



2020 AMA-GAMMA Joint Symposium

Theme: Marketing Insights from Asia

Co-Hosts: American Marketing Association
Global Alliance of Marketing and Management Associations

Organizer: Korean Scholars of Marketing Science

Partner: Korean Economy & Management Development Institute

Co-Chairs: Roland T. Rust (University of Maryland)
Juran Kim (Jeonju University)

Date: Feb. 14, 2020

Venue: InterContinental San Diego, San Diego, California, USA

ACADEMIC SESSION

(Feb. 14, 2020)

Marketing Insights from Asia: New Marketing

Session Co-Chairs: Roland Rust (Maryland University)

Junran Kim (Jeonju University)

Discussants: Tony Garrett (Korea University)

Seigyoung Auh (Arizona State University)

Consumer engagement with social media advertising: event-related neural signals	Jing Zhang	SungKyunKwan University
	Eun-Ju Lee	SungKyunKwan University
Mirroring vs. Shaping: theoretical framework of interactivity in the AI of the beholder	Juran Kim	Jeonju University
	Huanzhang Wang	Changwon National University
The characteristics of SVOD platform and its effects on the subscriber continuance intention	Chaewon Son	Changwon National University
	Honglei Liu	Dalian University of Foreign Languages
	Kyung Hoon Kim	Changwon National University
Factors influencing online micro-influencers' live streaming sales: trust transfer and para-social interaction perspectives	Guoxin Li	Harbin Institute of Technology
	Bo Lu	Harbin Institute of Technology
	Yufeng He	Harbin Institute of Technology
The effect of YouTube marketing on luxury brands	Jihye Yu	Yonsei University
	Eunju Ko	Yonsei University

PANEL SESSION

(Feb.14, 2020)

How to Create Global Marketing Research Network:

Asia and the World

Session Chair: Roland Rust (Maryland University)

Discussants: Hewett Kelly (University of Tennessee)

Ming-Hui Huang (National Taiwan University)

Subin Im (Yonsei University)

Tony Garrett (Korea University)

Kyung Hoon Kim (Changwon National University)

Eunju Ko (Yonsei University)

Creating global networks in the domain of marketing	Juran Kim	Jeonju University
K-pop, global marketing, and BTS: learning about the east from barbie dolls in the West	Maria Kniazeva	University of San Diego
What (and who) comes next in marketing?	Eun-Ju Lee	SungKyunKwan University
How to Create a Global Marketing Research Network from Chinese Scholar's Perspective	Guoxin Li	Harbin Institute of Technology
How to create a global marketing research network: ASIA and the world	Honglei Liu	Dalian University of Foreign Languages
Can artificial intelligence coach improve sales agent performance? A field experiment	Xueming Luo	Temple University
Internationalizing as a marketing educator	Mark Peterson	University of Wyoming College of Business
Building trust in stakeholder relations	Manfred Schwaiger	Ludwig-Maximilians-Universität München
European Journal of Marketing: Fostering a Culture for Collaborative Research	Greg Marshall	Rollins College

For More Information

GAMMA CENTRAL OFFICE

Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea

Tel: +82-55-213-3346, Fax: +82-55-263-9096.

E-mail: gammacentraloffice@gmail.com