggen<sup>5</sup>, Jens Hogleve<sup>1</sup>, Sertan Kabadayi<sup>2</sup>, Shashi Matta<sup>1</sup>, Martin Mende<sup>3</sup>, Maura L. Scott<sup>3</sup> and Dee Warmath<sup>4</sup>

<sup>1</sup>Catholic University Eichstaett-Ingolstadt, <sup>2</sup>Fordham University, <sup>3</sup>Florida State University,

<sup>4</sup>University of Georgia, <sup>5</sup>Maastricht University

**Description** Financial advisors, educators and policy makers are keen to identify and implement ways to nurture positive financial habits and behaviors. Understanding what contributes to an individual's financial and overall well-being is an important component of marketing and transformative consumer research alike. Despite its importance, little is known about the process by which financial well-being is achieved. In this session, we present recent findings on the role of personal, message and market factors in explaining why many people struggle to achieve well-being and discuss possible interventions from a marketing and consumer behavior perspective.

02:30 PM-03:45 PM

Bayview Ballroom B (2nd Floor)

**SEM: Measurement Models with Composites and Common Factors**

02:30 PM-03:45 PM

Broadway A (4th Floor)

**Beyond Descriptive Social Media Analytics**

Chair(s): Matthijs Meire, IESEG School of Management

Presenter(s):

Kelly Hewett<sup>1</sup>, Michel Ballings<sup>1</sup>, Matthijs Meire<sup>2</sup>, William Rand<sup>3</sup>, Mike Saljoughian<sup>1</sup>, Anthony Weishampel<sup>3</sup>, Brandon Bell<sup>1</sup>, Ana-Maria Staicu<sup>3</sup>, and Jonas DeMeyer<sup>4</sup>

<sup>1</sup>University of Tennessee, <sup>2</sup>IESEG School of Management, <sup>3</sup>North Carolina State University,

<sup>4</sup>Ghent University

**Description** This session focuses on research related to social media's interactive nature, whether emphasizing firm-customer, firm-competitor, firm-supplier, firm-media, or other dynamics that impact the effectiveness of firms' social media strategies. The papers included go beyond strictly investigating what is happening on social media and focus on actions firms can take to address issues related to interactivity in social media. Whether focusing on their interaction with customers, competitors, or even nonhuman entities such as bots, the research in this session aims to shed light on potential approaches firms can leverage to not just monitor but actively manage their participation in today's ever-changing social media environment. Topics

addressed include: 1) determining how firms can develop effective strategies for their participation in conversations with others in social media; 2) understanding the impact of local competitors' customer reviews on firms' own customer ratings; 3) exploring how firms can identify social media bots and how they should act in the presence of potentially malignant bots; and 4) developing an artificial intelligence that learns, with superhuman proficiency, actions that maximize engagement.

02:30 PM-03:45 PM

Broadway B (4th Floor)

### **The Interface Between International and Digital Marketing**

Chair(s): Brian R. Chabowski and Saeed Samiee, University of Tulsa

Presenter(s): Susan Mudambi, Temple University, Ruey-Jer 'Bryan' Jean, National Chengchi University, Daekwan Kim, Florida State University, Narongsak Thongpapanl, Brock University, Brian R. Chabowski and Saeed Samiee, University of Tulsa

There is little doubt that the global economy is becoming more integrated. With the advent of new technology platforms such as 5G which are anticipated to further alter the competitive landscape, there are many opportunities to examine the application of digital technologies in the international marketing context. The goal of the panel is to examine the general topic of technology applications in the global marketing environment. The panel of experts will address issues related to social media, digitization, mobile commerce, global branding, international B2B marketing, and technology readiness.

02:30 PM-03:45 PM

Embarcadero (2nd Floor)

### **Teaching Tool 2**

02:30 PM-03:45 PM

Harbor (2nd Floor)

### **IV and instrument-free methods - Part 2: Advanced approaches in addressing endogeneity**

Chair(s): Peter Ebbes, HEC Paris and Dominik Papies, University of Tübingen

Many marketing researchers that use non-experimental data are struggling with the proper identification of causal effects of independent variables (e.g., management decisions) on dependent variables (e.g., demand, firm performance). The reason is that the identification of a causal effect depends on the untestable assumption that the error term of a model is uncorrelated with the independent variables. If this assumption is not met, the independent variable(s) may be endogenous and the parameter estimates are potentially biased. The topic of endogeneity has received considerable attention, and it is probably the most frequently encountered challenge in a review process at an academic journal in marketing.

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developments (e.g., Gaussian Copulas). The workshop will also cover how the data structure (e.g., panel data) can be utilized to address the problem. Because the literature on endogeneity is often quite technical, this workshop aims at providing an hands-on approach to this topic. Special emphasis will also be given to understanding when endogeneity indeed poses a real threat as compared to settings in which endogeneity is less likely to be a real threat to the validity of the findings.

This workshop is particularly intended for applied researchers, either PhD students or early-career faculty.

02:30 PM-03:45 PM

Pacific Ballroom A (2nd Floor)

**Creating customer value through cutting-edge digital technologies**

Chair(s): V Kumar, Georgia State University

Presenter(s): Vikas Mittal, Rice University, Ko de Ruyter, King's College Dhruv Grewal, Babson College, and Eva Ascarza, Harvard University

02:30 PM-03:45 PM

Pacific Ballroom B (2nd Floor)

**Innovating through Design: Aesthetics, Design Thinking, and Lean Discovery**

**Understanding Crowdsolving Platforms' Design Features: A Conceptual Study Based on Design Thinking and Knowledge Creation**

Zhenzhen Zhao<sup>2</sup> and Poonam Oberoi<sup>1</sup>

<sup>1</sup>La Rochelle Business School, Excecia Group, <sup>2</sup>Skema Business School

**User-Designed Products – Are they Beneficial to New Venture Success?**

Miriam Lohrmann and Tomás Bayón

German Graduate School of Management and Law

**Metaphors in product design: The mediating role of aha-moments and confusion on positive and negative emotions and resulting aesthetic preferences**

Nicole Heller and Frank Huber

Johannes-Gutenberg University Mainz

**Aesthetic Orientation and Innovations in U.S. and China**

H. Erkan Ozkaya, Tomas Hult and Roger Calantone

California State Polytechnic University, Pomona and Michigan State University

**The Lean Discovery Process: Reducing Time & Costs in New Product Development**

William R. Carroll<sup>1</sup> and Mitch Casselman<sup>2</sup>

<sup>1</sup>St. John's University, <sup>2</sup>California State University, Chico

## **The Relationship between Informal Competition and New Product Development**

Sadrac Cénopht<sup>1</sup> and Martin Eisend<sup>2</sup>

<sup>1</sup>Justus Liebig University, <sup>2</sup>European University Viadrina

**Friday, February 14, 2020**

04:00 PM-05:15 PM

Balboa A (4th Floor)

### **Creating Value through B2B Services: Drivers, Contingencies and Future Directions**

Chair(s): Vamsi Kanuri, University of Notre Dame; and Lena Steinhoff, University of Rostock

Presenter(s): Vamsi Kanuri, University of Notre Dame, Lena Steinhoff, University of Rostock, Wolfgang Ulaga, INSEAD, Lisa Scheer, University of Missouri, Andreas Eggert, Paderborn University and Justin Lawrence, Oklahoma State University.

**Description** Providing a portfolio of services that augment the core offering to achieve growth and differentiation has become a strategic imperative for sellers in business markets. However, due to the intangible, heterogeneous, inseparable, and perishable nature of services, there is a greater need for sellers to collaborate and coproduce with their customers in order to effectively create and extract value and improve their performance outcomes. This special session intends to engage the presenters and audiences on various factors that likely impact the effectiveness of services in creating superior value-in-use for the customer and strengthening customer–seller relationships in business markets.

04:00 PM-05:15 PM

Balboa B (4th Floor)

### **Contemporary Investigations into Social Network Analysis in Supply Chain Management**

Chair(s): Robert Dahlstrom, Miami University

Presenter(s):

Robert Dahlstrom, Miami University, Jody Crosno, West Virginia University, Umar Burki, University of Southeastern Norway, Pervin Ersoy, Yasar University, Mariia Koval, Kenneth H. Wathne and Auke Hunneman, Grenoble Ecole de Management, Rutger van Oest and Ragnhild Silkoset, BI Norwegian Business School, and Arne Nygaard, Kristiania University College.

**Description** Analysts of marketing channels have long recognized the importance of the pattern of relationships operating in a supply chain. In their development of a political-economic approach to the study of distribution channels, for instance, Stern and Reve (1980) call for research to focus on systematic comparisons of different marketplace networks across divergent environmental conditions. The network surrounding a firm has a tremendous influence on an organization's access to resources and performance. Consequently, research has increasingly adopted network-based approaches to investigate a broad spectrum of topics including innovation (Fang et al. 2016), key account management (Gupta et al. 2019), occupational mobility (Wang, Gupta, and Grewal 2017), and sales performance (Bolander et al. 2015; Gonzalez, Claro and Palmatier 2014). The purpose of this session is to provide insight into current opportunities to augment supply chain management research via examination of network

properties. The papers in this special issue seek to augment current knowledge in four ways. First, the papers take stock of current research implicating quantitative network metrics on organizational performance. Recognition of well-established relationships and identification of under-researched topics informs scholarly pursuits. Second, the studies underscore the importance of network properties in Asian supply chain. Efforts to examine Asian networks underscore under-researched contexts that are increasingly essential to management of global supply chains. Third, the session provides an opportunity to understand the interplay between dyadic and network properties in the design and management of supply chains. Such research provides insight to managers seeking to forge local dyadic relationships that augment supply networks. Fourth, the session provides an opportunity to illustrate how horizontal networks between boundary spanning managers affect retail performance. This research illustrates conditions under which managers can secure interpersonal networks that enhance organizational performance.

04:00 PM-05:15 PM

Bayview Ballroom A (2nd Floor)

### **Sustainability**

Chair(s): O.C. Ferrell, Linda Ferrell, Auburn University

Presenter(s): Rajan Varadarajan, Texas A&M, Neeraj Bharadwaj, University of Tennessee-Knoxville, Victoria Crittenden, Babson College, Brian R. Chabowski, University of Tulsa, and Matthew Lunde, Ithaca College

04:00 PM-05:15 PM

Bayview Ballroom B (2nd Floor)

### **Diversity and Inclusion in Sales**

Chair(s): Ellen B. Pullins, Ohio University

Presenter(s): Ellen B. Pullins, Ohio University Stefanie Boyer, Bryant College, Lenita M. Davis, University of Arkansas-Little Rock, Melissa Clark, Berry College, and James M. Andzulis, Ohio University.

**Description** Recognizing the changing face of professional sales, companies today are working to promote a more diverse sales force capable of better interacting with and serving equally diverse bases of customers and striving to reach new levels of success across every metric. Efforts geared toward diversity and inclusion have never been more important.

This panel will discuss such efforts with a focus on the importance of racial and gender diversity in sales. Among others, panelists will include Dr. Ellen Bolman Pullins discussing how gender differences have (and/or have not) changed since some of her pioneering work in the field, Dr. Stefanie Boyer (Guest Editor) and authors from a recent Special Issue of *Journal of Selling* on Women in Sales, as well as Dr. Lenita Davis who will share insight from her career as a sales researcher and proponent of the PhD project.

**Friday, February 14, 2020**

04:00 PM-05:15 PM

Broadway A (4th Floor)

**Incongruous Content in a Digital Setting**

Chair(s): Jingcun Cao, Indiana University

Presenter(s): Alexander Labrecque and Farnoosh Khodakarami, Michigan State University, Clay Voorhees, University of Alabama, Paul W. Fombelle, Northeastern University Phi C. Hoang, Wageningen University, Nicole Beachum, University of Alabama at Birmingham and Joe Hair, University of South Alabama

**Description:**

**1) Fit the Message to the Format: How Congruity between Context and Content Influences Native Advertising Effectiveness**

Alexander C. LaBrecque, Michigan State University

Farnoosh Khodakarami, Michigan State University

Clay M. Voorhees, University of Alabama

Paul W. Fombelle, Northeastern University

**2) Resolving Humorous Incongruity in Advertising Facilitates Impressions of Firms' Competence**

Chi Hoang, BI Norwegian Business School

Klemens Knoferle, BI Norwegian Business School

Luk Warlop, BI Norwegian Business School

**3) Conversational AI: The Role of AI Chatbots in Customer Service and Sales**

Nicole Beachum, University of Alabama at Birmingham

Joe Hair, University of South Alabama

Greg W. Marshall, Rollins College

**4) From Free to Paid: Testing Monetization Strategies for a Free Non-advertising-based Service with Large-Scale Field Experiments**

Jingcun Cao, Kelley School of Business, Indiana University

Pradeep Chintagunta, Booth School of Business, The University of Chicago

Shibo Li, Kelley School of Business, Indiana University

04:00 PM-05:15 PM

Broadway B (4th Floor)

**International Marketing Strategy**

**The Rise of Political Risk and Firm Pressure Abroad**

Ayşe Oztürk<sup>1</sup> and Omer Cem Oztürk<sup>2</sup>

<sup>1</sup>University of Tennessee at Chattanooga, <sup>2</sup>Georgia Institute of Technology

## **Strategic International Entry and Culturally Motivated Pricing**

Preethika Sainam

Thunderbird School of Global Management at ASU

## **Alliance Portfolio International Diversification and Firm Geographic Scope**

Mariia Koval, and Viacheslav Iurkov, Grenoble Ecole de Management

Grenoble Ecole de Management

## **In Pursuit of Complementarity in the Internationalisation Process: Evidence from Hybrid Retailers**

Georgios Batsakis<sup>2</sup>, Palitha Konara<sup>3</sup> and Vasilis Theoharakis<sup>1</sup>

<sup>1</sup>University of Sheffield, <sup>2</sup>ALBA Graduate Business School, <sup>3</sup>University of Sussex

## **Joint Roles of Digital Media Penetration and Communication Budgets for Corporate Brand Effects Across Nations**

Nadine Batton and Bernhard Swoboda

Trier University

## **The Impact of Corruption Distance on MNEs' Entry Strategies: An Integrative Perspective**

Bo Ning<sup>3</sup>, Xiaoyan Wang<sup>1</sup>, Zhilin YANG<sup>2</sup>

<sup>1</sup>City University of Hong Kong, <sup>2</sup>City University of Hong Kong, <sup>3</sup>Skykiwi Wellington office

04:00 PM-05:15 PM

Embarcadero (2nd Floor)

### **Teaching Tool 3**

04:00 PM-05:15 PM

Harbor (2nd Floor)

### **Performance Outcomes in Marketing across Different Contexts**

Chair(s): Stavroula Spyropoulou

Presenter(s): Constantine Katsikeas and Anirban Adhikary, University of Leeds, D. Krishna Sunder, Indian Institute of Management-Bangalore, Sourav B. Borah, Indian Institute of Management Ahmedabad Amalesh Sharma, Texas A&M University, Parvathy B, V Kumar, Georgia State University, Giuseppe Musarra, and Matthew J. Robson, University of Leeds

### **Description**

- 1) Investigating the impact of digital payment system adoption by retailers in their multi-dimensional performance in an Emerging Market**  
Anirban Adhikary, D. Krishna Sunder, Sourav Bikash Borah, and Amalesh Sharma
- 2) Crowd sourcing: Dynamics of public opinion on firm performance**  
Parvathy B. and V. Kumar



### 3) **Trust, Distrust, and Performance of Global Strategic Alliances** Giuseppe Musarra, Matthew Robson, and Constantine Katsikeas

04:00 PM-05:15 PM

Pacific Ballroom A (2nd Floor)

#### **How Smart Tech Shapes Consumer Behavior: Current Research Frontiers**

Chair(s): Markus Giesler, York University and Donna Hoffman, George Washington University

Presenter(s): Ela Veresiu, York University, Amber Epp, University of Wisconsin-Madison, Ashok Kumar Kaliyamurthy and Hope J. Schau University of Arizona, Thomas P. Novak, George Washington University, Shiri Melumad and Robert Meyer, University of Pennsylvania, Nicholas Pendarvis, California State University.

#### **Description**

##### **Quantification, Algorithms and Agency**

Ashok Kumar Kaliyamurthy and Hope Jensen Schau

Drawing on practice theories, we study how algorithms shape consumer practices. In the context of consumer fitness tracking devices and apps, we investigate how the kinds of metrics highlighted, the algorithmically mediated form of relating to the practice, and the social sharing of data influence consumer practices. We find that the affordances and constraints of algorithms may lead to behavior which is in tension with the original goals of the consumer's practice. In contrast to marketing messages which promote tracking devices as a form of consumer empowerment, we show that consumer-algorithm interactions involve important negotiations of agency with the algorithm.

