



Tuesday, 16 February

1pm

Workshop

Pre-Conference: Utilizing Natural Language Processing (NLP) in Marketing Research

Venue - Additional Registration Required

Chaired by: Zhen Tang

Presentation on Text Mining in Marketing & Coding Workshop

» Dr. Oded Netzer and Dr. Zhen Tang

Wednesday, 17 February

9am

Panel : Opening Plenary

The Human Side of Marketing in an Age of Digital Transformation

Stage - Plenary Stage

The Human Side of Marketing in an Age of Digital Transformation

» Markus Giesler, Dhruv Grewal, Barbara Kahn, Thorsten Hennig-Thurau

10:30am

Oral : Sales_2

Direct to Digital

Stage - Competitive Paper 1

Chaired by: Dr. Ryan Mullins

ROLE CONFLICT, JOB SATISFACTION, AND PERFORMANCE: ASSESSING THE CONTINGENT ROLE OF SALESPERSON SELF-MONITORING AND TRUST IN MANAGER

» Dr. Ashish Kalra (La Salle University), [Dr. Omar Itani](#) (Lebanese American University), Dr. Sijie Sun (University of Hawaii at Hilo)

Internal marketing under the platform era: the influence of gamification app design on mobile service providers' performance

» [Mr. Changxu Li](#) (Peking University HSBC Business School), Prof. WeiMing Ye (Peking University HSBC Business School), Dr. Shubin Yu (Peking University HSBC Business School)

Driving Digital Selling Readiness: An Interfunctional Framework

» [Dr. Ryan Mullins](#) (Clemson University), Dr. Raj Agnihotri (Iowa State University)

Rethinking Direct Selling

» [Ms. Carissa Harris](#) (University of Nebraska-Lincoln), Dr. Les Carlson (University of Nebraska-Lincoln)

10:30am

General : Channels_Sp_4

Diverse Applications of B2B Marketing

Stage - Special Sessions 1

Chaired by: Dr. Kiran Pedada

Diverse Applications of B2B Marketing

» [Dr. Kiran Pedada](#) (Indian School of Business), Dr. Alok Kumar (University of Nebraska-Lincoln), Dr. Huanhuan Shi (Texas AM University), Dr. Jenifer Skiba (Missouri State University), Dr. Amit Saini (University of Nebraska-Lincoln), Dr. Thomas Dotzel (University of Nebraska-Lincoln), Dr. Venkatesh Shankar (Texas AM University), Ms. Hoorsana Damavandi (Western University), Dr. Vivek Astvansh (Indiana University), Dr. Kersi Antia (Western University), Dr. Rajendra Srivastava (Indian School of Business)

10:30am

Oral : Psychology_2

Is Technology Out to Get Me?

Stage - Competitive Paper 2

Chaired by: Dr. Ying Zhu

Which type of users are more addicted to Computer games?

» [Mr. Ashish Kakar](#) (Texas Tech University), Dr. Adarsh Kumar Kakar (Alabama State University)



Continued from **Wednesday, 17 February**

Partner or Servant? The Effect of Relationship Role on Consumer Interaction with Artificial Intelligence

» [Mr. bo huang](#) (HEC MONTREAL), Dr. Sandra laporte (Toulouse School of Management), Dr. Sylvain Senecal (HEC MONTREAL), Dr. kamila sobol (concordia univeristy)

"I hope everything is OK": investigating the mitigating effect of being warm in interaction failures with voice assistants

» [Mr. bo huang](#) (HEC MONTREAL), Dr. Sandra laporte (Toulouse School of Management), Dr. kamila sobol (concordia univeristy), Dr. Sylvain Senecal (HEC MONTREAL), Dr. pierre-majorique leger (HEC MONTREAL)

Robbie, Clean My Kitchen! How Nicknaming Drives Consumer Perceptions and Use of Autonomous Products

» [Ms. Jenny Zimmermann](#) (University of St. Gallen), Prof. Emanuel de Bellis (University of Lausanne), Prof. Reto Hofstetter (University of Lucerne)

Beware! Smartphone Overuse Might Change Your Thinking Styles

» [Dr. Ying Zhu](#) (The University of British Columbia Okanagan Campus), Dr. Jingjing Ma (Peking University), Ms. Jiajia Liu (Peking University), Ms. Jingjing Wang (Peking University)

10:30am

General : JPP&M_1

COVID-19, Marketing, and Public Policy: The Pandemic's Evolution and Implications for Future Research

Stage - Special Sessions 2

Chaired by: Dr. Maura Scott and Dr. Kelly Martin

COVID-19, Marketing, and Public Policy: The Pandemic's Evolution and Implications for Future Research

» [Dr. Maura Scott](#) (Florida State University), [Dr. Kelly Martin](#) (Colorado State University)

10:30am

Oral : International_1

Cross-national Consumer Research

Stage - Competitive Paper 3

Chaired by: Ms. Tinka Krüger

Extending the animosity model in times of the COVID-19 pandemic: A cross-national validation of the health animosity scale

» [Ms. Tinka Krüger](#) (Kiel University), Dr. Wassili Lasarov (Kiel University), Prof. Stefan Hoffmann (Kiel University)

DRIVERS OF MUSLIMS' PURCHASES OF LUXURY BRANDS: A CROSS-COUNTRY COMPARISON

» [Ms. Nermain AL-Issa](#) (American University of the Middle East), Prof. Nathalie Dens (University of Antwerp)

Customer Attitudes Towards Foreign-Accented Employees: Consequences for Voluntary, Replaceable, and Mandatory Customer Participation in Services

» [Mr. David Bourdin](#) (FH Wien der WKW University of Applied Sciences), Dr. Christina Sichtmann (University of Vienna)

The Information Paradox: Can ignorance ever be bliss? Evidence from small, emerging market managers

» Dr. Magnus Hultman (University of Leeds), [Ms. Abbie Iveson](#) (University of Leeds), Prof. Pejvak Oghazi (Södertörn University), Dr. Aristeidis Theotokis (University of Leeds)

12pm

Workshop

Innovation Showcase

Stage - Plenary Stage

1:30pm

Oral : Strategy_2

Marketing strategy and product harm crises

Stage - Competitive Paper 3

Chaired by: Mr. Luciano Lapa



Continued from **Wednesday, 17 February**

Stock Returns to Product Recall: A Meta-Analysis

» [Dr. Vivek Astvansh](#) (Indiana University), Dr. Kersi Antia (Western University), Dr. Gerard Tellis (University of Southern California), Dr. Sudha Mani (Monash University)

Product Recall and Shareholder Value: The Effects of Regulatory Influence, Locus of Failure, and Product Age

» Dr. Vivek Astvansh (Indiana University), [Dr. Kamran Eshghi](#) (Laurentian University)

The Effects of Firm Financial Risk on Marketing

» Mr. Ben Lee (Indiana University), [Mr. Luciano Lapa](#) (Indiana University)

Firm learning during product defect investigation

» [Mr. Peng Shen](#) (Indiana University Bloomington), Dr. Vivek Astvansh (Indiana University), Mr. Hai Hu (Indiana University)

Exploring Shopper Psychological Safety in post-COVID-19 era

» [Dr. Adarsh Kumar Kakar](#) (Alabama State University), Mr. Ashish Kakar (Texas Tech University)

1:30pm

Oral : Consumption_3

Taste and Lifestyle across age, geography, and culture

Stage - Competitive Paper 2

Chaired by: Ms. Hajrah Hammad

Anti-Consumption at the Nexus of Culture and Religion

» [Dr. Ateeq Rauf](#) (Information Technology University), [Dr. Ajnesh Prasad](#) (Royal Roads University; Tecnologico de Monterrey)

Unpacking Connected Identity, Diaspora and Music Consumption: An Interpretive Approach

» [Dr. Tanvir Ahmed](#) (La Trobe University), Dr. Jean Marie Ip Soo Ching (AAPoly), Prof. Gillian Sullivan Mort (Yunus Social Business Centre - La Trobe University)

The Intention to Purchase Vintage Apparel Among Gen Y and Gen Z Across Ethnicities

» [Mrs. qijia zang](#) (Florida State University), [Ms. Hajrah Hammad](#) (Florida State University), Ms. Carolina Perez (Florida State University)

1:30pm

General : Sustainability_Sp_1

Latest Insights on Social Responsibility in Today's Marketplace

Stage - Special Sessions 1

Chaired by: Prof. Ela Veresiu and Dr. Ana Babic Rosario

Latest Insights on Social Responsibility in Today's Marketplace

» [Dr. Ana Babic Rosario](#) (University of Denver), Prof. Ela Veresiu (York University)

1:30pm

Oral : Advertising_2

Brand Communication Strategy: Macho, Funny, or Limited

Stage - Competitive Paper 1

Chaired by: Kasey Hudak

Laughter is the best medicine: Exploring how humor resolves advertising incongruity for absurd advertisements

» [Mr. John Matis](#) (Texas Tech University), Dr. KT Manis (Texas Tech University)

MARKETING MAN: AN ASSESSMENT OF MASCULINITY ADVERTISING APPEALS

» Dr. Nina Krey (Rowan University), Dr. Shuang Wu (Rowan University), [Dr. Ryan E. Cruz](#) (Thomas Jefferson University)

This is Awesome so I'll Have the Regular: Feeling Awe Decreases Preferences for Limited Edition Products

» [Ms. Aysu Senyuz](#) (University of Central Florida), Dr. Jonathan Hasford (University of Tennessee Knoxville), Dr. Ze Wang (University of Central Florida)



Continued from **Wednesday, 17 February**

Brand or Blemish? - How Anthropomorphization and Tailored Communication Enhance Consumers' Liking of Visually Imperfect Produce

» [Ms. Svenja Hünie](#) (RWTH Aachen University), Prof. Daniel Wentzel (RWTH Aachen University)

From Satisfaction of Consumers to Satisfaction with Consumers: Reverse Rating in Digital Two-Sided Markets

» [Ms. Jie Shen](#) (University of Illinois at Urbana-Champaign), Prof. Aric Rindfleisch (University of Illinois at Urbana-Champaign)

1:30pm

General : Public Policy_Sp_2

Marketing Vice: The Influences and Impacts of Vice Platforms, Products, and Services

Stage - Special Sessions 2

Chaired by: Keith Smith

Marketing Vice: The Influences and Impacts of Vice Platforms, Products, and Services

» [Dr. Keith Smith](#) (Northeastern University), [Dr. Felipe Thomaz](#) (University of Oxford), [Dr. Jennifer Yule](#) (The University of Edinburgh), [Dr. Matthew Meng](#) (Utah State University), Dr. Gregory Clark (University of Oxford), Dr. Amir Grinstein (Northeastern University), Dr. John Hlland (University of Georgia), Dr. Brett Leary (University of Nevada, Reno), Dr. Daniele Mathras (Northeastern University), Dr. Mitchell Olsen (University of Notre Dame), Dr. Alexander Wiedemann (Davidson College)

