

Welcome!
2021 AMA Winter Academic Conference
February 17-19, 2021

Thank You to Our Sponsors



HUBRO
EDUCATION
Marketing Simulations



Case Simulations
powered by KnowledgeMatters



WILEY



Friday, 12 February

10am **Workshop**
Office Hours - Presenter Practice Open Session
Stage - Competitive Paper Stage 2

10am **Workshop**
Office Hours - Presenter Practice Open Session
Stage - Competitive Paper Stage 1

10am **Workshop**
Office Hours - Presenter Practice Open Session
Stage - Special Session Stage 2 presented by EBSCO

10am **Workshop**
Office Hours - Presenter Practice Open Session
Stage - Special Session Stage 1 presented by SAGE Publishing

Monday, 15 February

3:30pm **General**
JMR/DocSIG Scholarly Insights Collaboration
Venue - Additional Registration Required
Chaired by: Mr. Louis Zmich and Divya Ramachandran

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
Chaired by: Dr. Alan Malter

The Human Side of Marketing in an Age of Digital Transformation
» Barbara Kahn, Dhruv Grewal, Thorsten Hennig-Thurau, Sandy Jap, Markus Giesler

10:30am **General : Channels_Sp_4**
Diverse Applications of B2B Marketing
Stage - Special Session Stage 1 presented by SAGE Publishing
Chaired by: Dr. Kiran Pedada



Continued from **Wednesday, 17 February**

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 Stage 2

Chaired by: Dr. Ying Zhu

Which type of users are more addicted to Computer games?

» [Mr. Ashish Kakar](#) (Texas Tech University)

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. Sylvain Senecal (HEC MONTREAL), Dr. Kamila Sobol (concordia univeristy), 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

Oral : International_1

Cross-national Consumer Research

Stage - Competitive Paper Stage 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), Ms. Ipek Nibat (Grenoble Ecole de Management), Prof. Robert Mai (Grenoble Ecole de Management), Prof. Olivier Trendel (Grenoble Ecole de Management), 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 emerging market, SME managers

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



Continued from **Wednesday, 17 February**

10:30am **General : JPP&M_1**
COVID-19, Marketing, and Public Policy: The Pandemic's Evolution and Implications for Future Research
Stage - Special Session Stage 2 presented by EBSCO
 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 : Sales_2**
Direct to Digital
Stage - Competitive Paper Stage 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)

Digital Selling Readiness: An Interfunctional Framework
 » Dr. Ryan Mullins (Clemson University), Dr. Raj Agnihotri (Iowa State University)

Rethinking Direct Selling
 » Mrs. Carissa Kim (University of Nebraska-Lincoln), Dr. Les Carlson (University of Nebraska-Lincoln)

12pm **Workshop**
Innovation Showcase - Interpretive Solutions, Hubro, and SABRE
Stage - Plenary Stage

Interpretive Simulations
 » Ms. Adele Anderson (Interpretive Simulations), Ms. Laura Chappell Arnold (Interpretive Simulations), Mr. Tim Sams (Interpretive Simulations)

Hubro Education
 » Mr. Emil Oliver (Hubro Education)

SABRE Simulations
 » Mr. Cam Tipping (IIBD Global Ltd)

12pm **Workshop**
Innovation Showcase - Wiley and Knowledge Matters
Stage - Innovation Showcase Stage

Wiley
 » Ms. Karolina Zarychta (Wiley)

Knowledge Matters
 » Mr. Josh Derry (Knowledge Matters)

1:30pm **General : Sustainability_Sp_1**
Latest Insights on Social Responsibility in Today's Marketplace
Stage - Special Session Stage 1 presented by SAGE Publishing
 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)



Continued from **Wednesday, 17 February**

1:30pm

General : Public Policy_Sp_2

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

Stage - Special Session Stage 2 presented by EBSCO

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 Hulland (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)

1:30pm

Oral : Consumption_3

Taste and Lifestyle across age, geography, and culture

Stage - Competitive Paper Stage 2

Chaired by: Ms. Hajrah Hammad

Anti-Consumption at the Nexus of Culture and Religion

» [Dr. Ateeg 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](#) (La Trobe University), 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), Dr. Sindy Chapa (Florida State University), Mr. Christopher Routzong (Florida State University)

1:30pm

Oral : Advertising_2

Brand Communication Strategy: Macho, Funny, or Limited

Stage - Competitive Paper Stage 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)

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

» [Ms. Svenja Hünies](#) (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)