##### **AI: Beyond Friend or Foe**

Donna L. Hoffman and Thomas P. Novak

Artificial intelligence (AI) has the potential to revolutionize consumer experience because consumers can actively interact with AI devices, systems, and services. Because consumers have an innate tendency to anthropomorphize, and AI can be readily anthropomorphized, consumers implicitly perceive AI from their own human-centric perspective. However, we argue that viewing AI through an anthropomorphic lens runs the risk of distracting us from what AI is really capable of (and what it is not capable of). We propose an object-oriented approach, an alternative metaphor to human-centric anthropomorphism, that involves understanding AI in terms of its own properties and capacities instead of human properties and capacities.

##### **Full Disclosure: How Smartphones Enhance Consumer Self-Disclosure**

Shiri Melumad and Robert J. Meyer

The effects of smartphone versus PC usage on the sensitivity of information consumers disclose are explored. Results across two large-scale field studies as well as two controlled experiments show that user-generated content written on smartphones tends to be more self-disclosing than that written on PCs. Evidence for the proposed mechanisms underlying this effect is also provided: namely, that consumers experience greater psychological comfort as well as greater

private self-awareness while on their smartphone (vs. PC), which combine to facilitate greater self-disclosure on the device.

### **Hey Google: How Smart Brands Modulate Consumer Worlds**

Markus Giesler, Amber Epp, Nick Pendarvis, and Ela Veresiu

This paper examines how branded technologies modulate consumption practices particularly in the home by conceptualizing and unpacking the concept of *smart brands*. Focusing on Amazon Alexa and Google Home, we illustrate how these two popular *smart brands* disrupt existing consumption practices in the home and (re)skill networked consumers and their families to new branded consumption constellations. Data gathered via in-depth interviews, participant observations, archival and netnographic methods reveal a novel hierarchy of integrated brand uses from branded information to branded action that families acquire and adopt through *smart brands*.

04:00 PM-05:15 PM

Pacific Ballroom B (2nd Floor)

#### **Brand Defense Strategies**

Chair(s): Wayne Hoyer, University of Texas-Austin and Omar Merlo, Imperial College-London

Discussant(s): Andreas Eisingerich, Imperial College -London

05:15 PM-6:45 PM

Terrace

#### **Poster Reception**

*Poster presentations listed at the end of this document*

**Saturday, February 15, 2020**

08:00 AM-09:15 AM

Balboa A (4th Floor)

**A Set-Theoretic Approach in Marketing Research: Methods (fsQCA) and Applications**

Chair(s): Simos Chari, University of Manchester

Presenter(s): Charalampos Saridakis, University of Leeds, Simos Chari, and Matti Jaakkola, University of Manchester

**Description:**

The purpose of this master-class is to introduce to the AMA audience a set-theoretic approach—namely, fuzzy-set Qualitative Comparative Analysis (fsQCA). FsQCA allows for complex causal reasoning, as it focuses on hypotheses involving “conjunctural causation”. Contrary to regression-based methods, which seek to isolate independent net-effects of competing explanatory variables, fsQCA unravels how the effect of a condition on an outcome may vary according to other conditions that synergistically co-occur in a given causal “recipe”. The session is designed to demonstrate to marketing scholars the strengths, weaknesses, and trade-offs involved in the application of the method. Far beyond this, it also aims to generate a debate on whether, and if so how relevant configurational approaches can provide richer insights into theorizing over conventional correlation-based approaches.

08:00 AM-09:15 AM

Balboa B (4th Floor)

**CSR: The Pyramid That More & More Are Climbing**

**Defining and operationalizing the consumer experience of surprise: Implications for health behavior change and social marketing**

Rachael Millard<sup>1</sup>, Danae Manika<sup>2</sup>, Stephan C. Henneberg<sup>1</sup>, and Paolo Antonetti<sup>3</sup>

<sup>1</sup>Queen Mary University of London, <sup>2</sup>Newcastle University, <sup>3</sup>NEOMA Business School

**Correct, Compensate, Cultivate: A Framework of Firm Responsibility and Consumer Responsiveness to CSR Initiatives**

Dionne A. Nickerson<sup>1</sup>, Michael Lowe<sup>2</sup>, and Adithya Pattabhiramaiah<sup>2</sup>

<sup>1</sup>Indiana University (Kelley), <sup>2</sup>Georgia Institute of Technology

**The Relationship Between a Firm’s Pre-Recall CSR Efforts and Post-Recall Marketing Performance**

Amir Javadinia

Florida Atlantic University

**‘Caring while Sharing’: How CSR Mitigates Customer Anger Following Unsatisfactory Experiences with Sharing Services**

Jaywant Singh<sup>1</sup> and Benedetta Crisafulli<sup>2</sup>

<sup>1</sup>University of Southampton, <sup>2</sup>Birkbeck University of London

**Unraveling the Knots: A Conceptual Model and Protocol for Researching Market-based Wicked Problems**

Michelle Barnhart and Aimee D. Huff  
Oregon State University

**Controllability or Credibility: Corporate Social Responsibility Communication Channel Selection and Its Impact on Firm Performance**

Charles A. Kang  
University of Wisconsin-Milwaukee

**Saturday, February 15, 2020**

07:30 AM-09:00 AM  
Bayview Ballroom A (2nd Floor)  
**Meet the Editors 1**

08:00 AM-09:15 AM  
Bayview Ballroom B (2nd Floor)  
**Global and Local Marketing Forces**

**Perceived Brand Globalness and Localness as Drivers of Perceived Quality: Introducing Cosmopolitanism as Moderator**

Volkan Koçer and Dirk Totzek  
University of Passau

**Adding Flavor to Ethnic Foods: The Effect of Ethnic Congruence on Authenticity and Perceived Taste**

Yahui Kuo<sup>2</sup>, Sabrina V. Helm<sup>1</sup>, and Sherry Lotz<sup>1</sup>  
<sup>1</sup>University of Arizona, <sup>2</sup>National Cheng Kung University

**Analyzing the Importance of Endorsed Branding of Global Corporate and Global Product Brands Across Nations**

Carolina Sinning, Nadine Batton and Katharina Freude  
Trier University

**Consumers' evaluation of "indie" companies across culture. The role of craftsmanship and warmth in product quality evaluation**

Alessandro Biraglia and Vasileios Davvetas  
Leeds University Business School

**Will Country Animosity Perceptions Affect the Consumption of Popular Culture Products from China? The Case of Taiwan**

Yowei Kang<sup>2</sup>, and Kenneth C. C. Yang<sup>1</sup>  
The University of Texas-El Paso, <sup>2</sup>National Taiwan Ocean University

## **The Role of Culture and Message Framing: Hispanic Consumers' Response to Healthy Eating Appeals**

Tessa Garcia-Collart, [Nuket Serin](#), and Jayati Sinha  
Florida International University

**Saturday, February 15, 2020**

08:00 AM-09:15 AM

Broadway A (4th Floor)

### **Balancing Act: Identifying Opportunities and Threats in a Technology-Oriented Society**

Chair(s): Josh Egbuka and Lisa Scheer, University of Missouri

Presenter(s):

[Josh Egbuka](#)<sup>1</sup>, Kelly Martin<sup>2</sup>, Ruth M. Stock-Homburg<sup>3</sup>, Jenny van Doorn<sup>4</sup>, Kristen Walker<sup>5</sup>

<sup>1</sup>University of Missouri - Columbia, <sup>2</sup>Colorado State University, <sup>3</sup>Technische Universität Darmstadt, <sup>4</sup>University of Groningen, <sup>5</sup>California State University, Northridge

**Description** The increasing prevalence of technology and data in marketing has created an opportunity for researchers and practitioners to begin exploring the depth of new phenomena. This session will serve two purposes. First, the session will introduce relevant topics in marketing regarding the breadth, nature, and types of new technologies in various industrial and consumer spaces. Additional topics will include managerial opportunities to leverage technology and data, and potential risks associated a technologically integrated society. Second, the session will provide attendees with an interactive forum to identify gaps and generate compelling research questions and ideas around the focal topics.

08:00 AM-09:15 AM

Broadway B (4th Floor)

### **Special Session on Causal Inference and Addressing Endogeneity**

Chair: Florian Dost, University of Manchester

Presenter(s): Jan-Michael Becker, University of Cologne, Christian Ringle, University of Hamburg, Dorian Proksch, HHL Leipzig Graduate School of Management, Florian Elsaesser, Frankfurt School of Finance & Management, Nikolaos Korfiatis, Norwich Business School, and Florian Dost, University of Manchester

#### **Description:**

- 1) **Using Gaussian copulas to address endogeneity in regression: Recommendations based on simulation studies**

Jan-Michael Becker, University of Cologne, Christian Ringle, University of Hamburg, Dorian Proksch, HHL Leipzig Graduate School of Management

- 2) **Causal inference in high dimensional systems**

Florian Elsaesser, Frankfurt School of Finance & Management

3) **Factor copulas**

Nikolaos Korfiatis, Norwich Business School

4) **Controlling for unobserved time series variables with Takens' embedding theorem**

Florian Dost, University of Manchester

08:00 AM-09:15 AM

Embarcadero (2nd Floor)

**Teaching Tool 4**

08:00 AM-09:15 AM

Harbor (2nd Floor)

**Advertising/Branding**

**The Triumph and Troubles of Community Branding According to Levels of Community Consensus**

Jessica Canfield, Conor Henderson, and John Clithero

University of Oregon

**Word-of-Mouth that Consumers Do Not Share and Why**

Lane Wakefield<sup>1</sup> and Angeline Close-Scheinbaum<sup>2</sup>

<sup>1</sup>Mercer University, <sup>2</sup>Clemson University

**Modest or Boastful Brands? Consumer Reactions to Brand Impression Management Strategies**

Tessa Garcia-Collart<sup>1</sup> and Jessica Rixom<sup>2</sup>

<sup>1</sup>Florida International University, <sup>2</sup>University of Nevada - Reno

**Effects of Brand Placement Repetition on Cognitive Outcomes**

Davit Davtyan

University of North Carolina Asheville

**Investigating Marketing Antecedents of Brand Equity on Consumer Responses**

Irsa Mehboob<sup>1</sup>, Zara Imran<sup>2</sup> and Hafiz Fawad Ali<sup>1</sup>

<sup>1</sup>University of the Punjab Lahore Pakistan, <sup>2</sup>National University of Modern Languages, Lahore, Pakistan

**“Environment vs. Myself?” The Influence of Message Framing for Green Products**

Ceren Ekebas-Turedi<sup>1</sup>, Elika Kordrostami<sup>2</sup>, and Ilgim Dara Benoit<sup>3</sup>

<sup>1</sup>Purdue University Northwest, <sup>2</sup>Rowan University, <sup>3</sup>Appalachian State University

08:00 AM-09:15 AM

Pacific Ballroom A (2nd Floor)

**Consumers and Educators "Caught in the Act"**

Chair(s): Joshua Dorsey, Fullerton College

**Combating Pervasive False Beliefs: How Marketers Can Change Detrimental Lay Theories**

Gabrielle Cohen<sup>1</sup>, T. Cornwell<sup>1</sup> and Joerg Koenigstorfer<sup>2</sup>

<sup>1</sup>University of Oregon, <sup>2</sup>Technische Universität München

**Snack Attack: What Are Americans Snacking On?**

Kelly Moore<sup>1</sup>, Doug Walker<sup>2</sup> and Marina Girju<sup>3</sup>

<sup>1</sup>Duquesne University, <sup>2</sup>Kansas State University, <sup>3</sup>California Baptist University

**The Interactive Effect of Adults and Peers on Children's Food Consumption**

Ashley Deutsch Cermin

University of Arkansas

**Extrinsic Product Attributes in Consumers' Food Decisions: Review and Network Analysis of the Marketing Literature**

Nils C. Hoffmann<sup>1</sup>, Claudia Symmank<sup>1</sup>, Robert Mai<sup>2</sup>, Marijn Stok<sup>4</sup>, Harald Rohm<sup>3</sup> and Stefan Hoffmann<sup>1</sup>

<sup>1</sup>Kiel University, <sup>2</sup>Grenoble École de Management, <sup>3</sup>TU Dresden, <sup>4</sup>Utrecht University

**Let's Go Where Too Few Marketing Educators Have Gone Before: Global Economy Step Aside – The Galactic Economy Provides for a New 21<sup>st</sup> Century Macromarketing Gestalt**

Benjamin N. Carr

Roger Williams University

**Saturday, February 15, 2020**

08:00 AM-09:15 AM

Vistal Den (3<sup>rd</sup> Floor)

**New Paradigm in B2B Relationships**

Chair(s): Mark Peterson, University of Wyoming

**B2B Buyers Breaking Bad: Aggression in the Name of Rationality**

Simone Kühne, Ove Jensen and Marcel Hering

WHU - Otto Beisheim School of Management

**Buyer's Strategic Demand Information Disclosure to an Upstream Echelon for Entry Encouragement**

Kenji Matsui

Kobe University

### **Understanding Shared Knowledge in Buyer-Supplier Relationships**

Jon B. Sande<sup>1</sup>, Silja Korhonen-Sande<sup>2</sup> and Sven Haugland<sup>3</sup>

<sup>1</sup>BI Norwegian Business School, <sup>2</sup>NMBU School of Economics and Business, <sup>3</sup>NHH Norwegian School of Economics

### **The Influence of Attribution and Entitlement Effects on Industrial Customers' Willingness-to-Pay for Ancillary Services**

Markus Husemann-Kopetzky<sup>1</sup>, Andreas Eggert<sup>1</sup>, Wolfgang Ulaga<sup>2</sup> and Michael Steiner<sup>3</sup>

<sup>1</sup>University of Paderborn, <sup>2</sup>INSEAD, <sup>3</sup>University of Witten/Herdecke

### **Physician's Interest and Sample Need: Implication to Pharmaceutical Detailing**

Eddie Rhee<sup>1</sup> and John Yi<sup>2</sup>

<sup>1</sup>Stonehill College, <sup>2</sup>Saint Joseph's University

### **Managing Business-to-Business Trade Shows as Two-Sided Markets**

Roberto Mora Cortez<sup>1</sup> and Wesley Johnston<sup>2</sup>

<sup>1</sup>Southern Denmark University, <sup>2</sup>Georgia State University

09:30 AM-10:45 AM

Balboa A (4th Floor)

### **Effects of Emerging Technologies on Marketing Stakeholders**

Chair(s): Sarang Sunder, Texas Christian University

Presenter(s): Sarang Sunder, TCU, Agata Leszkiewicz, University of Twente, V Kumar, Georgia State University, Orhan Bahadir Dogan and Divya Ramachandran, Georgia State University, Carolina-marjolijn L. Klaus, University of Twente

**Description** This special session would contribute to the conference due to the variety of perspectives the papers provide for the synergy of online and offline customer behavior to improve firms' decision-making capabilities. This special session will attract researchers from multiple concentrations who are interested in customer-centric strategies such as CLV, customer acquisition, customer engagement, and customer wellness as well as their marketing implications.