3pm

General : Marketplace Diversity_Sp_1

The Challenge of Privilege: Unpacking Advantage - Part 1

Stage - Special Sessions 2

Chaired by: Kevin Thomas and Dr. Marie Yeh

The Challenge of Privilege: Unpacking Advantage

» [Dr. Marie Yeh](#) (Loyola University Maryland), [Dr. Stacey Baker](#) (Creighton University), [Dr. Judy Davis](#) (Eastern Michigan University)

3pm

Oral : Digital_5

Understanding Digital Media Usage in Various Contexts

Stage - Competitive Paper 3

Chaired by: Dr. Caroline Munoz

Voter Engagement: Instagram Content Strategy and the 2020 Presidential Primary Election

» [Dr. Caroline Munoz](#) (University of North Georgia), Dr. Terri Towner (Oakland University), Ms. Christina Walker (Oakland University)

Citizen Sentiments and City Performance: An Inside-Out Approach for Generating Strategic Intelligence for Cities

» [Mr. AYAN GHOSH DASTIDAR](#) (Georgia State University), Dr. Denish Shah (Georgia State University)

Trust, Tension, and Governance in the Sharing Economy: An Integrated Model from Agency and Social Exchange Theories

» [Mr. Michael Moorhouse](#) (Western University), Dr. June Cotte (Western University), Ms. Annie Ding (Western University), Dr. Xin Wang (Western University)

Mind Our Online Social Identity: Understanding the Formation of Customers' Expectations for Responsiveness in the Digital Era

» [Dr. Sadrac Cénopht](#) (Justus-Liebig University)

3pm

Oral : Psychology_1

Consumer Psychology

Stage - Competitive Paper 1

Chaired by: Dr. Aleksandra Kovacheva

Fear of Missing Out under Lockdown: A Self-Concept Perspective

» [Dr. Fernando Jimenez](#) (University of Texas at El Paso), Dr. Zhoufan Zhang (Texas AM University), Ms. Jessica Felix (THE UNIVERSITY OF TEXAS AT EL PASO)



Continued from **Wednesday, 17 February**

SOCIAL VIRTUAL WORLD MEMBERSHIP REDUCES STRESS ABOUT CONTRACTING COVID-19

» Dr. Iman Paul (Clarkson University), [Ms. Rumela Sengupta](#): (University of Illinois at Chicago), [Ms. Smaraki Mohanty](#) (Binghamton University)

Why More Toilet Paper Makes My Life Feel Stable: Religiosity's Influence on Pandemic Stability-Seeking Consumption

» Dr. Elizabeth Minton (University of Wyoming), [Dr. Frank Cabano](#) (University of Texas at El Paso)

When COVID-19 Made You Switch Brands, Will You Stick to it?

» [Ms. Smaraki Mohanty](#) (Binghamton University), Mr. Savishes Malampallayil (Binghamton University School of Management)

The Value of the Unknown: A Framework and Research Agenda for Strategic Surprise Marketing

» [Dr. Aleksandra Kovacheva](#) (University of Albany, SUNY), Dr. Cait Lambertson (University of Pennsylvania), Dr. Hristina Nikolova (Boston College)

3pm

General : SIG_R&P

Consumer Payment Methods: Understanding How Prepayment, Pay What You Want, and Payment Form Impacts Spending and FLE Perception of Shoppers

Stage - Special Sessions 1

Chaired by: Dr. Stephanie M. Noble and Dr. Stacey Robinson

Consumer Payment Methods: Understanding How Prepayment, Pay What You Want, and Payment Form Impacts Spending and FLE Perception of Shoppers

» [Dr. Stacey Robinson](#) (University of Alabama), Dr. Stephanie Noble (University of Tennessee)

3pm

Oral : Innovation

Product Development and Innovation

Stage - Special 3

Chaired by: Ms. Mehrnoosh Reshadi

Role of Transformations Expectation, Perceived Control and Desire for Control on Adoption of Autonomous Intelligent Products

» [Ms. Mehrnoosh Reshadi](#) (Texas Tech University), Prof. Mayukh Dass (Texas Tech University)

IS IT WORTH THE BUZZ? AN EXPLORATION OF THE IMPACT OF NEW PRODUCT DEMONSTRATIONS ON CONSUMERS' ONLINE SEARCH AND PURCHASE BEHAVIOR

» [Dr. Amir Javadinia](#) (Florida Atlantic University), Dr. Melanie Lorenz (Florida Atlantic University)

Relative Strategic Emphasis on Value Appropriation: Its Role in New Product Development Process and The Success of New Products

» [Mr. Udit Sharma](#) (Michigan), Dr. Roger J. Calantone (Michigan State University)

DOES PRODUCT QUALITY MATTER? IF SO, WHY DO PRODUCT ATTRIBUTE ENHANCEMENTS OFTEN FAIL TO HAVE THE INTENDED IMPACT ON USER SATISFACTION?

» [Dr. Adarsh Kumar Kakar](#) (Alabama State University), Mr. Ashish Kakar (Texas Tech University)

Does Speedy Innovation Hurt Product Quality? Evidence from Medical Devices

» [Mr. Ben Lee](#) (Indiana University), Dr. Vivek Astvansh (Indiana University)

3pm

Oral : Branding_4

Fostering Customer-Brand Relationships

Stage - Competitive Paper 2

Chaired by: Dr. Alexander Mitchell



Continued from **Wednesday, 17 February**

The relative impact of employees' discrete emotions on employees' negative-word-of-mouth and counterproductive workplace behavior

» [Dr. Sang Bong Lee](#) (Black Hills State University), [Dr. Shih-Hao Liu](#) (Saint Cloud State University)

The implications of brand ethereality on luxury brand relationship management

» [Mr. Saleh Bazi](#) (Newcastle University), [Prof. Raffaele Filieri](#) (Audencia University), [Prof. Matthew Gorton](#) (Newcastle University)

Gossamer Brand Bonds

» [Dr. Albert Muñoz](#) (DePaul University), [Dr. Alexander Mitchell](#) (California Polytechnic State University, Pomona), [Dr. Meredith Thomas](#) (Florida State University)

The Interactive Effect of Boundaries and Political Ideology on Logo Evaluation

» [Dr. Laura Boman](#) (Mercer University), [Dr. Sarah Lefebvre](#) (Murray State University), [Dr. Ganga Hewage](#) (Bryant University)

Predicting the Relationships between Narrative Transportation, Consumer Brand Experience, Love, and Loyalty in Video Storytelling Advertising

» [Dr. KENNETH C. C. YANG](#) (THE UNIVERSITY OF TEXAS AT EL PASO), [Dr. YOWEI KANG](#) (NATIONAL TAIWAN OCEAN UNIVERSITY)

4:30pm

Oral : SRE_1

When Things Go Wrong: From Service Failures to Marketing in a Crisis-Ridden World

Stage - Competitive Paper 3

Vertical Repositioning: Additional Strategies to Survive Retail Bankruptcy

» [Dr. Manoj Kumar Agarwal](#) (Binghamton University School of Management), [Dr. Guy H Gessner](#) (Canisius College, Buffalo, NY), [Mr. Savishesh Malampallayil](#) (Binghamton University School of Management)

A MULTI-LAYER MODEL OF CONSUMER PERCEPTIONS DURING COVID-19: MARKET RECOVERY STRATEGIES FOR CRUISE BUSINESSES

» [Ms. Tianyu Pan](#) (University of Florida), [Prof. Fang Shu](#) (Florida International University), [Dr. Miranda Kitterlin-Lynch](#) (Florida International University), [Dr. Eric Beckman](#) (Florida International University)

Does unemployment improve customer satisfaction? Evidence from the field

» [Dr. Michael Ahearne](#) (University of Houston), [Mr. Victor Nogueira](#) (University of Houston), [Mr. Phillip Wiseman](#) (University of Houston)

Service Failure in the Public Transportation Industry: Modeling Its Impact on Sales

» [Prof. Marc Fischer](#) (University of Cologne), [Dr. Alexander Edeling](#) (University of Cologne)

Service Recovery in the Absence of a Service Failure: When Negative Surprise Has Positive Results

» [Prof. Marcus Wardley](#) (California State University San Marcos)

4:30pm

General : Marketplace Diversity_Sp_2

The Challenge of Privilege: Unpacking Advantage - Part 2

Stage - Special Sessions 2

Chaired by: Kevin Thomas and Dr. Marie Yeh

The Challenge of Privilege: Unpacking Advantage

» [Dr. Marie Yeh](#) (Loyola University Maryland), [Dr. Stacey Baker](#) (Creighton University), [Dr. Judy Davis](#) (Eastern Michigan University)

4:30pm

Oral : Sustainability_1

Sustainability in E-Retailing, Fashion, and Luxury Industries

Stage - Competitive Paper 1

Chaired by: Dr. tahir islam

Sustainability of delivery methods in e-commerce: Consumer perceptions and consequences for consumer behavior

» [Mr. Patrick Klein](#) (Saarland University), [Prof. Bastian Popp](#) (Saarland University), [Mr. Claus-Christian Van Roijen](#) (Saarland University)



Continued from **Wednesday, 17 February**

Climate Change, Social Traps, and Marketing Strategy: An Exploration of Leading Firms in the Fashion Industry

» [Mr. Siavash Rashidi Sabet](#) (Doctoral Student in Marketing), Dr. Sreedhar Madhavaram (Texas Tech University)

Proud of You: From Materialism to Sustainable Luxury Brand Purchase Intention

» [Dr. tahir islam](#) (Tongji University), Dr. Ali Ahmed (Tongji), Dr. Liang Xiaobei (Tongji), Dr. Ying Wang (Youngstown State University)

Luxury Goods Disposition: A Sustainability Perspective

» [Dr. Jennifer Stoner](#) (University of North Dakota), Dr. Navdeep Athwal (University of Leicester)

4:30pm

General : Channels_Sp_2

Franchising, Channel Relationships, and the Role of Regulators – Insights from For-Profit and Not-For-Profit Contexts

Stage - Special Sessions 1

Chaired by: Ms. Amrita Mitra and Dr. Kersi Antia

Franchising, Channel Relationships, and the Role of Regulators – Insights from For-Profit and Not-For-Profit Contexts

» Ms. Amrita Mitra (Western University), [Dr. Kersi Antia](#) (Western University)