Continued from **Wednesday, 17 February**

1:30pm

Oral : Strategy_2

Marketing strategy and product harm crises

Stage - Competitive Paper Stage 3

Chaired by: Mr. Luciano Lapa

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)

The Effects of Firm Financial Risk on Marketing

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

Exploring Shopper Psychological Safety in post-COVID-19 era

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

Firm learning during product defect investigation

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

3pm

Oral : Branding_4

Fostering Customer-Brand Relationships

Stage - Competitive Paper Stage 2

Chaired by: Dr. Alexander Mitchell

The implications of brand ethereality on luxury brand relationship management

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

Gossamer Brand Bonds

» [Dr. Albert Muñiz](#) (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)

3pm

General : Marketplace Diversity_Sp_1

The Challenge of Privilege: Unpacking Advantage - Part 1

Stage - Special Session Stage 2 presented by EBSCO

Chaired by: Dr. Kevin Thomas and Dr. Marie Yeh and Dr. Benet DeBerry-Spence

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 : Psychology_1

Consumer Psychology

Stage - Competitive Paper Stage 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)

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)



Continued from **Wednesday, 17 February**

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, State University of New York), [Mr. Savishesh Malampallayil](#) (Binghamton University, State University of New York)

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

Oral : Digital_5

Understanding Digital Media Usage in Various Contexts

Stage - Competitive Paper Stage 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)

Governance and Trust in the Sharing Economy: Issues and Solutions along the Social-Economic Exchange Continuum

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

Mind Our Online Social Identity: Understanding the Formation of Customer Expectations for Responsiveness in Digital Environments

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

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 Session Stage 1 presented by SAGE Publishing

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), [Dr. Anne Roggeveen](#) (Babson College), [Dr. Shelle Santana](#) (Bentley University), [Dr. Maura L. Scott](#) (Florida State University), [Dr. Alex Pratt](#) (Texas A+M University)

3pm

Oral : Innovation

Product Development and Innovation

Stage - Special Session Stage 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)



Continued from **Wednesday, 17 February**

Relative Strategic Emphasis on Value Appropriation: Its Role in the New Product Development Process

» [Mr. Udit Sharma](#) (Michigan State University), 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?

» [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)

4:30pm

General : Marketplace Diversity_Sp_2

The Challenge of Privilege: Unpacking Advantage - Part 2

Stage - Special Session Stage 2 presented by EBSCO

Chaired by: Dr. Kevin Thomas and Dr. Marie Yeh and Dr. Benet DeBerry-Spence

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

General : Digital_Sp_2

User engagement in different digital platforms

Stage - Special Session Stage 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

General : Channels_Sp_2

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

Stage - Special Session Stage 1 presented by SAGE Publishing

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

» [Mr. Areej Alshamrani](#) (Monash University and Taibah University), Dr. Sudha Mani (Monash University), Dr. Rajeev Sawant (Florida Atlantic University), [Dr. Mahima Hada](#) (City University of New York), Dr. Simon J. Blanchard (Georgetown University), [Dr. Mrinal Ghosh](#) (The University of Arizona), [Ms. Amrita Mitra](#) (Western University), Dr. Moeen N. Butt (Sungkyunkwan University), Dr. Vivek Astvansh (Indiana University), Dr. Kersi Antia (Western University)

4:30pm

Oral : Sustainability_1

Sustainability in E-Retailing, Fashion, and Luxury Industries

Stage - Competitive Paper Stage 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)

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)



Continued from **Wednesday, 17 February**

4:30pm

Oral : Strategy_3

Developing effective marketing strategies

Stage - Competitive Paper Stage 2

Chaired by: Dr. Preethika Sainam

Creating Customer Engagement Value by Winning Back Lost Customers

» [Dr. Robin-Christopher Ruhnau](#) (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)

4:30pm

Oral : SRE_1

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

Stage - Competitive Paper Stage 3

Chaired by: Prof. Marcus Wardley

Vertical Repositioning: Additional Strategies to Survive Retail Bankruptcy

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

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 (Univeristy 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)

Thursday, 18 February

8:45am

General : JM-MSI 1

JM-MSI Special Issue: "From Marketing Priorities to Research Agendas"

Stage - Special Session Stage 1 presented by SAGE Publishing

Chaired by: Dr. John Deighton



Continued from **Thursday, 18 February**

Consumers and Artificial Intelligence: An Experiential Perspective

» Prof. Stefano Puntoni (Erasmus University Rotterdam), Prof. Rebecca Walker Reczek (The Ohio State University), [Prof. Markus Giesler](#) (York University), [Prof. Simona Botti](#) (London Business School)

