

2022

AMA WINTER  
ACADEMIC CONFERENCE



February 10-11 | Virtual  
February 18-20 | Las Vegas, NV

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# Thank You to Our Sponsors!



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**Please note that all virtual sessions hosted on February 10<sup>th</sup>-11<sup>th</sup> are listed in Central (Chicago) Time.**

**All in-person sessions on February 18<sup>th</sup>-20<sup>th</sup> are listed in Pacific (Las Vegas) Time.**



## Thursday, 10 February

### 8:30am Higher Ed SIG | Doctoral Student Research on The Future Trends in Consumer Behavior Part 1

Chaired by: Dr. Prachi Gala (United States) and Dr. Brian Taillon (United States)

#### Special Session Proposal: Doctoral Student Research on The Future Trends in Consumer Behavior

» [Dr. Prachi Gala](#) (United States) - Kennesaw State University, [Dr. Brian Taillon](#) (United States) - East Carolina University

#### Factors influencing purchase intention towards online private label

» [Mr. Sher Singh Yadav](#) (India) - Rajiv Gandhi Institute of Petroleum Technology, [Dr. Sanjay Kumar Kar](#) (India) - JAIS

#### Segmenting omnichannel customer channel choices during channel switching behavior

» [Mr. Anh Nguyen](#) (Vietnam) - RMIT Vietnam, [Mr. Robert McClelland](#) (Vietnam) - RMIT Vietnam, [Mr. Nguyen Hoang Thuan](#) (Vietnam) - RMIT Vietnam

#### Anxious or Free: Ambivalence towards Digital Disconnection in Consumption

» [Ms. Yiwei Zhang](#) (United Kingdom) - University of Edinburgh, [Dr. Kirsten Cowan](#) (United Kingdom) - University of Edinburgh, [Dr. Ben Marder](#) (United Kingdom) - University of Edinburgh

#### How Psychological and Financial Vulnerability Affect Financial Planning in a Post Crisis: The Case of COVID-19 Pandemic

» [Ms. Khulood Allanjawi](#) (United Arab Emirates) - Ajman University, [Dr. Atefeh Yazdanparast](#) (United States) - Clark University, [Dr. Yasser Alhenawi](#) (United Arab Emirates) - Ajman University

### 8:30am Multi-country Studies, Marketing Strategies, and Firm performance

Chaired by: Dr. Sourindra Banerjee (United Kingdom)

### Multi-country Studies, Marketing Strategies, and Firm performance

» [Dr. Sourindra Banerjee](#) (United Kingdom) - Leeds University Business School, University of Leeds, [Dr. Nandini Ramani](#) (United States) - Texas A&M University, [Ms. Hoorsana Damavandi](#) (Canada) - Western University, [Dr. Vivek Astvansh](#) (United States) - Indiana University, [Prof. Kersi Antia](#) (Canada) - Western University, [Ms. Tushmit Hasan](#) (United States) - University of Texas at Austin, [Dr. Verdiana Giannetti](#) (United Kingdom) - University of Leeds, [Prof. Raji Srinivasan](#) (United States) - University of Texas at Austin, [Dr. Sebastian Hohenberg](#) (United States) - University of Texas at Austin

### 8:30am Networks and Alliances

Chaired by: Dr. Shekhar Misra (France)

#### Networks and Alliances

» [Dr. Shekhar Misra](#) (France) - Grenoble Ecole de Management, [Dr. Kiran Pedada](#) (India) - Indian School of Business, [Dr. S. Arunachalam](#) (India) - Indian School of Business, [Mr. Manjunath Padigar](#) (Australia) - UTS Business School, [Ms. Amrita Mitra](#) (Canada) - Western University, [Dr. Moeen Butt](#) (Korea, Republic of) - Sungkyunkwan University, [Prof. Kersi Antia](#) (Canada) - Western University, [Dr. Vivek Astvansh](#) (United States) - Indiana University, [Mr. Ben Lee](#) (United States) - Indiana University, [Dr. Saurabh Mishra](#) (United States) - George Mason University, [Dr. Tuba Yilmaz](#) (Norway) - BI Norwegian Business School, [Dr. Mariia Koval](#) (France) - Grenoble Ecole de Management, [Dr. Stefan Wuyts](#) (United States) - Penn State University

### 8:30am The Future of Solution Selling

Chaired by: Prof. Manfred Krafft (Germany) and Ms. Victoria Kramer (Germany)



Continued from **Thursday, 10 February**

**The Future of Solution Selling**

» [Prof. Manfred Krafft](#) (Germany) - University of Muenster, [Ms. Victoria Kramer](#) (Germany) - University of Muenster, [Prof. Sundar Bharadwaj](#) (United States) - University of Georgia, [Dr. Anna Salonen](#) (Finland) - University of Jyväskylä, [Prof. Werner Reinartz](#) (Germany) - University of Cologne, [Prof. Shankar Ganesan](#) (United States) - University of Notre Dame, [Dr. Stefan Worm](#) (Norway) - BI Norwegian Business School, [Prof. Maik Eisenbeiss](#) (Germany) - University of Bremen, [Prof. Sascha Alavi](#) (Germany) - University of Bochum, [Prof. Johannes Habel](#) (United States) - University of Houston, [Dr. Iloona Keränen](#) (Australia) - RMIT, [Prof. Dirk Totzek](#) (Germany) - University of Passau

10am **Virtual | AMA Special Session (Meet the Editors)**

10am **Virtual | EXPLORING THE FUTURE OF MARKET DRIVING IN B2B MARKETS**

Chaired by: Prof. Fiona Schweitzer (France)

**EXPLORING THE FUTURE OF MARKET DRIVING IN B2B MARKETS**

» [Prof. Fiona Schweitzer](#) (France) - Grenoble Ecole de Management, [Dr. Stacey Malek](#) (Netherlands) - Erasmus School of Economics, [Prof. Shikhar Sarin](#) (United States) - Boise State University, [Mr. Emeritus George Day](#) (United States) - Wharton University of Pennsylvania, [Prof. Ajay Kohli](#) (United States) - Georgia Tech, [Prof. Bernard J. Jaworski](#) (United States) - Drucker School of Management, Claremont Graduate University, [Mr. Gregory S. Carpenter](#) (United States) - Kellogg School of Management, Northwestern University, [Ms. Eileen Fischer](#) (United States) - Schulich School of Business, York University, [Prof. Gina O'Connor](#) (United States) - Babson College

10am **Virtual | B2B Marketing, Big Data, and Marketing Strategy**

**Happy Disunion: Shareholder Value of Sports Sponsorship Terminations**

» [Dr. Kamran Eshghi](#) (Canada) - Laurentian University, [Dr. Hadi Eslami](#) (Canada) - University of New Brunswick, [Dr. Hesam Shahriari](#) (United States) - Prairie View, [Dr. Farhad Sadeh](#) (United States) - Eastern Illinois University

**A Fresh Perspective on Academic Engagement: Exploring the Role of Partner- and Task-related Factors on Academic Engagement**

» [Mr. Rick Pingel](#) (Germany) - Technical University Braunschweig, [Dr. Barbara Seegebath](#) (Germany) - Technical University Braunschweig, [Prof. David M. Woisetschläger](#) (Germany) - Technical University Braunschweig, [Prof. Christof Backhaus](#) (United Kingdom) - Edinburgh Napier University

**MINING CEOS' BIG FIVE PERSONALITY TRAITS FROM TWITTER**

» [Mr. Giovanni Visentin](#) (France) - ESCP Business School, [Prof. Fabrizio Zerbini](#) (France) - ESCP Business School, [Prof. Sandrine Macé](#) (France) - ESCP Business School

**Should Manufacturers Curtail Unauthorized Distribution? The Financial Consequences of Combating Gray Markets**

» [Dr. Mohammad Kayed](#) (Canada) - Bishop's University, [Dr. Manish Kacker](#) (Canada) - McMaster University