**Saturday, February 15, 2020**

09:30 AM-10:45 AM

Balboa B (4th Floor)

### **Persuading Consumers**

Chair(s): Janell Townsend, Oakland University

### **Giving Marketing a Boost – Conceptualizing Consumer-Centric Behavioral Interventions**

Martin Bieler and Peter Maas

University of St. Gallen



**Putting the social in social media: A qualitative study of influencers on Instagram**  
Ashley M. Hass and Debbie Laverie  
Texas Tech University

**Is Gossip Always Bad for Human Branding? Unexpected Consequences of Celebrity Gossip**

Gaia Giambastiani<sup>1</sup>, Andrea Ordanini<sup>1</sup> and Joseph C. Nunes<sup>2</sup>  
<sup>1</sup>Bocconi University, <sup>2</sup>USC Marshall School of Business

**Experiential value of experiential marketing: Multi-item scale development and validation.**

Patrick Weretecki<sup>1</sup>, Goetz Greve<sup>2</sup> and Jörg Henseler<sup>1</sup>  
<sup>1</sup>University of Twente, <sup>2</sup>HSAB Hamburg School of Business Administration

**Cozying up to the Kardashians: A Compensatory Theory for Consumers' Affinity Towards Celebrity Gossip**

Jayant Nasa<sup>1</sup>, Tanuka Ghoshal<sup>2</sup> and Rajagopal Raghunathan<sup>3</sup>  
<sup>1</sup>Indian School of Business, <sup>2</sup>Baruch College, <sup>3</sup>University of Texas at Austin

**Truth-Bias and Detection Accuracy in Marketing Messages: The Moderating Effect of Brand and Product Attributes**

Kim B. Serota and Janell Townsend  
Oakland University

**Saturday, February 15, 2020**

09:30 AM-10:45 AM

Bayview Ballroom A (2nd Floor)

**Marketing Actions and Capital Markets**

**Shareholders' Reactions to Sports Sponsorship Announcements: A Meta-Analysis**

Kamran Eshghi  
Laurentian University

**Managerial Learning Dynamics in Marketing Strategy Development and Its Impact on New Product Capital Market Returns**

Peng Zhang and Anindita Chakravarty  
University of Georgia

**Underwriter's compensation, Marketing Effects, and IPO Performance: Evidence from China**

Louis T. Cheng, Gang Hu and Siyuan Yan  
Hong Kong Polytechnic University

## **The Effect of Stock Repurchase on Firm Performance: Moderating Role of Diversification and Marketing Myopia**

Yuan Wen and Babu John Mariadoss

Washington State University

## **Deconstructing Marketing's Effects on Firm Value**

Anusha R. Gondi<sup>1</sup>, Prakash Satyavageeswaran<sup>2</sup> and Sundar Bharadwaj<sup>3</sup>

<sup>1</sup>Indian School of Business, <sup>2</sup>Indian Institute of Management Udaipur, <sup>3</sup>University of Georgia

**Saturday, February 15, 2020**

09:30 AM-10:45 AM

Bayview Ballroom B (2nd Floor)

### **Topics on Traditional and Emerging Models of Innovation**

Chair(s): Girish Mallapragada, Indiana University

Presenter(s):

Gerard Tellis, University of Southern California, Deepa Chandrasekaran University of Texas-San Antonio, Girish Mallapragada Indiana University

<sup>1</sup>Indiana University, <sup>2</sup>University of Texas at San Antonio, <sup>3</sup>University of Southern California

**Description** The objective of this special session is to bring together scholars in the areas of innovation which focus on traditional and emerging hybrid models of innovation. The traditional firm-centric inward-looking model of innovation has produced many great innovations of the past and is built on the laurels of firms that dominate many spheres of life. In contrast, emerging open innovation models that leverage the resources of the crowd offer interesting ways of expanding firm boundaries. Taken together, these two related yet distinct areas of research offer a fertile ground for scoping out research problems.

**Saturday, February 15, 2020**

09:30 AM-10:45 AM

Broadway A (4th Floor)

### **The Importance of Language & Content Framing Online**

Chair(s): Seyednasir Haghighibardineh, Washington State University

#### **“We Speak Like You Do”: The Effect of Language Style Matching In Management Response To Negative Reviews**

Hai Anh N. Tran<sup>1</sup>, Yuliya Strizhakova<sup>2</sup> and Lanh V. Nguyen<sup>3</sup>

<sup>1</sup>University of East Anglia, <sup>2</sup>Rutgers University, <sup>3</sup>Illinois Institute of Technology

#### **Mobile applications performance and construal level theory**

Mehdi Samimi<sup>2</sup> and Melika kordrostami<sup>1</sup>

<sup>1</sup>California State University San Bernardino, and<sup>2</sup>Iowa State University

**Mirror, mirror on the wall: Which type of content has the most engagement of all?**

Jana Gross and Florian Wangenheim

ETH Zurich

**How consumers use social media channels for negative word-of-mouth?**

Noelle Chung<sup>1</sup> and Ruth Bolton<sup>2</sup>

<sup>1</sup>NEOMA Business School, <sup>2</sup>Arizona State University

**Blessing in Disguise?**

**Utilizing humor to cope with inappropriate complaints on social media**

Xenia Raufeisen and Sören Köcher

TU Dortmund University

**The Effect of Firm's Communication Language on Word-of-Mouth: The Case of Mobile Applications**

Syednasir Haghighbardineh and Chadwick Miller

Washington State University

**Saturday, February 15, 2020**

09:30 AM-10:45 AM

Broadway B (4th Floor)

**How Service Research Helps Better Understand the World We Live In**

Chair(s): Lane Peterson, Florida State University

Presenter(s):

Marie L. Radanielina-Hita and Yany Grégoire, HEC Montréal, Julien Grobert, IAE Toulouse, Timothy L. Keiningham, St. John's University, Alexander Buoye, An Yan, and Lerzan Aksoy, Fordham University, , Gina Woodall, Rockbridge Associates, Inc., William Blais, and Marcelo Vinhal Nepomuceno, HEC Montreal, Francisco J. Villarroel Ordenes, University of Massachusetts, Detelina Marinova, University of Missouri, Martin Mende, Maura L. Scott, and Lane Peterson, Florida State University, Gergana Y. Nenkov, Boston College, Anders Gustafsson, BI Norwegian Business School.

**Description** This is a Special Session Proposal on behalf of SERVSIG.

The field of service research includes a considerable breadth of scholarly endeavors. It successfully combines well-established research foci (e.g., on service consumers, employees, and organizations) with innovative work on emerging and urgent societal topics. Presenting five papers, this proposed session highlights the fruitful diversity of service research and how it can help managers, policy-makers, and consumers better understand the world we live in.

09:30 AM-10:45 AM

Embarcadero (2nd Floor)

**Teaching Tool 5**

09:30 AM-10:45 AM

Harbor (2nd Floor)

**B2B & B2C Marketing Strategies**

**Effects of Customer and Product Configurations on Acquisition Performance: Insights from Business-to-Government Markets**

Shuai Yan<sup>1</sup>, Ju-Yeon Lee<sup>1</sup> and Brett Josephson<sup>2</sup>

<sup>1</sup>Iowa State University, <sup>2</sup>George Mason University

**Out with the old, in with the new? Retailer banner conversion after acquisition**

Arjen van Lin<sup>1</sup> and Katrijn Gielens<sup>2</sup>

<sup>1</sup>Tilburg University, <sup>2</sup>Kenan-Flagler Business School, University of North Carolina at Chapel Hill

**Channel Deletion: Antecedents and Consequences**

Binay Kumar and V Kumar

Georgia State University

**Impact of Signals on Seller Pay-Offs and Perceived Buyer Purchase Risk in BOP Markets**

Fahad Mansoor Pasha<sup>1</sup>, Nick Lee<sup>1</sup> and Magda Hassan<sup>2</sup>

<sup>1</sup>University of Warwick, <sup>2</sup>University of Manchester

**Distributor Market-driving Capability under Suppliers' Direct Market Access**

Meng Wang<sup>1</sup> and Flora F. Gu<sup>2</sup>

<sup>1</sup>The Hong Kong Polytechnic University, <sup>2</sup>Hong Kong Polytechnic University

**Saturday, February 15, 2020**

09:30 AM-10:45 AM

Pacific Ballroom A (2nd Floor)

**Organizational Issues in Sales**

**The Game of Power: The Impact of Power Asymmetry Between Marketing and Sales Departments on Shareholder Value**

Hao Wang

University of South Florida

**The Role of Sales and Marketing in B2B-oriented Start-ups Across Their Development Stages**

Verena Maag, Sascha Alavi and Jan Wieseke

Ruhr-University Bochum

## **The Role of Senior Executives and Organizational Culture in the Management of Conflict Between Marketing and Sales**

Victor V. Chernetsky<sup>1</sup> and Douglas E. Hughes<sup>2</sup>

<sup>1</sup>Michigan State University, <sup>2</sup>University of South Florida

## **Do Salespeople need to get by with a Little Help from their Friends?:**

### **Exploring the Effects of Internal Networking and Supervisor's Organizational Status on Performance Growth Trajectories.**

Na Young Lee, Riley G. Dugan

The University of Dayton

## **The Effect of Team Intelligence Configuration on Role Overload and Salesperson Turnover**

Ravi Agarwal<sup>1</sup>, Blake Runnalls<sup>1</sup>, Nikos Dimotakis<sup>3</sup>, Pinar Runnalls<sup>2</sup>

<sup>1</sup>University of Nebraska-Lincoln, <sup>2</sup>Nebraska Wesleyan University, <sup>3</sup>Oklahoma State University

## **When do forecasts fail and when not? Contingencies affecting the accuracy of sales managers' forecast regarding the future business situation**

Janina-Vanessa Schneider, Sascha Alavi, Jan H. Guba, Jan Wieseke, Christian Schmitz

<sup>1</sup>Ruhr-Universität Bochum

09:30 AM-10:45 AM

Vistal Den (3<sup>rd</sup> Floor)

### **The Dark-Side of Customer Engagement**

Chair(s): Werner Reinartz, Universität zu Köln

Presenter(s): Wayne Hoyer, University of Texas-Austin, Lisa Scheer, University of Missouri, Pennie Frow, University of Sydney, Adrian Payne, UNSW-Sydney, Thorsten Gruber, Loughborough University, and Linda Hollebeek, Tallinn University of Technology

## **Saturday, February 15, 2020**

11:00 AM-12:15 PM

Balboa A (4th Floor)

### **How and when do marketing executives drive firm performance?**

Chair: Sebastian Hohenberg, University of Texas-Austin

Presenter(s):

Neil Morgan, Lopo Rego and Ben Lee, Indiana University, Leigh McAlister and Sebastian Hohenberg, University of Texas-Austin, Kimberly Whitler and Raghu Bommaraju, Iowa State University, Ryan Krause, Texas Christian University

**Description** Given the ongoing debate regarding the value of CMOs to the firm, this special session aggregates three papers that investigate how and when top marketing executives contribute to firm performance. While doing so, new phenomena in this area are explored and literature streams on marketing influence, marketing capabilities, and marketing at the C-suite

are integrated, resulting in novel ideas and answers to three questions: (1) how do CMO roles vary and why does this matter?; (2) (how) do firms that are exposed to better marketing become better marketers?; (3) what is the role of upper echelons for marketing strategy?

## **Saturday, February 15, 2020**

11:00 AM-12:15 PM

Balboa B (4th Floor)

### **AI and Ethics**

Chair(s): Linda Ferrell and O.C. Ferrell, Auburn University

Presenter(s): Roland Rust, University of Maryland, Ming-Hui Huang, National Taiwan University, William C. Moncrief, Texas Christian University, Jagdip Singh, Case Western Reserve University, Jeremy Wolter, Auburn University

11:00 AM-12:15 PM

Bayview Ballroom A (2nd Floor)

### **Marketing Analytics and Big Data**

Chair(s): Florian Dost, University of Manchester

### **Algorithm or Human? Recommendation Scheme Optimization with Deep Reinforcement Learning**

Han Chen<sup>1</sup>, Hanbing Xue<sup>2</sup>, Xueming Luo<sup>1</sup> and Yongjun Li<sup>2</sup>

<sup>1</sup>Temple University, <sup>2</sup>University of Science and Technology of China

### **Who uses store credit? Factors that influence store credit usage behavior --Evidence from JD.com**

Lu MENG<sup>2</sup>, Zelin ZHANG<sup>2</sup>, Chunyu Lan<sup>5</sup>, Peter T. Popkowski Leszczyce<sup>1</sup>, Ernan Haruvy<sup>3</sup>, Nanbo Peng<sup>4</sup>, Bin Ao<sup>4</sup>

<sup>1</sup>The University of Queensland, <sup>2</sup>Renmin University of China, <sup>3</sup>The University of Texas at Dallas, <sup>4</sup>JD Digits, <sup>5</sup>Tsinghua University PBC School of Finance & China Banking and Insurance Regulatory Commission (CBIRC)

### **Retail Pricing Decisions and Category Sales Performance**

Marina Bicudo de Almeida Muradian, Danny P. Claro, and Rodrigo Menon Simões Moita  
Insper Education and Research Institute

### **Can Products Reviews Predict Reviewers' Numerical Ratings? The Underlying Mechanisms of Customers' Decisions to Rate Products**

Atieh Poushneh<sup>2</sup>, Reza Rajabi<sup>1</sup>

<sup>1</sup>Northern Illinois University, <sup>2</sup>California State University-Bakersfield

**Saturday, February 15, 2020**

11:00 AM-12:15 PM

Bayview Ballroom B (2nd Floor)

**Challenges of the Sales Executive in 2020: Establishing a Research Agenda**

Chair(s): Christopher Plouffe, New Mexico State University and Kevin D. Bradford, University of California-Irvine

**Description** Academic research in Sales Management and Personal Selling benefits from a practitioner perspective of the types of research problems and opportunities that are priorities confronting the sales force of today. This special session will be a panel of three practitioners who are directly focused on solving these priorities or working with their sales force to solve these priorities.

The panel will be led by two researchers in the sales area, Christopher Plouffe and Kevin Bradford. Two of the persons who will serve on the panel are executives (partners) for major sales consulting organizations. One of these consultants works for an international sales consulting firm and his focus is on sales process re-engineering, organizational structure, and compensation issues of sales forces. The other consultant on the panel is a sales executive coach/consultant who focuses on sales process and organizational structure and redesign. The third panel member is a Vice President of Sales at Clear Flow Active Clearing Technology. He has served as sales leadership in numerous organizations and has unique perspectives on people development, training, and motivation because of his role as sales leadership in a newer and growing organization.

The focus of the panel will be research on the cutting edge for sales executives. The panelist focus on the Business to Business market and deem relationship development and maintenance with top customers critical to the firm. This session will be of interest to the membership of AMA because the expertise of the panel members is closely aligned with academic research and that is the panelist will provide a wealth of knowledge about the challenges that sales executives perceives as their top researchable priorities.

**Saturday, February 15, 2020**

11:00 AM-12:15 PM

Broadway A (4th Floor)

**Insights into Big Shifts Affecting Marketing in the Digital World**

Chair(s): Suyun Mah and Rebecca Slotegraaf, Indiana University

Presenter(s):

Suyun Mah and Rebecca Slotegraaf, Indiana University, Nadia Danienta, and Aric Rindfleisch, University of Illinois-Urbana Champaign, Kaushik Krishnamurthy Jayaram and Sundar Bharadwaj, University of Georgia Gerard Tellis, University of Southern California and Vanitha Swaminathan, University of Pittsburgh.

**Description** In response to the rapidly developing technologies in the digital world and the resulting ever-changing needs of the marketplace, marketing managers and consumers have been adjusting to this volatile environment. Especially, the increasing importance of artificial intelligence (AI) and open-source software suggests us to emphasize important consequences of new technologies and digitization in the marketplace. This special session expects to showcase the relevant marketing strategies using AI and open-source software that impact various stakeholders, including consumers, investors, and managers.

**Saturday, February 15, 2020**

11:00 AM-12:15 PM

Broadway B (4th Floor)

**Advances in modeling and measurement**

Chair(s): Joe Hair, University of South Alabama

**Making Product Recommendations based on Latent Topics - An Analysis of Online Purchase Data with Topic Models**

Johanna Fischer

Catholic University Eichstätt-Ingolstadt

**How to Enhance Online Hotel Ad Effectiveness Based on Real-World Data: Mobile Eye-Tracking and Machine Learning Tell**

WEN XIE<sup>1</sup>, Zhu Han<sup>1</sup>, Ming Chen<sup>2</sup>

<sup>1</sup>University of Houston, <sup>2</sup>UNC Charlotte

**Modeling of Emerging Business Models**

Julien Cloarec<sup>1</sup>, Anthony Galluzzo<sup>2</sup>

<sup>1</sup>Toulouse School of Management, <sup>2</sup>Université Jean Monnet

**On the Meaning of Formative Measurement: A Philosophy of Science Perspective**

Gavin J. Wu

Fayetteville State University

11:00 AM-12:15 PM

Embarcadero (2nd Floor)

**Teaching Tool 6**



**Saturday, February 15, 2020**

11:00 AM-12:15 PM

Harbor (2nd Floor)

**Branding and customer perceptions**

Chair(s): Omar Merlo, Imperial College London

**Nice Brands Do Not Finish First: How Brand Warmth Impacts Perceptions of Market Dominance**

Jennifer L. Stoner<sup>1</sup> and Carlos J. Torelli<sup>2</sup>

<sup>1</sup>University of North Dakota, <sup>2</sup>University of Illinois at Urbana-Champaign

**Indeed, Consumers' Impressions of Firm's Warmth and Competence Matter! But How Do They Come About?**

Petar Gidaković, and Vesna Zabkar

School of Economics and Business, Ljubljana University

**Love is Blind: How Brand Elements Impact Sensory Perceptions of High Liking Consumers**

Jennifer L. Stoner<sup>1</sup> and Maria A. Rodas<sup>2</sup>

<sup>1</sup>University of North Dakota, <sup>2</sup>University of Southern California

**Opening the Curtain: Company-guided Tours as a Customer Education Tool**

Xiaochi Sun<sup>1</sup>, René H. Kerschbaumer<sup>1</sup>, Thomas Foscht<sup>1</sup>, and Andreas Eisingerich<sup>2</sup>

<sup>1</sup>University of Graz, <sup>2</sup>Imperial College London

**Rethinking brand commitment in internal branding models: A cross-national validation of a three-component model**

Christina E. Ravens-Ocampo

University of Aalen

**Internal City Branding**

Rico Piehler, Michael Schade, Ayla Roessler and Christoph Burmann

University of Bremen

**Saturday, February 15, 2020**

11:00 AM-12:15 PM

Pacific Ballroom A (2nd Floor)

**Macromarketing for a Better World**

Chair(s): Mark Peterson, University of Wyoming

Presenter(s): Stacey M. Baker, Creighton University, Shelby Hunt, Texas Tech University, Jagdish Sheth, Emory University Cliff Shultz, Loyola University-Chicago, William L. Wilkie, University of Notre Dame

**Description** This panel assembles leading scholars who have shaped the field of marketing, particularly Macromarketing, to discuss the origin and evolution of macromarketing, and to make the case that macromarketing is indispensable to any vision or discussion of marketing for a better, and indeed a truly sustainable world in which marketing institutions responsibly design/create, deliver, price, and distribute various goods, services and experiences in a circular economy.