How AI Shapes Consumer Experiences and Expectations

» [Mr. Kenneth Cukier](#) (The Economist)

Evolution of Consumption: A Psychological Ownership Framework

» [Prof. Carey Morewedge](#) (Boston University), Prof. Ashwani Monga (Rutgers University – Newark), Dr. Robert Palmatier (University of Washington), Prof. Suzanne Shu (UCLA Anderson School of Management), Prof. Deborah Small (University of Pennsylvania)

Music's Digital Dance: Singing and Swinging from Product to Service

» [Mr. Jim Griffin](#) (OneHouse)

9am

Oral : Channels

Channels and Supply Chain Management

Stage - Competitive Paper Stage 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)

ADDING BRICKS TO BRICKS: UNDERSTANDING REVENUE IMPACT OF PHYSICAL MANUFACTURER ENCROACHMENT ON ENTRENCHED BRICK AND MORTAR RETAILERS

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

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), Prof. David Bendig (WWU Münster)

9am

Oral : Digital_2

User-Generated Contents and Customer Engagement

Stage - Competitive Paper Stage 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 RANFAGNI](#) (University of Florence), [Ms. Michelle Willis](#) (University of Cumbria), [Prof. Serena Rovai](#) (La Rochelle Business School, Excelsia University)



Continued from **Thursday, 18 February**

The era of fake news: How truthfulness and animosity interact

» [Ms. Tinka Krüger](#) (Kiel University), [Ms. Ipek Nibat](#) (Grenoble Ecole de Management), [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)

9am

Oral : Sustainability_3

Social Responsibility and Consumer Behavior

Stage - Competitive Paper Stage 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](#) (Freie Universität Berlin), [Prof. Lena Steinhoff](#) (University of Rostock), [Prof. Andreas Eggert](#) (Freie Universität Berlin), [Prof. Markus Giesler](#) (York University)

This is Not Mine Anymore: The Effect of Sharing in Collaborative Consumption

» [Ms. Anshu Suri](#) (HEC MONTREAL), [Mr. Bo Huang](#) (HEC MONTREAL), [Dr. Sylvain Senecal](#) (HEC MONTREAL), [Dr. Ali Tezer](#) (HEC MONTREAL)

9am

General : Channels_Sp_3

Inter-Firm Relationships

Stage - Special Session Stage 2 presented by EBSCO

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

General : Consumption_Sp

Examining Cultural Drivers on Experiences of Humanity

Stage - Special Session Stage 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)

10:30am

Oral : Branding_3

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

Stage - Competitive Paper Stage 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)



Continued from **Thursday, 18 February**

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)

10:30am

General : SIG Relationship Marketing
Relationship Marketing SIG

Stage - Special Session Stage 1 presented by SAGE Publishing
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 Stage 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

General : International_Sp
Exploring Consumer Well-being Across Cultures

Stage - Special Session Stage 3
Chaired by: Dr. Ashley Goreczny

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 : Public Policy_Sp_4
Marketing-based initiatives to prevent radicalization: Proposing guidelines for public policy

Stage - Special Session Stage 2 presented by EBSCO
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)



Continued from **Thursday, 18 February**

10:30am **Oral : Digital_1**
Influencer Marketing
Stage - Competitive Paper Stage 3

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?
 » Mr. Walter von Mettenheim (Institute for Marketing and Management, Leibniz University of Hannover), Prof. Klaus-Peter Wiedmann (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), Dr. Kathryn Pounders (The University of Texas at Austin), Mr. Louis Zmich (Louisiana Tech University)

Impact of Celebrity Endorsement on Online Reviews
 » Prof. Arpita Agnihotri (Penn State Harrisburg), Dr. Saurabh Bhattacharya (Newcastle University)

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

1:30pm **Oral : Marketplace Diversity**
Marketplace Diversity
Stage - Competitive Paper Stage 3
 Chaired by: Dr. Adarsh Kumar Kakar

Branding of Software Products: Should we Specialize or Diversify?
 » Mr. Ashish Kakar (Texas Tech University)

The Effects of Multiple Identity Attributes of Minority Endorsers in Advertising
 » Ms. Anna Rößner (European University Viadrina)

The Dynamics of Repatriate Consumer Acculturation
 » Ms. Sonja Kralj (University of Augsburg), Mr. Michael Paul (University of Augsburg)

1:30pm **General : SIG_T&L**
Pandemic Pedagogy: Best practices in remote, hybrid and online education
Stage - Special Session Stage 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 Session Stage 1 presented by SAGE Publishing
 Chaired by: Dr. Ana Babic Rosario and Dr. Felipe Thomaz



