

2020 AMA Winter Academic Conference

SCHEDULE AT A GLANCE

Preconference Programming (Pre-registration required)

February 13 - 14	Journal of Marketing Research Development Workshop
February 13 - 14	6 th Annual Organizational Frontlines Research
February 14	AMA-GAMMA Joint Symposium

Friday, February 14

01:00 pm - 02:15 pm	Concurrent Academic Sessions
01:15 pm - 02:30 pm	Publication Policy Committee Meeting (Invite Only)
02:30 pm - 03:45 pm	Concurrent Academic Sessions
04:00 pm - 05:15 pm	Concurrent Academic Sessions
04:15 pm - 05:15 pm	Journal of Marketing AE Meeting (Invite Only)
05:15 pm - 06:45 pm	Welcome Reception and Poster Presentations
06:00 pm - 07:15 pm	AMA Doctoral Consortium Reunion with AMA Fellows

Saturday, February 15

07:30 am - 09:00 am	Meet the Editors Breakfast
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

07:30 am - 09:00 am	Meet the Editors Breakfast
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 Leszkiewicz², Alok Saboo¹, Ankit Anand¹ and Nandini Nim¹

¹Georgia State University, ²University 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.

01:00 PM-02:15 PM

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 Strizhakova¹, Robin Coulter² and Linda Price³

¹Rutgers University, ²University of Connecticut, ³University 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 Nasa¹, Arti Srivastava², Prakash Satyavageeswaran² and Sundar Bharadwaj³

¹Indian School of Business, ²Indian Institute of Management Udaipur, ³University 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 Ling¹, Sourav Ray² and Daniel Levy³

¹McMaster University, ²McMaster University, ³Bar-Ilan University

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

Sourindra Banerjee¹, Jarrod P. Vassallo² and Jaideep Prabhu³

¹University of Leeds, ²The University of Sydney, ³University of Cambridge

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

Sabrina V. Helm¹, Victoria Little² and Joya Kemper³

¹University of Arizona, ²Monash University Malaysia, ³University of Auckland

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

Pia A. Albinsson¹ and B. Yasanthi Perera²

¹Appalachian State University, ²Brock 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 Jayanti¹ and Rajat Sharma²

¹Cleveland State University, ²Indian Institute of Management

Friday, February 14, 2020

01:00 PM-02:15 PM

Bayview Ballroom B (2nd Floor)

Buyer-Seller Interactions

Chair: Jim Salas, Pepperdine University

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 Dax¹, Till Haumann¹, Mahima Hada² and Christian Schmitz¹

¹Ruhr University Bochum, ²Baruch College,

Dealing with a Negative Member of the Buying Center

Jeff Johnson¹ and Scott B. Friend²

¹University of Missouri-Kansas City, ²Miami University

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

Marco Schwenke¹, Johannes Habel² and Sascha Alavi³

¹University of Applied Sciences Europe, ²Warwick Business School, ³Ruhr-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 Bharadwaj¹, Michel Ballings¹, Prasad Naik², Miller Moore¹ and Mustafa Arat¹

¹University of Tennessee, ²University 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

Social Networking Sites as Drivers of Users' Willingness to Disclose Information for Personalization

Julien Cloarec¹, Lars Meyer-Waarden¹ and Andreas Munzel²

¹Toulouse School of Management, ²Université de Montpellier

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

Smaraki Mohanty² and Sirajul A. Shibly¹

¹University of South Carolina Upstate, ²Binghamton University, State University of New York

01:00 PM-02:15 PM

Broadway B (4th Floor)

Reputation and Stakeholder Value

Chair(s): Michael Wiles

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

Samuel Staebler¹ and Marc Fischer²

¹Tilburg University, ²University 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 Janani¹, Ranjit Christopher², Nik Nikolov³, Michael Wiles¹ and Saurabh Mishra⁴

¹Arizona State University ²University of Missouri – Kansas City, ³Appalachian State University,

⁴George Mason 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 Pan¹, Thomas S. Gruca³ and Shuting Wang²

¹McMaster University, ²North Carolina State University, ³University of Iowa

01:00 PM-02:15 PM

Harbor (2nd Floor)

Soft Skills Students Need for Today's Workplace - Teaching Tool

Dan Padgett, Associate Professor of Marketing at Auburn University

Looking for ways to help your students get ahead in their future careers? Dan Padgett, Associate Professor of Marketing at Auburn University and co-author of Applied Marketing, shares what employers believe are the most crucial soft skills students need to succeed and provides instructional strategies to help students develop these skills.

01:00 PM-02:15 PM

Embarcadero (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.

01:00 PM-02:15 PM

Pacific Ballroom A (2nd Floor)

Innovating Through Cutting Edge Technologies

Chair: Benjamin Österle, Baden-Wuerttemberg Cooperative State University (DHBW)

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

Francesca Bonetti¹, Patsy Perry¹, Lee Quinn² and Stephen Doyle¹

¹University of Manchester, ²Coventry 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 Nieroda³, Mona Mrad¹, Charles Cui² and Michael Solomon⁴

¹Lebanese American University, ²Northumbria University, ³University of Manchester, ⁴Saint 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 Zadeh¹, Steven Taylor¹, Mohammadali Zolfagharian² and Charles F. Hofacker³

¹Illinois State University, ²Bowling Green State University, ³Florida State University

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

Thuy V. Luyen¹, Haseeb Shabbir¹ and Dianne Dean²

¹University of Hull, ²Sheffield Hallam University

When Likes Lead to Liking: How Post-Consumption Attention Enhances Experience Satisfaction