**Saturday, February 15, 2020**

11:00 AM-12:15 PM

Vistal Den (3<sup>rd</sup> Floor)

**Making Bank! Drivers of Retail and Service Performance**

Chair(s): Jonathan Beck, Northeastern University

**Role of Multi-Unit Franchising in Shaping Customer Performance**

Pushpinder Gill, Stephen K. Kim

Iowa State University

**Pop-up stores: Ephemerality and its impact on consumers' intention to visit**

Laura Henkel, Waldemar Toporowski

University of Goettingen

**Manufacturers' Service Growth through Mergers and Acquisitions – An Event Study**

Andreas Eggert<sup>1</sup>, Eva Böhm<sup>1</sup>, Rodi Akalan<sup>1</sup>, Heiko Gebauer<sup>2</sup>

<sup>1</sup>Paderborn University, <sup>2</sup>Department of Environmental Social Sciences, Eawag

**Do Fruit and Vegetables Have to Be Fully Replenished Throughout the Whole Day?**

**Nudges Against A Source of Food Waste in The Retail Industry**

Gunnar Mau<sup>1</sup>, Hanna Schramm-Klein<sup>2</sup>, Michael Schuhen<sup>2</sup>, Minou Askari<sup>2</sup>, Sascha Steinmann<sup>2</sup>

<sup>1</sup>Macromedia HS, <sup>2</sup>University of Siegen,

**Will Private Labels Prevail? An Exploration of Private Label Demand in Online vs Offline**

**Grocery Retailing**

Svetlana Kolesova<sup>1</sup>, Sara Rosengren<sup>2</sup>, Rickard Sandberg<sup>1</sup>

<sup>1</sup>Stockholm School of Economics, <sup>2</sup>Stockholm School of Economics

**An Examination of the Retail Omnichannel Customer Journey: Understanding Customer Interaction and its influences on Experience and Engagement**

Triana Hadiprawoto, Charalampos Saridakis, Aristeidis Theotokis

University of Leeds

**Saturday, February 15, 2020**

02:00 PM-03:15 PM

Balboa A (4th Floor)

**New Perspectives in Price Setting**

Chair(s): Sourav Ray, McMaster University

Presenter(s): Sourav Ray<sup>1</sup>, Raghunath S. Rao<sup>3</sup>, Shantanu Dutta<sup>4</sup>, Mrinal Ghosh<sup>2</sup>

<sup>1</sup>McMaster University, <sup>2</sup>University of Arizona, <sup>3</sup>University of Texas at Austin, <sup>4</sup>University of South California

**Description** The proposed session intends to bring together a set of pricing scholars to discuss cutting edge research ideas in the domain of price setting. A total of four very different papers will be presented. The diversity spans multiple bases. The home base of the authors and data source is international, spanning USA, Canada, Germany, Israel and India. The research contexts include not for profit as well as for profit firms and both B2B and B2C. The studies use field experiments and longitudinal secondary data analyses and focus on the role of unique firm resources – human, technological, relational – in setting prices.

02:00 PM-03:15 PM

Balboa B (4th Floor)

**When Consumers Make Decisions**

Chair(s): Maximilian Gaerth, University of Mannheim

**Representational Versus Abstract Imagery for Vice and Virtue Foods**

Seth Ketron<sup>1</sup>, Kelly Naletelich<sup>2</sup>, Stefano Migliorati<sup>3</sup>

<sup>1</sup>California State Polytechnic University, Pomona, <sup>2</sup>James Madison University, <sup>3</sup>East Carolina University

**When Should e-Tailers be Lenient?**

Lingyan Wang and Jake Ansell

University of Edinburgh

**Aligning the Data Disclosure Process with Customer Benefits: Employing a Meaningfully Gamified Data Disclosure Process to Increase Data Disclosure Intentions for Personalization Purposes**

Margarita Bidler, Jan H. Schumann, Thomas Widjaja, and Johanna A. Zimmermann

University of Passau

**Decision Strategies and Confidence Inferences**

Maximilian Gaerth and Florian Kraus

<sup>1</sup>University of Mannheim

## **How Do Power Distance Beliefs Influence Coupon Use? Evidence from Field and Laboratory Experiments**

Minkyung Koo<sup>1</sup>, Nadia Danienta<sup>1</sup> and Ashok K. Lalwani<sup>2</sup>

<sup>1</sup>University of Illinois at Urbana-Champaign, <sup>2</sup>Indiana University

## **God and Decision Delegation under the Limit Situation**

Eunyoung Jang<sup>1</sup>, Minjoo Kim<sup>1</sup>, Ji Hoon Jhang<sup>1</sup> and Kelly Kiyeon Lee<sup>2</sup>

<sup>1</sup>Oklahoma State University, <sup>2</sup>Georgetown University

**Saturday, February 15, 2020**

02:00 PM-03:15 PM

Bayview Ballroom A (2nd Floor)

## **New Approaches to Measuring and Managing Customer Experience and Engagement**

### **Measuring Customer Experience with Text-Based and Pictorial Scales**

Markus Gahler<sup>1</sup>, Jan F. Klein<sup>2</sup> and Michael Paul<sup>1</sup>

<sup>1</sup>University of Augsburg, <sup>2</sup>Tilburg University

### **Conceptualizing Multi-Dimensional Online Shopping Experience: A Grounded Theory Approach**

Iryna Pentina<sup>1</sup>, Aurelia Michaud-Trevinal<sup>2</sup> and Thomas Stenger<sup>3</sup>

<sup>1</sup>University of Toledo, <sup>2</sup>University of La Rochelle, <sup>3</sup>University of Poitier

### **Customer Experience Dynamics: Building a Hidden Markov Model using Repeat Customers' Verbatim Textual Review**

Hsiu-Yu Hung, Nick Lee, and Yansong Hu

Warwick Business School

### **Extraction of Customer Experience Feelings using Artificial Intelligence Chatbots**

Karim Sidaoui, Matti Jaakkola and Jamie Burton

Alliance Manchester Business School

### **Measuring the Impact of Engagement Initiatives: The Mediating Role of Engagement Factors**

Adam Merkle

University of South Alabama

### **Prepayment and the Budgeting Effects on Future Purchasing Behavior**

Shinhye Kim<sup>1</sup>, Alberto S. Vinhas<sup>2</sup> and U.N. Umesh<sup>2</sup>

<sup>1</sup>University of Missouri, <sup>2</sup>Washington State University

Saturday, February 15, 2020

02:00 PM-03:15 PM

Bayview Ballroom B (2nd Floor)

**The Crucial Role of Customers in Innovation**

**Does Customer Participation Really Contribute to Firms' Financial Performance?:  
Moderating Effect of Two Different Customer Participation Types on Exploitative and  
Explorative Innovation**

Hyeyeon Yuk and, Tony Garrett

Korea University Business School

**The Influence of Innovative Customer Complaints on Organizational Response Behavior**

Andreas Polthier, Sabine Kuester and Sergej von Janda

University of Mannheim

**The Effect of Materialism on Perceptions of Innovativeness for Incremental and Radical  
Innovations**

Kerry T. (K.T.) Manis and Rebecca Rabino

Texas Tech University

**The Hidden Needs of Users – Acceptance and Barriers of Using Ethnography for User-  
Driven Product Enhancement for SMEs in B2B Markets**

Thorsten Autmaring, and Hartmut H. Holzmüller

TU Dortmund University

**Exploring the Negative Role of Consumer Nostalgia for Evaluations of Autonomous Cars**

Patrick Kremer<sup>2</sup>, Sven Feuer<sup>1</sup>, Ju-Young Kim<sup>2</sup>, and Steve Hoeffler<sup>3</sup>

<sup>1</sup>Karlsruhe Institute of Technology, <sup>2</sup>Goethe University Frankfurt, <sup>3</sup>Vanderbilt University

**Institutional Isomorphism and Product Commoditization from a Consumer Perspective:  
Towards a Conceptual Model for Future Research**

Isabel Luther and Margit Enke

TU Bergakademie Freiberg

**Saturday, February 15, 2020**

02:00 PM-03:15 PM

Broadway A (4th Floor)

**Online Reviews and Analytics**

Chair(s): Christian Pescher

**How Delightful is Indian Wellness tourism? Assessing Service Quality using Sentiment  
Analysis**

Dibya N. Mishra and Rajeev K. Panda

National Institute of Technology Rourkela

**Level Up or Game Over? – Investigating the Influence of User and Expert Reviews on Video Games Sales**

Tobias Kraemer<sup>1</sup>, Sven Heidenreich<sup>2</sup> and Franziska Handrich<sup>2</sup>

<sup>1</sup>University of Koblenz-Landau, <sup>2</sup>Saarland University

**Choice Reversals with User-Generated Content and Firm-Generated Content**

Jifeng Mu<sup>1</sup> and Jonathan Zhang<sup>2</sup>

<sup>1</sup>Alabama A&M University, <sup>2</sup>Colorado State University

**A Process-Based View of Negative Incidents Progression on Digital Platforms**

Amal K. Alsahli

Case Western Reserve University

**Toward an Optimal Display of Online Ratings' Distributions**

Seyedjavad Mousavi<sup>1</sup>, Surendra Singh<sup>1</sup>, Promothesh Chatterjee<sup>2</sup> and Tamara M. Masters<sup>3</sup>

<sup>1</sup>University of Kansas, <sup>2</sup>University of Utah, <sup>3</sup>Brigham Young University

**Is Creativity Purely Random? Testing Alternate Algorithms for Idea Screening in Crowdsourcing Contests.**

Jason Bell<sup>2</sup>, Christian Pescher<sup>1</sup> and Gerard Tellis<sup>3</sup>

<sup>1</sup>FAU Erlangen-Nuremberg, <sup>2</sup>University of Oxford, <sup>3</sup>University of Southern California

**Saturday, February 15, 2020**

02:00 PM-03:15 PM

Broadway B (4th Floor)

**Research Opportunities in Direct Selling**

Chair(s): Linda Ferrell, Auburn University

Panelists:

Vicky Crittenden, Babson College, Linda Golden, University of Texas-Austin, Greg Marshall, Rollins College, Linda Ferrell, Auburn University, and Sandy Jap, Emory University

Description: Opportunities to work with direct selling firms on a myriad of research projects are available. The Direct Selling Education Foundation has shifted their focus and is excited to allow partnership opportunities to companies and academics. Learn from this panel their engagement and awareness of business engagement opportunities.

02:00 PM-03:15 PM

Embarcadero (2nd Floor)

**Teaching Tool 7**

02:00 PM-03:15 PM

Harbor (2nd Floor)

**Choosing right MARKETING MIX strategies**

**Channel Partner's Response to Marketing Mix Strategic Change: A Social Perspective of Dominance**

Divya Anand and Lisa Scheer

University of Missouri, Columbia

**Can Dynamic Pricing be fair? An empirical investigation on various strategies of applying variable prices for one-time transactions and term contracts**

Jana Grothaus and Andreas Kessenbrock

TU Dortmund University

**The Role of Volition in Firms' Management of Product-harm Crisis**

Peng Shen and Vivek Astvansh

Indiana University

**The Effects of Sustainable Innovations on Financial Performance**

Youngtak M. Kim and Sundar Bharadwaj

University of Georgia

**Whitelisting versus Sophisticated Ad Recovery: Effective Strategies to Overcome Ad Blocking**

Ashutosh Singh<sup>2</sup>, Sajeesh Sajeesh<sup>1</sup> and Pradeep Bhardwaj<sup>2</sup>

<sup>1</sup>University of Nebraska-Lincoln, <sup>2</sup>University of Central Florida

**Saturday, February 15, 2020**

02:00 PM-03:15 PM

Pacific Ballroom A (2nd Floor)

**Innovation from International and Global Perspectives**

Chair(s): Brian R. Chabowski and Saeed Samiee, University of Tulsa

Presenter(s): Cheryl Nakata, University of North Carolina-Greensboro, Ed Nijssen, Eindhoven University of Technology, Jagdish Sheth, Emory University, and Gerard Tellis, University of Southern California

In an increasingly global and inter-connected world, the aim for this panel is to explore how firms plan and manage innovation, as well as pertinent customer expectations and reactions, so as to remain relevant in markets around the world. The goal of the panel is to explore the general topic of innovation from international and global perspectives. The panel of experts will address issues relating to innovation, creativity, its global management, and scholarly developments with the goal of identifying future research paths.

**Saturday, February 15, 2020**

02:00 PM-03:15 PM

Vistal Den (3<sup>rd</sup> Floor)

**NAUGHTY NAUGHTY: Customers and Firms Behaving Badly**

Chair(s): Mason R. Jenkins

**Misbehavior Contagion and its Mitigation in Access-Based Services**

Himanshu S. Srivastava<sup>2</sup>, K. R. Jayasimha<sup>3</sup> and K. Sivakumar<sup>1</sup>

<sup>1</sup>Lehigh University, <sup>2</sup>Indian Institute of Management Indore, <sup>3</sup>Indian Institute of Management

**The Impact of Managerial Response on Customer Recovery Evaluation in Online Service Setting**

Ke Ma<sup>1</sup>, Xuemei Bian<sup>2</sup> and Xin Zhong<sup>1</sup>

<sup>1</sup>Beijing Normal University, <sup>2</sup>Northumbria University

**When Apology is Not the Best Policy: The Negative Impact of Apologies on Consumer Judgment and Behavior**

Mason R. Jenkins, Paul W. Fombelle and Mary L. Steffel

Northeastern University

**Brand Tier as Boundary Condition for Customer Perception of Service Failures**

K. Sivakumar

Lehigh University

**Consumer Response to Dehumanization of Frontline Employees: The Role of Political Ideology**

Hung M. Dao, Aristeidis Theotokis and Josko Brakus

Leeds University Business School

**Consumer Experiences with Artificial Intelligence (AI) Services: The Role of Value, Customization and Anthropomorphism**

Jiyoung Hwang

UNC-Greensboro

03:30 PM-04:45 PM

Balboa A (4th Floor)

**The Performance Consequences of Firms' Interactions**

Chair(s): Kersi Antia, Western University

Presenter(s):

The Performance Consequences of Firms' Interactions

Kenneth H. Wathne University of Stavanger & BI Norwegian Business School, Erik A. Mooi

The University of Melbourne, and Kersi Antia Ivey Business School at Western University.



**Description** This Special Session aims to provide a better understanding of interactions between organizations across a range of stakeholders such as customers and supply partners, and how these impact performance outcomes including new product development, financial risk reduction, and even public health. Participants include doctoral students and marketing scholars from Australia, Canada, Norway, Portugal, Singapore, South Korea, and the US. As all firms interact with other stakeholders, we expect our session to be of high interest to academics from across a broad spectrum including, but not limited to, B2B scholars, strategic alliance scholars, and strategy scholars more broadly.

03:30 PM-04:45 PM

Balboa B (4th Floor)

**Enhancing the Value and Relevance of Marketing Research: Is Our Business Model Broken? Insights from Business School Deans**

Chair(s): O.C. Ferrell, Auburn University

Presenter(s):

Michael Hartline, Florida State University, OC Ferrell, Auburn University, Eric Spangenberg University of California-Irvine, Eli Jones, Texas A&M University, and Beth Walker, Colorado State University.