Continued from **Thursday, 18 February**

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)

1:30pm

Oral : Psychology_4

Understanding Consumers

Stage - Competitive Paper Stage 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 : Strategy_4

Leveraging AI, Digital, and Mobile technologies to create value

Stage - Competitive Paper Stage 1

Chaired by: Ms. Seoyoung Kim

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 Enhanced Firm Performance

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

Exploring the paths towards service growth in manufacturing companies

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

1:30pm

General : JPP&M_2

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

Stage - Special Session Stage 2 presented by EBSCO

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)



Continued from **Thursday, 18 February**

3pm **General : Public Policy_Sp_3**
Race, Marketing, and Public Policy: A Retrospective of the Research and Impact of Jerome D. Williams
Stage - Special Session Stage 2 presented by EBSCO
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)

3pm **General**
Broadening the Impact of Marketing
Stage - Competitive Paper Stage 3
Chaired by: Dr. V Kumar

3pm **Oral : Psychology_5**
Affecting Affect
Stage - Competitive Paper Stage 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)

Consumed With Sleep? The Effects of Sleep Deprivation on Consumers' 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 **General : Strategy_Sp_1**
Upper Echelons and Marketing
Stage - Special Session Stage 1 presented by SAGE Publishing
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 Whitler (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 **Oral : Branding_2**
Brand Building
Stage - Competitive Paper Stage 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)



Continued from **Thursday, 18 February**

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. Fayez 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 : SIG_SERV

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

Stage - Special Session Stage 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)

4:30pm

Oral : Advertising_1

Digitally Mediated Ads

Stage - Competitive Paper Stage 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 Popularity

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

Understanding the ad video's characteristics that boost its performance

» [Mrs. Andressa Melo](#) (Insper), [Dr. 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 (University of North Texas)

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)

4:30pm

General : JM-MSI 2

JM-MSI Special Issue: "From Marketing Priorities to Research Agendas"

Stage - Special Session Stage 1 presented by SAGE Publishing

Chaired by: Dr. Chris Moorman



Continued from **Thursday, 18 February**

Marketing Agility: The Concept, Antecedents, and a Research Agenda

» Prof. Kartik Kalaiganam (University of South Carolina), [Prof. Kapil Tuli](#) (Singapore Management University), Prof. Tarun Kushwaha (George Mason University), Prof. Leonard Lee (National University of Singapore), [Prof. David Gal](#) (University of Illinois at Chicago)

Trajectories and Twists: Perspectives on Marketing Agility from Emerging Markets

» [Mr. Nick Hughes](#) (4RDigital), [Prof. Rajesh Chandy](#) (London Business School)

Capturing Marketing Information to Fuel Growth

» Prof. Rex Du (University of Houston), [Prof. Oded Netzer](#) (Columbia Business School), [Prof. David Schweidel](#) (Emory University), Prof. Debanjan Mitra (University of Connecticut)

Beyond Data: The Mindsets and Disciplines Needed to Fuel Growth

» [Mr. Jason Wild](#) (Salesforce)

4:30pm

Oral : Consumption_1

Service provider and consumer response to crisis

Stage - Competitive Paper Stage 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 Mubarik (Institute of Business Management), Dr. Liang Xiaobei (Tongji University)

4:30pm

Oral : Data Analytics

Customer Insights from Data Analytics, AI and Machine Learning

Stage - Competitive Paper Stage 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)

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)



Continued from **Thursday, 18 February**

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)

4:30pm

General : Strategy_Sp_2

B2B-Marketing-Finance Interface

Stage - Special Session Stage 2 presented by EBSCO

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: "From Marketing Priorities to Research Agendas"

Stage - Special Session Stage 1 presented by SAGE Publishing

Chaired by: Dr. Carl Mela

Traveling with Companions: The Social Customer Journey

» [Prof. Ryan Hamilton](#) (Emory University), [Prof. Rosellina Ferraro](#) (University of Maryland), Prof. Kelly Haws (Vanderbilt University), Prof. Anirban Mukhopadhyay (Hong Kong University of Science and Technology)

The Case for a Healthier Social Customer Journey

» [Mrs. Pamela Forbus](#) (Chief Marketing Officer, Pernod Ricard)

Inefficiencies in Digital Advertising Markets

» Prof. Brett Gordon (Northwestern University), Prof. Kinshuk Jerath (Columbia University), Prof. Zsolt Katona (University of California, Berkeley), Prof. Sridhar Narayanan (Stanford University), Prof. Jiwoong Shin (Yale University), [Prof. Kenneth Wilbur](#) (University of California, San Diego)

Half My Digital Advertising Is Wasted...