Matthew J. Hall¹, Jamie Hyodo¹ and Alix Barasch²

¹University of Nebraska-Lincoln, ²New York University

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

Lixuan Zhang², Hongwei Yang³ and Iryna Pentina¹

¹University of Toledo, ²Weber State University, ³Appalachian State University

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

Laura Rifkin², Colleen P. Kirk³ and Canan Corus¹

¹Pace University, ²Brooklyn College, ³New York Institute of Technology

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

Melanie Trabant¹, Wassili Lasarov¹, Robert Mai² and Stefan Hoffmann³

¹Christian-Albrechts-Universität zu Kiel, ²Grenoble École de Management, ³Kiel 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):

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. Hoffmann¹, Wassili Lasarov², Robert Mai³ and Stefan Hoffmann¹

¹Kiel University, ²Christian-Albrechts-Universität zu Kiel, ³Grenoble École de Management

Interpersonal and Social Influencers on Preference for Surprise

John Pracejus and G. Douglas Olsen

University of Alberta, Arizona State University

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 Petrova¹, Lucia Malaer¹, Harley Krohmer¹, Wayne Hoyer³ and Mansur Khamitov²

¹University of Bern, ²Nanyang Business School, Nanyang Technological University, ³The 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 Sadeghein¹, M. Fitzgerald² and Stephen He²

¹University of Richmond, ²West Virginia University

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 Bruggen⁵, Jens Hogleve¹, Sertan Kabadayi², Shashi Matta¹, and Dee Warmath⁴

¹Catholic University Eichstaett-Ingolstadt, ²Fordham University, ³University of Georgia,

⁴Maastricht 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.

Friday, February 14, 2020

02:30 PM-03:45 PM

Bayview Ballroom B (2nd Floor)

SEM: Measurement Models with Composites and Common Factors

Chair: Joe Hair, University of South Alabama

Panelists: Joe Hair, University of South Alabama, Ed Rigdon, Georgia State University and Marko Sarstedt, Otto-von-Guericke-University Magdeburg

Structural equation modeling (SEM) is a widely applied and useful tool in marketing research. Researchers using SEM typically implicitly or explicitly assume that the conceptual variables of research interest conform to a common factor model, such that they consist of construct variance plus error. However, recent research at the intersection between psychometrics, metrology, and statistics suggests that factors may not be the gold standard for this task. In this special session, we critically reflect on the measurement philosophy underlying the common factor model and discuss the role of composites for representing conceptual variables in statistical models, particularly in the emerging era of big data and analytics.

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 Hewett¹, Michel Ballings¹, Matthijs Meire², William Rand³, Mike Saljoughian¹, Anthony Weishampel³, Brandon Bell¹, Ana-Maria Staicu³ and Jonas DeMeyer⁴

¹University of Tennessee, ²IESEG School of Management, ³North Carolina State University,

⁴Ghent 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

Harbor (2nd Floor)

Bringing Theory to Life with WSJ Context - Teaching Tool

Provide your insight to help shape The Wall Street Journal's dedicated tool for higher education, WSJ Context. Attendees will receive a \$75 honorarium at the end of the session. Limited spots are available.

02:30 PM-03:45 PM

Embarcadero (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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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)

Radically innovative topics with relevance for CRM

Chair(s): Vikas Mittal, Georgia State University

Presenter(s): Hari Sridhar, Texas A&M University, Felipe Thomaz, University of Oxford, Mike Ahearne, University of Houston, Markus Giesler, York University and Stephanie Noble, The University of Tennessee Knoxville

Customer relationship management (CRM) will continue to be one of core challenges for companies in the next years. However, the way customers engage with companies and how they maintain relationships with them is currently disrupted by new marketing trends and technologies. While some knowledge on these developments already exists, the implications for CRM are unclear.

Against this background, the aim of this special session is twofold. First, we would like to direct attention to a couple of radically new trends, technologies, and topics that are disrupting relationships with customers. Second, we will discuss the implications of these issues for CRM, with the focus on shedding light on new research opportunities. In particular, we will focus on the following topics: the dark web, artificial intelligence, and shifts in buyer behavior due to information technology.

02:30 PM-03:45 PM

Pacific Ballroom B (2nd Floor)

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

Chair: William R. Carroll, St. John's University

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

Zhenzhen Zhao² and Poonam Oberoi¹

¹La Rochelle Business School, Excecia Group, ²Skema 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. Carroll¹ and Mitch Casselman²

¹St. John's University, ²California State University, Chico

The Relationship between Informal Competition and New Product Development

Sadrac Cénophat¹ and Martin Eisend²

¹Justus Liebig University, ²European 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

Now more than ever, firms are concerned with their global environmental impact. Radical climate change is garnering attention worldwide. Sustainability from a strategic marketing perspective, requires the long-term wellbeing of the natural environment, including all biological entities. Sustainable marketing practices have become the top concern to meet not only the welfare of future generations, but to also satisfy consumer demands of business. This panel will provide insights on current research opportunities in contributing to knowledge on sustainability.

04:00 PM-05:15 PM

Bayview Ballroom B (2nd Floor)

Diversity and Inclusion in Sales

Chair(s): Ellen B. Pullins, The University of Toledo

Presenter(s): Ellen B. Pullins, The University of Toledo, Stefanie Boyer, Bryant College, Lenita Davis, University of Arkansas-Little Rock, Cynthia Barnes, The National Association of Women Sales Professionals

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 session will provide summaries on the state-of-the-art regarding sales research on women and minorities by Stefanie Boyer and Lenita Davis. We feature Cynthia Barnes, Founder and CEO of the National Association for Women Sales Professionals. Cynthia is a LinkedIn Top Sales Influencer, Keynote Speaker and Champion for Women in Sales. She lives by the motto: "In it to Win It!" Her exemplary 20-year track record as a Top 1% corporate producer and sales leader proves that you can accomplish what you set out to do and overcome any adversity, come hell or high water, if you're courageous, disciplined, and willing to put in the work. She is known for motivating others to feel confident, empowered, and brave.