**Speak up! Brand's Responsiveness Matters: Consumer Reactions to Brand Communications in the Early Stages of a Crisis**

» [Dr. Tessa Garcia-Collart](#) (United States) - University of Missouri-St Louis, [Dr. Jayati Sinha](#) (United States) - Florida International University

10am **Virtual | Social Responsibility, Sustainability and Well-Being**

Chaired by: Ms. Sheen Kachen (United States)

**Influence of alternative consumer networks on sustainable development**

» [Ms. Birgit Teufer](#) (Austria) - IMC University of Applied Sciences Krems, [Prof. Sonja Grabner-Kräuter](#) (Austria) - University of Klagenfurt, [Mrs. Christine Bachner](#) (Austria) - IMC University of Applied Sciences Krems



Continued from **Thursday, 10 February**

**Social responsibility and outcomes of inclusionary zoning policies on homelessness**

» [Ms. Sheen Kachen](#) (United States) - University of Illinois at Chicago, [Dr. Maria Petrescu](#) (United States) - Embry-Ridle Aeronautical University

**Received! The Effect of Take-Back Program Acknowledgment on Perceptions of Company Sustainability and Consumer Recycling Intentions**

» [Ms. Yuly Hong](#) (United States) - Georgia Institute of Technology, [Dr. Sara Dommer](#) (United States) - Penn State University, [Dr. Karen Winterich](#) (United States) - Penn State University

**Boycott Facebook as corporate social responsibility engagement: the enhancement effect on market value and role of media coverage**

» [Ms. Xinyi Wang](#) (Canada) - HEC Montréal, [Dr. Renaud Legoux](#) (Canada) - HEC Montréal

**All that is Green is not Gold: The Heterogeneity of Sustainable Product Typologies**

» [Mr. Youngtak Kim](#) (United States) - University of Georgia, [Prof. Sundar Bharadwaj](#) (United States) - University of Georgia

**Resolving the Climate Change Social Dilemma and Brand Value: Conceptualizing a Framework Involving Social Responsibility Practices and Public Policy**

» [Mr. Siavash Rashidi-Sabet](#) (United States) - Texas Tech University, [Dr. Sreedhar Madhavaram](#) (United States) - Texas Tech University

11:30am

**Virtual | SALESIG | Pit Boss Strategies: What is Here to Stay in Virtual Leadership?**

Chaired by: [Dr. Stephanie Mangus](#) (United States) and [Dr. Maria ROUZIOU](#) (Canada)

**Pit Boss Strategies: What is Here to Stay in Virtual Leadership?**

» [Dr. Stephanie Mangus](#) (United States) - Baylor University, [Dr. Maria ROUZIOU](#) (Canada) - HEC Montréal

11:30am

**Virtual | Digital and Social Media Marketing Session 1**

Chaired by: [Ms. Seoyoung Kim](#) (United States)

**When CGI Meets Influencer Marketing: The Effects of CGI Influencers on Consumer Trust and Consumption Choices**

» [Dr. Michelle Van Solt](#) (United States) - Valparaiso University, [Dr. Tessa Garcia-Collart](#) (United States) - University of Missouri-St Louis

**How do I tell them? Analyzing companies' provision of rejection reasons in product testing programs**

» [Prof. Ina Garnefeld](#) (Germany) - University of Wuppertal, [Prof. Lena Steinhoff](#) (Germany) - University of Rostock, [Ms. Kira Küpper](#) (Germany) - University of Wuppertal

**Mitigating the Risk of Brand Activism on Social Media**

» [Ms. Seoyoung Kim](#) (United States) - University of Georgia, [Prof. Sundar Bharadwaj](#) (United States) - University of Georgia

**Influencer Marketing: How Artificial Intelligence Influencers Affect Consumers' Response to Brands?**

» [Dr. Fernanda Muniz](#) (United States) - California State University San Marcos, [Dr. Kristin Jehiah Stewart](#) (United States) - California State University San Marcos, [Mrs. Lívia Magalhães](#) (Brazil) - Pontifical Catholic University of Minas Gerais

**The work of campaigning: marketers, technologies and sponsored search advertising**

» [Prof. Aleksandra Bavdaz](#) (United Kingdom) - University of Glas

**Can't wait for Christmas? Exploring consumer motives for watching unboxing videos**

» [Prof. Ina Garnefeld](#) (Germany) - University of Wuppertal, [Ms. Lisa Auerbach](#) (Germany) - University of Wuppertal

11:30am

**Virtual | Advocacy, Responsibility and Activism**

Chaired by: [Dr. Yansong Hu](#) (United Kingdom)





Continued from **Thursday, 10 February**

**When would people be willing to speak out online? The roles of incivility, direct reply, and online flow.**

» Prof. Kuan-chou Ko (Taiwan) - National Taiwan University, Ms. Shian-ko Liu (Taiwan) - National Taiwan University

**IMPACT OF GLOBAL BRAND CMOS' CSR AND SOCIO-POLITICAL ACTIVISM COMMUNICATION ON TWITTER**

» Dr. Peren Ozturan (Turkey) - Ozyegin University, Dr. Amir Grinstein (United States) - Northeastern University

**Firm Age: Does it Matter for Environmental Sustainability and Social Responsibility Performance?**

» Ms. Healeong Han (Korea, Republic of) - Yonsei University, Dr. Youngchan Kim (Korea, Republic of) - Yonsei University

**NONCONFORMITY BEHAVIOURS OF CEOs OF EMERGING MARKET FIRMS IN CORPORATE PHILANTHROPY**

» Dr. Yansong Hu (United Kingdom) - University of Warwick, Prof. Damien McLoughlin (Ireland) - University College Dublin

**THE EFFECTS OF RACIALLY-THEMED CONTROVERSIAL STORYTELLING ADVERTISING ON BRANDING OUTCOMES?: A NARRATIVE TRANSPORTATION PERSPECTIVE**

» Dr. YOWEI KANG (Taiwan) - NATIONAL CHUNG HSING UNIVERSITY, Dr. KENNETH C. C. YANG (United States) - University of Texas at El Paso

**I DON'T GIVE A PENNY: PRICE LEVEL AND COMMUNICATION FORMAT EFFECTS ON CONSUMER REACTIONS TO VOLUNTARY CARBON OFFSET PROGRAMS**

» Ms. Hanna Reimers (Germany) - Department of Marketing, Kiel University, Dr. Nils Christian Hoffmann (Germany) - Kiel University

11:30am **SERVSIG | Digital Business Models from a Service Research Perspective**

Chaired by: Prof. Jan Hendrik Schumann (Germany)

**Digital Business Models from a Service Research Perspective**

» Prof. Jan Hendrik Schumann (Germany) - University of Passau, Prof. Anna Salonen (Finland) - University of Turku, Prof. Christian Kowalkowski (Sweden) - Linköping University, Dr. Julia Fehrer (New Zealand) - University of Auckland, Prof. Wolfgang Ulaga (France) - INSEAD, Mrs. Maren Purrmann (Germany) - University of Paderborn, Prof. Nancy V. Wunderlich (Germany) - Technical University Berlin, Prof. Anja Iseke (Germany) - Ostwestfalen-Lippe University of Applied Sciences and Arts, Dr. Sebastian Schubach (Germany) - University of Passau, Dr. Nicole Jasmin Heß (United States) - University of South Florida, Prof. Eva Anderl (Germany) - University of Applied Sciences Munich, Dr. Armin März (Germany) - University of Passau, Prof. Tobias Schaefers (Denmark) - Copenhagen Business School, Dr. Marina Leban (Denmark) - Copenhagen Business School

1pm **DOCSIG | How to Get Published in the Best Marketing Journals**

1pm **Journal of Marketing | How Marketing Contributes to a Better World: What Marketing Academics Can Learn From Marketing Practitioners**

Chaired by: Dr. Hari Sridhar (United States) and Dr. Christine Moorman (United States) and Ms. Lisa Borders (United States) and Ms. Suzanne Kounkel (United States)