4:30pm

General : Digital_Sp_2

User engagement in different digital platforms

Stage - Special 3

Chaired by: Prof. Anindita Charkravarty and Prof. Elham Yazdani

User engagement in different digital platforms

» [Prof. Anindita Charkravarty](#) (University of Georgia), [Prof. Elham Yazdani](#) (University of Georgia), [Dr. Sarah Whitley](#) (University of Georgia), [Mr. Vincent Zhang](#) (University of Georgia)

4:30pm

Oral : Strategy_3

Developing effective marketing strategies

Stage - Competitive Paper 2

Chaired by: Dr. Preethika Sainam

Creating Customer Engagement Value by Winning Back Lost Customers

» [Mr. Robin-Christopher Ruhнау](#) (University of Mannheim)

Pricing Cues and Retail Competition

» [Dr. Preethika Sainam](#) (Thunderbird School of Global Management), Dr. Anand Krishnamoorthy (University of Central Florida)

Short-Selling, Entrepreneurial Orientation, and Brand Disposal

» [Dr. Kehan Xu](#) (Chinese University of Hong Kong), Prof. Zixia Cao (university of colorado denver), Mr. Runtong Lin (University of Hong Kong)

Incumbent Defense Strategies and New Entrant Market Exit: The Moderating Role of Relational Market-Based Assets

» Dr. Sina Aghaie (Wichita State University), Dr. Omid Kamran-Disfani (Southern Illinois University Carbondale), [Ms. Maryam Farhang](#) (Southern Illinois University Carbondale), Mr. Ashok Bhattarai (Southern Illinois University Carbondale)

Spillover Effects of Limited-Edition Strategy

» [Mr. Tuan Nguyen](#) (Northeastern University)

Thursday, 18 February

8:45am

General : JM-MSI 1

JM-MSI Special Issue Part 1/3

Stage - Special Sessions 1



Continued from **Thursday, 18 February**

9am **General : Consumption_Sp**
Examining Cultural Drivers on Experiences of Humanity
Stage - Special 3
 Chaired by: Dr. Tonya Bradford and Dr. Meredith Thomas

Examining Cultural Drivers on Experiences of Humanity
 » [Dr. Meredith Thomas](#) (Florida State University), [Dr. Tonya Bradford](#) (University of California, Irvine)

9am **Oral : Sustainability_3**
Social Responsibility and Consumer Behavior
Stage - Competitive Paper 2
 Chaired by: Mr. Nils Christian Hoffmann

I Will Follow You into the Dark: How Unethical Corporations Make Consumers Lie.
 » [Mr. Nils Christian Hoffmann](#) (Kiel University)

Consumer Solidarity: A Social-System Perspective on the Glue that Holds Society Together
 » [Mr. Benedikt Alberternst](#) (Paderborn University), Prof. Lena Steinhoff (University of Rostock), Prof. Andreas Eggert (Paderborn University), Prof. Markus Giesler (York University)

This is Not Mine Anymore: The Effect of Sharing in Collaborative Consumption
 » [Mr. bo huang](#) (HEC MONTREAL), Mrs. Anshu Pradeep Suri (HEC MONTREAL), Dr. Sylvain Senecal (HEC MONTREAL), Dr. Ali Tezer (HEC MONTREAL)

How Corporate Social Responsibility helps Restaurants of Pakistan to elevate Brand Loyalty and Consumer Satisfaction

» Prof. Hafiz Yasir Ali (Department of Management Science, COMSATS University Islamabad, Sahiwal Campus), [Mr. Hafiz Fawad Ali](#) (Department of Management Sciences, University of Okara), Dr. Rizwan Qaisar Danish (Hailey College of Commerce, University of the Punjab, Lahore, Pakistan), Dr. Rai Shahbaz Hussain (Department of Management Sciences, University of Okara)

9am **General : Channels_Sp_3**
Inter-Firm Relationships
Stage - Special Sessions 2
 Chaired by: Dr. Shekhar Misra

Inter-Firm Relationships
 » [Dr. Shekhar Misra](#) (Grenoble Ecole de Management), Dr. Kiran Pedada (Indian School of Business), Dr. Girish Mallapragada (Indiana University), [Ms. Shilpa Somraj](#) (University of Nebraska - Lincoln), Dr. Alok Kumar (University of Nebraska-Lincoln), Dr. Alok Saboo (Georgia State University), [Ms. Mariia Koval](#) (Grenoble Ecole de Management), [Dr. Raghuram Bommaraju](#) (Indian School of Business)

9am **Oral : Channels**
Channels and Supply Chain Management
Stage - Competitive Paper 1
 Chaired by: Dr. Steven Dahlquist

Case Studies on Low-Cost Technological Innovations for Small Retailers

» [Mr. Vikram Choudhary](#) (Indian Institute of Management Lucknow), [Prof. Rajesh Aithal](#) (Indian Institute of Management Lucknow)

Impact of adding brand stores on incumbent offline channel

» [Mr. Karthikeyan Balakumar](#) (Karthikeyan), [Dr. Prafulla Agnihotri](#) (IIM Calcutta), Dr. Ritu Mehta (IIM Calcutta), Dr. Debabrata Ghosh (Malaysia Institute for Supply Chain Innovation)



Continued from **Thursday, 18 February**

ALLIANCE TERMINATION AND SHAREHOLDER VALUE: EVIDENCE FROM THE BIOPHARMACEUTICAL INDUSTRY

» [Dr. Hadi Eslami](#) (University of New Brunswick), Dr. Kamran Eshghi (Laurentian University), Dr. Farhad Sadeh (eastern illinois university)

Managing Product Assortment Differentiation across Online and Offline Marketing Channels

» [Ms. Meng Wang](#) (The Hong Kong Polytechnic University), Dr. Flora Gu (The Hong Kong Polytechnic University), Dr. Danny Wang (Hong Kong Baptist University)

Effects of Green Product Demands in Industrial Channels

» [Dr. Steven Dahlquist](#) (Grand Valley State University)

How Interorganizational Strategic Behavior Impacts the Likelihood of a Product Recall

» [Mr. Julian Schulte](#) (WWU Münster)

9am

Oral : Digital_2

User-Generated Contents and Customer Engagement

Stage - Competitive Paper 3

Chaired by: Dr. Begum Kaplan

TWEETING DOOMSDAY SCENARIOS: ENGAGING CONSUMERS ONLINE DURING THE CORONAVIRUS PANDEMIC

» [Dr. Begum Kaplan](#) (Florida International University), Dr. Elizabeth G. Miller (University of Massachusetts Amherst)

User-Generated Service Engagement Volume in Online Communities: The Moderating Role of Firm Involvement

» [Dr. Sotires Pagiavlas](#) (The Pennsylvania State University), Dr. Felipe Thomaz (University of Oxford)

User-generated content, service failure and recovery strategies in the fashion industry: the need for a hybrid approach

» [Prof. Wilson Ozuem](#) (University of Cumbria), [Prof. Silvia Rafangni](#) (University of Florence), [Ms. Michelle Willis](#) (University of Cumbria), [Prof. Serena Rovai](#) (La Rochelle Business School, Excecia University)

The era of fake news: How truthfulness and animosity interact

» [Ms. Tinka Krüger](#) (Kiel University), Ms. Ipek Nibat (Gren), Prof. Robert Mai (Grenoble Ecole de Management), Prof. Olivier Trendel (Grenoble Ecole de Management), Dr. Wassili Lasarov (Kiel University), Prof. Stefan Hoffmann (Kiel University)

Effectiveness of Social Media Platform: A perspective of Customer Purchase Intention through Social Networking in the Pakistani context

» Ms. Irsa Mehboob (Institute of Business Administration, University of the Punjab, Lahore, Pakistan), [Prof. Dr Mubbsher Munawar Khan](#) (Hailey College of Banking and Finance, University of the Punjab, Lahore, Pakistan), [Mr. Hafiz Fawad Ali](#) (Department of Management Sciences, University of Okara)

10:30am

General : Public Policy_Sp_4

Marketing-based initiatives to prevent radicalization: Proposing guidelines for public policy

Stage - Special Sessions 2

Chaired by: Prof. Marie-Louise Radanielina-Hita and Prof. Yany Gregoire

Marketing-based initiatives to prevent radicalization: Proposing guidelines for public policy

» [Prof. Marie-Louise Radanielina-Hita](#) (HEC MONTREAL), [Prof. Yany Gregoire](#) (HEC MONTREAL), [Prof. Julien Grobert](#) (IAE Toulouse)

10:30am

General : International_Sp

Exploring Consumer Well-being Across Cultures

Stage - Special 3

Chaired by: Dr. Ashley Goreczny



Continued from **Thursday, 18 February**

Exploring Consumer Well-being Across Cultures

» [Dr. Ashley Goreczny](#) (Iowa State University - Marketing), Dr. Nita Umashankar (San Diego State University), [Dr. Samantha Cross](#) (Iowa State University), [Mrs. Veronica Martín Ruiz](#) (Iowa State University - Marketing)

10:30am

**General : SIG_Relationship Marketing
Relationship Marketing SIG**

Stage - Special Sessions 1

Chaired by: Kay Peters and Stavroula Spyropoulou

Relationship Marketing SIG

» [Dr. V Kumar](#) (Indian School of Business)

10:30am

**Oral : Sales_1
Face off!**

Stage - Competitive Paper 2

Chaired by: Dr. Sadrac Cénopht

The Harmful Effect of Babyface on Sales Performance

» [Ms. Alexis Yim](#) (West Virginia University), Dr. Annie Cui (West Virginia University), Dr. Brad Price (West Virginia University), Dr. Xiaolong Xu (Shanghai University of Finance and Economics)

How Informal Competition Drives the Sales of New Products

» [Dr. Sadrac Cénopht](#) (Justus-Liebig University), Prof. Alexander Haas (Justus-Liebig University)

Human Touch vs. Self-Service: Challenging a Doomed Prophecy for B2B Salespeople

» [Dr. Piotr Kwiatek](#) (American University of the Middle East), [Dr. Stavros Papakonstantinidis](#) (American University of the Middle East), [Dr. Radoslav Baltezarevic](#) (CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT)

**THE HUMAN SIDE OF SELLING DIGITAL INNOVATIONS:
UNDERSTANDING THE ROLE OF SALESPEOPLE'S FEAR OF LOSING
FACE**

» [Mr. Julian Schmalstieg](#) (Paderborn University), Mrs. Bianca Schmitz (ESMT Berlin), Prof. Andreas Eggert (Paderborn University), Prof. Olaf Ploetner (ESMT Berlin), Prof. Johannes Habel (Warwick Business School)