» [Mr. Marc Pritchard](#) (Chief Brand Officer, Procter & Gamble)

9am

Oral : Public Policy

Public Policy, Macromarketing and Ethics

Stage - Competitive Paper Stage 1

Chaired by: Dr. Gavin Wu

How and why the COVID-19 pandemic and media affect us differently across space and time

» [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), Dr. Himadri Roychaudhary (Xavier School of Business, Jamshdhpur), Dr. Prashant Mishra (IIM Calcutta)



Continued from **Friday, 19 February**

9am

Oral : Branding_1

Digital drivers of brand evolution

Stage - Competitive Paper Stage 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?

» [Mrs. 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 : SRE_3

The Cutting Edge of Retail Research

Stage - Competitive Paper Stage 2

Chaired by: Dr. Adam Mills

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

» [Ms. 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 BEHAVIOURAL INTENTION: The role of aesthetic appeal

» [Dr. Sheena Karangi](#) (University of Surrey), [Prof. Ben Lowe](#) (University of Kent)

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 : Channels_Sp_1

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

Stage - Special Session Stage 3

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



Continued from **Friday, 19 February**

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)

9am

General : SIG_Global

Global Marketing in a Disruptive and Complex Environment

Stage - Special Session Stage 2 presented by EBSCO

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)

10:30am

Oral : SRE_2

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

Stage - Competitive Paper Stage 2

Chaired by: Ms. Lane Peterson

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

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

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 Warren](#) (University of Oregon), [Dr. Sara Hanson](#) (University of Richmond), [Dr. Hong Yuan](#) (Univeristy of Oregon)

10:30am

General : Channels_Sp_5

Marketing-Finance Interface in Business Markets

Stage - Special Session Stage 1 presented by SAGE Publishing

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 Bingen 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)

10:30am

General : Branding_Sp

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

Stage - Special Session Stage 3

Chaired by: Shana Redd

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. Iosio 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](#) (La-Z-Boy Furniture)



Continued from **Friday, 19 February**

10:30am **Oral : Sustainability_2**
Sustainability in Marketing: Advertising and Firm Performance
Stage - Competitive Paper Stage 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 ROLE OF CAPTIONS IN THE CONTEXT OF SUSTAINABILITY ADVERTISING AND THEIR IMPACT ON SOCIAL MEDIA ENGAGEMENT.

» [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 **Oral : Digital_4**
Implications of Firm-Generated Contents
Stage - Competitive Paper Stage 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 **General : Sales_Sp**
Selling Through a Crisis: Exploring the Impact of Social Isolation on the Sales Process
Stage - Special Session Stage 2 presented by EBSCO
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)

12pm **Workshop**
Innovation Showcase - Interpretive Solutions, Hubro, and SABRE
Stage - Plenary Stage

Interpretive Simulations

» Ms. Adele Anderson (Interpretive Simulations), [Ms. Laura Chappell Arnold](#) (Interpretive Simulations), [Mr. Tim Sams](#) (Interpretive Simulations)



Continued from **Friday, 19 February**

Hubro Education

» [Mr. Emil Oliver](#) (Hubro Education)

SABRE Simulations

» [Mr. Cam Tipping](#) (IIBD Global Ltd)

12pm

Workshop

Innovation Showcase - Wiley and Knowledge Matters

Stage - Innovation Showcase Stage

Wiley

» [Ms. Karolina Zarychta](#) (Wiley)

Knowledge Matters

» [Mr. Josh Derry](#) (Knowledge Matters)

1:30pm

Oral : Strategy_1

Upper echelons perspective on creating firm value

Stage - Competitive Paper Stage 2

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

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

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 Experience influences Value Creation and Value Appropriation

» [Ms. Johanna Alfs](#) (University of Muenster)

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

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

DEMYSTIFYING DISRUPTION, MYSTIFYING MANAGEMENT: TOP 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 Stage 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 S. Lee (Hofstra University)

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

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



Continued from **Friday, 19 February**

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 : Psychology_Sp

Attributions And Consequences Of Anthropomorphism In AI-Driven Technology

Stage - Competitive Paper Stage 3

Chaired by: Ms. Rumela Sengupta: and Dr. Lagnajita Chatterjee

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)

1:30pm

General : AMAF

Fresh Perspectives on the Fundamentals in Marketing. A conversation with the 2021 Berry Book Award Recipients.