**Description** In this moderated panel discussion, marketing scholars who have made the transition to the dean's chair discuss the value and impact of marketing research from the broader perspective of the business school's role in society. Worldwide, the discussion surrounding the role, value and impact of business research has reached a fever pitch. How can we make our research more relevant and meaningful to society? Is our current business model broken, and if so, how can we ensure our value going forward? These and other questions will be discussed in this lively panel session.

**Saturday, February 15, 2020**

03:30 PM-04:45 PM

Bayview Ballroom A (2nd Floor)

**Contemporary Developments in Global Marketing Research**

Chair(s): Kelly Hewett, University of Tennessee

Presenter(s):

Constantinos N. Leonidou, University of Leeds, Amalesh. Sharma, Texas A & M University, V. Kumar, Georgia State University, Sourav Bikash Borav, Yashaswy Akella, Indian Institute of Management Ahmedabad, Claude Obadia, ESCE, Paris, Irena Vida, University of Ljubljana, Athina Zeriti, University of East Anglia, Matthew J. Robson, Cardiff University, Stavroula Spyropoulou, University of Leeds, Rachel E. Hochstein, Florida State University, Abdullah Almashayekhi, King Fahd University of Petroleum & Minerals, Collen. Harmeling, Ruby P. Lee, Marketing, Florida State University, and Kelly Hewett, University of Tennessee, Knoxville

**Description** The changing competitive landscape in international markets necessitates a better understanding on how to deal with dynamic challenges and configure international marketing

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

03:30 PM-04:45 PM

Bayview Ballroom B (2nd Floor)

### **Sales SIG Global Database Sponsored Project Preliminary Results Presentations**

Chair(s): Lenita M. Davis, Riley G. Dugan

Presenter(s): Ali Anwar, Wilfrid Laurier University, Stacey Malek, Erasmus School of Economics, and Alec Pappas, Florida State University

**Description** In 2019, the American Marketing Association's Special Interest Group in Selling and Sales Management launched a call for proposals for scholars interested in having survey items from their research projects included in the launch of the Sales SIG's Global Database initiative. Several award winners were selected and will share their preliminary findings with us in this special panel session. The award winners and their projects are:

1. Ali Anwar: "Salesperson Resilience and Organizational Learning Orientation in High Technology Firms"
2. Stacey Malek: "Cross-Cultural Effectiveness of Informal Controls and their Influence on Salesperson Engagement and Performance"
3. Alec Pappas: "Salesperson Performance Operationalization"

03:30 PM-04:45 PM

Broadway A (4th Floor)

### **The Prevalence of Fake Reviews and Social Media Content**

Chair(s): Jonathan Beck, Northeastern University

Presenter(s): Fausto Gonzalez, New York University, Jonathan Beck, Northeastern University, Koen Pauwels, Northeastern University and Kristen Lane, University of Arizona

#### **Description**

**1) Partisan Perspective Taking Leads to Polarized Assessments of Political News Truth**

Fausto J. Gonzalez, New York University

Minah H. Jung, New York University

Clayton R. Critcher, University of California, Berkeley

**2) Assessing and Addressing the Impact of Fake Online Customer Reviews**

Jonathan M. Beck, Northeastern University

Yufei Zhang, University of Alabama at Birmingham

**3) How Social Bots Affect Brands and Influencers**

Onur Varol, Northeastern University  
Koen Pauwels, Northeastern University

**4) When Friends Don't Care About Facts: Affiliation Motivation Drives Untrustworthy Information Sharing**

Kristen Lane, University of Arizona  
Merrie Brucks, University of Arizona

03:30 PM-04:45 PM

Broadway B (4th Floor)

**Special session 1**

03:30 PM-04:45 PM

Embarcadero (2nd Floor)

**Delivering Value in the Marketing Classroom: Finalists of the Pearson Prentice Hall Solomon-Marshall-Stuart Innovative Excellence in Marketing Education Award**

Chair(s): Colin Campbell, University of San Diego

Discussant(s): Colin Campbell, University of San Diego, Obinna Obilo, Illinois State University

Presenter(s): Greg W. Marshall, Rollins College

**Description:** The Teaching & Learning SIG, in partnership with Pearson Prentice Hall and Michael Solomon, Greg Marshall and Elnora Stuart (authors of the *Marketing: Real People, Real Choices* textbook), conducts an annual competition to recognize and celebrate innovative excellence in marketing education. The competition is open to any full-time marketing educator who is also a member of the American Marketing Association. The purpose of this Special Session is to recognize the premier innovations from the competition, with the top three finalists, as selected by a panel of AMA judges, presenting and sharing their teaching innovations with other marketing educators. The session will conclude with naming of the winners and presentation of awards.

03:30 PM-04:45 PM

Harbor (2nd Floor)

**Managing Effective B2B Relationships in Global Contexts**

Chair(s): Zhen R. Tang, Qiong Wang

**Presenters:** Lisa Scheer and Volkan Dogan, University of Missouri, Alok Kumar, University of Nebraska-Lincoln, Zhen (Richard) Tang, Loyola Marymount University and Qiong Wang, University of Oklahoma

Lisa Scheer and Volkan Dogan, "Exploring unexamined issues regarding trust in B2B relationships," synthesizes the extensive studies on trust in B2B area and then provides directions

for future research aiming to improve our understanding on the role of trust in managing effective B2B relationships.

Argha Sen and Alok Kumar, “How Platform Firms Manage Two-Sided B2B Online Electronic Markets,” focus on the prevailing use of two-sided electronic platforms in B2B companies. With two-wave primary data, their efforts find the boundary conditions for the effectiveness of B2B platforms’ governance actions.

Nydia and colleagues, “The Role of Ownership Size and Proximate Customers on Survival: Evidence from Multi-establishment Restaurants,” illustrate that different geographical areas are associated with different business environments, which in turn influence the performance of various business establishments differently. Their work highlights the importance of geographical difference in analyzing business environments of B2B companies.

Lastly, Qiong Wang and colleagues, “A cross-cultural investigation of supplier-induced disruptions: Interplay between justice approaches and failure types,” conduct an experiment in a cross-cultural setting to investigate the interplay between justice approaches and supplier performance failure types. Their study shows that the interplay differs across cultures and provides prescriptive suggestions on managing disruptions in B2B relationships.

03:30 PM-04:45 PM

Pacific Ballroom A (2nd Floor)

### **DocSIG**

Chair(s): Jen Locander, University of Mississippi

Presenter(s): Christine Moorman, Duke University, David W. Stewart, Loyola Marymount University, Bill Locander, Louisiana Tech University, Daniel Ladik, Seton Hall University, V Kumar, Georgia State University.

## **Saturday, February 15, 2020**

03:30 PM-04:45 PM

Vistal Den (3<sup>rd</sup> Floor)

### **Marketing and Firm Value: Emerging Topics, Paradigms, and Theories**

Chair(s): Shuba Srinivasan, Boston University

Presenter(s):

Shuba Srinivasan, Boston University, Felix Anton Sklenartz, Kühne Logistics University  
Abhishek Borah, INSEAD, Ofer Mintz University of Technology Sydney Alexander Edeling, University of Cologne

**Description** The special session titled “Marketing and Firm Value: Emerging Topics” aims to bring together researchers interested in exploring the marketing-finance interface. Marketing investments represent an important component of firm expenditures and intangible market-based assets, which include brand and customer assets, comprise an increasing share of a company’s market value. In recent years, there has been a renewed emphasis in demonstrating that marketing investments can translate into profitable growth. The challenges in marketing measurement today are not limited to improving marketing mix models, to assessing returns to marketing, or to examining the right marketing and customer metrics, but creating the right

combination of analytics, research, and business case-based findings to guide both effective strategy and implementation.

At the same time, the rise of new channels, such as the Internet and mobile communication, and the increasing importance of word- of-mouth and sponsorship, make marketing resource allocation decisions much more complex. CMO's and marketing executives are increasingly under incredible pressure to make every dollar count. Now more than ever, it is imperative to demonstrate the ROI of marketing activity. Effective marketing calls for justification of marketing investment decisions *ex ante*, and evaluation of investment outcomes *ex post*. The special session will feature key papers on a range of marketing-finance topics.

**Sunday, February 16, 2020**

08:00 AM-09:15 AM

Balboa A (4th Floor)

**Capabilities and Performance**

**How to Build and Manage an Ambidextrous Organization in Financial Services**

Christopher Schumacher

University of St. Gallen

**When marketing capabilities configurations hinder versus help firms' performance**

Gabor Nagy<sup>1</sup>, Carol M. Megehee<sup>3</sup> and Arch G. Woodside<sup>2</sup>

<sup>1</sup>INSEEC Business School, <sup>2</sup>Yonsei University, <sup>3</sup>Coastal Carolina University

**Does Market Orientation Improve Retail Efficiency? A Two-Stage Validation Using Bootstrapped Data Envelopment Analysis**

Gabriel Moreno, Milton Flores, Justin R. Munoz and Jose Ablanedo-Rosas

University of Texas at El Paso

**Rethinking Imitation Strategy**

Suyun Mah and Neil Morgan

Indiana University

**Marketing Intensity and Firm Performance: The mediating role of Information Risk**

Malika Chaudhuri<sup>1</sup>, Ranadeb Chaudhuri<sup>2</sup> and Tanawat Hirunyawipada<sup>1</sup>

<sup>1</sup>Dayton University, <sup>2</sup>Oakland University

08:00 AM-09:15 AM

Balboa B (4th Floor)

**Activism, Diversity, and Inclusion: Corporate Socio-political Actions in Today's Global Political Climate**

Chair(s): Nooshin Warren, University of Arizona

Presenter(s):

Daniel Martinez, Nooshin Warren, and Yong Liu, University of Arizona, Yashoda Bhagwat, Texas Christian University, TJ Weber, California Polytechnic State University, Jeff Joireman, Washington State University, Dave Sprott, University of Wyoming, Neeru Paharia, Chris Hydock and Sean Blair, Georgetown University.

**Description** As institutions embedded in a social and political system, firms attempt to influence the societal environment through favorable philanthropic marketing which is received positively by almost all stakeholders. Firms also influence their political environment through contributions to political campaigns and lobbying which is strategically oriented toward improving the firm's economic interests. Nonetheless, in a time of increased political division, firms are called upon by consumers and other stakeholders to take stances on intrinsically polarizing political issues to

advance controversial societal good. While activism can increase brand identity among a section of the market with aligned ideologies, they will also alienate part of the brand's consumer base. Although socio-political activism is not a new phenomenon, its financial and societal consequences and boundary conditions are understudied. In our special session we shed light on the role of corporate socio-political activism and consumer advocacy in the marketplace from both firm and consumer perspectives.

## **Sunday, February 16, 2020**

07:30 AM-09:00 AM  
Bayview Ballroom A (2nd Floor)  
**Meet the Editor 2**

08:00 AM-09:15 AM  
Bayview Ballroom B (2nd Floor)  
**Positive consumption**  
Chair(s): Tonya W. Bradford, University of California-Irvine

### **The Effect of Pre-giving Incentives on Perceptions of Charitable Organizations and Donation Behavior**

Bingqing(Miranda) Yin and Yexin Li  
University of Kansas

### **Are We “Pinocchios” or “Robin Hoods” in the Marketingplace: The Impact of Awe on Consumers' Morality and Prosocial Behavior**

Begum Kaplan<sup>1</sup> and Elizabeth Miller<sup>2</sup>  
<sup>1</sup>Southern Connecticut State University, <sup>2</sup>University of Massachusetts Amherst

### **Impact of Executive Functions of the Base of Pyramid Consumers on their Customer Journey**

Ria Mishra<sup>1</sup> and Ramendra Singh<sup>2</sup>  
<sup>1</sup>Indian Institute of Management, Calcutta, <sup>2</sup>IIM Calcutta

### **From Bottles to Sneakers: The Role of Mindsets in the Evaluation of Recycled Products**

Alessandro Biraglia and Josko Brakus  
Leeds University Business School

### **I am Too Good to be True: How Self-Enhancement Motivations Shape Prosocial Behavior of Entitled Individuals**

Alexandra Polyakova  
University of Sussex

## **"It's The Thought That Counts": Even Thoughtful Gift-givers Over-estimate Recipients' Evaluations of Gifts**

Parvathy B

Indian Institute of Management-Bangalore

08:00 AM-09:15 AM

Broadway A (4th Floor)

### **Product Innovation Issues Affecting Consumer Nutrition and Food Choice**

Chair(s): Girish Mallapragada, Indiana University and Mitchell C. Olsen, University of Notre Dame

Presenter(s): Girish Mallapragada, University of Notre Dame, Anwasha De, Indiana University and Keith M. Smith, Northeastern University

**Description** As consumers show an increased awareness concerning their food and nutrition choices, brands are responding by launching products claiming to meet these emergent needs. However, the effectiveness of those efforts is dependent on a number of factors, including a brand's existing product portfolio, competitive position in the marketplace, communication and launch strategy. The objective of this special session is to discuss these issues by bringing together scholars in the areas of marketing innovation who are studying the impact of different innovation strategies in the area of consumer nutrition and food choice.

## **Sunday, February 16, 2020**

08:00 AM-09:15 AM

Broadway B (4th Floor)

### **Consumers, Small-Scale Entrepreneurs and the Transformation of Markets**

Chair(s): Pierre-Yann Dolbec, Concordia University and Ela Veresiu, HEC Montreal

Presenter(s):

Pierre-Yann Dolbec, Concordia University, Marie-Agnès Parmentier, HEC Montreal, Gokcen Coskuner-Balli, Chapman University, Burçak Ertimur, Fairleigh Dickinson University, Matthew Godfrey, University of Massachusetts-Amherst, Melanie Wallendorf, University of Arizona, Ela Veresiu, and Markus Giesler, York University.

**Description** The study of markets and how key players such as consumers and marketers can transform them have become an important area of inquiry in marketing (Giesler and Fischer 2017). This session is positioned within this area and aims at deepening theory at the junction of two research streams: entrepreneurship and market systems. On the one hand, this session expands theoretical approaches to study markets and their transformations. On the other, it broadens the variety of forms entrepreneurship takes (c.f., Shane and Venkataraman 2000) and discuss the implications of the now pervading entrepreneurship logic in society. Lastly, all projects identify clear implications for marketers. The four projects, all at mature stages, are tied by two threads related to these important theoretical topics.

Together, these four projects raise several important questions, such as:

- What technological and societal transformations have led consumers to take on entrepreneurial



roles in markets?

- How are entrepreneurial consumers transforming markets?
- How can entrepreneurs recruit consumers to transform markets?
- How can entrepreneurs transform space to reshape a local market?

This session is envisioned as a productive inquiry of the entrepreneurial role of consumers in markets and how entrepreneurs can reshape markets. This theoretical route should appeal to both novice and experienced researchers. It will provide novice researchers with a broad presentation of the conceptual interactions between research on market systems and entrepreneurship and experienced ones with insights and extensions that will add arrows to their theoretical quiver. We now present these four projects in detail.

## **Sunday, February 16, 2020**

08:00 AM-09:15 AM

Embarcadero (2nd Floor)

### **Teaching Tool 8**

08:00 AM-09:15 AM

Harbor (2nd Floor)

### **Marketing Challenges & Opportunities in Emerging Markets**

Chair(s): Cem Bahadir, University of North Carolina-Greensboro and Katrijn Gielens, University of North Carolina

Presenter(s): Cem Bahadir, Berrak Bahadir, University of North Carolina at Greensboro, Katrijn. Gielens, University of North Carolina, Marnik Dekimpe, Tilburg University, Heather Kappes, Om Narasimhan, London School of Economics, Constantine Katsikeas, Leeds University, Rajesh Chandy, Iris Steenkamp, London Business School, Gaurav Mehta, Dharma Life, Kapil Tuli, Singapore Management University, Anirban Mukherjee, INSEAD – Singapore, Bulent Menguc, Kadir Has University, Stavoula Spyropoulou, University of Leeds, Merve Turgut, Kutahya Dumlupinar University

**Description** Emerging markets have become the source of global economic growth. Consequently, firms have attempted to identify business opportunities for growth through entering new or under-served markets across emerging countries. The potential of emerging markets has begun to materialize aided by liberalization, a growing population, and an emerging middle class. The growth in purchasing power of consumers and growing urbanization has also made these markets highly attractive for domestic and multinational firms to enter and compete in. In the last decade, the revenues of US based multi-nationals suggest that emerging markets represent a significant and in some cases a majority of their sales growth. Most recently, the economic growth in emerging markets has shown signs of weakness which poses new challenges to firms operating in these markets. As a result, the study of evolving opportunities and threats in emerging market is of current managerial and academic interest. This special session's objective is to contribute to the knowledge base of the global marketing in emerging markets. The first paper develops and tests a conceptual model of dynamic export venture capabilities by using a sample of small- and medium enterprises operating in Turkey. The second paper

investigates retailer, category, and country factors that influence the private label convergence across 50 emerging and developed countries and 35 product categories. The third paper studies the effect of provision of microcredit to salesforce on sales by performing a field experiment with women selling socially beneficial products in rural India. The fourth paper explores the relationship between financial development and advertising spending in developing and emerging countries by leveraging data on 30 countries during the 1990-2016 period. Four studies included in the proposal fit several topics listed in the “International and Cross-Cultural Marketing” track. The first paper contributes to “exporting in developing and emerging markets” theme. The second paper develops insights to the evolution of private labels across emerging and developing markets which fits with the “cross-national aspect of international marketing strategy”. The third paper addresses the distribution challenges in rural markets which fits well with the “Exporting, global distribution” theme. The fourth paper focuses on advertising spending in developing countries which aligns with “international advertising” theme.