10:30am

Oral : Branding_3

Fill Your Brand Equity Cup So Crisis Doesn't Empty It

Stage - Competitive Paper 1

Chaired by: Dr. Milena Micevski

**Consumer Brand Trust in a Brand Crisis: A Comparison between
Accidental and Preventable Product-Harm Crises**

» [Ms. Hanna-Kaisa Kolehmainen](#) (University of Eastern Finland), [Prof. Tommi Laukkanen](#) (University of Eastern Finland)

Brand Protection Actions: A Systematic Literature Review

» [Ms. Xiaoyun Zheng](#) (Michigan State University), Dr. Ahmet H. Kirca (Michigan State University), Dr. Jeremy Wilson (Michigan State University)

**That Brand Is No Good Unless I Forgive It: Mindset Effect on Post
Brand Transgression Response**

» [Ms. Minjoo Kim](#) (Oklahoma State University), Dr. Kevin Voss (Oklahoma State University)

**TWO SHADES OF SHAME: THE DIFFERENTIATING ROLES OF
EPISODIC SHAME AND BRAND SHAME FOLLOWING SERVICE
FAILURES**

» Dr. Wolfgang Weitzl (University of Applied Sciences Upper Austria), [Dr. Milena Micevski](#) (University of Vienna)

**The consequences of a 'people before profits' strategy on the
consumer brand relationship: Evidence from the Covid-19 crisis**

» [Ms. Abbie Iveson](#) (University of Leeds), Dr. Magnus Hultman (University of Leeds), Dr. Vasileios Davvetas (University of Leeds)



Continued from **Thursday, 18 February**

10:30am **Oral : Digital_1**
Influencer Marketing
Stage - Competitive Paper 3
 Chaired by: Dr. Gina Tran

How Can Social Media Influencers Be More Influential? An Examination of the Roles of Authenticity and Relatability

» Dr. Gina Tran (Florida Gulf Coast University), [Dr. Atefeh Yazdanparast](#) (Clark University), Dr. David Strutton (University of North Texas)

Social Adaptation Theory - Does it Adapt to Social Influencer Marketing?

» [Prof. Klaus-Peter Wiedmann](#) (Institute for Marketing and Management, Leibniz University of Hannover), Mr. Walter von Mettenheim (Institute for Marketing and Management, Leibniz University of Hannover)

Influencer Follower Count and Social Media Engagement

» Dr. Simone Wies (Goethe University Frankfurt), [Dr. Alex Bleier](#) (Frankfurt School of Finance & Management), Dr. Alexander Edeling (University of Cologne)

#AD, #SPONSORED: THE ROLE OF DISCLOSURE AND PARTNERSHIP FIT ON AUTHENTICITY AND ATTITUDE TOWARD THE INFLUENCER.

» [Dr. Cassandra Ditt](#) (McNeese State University), Dr. Julie Moulard (Louisiana Tech University), [Mr. Louis Zmich](#) (Louisiana Tech University), Dr. Kathryn Pounders (The University of Texas at Austin)

Impact of Celebrity Endorsement on Affective Content in Online Reviews

» [Prof. Arpita Agnihotri](#) (Penn State Harrisburg), Dr. Saurabh Bhattacharya (Newcastle University)

12pm **General**
2021 Awards Celebration
Stage - Plenary Stage

1:30pm **General : JPP&M_2**
Political Activity and Marketing: Research Insights and Calls for Future Inquiry
Stage - Special Sessions 2
 Chaired by: Dr. Daniel Korschun and Dr. Gautham Vadakkepatt and Dr. Kelly Martin

Political Activity and Marketing: Research Insights and Calls for Future Inquiry

» [Dr. Daniel Korschun](#) (Drexel University), [Dr. Gautham Vadakkepatt](#) (George Mason University), [Dr. Kelly Martin](#) (Colorado State University)

1:30pm **General : SIG_T&L**
Pandemic Pedagogy: Best practices in remote, hybrid and online education
Stage - Special 3
 Chaired by: Dr. Adam Mills

Pandemic Pedagogy: Best practices in remote, hybrid and online education

» [Dr. Adam Mills](#) (Loyola University New Orleans), [Dr. Obinna Obilo](#) (Central Michigan University), [Dr. April Kemp](#) (Southeastern Louisiana University), [Dr. Colin Campbell](#) (University of San Diego), [Dr. Stefanie Boyer](#) (Bryant University)

1:30pm **General : Digital_Sp_1**
Conversation, Location, Augmentation: Latest Insights on User-Generated Content and New Consumer Technologies
Stage - Special Sessions 1
 Chaired by: Dr. Ana Babic Rosario and Dr. Felipe Thomaz

Conversation, Location, Augmentation: Latest Insights on User-Generated Content and New Consumer Technologies

» [Dr. Ana Babic Rosario](#) (University of Denver), [Dr. Felipe Thomaz](#) (University of Oxford)



Continued from **Thursday, 18 February**

1:30pm

Oral : Strategy_4

Leveraging AI, Digital, and Mobile technologies to create value

Stage - Competitive Paper 1

Chaired by: Ms. Seoyoung Kim

Hey Alexa! What's the Value of Branded Virtual Assistant Capabilities for Firms?

» [Mr. Navid Bahmani](#) (University of Wisconsin-Milwaukee), Dr. Amit Bhatnagar (University of Wisconsin-Milwaukee)

Going Digital to Conform and to Perform: Learning Mechanisms Underpinning the Budgetary Decision on Digital Advertising

» [Ms. Seoyoung Kim](#) (University of Georgia), Dr. Sundar Bharadwaj (University of Georgia)

AI-enabled top- and mid-level marketers: Integrating systematic review and topic modeling approaches for theory development in marketing

» [Dr. KT Manis](#) (Texas Tech University), Dr. Sreedhar Madhavaram (Texas Tech University)

Refining Retail Mobile Commerce Activities for an Enhance Firm Performance

» [Dr. Lanlan CAO](#) (NEOMA Business School), Dr. Xin Liu (California State Polytechnic University, Pomona), Dr. Laura Trinchera (NEOMA Business School)

Exploring the paths towards service growth in manufacturing companies

» [Ms. Lisa Harrmann](#) (Paderborn University), Prof. Eva Böhm (Technical University of Dortmund), [Prof. Andreas Eggert](#) (Paderborn University)

1:30pm

Oral : Psychology_4

Understanding Consumers

Stage - Competitive Paper 2

Chaired by: Ms. Vincentia Yuen

How Mere Manager Response Influences Consumer Decision Making

» [Ms. Vincentia Yuen](#) (University of Miami), Prof. Michael Tsiros (University of Miami)

Information Privacy and Consumers' Willingness to Share Personal Information: Toward a Conceptual Framework

» [Mr. Christopher Schumacher](#) (University of St. Gallen)

Instruction Makes Food Tastier: The Effects of Food Instruction on Taste Perceptions and Consumption

» [Ms. Daphane Tan](#) (University of Tennessee Knoxville), Dr. Annika Abell (University of Tennessee Knoxville), [Ms. Priscilla Peña](#) (University of Rhode Island)

Mouse tracking in e-commerce: Predicting product returns and psychological ownership via consumer's hand movements

» [Mr. Patrick Neef](#) (Universität Innsbruck)

Chickens versus Eggs: Do Brand Community Members Evolve into Product Category Community Members?

» [Ms. Lauren Drury](#) (Saint Louis University), Prof. Scott Thompson (Saint Louis University)

1:30pm

Oral : Marketplace Diversity

Marketplace Diversity

Stage - Competitive Paper 3

Chaired by: Dr. Adarsh Kumar Kakar

Branding of Software Products: Should we Specialize or Diversify?

» [Dr. Adarsh Kumar Kakar](#) (Alabama State University), Mr. Ashish Kakar (Texas Tech University)

The Effects of Multiple Identity Attributes of Minority Endorsers in Advertising

» [Ms. Anna Rößner](#) (Research Assistant)



Continued from **Thursday, 18 February**

The Dynamics of Repatriate Consumer Acculturation

» [Ms. Sonja Kralj](#) (University of Augsburg), Mr. Michael Paul (University of Augsburg)

3pm

Oral : Psychology_5

Affecting Affect

Stage - Competitive Paper 2

Chaired by: Ms. Nuket Serin

Affective States, Cognition, Message Appeals, Country-of-Origin and Quality Perceptions: Research Propositions

» [Ms. Archana Mannem](#) (Wayne State University), Ms. Lu Yu (Wayne State University), Prof. Attila Yaprak (Wayne State University)

Yay or Nay? Investigating Surprise Across Consumer Self-Gifting Motivations

» [Dr. Aditya Gupta](#) (Illinois State University), [Dr. Ganga Hewage](#) (Bryant University)

How Sleep Deprivation Effects Indulgent Choices

» [Ms. Nuket Serin](#) (Florida International University), Prof. Shailendra Jain (University of Washington), Prof. Jayati Sinha (Florida International University)

Form Follows Function: How Relationship Motives Impact Preferences for Utilitarian Consumption

» [Ms. Aysu Senyuz](#) (University of Central Florida), Dr. Jonathan Hasford (University of Tennessee Knoxville)

The role of implicit theories and stereotypes on evaluation of negative marketing events

» [Prof. Terence Motsi](#) (Earlham College), Ms. Juana Serna (Earlham College), Ms. Hephzibah Okorie (Earlham College)

3pm

Oral : Branding_2

Brand Building

Stage - Competitive Paper 1

Chaired by: Ms. Ying Ying Li

CSR Authenticity for Brand Building through Brand Value Co-creation

» [Dr. Fernanda Muniz](#) (California State University San Marcos), Dr. Francisco Guzmán (University of North Texas)

TERROIR CO-BRAND INFLUENCE ON THE MARKETING VALUE OF OAKVILLE LUXURY WINES: A MIXED METHODS STUDY

» [Dr. Michael Carrillo](#) (University of Florida)

BRAND CAUSE PROXIMITY AND BRAND CREDIBILITY: WHY DOES BRAND CAUSE PROXIMITY AFFECT BRAND CREDIBILITY?