Stage - Special Session Stage 1 presented by SAGE Publishing

1:30pm

General : SIG_CB

CBSIG Session: Recent Findings on Numeric Framings

Stage - Special Session Stage 3

Chaired by: Prof. Mathew Isaac and Prof. Julio Sevilla

1:30pm

General : Public Policy_Sp_1

Resilience and Recovery in Deeply Traumatized Markets

Stage - Special Session Stage 2 presented by EBSCO

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), [Dr. Alan Malter](#) (University of Illinois at Chicago), [Dr. Stacey Baker](#) (Creighton University), [Dr. Sterling Bone](#) (Utah State University), [Dr. Karine Aoun-Barakat](#) (St. Joseph's University - Beirut), [Dr. Amy Greiner Fehl](#) (Oklahoma State University), [Dr. Kathryn Ponders](#) (University of Texas-Austin), [Dr. Meredith Thomas](#) (Florida State University)

3pm

General : SRE_Sp

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

Stage - Special Session Stage 2 presented by EBSCO

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 : Digital_3

Effectiveness of Customer Reviews

Stage - Competitive Paper Stage 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)



Continued from **Friday, 19 February**

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 : Advertising_Sp

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

Stage - Special Session Stage 1 presented by SAGE Publishing

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)

3pm

Oral : Consumption_2

The social life of algorithms

Stage - Competitive Paper Stage 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 : Psychology_3

The Effect of Others

Stage - Competitive Paper Stage 3

Chaired by: Dr. Frank Cabano

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 and University of Montpellier), 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)



Continued from Friday, 19 February	
4:15pm	Panel : Closing Plenary Legacy of the 2021 Fellows <i>Stage - Plenary Stage</i>
5:30pm	General SIG Receptions <i>Stage - Plenary Stage</i>
Saturday, 20 February	
7am	General Post-Conference: Journal of International Marketing: Theory and Practice in Global Marketing <i>Venue - Additional Registration Required</i>
Sunday, 21 February	
7am	General Post-Conference: Journal of International Marketing: Theory and Practice in Global Marketing <i>Venue - Additional Registration Required</i>

5pm	Bundle: 1 Sessions released on-demand 2021 AMA Foundation Award Winners
1 of 1	General : AMAF_Asynchronous 2021 AMA Foundation Award Winners
6pm	Bundle: 3 Sessions released on-demand Innovation Showcase and AMA Sponsors
1 of 3	Workshop Innovation Showcase - Wiley and Knowledge Matters
2 of 3	Workshop Innovation Showcase - Interpretive Solutions, Hubro, and SABRE
3 of 3	General AMA Sponsors
11pm	Bundle: 1 Sessions released on-demand Posters
1 of 1	Poster : Posters_Asynchronous Posters
3pm	Bundle: 1 Sessions released on-demand Meet the Editors - Invited Journals
1 of 1	General : Invited Journals _Asynchronous Meet the Editors
3pm	Bundle: 1 Sessions released on-demand Introducing the 2021 Class of AMA Fellows



Continued from **Sunday, 21 February**

1 of 1

General : Fellows_Asynchronous

2021 AMA Fellows

Poster Presentations

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

Prof. Marcus Wardley - California State University San Marcos

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

Mr. Li-Keng Cheng - Tatung University

Mr. Hong-Wei Liao - Tatung University

Ms. Pei-Yu Chen - Tatung University

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

Mr. Ashish Kakar - Texas Tech University

Dr. Adarsh Kumar Kakar - Alabama State University

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

Dr. Amélie Guèvremont - ESG UQAM

Mrs. Valentine Hainneville - ESG UQAM

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

Prof. Qeis Kamran - International School of Management

Prof. Marcus Becker - International School of Management

Mr. Ard Reshani - International School of Management

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

Prof. Clare Comm - University of Massachusetts, Lowell

Prof. Dennis Mathaisel - Babson College

Poster Presentations

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

Ms. Aneta Zalinska - Northeastern Illinois University

Dr. Garo Agopian - Northeastern Illinois University

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

Ms. Yuxiao Tan - The Chinese University of Hong Kong

Dr. Travis Tae Oh - Yeshiva University

The Design of an Artificial General Marketing Intelligence (AGMI)

Prof. Qeis Kamran - International School of Management

Mr. Ard Reshani - International School of Management

DOES THE PANDEMIC INFLUENCE THE COUNTRY OF ORIGIN EFFECT? HIGHER PURCHASE INTENTIONS TOWARD FACE MASKS FROM DEVELOPING COUNTRIES