**Sunday, February 16, 2020**

08:00 AM-09:15 AM

Pacific Ballroom A (2nd Floor)

**Brands, Social Influencers, and Social Media**

Chair(s): Ya You, California State University-East Bay

**Brands on Social Media: A Meta-Synthesis on the Social Media Value Chain**

Georgia Liadeli, Francesca Sotgiu and Peeter W. Verlegh

Vrije Universiteit Amsterdam

**Brand Narratives in Social Media Communication: Implications for Consumer Sharing**

Stefania Farace<sup>1</sup>, Francisco J. Villarroel Ordenes<sup>3</sup>, Dhruv Grewal<sup>2</sup> and Ko de Ruyter<sup>4</sup>

<sup>1</sup>ECSU, <sup>2</sup>Babson College, <sup>3</sup> University of Massachusetts-Amherst, <sup>4</sup>King's College London

**Social Influencers in Hedonic and Utilitarian Conditions**

Klaus-Peter Wiedmann, and Walter von Mettenheim

Leibniz Universität Hannover

**Segmenting consumers using Facebook Profile Pictures: A hierarchical and k-means clustering analysis approach**

Kishalay Adhikari and Rajeev K. Panda

National Institute of Technology-Rourkela

**Measuring the Financial Impact of Social Media Activity: A Microstructure Perspective**

Ewelina Lacka<sup>2</sup>, Douglas Boyd<sup>1</sup> and Gbenga Ibikunle<sup>2</sup>

<sup>1</sup>University of Central Florida, <sup>2</sup>University of Edinburgh

**eWOM Influentials: Digital Influencers and Celebrities**

Ya You<sup>1</sup> and Hang Nguyen<sup>2</sup>

<sup>1</sup>California State University-East Bay, <sup>2</sup>Michigan State University

**Sunday, February 16, 2020**

08:00 AM-09:15 AM

Pacific Ballroom B (2nd Floor)

**Why Can't We Be Friends? Social Forces in the Servicescape**

Chair(s): Sandra Wolnitz

**Curated Retailing: How Data Sensitivity and Social Presence Influence Privacy Concerns**

Sandra Wolnitz, Frank Huber, Madeline Albers

University of Mainz

**Services in the Sharing Economy: An Examination of Consumer Motivations to Engage in Access-based Services**

Mark Gleim<sup>2</sup>, Catherine Johnson<sup>1</sup>, Stephanie J. Lawson<sup>3</sup>, Jennifer L. Stevens<sup>1</sup>

<sup>1</sup>University of Toledo, <sup>2</sup>University of Toledo, <sup>3</sup>Winthrop University

**The Indirect Experience of Nature: The Influence of Biomorphic Design forms in Servicescapes**

Deepak S. Kumar<sup>1</sup>, Keyoor Purani<sup>1</sup>, Shyam A Viswanathan<sup>2</sup>, Anagha Unni<sup>2</sup>, Aiswarya Vasudevan<sup>2</sup>

<sup>1</sup>Indian Institute of Management Kozhikode, <sup>2</sup>Amrita School of Business Coimbatore

**Feeling Watched: The Effects of Tip Visibility**

Nathan B. Warren<sup>1</sup>, Sara Hanson<sup>2</sup>, Hong Yuan<sup>1</sup>

<sup>1</sup>University of Oregon, <sup>2</sup>University of Richmond

**“Dear Stranger, this Looks Good on You”: The Effect of Ambiguous Interactive Virtual Presence on Store Loyalty in Offline Retailing**

Thomas Reimer<sup>1</sup>, Lena Steinhoff<sup>2</sup>, Michael Leyer<sup>1</sup>

<sup>1</sup>University of Rostock, <sup>2</sup>University of Rostock

09:30 AM-10:45 AM

Balboa A (4th Floor)

**Nonmarket Factors, Marketing Strategy, and Firm Outcomes**

Chair(s): Gautham G. Vadakkepatt, George Mason University

Presenter(s):

Gautham G. Vadakkepatt, George Mason University, Saim Kashmiri, University of Mississippi, Nandini Ramani Texas A&M University, and Tushmit Hasan, University of Texas-Austin.

**Description** The papers in this special session examine how political nonmarket factors (political risks and lobbying) and institutional nonmarket factors (private equity buyout and R&D narratives in annual reports) influence firm marketing strategy and firm performance outcomes.

09:30 AM-10:45 AM

Balboa B (4th Floor)

### **Marketing Ethics: You Can't Always Get What You Want...**

#### **Shareholder Value Perspective and Moral Judgment in Emerging Economies: The Role of Ethics of Autonomy and Ethical Egoism**

Fuan Li<sup>2</sup>, Sixue zhang<sup>1</sup> and Lan Xu<sup>3</sup>

<sup>1</sup>Beijing University of Chemical Technology, <sup>2</sup>William Paterson University, <sup>3</sup>Wuhan University

#### **The Role of Marketing in the Opioid Epidemic**

Rachel Ramey and Sundar Bharadwaj

University of Georgia

#### **Detrimental Effects of Manager's Ethical Misconduct – The Concept and Measurement of Stereotypes toward Managers**

Jacqueline Baudach<sup>1</sup>, Sascha Alavi<sup>1</sup>, Johannes Habel<sup>3</sup> and Jan Wieseke<sup>2</sup>

<sup>1</sup>Ruhr-University of Bochum, <sup>2</sup>Ruhr-University of Bochum, <sup>3</sup>Warwick Business School

#### **The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers' Prosocial Marketplace Behavior**

Corinne M. Kelley<sup>1</sup>, Martin Mende<sup>2</sup>, Maura L. Scott<sup>2</sup> and Lisa Bolton<sup>3</sup>

<sup>1</sup>University of Kentucky, <sup>2</sup>Florida State University, <sup>3</sup>Penn State University

#### **Does Size Matter? The relation between the (im)moral intensity of an initial act and a target act.**

Hanna Reimers<sup>1</sup>, Wassili Lasarov<sup>2</sup>, and Stefan Hoffmann<sup>3</sup>

<sup>1</sup>Kiel University, <sup>2</sup>Christian-Albrechts-Universität zu Kiel, <sup>3</sup>Kiel University

#### **Smells Like Green Spirit: The Double-Edged Sword Called Sharing Economy**

Melanie Trabandt<sup>1</sup>, Wassili Lasarov<sup>2</sup>, Robert Mai<sup>3</sup>, and Stefan Hoffmann<sup>4</sup>

<sup>1</sup>Christian-Albrechts-Universität zu Kiel, <sup>2</sup>Christian-Albrechts-Universität zu Kiel, <sup>3</sup>Grenoble Ecole de Management, <sup>4</sup>Kiel University

### **Sunday, February 16, 2020**

09:30 AM-10:45 AM

Bayview Ballroom A (2nd Floor)

#### **Creating Customer Value through Brand, Product, and Service Design**

Chair(s): Simone Wies, Goethe University-Frankfurt

Presenter(s):

Simone Wies, Goethe University-Frankfurt, Christian Schulze, Frankfurt School of Finance and Management, Stefan Mayer, University of Tübingen, Jan H. Schumann, University of Passau.

**Description** Our session seeks to shed light on understanding how customer value is created through effective brand, product, and service design. Presenting four empirical papers and

cutting across an array of methodological approaches, we thereby seek to help managers in solving challenging puzzles related to managing customer relationships, and ultimately in creating sustainable value for the firm.

09:30 AM-10:45 AM

Bayview Ballroom B (2nd Floor)

### **Marketing Analytics**

Chair: Dana E. Harrison, East Tennessee State University

Presenter(s): Joe F. Hair, Jr., University of South Alabama, Dana E. Harrison, East Tennessee State University, Haya Ajjan, Elon University, William Disch, DataRobot and Nikola Cuculovski, 22Squared

**Description:** This panel will discuss the revolution occurring in marketing education and developing transformative advanced analytics research initiatives. The panel session will include an introduction to marketing analytics most often used by practitioners, the transformation occurring with advanced analytics, panel member insights for designing and implementing a marketing analytics curriculum, strategies for advancing research, followed by audience Q&A.

09:30 AM-10:45 AM

Broadway A (4th Floor)

### **New Technologies and Customer Relationship**

Chair(s): Katherine Duffy, University of Glasgow

### **The Advent of Artificial Intimacy: An AI-Consumer Relationship Framework**

Zahy Ramadan and Maya F. Farah

Lebanese American University

### **May I Help You? Social Presence and Anthropomorphism in Consumer/VSA Interactions**

Juha Munnukka<sup>1</sup>, Karoliina Talvitie-Lamberg<sup>1</sup>, Ville Salonen<sup>1</sup> and Devdeep Maity<sup>2</sup>

<sup>1</sup>University of Jyväskylä, <sup>2</sup>Delaware State University

### **A Streamer's Stream: The What and How of Successful Social Live Streaming**

Johann N. Giertz<sup>1</sup>, Welf H. Weiger<sup>1</sup>, Maria Törhönen<sup>2</sup> and Juho Hamari<sup>2</sup>

<sup>1</sup>University of Goettingen, <sup>2</sup>Tampere University

### **Service encounters with robots: Understanding customers' attributions of responsibility and stability**

Daniel Belanche<sup>1</sup>, Luis V. Casalo<sup>1</sup>, Carlos Flavián<sup>1</sup>, and Jeroen Schepers<sup>2</sup>

<sup>1</sup>University of Zaragoza, <sup>2</sup>Eindhoven University of Technology

### **Do you like me, Alexa? A Qualitative Approach of Anthropomorphism of Digital Voice Assistants**

Katja Wagner, Hanna Schramm-Klein

University of Siegen

**Understanding touchpoint dynamics: How social media influencers and augmented reality apps cultivate consumer confidence, competence and creative control**

Joachim Scholz<sup>1</sup>, Katherine Duffy<sup>1</sup>, Rachel Gasparini<sup>2</sup>, and Sam Rackwitz<sup>3</sup>

<sup>1</sup> University of Glasgow, <sup>2</sup>Optimizely, <sup>3</sup>Etna Interactive

**Sunday, February 16, 2020**

09:30 AM-10:45 AM

Broadway B (4th Floor)

**Modelling the Impact of Strategic Shifts Within the Sales Force: Digital Disruptions And Innovative Incentivization**

Chair(s): Michael Ahearne, University of Houston

Presenter(s): Ju-Yeon Lee, Iowa State University, Irene Nahm, and Seshadri Tirunillai and Philip Wiseman and Michael Ahearne, University of Houston, Martin Kraemer, Johannes Habel, University of Warwick, Sascha Alavi and Britta Schafer Ruhr University Bochum, Christian Schmitz, Brett Josephson, George Mason University, and Shrihari Sridhar, Texas A&M University.

**Description** In a business landscape that is increasingly being transformed by digital advances, sales organizations are grappling with how best to manage the implications of these shifting tides. Additionally, these same sales organizations continue to wrestle with questions related to what types, characteristics, and mixes of both compensation and rewards truly motivate salespeople to achieve superior performance. Questions that arguably carry greater weight in a landscape that commonly requires salespeople to adjust elements of their approach with customers in recognition of the richness of information that is available to both buyers and sellers. This special session features four presentations that look at key considerations related to (1) how the digital channel can be effectively leveraged and integrated within buyer-seller relationships of a relatively more complex and personal nature and (2) how components of a firm's compensation program can be adjusted to achieve better outcomes. All of the presentations within this session feature the use of rigorous empirical methods to examine the effect that major strategic shifts have on the sales force.

**Sunday, February 16, 2020**

09:30 AM-10:45 AM

Embarcadero (2nd Floor)

**Teaching Tool 9**

**Sunday, February 16, 2020**

09:30 AM-10:45 AM

Harbor (2nd Floor)

**Engaging Customers in Dynamic Environments for Better Market and Financial Performance**

Chair(s): Ashley Goreczny, Iowa State University

Presenter(s):

Ashley Goreczny and Heather Patterson, Iowa State University, Nita Umashankar, and Hui Feng, Sab Diego State University and Aditya Gupta, Texas State University.

**Description** Across industries, customer engagement is becoming a forefront in marketing strategies. With concerns such as customer switching and increased customer demands, without focusing on customer engagement, companies struggle to stay afloat. Focusing on strategies that can enhance customer engagement are vital to firms, as engaged customers can increase revenue by 30% and disengaged customers can reduce revenue by 20% (Kumar and Pansari 2016). A dynamic environment, coupled with more informed consumers and more increased competition, leaves little room for firms to do anything but engage with their customers in innovative ways. Customer engagement is defined as an intimate and long-term relationship with the customer (Sashi 2012). Building customer engagement in any market type requires firms to adapt their marketing mix to new tools to better serve their customers and improve firm performance (Sashi 2012). Customer engagement can be managed by firms when there is a more integrative and comprehensive approach (Doorm, Lemon, and Mittal 2010). Firms that fail to adapt face a decline in performance across several metrics, including customer retention, satisfaction, revenue, stock price, and risks to name a few.

This special session explores how customer engagement strategies in dynamic environments and different business settings impact various market and financial performance metrics.

**Sunday, February 16, 2020**

09:30 AM-10:45 AM

Pacific Ballroom A (2nd Floor)

**False Price Advertising and Market Welfare**

Chair(s): Joe Urbany, University of Notre Dame

Presenter(s): Rick Staelin, Duke University, Sujay Dutta, Wayne State University, Subhash Jha, Indian Institute of Management, Donald Ngwe, Harvard University, and Joe Urbany, University of Notre Dame

**Description** A special session bringing together analytic and empirical modelers, as well as behavioral researchers who have studied the impact of advertised reference prices on consumer response, with a focus on the potential for consumer or competitor injury.