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

Chair: Nadine Batton, Trier University

The Rise of Political Risk and Firm Pressure Abroad

Ayşe Oztürk¹, Omer Cem Oztürk² and Chris Gu²

¹University of Tennessee at Chattanooga, ²Georgia 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

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

Georgios Batsakis², Palitha Konara³ and Vasilis Theoharakis¹

¹University of Sheffield, ²ALBA Graduate Business School, ³University of Sussex

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

Nadine Batton and Bernhard Swoboda

Trier University

04:00 PM-05:15 PM

Harbor (2nd Floor)

An Inside Look at Digital Marketing Strategy: The Framework, Channels and Tactics - Teaching Tool

Jeff Larson, Brigham Young University

Let's take an inside look at how digital marketing strategy relates to marketing strategy and digital marketing execution. In this session, we will uncover the digital marketing framework and how to apply it. We'll dive into the various channels and what specific tactics to execute for each.

04:00 PM-05:15 PM

Embarcadero (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

1) Brand Defense

Clemens Ammann, Bettina Nyffenegger and Wayne Hoyer

2) Customer toxicity and brand immunity

Barbara Nemethova, Omar Merlo and Andreas Eisingerich

3) Consumer Creepiness

Alisa Petrova, Lucia Maler and Harley Krohmer

4) Consumer Brand Sabotage

Andrea Giuffredi-Kaehr, Bettina Nyffenegger, Wayne Hoyer, Mansur Khamitov and Harley Krohmer

In today's digital world, consumers are becoming increasingly empowered in their interactions with brands. Sometimes they help brands but, unfortunately, they are increasingly hurting brands as well. Traditional marketing strategies have focused on brand building but in today's context, companies need to develop brand defense strategies. In this session, the authors will discuss various aspects of brand defense including customer toxicity, managerial responses to brand sabotage, building brand immunity, various types of brand defenders, and consumer creepiness.

05:15 PM-6:45 PM

Pacific Ballroom CD

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

Chair(s): David Stewart, Loyola Marymount University

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

Rachael Millard¹, Danae Manika², Stephan C. Henneberg¹ and Paolo Antonetti³

¹Queen Mary University of London, ²Newcastle University, ³NEOMA Business School

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

Dionne A. Nickerson¹, Michael Lowe² and Adithya Pattabhiramaiah²

¹Indiana University (Kelley), ²Georgia 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 Singh¹ and Benedetta Crisafulli²

¹University of Southampton, ²Birkbeck 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

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

08:00 AM-09:15 AM

Bayview Ballroom B (2nd Floor)

Global and Local Marketing Forces

Chair: Nuket Serin, Florida International University

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 Kuo², Sabrina V. Helm¹ and Sherry Lotz¹
¹University of Arizona, ²National 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 Kang² and Kenneth C. C. Yang¹

The University of Texas-El Paso, ²National 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 Egbuka¹, Kelly Martin², Ruth M. Stock-Homburg³, Jenny van Doorn⁴, Kristen Walker⁵

¹University of Missouri - Columbia, ²Colorado State University, ³Technische Universität Darmstadt, ⁴University of Groningen, ⁵California 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

Harbor (2nd Floor)

Never Taught with a Competitive Simulation? Here's How! - Teaching Tool

Speaker: Randall G Chapman, PhD

Founder, LINKS Simulations

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

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

08:00 AM-09:15 AM

Embarcadero (2nd Floor)

Advertising/Branding

Chair: John Ford, Old Dominion University

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 Wakefield¹ and Angeline Close-Scheinbaum²

¹Mercer University, ²Clemson University

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

Tessa Garcia-Collart¹ and Jessica Rixom²

¹Florida International University, ²University of Nevada – Reno

Effects of Brand Placement Repetition on Cognitive Outcomes

Davit Davtyan

University of North Carolina Asheville

Investigating Marketing Antecedents of Purchase Intention on Consumer Responses

Irsa Mehboob¹, Hafiz Fawad Ali² and Zara Imran³

¹University of the Punjab, ²University of Okara and ³National University of Modern Languages

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

Ceren Ekebas-Turedi¹, Elika Kordrostami² and Ilgim Dara Benoit³

¹Purdue University Northwest, ²Rowan University, ³Appalachian State University

Effect of Awe Experience on Preference for Extraordinary Activity

Eujin Park¹, Betsy Howlett¹, Andrew Perkins¹, Jeff Joireman¹ and David Sprott²

¹Washington State University, ²University of Wyoming

08:00 AM-09:15 AM

Hospitality A (3rd 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 Cohen¹, T. Bettina Cornwell¹ and Joerg Koenigstorfer²

¹University of Oregon, ²Technische Universitat Munchen

Snack Attack: What Are Americans Snacking On?