» [Mr. Faye Ahmad](#) (University of North Texas)

MINDFUL BRAND

» [Ms. Ellen Campos Sousa](#) (Florida International University), Prof. Jayati Sinha (Florida International University)

Building Brand Attachment through Anthropomorphic Brand Design

» [Ms. Ying Ying Li](#) (Oklahoma State University), Dr. Kevin Voss (Oklahoma State University)

3pm

General

Broadening the Impact of Marketing

Stage - Competitive Paper 3

Chaired by: Dr. V Kumar



Continued from **Thursday, 18 February**

3pm **General : SIG_SERV**
Dynamics of Technology in Service: Benefits and Disadvantages for Consumers and Service Organizations
 Stage - Special 3
 Chaired by: Ms. Lane Peterson

Dynamics of Technology in Service: Benefits and Disadvantages for Consumers and Service Organizations

» [Ms. Lane Peterson](#) (Florida State University), Dr. Dhruv Grewal (Babson College), Mr. Carl-Philip Ahlbom (Stockholm School of Economics), [Dr. Stephanie M. Noble](#) (University of Tennessee), Dr. Venkatesh Shankar (Texas AM University), Ms. Unnati Narang (Texas AM University), Dr. Jens Nordfalt (Stockholm School of Economics), [Dr. Michael Giebelhausen](#) (Clemson University), [Dr. Stacey Robinson](#) (University of Alabama), Martin Mende (Florida State University), Dr. Maura L. Scott (Florida State University), Dr. Gergana Nenkov (Boston College), Dr. Anders Gustafsson (BI Norwegian Business School), Dr. Raoul V. Kübler (University of Münster), [Dr. Koen H. Pauwels](#) (Northeastern University), Mr. Kai S. Manke (University of Münster)

3pm **General : Strategy_Sp_1**
Upper Echelons and Marketing
 Stage - Special Sessions 1
 Chaired by: Mr. Ben Lee

Upper Echelons and Marketing

» [Mr. Ben Lee](#) (Indiana University), Dr. Neil Morgan (Indiana University), Dr. Lopo Rego (Indiana University), Dr. Kim Whitley (University of Virginia), Dr. Leigh McAlister (University of Texas at Austin), [Dr. Sebastian Hohenberg](#) (University of Texas at Austin), Dr. Raghuram Bommaraju (Indian School of Business), Dr. Hang Nguyen (Michigan State University), [Dr. Hui Feng](#) (Iowa State University), [Dr. Saim Kashmiri](#) (University of Mississippi), Dr. Prachi Gala (elon university)

3pm **General : Public Policy_Sp_3**
The Intersection of Race, Marketing, and Public Policy: A Call to Action Through Future Research
 Stage - Special Sessions 2
 Chaired by: Dr. Benet DeBerry-Spence

The Intersection of Race, Marketing, and Public Policy: A Call to Action Through Future Research

» [Dr. Benet DeBerry-Spence](#) (University of Illinois at Chicago), [Dr. Aronte Bennett](#) (Villanova University), [Dr. Samantha Cross](#) (Iowa State University), [Dr. Akon Ekpo](#) (Loyola University Chicago), [Dr. Francesca Sobande](#) (Cardiff University)

4:30pm **General : JM-MSI 2**
JM-MSI Special Issue Part 2/3
 Stage - Special Sessions 1

4:30pm **Oral : Data Analytics**
Customer Insights from Data Analytics, AI and Machine Learning
 Stage - Competitive Paper 2
 Chaired by: Prof. Alexander Rossmann

AN ANALYSIS OF THE IMPACT OF BUSINESS ANALYTICS ON INNOVATION

» [Dr. Rai Shahbaz Hussain](#) (Department of Management Sciences, University of Okara), Mr. Sarmad Ejaz (Department of Management Sciences, University of Okara), Mr. Sohail Aslam (University of Okara), Ms. Aneeqa Ijaz (Department of Economics, University of Okara), Mr. Sohail Maqbool Dola (University of Okara)

The Effects of Investors' Sense of Control and Perceived Humanization on the Adherence to Robo-Advisors.

» [Prof. Kuan-Chou Ko](#) (National Taiwan University), Ms. Shino Uchikata (National Taiwan University), Ms. Shian-ko Liu (National Taiwan University)



Continued from **Thursday, 18 February**

The Design of Artificial General Marketing Intelligence (AGMI) as a Ubiquitous Control System

» [Prof. Qeis Kamran](#) (International School of Management), Mr. Ard Reshani (International School of Management)

Machine Learning in Marketing: A Systematic Literature and Text Mining Research

» [Prof. Alexander Rossmann](#) (Reutlingen University), [Mr. Yusuf Bozkurt](#) (Reutlingen University), Mr. Alexander Heinz (Reutlingen University)

Transforming Unstructured Texts to Structured Data with Attribute-level Sentiments for Market Analysis: Framework, Method, and Application

» [Prof. Sunghoon Kim](#) (Arizona State University), Prof. Jongkuk Lee (Ewha Womans University)

4:30pm

Oral : Consumption_1

Service provider and consumer response to crisis

Stage - Competitive Paper 3

Chaired by: Ms. Kelley Cours Anderson

Super-Heroes at Your Service: How Business Communities Inspire Creativity to Mitigate Crisis

» [Ms. Kelley Cours Anderson](#) (Texas Tech University), Ms. Ashley Hass (Texas Tech University)

Blue or black: mask colors and trustworthiness

» [Dr. Shubin Yu](#) (Peking University HSBC Business School), [Mr. Changxu Li](#) (Peking University HSBC Business School)

Heroes in a Time of Crisis: Values of Generations Y and Z

» Dr. Shabnam Azimi (Loyola University Chicago), [Dr. Yana Andonova](#) (Murray State University), Dr. Charles Schewe (University of Massachusetts Amherst)

Panic Buying in the COVID-19 Pandemic: A Multi-Country Examination

» [Dr. tahir islam](#) (Tongji University), Dr. Hameed Pitafi (Hefei University of Technology), Dr. Ying Wang (Youngstown State University), Dr. Vikas arya (Rajalakshmi School of Business), Dr. Naeem Akhatr (School of Tourism Management, Sun Yat-Sun University, Guangzhou,), Prof. Shujaat Mubarak (Institute of Business Management), Dr. Liang Xiaobei (Tongji University)

4:30pm

Oral : Advertising_1

Digitally Mediated Ads

Stage - Competitive Paper 1

Chaired by: Surendra Singh

Destination-Based Advertising: Altering Planned Behaviors

» [Mr. Hamid Shirdastian](#) (Concordia University), Dr. Boris Bartikowski (Kedge), Dr. Michel Laroche (Concordia University), Dr. Marie-Odile Richard (State University of New York Polytechnic Institute)

Display Ad Classifier: Quantifying Annoying Ad Practices and its Effect on Website Performance

» [Ms. Seoyeon Hong](#) (Yonsei University), Prof. Keeheon Lee (Yonsei University)

Understanding the ad video's characteristics that boost its performance

» [Mrs. Andressa Melo](#) (Insper), [Ms. Giuliana Isabella](#) (Insper)

Alexa, Should I Trust You? Exploring the Role of Trust in Branded Messages via In-Home AI Devices

» [Dr. Christine Kowalczyk](#) (East Carolina University), Dr. Brian Taillon (East Carolina University), Dr. Seth Ketron (California State Polytechnic University, Pomona)

How Do Gamers' Motivations Influence Their Attitude, Purchase Intention, and Word-of-Mouth Responses Toward In-Game Advertisements?

» [Dr. Gina Tran](#) (Florida Gulf Coast University), Dr. Atefeh Yazdanparast (Clark University), Dr. David Strutton (University of North Texas)



Continued from **Thursday, 18 February**

4:30pm **General : Strategy_Sp_2**
B2B-Marketing-Finance Interface
Stage - Special Sessions 2
Chaired by: Dr. Niket Jindal

B2B-Marketing-Finance Interface

» [Dr. Niket Jindal](#) (Indiana University), [Dr. Mehdi Nezami](#) (Bradley University), [Dr. Kapil Tuli](#) (Singapore Management University), [Dr. Shantanu Dutta](#) (University of Southern California), [Mr. Ashkan Faramarzi](#) (HEC Paris), [Dr. Stefan Worm](#) (BI Norwegian Business School), [Dr. Wolfgang Ulaga](#) (INSEAD), [Dr. Sudha Mani](#) (Monash University), [Dr. Shanfei Feng](#) (Monash University), [Dr. Vivek Astvansh](#) (Indiana University)

Friday, 19 February

8:45am **General : JM-MSI 3**
JM-MSI Special Issue Part 3/3
Stage - Special Sessions 1

9am **Oral : SRE_3**
The Cutting Edge of Retail Research
Stage - Competitive Paper 2

Only brand matters? Pricing strategy analysis for retail category management

» [Prof. Marina Bicudo de Almeida Muradian](#) (Insper), [Prof. Danny Claro](#) (Insper)

Discounted Price Parity: Role of Affect in Comparative Evaluations of E-tailer Prices

» [Dr. Sunny Arora](#) (S P Jain Institute of Management and Research, Mumbai, India), [Mr. Jaswantsingh Pardeshi](#) (Sardar Patel Institute of Technology, Mumbai)

SAME SAME BUT DIFFERENT: INVESTIGATING THE EFFECTS OF MARKETING INSTRUMENTS ON DEMAND FOR PRIVATE LABELS IN MULTICHANNEL RETAILING

» [Mx. Svetlana Kolesova](#) (Center for Retailing, Stockholm School of Economics), [Prof. Sara Rosengren](#) (Center for Retailing, Stockholm School of Economics), [Dr. Rickard Sandberg](#) (Center for Data Analytics, Stockholm School of Economics)

OUTDOOR ATMOSPHERICS EFFECTS ON BEHAVIORAL INTENTION: The role of aesthetic appeal

» [Dr. Sheena Karangi](#) (University of Surrey)

How to effectively drive word of mouth with pop-up stores: The roles of store ephemerality and consumers' need for uniqueness

» [Ms. Laura Henkel](#) (University of Goettingen), [Prof. Waldemar Toporowski](#) (University of Goettingen)

9am **General : SIG_Global**
Global Marketing in a Disruptive and Complex Environment
Stage - Special Sessions 2
Chaired by: Dr. Peter Magnusson

Global Marketing in a Disruptive and Complex Environment

» [Dr. Peter Magnusson](#) (University of Alabama), [Dr. Amalesh Sharma](#) (Texas AM University), [Dr. Sourav Borah](#) (Indian Institute of Management Ahmedabad), [Dr. Anirban Adhikary](#) (Indian Institute of Management Udaipur), [Dr. Abdul Ashraf](#) (Brock University), [Prof. Narongsak \(Tek\) Thongpapanl](#) (Brock University), [Mr. Luciano Lapa](#) (Indiana University), [Mr. Ali Anwar](#) (Wilfrid Laurier University), [Mrs. Oluwaseun Olabode](#) (University of Leeds), [Dr. Magnus Hultman](#) (University of Leeds), [Prof. Constantinos Leonidou](#) (University of Leeds), [Prof. Nathaniel Boso](#) (Kwame Nkrumah University of Science and Technology)



Continued from **Friday, 19 February**

9am **Oral : Branding_1**
Digital drivers of brand evolution
Stage - Competitive Paper 3
 Chaired by: Ms. Nataliya Bredikhina

The Brand Persona: Operationalizing a Synthesis of Brand Equity and Social

» [Dr. Brandon Chicotsky](#) (Texas Christian University)

DIVERGENCE IN BRAND COMMUNITY MEMBERSHIP: THE MULTIPLE ROLES OF SOCIAL DISTANCE & COMMITMENT

» [Dr. Brittney Bauer](#) (Loyola University New Orleans), [Dr. Brad Carlson](#) (Saint Louis University), [Dr. Mark Arnold](#) (Saint Louis University), [Dr. Clark Johnson](#) (Pepperdine University)

HOW HAVE ONLINE CUSTOMER REVIEWS TRANSFORMED THE ROLE OF BRANDS AS SIGNALS OF INTANGIBLE ATTRIBUTES?