09:30 AM-10:45 AM  
Pacific Ballroom B (2nd Floor)  
**Special Session 2**

11:00 AM-12:15 PM  
Balboa A (4th Floor)  
**Marketing (Online and Offline) in a Rapidly Changing World**

**What drives freelancers on sharing economy labor platforms to persist and perform?**

Avishek Lahiri and V Kumar

Georgia State University

**Sleeping with Strangers: Estimating the Impact of Airbnb on the Local Economy**

Yongseok Kim<sup>1</sup>, Davide Proserpio<sup>2</sup>, and Suman Basuroy<sup>1</sup>

<sup>1</sup>The University of Texas at San Antonio, <sup>2</sup>University of Southern California

**E-commerce Platform Information Environment and Consumer Behavior**

Jifeng Mu<sup>1</sup>, Jonathan Zhang<sup>2</sup>, and Gang Peng<sup>3</sup>

<sup>1</sup>Alabama A&M University, <sup>2</sup>Colorado State University, <sup>3</sup>California State University Fullerton

**Scarcity Appeal And Its Effects On Consumer Purchase Behavior During Online Shopping**

Luiz Felipe d. Scatamburlo, and Giuliana Isabella

Inspire - Institute of Education and Research

**Brand Authenticity: Literature Review, Definition, and Antecedents**

Christopher L. Campagna, and Naveen Donthu

Georgia State University

**Sunday, February 16, 2020**

11:00 AM-12:15 PM  
Balboa B (4th Floor)  
**Facilitating Salesperson Success**

**A Within-Person Analysis of Sales Self-Efficiency: Antecedents and Consequences of Self-Efficacy Change**

Dayle Childs<sup>1</sup>, Belinda Dewsnap<sup>1</sup>, Nick Lee<sup>2</sup> and John Cadogan<sup>1</sup>

<sup>1</sup>Loughborough University, <sup>2</sup>Warwick Business School,

**How Leader-Member Exchange (LMX) Agreement Impacts Salesperson Turnover**

Carissa Harris<sup>1</sup>, Blake Runnalls<sup>1</sup>, Nikos Dimotakis<sup>3</sup>, and Pinar Runnalls<sup>2</sup>

<sup>1</sup>University of Nebraska-Lincoln, <sup>2</sup>Nebraska Wesleyan University, <sup>3</sup>Oklahoma State University



**Incentivizing of Inside Sales Units – Different Incentives for Different Units?**

Christian Homburg<sup>1</sup>, Theresa Morguet<sup>1</sup>, and Sebastian Hohenberg<sup>2</sup>

<sup>1</sup>University of Mannheim, <sup>2</sup>University of Texas at Austin

**Now Presenting The Undistinguished Achievement Award: How Relative Standing Creates Exceptional Outcomes From Recognizing Unexceptional Sales Associates**

R. Dustin Harding and Mitchel R. Murdock

Utah Valley University

**Using Salesforce Intelligence to Extract Social Media Intelligence**

Shilpa Somraj and Ravi Sohi

University of Nebraska - Lincoln

**Contingent Effects of Smart CRM Technology Implementation on Financial Performance**

Alexandru I. Oproiescu and Sascha Alavi

Ruhr-University of Bochum

11:00 AM-12:15 PM

Bayview Ballroom A (2nd Floor)

**Social media branding and brand extensions**

Chair(s): Wayne Hoyer

**Exploring the Field of Digital Customer Brand Engagement: How Do Consumers' Perceptions of the Digital Brand Interactions Influence Their Behaviour Towards the Brand?**

Julia Pitz, Franz-Rudolf Esch, and Franziska Krause (née Metz)

EBS Universität für Wirtschaft und Recht, Germany

**The Impact of New Technologies on Strategic Branding and Customer Experience: An Exploration of Lateral Exchange Markets and a Future Research Agenda**

Michael C. Peasley

Middle Tennessee State University

**Aspirational Storytelling is the New Fashion: How Lifestyle Influencers use Athleticism to Build a Personal Brand Narrative**

Yiran Su<sup>1</sup>, and Thilo Kunkel<sup>2</sup>

<sup>1</sup>University of Georgia, <sup>2</sup>Temple University

**Creating and Managing Strategic Brand Performances**

Alex Mitchell<sup>1</sup> and Kimberley Preiksaitis<sup>2</sup>

<sup>1</sup>California State Polytechnic University, Pomona, <sup>2</sup>Siena College

**The Influence of Quality Diversity on Brand Evaluations**

Joseph W. Chang

University of Massachusetts, Dartmouth

**Consumers' Responses to Brand Extensions: An Emotional Perspective**

Tsunwai Wesley Yuen<sup>1</sup>, Hongwei He<sup>1</sup> and Marzena Nieroda<sup>1</sup>

<sup>1</sup>The University of Manchester

**Sunday, February 16, 2020**

11:00 AM-12:15 PM

Bayview Ballroom B (2nd Floor)

**The social context of consumption**

Chair(s): Lura Forcum

**Context Effects in Semantic Relatedness: Evidence of Bias and a New Database for Researchers**

Jameson K. Watts, Anastasia Adriano

Willamette University

**Feeling hopeful in response to high/low prototypical identity-linked appeals: The distinctive roles of affective and cognitive social identity**

Miriam McGowan<sup>1</sup>, Louise Hassan<sup>2</sup>, and Edward Shiu<sup>2</sup>

<sup>1</sup>University of Birmingham, <sup>2</sup>Bangor University

**Handmade Products Foster Stronger Social Relationships than Machine-made Products**

Xiaoming Fan, Qi Cao, and Xiaoyu Wang

Shanghai University of Finance and Economy

**The “Beauty is Beastly” Effect in Credence Service: A Study of the Influence of Women’s Physical Attractiveness on Consumers’ Preference for Service Providers**

Xia Wei<sup>1</sup>, Shubin Yu<sup>2</sup> and Changxu Li<sup>2</sup>

<sup>1</sup>School of Management, Shenzhen University, <sup>2</sup>HSBC Business School, Peking University

**Lean If You are Seen: Improved Weight Loss Via Social Media**

Ulf Aagerup

Halmstad University

**Sunday, February 16, 2020**

11:00 AM-12:15 PM

Broadway A (4th Floor)

**Increase the Effectiveness of Online Shopping and Mobile Apps**

Chair(s): Kristin J. Stewart, California State University-San Marcos

**Is Social Value Relevant for Online Shoppers?**

Adarh kumar S. Kakar<sup>1</sup> and Ashish Kakar<sup>2</sup>

<sup>1</sup>Alabama State University, <sup>2</sup>Johns Hopkins University

**Should They or Should They Not: An Analysis of Online Review Effectiveness in Manufacturers' Online Shops**

Ina Garnefeld and Katharina Kessing

<sup>1</sup>University of Wuppertal,

**Effects of Haptic Cues on Consumers' Online Hotel Booking Decisions: The Mediating Role of Mental Imagery**

Xinyang Lv<sup>3</sup>, Huifan Li<sup>1</sup>, and Lan Xia<sup>2</sup>

<sup>1</sup>Nankai University, <sup>2</sup>Bentley University, <sup>3</sup>Southwestern University of Finance and Economics

**Online Review Helpfulness and Reviewer Credibility Impact on Sales Performance, Brandon Holle**

Michigan State University

**Acceptance of Augmented Reality in Interactive e-Shopping Platforms**

Julien Cloarec and Lars Meyer-Waarden

Toulouse School of Management

**There's an App for That: Examining the effect of mobile apps on learning performance through interactivity**

Kristin J. Stewart<sup>1</sup>, Anand Kumar<sup>2</sup> and Vassilis Dalakas<sup>1</sup>

<sup>1</sup>California State University San Marcos, <sup>2</sup>University of South Florida, Tampa

**Sunday, February 16, 2020**

11:00 AM-12:15 PM

Broadway B (4th Floor)

**Customer Engagement in the Digital World**

**The Effect of Expected Effort on Consumers' Willingness to Collaborate with Firms**

Xianfang Zeng, and Mehdi Mourali

University of Calgary

**Consumer Suggestion Sharing: An Exploration of its Prevalence and Antecedents**

Thomas A. Burnham

University of Nevada Reno

**Back in Time: Time-Travel in Virtual Reality and the Preference for Vintage Products**

Mara F. Ortner, Oliver Emrich and Frank Huber

Johannes Gutenberg-University Mainz

**Luxury Brand Engagement in Social Media Websites**

Saleh Bazi<sup>1</sup>, Raffaele Filieri<sup>2</sup> and Matthew Gorton<sup>1</sup>

<sup>1</sup>Newcastle University, <sup>2</sup>Audencia Business School

**Rejection Management -Bright and Dark Sides of Rejecting Product Testers**

Kira L. Küpper and Ina Garnefeld

University of Wuppertal

**Attention on Product vs. Background: Presenting Different Product Categories in Virtual Reality and the Effect on Preferences**

Mara F. Ortner, Sandra Wolnitz, and Frank Huber

Johannes Gutenberg-University Mainz

11:00 AM-12:15 PM

Embarcadero (2nd Floor)

**Teaching Tool 10**

11:00 AM-12:15 PM

Harbor (2nd Floor)

**Online/Advertising**

**Traditional Celebrity or Instafamous Starlet? The Role of Origin of Fame in Influencer Marketing**

Julia Sinnig, Michael Schade, and Christoph Burmann

University of Bremen

**How Online Shopping Behavior Informs Positioning Strategies in Search Engine Advertising**

Sebastian Schubach<sup>1</sup>, Jan H. Schumann<sup>1</sup>, and Alex Bleier<sup>2</sup>

<sup>1</sup>University of Passau, <sup>2</sup>Frankfurt School of Finance & Management

**Geo-fencing Advertisements: Increasing the effectiveness of geo-fencing advertisements**

Sajani Thapa

University of North Texas

**The Effect of Advertising on Online Reviews during New Product Releases: Saturation and Endogeneity**

Minghui Ma<sup>1</sup>, Jian Huang<sup>3</sup> and Kay (Kyung-Ah) Byun<sup>2</sup>

<sup>1</sup>York College of Pennsylvania, <sup>2</sup>The University of Texas at Tyler, <sup>3</sup>Towson University

**Do product testing programs lead to more favorable online reviews? – A comparison between reviews written by product testers and other reviewers**

Ina Garnefeld<sup>1</sup>, Tabea Krah<sup>1</sup>, Eva Böhm<sup>2</sup>, and Dwayne Gremler<sup>3</sup>

<sup>1</sup>University of Wuppertal, <sup>2</sup>University of Paderborn, <sup>3</sup>Bowling Green State University

**Effect of Awe Experience on Preference for Extraordinary Activity**

Eujin Park<sup>1</sup>, Betsy Howlett<sup>1</sup>, Andrew Perkins<sup>1</sup>, Jeff Joireman<sup>1</sup>, and David Sprott<sup>2</sup>

<sup>1</sup>Washington State University, <sup>2</sup>University of Wyoming

**Sunday, February 16, 2020**

11:00 AM-12:15 PM

Pacific Ballroom A (2nd Floor)

**Utilizing Organizational Capabilities to Improve Innovation**

**Capability Configurations for Successful Servitization: Fuzzy Set Qualitative Comparative Analysis Perspective**

Nima Heirati and Stephan C. Henneberg

Queen Mary University-London

**The Impact of Marketing Capabilities on Innovation in the face of Disruption**

Oluwaseun E. Olabode<sup>2</sup>, Nathaniel Boso<sup>1</sup>, Constantinos N. Leonidou<sup>2</sup>, and Magnus Hultman<sup>2</sup>

<sup>1</sup>Kwame Nkrumah University of Science and Technology, <sup>2</sup>University of Leeds

**CEO Vision Articulation and Innovation Ambidexterity: The Dual Mediating Role of Goal Congruence and Internal Knowledge Sharing**

Hangjun Xu

Union University

**Beyond First Mover Advantage: The Mediating Role of Timing in Market Entry Strategies - Complementary Capabilities Relationship**

Mariyani Ahmad Husairi<sup>1</sup>, Robert Morgan<sup>2</sup>, and Luigi de Luca<sup>2</sup>

<sup>1</sup>NEOMA Business School, <sup>2</sup>Cardiff Business School

**Human Capital Investment or Human Capital Outcome? When Does Human Capital Drive New Product Success?**

Francis Donbesuur<sup>1</sup>, Magnus Hultman<sup>2</sup>, and Nathaniel Boso<sup>3</sup>

<sup>1</sup>University of Central Lancashire, <sup>2</sup>University of Leeds, <sup>3</sup>Kwame Nkrumah University of Science and Technology

**Do Relational Capabilities Impede or Promote Technological & Market Breakthroughs?**

Kyriakos Kyriakopoulos<sup>3</sup>, Mat Hughes<sup>1</sup>, and Paul Hughes<sup>2</sup>

<sup>1</sup>Loughborough University, <sup>2</sup>Leicester Castle Business School, <sup>3</sup>Alba GBS at the American College of Greece

**Sunday, February 16, 2020**

11:00 AM-12:15 PM

Pacific Ballroom B (2nd Floor)

**What's Love Got to Do with It? Fostering Attachment and Loyalty**

Chair(s): Riley T. Krotz

**Drivers of Service Suppliers' Loyalty towards Sharing Platforms**

Hanna Schramm-Klein<sup>1</sup>, Natalie David<sup>3</sup>, Oliver Roßmannek<sup>2</sup>

<sup>1</sup>University of Siegen, <sup>2</sup>University of Freiburg, <sup>3</sup>EM Strasbourg

**Wegman's Effect: When Customers Receive Relational and Restorative Benefits**

Mark S. Rosenbaum<sup>1</sup>, Margareta Friman<sup>2</sup>, German C. Ramirez<sup>3</sup>, Tobias Otterbring<sup>4</sup>

<sup>1</sup>Saint Xavier University, <sup>2</sup>Karlstad University, <sup>3</sup>Externado University, <sup>4</sup>Aarhus University

**Value Based Selling as Fair Treatment Practice: Dealing with Privacy Concerns in Product-Service System Selling**

Ed Nijssen<sup>3</sup>, Michel Van der Borgh<sup>2</sup>, Dirk Totzek<sup>1</sup>

<sup>1</sup>University of Passau, <sup>2</sup>Copenhagen Business School, <sup>3</sup>Eindhoven university of technology

**The Impact of Customers' Variety-Seeking Tendencies on Loyalty Points Redemption**

Chen Li<sup>1</sup>, Junhee Kim<sup>3</sup>, Lawrence Duke<sup>1</sup>, Srinivasan Swaminathan<sup>2</sup>

<sup>1</sup>Drexel University, <sup>2</sup>Drexel University, <sup>3</sup>Southern Connecticut State University

**Designing Brand Descriptions for the Digital Organizational Frontlines**

Riley T. Krotz<sup>1</sup>, Stephanie Noble<sup>2</sup>, Dhruv Grewal<sup>3</sup>, Carl-Philip Ahlbom<sup>4</sup> and Stephan Ludwig<sup>5</sup>

<sup>1</sup>University of Tennessee, <sup>2</sup>The University of Tennessee, <sup>3</sup>Babson College, <sup>4</sup>University of Bath,

<sup>5</sup>University of Melbourne

**Does the digitalization of retailing disrupt consumers' attachment to retail places?**

Julie Horáková, Outi Uusitalo, Juha Munnukka, Olga Jokinen

<sup>1</sup>University of Jyväskylä

## POSTER PRESENTATIONS

**Should we Specialize or Diversify? insights from a value based typology of software products**

Adarh kumar S. Kakar<sup>2</sup>, Ashish Kakar<sup>1</sup>

<sup>1</sup>Johns Hopkins University, <sup>2</sup>Alabama State University

**Identifying the determinant dimensions of shopper convenience for online versus instore shopping**

Ashish Kakar<sup>2</sup>, Adarh kumar S. Kakar<sup>1</sup>

<sup>1</sup>Alabama State University, <sup>2</sup>Johns Hopkins University

**Are users deriving “value for money” spent on software products? An investigation of the determinants of “price value” from users’ perspective**

Ashish Kakar<sup>2</sup>, Adarh kumar S. Kakar<sup>1</sup>

<sup>1</sup>Alabama State University, <sup>2</sup>Johns Hopkins University

**The Effect Of Visual Temperature Cues On Willingness To Pay And The Moderating Role Of Need For Touch**

Seth Ketron<sup>1</sup>, Nancy Spears<sup>2</sup>

<sup>1</sup>California State Polytechnic University, Pomona, <sup>2</sup>University of North Texas

**Resources and Capabilities for Frugal Innovation**

Sergej von Janda<sup>1</sup>, Soeren Gress<sup>2</sup>, Marieke Hertel<sup>1</sup>

<sup>1</sup>University of Mannheim, <sup>2</sup>Darmstadt University of Applied Sciences

**When Foreign Brands Appear Local, and Local Brands Appear Foreign: The Asymmetric Effects of Foreign Branding in Developing Countries**

Bo Chen

Sungkyunkwan University

**How Do Online Complainers with Different Complaining Schema Respond to Recovery Initiatives?**

Yany Grégoire<sup>2</sup>, Arash Zadeh<sup>1</sup>

<sup>1</sup>Illinois State University, <sup>2</sup>HEC Montréal

**The perils of accountability: Decoy effects and managerial decision-making**

Mario Kienzler, Christian Kowalkowski

Linköping University

**Effect of Nostalgic Advertising on Psychological Ownership and Purchase Intention: Moderating Effect of Consumers’ Subjective Knowledge**

Li-Keng Cheng, YI S. LIN

Tatung university

**A Textual Analysis of Online Complaining Schemas: A Comparison among Reparation, Vigilante and Disillusioned Complainers**

William Blais, Yany Grégoire, Marcelo Vinhal Nepomuceno  
HEC Montreal

**Consumer Responses to Scaling Levels of Omnichannel Integration**

Chris Lazaris<sup>2</sup>, Panagiotis Sarantopoulos<sup>1</sup>, Adam Vrechopoulos<sup>2</sup>, Georgios Doukidis<sup>2</sup>  
<sup>1</sup>University of Manchester, <sup>2</sup>Athens University of Economics and Business

**Optimizing Fairness in Consumer Decision-Making: The Case of College Course Allocation**

Christian Gilde, Tyler Seacrest  
The University of Montana Western

**Too Ambitious to Succeed? Entrepreneurial Orientation and Internationalization Intention in Project Narratives and Crowdfunding Success**