Kelly Moore¹, Doug Walker² and Marina Girju³

¹Duquesne University, ²Kansas State University, ³California Baptist University

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

Ashley Deutsch Cermin

University of Arkansas

When Mindfulness Makes Our Wallets Hurt: Healthcare Decisions and Financial Well-being

Joshua Dorsey, Andriana Angelevska, Rachel McCown
California State University, Fullerton

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

Nils C. Hoffmann¹, Claudia Symmank¹, Robert Mai², Marijn Stok⁴, Harald Rohm³ and Stefan Hoffmann¹

¹Kiel University, ²Grenoble École de Management, ³TU Dresden, ⁴Utrecht University

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

Benjamin N. Carr

Roger Williams University

08:00 AM-09:15 AM

Hospitality B (3rd 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. Sande¹, Silja Korhonen-Sande² and Sven Haugland³

¹BI Norwegian Business School, ²NMBU School of Economics and Business, ³NHH Norwegian School of Economics

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

Markus Husemann-Kopetzky¹, Andreas Eggert¹, Wolfgang Ulaga² and Michael Steiner³

¹University of Paderborn, ²INSEAD, ³University of Witten/Herdecke

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

Eddie Rhee¹ and John Yi²

¹Stonehill College, ²Saint Joseph's University

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

Roberto Mora Cortez¹ and Wesley Johnston²

¹Southern Denmark University, ²Georgia State University

Saturday, February 15, 2020

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.

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 Giambastiani¹, Andrea Ordanini¹ and Joseph C. Nunes²

¹Bocconi University, ²USC Marshall School of Business

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

Patrick Weretecki¹, Goetz Greve² and Jörg Henseler¹

¹University of Twente, ²HSAB Hamburg School of Business Administration

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

Jayant Nasa¹, Tanuka Ghoshal² and Rajagopal Raghunathan³

¹Indian School of Business, ²Baruch College, ³University 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

09:30 AM-10:45 AM

Bayview Ballroom A (2nd Floor)

Marketing Actions and Capital Markets

Chair(s): Vivek Astvansh, Indiana University

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

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. Gondi¹, Prakash Satyavageeswaran² and Sundar Bharadwaj³

¹Indian School of Business, ²Indian Institute of Management Udaipur, ³University of Georgia

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

¹Indiana University, ²University of Texas at San Antonio, ³University 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.

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. Tran¹, Yuliya Strizhakova² and Lanh V. Nguyen³

¹University of East Anglia, ²Rutgers University, ³Illinois Institute of Technology

Mobile applications performance and construal level theory

Mehdi Samimi,² Melika kordrostami¹ and Erika Kordrostami³

¹California State University San Bernardino, ²Iowa State University, ³Rowan 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 Chung¹ and Ruth Bolton²

¹NEOMA Business School, ²Arizona 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

Seyednasir Haghighibardineh and Chadwick Miller

Washington State University

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. Villaruel Ordenes, University of Massachusetts, Detelina Marinova, University of Missouri, Lane Peterson, Florida State University, Gergana Y. Nenkov, Boston College, Anders Gustafsson, BI Norwegian Business School.

Description 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

Harbor (2nd Floor)

Consumer Power & Access, SAGE Publishing - Teaching Tool

Chair: Sterling Bone, Utah State University

Session Discussant: Pam Ellen

This session will highlight a some of forthcoming articles in the special issue on Consumer Power & Access in the Journal of Public Policy & Marketing. Each presenter(s) will present a lightning talk (10 minutes) of their research and how it informs marketing and public policy.

Special Session Presenters (in order of presentation):

1) Children and Online Privacy Protection: Empowerment from Cognitive Defense Strategies

Craig Andrews (Marquette University), Kristen Walker (California State University, Northridge), Jeremy Kees (Villanova University)

2) Denial without Determination: The Impact of Systemic Market Access Denial on Consumer Power and Market Engagement

R. Bret Leary (University of Nevada-Reno), Garret Ridinger (University of Nevada-Reno)

3) Service Captivity: No Choice, No Voice, No Power

Steven Rayburn (Texas State University – San Marcos), Marlys Mason (Oklahoma State University), Maarten Volkers (FernUniversität in Hagen)

4) Sense of Power: Policy Insights for Encouraging Consumers' Healthy Food Choice

Xin Wang (California Polytechnic State University-San Luis Obispo), Elizabeth Minton (University of Wyoming), Jiao Zhang (University of Oregon)

5) Sound and Fury: Digital Vigilantism as a Form of Consumer Voice

Kimberly Legocki (California State University, East Bay), Kristen Walker (California State University, Northridge), Tina Kiesler (California State University, Northridge)

6) Consumer-Level Perceived Access to Health Services and its Effects on Vulnerability and Health Outcomes

Emily Tanner (West Virginia University), Richard Vann (West Virginia University), Elvira Kizilova (West Virginia University)

- 7) **When Does the Social Service Ecosystem Meet Consumption Needs?: A Power-Justice-Access Model (PJAM) of Holistic Well-being from Recipients' Perspectives**
Stacey Baker (Creighton University), Courtney Nations (University of North Florida),
Meredith Thomas (Florida State University), Aronté Bennett (Villanova University)

09:30 AM-10:45 AM

Embarcadero (2nd Floor)

B2B & B2C Marketing Strategies

Chair: Fahad Mansoor Pasha, University of Warwick

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

Shuai Yan¹, Ju-Yeon Lee¹ and Brett Josephson²

¹Iowa State University, ²George Mason University

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

Arjen van Lin¹ and Katrijn Gielens²

¹Tilburg University, ²University 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 Pasha¹, Nick Lee¹ and Magda Hassan²

¹University of Warwick, ²University of Manchester

09:30 AM-10:45 AM

Hospitality A (3rd Floor)

Organizational Issues in Sales

Chair: Scott Friend, Miami University

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. Chernetsky¹ and Douglas E. Hughes²

¹Michigan State University, ²University 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 Agarwal¹, Blake Runnalls¹, Nikos Dimotakis³, Pinar Runnalls²