» [Dr. Giulia Crestini](#) (Univeristy of Zurich)

Network Embedding for Online Brand Extensions

» [Ms. Yanting He](#) (JD Digits), [Mr. Di Wang](#) (JD Digits)

The Commercialization of Personal Brands: Athletes' Experiences with Personal Brand Development and Monetization on Social Media

» [Ms. Nataliya Bredikhina](#) (Temple University), [Dr. Thilo Kunkel](#) (Temple University), [Dr. Ravi Kudesia](#) (Temple University)

9am **Oral : Public Policy**
Public Policy, Macromarketing and Ethics
Stage - Competitive Paper 1
 Chaired by: Dr. Gavin Wu

COVID-19, Media, and Evolution: A Sociocultural and Goal-Directed Ethical Perspective

» [Dr. Gavin Wu](#) (Fayetteville State University)

WHEN CUSTOMERS PERCEIVE BETRAYAL IN CUSTOMER-FIRM RELATIONSHIPS?

» [Dr. Noelle Chung](#) (NEOMA Business School), [Dr. Ruth Bolton](#) (Arizona State University)

Mapping consumer perception on price fairness and intention to report suspected price-fixing activities in Hong Kong

» [Dr. Phoebe Wong](#) (The Hong Kong Polytechnic University (SPEED)), [Dr. Markus Vanharanta](#) (University College Dublin), [Prof. Kimmy Chan](#) (Hong Kong Baptist University)

Trust and Marketing System: Evidence from a bazaar in India

» [Mr. Kumar Shreshtha](#) (IIM Calcutta), [Dr. Himadri Roychaudhary](#) (Xavier School of Business, Jamshdhpur), [Dr. Prashant Mishra](#) (IIM Calcutta)

Product Recalls and Lobbying: Managing Multi-Stakeholder Impressions and Perceived Hypocrisy

» [Dr. Jinsil Kim](#) (The College of New Jersey), [Dr. Vivek Astvansh](#) (Indiana University), [Ms. Miranda Welbourne](#) (University of Texas at Dallas)

9am **General : Channels_Sp_1**
Customer Success Management: What It Is and Why It Is Important to B2B Marketing

Stage - Special 3

Chaired by: [Dr. Bryan Hochstein](#) and [Dr. Wolfgang Ulaga](#) and [Ms. Anna Gehring](#) and [Prof. Andreas Eggert](#)

Customer Success Management: What It Is and Why It Is Important to B2B Marketing

» [Dr. Bryan Hochstein](#) (University of Alabama), [Dr. Wolfgang Ulaga](#) (INSEAD), [Ms. Anna Gehring](#) (Paderborn University), [Prof. Andreas Eggert](#) (Paderborn University)

10:30am **General : Branding_Sp**
Transforming Brand Experiences to Maintain and Build Brand Equity in the Age of Covid-19 and Beyond

Stage - Special 3

Chaired by: [Shana Redd](#)



Continued from Friday, 19 February

Transforming Brand Experiences to Maintain and Build Brand Equity in the Age of Covid-19 and Beyond

» [Prof. Ayalla Ruvio](#) (Michigan State University), [Ms. Shannon Blakely](#) (Baskin-Robbins at Dunkin' Brands), [Prof. Josio Brakus](#) (University of Leeds), [Prof. Colleen Harmeling](#) (Florida State University), [Prof. Forrest Morgeson](#) (Michigan State University), [Dr. Americus Reed II](#) (University of Pennsylvania), [Mr. Robert Sundy](#) (Whirlpool Corporation)

10:30am

Oral : Digital_4

Implications of Firm-Generated Contents

Stage - Competitive Paper 3

Chaired by: Dr. MICHAEL KROFF

The Impact of Brands' Ongoing Facebook Activities on Facebook User Segmentation

» [Dr. Youngtae Choi](#) (University of North Florida), [Dr. MICHAEL KROFF](#) (Southern Utah University), [Dr. Gabriel Ignacio Penagos](#) (Pontificia Universidad Javeriana), [Dr. Felipe Ruiz](#) (University of Alicante)

THE ROLE OF TRUST AND PERCEIVED RISK IN THE ACCEPTANCE OF DIGITAL VOICE ASSISTANTS - A COMPARISON SHOPPING PERSPECTIVE

» [Dr. Carsten D. Schultz](#) (University of Hagen)

Rejecting potential product testers - Boon or bane?

» [Prof. Ina Garnefeld](#) (university of wuppertal), [Ms. Kira Küpper](#) (university of wuppertal)

Voice Apps in Voice Commerce: The Impact of Humanness on Parasocial Interaction and Relationship Quality

» [Mr. Fabian Reinkemeier](#) (University of Goettingen), [Prof. Waldemar Toporowski](#) (University of Goettingen)

Exploring Brand Co-Creation in Branded Mobile Apps

» [Dr. Trang P. Tran](#) (East Carolina University), [Dr. Qin Sun](#) (California State University Northridge), [Dr. Anh Dang](#) (Northern Kentucky University)

10:30am

Oral : SRE_2

New Technology Creates New Challenges in Services, Entertainment, and Retailing

Stage - Competitive Paper 2

Sanctioning Subscription Mooching: An Experimental Investigation of Its Intended and Unintended Effects

» [Mr. Benedikt Alberternst](#) (Paderborn University), [Ms. Lisa Harrmann](#) (Paderborn University), [Ms. Anna Gehring](#) (Paderborn University), [Prof. Andreas Eggert](#) (Paderborn University)

Digital Marketing, "Google-Effect," and Consumer Menu Perceptions

» [Dr. Annika Abell](#) (University of Tennessee Knoxville), [Dr. Dipayan Biswas](#) (University of South Florida)

THE EFFECTS OF AI CHATBOTS' LEVEL OF ANTHROPOMORPHISM ON CUSTOMERS' EXPERIENTIAL VALUE AND BEHAVIORAL INTENTIONS IN THE PRE-TRANSACTION STAGE OF A SERVICE ENCOUNTER

» [Ms. Tina Hormann](#) (University of Twente), [Dr. Carolina Herrando](#) (University of Twente)

Feeling Watched: How Visibility Impacts Tip Amounts and Engagement Intentions

» [Mr. Nathan nwarren7@uoregon.edu](#) (University of Oregon), [Dr. Sara Hanson](#) (University of Richmond), [Dr. Hong Yuan](#) (Univeristy of Oregon)

10:30am

General : Sales_Sp

Selling Through a Crisis: Exploring the Impact of Social Isolation on the Sales Process

Stage - Special Sessions 2

Chaired by: Dr. Dawn Deeter-Schmelz

Selling Through a Crisis: Exploring the Impact of Social Isolation on the Sales Process

» [Dr. Dawn Deeter-Schmelz](#) (Kansas State University)



Continued from **Friday, 19 February**

10:30am **Oral : Sustainability_2**
Sustainability in Marketing: Advertising and Firm Performance
Stage - Competitive Paper 1
 Chaired by: Dr. Shekhar Misra

Sustainability in Marketing: Review of Literature and A New Marketing-Centered Definition

» Ms. Xiaoxu Wu (Michigan State University), Mr. Udit Sharma (Michigan State University), Mr. Sean McGrath (Michigan State University), Dr. G. Tomas M. Hult (Michigan State University)

The difference in the impact of users' positive and negative caption accompanying a sustainability ad on social media

» Ms. Nuzhat Nuery (Newcastle University), Prof. Natalia Yannopoulou (Newcastle University), Prof. Danae Manika (Brunel University), Dr. Eleftherios Alamanos (Newcastle University)

The Effect of Green Acquisitions on Firm Value

» Ms. Yuyan WEI (McMaster University), Prof. Devashish Pujari (McMaster University)

Unpacking the CSR-Firm Performance Mechanism

» Dr. Shekhar Misra (Grenoble Ecole de Management)

10:30am **General : Channels_Sp_5**
Marketing-Finance Interface in Business Markets
Stage - Special Sessions 1
 Chaired by: Dr. Vivek Astvansh

Marketing-Finance Interface in Business Markets

» Dr. Vivek Astvansh (Indiana University), Mr. Kaushik Jayaram (University of Georgia), Dr. Sundar Bharadwaj (University of Georgia), Dr. Jon Sande (BI Norwegian Business School), Dr. Kenneth Wathne (University of Stavanger), Dr. Mrinal Ghosh (University of Arizona), Dr. Amalesh Sharma (Texas AM University), Dr. Alok Saboo (Georgia State University), Dr. Sourav Borah (Indian Institute of Management Ahmedabad), Dr. Niket Jindal (Indiana University), Dr. Anirban Adhikary (Indian Institute of Management Udaipur)

12pm **Workshop**
Innovation Showcase
Stage - Plenary Stage

1:30pm **General : Public Policy_Sp_1**
Resilience and Recovery in Deeply Traumatized Markets
Stage - Special Sessions 2
 Chaired by: Dr. Marlys Mason and Dr. Sterling Bone and Dr. Cliff Shultz

Resilience and Recovery in Deeply Traumatized Markets

» Prof. Cliff Shultz (Loyola University Chicago), Dr. Marlys Mason (Oklahoma State University), Prof. Alan Malter (University of Illinois at Chicago), Dr. Stacey Baker (Creighton University)

1:30pm **Oral : Strategy_1**
Upper echelons perspective on creating firm value
Stage - Competitive Paper 2
 Chaired by: Dr. Prachi Gala

Breaking the News: How does CEO Media Coverage Influence Consumers and Shareholder Perceptions?

