Welcome!
2021 AMA Winter Academic Conference
February 17-19, 2021
Thank You to Our Sponsors
## 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*

## 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

## Monday, 15 February

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

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## 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. Jennifer Skiba (Missouri State University), Dr. Amrit Saini (University of Nebraska-Lincoln), Dr. Thomas Dotzel (University of Nebraska-Lincoln), Dr. Venkatesh Shankar (Texas AM University), Ms. Hoorsana Damavandi (Western 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)

### 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)
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 SELFMONITORING 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)
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. 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 (La Trobe University), Prof. Gillian Sullivan Mort (Yunus Social Business Centre - La Trobe 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 Seryuz (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)
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<th>Time</th>
<th>Session</th>
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<tr>
<td>1:30pm</td>
<td>Oral: Strategy_2</td>
<td>Marketing strategy and product harm crises</td>
<td>Dr. Vivek Astvansh (Indiana University), Dr. Kersi Antia (Western University), Dr. Gerard Tellis (University of Southern California), Dr. Sudha Mani (Monash University)</td>
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<td>Stock Returns to Product Recall: A Meta-Analysis</td>
<td>Dr. Vivek Astvansh (Indiana University), Dr. Kersi Antia (Western University), Dr. Gerard Tellis (University of Southern California), Dr. Sudha Mani (Monash University)</td>
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<td>The Effects of Firm Financial Risk on Marketing</td>
<td>Mr. Ben Lee (Indiana University), Mr. Luciano Lapa (Indiana University)</td>
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<td>Exploring Shopper Psychological Safety in post-COVID-19 era</td>
<td>Mr. Ashish Kakar (Texas Tech University), Dr. Adarsh Kumar Kakar (Alabama State University)</td>
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<td>Firm learning during product defect investigation</td>
<td>Mr. Peng Shen (Indiana University Bloomington), Dr. Vivek Astvansh (Indiana University), Mr. Hai Hu (Indiana University)</td>
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<td>3pm</td>
<td>Oral: Branding_4</td>
<td>Fostering Customer-Brand Relationships</td>
<td>Dr. Saleh Bazi (Yarmouk University), Prof. Raffaele Filieri (Audencia University), Prof. Matthew Gorton (Newcastle University)</td>
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<td>Gossamer Brand Bonds</td>
<td>Dr. Albert Muñiz (DePaul University), Dr. Alexander Mitchell (California Polytechnic State University, Pomona), Dr. Meredith Thomas (Florida State University)</td>
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<td>3pm</td>
<td>Oral: Psychology_1</td>
<td>Consumer Psychology</td>
<td>Dr. Laura Boman (Mercer University), Dr. Sarah LeFebvre (Murray State University), Dr. Ganga Hewage (Bryant University)</td>
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<td>The Interactive Effect of Boundaries and Political Ideology on Logo Evaluation</td>
<td>Dr. KENNETH C. C. YANG (THE UNIVERSITY OF TEXAS AT EL PASO), Dr. YOWEI KANG (NATIONAL TAIWAN OCEAN UNIVERSITY)</td>
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<td>Predicting the Relationships between Narrative Transportation, Consumer Brand Experience, Love, and Loyalty in Video Storytelling Advertising</td>
<td>Dr. KENNETH C. C. YANG (THE UNIVERSITY OF TEXAS AT EL PASO), Dr. YOWEI KANG (NATIONAL TAIWAN OCEAN UNIVERSITY)</td>
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<td>General: Marketplace Diversity_Sp_1</td>
<td>The Challenge of Privilege: Unpacking Advantage - Part 1</td>
<td>Dr. Kevin Thomas and Dr. Marie Yeh and Dr. Benet DeBerry-Spence</td>
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<td>The Challenge of Privilege: Unpacking Advantage</td>
<td>Dr. Marie Yeh (Loyola University Maryland), Dr. Stacey Baker (Creighton University), Dr. Judy Davis (Eastern Michigan University)</td>
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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. Savisesh 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 Lamberton (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)

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)
## 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)

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

- Ms. Amrita Mitra and Dr. Kersi Antia

## Sustainability in E-Retailing, Fashion, and Luxury Industries

- 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

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 Colarado 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 Bhattachari
(Southern Illinois University Carbondale)

Spillover Effects of Limited-Edition Strategy
» Mr. Tuan Nguyen (Northeastern University)

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. Savisesh 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 (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)

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 Enrenched 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.
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)
### 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)

### How Informal Competition Drives the Sales of New Products
- Dr. Sadrac Cénophat (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. Radostislav Baltezarev (CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT)

### THE HUMAN SIDE OF SELLING DIGITAL INNOVATIONS: UNDERSTANDING THE ROLE OF SALESPROFESSOR’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)

### 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 Martin Ruiz (Iowa State University - Marketing)

### Marketing-based initiatives to prevent radicalization: Proposing guidelines for public policy
- Prof. Marie-Louise Radanielina-Hita and Prof. Yany Gregoire

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**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)

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**10:30am**  
**General: SIG_Sales_1**

**Sales_1**
- *Stage - Competitive Paper Stage 2*
- Chaired by: Dr. Sadrac Cénophat

**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)

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**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 Martin Ruiz (Iowa State University - Marketing)

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**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)
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)

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

1:30pm  **Oral : Marketplace Diversity**  
**Marketplace Diversity**  
*Stage - Competitive Paper Stage 3*

- **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. Sonia Krali (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*

- **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)
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

» 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)

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 Rege (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 Guzman (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

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 Kalaignanam (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. Changuan 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 Akhtar (School of Tourism Management, Sun Yat-Sun University, Guangzhou.), Prof. Shujaaat Mubarak (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 Shabaz 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)

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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. 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

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, Jamshedhpur), 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 (University 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) Thongpan (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)

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. 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 (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)

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)
2021 AMA Winter Academic Conference 17 - 19 Feb 2021 All times in CST

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 Stäbler (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)

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. Xiaoyu 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)

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| 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 |
| 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 Pounds (University of Texas-Austin), Dr. Meredith Thomas (Florida State University)

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| 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 |
| 3pm   | **Oral : Digital_3** | Effectiveness of Customer Reviews  
Stage - Competitive Paper Stage 2  
Chaired by: Mr. Sunil Singh |
| 3pm   | **Review Persuasiveness: Underlying Dynamics of Review Text Dimensions** | Trust If It’s Just: The Effects of Customer Ratings in Platform Markets  
Stage - Competitive Paper Stage 3  
Chaired by: Prof. Sabine Kuster (University of Mannheim), Dr. Sergej von Janda (University of Mannheim)  
Answering the Billion Dollar Question, Was this Review Helpful to You?  
Stage - Special Session Stage 2 presented by EBSCO  
Chaired by: Ms. SooHyun Kim (Ewha Womans University), Prof. Sungsoo 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 : 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)
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<td>7am</td>
<td>General Post-Conference: Journal of International Marketing: Theory and Practice in Global Marketing&lt;br&gt;Venue - Additional Registration Required</td>
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**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 Pandemic
Prof. Clare Comm - University of Massachusetts, Lowell
Prof. Dennis Mathaisel - Babson College
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

Mr. Claudio Schapsis - 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

**TEMTED TO BUY WHEN LOST IN THE DARKNESS: LINKING DARK TRIAD TRAITS AND IMPULSIVE BUYING TENDENCY VIA IDENTITY DIFFUSION**
Dr. Mohammad Sadegh Sharifirad - Dalhousie University
Dr. Mehdi Akhgari - University of 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. Dhrithi 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. Ariele 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
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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-Iung Huang - Yuan Ze University