¹University of Nebraska-Lincoln, ²Nebraska Wesleyan University, ³Oklahoma 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
Ruhr-Universität Bochum

Saturday, February 15, 2020

09:30 AM-10:45 AM

Hospitality B (3rd Floor)

The Dark Side of Customer Engagement

Chair(s): Wayne Hoyer, University of Texas-Austin

Presenter(s): Lisa Scheer, University of Missouri, Jenny van Doorn, University of Groningen, Linda Hollebeek, Montpellier Business School, Anita Pansari, Michigan State University

In today's connected world, where customers can interact easily with other customers and firms through social networks and other means, customer engagement behaviors have become increasingly important for firms. Many notable benefits, from more effective product design via co-creation to strengthened customer relationships, explain why so many companies are actively trying to stimulate customer engagement. However, recent research findings point to the dark side of customer engagement; for example, not all customer engagement initiatives are equally effective, and not all customers are equally valuable to firms.

Against this background, this special session is designed to direct attention to the dark side of customer engagement, in addition to the better-known bright side. The panel will discuss positive as well as unintended consequences of customer engagement, and it will highlight certain notable challenges that relate to customer engagement in different business contexts. Managing customer engagement will no doubt remain among the key challenges for firms in the coming years, and so the discussion will also point to new research opportunities and directions within this topic area.

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?

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

Artificial intelligence is changing the face and operations of many aspects of business. Along with the development of algorithms that attempt to provide services, distribution, sell, etc. comes a certain amount of ambiguity and uncertainty about the ‘unintended consequences’ of AI. AI is expected to bring incredible change to marketing and is associated with the fourth industrial revolution. As more firms adopt AI, we are lagging business’s implementation in our research and teaching. This panel will discuss many of the concerns and challenges that the marketing discipline will face as we embrace and manage this new interface.

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 Chen¹, Hanbing Xue², Xueming Luo¹ and Yongjun Li²

¹Temple University, ²University of Science and Technology of China

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 Poushneh² and Reza Rajabi¹

¹Northern Illinois University, ²California State University-Bakersfield

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.

11:00 AM-12:15 PM

Broadway A (4th Floor)

Advertising Scholarship from the View of Editors and Reviewers

Chair(s): John B. Ford, Old Dominion University

Presenter(s): John B. Ford, Old Dominion University, Colin Campbell, University of San Diego, Angeline Close Scheinbaum, Clemson University, Kirk Plangger, Kings College of London

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 XIE¹, Zhu Han¹, Ming Chen²

¹University of Houston, ²University of North Carolina at Charlotte

Modeling of Emerging Business Models

Julien Cloarec¹, Anthony Galluzzo²

¹Toulouse School of Management, ²Université Jean Monnet

SCIENTIFIC PATHWAYS TO IDENTIFY AND MEASURE FORMATIVE CONSTRUCTS

Gavin J. Wu

Fayetteville State University

11:00 AM-12:15 PM
Harbor (2nd Floor)

How to leverage The Wall Street Journal to connect news with course concepts - Teaching Tool

Hear from current marketing professor Brian Tietje from Cal Poly, San Luis Obispo as he shares how he integrates The Wall Street Journal into his course to help illustrate course concepts and engage students.

11:00 AM-12:15 PM
Embarcadero (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. Stoner¹ and Carlos J. Torelli²

¹University of North Dakota, ²University 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. Stoner¹ and Maria A. Rodas²

¹University of North Dakota, ²University of Southern California

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

Xiaochi Sun¹, René H. Kerschbaumer¹, Thomas Foscht¹, and Andreas Eisingerich²

¹University of Graz, ²Imperial 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

Hospitality A (3rd 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.

11:00 AM-12:15 PM

Hospitality B (3rd 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 and Stephen K. Kim

Iowa State University

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

Laura Henkel and Waldemar Toporowski

University of Goettingen

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

Andreas Eggert¹, Eva Böhm¹, Rodi Akalan¹ and Heiko Gebauer²

¹Paderborn University, ²Department of Environmental Social Sciences, Eawag

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

Svetlana Kolesova¹, Sara Rosengren² and Rickard Sandberg¹

¹Stockholm School of Economics, ²Stockholm 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 and Aristeidis Theotokis

University of Leeds

12:15 pm - 01:45 pm

Pacific Ballroom ABCD

Awards Luncheon

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 Ray¹, Raghunath S. Rao³, Shantanu Dutta⁴, Mrinal Ghosh²

¹McMaster University, ²University of Arizona, ³University of Texas at Austin, ⁴University 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 Ketron¹, Kelly Naletelich², Stefano Migliorati³

¹California State Polytechnic University, Pomona, ²James Madison University, ³East 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

¹University of Mannheim

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

Minkyung Koo¹, Nadia Danienta¹ and Ashok K. Lalwani²

¹University of Illinois at Urbana-Champaign, ²Indiana University

God and Decision Delegation under the Limit Situation

Eunyoung Jang¹, Minjoo Kim¹, Ji Hoon Jhang¹ and Kelly Kiyeon Lee²

¹Oklahoma State University, ²Georgetown 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

Chair: Matti Jaakkola, The University of Manchester

Measuring Customer Experience with Text-Based and Pictorial Scales

Markus Gahler¹, Jan F. Klein² and Michael Paul¹

¹University of Augsburg, ²Tilburg University

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

Iryna Pentina¹, Aurelia Michaud-Trevinal² and Thomas Stenger³

¹University of Toledo, ²University of La Rochelle, ³University of Poitiers

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 Kim¹, Alberto S. Vinhas² and U.N. Umesh²