» Dr. Samuel Stähler (Tilburg University), Dr. Prachi Gala (elon university)



Continued from **Friday, 19 February**

Chief Marketing Officer Political Skill and Marketing Department's Influence

» [Mr. Victor V. Chernetsky](#) (Michigan State University), Dr. Ahmet H. Kirca (Michigan State University)

Personal value – How CMO characteristics influence value creation and value appropriation

» [Ms. Johanna Alfs](#) (Otto von Guericke Universität Magdeburg)

Designing the Job of the CMO in a Financially Accountable Manner: A Firm Value Perspective

» [Mr. ashutosh singh](#) (University of Central Florida), Dr. D. Eric Boyd (University of Central Florida), Dr. Pradeep Bhardwaj (University of Central Florida)

Demystifying Disruption, Mystifying Management: Senior Executives' Private Narratives of Digital Transformation

» Mr. Alexander Hemker (WHU - Otto Beisheim School of Management), [Mr. Marcel Hering](#) (WHU - Otto Beisheim School of Management), Mr. Ove Jensen (WHU - Otto Beisheim School of Management)

1:30pm

**Oral : International_2
Global Marketing Strategies across Nations**

Stage - Competitive Paper 1
Chaired by: Mr. Brandon Holle

LOCAL AND GLOBAL ELECTRONIC WORD OF MOUTH: THE CASE OF EUROPEAN PROFESSIONAL SOCCER

» [Mr. Brandon Holle](#) (Michigan State University)

Product Portfolio Characteristics And Firm Performance: The Moderating Role Of Internationalization

» [Ms. Xiaoxu Wu](#) (Michigan State University), [Mr. Michael Wu](#) (Michigan State University), [Mr. Udit Sharma](#) (Michigan State University), Dr. Ahmet H. Kirca (Michigan State University)

What Does it Mean to Be Satisfied with Life?: Measurement and Meaning Across Cultures

» [Dr. Anil Mathur](#) (Hofstra University), Dr. Benny Barak (Hofstra University), Dr. Yong Zhang (Hofstra University), Dr. Keun Lee (Hofstra University)

DO INTERNATIONALIZATION AND INNOVATION REDUCE FIRM-IDIOSYNCRATIC RISK? EVIDENCE FROM CHINA

» [Prof. Ruby Lee](#) (Florida State University), Mr. jun li (Shanghai University of Finance and Economics), Dr. Abdullah Almashayekhi (King Fahd University of Petroleum and Minerals)

What Drives Royalty Rates in International Franchising?

» [Ms. Jennifer Zeißler](#) (University of Hamburg), Prof. Timo Mandler (Toulouse Business School), Prof. Jeeyeon Kim (National Sun Yat-Sen University)

1:30pm

**General : AMAF
Berry Book Award Conversation**
Stage - Special Sessions 1

1:30pm

**General : SIG_CB
CB SIG**
Stage - Special 3

1:30pm

**General : Psychology_Sp
Attributions And Consequences Of Anthropomorphism In AI-Driven Technology**
Stage - Competitive Paper 3
Chaired by: Ms. Rumela Sengupta: and Dr. Lagnajita Chatterjee



Continued from **Friday, 19 February**

ATTRIBUTIONS AND CONSEQUENCES OF ANTHROPOMORPHISM IN AI-DRIVEN TECHNOLOGY

» Ms. Rumela Sengupta: (University of Illinois at Chicago), Dr. Lagnajita Chatterjee (Worcester State University), Ms. Na Kyong Hyun (Georgia Institute of Technology), Dr. Yegyu Han (IE University)

3pm

Oral : Consumption_2

The social life of algorithms

Stage - Competitive Paper 1

Chaired by: Dr. Lubna Nafees

THE INVASION AND INTRUSION OF CONSUMER PRIVACY: CONSUMER STRATEGIES FOR ENCOUNTERING ALGORITHMS

» Dr. Outi Lundahl (University of Groningen)

ALGORITHMIC META-CAPITAL: BOURDIEUSIAN ANALYSIS OF SOCIAL POWER THROUGH ALGORITHMS IN MEDIA CONSUMPTION

» Dr. Outi Lundahl (University of Groningen)

Assessing the Mediating Role of Compulsive Internet Use in the Purchase of Luxury Counterfeit Products: A Study Based on Social Commerce (Taobao.com)

» Dr. tahir islam (Tongji University), Dr. Hameed Pitafi (Hefei University of Technology), Dr. Liang Xiaobei (Tongji University), Dr. Ying Wang (Youngstown State University)

Follow the Memes: Exploring Covid-19 uncertainties in user generated content in India

» Dr. Sarita Ray Chaudhury (Humboldt State University), Dr. Lubna Nafees (Appalachian State University)

3pm

Oral : Digital_3

Effectiveness of Customer Reviews

Stage - Competitive Paper 2

Chaired by: Mr. Sunil Singh

Review Persuasiveness: Underlying Dynamics of Review Text Dimensions

» Mr. Sunil Singh (University of Nebraska - Lincoln)

Trust If It's Just: The Effects of Customer Ratings in Platform Markets

» Mr. Sebastian Starke (University of Mannheim), Prof. Sabine Kuester (University of Mannheim), Dr. Sergej von Janda (University of Mannheim)

Answering the Billion Dollar Question, Was this Review Helpful to You?

» Ms. SooHyun Kim (Ewha Womans University), Prof. Sunghoon Kim (Arizona State University), Prof. Jongkuk Lee (Ewha Womans University)

Leveraging Reviewer Purchase Information for Product Sales: The Effects of Verified Purchase Reviews

» Ms. Yi Yin (University of Texas at San Antonio), Dr. Shantanu Mullick (Conventry University), Dr. Ashwin Malshe (University of Texas at San Antonio), Dr. Suman Basuroy (University of Texas at San Antonio)

3pm

General : SRE_Sp

COVID-19 and the "Next Normal" in Service, Retail, and Entertainment

Stage - Special Sessions 2

Chaired by: Martin Mende and Lauren Beitelspacher and Yong Liu

Covid and the Next Normal in Service, Retail, and Entertainment

» Martin Mende (Florida State University)

3pm

Oral : Psychology_3

The Effect of Others

Stage - Competitive Paper 3

Chaired by: Dr. Frank Cabano



Continued from **Friday, 19 February**

Don't Tell Me How Much to Tip: The Influence of Gratuity Guidelines on Consumers' Favorability of the Brand

» [Dr. Frank Cabano](#) (University of Texas at El Paso), [Dr. Amin Attari](#) (NEOMA Business School)

THE SAME PROCEDURE AS EVERY YEAR: TIME PRESSURE AFFECTING CHRISTMAS GIFT SHOPPING BEHAVIOR

» [Mr. Alexander Jagdhuber](#) (RWTH Aachen University), [Dr. Jan Kemper](#) (RWTH Aachen University), [Prof. Malte Brettel](#) (RWTH Aachen University)

Social Influence, Self-Concept and Consumer Aspirations

» [Ms. Petra Paasonen](#) (Aalto University, School of Business), [Prof. Sanna Sundqvist](#) (Aalto University, School of Business)

Stop Talking! When Word of Mouth about Status Products Backfires

» [Dr. Sona Klucarova](#) (Montpellier Business School), [Dr. Xin He](#) (University of Central Florida)

Investigating Actual Tipping Behavior: Integrating Expectation Disconfirmation, Zone of Tolerance and Consumption Goals

» [Dr. Manoj Kumar Agarwal](#) (Binghamton University School of Management), [Ms. Pubali Mukherjee](#) (Binghamton University School of Management)

3pm

General : Advertising_Sp

Communications and messaging for the better good: Learning about and designing for consumers in the digital age

Stage - Special Sessions 1

Chaired by: [Prof. Anjala Krishen](#) and [Prof. Nancy Wong](#)

Communications and messaging for the better good: Learning about and designing for consumers in the digital age

» [Prof. Anjala Krishen](#) (University of Nevada, Las Vegas), [Prof. Nancy Wong](#) (University of Wisconsin-Milwaukee)

4:15pm

**Panel : Closing Plenary
Legacy of the 2021 Fellows**

Stage - Plenary Stage

5:30pm

**General
SIG Receptions**

Stage - Plenary Stage

11pm

**Bundle: 1 Sessions released on-demand
Posters**

1 of 1

**Poster
Posters**

Poster Presentations

A Bump on the Road or a Pothole? Assessing the Impact of Product Recalls on Firm Value

Merve Uzunogullari, Georgia Institute of Technology

Tracey A. Swartz, Georgia Institute of Technology

A peek into the post-COVID-19 future of B2C ecommerce

Ashish Kakar, Texas Tech University

"A Soda a Day" – When Candidate Comparisons Help or Hurt in Pennies-a-Day Pricing

Yuxiao Tan, The Chinese University of Hong Kong

Travis Tae Oh, Yeshiva University

All's Well That Ends Well: The Unconscious Mechanism of Last Consumption

Areum Cho, Korea University

Jongwon Park, Korea University

An Affective Route to Product Evaluation under Ordered Presentation of Product Information

Priya Narayanan, Indian Institute of Management Kozhikode

Arvind Sahay, Indian Institute of Management Ahmedabad

An Empirical Investigation of Information Quality and Usage of Mobile Devices in Predicting Adaptive Performance.

Mubbsher Munawar Khan, University of the Punjab

Rizwan Danish, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan

Abid Hussain, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan

Fawad Ali, Department of Management Sciences, University of Okara

Are Collaborative Consumers Ethical Consumers? Abstract Moral Stages in Sharing Markets

Nils Christian Hoffmann, Kiel University

Sebastian Müller, University of Cologne

Stefan Hoffmann, Kiel University

Ludger Heidbrink, Kiel University

Poster Presentations

Augmented-Reality Interactive Service Technology Usage: The Effects of Technology Quality and Technostress on Post-Usage Responses

Shuling Liao, Yuan Ze University
Scott Murphy, Yuan Ze University
Tseng-lung Huang, Yuan Ze University

Blows For You and Bows for You: A Conceptual Framework for Analysing Customer Experience in Access-Based Services

Dhrithi Mahadevan, Indian Institute of Management Bangalore (IIMB)

Boosting Innovation Through Successfully Managed Coopetition – How TMT Heterogeneity Influences Cooperations Between Competitors

Jan Müller, RWTH Aachen University
Andrea Greven, RWTH Aachen University

Brand addiction: an in-depth study of Lush's community of addicts

Amélie Guèvremont, ESG UQAM
Valentine Hainneville, ESG UQAM

Bringing digital innovations to industrial markets: A research agenda on manufacturers' emerging focus on software systems

Viktor Jarotschkin, ESMT Berlin
Bianca Schmitz, ESMT Berlin
Andreas Eggert, Paderborn University
Olaf Ploetner, ESMT Berlin
Johannes Habel, Warwick Business School

Competition versus Collaboration in Online Communities of Wearable Technologies

Selcan Kara, University of Massachusetts, Dartmouth
Duygu Akdevelioglu, Rochester Institute of Technology

Poster Presentations

Complex Choice Situations and Choice Deferral: The Role of National Culture

Marie-Josefien Schneider, RWTH Aachen

Jan Kemper, RWTH Aachen

Consumer Behavior Change in Response to the COVID-19 Pandemic

Stephanie Schartel Dunn, Missouri Southern State University

Consumer reactions to climate policy instruments: The impact of different motives for climate protection on the effectiveness of a city toll.