1pm **Virtual | Digital and Social Media Marketing and Retailing**

Chaired by: Ms. Sphurti Sewak (United States)

**Roasting Versus Boasting: Evaluating The Persuasiveness Of Roasting And Boasting Twitter Posts**

» Ms. Sphurti Sewak (United States) - Florida International University, Dr. William Humphrey (United States) - Florida International University, Dr. Jayati Sinha (United States) - Florida Intenational university



Continued from **Thursday, 10 February**

**The Effects of Viral Video Ads on Brand-Related Outcomes**

» Ms. Charlotte Heyder (Germany) - University of Applied Sciences Mainz, Prof. Isabelle Hillebrandt (Germany) - University of Applied Sciences Mainz

**A Literature Review in the Area of Voice Marketing**

» Ms. Hannah Kraemer (Germany) - University of Applied Sciences Mainz, Prof. Isabelle Hillebrandt (Germany) - University of Applied Sciences Mainz, Prof. Bjoern Ivens (Germany) - University of Bamberg

**Designing Experiential Services Through Storytelling: A Customer Experience Management Perspective**

» Mr. Olamide Olajuwon-Ige (United States) - University of Texas at Arlington

**How does Virtual Reality affect Consumers' Willingness to Pay?**

» Dr. Dennis Schendzielarz (Germany) - Ruhr-University Bochum, Prof. Sascha Alavi (Germany) - Ruhr-University Bochum

1pm

**Consumer Behavior SIG | Forgotten Customers: Conducting Impactful Consumer Research on Historically Underserved Populations Presented by the AMA Consumer Behavior Special Interest Group**

2:15pm

**Virtual | Pop-up SIG Sustainable Marketing | Future Sustainable Marketing Research Directions Roundtable**

Chaired by: Dr. Dana Alden (United States) and Dr. Robert Dahlstrom (United States)

**A Placeholder Proposal for Future Sustainable Marketing Research Directions Roundtable**

» Dr. Dana Alden (United States) - Shidler College of Business, University of Hawaii

2:15pm

**Virtual | The Meaning in a Brand: Brands, Brand Attributes, and Consumer Response**

Chaired by: Sooyeon Choi (United States)

**Brand Essence Effects on Extension Information Accessibility**

» Prof. Joseph W. Chang (United States) - University of Massachusetts Dartmouth

**LUXURY BRANDS: PERFORMANCE BEFORE AND DURING THE COVID-19 PANDEMIC**

» Prof. Marta Olivia Rovedder de Oliveira (Brazil) - Federal University of Santa Maria, Prof. Igor Sonza (Brazil) - Federal University of Santa Maria, Prof. Ricardo Limongi (Brazil) - Federal University of Goias, Ms. Tamires Silva (Brazil) - Federal University of Santa Maria, Ms. Juliana Costa (Brazil) - Federal University of Santa Maria

**THE INFLUENCE OF VOICELESS CONSONANTS IN BRAND NAMES ON THE EXPECTED CARBONATION IN BEVERAGES**

» Dr. Abhishek Pathak (United Kingdom) - School of Business, University of Dundee, Dr. Kosuke Motoki (Japan) - Department of Food Science and Business, Miyagi University, Ms. Monin Techawachirakul (Singapore) - Nanyang Business School, Nanyang Technological University, Prof. Gemma Calvert (Singapore) - Nanyang Business School, Nanyang Technological University

**Describing rose: An embedding-based method for measuring preferences**

» Dr. Anirban Mukherjee (United States) - Cornell University, Dr. Hannah H. Chang (Singapore) - Singapore Management University

**Investigating the Profiles of Premium Luxury and Masstige Consumers and How their Perceived Luxury Values Drive Purchase Intentions**

» Dr. Nermain AL-Issa (Kuwait) - American University of the Middle East, Prof. Nathalie Dens (Belgium) - Antwerp University, Dr. Piotr Kwiatek (Kuwait) - American University of the Middle East

2:15pm

**Virtual | Marketing in Times of Uncertainty & Renewal**

Chaired by: Dr. Yang Pan (Canada)



Continued from **Thursday, 10 February**

**A Study of the Time-varying Association: Customer Satisfaction, Future Cash flow, and Shareholder Value**

» Dr. Yang Pan (Canada) - McMaster University, Dr. Thomas Gruca (United States) - University of Iowa, Ms. Lan Yu (Canada) - McMaster University

**ARE WE ALL IN THIS TOGETHER?: ASSESSING CONSUMER EMOTIONAL AND BEHAVIORAL RESPONSES DURING THE ONGOING CRISIS**

» Dr. Nina Krey (United States) - Rowan University, Dr. Shuang Wu (United States) - Rowan University, Dr. Ye Han (United States) - University of Wisconsin-La Crosse

**We Are in this Together! The Role of Common Fate in Prosocial Behavior**

» Dr. Nada Nasr (United States) - Bentley University

**Ethical consumption amid the global pandemic: A moderated moderation model of consumers' fate belief across cultures**

» Dr. Lunjun Cheng (China) - SILC Business School, Shanghai University, Dr. Bo Chen (Korea, Republic of) - Sungkyunkwan University, Dr. Yimin Huang (Australia) - Macquarie University

**The Concept of Environmental Turbulence in Marketing: A Look-Back and a Look Ahead**

» Dr. Lagnajita Chatterjee (United States) - Worcester State University, Dr. Cong Feng (United States) - university of mississippi, Dr. Cheryl Nakata (United States) - The University of North Carolina, Greensboro, Dr. K. Sivakumar (United States) - Lehigh University

**What Drives Viewers to Click on YouTube Recommended Videos? The Moderating Effect of Algorithm Appreciation and its Link with Addiction**

» Mr. Pei-Chiang Wu (Taiwan) - National Cheng Kung University, Dr. Ya-Hui Kuo (Taiwan) - National Cheng Kung University

2:15pm

**Virtual | Global and International Marketing and Marketing in Times of Uncertainty and Renewal**

**Reverse Knowledge Transfer and Product Innovation in Emerging Market MNEs: Evidence from China**

» Dr. Yiwen Chen (United States) - Texas A&M University-Central Texas, Dr. Li Chen (United States) - Suffolk University

**The Internationalization of Going-digital Retailers and Firm Performance**

» Dr. Georgios Batsakis (Greece) - ALBA Graduate Business School, Dr. Chengguang Li (Canada) - Ivey Business School, Western University, Prof. Vasilis Theoharakis (United Kingdom) - Cranfield University, Dr. Palitha Konara (United Kingdom) - University of Sussex

**CONNECTING WITH WORDS: A LINGUISTIC ANALYSIS OF ONLINE CONSUMER BRAND ENGAGEMENT DURING TIMES OF CRISIS**

» Dr. Begum Kaplan (United States) - Lynn University, Prof. Elizabeth Miller (United States) - University of Massachusetts Amherst

**Generation COVID: Augmented Reality and the New Digital Consumer**

» Ms. Sandra Habil (Egypt) - German university in Cairo, Dr. Sara El-Deeb (Egypt) - German university in Cairo, Prof. Noha Elbassiouny (Egypt) - German university in Cairo

3:45pm

**Virtual | Global SIG | Culture and the Global Challenges: the Good, the Bad and the Ugly**

Chaired by: Dr. Annie Cui (United States)

**Global SIG Session: Culture and the Global Challenges: the Good, the Bad and the Ugly**

» Dr. Annie Cui (United States) - West Virginia University, Dr. Jody Crosno (United States) - West Virginia University, Dr. Stacey Fitzsimmons (Canada) - University of Victoria, Mr. Liguu Liu (United States) - West Virginia University, Dr. Linda Shi (Canada) - University of Victoria, Dr. Xinchun Wang (United States) - West Virginia University, Dr. Chang Yu (China) - Northwestern Polytechnical University

3:45pm

**Virtual | Persuasion in the Digital Age**

Chaired by: Dr. Rahil Hosseini (Spain)



Continued from **Thursday, 10 February**

**The Rating Scale Effect: How Consumers Aggregate Ratings From Sources That Use Different Scales Into Product Attitudes**