¹University of Missouri, ²Washington State University

Saturday, February 15, 2020

02:00 PM-03:15 PM

Bayview Ballroom B (2nd Floor)

The Crucial Role of Customers in Innovation

Chair: Tony Garrett, Korea University Business School

**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 Kremer², Sven Feuer¹, Ju-Young Kim², and Steve Hoeffler³

¹Karlsruhe Institute of Technology, ²Goethe University Frankfurt, ³Vanderbilt 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, FAU Erlangen-Nuremberg

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 Kraemer¹, Sven Heidenreich² and Franziska Handrich²

¹University of Koblenz-Landau, ²Saarland University

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

Jifeng Mu¹ and Jonathan Zhang²

¹Alabama A&M University, ²Colorado 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

Syedjavad Mousavi¹, Surendra Singh¹, Promothesh Chatterjee² and Tamara M. Masters³

¹University of Kansas, ²University of Utah, ³Brigham Young University

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

Jason Bell², Christian Pescher¹, Gerard Tellis³ and Johann Fueller⁴

¹FAU Erlangen-Nuremberg, ²University of Oxford, ³University of Southern California,

⁴University of Innsbruck

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

Harbor (2nd Floor)

Dynamic Ways to Use StratX Simulations for Higher Engagement! - Teaching Tool

Brennan Davis, California Polytechnic State University

Are you looking to give your students hands-on experience in marketing analytics? Learn how you can use a simulation in your classroom that combines AI and Auto-grading to not only create an exciting analytics course but also save yourself hours of prep time!

02:00 PM-03:15 PM

Embarcadero (2nd Floor)

Choosing right MARKETING MIX strategies

Chair: Sajeesh Sajeesh, University of Nebraska-Lincoln

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 Singh², Sajeesh Sajeesh¹ and Pradeep Bhardwaj²

¹University of Nebraska-Lincoln, ²University of Central Florida

Saturday, February 15, 2020

02:00 PM-03:15 PM

Hospitality A (3rd 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.

02:00 PM-03:15 PM

Hospitality B (3rd Floor)

NAUGHTY NAUGHTY: Customers and Firms Behaving Badly

Chair(s): Mason R. Jenkins, Northeastern University

Misbehavior Contagion and its Mitigation in Access-Based Services

Himanshu S. Srivastava², K. R. Jayasimha³ and K. Sivakumar¹

¹Lehigh University, ²Indian Institute of Management Indore, ³Indian Institute of Management

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

Ke Ma¹, Xuemei Bian² and Xin Zhong¹

¹Beijing Normal University, ²Northumbria 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

Saturday, February 15, 2020

03:30 PM-04:45 PM

Balboa A (4th Floor)

The Performance Consequences of Firms' Interactions

Chair(s): Kersi Antia, Western University

Presenter(s):

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)

Contemporary Developments in Global Marketing Research

Chair(s): Kelly Hewett, University of Tennessee

Presenter(s):

Constantinos N. Leonidous, 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.

Saturday, February 15, 2020

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)

DocSIG Special Session: The Academic Contribution Explained

Chairs: Jennifer Locander, University of Mississippi and Breanne Mertz, Louisiana Tech University

Panelists: V. Kumar, Georgia State University, Daniel Ladik, Seton Hall University, William Locander, Louisiana Tech University, Christine Moorman, Duke University and David Stewart, Loyola Marymount University

From start to finish, conceptualizing, constructing and submitting academic research is a challenging progression that all academics experience in the publication process. In this session, we will discuss the three phases of the manuscript creation process, organized around the following three themes:

- 1) Where do good research ideas from and how do I know it's a good idea when I see it?
- 2) When constructing the manuscript, how to I articulate the contribution to knowledge?
- 3) After submitting the manuscript for review, how do I properly address the editor and the reviewers?

This session is organized and sponsored by the Doctoral Student Special Interest Group (DocSIG). The main purpose of this session is to aid doctoral students and young assistant professors in the publication process. The session contains a panel of experienced academics who have also been the editors of top-tier marketing publications. The session is structured to allow ample questions from the audience, and audience participants are encouraged to ask specific questions about their manuscript pain points.

03:30 PM-04:45 PM

Harbor (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

Embarcadero (2nd Floor)

Managing Effective B2B Relationships in Global Contexts

Chair(s): Zhen R. Tang, Loyola Marymount University and Qiong Wang, University of Oklahoma

Presenters: Lisa Scheer and Volkan Dogan, University of Missouri, Alok Kumar, University of Nebraska-Lincoln, Argha Sen, Salisbury University, 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

Hospitality A (3rd 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.

03:30 PM-04:45 PM

Hospitality B (3rd 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.

5:00-6:00 pm | SIG Receptions | See App for Details

- ServSIG, Retail and Pricing SIG, MASSIG Reception Bayview Ballroom A
- DocSIG and SalesSIG Reception Bayview Ballroom B
- Relationship SIG, Global SIG, Strategy SIG Reception Pacific Ballroom B
- Marketing Research SIG Reception Pacific Ballroom A
- CB SIG Reception Embarcadero
- Teaching and Learning SIG and Entrepreneurial SIG Reception Harbor

Sunday, February 16, 2020

08:00 AM-09:15 AM

Balboa A (4th Floor)

Capabilities and Performance

Chair: Malika Chaudhuri, Dayton University

When marketing capabilities configurations hinder versus help firms' performance

Gabor Nagy¹, Carol M. Megehee³ and Arch G. Woodside²

¹INSEEC Business School, ²Yonsei University, ³Coastal 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 Chaudhuri¹, Ranadeb Chaudhuri² and Tanawat Hirunyawipada¹

¹Dayton University, ²Oakland 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.