Ms. Mansi Gupta - Rochester Institute of Technology

Prof. Sorim Chung - Rochester Institute of Technology

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

Ms. Lin Lin - Central University of Finance and Economics

Dr. Travis Tae Oh - Yeshiva University

Poster Presentations

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

Ms. Alena Bermes - Heinrich Heine University Düsseldorf

Novel Partnership between Brands and “Extreme” Customers

Dr. Kei Aoki - Konan University, Hirao School of Management

Dr. Chikako Ishizuka - Niigata University

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

Mr. Claudio Schapis - Nebraska Wesleyan University

Dr. Larry Chiagouris - Pace University

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

Ms. Kathleen Desveaud - Toulouse School of Management

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

Ms. Katharina Glaen - RWTH Aachen University

Mr. Sebastian Kruse - RWTH Aachen University

Prof. Malte Brettel - RWTH Aachen

Poster Presentations

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

Dr. Irina Toteva - Georgia Southwestern State University

Dr. Selen Savas-Hall - Jacksonville University

Dr. Justin Hall - Jacksonville University

Retaining Customers: How Artificial Intelligence Can Reduce Customer Churn

Dr. Su Yun Bae - Bowling Green State University

Dr. Blair Kidwell - University of North Texas

Mr. Nick Meyer - Keyence

Mr. Evan Wendell - Keyence

Mr. Brian Neely - Keyence

Dr. Deborah Wooldridge - Bowling Green State University

Involving Customers in NPD: Implications for Modularity in Digitized Products

Ms. Simona Schamper - RWTH Aachen

Prof. Malte Brettel - RWTH Aachen

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

Mr. Hao Wang - University of South Florida

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

Dr. Mohammad Sadeq Sharifirad - Dalhousie University

Dr. Mehdi Akhgari - University Canada West

Dr. Hamed Aghakhani - Dalhousie University

Poster Presentations

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

Dr. Priya Narayanan - Indian Institute of Management Kozhikode

Prof. Arvind Sahay - Indian Institute of Management Ahmedabad

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

Mr. Florian Wedel - RWTH Aachen University

Mr. Sebastian Kruse - RWTH Aachen University

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

Mr. Jan Müller - RWTH Aachen University

Dr. Andrea Greven - RWTH Aachen University

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

Ms. Marie-Therese von Buttlar - RWTH Aachen University

Dr. Andrea Greven - RWTH Aachen University

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

Ms. Marie-Therese von Buttlar - RWTH Aachen University

Poster Presentations

The Asymmetric Impacts of Product Performance and Consumer Experiences on eWOM

Dr. Ying Zhu - The University of British Columbia (Okanagan Campus)

Mr. Muye Han - China University of Geosciences

Mr. Yang Li - China University of Geosciences

WHY WE FOLLOW A RETAILER RECOMMENDATION?

Prof. Lina Xu - New Mexico State University

Dr. Mihai Niculescu - New Mexico State University

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

Prof. Lina Xu - New Mexico State University

Dr. Mihai Niculescu - New Mexico State University

Consumer Response to Gender-Based Price Discrimination

Dr. Delphine Caruelle - Kristiania University College

Shared Mobility: A review, synthesis and marketing research agenda

Ms. Brenda Nansubuga - Linköping University

Prof. Christian Kowalkowski - Linköping University

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

Ms. Talalah Khan - Florida State University

Dr. Sindy Chapa - Florida State University

Poster Presentations

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

Ms. Areum Cho - Korea University

Prof. Jongwon Park - Korea University

Consumer Behavior Change in Response to the COVID-19 Pandemic

Dr. Stephanie Schartel Dunn - Missouri Southern State University

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

Mrs. YaoYao Wu - Nanyang Technological University

Dr. Travis Tae Oh - Yeshiva University

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

Prof. Huiping Huang - National Chiao Tung University

Mr. Wei-Lin Liu - Tainan Art Museum

A CONCEPTUAL FRAMEWORK FOR ANALYZING CUSTOMER EXPERIENCE IN ACCESS-BASED SERVICES

Ms. Dhriti Mahadevan - Indian Institute of Management Bangalore (IIMB)