» [Dr. Rahil Hosseini](#) (Spain) - Pompeu Fabra University, Prof. Gaël Le Mens (Spain) - Pompeu Fabra University

**LINGUISTIC CONCRETENESS, EXPLICIT CREDIBILITY CUES, AND REVIEW PERSUASIVENESS**

» [Ms. Parvathy B](#) (India) - Indian Institute of Management Bangalore, Prof. Sumit Sarkar (United States) - The University of Texas at Dallas

**Designing Persuasive Voiceover Narration in Crowdfunding Videos**

» [Dr. Hannah H. Chang](#) (Singapore) - Singapore Management University, Dr. Anirban Mukherjee (United States) - Cornell University, Dr. Amitava Chattopadhyay (Singapore) - INSEAD

**How Consumer Characteristics Influence the Effects of Valence, Volume, and Variance of Online Reviews**

» [Ms. Dipanwita Bhattacharjee](#) (Australia) - Bond University, Dr. Rafi M. M. I. Chowdhury (Australia) - Bond University, Prof. Mark Spence (Australia) - Bond University, Dr. Gulasekaran Rajaguru (Australia) - Bond University

**Framing Data for Behavioral Change: An Experimental Study of COVID-19 Dashboards**

» [Dr. Georgiana Craciun](#) (United States) - Duquesne University, Dr. Aimee Kane (United States) - Duquesne University, Dr. Jacqueline Pike (United States) - Duquesne University

**LINKING CONSUMER MATERIALISM, STATUS-BASED CONSUMPTION, BRAND ENGAGEMENT, MARKET MAVENISM AND BRAND LOYALTY**

» Ms. Rūta Kriaučiūnaitė (Lithuania) - Kaunas University of Technology, [Dr. Ausra Rutelione](#) (Lithuania) - Kaunas University of Technology

3:45pm

**Virtual | Customer Experience Insights for Online and Physical Contexts**

Chaired by: Dr. Ofer Mintz (Australia)

**Start-up Funding Decisions in the Eyes of Investors and Entrepreneurs: Effects of Co-Founders' Functional Background**

» [Dr. Ofer Mintz](#) (Australia) - University of Technology Sydney, Prof. Peter Lenk (United States) - University of Michigan, Dr. Yitong Wang (China) - Alibaba

**How E-commerce Assurance Mechanisms Affect Corporate Reputation?**

» Dr. Xuhui Wang (China) - Dongbei University of Finance and Economics, [Dr. Wenkai Zhou](#) (United States) - University of Central Oklahoma, Mr. wang dongming (China) - Dongbei University of Finance and Economics

**Identifying the dimensions of user value of software products: A grounded theory approach**

» [Dr. Adarsh Kumar Kakar](#) (United States) - Alabama State University, Mr. Ashish Kakar (United States) - Texas Tec University

**Talk or Not Talk? Role of Firm's Social Media Communication in Recall Completion**

» [Prof. Anindita Charkravarty](#) (United States) - University of Georgia, Prof. Elham Yazdani (United States) - University of Georgia, Dr. Kaushik Jayaram (United States) - University of Georgia

**Stakeholder System Understanding: Measurement, antecedents, and consequences for NPD performance**

» [Ms. Gisela Otto](#) (Netherlands) - Radboud University, Mr. Rahul Prasad (Netherlands) - Radboud University, Prof. Bas Hillebrand (Netherlands) - Radboud University, Dr. Paul H. Driessen (Netherlands) - Radboud University

**PICTURES AS CUES FOR ONLINE REVIEW CREDIBILITY: MODERATING ROLE OF VALENCE AND STYLE OF PROCESSING**

» [Dr. Vartika Srivastava](#) (India) - DoMS, Indian Institute of Technology Madras, Dr. Arti Kalro (India) - SJMSOM, IIT Bombay, Mr. Arihant Krishna (India) - Shiv Nadar University

3:45pm

**Virtual | Advertising, Retailing, and Sales**



Continued from **Thursday, 10 February**

**Dumb Smiles: How Positive Emotions Negatively Influence Purchase Intentions in Live Shopping**

» [Dr. Gianluca Scheidegger](#) (Switzerland) - University of St. Gallen, [Dr. Marc Linzmajer](#) (Switzerland) - University of St. Gallen, [Mr. Matthias Eggenchwiler](#) (Switzerland) - University of St. Gallen

**Less Is Sometimes More - How Effective Customer Journey Designs Impact Willingness to Pay a Price Premium**

» [Dr. Bernd Reitsamer](#) (Austria) - Department of Strategic Management, Marketing and Tourism, University of Innsbruck, [Ms. Janina S. Kuhnle](#) (Austria) - Department of Strategic Management, Marketing and Tourism, University of Innsbruck, [Prof. Nicola E. Stokburger-Sauer](#) (Austria) - Department of Strategic Management, Marketing and Tourism, University of Innsbruck

**Your First Name Tells Your Age: The Use of Sound Symbolism in Naming Over-The-Top Media Characters**

» [Dr. Sunny Vijay Arora](#) (India) - S P Jain Institute of Management and Research, Mumbai, India, [Dr. Ambi M G Parameswaran](#) (India) - S P Jain Institute of Management and Research, Mumbai, India, [Ms. Unnati Dogra](#) (India) - Sardar Patel Institute of Technology, Mumbai

**Stigma & AI: Preference for AI in the Presence of Stigma**

» [Ms. Stella Tavallaei](#) (United States) - Florida International university

**Selling Innovative Solutions: Are you Helping or Hurting Your Customer?**

» [Mr. Khashayar Afshar Bakeshloo](#) (United States) - Iowa State University, [Dr. Ashley Goreczny](#) (United States) - Iowa State University, [Dr. Raj Agnihotri](#) (United States) - Iowa State University

**COPING WITH THREATS DURING HEALTH SERVICE VALUE CO-CREATION**

» [Dr. Benedetta Crisafulli](#) (United Kingdom) - Birkbeck, University of London, [Prof. Jaywant Singh](#) (United Kingdom) - University of Southampton, [Prof. Sabine Benoit](#) (United Kingdom) - University of Surrey

**Friday, 11 February**

7am

**Virtual | Consumer and Firm Responses to New Environmental Conditions**

Chaired by: [Dr. Gry Knudsen](#) (Denmark)

**Defining Silence in Consumer Experience: An Exploratory Study**

» [Ms. Noémie Dehling](#) (France) - Kedge Business School

**Cultural Risk Narratives, Differentiated Individual Narratives, and Resulting Consumption Actions**

» [Prof. Vedha Ponnappan](#) (India) - Indian Institute of Management Udaipur, [Prof. Prakash Satyavageswaran](#) (India) - Indian Institute of Management Udaipur

**Trusting Closed Communities? The Implications of Online Social Relating for Belief Systems During the Pandemic**

» [Dr. Ateeq Rauf](#) (Pakistan) - Information Technology University

**Driving A New Market: An Interplay between Consumers, Institutions, and The Emerging Field**

» [Ms. Chu Heng Lee](#) (Taiwan) - National Taiwan University, [Prof. Ming Huei Hsieh](#) (Taiwan) - National Taiwan University

**Customer experience factors contributing to brand loyalty to Disney Resorts: An empirical analysis of concept, casts, attractions, and characters**

» [Dr. Takumi Kato](#) (Japan) - Saitama University

**CARE CONSUMERS IN PURSUIT OF MEANING: CONSUMPTION PRACTICES, MARKET RELATIONSHIPS, AND TENSIONS IN INSTITUTIONAL CARE REGIMES**

» [Dr. Julia Rötzmeier-Keuper](#) (Germany) - Technical University Berlin, [Prof. Nancy V. Wunderlich](#) (Germany) - Technical University Berlin

7am

**Virtual | Social and Contextual Influences on Consumer Behavior**

Chaired by: [Dr. Elisa Konya-Baumbach](#) (Germany)