Hanna Reimers, Kiel University

Nils Christian Hoffmann, Kiel University

Amelie Griesoph, Kiel University

Consumer Response to Gender-Based Price Discrimination

Delphine Caruelle, Kristiania University College

Cure or Curse? Exploring the Dark Side of Social Media Amidst the COVID-19 Pandemic (and Beyond) and How Consumer's Resilience Can Mitigate Its Effects

Alena Bermes, Heinrich Heine University Düsseldorf

Decisional privacy and autonomy in online decision-making: A call for reconceptualization of privacy

Lena Vatne Bjørlo, NTNU (Norwegian University of Science and Technology)

Die Another Day? A Study of the US Clothing Industry

Si Chen, Louisiana State University Shreveport

Charles Ingene, University of Oklahoma

DOES AFFECT-RICH ADVERTISING WORK FOR BEAUTY-RELATED DIETARY SUPPLEMENTS?

Lin Lin, Central University of Finance and Economics

Travis Tae Oh, Yeshiva University

Poster Presentations

Does Soda Tax Affect Store Sales?

Saad Andalib Syed Shah, University of California, Irvine

Does the Pandemic Change the Country of Origin Effect? Higher Purchase Intentions toward Face Masks from Developing Countries

Mansi Gupta, Rochester Institute of Technology

Sorim Chung, Rochester Institute of Technology

Enhancing Sponsorship Controllability – The Influence of Ad Displaying and Co-Sponsor Fit in Perimeter Advertising

Louisa Pfeifer, University of Hamburg

Jennifer Zeißler, University of Hamburg

Group Consumption Cues in Online Reviews

Seyedjavad Mousavi, University of Kansas

Sina Aghaie, Wichita State University

HOW SOCIALLY- AND ENVIRONMENTALLY-SUSTAINABLE PRODUCTS IMPACT ONLINE CUSTOMER BEHAVIOR: EVIDENCE FROM A LARGE-SCALE FIELD EXPERIMENT

Katharina Glaen, RWTH Aachen University

Sebastian Kruse, RWTH Aachen University

Malte Brettel, RWTH Aachen

Impatient Consumption: Influence of a Past Self on Current Buying Behavior of High-involvement Goods

Irina Toteva, Georgia Southwestern State University

Selen Savas-Hall, Jacksonville University

Justin Hall, Jacksonville University

Implementing Modular Design in Digitized Products: The Impact of Customer Involvement

Simona Schamper, RWTH Aachen

Malte Brettel, RWTH Aachen

Poster Presentations

In Tech We Trust: Examining the effect of Technology Dependence on Consumers Susceptibility to Deception

Kristin Jehiah Stewart, California State University San Marcos
Charles Chambers, California State University San Marcos
Ryley Zuluf, California State University San Marcos
Rebeca Perren, California State University San Marcos

Investigating the influence of bundle purchases on customers' post-purchase behavior

Marie-Therese von Buttlar, RWTH Aachen University
Andrea Greven, RWTH Aachen University

Microfoundations in Coopetition: The role of the individual

Margareta Merke, RWTH Aachen University

Motivation is Everything – The influence of rewards on the balance of individual coopetition

Margareta Merke, RWTH Aachen University
Andrea Greven, RWTH Aachen University

NARCISSISM, MACHIAVELLIANISM, AND PSYCHOPATHY – HOW DARK CEO TRAITS DRIVE FIRM INNOVATION

Florian Wedel, RWTH Aachen University
Sebastian Kruse, RWTH Aachen University

New or Lightly Used? The Role of Self-Esteem and Public Self-Consciousness in Consumers' Preference for Luxury Consumption.

YaoYao Wu, Nanyang Technological University
Travis Tae Oh, Yeshiva University

No Cost EMI: Will she now buy? The Effect of an Oscillating Decoy on Consumer Choice

Tulsi Jayakumar, S.P. Jain Institute of Management & Research, Mumbai
Sunny Arora, S.P. Jain Institute of Management & Research, Mumbai

Poster Presentations

Novel Partnership between Brands and “Extreme” Customers

Kei Aoki, Konan University, Hirao School of Management
Chikako Ishizuka, Niigata University

Online #Boycotts: Consumers Calling for Accountability and Social Responsibility

Kimberly Legocki, California State University, East Bay
Kristen Walker, California State University Northridge

Post COVID Marketplace : The Digitisation of Experiential Marketing

saurav Gopal, Indian Institute of Management Indore
Sumit Suresh, Indian Institute of Management Indore
Aishwarya Rao Katakam, Indian Institute of Management Indore

Re-Made Authenticity - The Rise of Li Ziqi as Cultural Successor

Sophia Tao, The University of British Columbia (Okanagan Campus)
Eric Li, The University of British Columbia (Okanagan Campus)

Retailers in COVID-19 times. Are consumers ready for Augmented Reality? Factors influencing online footwear purchasing intentions using Augmented Reality technology.

Claudio Schapsis, Nebraska Wesleyan University
Larry Chiagouris, Pace University

Retaining Customers: How Artificial Intelligence Can Reduce Customer Churn

Su Yun Bae, Bowling Green State University
Blair Kidwell, University of North Texas
Nick Meyer, Keyence
Evan Wendell, Keyence
Brian Neely, Keyence

Poster Presentations

Service Robot's Anthropomorphism Levels and the Attribution effect in Service Failure

Li-Keng Cheng, Tatung University
Hong-Wei Liao, Tatung University
Pei-Yu Chen, Tatung University

Shared Mobility: A review, synthesis and marketing research agenda

Brenda Nansubuga, Linköping University
Christian Kowalkowski, Linköping University

SIZE MATTERS: HOW LOGO PROMINENCE FOR UNFAMILIAR BRANDS IS INFLUENCED BY CONSUMERS' POLITICAL IDEOLOGY

Ganga Hewage, Bryant University
Laura Boman, Mercer University
Sona Klucarova, Montpellier Business School

SOCIALLY ANXIOUS ON SOCIAL MEDIA: EXAMINING THE RELATIONSHIP BETWEEN SOCIAL MEDIA USERS' LEVEL OF SOCIAL ANXIETY AND ATTITUDES TOWARD CUSTOMER SERVICE CHANNELS

Aneta Zalinska, Northeastern Illinois University
Garo Agopian, Northeastern Illinois University

Sustainable Fashion: A Systematic Review

Ariele Parker, University of British Columbia (Okanagan Campus)
Eric Li, University of British Columbia (Okanagan Campus)

TEMPTED TO BUY WHEN LOST IN THE DARKNESS: LINKING DARK TRIAD TRAITS AND IMPULSIVE BUYING TENDENCY VIA IDENTITY DIFFUSION

Mohammad Sadegh Sharifirad, Dalhousie University
Mehdi Akhgari, Univeristy Canada West
Hamed Aghakhani, Dalhousie University

That's Disgusting: Why Disgust Increases Enjoyment of Crime Dramas

Marcus Wardley, California State University San Marcos

Poster Presentations

The Asymmetric Impacts of Product Performance and Consumer Experiences on eWOM

Ying Zhu, The University of British Columbia (Okanagan Campus)

Muye Han, China University of Geosciences

Yang Li, China University of Geosciences

The Design of an Artificial General Marketing Intelligence (AGMI)

Qeis Kamran, International School of Management

Ard Reshani, International School of Management

The Effect of Advertising on Online Reviews during New Product Releases

Minghui Ma, York College of Pennsylvania

Jian Huang, Towson University

Kay (Kyung-Ah) Byun, The University of Texas at Tyler

The Effect of Uncertainty in the Purchase Situation on Choice Deferral

Marie-Josefien Schneider, RWTH Aachen

Jan Kemper, RWTH Aachen

The human side of digital transformation: Bangladeshi case studies focusing on inclusiveness

Farzana Nahid, North South University

Mahmud Zaman, North South University

Nomrota Sarker, North South University

THE IMPACT OF INFLUENCER MARKETING ON PURCHASE BEHAVIOUR: THE ROLE OF CONGRUENCE

Dominyka Venciute, ISM University of Management and Economics

Marius Kuslys, ISM University of Management and Economics

Ieva Mackeviciene, ISM University of Management and Economics

The Impact of Online Retail Formats on Product Performance: The Moderating Role of Product Characteristics

Hao Wang, University of South Florida

Poster Presentations

The influence of the purchase situation on bundle purchases - an empirical analysis in e-commerce

Marie-Therese von Buttlar, RWTH Aachen University

The Power of Interactive Data Visualization Pivot Tables to Encourage Marketers to Utilize Pivoting Strategies During the Covid-19 Pandemic

Clare Comm, University of Massachusetts, Lowell

Dennis Mathaisel, Babson College

Towards Designing a Raison D'être of Marketing in the Age of AI

Qeis Kamran, International School of Management

Marcus Becker, International School of Management

Ard Reshani, International School of Management

Traditional Celebrities Vs Social Media Influencers: Exploring endorser effects on African American Millennials' purchase decisions

Talalah Khan, Florida State University

Sindy Chapa, Florida State University

Turning a pile of bricks into a true edifice: An innovative method for exhaustive reviews

Kathleen Desveaud, Toulouse School of Management

What BlaBlaCar makes different from Uber? - A Literature-based Investigation of Peer-to-Peer Sharing in Mobility Markets

Maximilian Schwing, TSM-Research, University of Toulouse Capitole, CNRS

Marc Kuhn, Baden-Wuerttemberg Cooperative State University Stuttgart

Lars Meyer-Waarden, TSM-Research, University of Toulouse Capitole, CNRS

What Expectations Have Been Confirmed? Clarifying Expectation-Confirmation Congruity with Task-Technology Fit and Online/Offline Features for the Continuance Intention of Mobile Shopping Apps

Huiping Huang, National Chiao Tung University

Wei-Lin Liu, Tainan Art Museum

Poster Presentations

WHEN BEATING OTHERS IS MORE ENJOYABLE: THE ROLE OF SELF-ESTEEM IN PRICE COMPARISONS

Lina Xu, New Mexico State University

Mihai Niculescu, New Mexico State University

When Gamification Backfires: How the Vividness will Affect the Perceived Playfulness and Consumer Attitude without Encouraging Information Exploration

Kuan-Chou Ko, National Taiwan University

Shian-ko Liu, National Taiwan University

WHY WE FOLLOW A RETAILER RECOMMENDATION?

Lina Xu, New Mexico State University

Mihai Niculescu, New Mexico State University