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

Mr. Nils Christian Hoffmann - Kiel University

Mr. Sebastian Müller - University of Cologne

Prof. Stefan Hoffmann - Kiel University

Poster Presentations

Prof. Ludger Heidbrink - Kiel University

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

Mrs. Margareta Merke - RWTH Aachen University

Dr. Andrea Greven - RWTH Aachen University

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

Ms. Hanna Reimers - Kiel University

Ms. Amelie Griesoph - Kiel University

Mr. Nils Christian Hoffmann - Kiel University

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

Ms. Marie-Josefien Schneider - RWTH Aachen

Dr. Jan Kemper - RWTH Aachen

Microfoundations in Coopetition: The role of the individual

Mrs. Margareta Merke - RWTH Aachen University

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

Dr. Mubbsher Munawar Khan - University of the Punjab

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

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

Mr. Fawad Ali - Department of Management Sciences, University of Okara

Poster Presentations

The Effect of Uncertainty in the Purchase Situation on Choice Deferral

Ms. Marie-Josefien Schneider - RWTH Aachen

Dr. Jan Kemper - RWTH Aachen

Post COVID Marketplace : The Digitisation of Experiential Marketing

Mr. saurav Gopal - Indian Institute of Management Indore

Mr. Sumit Suresh - Indian Institute of Management Indore

Ms. Aishwarya Rao Katakam - Indian Institute of Management Indore

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

Ms. Louisa Pfeifer - University of Hamburg

Ms. Jennifer Zeißler - University of Hamburg

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

Dr. Tulsi Jayakumar - S.P. Jain Institute of Management & Research, Mumbai

Dr. Sunny Arora - S.P. Jain Institute of Management & Research, Mumbai

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

Dr. Dominyka Venciute - ISM University of Management and Economics

Mr. Marius Kuslys - ISM University of Management and Economics

Mrs. Ieva Mackeviciene - ISM University of Management and Economics

Poster Presentations

Competition versus Collaboration in Online Communities of Wearable Technologies

Dr. Selcan Kara - University of Massachusetts, Dartmouth

Dr. Duygu Akdevelioglu - Rochester Institute of Technology

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

Mr. Maximilian Schwing - TSM-Research, University of Toulouse 1 Capitole, CNRS

Prof. Marc Kuhn - Baden-Wuerttemberg Cooperative State University Stuttgart

Prof. Lars Meyer-Waarden - TSM-Research, University of Toulouse 1 Capitole, CNRS

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

Dr. Kristin Jehiah Stewart - California State University San Marcos

Mr. Charles Chambers - California State University San Marcos

Mr. Ryley Zuluf - California State University San Marcos

Dr. Rebeca Perren - California State University San Marcos

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

Ms. Sophia Tao - The University of British Columbia (Okanagan Campus)

Dr. Eric Li - The University of British Columbia (Okanagan Campus)

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

Ms. Lena Vatne Bjørlo - NTNU (Norwegian University of Science and Technology)

Poster Presentations

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

Mr. Viktor Jarotschkin - ESMT Berlin

Mrs. Bianca Schmitz - ESMT Berlin

Prof. Andreas Eggert - Paderborn University

Prof. Olaf Ploetner - ESMT Berlin

Prof. Johannes Habel - Warwick Business School

The Effect of Advertising on Online Reviews during New Product Releases

Dr. Minghui Ma - York College of Pennsylvania

Dr. Jian Huang - Towson University

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

Sustainable Fashion: A Systematic Review

Ms. Arielle Parker - University of British Columbia (Okanagan Campus)

Dr. Eric Li - University of British Columbia (Okanagan Campus)

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

Mrs. Merve Uzunogullari - Georgia Institute of Technology

Dr. Tracey A. Swartz - Georgia Institute of Technology

Group Consumption Cues in Online Reviews

Mr. Seyedjavad Mousavi - University of Kansas

Dr. Sina Aghaie - Wichita State University

Poster Presentations

Online #Boycotts: Consumers Calling for Accountability and Social Responsibility

Dr. Kimberly Legocki - California State University, East Bay

Dr. Kristen Walker - California State University Northridge

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

Prof. Kuan-Chou Ko - National Taiwan University

Ms. Shian-ko Liu - National Taiwan University

Die Another Day? A Study of the US Clothing Industry

Dr. Si Chen - Louisiana State University Shreveport

Dr. Charles Ingene - University of Oklahoma

Does Soda Tax Affect Store Sales?

Mr. Saad Andalib Syed Shah - University of California, Irvine

AUGMENTED-REALITY INTERACTIVE SERVICE TECHNOLOGY USAGE: THE EFFECTS OF TECHNOLOGY QUALITY AND TECHNOSTRESS ON POST-USAGE RESPONSES

Dr. Shuling Liao - Yuan Ze University

Dr. Scott Murphy - Yuan Ze University

Dr. Tseng-lung Huang - Yuan Ze University