Continued from **Friday, 11 February**

**THE IMPACT OF HERD MENTALITY, CONSUMER RESILIENCE AND MINDFULNESS ON ONLINE SHOPPING POST-ADOPTION DISCONFIRMATION**

» [Dr. Tai Anh Kieu](#) (Vietnam) - Ho Chi Minh City Open University

**The Structure of a Product, Retail Environment, and Brand Logo Can Affect Judgments of Value**

» [Mr. Felipe M. Affonso](#) (United States) - University of Florida, [Dr. Chris Janiszewski](#) (United States) - University of Florida

**The Impact of Air Pollution on Uniqueness-Seeking Behavior**

» [Ms. Jiaqi Zhong](#) (China) - Renmin Business School, Renmin University of China, [Prof. Ying Ding](#) (China) - Renmin Business School, Renmin University of China

**How Do Others Feel About It? How Emotional Contagion via Customer Reviews Influences Consumer Judgments**

» [Dr. Elisa Konya-Baumbach](#) (Germany) - University of Mannheim

**'When Birds of a feather flock together'- Understanding Online Herding in Wearable Technology Adoption**

» [Ms. Anjali Pathania](#) (India) - Indian Institute of Technology Mandi, [Dr. Gowhar Rasool](#) (India) - Central University of Jammu, [Dr. Saumya Dixit](#) (India) - Indian Institute of Technology Mandi

**All for a Bun and a Bun for All: An S-O-R Perspective on Collective Pandemic Purchasing in Mumbai**

» [Dr. Aditya Gupta](#) (United States) - Illinois State University, [Dr. Sheila Roy](#) (India) - S.P. Jain Institute of Management and Research, [Dr. Renuka Kamath](#) (India) - S.P. Jain Institute of Management and Research

**ORGANIC PERSONAL CARE PRODUCTS IN SOUTH AFRICA: DETERMINANTS OF MILLENNIAL'S PURCHASE INTENTION**

» [Mr. Mongezi Lupindo](#) (South Africa) - University of Cape Town, [Dr. Nkosivile Welcome Madinga](#) (South Africa) - University of Cape Town

**Sustainable Design Toward Consumer Well-Being**

» [Mrs. Yating Tian](#) (Netherlands) - University of Twente, [Prof. Qeis Kamran](#) (Germany) - ISM International School of Management GmbH

**Surprise gift-giving services: understanding influences on wellbeing of both senders and receivers**

» [Dr. Rachael Millard](#) (United Kingdom) - University of Westminster, [Dr. Tana Licsandru](#) (United Kingdom) - Queen Mary University of London, [Prof. Danae Manika](#) (United Kingdom) - Brunel University London, [Dr. Diana Gregory-Smith](#) (United Kingdom) - Newcastle University

**Crossing the diffusion chasm: The adoption of online food benefit ordering among the participants of the Special Nutrition Assistance Program for Women, Infants, and Children**

» [Dr. Chuanyi Tang](#) (United States) - Old Dominion University, [Dr. Qi Zhang](#) (United States) - Old Dominion University, [Dr. Junzhou Zhang](#) (United States) - Montclair State University, [Ms. Emily Fisher](#) (United States) - Old Dominion University, [Dr. Kayoung Park](#) (United States) - Old Dominion University

**Income Effect of Food Subsidy in Improving Well-being**

» [Mr. Ankit Singh](#) (India) - Indian Institute of Management Udaipur, [Prof. Vedha Ponnappan](#) (India) - Indian Institute of Management Udaipur, [Prof. Prakash Satyavageeswaran](#) (India) - Indian Institute of Management Udaipur

**Loose Lips sink Ships – What chatter from non-privacy sensitive social media users tells us about privacy sensitive social media users**

» [Ms. Stefanie Dewender](#) (Germany) - University of Muenster, [Prof. Raoul Kübler](#) (Germany) - University of Muenster, [Ms. Lina Oechsner](#) (Germany) - University of Muenster

7am

**Virtual | Fostering Consumer Well-Being**  
Chaired by: [Dr. Chuanyi Tang](#) (United States)

7am

**Virtual | Consumer Behavior and Consumer Culture**  
Chaired by: [Ms. Ruouou Li](#) (United States)



Continued from **Friday, 11 February**

**Using Virtual Reality: A Hedonic-Utilitarian Asymmetry**

» Ms. Ruouou Li (United States) - University of South Carolina, Dr. Rafay Siddiqui (United States) - Santa Clara University, Dr. Ashwani Monga (United States) - Rutgers University

**Does Pro/Con Message lead to Better Product Perceptions than Con/Pro Message? The Interaction Effect of Message Order and Source in User-Generated Content**

» Dr. Yi-Wen Chien (Taiwan) - National Taiwan University, Dr. Chung-Chiang Hsiao (Taiwan) - National Taiwan Normal University

**Consumers' Correction on Contrastive Bias in Product Judgment**

» Dr. Chung-Chiang Hsiao (Taiwan) - National Taiwan Normal University, Dr. Yi-Wen Chien (Taiwan) - National Taiwan University

**Comfort, pleasure and schadenfreude: extending affect into neutralisation theory among UK Brexit prepping consumers in crisis**

» Prof. Shona Bettany (United Kingdom) - University of Huddersfield, Prof. Ben Kerrane (United Kingdom) - Manchester Metropolitan University, Mr. David Rowe (United Kingdom) - University of Leeds, Dr. Katy Kerrane (United Kingdom) - University of Liverpool

**Customer Journey Design: Four Winning Strategies**

» Prof. Ahir Gopaldas (United States) - Fordham University, Prof. Anton Siebert (Germany) - Lancaster University

**Can't stop loving it: How fandoms recover from transgressions**

» Mr. Alex Baudet (Canada) - HEC Montréal

8:30am

**Virtual | Advertising and Marketing Communications**

Chaired by: Mr. Kalyan Rallabandi (United States)

**How a "China-made" Label Influences Chinese Youth's Product Judgement: The Priming Effect of Patriotic and Nationalistic News**

» Ms. ANQI YU (China) - University of Antwerp, Prof. SHUBIN YU (China) - BI Norwegian Business School, Dr. HUAMING LIU (France) - Departamento de Organización de Empresas I, University of Granada, Campus Universitario de Cartuja

**Price Promoting Organic Products: A Field Experiment with Online Ads**

» Mr. Jyrki Isojärvi (Finland) - Aalto University, Prof. Jaakko Aspara (Finland) - Hanken School of Economics

**Just Give Me a Reason: The Value of Goal Setting in Motivating Blood Donations**

» Dr. Judith Schloffer (Austria) - University of Graz, Prof. Thomas Foscht (Austria) - University of Graz, Prof. Cesar Maloles (United States) - California State University, East Bay, Prof. Lan Wu (United States) - California State University, East Bay

**THE INFLUENCE OF FREQUENCY AND TEMPO IN BRAND AUDIO LOGOS ON THE EXPECTED HEALTHFULNESS OF FOODS**

» Ms. Monin Techawachirakul (Singapore) - Nanyang Business School, Nanyang Technological University, Dr. Abhishek Pathak (United Kingdom) - School of Business, University of Dundee, Prof. Gemma Calvert (Singapore) - Nanyang Business School, Nanyang Technological University

**Consumer Perception of Sponsored Listing and its Impact on Online Marketplace**

» Mr. Kalyan Rallabandi (United States) - UCLA Anderson School of Management

**What About Relational Models? The Effect of Relational Model Appeals on Showrooming Intentions.**

» Mrs. Janina Kleine (Germany) - University of Augsburg, Mr. Michael Paul (Germany) - University of Augsburg

8:30am

**Virtual | Consuming Technology by Choice... or by Necessity**

Chaired by: Sooyeon Choi (United States)



Continued from **Friday, 11 February**

**NEGATIVE CONSUMER REACTIONS TO DYNAMIC PRICING WITH PERSONAL AND EXTERNAL CRITERIA**

» Prof. Silke Bambauer-Sachse (Switzerland) - University of Fribourg, Ms. Ashley Young (Switzerland) - University of Fribourg