Shinhye Kim<sup>1</sup>, Melanie Bowen<sup>2</sup>, Xiaohan (Hannah) Wen<sup>3</sup>  
<sup>1</sup>University of Missouri, <sup>2</sup>Justus-Liebig-University, <sup>3</sup>Özyeğin University

**Trading Digital Money - Cryptocurrency Trading as a Competitive Advantage for Businesses?**

Anne Fota, Robér Rollin and Hanna Schramm-Klein  
University of Siegen

**Short indignation or persistent outrage? Consumer animosity from a long-term multi-country perspective**

Tinka Krüger<sup>1</sup>, Robert Mai<sup>2</sup>, Wassili Lasarov<sup>1</sup>, Stefan Hoffmann<sup>3</sup>  
<sup>1</sup>Kiel University, <sup>2</sup>Grenoble Ecole de Management, <sup>3</sup>Kiel University

**Effects of Machine Usability on Product Preference: A Neuroimaging Study**

Hongjun Ye<sup>1</sup>, Siddharth Bhatt<sup>3</sup>, Haeyoung Jeong<sup>1</sup>, Jintao Zhang<sup>1</sup>, Rajneesh Suri<sup>2</sup>, Hasan Ayaz<sup>1</sup>  
<sup>1</sup>Drexel University, <sup>2</sup>Drexel University, <sup>3</sup>Penn State University at Harrisburg

**Toward the Development of the Celebrity CSR Involvement Classification Scheme: The Case of Celebrity Chefs**

Briana Cifelli<sup>2</sup>, Jill Kurp<sup>1</sup>, Theresa B. Clarke<sup>2</sup>, Irvine Clark III<sup>2</sup>  
<sup>1</sup>Robert Morris University, <sup>2</sup>James Madison University

**Exploring The Interplay Of Regulatory Focus And Color Schemes**

Kelly Naletelich<sup>2</sup>, Shirley Mai<sup>3</sup>, Seth Ketron<sup>1</sup>  
<sup>1</sup>California State Polytechnic University, Pomona, <sup>2</sup>James Madison University, <sup>3</sup>East Carolina University

**On How Aesthetic Features Convey the Concept of Brand Premiumness**

Maria Pombo<sup>1</sup>, Carlos Velasco<sup>2</sup>  
<sup>1</sup>Georgetown University, <sup>2</sup>BI Norwegian Business School



## **Cross-Cultural Consumer Preference Analysis for a Luxury Designer Brand**

Iris Z. Zhou

Johns Hopkins University

## **Antecedents of customers' online purchase intention**

Zainab Alkhatib, Archontia Vasileiou, Rana Mostaghel

Malardalen University

## **“Help! I have a Problem” – Differences between a human and robot-like chatbot avatar during the complaint management**

Katja Wagner, Anne Fota, Frederic Nimmermann, Hanna Schramm-Klein, Gunnar Mau

<sup>1</sup>University of Siegen

## **Curated Retailing vs. Online Store: The important role of expected and experienced fluency for interest**

Sandra Wolnitz, Frank Huber

University of Mainz

## **How Does Private Label Choice Impact Future Spending Behavior and What is the Moderating Influence of Post-Purchase Behavior?**

Stefanie Lukner, Andrea Greven

RWTH Aachen

## **Swimming Against the Tides: Mitigating the Negative Role of Subjective Norms and Locus of Control on Recycling Behavior**

MengHsien Lin<sup>1</sup>, Sarah Ricks<sup>1</sup>, Brishna Nader<sup>1</sup>, Angeline Nariswari<sup>2</sup>

<sup>1</sup>California State University Monterey Bay, <sup>2</sup>CSU Monterey Bay

## **The Effects of Compensation and Prosocial Behavior on Repatronage Intentions Following Customer-Caused Service Failures**

Vincent Jeseo<sup>3</sup>, Ronald W. Niedrich<sup>3</sup>, Matthew M. Lastner<sup>1</sup>, Patrick B. Fennell<sup>2</sup>

<sup>1</sup>University of North Carolina Wilmington, <sup>2</sup>Salisbury University, <sup>3</sup>Louisiana State University

## **Performance Factors that Influence Marketing Measurement in Successful Small Businesses**

Tareion Fluker

Raising Brand Marketing Management

## **Impact of Product and Service-related attributes on Re-purchase Intentions**

Farhan Mirza<sup>2</sup>, Sohail Younus<sup>1</sup>, Hafiz Fawad Ali<sup>1</sup>

<sup>1</sup>University of the Punjab Lahore Pakistan, <sup>2</sup>University of Management Technology (UMT) Sialkot Campus, Pakistan

**Understanding the Importance of Food Brands During the Transition to College: An Analysis of Social Media User-Generated Content**

Jennifer Siemens<sup>1</sup>, Anastasia E. Thyroff<sup>1</sup>, Ginger Killian<sup>2</sup>, Scott Smith<sup>2</sup>, Denny Huynh<sup>3</sup>  
<sup>1</sup>Clemson University, <sup>2</sup>University of Central Missouri, <sup>3</sup>Nielsen

**The Impact of Temporal Distance on Pay-What-You-Want Pricing**

Jintao Zhang<sup>1</sup>, Hongjun Ye<sup>1</sup>, Haeyoung Jeong<sup>1</sup>, Siddharth Bhatt<sup>2</sup>, Rajneesh Suri<sup>1</sup>  
<sup>1</sup>Drexel University, <sup>2</sup>The Pennsylvania State University at Harrisburg

**The "dark" at the end of the tunnel**

Yoon-Na Cho, Yihang Lin  
Villanova University

**Power of Shape Match: Round Matches for Consistent Performance**

Jintao Zhang<sup>1</sup>, Hongjun Ye<sup>1</sup>, Haeyoung Jeong<sup>1</sup>, Siddharth Bhatt<sup>2</sup>, Rajneesh Suri<sup>1</sup>  
<sup>1</sup>Drexel University, <sup>2</sup>The Pennsylvania State University at Harrisburg

**Is beauty good for failures? Research on the effects of recovery staffs' physical attractiveness in frontline service encounters**

Shujie Fang<sup>2</sup>, Yaoqi Li<sup>1</sup>, Chun Zhang<sup>3</sup>  
<sup>1</sup>School of Tourism Management, Sun Yat-sen University, <sup>2</sup>Business School, Sun Yat-sen University, <sup>3</sup>Department of Management and Marketing, University of Dayton

**Consumer fraudulent return behaviors: Exploring e-retailers' transaction ethics and consumer personality**

Hsiu-Hua Chang  
Feng Chia University

**Providing Digitally-Transferred Access-Permission: Benefit vs. Safety-Concern in Unattended Home Delivery Service**

Tobias Roeding<sup>1</sup>, Sascha Steinmann<sup>2</sup>, Hanna Schramm-Klein<sup>3</sup>  
<sup>1</sup>University of Siegen, <sup>2</sup>University of Siegen, <sup>3</sup>University of Siegen

**"Money in the Bank" and other tales: An exploration of product meanings of official WWE merchandise**

Michelle Patrick<sup>1</sup>, Artemisia Apostolopoulou<sup>1</sup>, Dimitra Papadimitriou<sup>2</sup>  
<sup>1</sup>Robert Morris University, <sup>2</sup>University of Patras

**The effect of Shelf Space Allocation Of Terroir Products on consumers' perceptions**

Takoi Touiti<sup>1</sup>, Sihem Dekhili<sup>2</sup>  
<sup>1</sup>INSEEC U., <sup>2</sup>University of Strasbourg

**Investigating homeowners' motivation to participate in local sustainable energy projects – An analysis of the relevance of subjective energy autonomy in the context of energy saving investments in Germany**

Karen Wesely

TU Dortmund University

**Happy consumer, happy customer? – How the satisfaction of a gift receiver affects the repurchase behavior of a gift buyer and the moderating effect of social tie strength**

Alexander Jagdhuber, Jan Kemper

RWTH Aachen

**Do consumer overlook incompetence in online product presentations of retail chains rather than those of SME retailers?**

Tobias Roeding<sup>1</sup>, Theresa Mennekes<sup>1</sup>, Gerhard Wagner<sup>2</sup>, Hanna Schramm-Klein<sup>3</sup>, Minou Seitz<sup>4</sup>

<sup>1</sup>University of Siegen, <sup>2</sup>University of Siegen, <sup>3</sup>University of Siegen, <sup>4</sup>University of Siegen

**“I Should Have Tried That”: The Risks of Serving Growth-Minded Consumers in an Increasingly DIY Marketplace**

Matthew J. Hall, Jamie Hyodo

University of Nebraska-Lincoln

**Proactive Customer Churn Prevention in Dental Industry with a Machine Learning Approach**

Xiaowei Li, Roy Luo, Ben Vu

Glidewell Labs

**The Effects of Negative Online Reviews on Health Service Providers: The Service Provider's Journey and Role of Service Climate**

Suzanne C. Makarem<sup>1</sup>, Haeran Jae<sup>2</sup>

<sup>1</sup>Virginia Commonwealth University, <sup>2</sup>Virginia Commonwealth University

**The Multi-facets of Consumer Privacy**

Chi P. Tran<sup>1</sup>, Brandon Reich<sup>2</sup>, Hong Yuan<sup>1</sup>

<sup>1</sup>University of Oregon, <sup>2</sup>Portland State University

**Measuring Customer Experience in the Retail Industry: Scale Development and Validation**

Nibing Zhu<sup>1</sup>, Tianjuan Deng<sup>2</sup>, Zhilin YANG<sup>3</sup>, Miao Bai<sup>1</sup>

<sup>1</sup>City University of Hong Kong, <sup>2</sup>City University of Hong Kong, <sup>3</sup>City University of Hong Kong

**The Lesser of Two Evils: The Ethics of Marketing E-Cigarettes**

Cynthia R. Cano, Jeffrey W. Totten, Md Al-Emran

McNeese State University

**The evolving nature of voluntary knowledge contribution in online forums: Do we over-emphasize the role of trust?**

Qunying Huo

Open University

**The Downside of Scarcity: How Scarcity Can Promote Anger and Brand Switching**

Alessandro Biraglia<sup>1</sup>, Bryan Usrey<sup>2</sup>

<sup>1</sup>Leeds University Business School, <sup>2</sup>Norwich Business School

**Wearables and Related Consumer Skills – Implications for Responsible Marketing Strategies**

Minou Seitz, Michael Schuhen, Hanna Schramm-Klein and Gunnar Mau

<sup>1</sup>University of Siegen

**Role of Ethical Ideology and Ethical Appraisals in Evaluations of Sex Appeals in Advertising**

Miguel A. Zúñiga

Morgan State University

**High Quality Connections as a Typology for Strong Consumer-Brand Relationships**

Luke Kachersky<sup>1</sup>, Stacy Graiko<sup>2</sup>, Dawn Lerman<sup>1</sup>

<sup>1</sup>Fordham University, <sup>2</sup>Kantar Millward Brown

**Consumer Response to Product Visual Aesthetics: Mediating Role of Arousal and Perceptual Fluency**

Sann Ryu<sup>1</sup>, Patrick Vargas<sup>2</sup>

<sup>1</sup>Hanyang University, <sup>2</sup>University of Illinois at Urbana-Champaign

**Corporate Strategic Response to Comparative ESG Controversies: Symbol or Substance?**

Fangwen Lin

City University of Hong Kong

**Online Environment-Product Congruence: The Role of Experience and Product Consumption Type on Product Liking**

Luke I. Liska

University of South Florida

**The Effects of Loan Application Fields on Judgemental Anchoring and Consumer Loan Decisions**

Alicia Johnson<sup>1</sup>, Ronn Smith<sup>1</sup>, Daniel Villanova<sup>2</sup>

<sup>1</sup>University of Arkansas, <sup>2</sup>University of Arkansas

**Initiation of Internationalisation of fashion retail firms from developing countries: A conceptual model**

Mohammad Iftekhar Rahman

BGMEA University of Fashion and Technology

**Online Program Engagement and Viewer Retention during Television Ads**

Beth Fossen<sup>2</sup>, Alex Bleier<sup>1</sup>

<sup>1</sup>Frankfurt School of Finance & Management, <sup>2</sup>Indiana University

**Varying Effects of Upward Temporal Comparison on the Consumer Preference: The Moderating Role of Self-continuity Perception**

Jeeyoon Jeong, Ye Uhn Jeong

Korea University

**A Study on Social-Media Signaling Strategies: Impact on Consumer Attitude**

Shabnam Nazari<sup>2</sup>, Satadruta Mookherjee<sup>1</sup>

<sup>1</sup>NEOMA Business School, <sup>2</sup>Binghamton University SUNY

**Social norms and value co-destruction: An Asian perspective**

Cindy Yunhsin Chou<sup>1</sup>, Wei-Wei Cheryl Leo<sup>3</sup>, Ching-Yun Kao<sup>2</sup>, Miko Ching-Ying Yu<sup>4</sup>

<sup>1</sup>National Taiwan Normal University, <sup>2</sup>Saint Paul's Hospital, <sup>3</sup>Murdoch University, <sup>4</sup>Yuan Ze University

**Package Size and Food Healthfulness: Does it Matter for Promotion-type Preference?**

Ji Yan<sup>2</sup>, Yeyi Liu<sup>1</sup>, Kun Tian<sup>3</sup>, Aristeidis Theotokis<sup>1</sup>

<sup>1</sup>University of Leeds, <sup>2</sup>Durham University, <sup>3</sup>Norwich Business School

**Do Shoppers with Growth (Fixed) Mindset Listen to Recommender Advice?**

Muhammad Aljukhadar<sup>1</sup>, Sylvain Senecal<sup>2</sup>

<sup>1</sup>Olayan School of Business, American University of Beirut, <sup>2</sup>HEC Montreal

**Narrative Elicitation for Improved Adherence to Healthcare Advice**

David A. Gilliam

University of Arkansas at Little Rock

**LGBT-themed advertising: a systematic literature review and future directions**

Nkosivile W. Madinga

University of Cape Town

**The Dynamic Impact Of Top-Ranked And Mainstream Reviewers On Different Groups Of Customers**

Elham Yazdani<sup>2</sup>, Shyam Gopinath<sup>1</sup>

<sup>1</sup>Kelley School of Business, Indiana University, <sup>2</sup>University of Georgia

**Methods for Identifying Market Mavens: Using the Picture Uploading Contents and Frequency on Social Media**

Hiroharu Ochiyama<sup>1</sup>, Katsue Edo<sup>2</sup>, Fusae Kukihara<sup>3</sup>

<sup>1</sup>Hosei University, <sup>2</sup>Prefectural University of Hiroshima, <sup>3</sup>SURVEY RESEARCH CENTER CO., LTD

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<sup>1</sup>Bowling Green State University, <sup>2</sup>Austin Peay State University

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<sup>1</sup>Lewis University, <sup>2</sup>Donghua University, <sup>3</sup>Hunan University

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<sup>1</sup>University of Chinese Academy of Sciences, <sup>2</sup>University of Leeds

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<sup>1</sup>Koç University, <sup>2</sup>Universidad de los Andes

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<sup>1</sup>Western Norway University of Applied Sciences, <sup>2</sup>Centre for Applied Research at NHH (SNF)

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<sup>1</sup>Indian Institute of Management, Indore, <sup>2</sup>Griffith University

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<sup>1</sup>Binghamton University School of Management, <sup>2</sup>School of Business & Economics, Sonoma State University

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<sup>1</sup>University Of Otago, <sup>2</sup>NIT Hamirpur

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Malihe Tavallaei Nosratabadi<sup>2</sup>, sina aghaie<sup>1</sup>

<sup>1</sup>Wichita State University, <sup>2</sup>Florida International University



**Insights into Salesperson Ambidexterity: A Perspective of MOA Framework**

Yi Zheng<sup>1</sup>, Yaqin Zheng<sup>3</sup>, Zhimei Zang<sup>2</sup>

<sup>1</sup>University of Texas at Arlington, <sup>2</sup>Nanjing University, <sup>3</sup>Tongji University

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Bhupesh Manoharan<sup>1</sup>, Krishanu Rakshit<sup>2</sup>

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<sup>1</sup>University of Victoria, <sup>2</sup>University of South Carolina, <sup>3</sup>University of Nebraska-Lincoln, <sup>4</sup>Loyola Marymount University

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<sup>1</sup>O. P Jindal Global University, <sup>2</sup>Indian Institute of Technology Roorkee

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<sup>1</sup>Missouri Southern State University, <sup>2</sup>University of Kansas, <sup>3</sup>University of Kansas, <sup>4</sup>University of Utah

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