07:30 AM-09:00 AM

Bayview Ballroom A (2nd Floor)

Meet the Editor 2

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

08:00 AM-09:15 AM

Bayview Ballroom B (2nd Floor)

Positive consumption

Chair(s): Alexandra Polyakova, University of Sussex

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 Kaplan¹ and Elizabeth Miller²

¹Southern Connecticut State University, ²University of Massachusetts Amherst

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

Ria Mishra¹ and Ramendra Singh²

¹Indian Institute of Management, Calcutta, ²IIM 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, Indiana University, 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.

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

Harbor (2nd Floor)

Teaching Tool

08:00 AM-09:15 AM

Embarcadero (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): Hang Nguyen, Michigan State University

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 Farace¹, Francisco J. Villarroel Ordenes³, Dhruv Grewal² and Ko de Ruyter⁴

¹ECSU, ²Babson College, ³ University of Massachusetts-Amherst, ⁴King'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

eWOM Influentials: Digital Influencers and Celebrities

Ya You¹ and Hang Nguyen²

¹California State University-East Bay, ²Michigan 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, University of Mainz

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 Gleim², Catherine Johnson¹, Stephanie J. Lawson³, Jennifer L. Stevens¹

¹University of Toledo, ²University of Toledo, ³Winthrop University

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

Deepak S. Kumar¹, Keyoor Purani¹, Shyam A Viswanathan², Anagha Unni², Aiswarya Vasudevan²

¹Indian Institute of Management Kozhikode, ²Amrita School of Business Coimbatore

Feeling Watched: The Effects of Tip Visibility

Nathan B. Warren¹, Sara Hanson², Hong Yuan¹

¹University of Oregon, ²University of Richmond

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

Thomas Reimer, Lena Steinhoff and Michael Leyer

University of Rostock

Sunday, February 16, 2020

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...

Chair(s): Victoria Crittenden, Babson College

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 Baudach¹, Sascha Alavi¹, Johannes Habel³ and Jan Wieseke²

¹Ruhr-University of Bochum, ²Ruhr-University of Bochum, ³Warwick Business School

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

Corinne M. Kelley¹, Martin Mende², Maura L. Scott² and Lisa Bolton³

¹University of Kentucky, ²Florida State University, ³Penn State University

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

Hanna Reimers¹, Wassili Lasarov² and Stefan Hoffmann³

¹Kiel University, ²Christian-Albrechts-Universität zu Kiel, ³Kiel University

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

Melanie Trabandt¹, Wassili Lasarov², Robert Mai³ and Stefan Hoffmann⁴

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

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 Munnukka¹, Karoliina Talvitie-Lamberg¹, Ville Salonen¹ and Devdeep Maity²

¹University of Jyväskylä, ²Delaware State University

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

Johann N. Giertz¹, Welf H. Weiger¹, Maria Törhönen² and Juho Hamari²

¹University of Goettingen, ²Tampere University

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

Daniel Belanche¹, Luis V. Casalo¹, Carlos Flavián¹ and Jeroen Schepers²

¹University of Zaragoza, ²Eindhoven University of Technology

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

f, Katherine Duffy¹, Rachel Gasparini² and Sam Rackwitz³

¹University of Glasgow, ²Optimizely, ³Etna 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.

09:30 AM-10:45 AM

Harbor (2nd Floor)

AI and AutoGrading to Help Students Turn Messy Marketing Data into Strategic Insights - Teaching Tool

09:30 AM-10:45 AM

Embarcadero (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, San 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.

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)

Advertising and Ethics

Chair(s): Kevin Shanahan, Mississippi State University

Presenter(s): Paula C. Peter, San Diego State University, Catherine Coleman, Texas Christian University, Kevin Shanahan, Mississippi State University, Jennifer Stevens, University of Toledo, Krisztina Dornyei, International Business School of Budapest

This panel session will discuss current ethical issues related to the practice of advertising and marketing communications.

Sunday, February 16, 2020

11:00 AM-12:15 PM

Balboa A (4th Floor)

Marketing (Online and Offline) in a Rapidly Changing World

Chair: Jifeng Mu, Alabama A&M University

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 Kim¹, Davide Proserpio² and Suman Basuroy¹

¹The University of Texas at San Antonio, ²University of Southern California

E-commerce Platform Information Environment and Consumer Behavior

Jifeng Mu¹, Jonathan Zhang² and Gang Peng³

¹Alabama A&M University, ²Colorado State University, ³California State University Fullerton

Brand Authenticity: Literature Review, Definition, and Antecedents

Christopher L. Campagna and Naveen Donthu

Georgia State University

11:00 AM-12:15 PM

Balboa B (4th Floor)

Facilitating Salesperson Success

Chair: Willy Bolander, Florida State University

An analysis of sales self-efficacy change: drivers and outcomes

Dayle Childs¹, Belinda Dewsnap¹, Nick Lee² and John Cadogan¹

¹Loughborough University, ²Warwick Business School,

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

Carissa Harris¹, Blake Runnalls¹, Nikos Dimotakis³ and Pinar Runnalls²

¹University of Nebraska-Lincoln, ²Nebraska Wesleyan University, ³Oklahoma State University

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

Christian Homburg¹, Theresa Morguet¹ and Sebastian Hohenberg²

¹University of Mannheim, ²University 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): Tsunwai Wesley Yuen, The University of Manchester

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

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

Yiran Su¹ and Thilo Kunkel²

¹University of Georgia and ²Temple University

Creating and Managing Strategic Brand Performances

Alex Mitchell¹ and Kimberley Preiksaitis²

¹California State Polytechnic University, Pomona, ²Siena 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 Yuen¹, Hongwei He¹ and Marzena Nieroda¹