**The role of mindful observation in automated driving contexts**

» Mrs. Frederica Janotta (Germany) - Catholic University Eichstaett-Ingolstadt, Prof. Jens Högrevé (Germany) - Catholic University Eichstaett-Ingolstadt, Prof. Anders Gustafsson (Norway) - BI Norwegian Business School, Prof. Line Lervik-Olsen (Norway) - BI Norwegian Business School

**Customer Adoption Intention of Voice Shopping Service: The Influences of Technology Acceptance Factors, Personalization, Privacy, and Customer Trust**

» Ms. Nguyen An Ngoc Nguyen (Vietnam) - Institute of International Management, National Cheng Kung University, No. 1 University Rd., Tainan City, Taiwan, Ms. Thanatchaya Luengtheeranart (Taiwan) - Institute of International Management, National Cheng Kung University, No. 1 University Rd., Tainan City, Taiwan

**HOW DO END-USERS CHOOSE BETWEEN TECHNOLOGIES? IMPLICATIONS FOR B2B BUYERS AND SELLERS**

» Mr. Ashish Kakar (United States) - Texas Tech University

**Rites of Passage During the COVID-19 Pandemic: Transforming, Extending, and Reducing Rituals**

» Dr. Kristine De Valck (France) - HEC Paris, Dr. Ana Babic Rosario (United States) - University of Denver, Ms. Isabella Ciampa (France) - HEC Paris

**Exploring 360° Virtual Tour Experience of Tourist: A Grounded Theory Approach**

» Ms. Sabita Dutta (India) - Indian Institute of Technology Mandi, Dr. Saumya Dixit (India) - Indian Institute of Technology Mandi

8:30am

**Virtual | New Influences on Sustainable Practices**

Chaired by: Prof. Yan Meng (France)

**Co-creating Sustainable Innovations: Does NGO Integration into the Innovation Process Increase Consumer Preference?**

» Prof. Fiona Schweitzer (France) - Grenoble Ecole de Management, Prof. Yan Meng (France) - Grenoble Ecole de Management

**“What are we fighting for?” Understanding the psychological influence of purpose on consumers**

» Prof. CB Bhattacharya (United States) - University of Pittsburgh, Prof. Sankar Sen (United States) - Baruch College, City University of New York, Ms. Srinwanti Chaudhury (United States) - University of Pittsburgh

**Sustainability orientation: a bibliographic coupling analysis**

» Mr. Matheus Tardin (Brazil) - FGV / EAESP, Dr. Marcelo Perin (Brazil) - FGV / EAESP, Dr. Cláudia Simões (Portugal) - University of Minho

**Anthropomorphism of Healthy Food Activates Nonconscious Health Goals**

» Ms. Ria Mishra (India) - Indian Institute of Management Calcutta, Prof. Ritu Mehta (India) - Indian Institute of Management Calcutta, Prof. Abhijit Guha (United States) - Darla Moore School of Business, University of South Carolina

**The impact of stay-at-home measures during the COVID-19 pandemic on personal stress and well-being on social media**

» Ms. Lina Oechsner (Germany) - University of Mue, Prof. Raoul Kübler (Germany) - University of Muenster, Prof. koen pauwels (United States) - Northeastern University

8:30am

**Virtual | Is it In the Cards? Challenges and Changes in Selling**

Chaired by: Ms. Stella Tavallaei (United States)

**Post-Pandemic Sales & Marketing: Challenges and Strategies**

» Dr. Shahriar Gias (United States) - Slippery Rock University of Pennsylvania





Continued from **Friday, 11 February**

**Evolving Sales Capabilities in Digital Landscape**

» Dr. Kshitij Bhoumik (United Kingdom) - Leeds University Business School, University of Leeds, Dr. Reika Igarashi (United Kingdom) - University of Leeds, Dr. MERVE VARDARSUYU (Turkey) - Dumlupinar University

**Data-driven Sales Prospecting for the Internationalization of B2B Companies**

» Dr. Jaakko Metsola (Finland) - LUT University

**Social Media Adoption and B2B buying behavior: The mediating role of Knowledge capital and interfirm communication**

» Prof. Priyavrat Sanyal (India) - IIM Bodh Gaya, Dr. Rakesh Singh (India) - Institute of Management Technology, Ghaziabad, Prof. Ramendra Singh (India) - IIM Calcutta

**Influence of Self-Enhancement Bias on Intention to sell after sales loss/ failure: A conservation of resources theory approach**

» Ms. Aditi Sharma (India) - Indian Institute of Management Kozhikode, Prof. Sridhar Guda (India) - Indian Institute of Management Kozhikode

10am **Virtual | Innovation Showcase**

11:15am **Virtual | Multi-level and Multi-Platform Persuasion Strategies**  
Chaired by: Prof. Anindita Charkravarty (United States) and Prof. Elham Yazdani (United States)

**Multi-level and Multi-Platform Persuasion Strategies**

» Prof. Anindita Charkravarty (United States) - University of Georgia, Prof. Elham Yazdani (United States) - University of Georgia, Prof. Niket Jindal (United States) - Indiana University, Prof. Leigh McAlister (United States) - University of Texas at Austin, Prof. Manpreet Gill (United States) - University of South Carolina, Prof. Rajdeep Grewal (United States) - The University of North Carolina at Chapel Hill, Prof. J. Andrew Petersen (United States) - Pennsylvania State University, Prof. Xian Gu (United States) - Indiana University, Prof. P. K. Kannan (United States) - University of Maryland, Dr. Xiaoxi Zhang (United States) - Stony Brook University, Ms. Sakshi Babar (United States) - University of Georgia

11:15am **Virtual | Big Data, Analytics, AI & Machine Learning**  
Chaired by: Dr. Kshitij Bhoumik (United Kingdom)

**An Approach to Develop Parity Difference Maps Using Consumer Experiences**

» Dr. Kshitij Bhoumik (United Kingdom) - Leeds University Business School, University of Leeds, Dr. Mayukh Dass (United States) - Texas Tech University, Dr. Piyush Kumar (United States) - University of Georgia

**"Will online grocery sales continue record pace after Covid-19? Investigating consumer reviews."**

» Ms. Roshani Bharati (United States) - New Jersey Institute of Technology, Dr. Jorge Fresneda Fernandez (United States) - New Jersey Institute of Technology

**How and when does big data analytics contribute to market performance?**

» Dr. Oluwaseun Olabode (United Kingdom) - International Business, Marketing and Branding Research Centre, University of Bradford, Prof. Nathaniel Boso (Ghana) - KNUST School of Business, Kwame Nkrumah University of Science and Technology, Dr. Magnus Hultman (United Kingdom) - Leeds University Business School, University of Leeds, Prof. Constantinos Leonidou (Cyprus) - Open University of Cyprus

**Understanding the Drivers of Post Adoption Discontinuance of Conversational Chatbots**

» Dr. sakhhi chhabra (India) - Indian Institute of Management Sambalpur, Dr. Smitha Girija (India) - Professor, GITAM, Visakhapatnam, Andhra Pradesh

**Parallel Imports of Status Goods: A Strategic Analysis of Aesthetic Design**

» Dr. Krista Li (United States) - Indiana University, Dr. Jianqiang Zhang (China) - Jiangsu Normal University, Dr. Richard Schaefer (United States) - Rutgers University

11:15am **Virtual | Customer Relationships and Value Creation**  
Chaired by: Prof. Saara Julkunen (Finland)



Continued from **Friday, 11 February**

**Jack of all Trades, or Master of None? Maximizing B2B Firms' Reputational Effects Online**

» [Dr. Cesar Zamudio](#) (United States) - Virginia Commonwealth University, [Dr. Mayoor Mohan](#) (United States) - Virginia Commonwealth University

**The development of B2B individual customer relationships in the digital era: Changes that are likely to persist after the pandemic**

» [Prof. Saara Julkunen](#) (Finland) - University of Eastern Finland, [Dr. Jonna Koponen](#) (Finland) - University of Eastern Finland, [Prof. Ellen Pullins](#) (United States) - John B. and Lillian E. Neff College of Business and Innovation

**Factors Influencing a Supplier's Ability to Develop Innovative Solutions for Serving Key Accounts**

» [Prof. William Murphy](#) (Canada) - University of Saskatchewan, [Prof. Ning Li](#) (United States) - Johns Hopkins University

**Contracting to (Dis)incentivize? An Integrative Transaction-Cost Approach on How Contracts Govern Specific Investments**

» [Prof. Desmond Lo](#) (United States) - Santa Clara University, [Prof. Giorgio Zanarone](#) (United States) - Washington University in St. Louis, [Prof. Mrinal Ghosh](#) (United States) - University of Arizona

**Ethical or Utilitarian? The Antecedents of Attitude Ambivalence Regarding Online Meal Delivery Service During a Pandemic**

» [Prof. Shu-Fang Liu](#) (Taiwan) - National Kaohsiung University of Science and Technology, [Prof. Zhao-Hong Cheng](#) (Taiwan) - National Kaohsiung University of Science and Technology

11:15am **Virtual | Technology and Customer Experience in Retailing**  
Chaired by: [Dr. Zahy Ramadan](#) (Lebanon)

**Small Price Changes over Business Cycles**

» [Dr. Xiao Ling](#) (United States) - Northeastern University, [Dr. Sourav Ray](#) (Canada) - McMaster University

**Reconceiving customer experience: The case of Amazon Explore**

» [Dr. Zahy Ramadan](#) (Lebanon) - Lebanese American University, [Dr. Maya Farah](#) (Lebanon) - Lebanese American University, [Ms. Norma Al Rahbany](#) (Lebanon) - Lebanese American University

**Moderating Effects of Likelihood to Use Instore Technology in Grocery Stores: Perceived Value of Post-COVID-19 Retailtainment**

» [Dr. adeseGUN oyedele](#) (United States) - university of the incarnate word, [Prof. Fuat Firat](#) (United States) - University of Texas Rio Grande Valley, [Dr. Monica Hernandez](#) (United States) - St. Edward's University, [Ms. Emily Goenner](#) (United States) - Saint cloud state university

**The Voices We Hear - Gender and Voice in Technology Acceptance of Digital Voice Assistants**

» [Dr. Carsten D. Schultz](#) (Germany) - University of Hagen, [Prof. Rancati Gaia](#) (United States) - Allegheny College

**Narrative Elicitation for Improved Adherence to Healthcare Advice**

» [Dr. David A. Gilliam](#) (United States) - University of Arkansas at Little Rock

**An Integrated Model of Retail Brand Equity**

» [Dr. Chi Zhang](#) (United States) - Butler University, [Dr. Wenkai Zhou](#) (United States) - University of Central Oklahoma

12:45pm **Studies on time-related dynamics in marketing**  
Chaired by: [Ms. Amrita Mitra](#) (Canada) and [Prof. Kersi Antia](#) (Canada)



Continued from **Friday, 11 February**

**Studies on time-related dynamics in marketing**

» Ms. Amrita Mitra (Canada) - Western University, Prof. Kersi Antia (Canada) - Western University, Dr. Harrison B. Pugh (United States) - The University of North Carolina, Greensboro, Dr. Colleen M. Harmeling (United States) - Florida State University, Dr. Michael K. Brady (United States) - Florida State University, Dr. Justin Lawrence (United States) - Oklahoma State University, Dr. Andrew Crecelius (United States) - Iowa State University, Dr. Gerard J. Tellis (United States) - USC Marshall School of Business, Ms. Iris Steenkamp (United Kingdom) - London Business School, Dr. Rajesh Chandy (United Kingdom) - London Business School, Dr. Om Narasimhan (United Kingdom) - London School of Economics, Mr. Gaurav Mehta (India) - Dharma Life

12:45pm **Market Strategy and Dynamics**

**Which Marketing Event has the Largest Impact on Firm Value? A Meta-Analysis**

» Dr. Alexander Edeling (Germany) - University of Cologne, Dr. Alexander Mafael (Sweden) - Stockholm School of Economics

**Competition and Unethical Firm Behavior**

» Mr. Lars Gemmer (Germany) - University of Cologne, Dr. Alexander Edeling (Germany) - University of Cologne, Prof. Marc Fischer (Germany) - University of Cologne

**Artificial Intelligence in Managerial Decisions: Understanding Perceived Responsibility and Willingness to Accept Recommendations**

» Ms. Gioia Volkmar (Switzerland) - University of St. Gallen

**Innovation, Antecedents and Firm Value: A Resource Based View Approach**

» Mr. Tohid Ghanbarpour (Norway) - BI Norwegian Business School, Prof. Anders Gustafsson (Norway) - BI Norwegian Business School, Dr. Lawrence Crosby (United States) - L.A. Crosby & Associates

**How do base of pyramid firms shape markets? Market shaping in resource-constrained environments**

» Mr. Sandeep Rawat (United Kingdom) - Ulster University Business School, Prof. Ramendra Singh (India) - IIM Calcutta

**Voices of Marketing Communications: Exploratory Development and Validation of a Voice Typology**

» Mr. Maximilian Bruder (Germany) - University of Augsburg, Mr. Michael Paul (Germany) - University of Augsburg

12:45pm **Understanding Financial Decision-making and Financial Services**  
Chaired by: Ms. Valentina Ortiz Ubal (United States)

**Understanding Financial Decision-making and Financial Services**

» Dr. Wendy De La Rosa (United States) - Wharton University of Pennsylvania, Dr. Broderick Turner (United States) - Virginia Tech, Dr. Jennifer Aaker (United States) - Stanford University, Mr. Prashant Mishra (India) - SVKM's Narsee Monjee Institute of Management Studies, Mr. Tito Grillo (United States) - The University of Texas at Austin, Dr. Ty Henderson (United States) - The University of Texas at Austin, Dr. Adrian Ward (United States) - The University of Texas at Austin, Ms. Valentina Ortiz Ubal (United States) - Florida State University, Dr. Martin Mende (United States) - Florida State University, Dr. Maura Scott (United States) - Florida State University, Dr. Sterling Bone (United States) - Utah State University, Dr. Glenn Christensen (United States) - Brigham Young University, Ms. Anneliese Lederer (United States) - National Community Reinvestment Coalition, Mr. Brandon Christensen (United States) - University of Colorado, Dr. Patricia Torres (United States) - University of Detroit Mercy

12:45pm **Solidarity in the Marketplace: A Unifying Concept to Address Social Divide**  
Chaired by: Mr. Benedikt Alberternst (Germany) and Prof. Lena Steinhoff (Germany) and Prof. Andreas Eggert (Germany) and Prof. Markus Giesler (Canada)



Continued from **Friday, 11 February**

**Solidarity in the Marketplace: A Unifying Concept to Address Social Divide**

» Mr. Benedikt Alberternst (Germany) - Freie Universität Berlin, Prof. Lena Steinhoff (Germany) - University of Rostock, Prof. Andreas Eggert (Germany) - Freie Universität Berlin, Prof. Markus Giesler (Canada) - York University, Dr. Jenna Drenten (United States) - Loyola University Chicago, Mx. Beck Hansman (United States) - Loyola University Chicago, Prof. Amber Epp (United States) - University of Wisconsin-Madison, Ms. Nitisha Tomar (United States) - University of Wisconsin-Madison, Prof. Adina Barbulescu Robinson (United States) - University of Michigan - Flint, Ms. Rachel Hochstein (United States) - Florida State University, Prof. Abdullah Almashayekhi (Saudi Arabia) - King Fahd University of Petroleum & Minerals, Dr. Colleen Harmeling (United States) - Florida State University, Prof. Ruby Lee (United States) - Florida State University