¹The 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): Ulf Agerup, Halmstad University

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 McGowan¹, Louise Hassan² and Edward Shiu²

¹University of Birmingham, ²Bangor University

Handmade Products Foster Stronger Social Relationships than Machine-made Products

Xiaoming Fan, Qi Cao and Xiaoyu Wang
Shanghai University of Finance and Economy

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

Ulf Agerup
Halmstad University

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. Kakar¹ and Ashish Kakar²

¹Alabama State University, ²Johns Hopkins University

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

Ina Garnefeld and Katharina Kessing

¹University of Wuppertal

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

Xingyang Lv³, Huifan Li¹ and Lan Xia²

¹Nankai University, ²Bentley University, ³Southwestern 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
Lars Meyer-Waarden, Julien Cloarec, Nina de Ona, Marion Renoult, Anthony Rouault and
Wenhui Sheng
Toulouse School of Management

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

Kristin J. Stewart¹, Anand Kumar² and Vassilis Dalakas¹

¹California State University San Marcos, ²University of South Florida, Tampa

Sunday, February 16, 2020

11:00 AM-12:15 PM
Broadway B (4th Floor)

Customer Engagement in the Digital World

Chair: Sebastian Hohenberg, University of Texas-Austin

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 Bazi¹, Raffaele Filieri² and Matthew Gorton¹

¹Newcastle University, ²Audencia 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

Harbor (2nd Floor)

Digital Teaching Tool For 2020 and Beyond - Engaging Digital-Native Students While Also Reinforcing Curriculum and Instruction Goals – Teaching Tool

Today's digital-native students are often resistant to reading textbooks and PDFs. Case Simulations are cloud-based digital teaching tools to help you teach the principals of marketing. Unlike semester-long simulations, Case Simulations are modular, topic-specific simulations designed to engage your students with homework, in-class, or group projects assignments. This presentation will offer a demo of how you can join other marketing professors at two-year and four-year universities who are using Case Simulations in their marketing classes to engage digital-native students.

11:00 AM-12:15 PM

Embarcadero (2nd Floor)

Online/Advertising

Chair(s): Tabea Krah, University of Wuppertal

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

Julia Sinnig, Michael Schade, Christoph Burmann and Rico Piehler
University of Bremen

How Online Shopping Behavior Informs Positioning Strategies in Search Engine Advertising

Sebastian Schubach¹, Jan H. Schumann¹ and Alex Bleier²

¹University of Passau, ²Frankfurt School of Finance & Management

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

Sajani Thapa

University of North Texas

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

Ina Garnefeld¹, Tabea Krah¹, Eva Böhm² and Dwayne Gremler³

¹University of Wuppertal, ²University of Paderborn, ³Bowling Green State University

11:00 AM-12:15 PM

Pacific Ballroom A (2nd Floor)

Utilizing Organizational Capabilities to Improve Innovation

Chair: Kyriakos Kyriakopoulos, Alba GBS at the American College of Greece

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

Oluwaseun E. Olabode², Nathaniel Boso¹, Constantinos N. Leonidou² and Magnus Hultman²

¹Kwame Nkrumah University of Science and Technology, ²University 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 Husairi¹, Robert Morgan² and Luigi de Luca²

¹NEOMA Business School, ²Cardiff Business School

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

Francis Donbesuur¹, Magnus Hultman² and Nathaniel Boso³

¹University of Central Lancashire, ²University of Leeds, ³Kwame Nkrumah University of Science and Technology

Do Relational Capabilities Impede or Promote Technological & Market Breakthroughs?

Kyriakos Kyriakopoulos³, Mat Hughes¹ and Paul Hughes²

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

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, University of Tennessee

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

Mark S. Rosenbaum¹, Margareta Friman², German C. Ramirez³, Tobias Otterbring⁴

¹Saint Xavier University, ²Karlstad University, ³Externado University, ⁴Aarhus University

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

Ed Nijssen³, Michel Van der Borgh², Dirk Totzek¹

¹University of Passau, ²Copenhagen Business School, ³Eindhoven university of technology

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

Chen Li¹, Junhee Kim³, Lawrence Duke¹, Srinivasan Swaminathan²

¹Drexel University, ²Drexel University, ³Southern Connecticut State University

Designing Brand Descriptions for the Digital Organizational Frontlines

Riley T. Krotz¹, Stephanie Noble¹, Dhruv Grewal², Carl-Philip Ahlbom³ and Stephan Ludwig⁴

¹The University of Tennessee, ²Babson College, ³University of Bath, ⁴University of Melbourne

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

Julie Horáková, Outi Uusitalo, Juha Munnukka and Olga Jokinen

University of Jyväskylä

POSTER PRESENTATIONS

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

Adarh kumar S. Kakar², Ashish Kakar¹

¹Johns Hopkins University, ²Alabama State University

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

Ashish Kakar², Adarh kumar S. Kakar¹

¹Alabama State University, ²Johns Hopkins University

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

Ashish Kakar², Adarh kumar S. Kakar¹

¹Alabama State University, ²Johns Hopkins University

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

Seth Ketron¹, Nancy Spears²

¹California State Polytechnic University, Pomona, ²University of North Texas

Resources and Capabilities for Frugal Innovation

Sergej von Janda¹, Soeren Gress², Marieke Hertel¹

¹University of Mannheim, ²Darmstadt 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 Grégoire², Arash Zadeh¹

¹Illinois State University, ²HEC 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

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