**Thursday, 17 February**

1pm **2022 Organizational Frontlines Research (OFR) Pre-Conference (See Full Details at [ama.marketing/2022OFRPreCon](https://ama.marketing/2022OFRPreCon))**

**Friday, 18 February**

8am **2022 Organizational Frontlines Research (OFR) Pre-Conference (See Full Details at [ama.marketing/2022OFRPreCon](https://ama.marketing/2022OFRPreCon))**

1pm **You Can't Win if You Don't Play: On Failure and Impossible Goals**  
Chaired by: Dr. Jessica Ogilvie (United States)

**Analyzing Sales Proposal Rejections via Machine Learning**

» Dr. Peter Nguyen (United States) - Miami University, Dr. Scott Friend (United States) - Miami University, Dr. Kevin Chase (United States) - Washington State University, Dr. Jeff Johnson (United States) - University of Missouri-Kansas City

**THE PURSUIT OF SEEMINGLY IMPOSSIBLE GOALS: DRIVING INNOVATIVE PERFORMANCE BY UNDERSTANDING FRONTLINE EMPLOYEE STRETCH GOALS**

» Dr. Jessica Ogilvie (United States) - Marquette, Dr. Adam Rapp (United States) - Ohio University

**WHEN HUMOR USAGE IN THE SELLING PROCESS BACKFIRES: ASSESSING THE EFFECTS OF HUMOR ON INFERENCES OF MANIPULATIVE INTENT AND RELATIONAL OUTCOMES**

» Dr. Renaud Lunardo (France) - Kedge Business School, Dr. Laurent Bompar (France) - Kedge Business School, Dr. Camille Saintives (France) - Insec Grande Ecole

**Trust Repair After a Sales Manager Error**

» Dr. Christopher Nelson (United States) - Elon University, Dr. Annie Cui (United States) - West Virginia University, Dr. Michael Walsh (United States) - West Virginia University

1pm **Private Labels and Customer Experience**  
Chaired by: Mr. Olivier Reimann (Switzerland)

**Quality Matters on Multi-Sided Platforms: The Impact of Quality-Tiers on Network Effects**

» Dr. Khadija Ali Vakeel (United States) - DePaul University, Dr. K. Sivakumar (United States) - Lehigh University

**Private Labels, Product Harm Crisis, and Cross Brand Learning**

» Mr. Olivier Reimann (Switzerland) - ZHAW - School of Management and Law, Dr. Oliver Thomas (Switzerland) - ZHAW - School of Management and Law, Prof. Gunther Kucza (Switzerland) - ZHAW - School of Management and Law



Continued from **Friday, 18 February**

**The Role of the Frontline Employee in Technology-Based Service Encounters**

» [Mr. Tobias Roeding](#) (Germany) - University of Siegen, [Mr. Jan-Lukas Selter](#) (Germany) - University of Siegen, [Mr. Julian Schmitz](#) (Germany) - University of Siegen, [Ms. Katja Wagner](#) (Germany) - University of Siegen, [Mrs. Anne Fota](#) (Germany) - University of Siegen, [Prof. Hanna Schramm-Klein](#) (Germany) - University of Siegen

1pm

**Well-Being During a Global Pandemic: A Special Session Based on a Special Issue of Journal of International Marketing**

Chaired by: [Dr. Amir Grinstein](#) (United States)

**Well-Being in a Global World – A panel based on a special issue of Journal of International Marketing**

» [Dr. Kelly Hewett](#) (United States) - University of Tennessee, [Dr. Amir Grinstein](#) (United States) - Northeastern University, [Prof. Athina Dilmeri](#) (United Kingdom) - Middlesex University London, [Prof. James Leonhardt](#) (United States) - University of Nevada, Reno, [Prof. Todd Pezzuti](#) (Chile) - Universidad Adolfo Ibáñez, [Prof. Nick Lee](#) (United Kingdom) - Warwick Business School, [Prof. Johannes Habel](#) (United States) - University of Houston, [Prof. Aulona Ulqinaku](#) (United Kingdom) - The University of Leeds, [Dr. Vasileios Davvetas](#) (United Kingdom) - University of Leeds

1pm

**Innovation Session**

**New integrated ebook + simulation bundle for teaching international marketing**

» [Mr. Clayton Shumate](#) (United States) - Interpretive Simulations

1pm

**Ethics and Morality**

Chaired by: [Dr. Aziza Jones](#) (United States)

**Conspicuous Self-Control: Why Status Motives Lead Consumers to Virtue Signal**

» [Dr. Aziza Jones](#) (United States) - University of Wisconsin, [Dr. Aparna Labroo](#) (United States) - Northwestern University, [Dr. Kristina Durante](#) (United States) - Rutgers University

**NEGATIVE MORAL STEREOTYPES OF MANAGERS: ANTECEDENTS AND CONSEQUENCES**

» [Ms. Jacqueline Baudach](#) (Germany) - Ruhr University of Bochum, [Prof. Sascha Alavi](#) (Germany) - Ruhr University of Bochum, [Prof. Johannes Habel](#) (United States) - University of Houston, [Prof. Jan Wieseke](#) (Germany) - Ruhr University of Bochum

**Consumer perspective for the dynamic process model of long-term corporate survival: from perceived ethicality to brands that consumers trust and identify with**

» [Mrs. Mila Zečević](#) (Slovenia) - School of Economics and Business University of Ljubljana, [Mr. Petar Gidaković](#) (Slovenia) - School of Economics and Business University of Ljubljana, [Prof. Mateja Kos Koklic](#) (Slovenia) - School of Economics and Business, [Prof. Vesna Zabkar](#) (Slovenia) - School of Economics and Business University of Ljubljana

**DYING TO COMMUNICATE: HOW ALTRUISM INFLUENCES JOINT PURCHASE DECISIONS**

» [Ms. Stephanie Villers](#) (Canada) - University of Guelph, [Dr. Ruhai Wu](#) (Canada) - McMaster University, [Ms. Lan Yu](#) (Canada) - McMaster University

**Guilt and Sustainable Consumption: The Chicken-or-Egg Causality Dilemma**

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

1pm

**Video Marketing and Advertising**

Chaired by: [Dr. Eda Anlamlier](#) (United States)

**Crossing the (Property) Line: In-Stream Advertising on Smartphones and Consumers' Territorial Responses**

» [Dr. David Schindler](#) (Germany) - Friedrich-Alexander-University Erlangen-Nürnberg, [Dr. Tobias Maiberger](#) (Germany) - Friedrich-Alexander-University Erlangen-Nürnberg, [Prof. Nicole Koschate-Fischer](#) (Germany) - Friedrich-Alexander-University Erlangen-Nürnberg



Continued from Friday, 18 February

**Changing Evaluation of Influencers as They Move into Broadcast Media**

» [Ms. Aimi Oishi](#) (Japan) - Kansai University, [Ms. Nastuki Umemoto](#) (Japan) - Kansai University, [Mr. Sousuke Tani](#) (Japan) - Kansai University, Prof. Takahiro Chiba (Japan) - Kansai University

**WHAT HELPS AND WHAT HURTS: MODELING THE PRODUCT PERFORMANCE METRIC CONSEQUENCES OF REVIEW HELPFUL VOTES IN ONLINE PLATFORMS.**

» [Mr. Nasir Haghghi](#) (United States) - Washington State University, Dr. Amir Sepehri (France) - ESSEC Business School, Dr. Chadwick Miller (United States) - Washington State University

1pm

**Consumer Use and Adoption of New Technologies**

Chaired by: Mr. David Finken (Switzerland)

**CONTEXT MATTERS IN VIRTUALITY: WHEN AND WHY AUGMENTED REALITY HARMS OR BENEFITS OWNERSHIP PERCEPTION AND CONSUMER REACTIONS**

» [Mr. David Finken](#) (Switzerland) - University of Lucerne, Prof. Reto Hofstetter (Switzerland) - University of Lucerne, Prof. Aradhna Krishna (United States) - University of Michigan, Prof. Florian von Wangenheim (Switzerland) - ETH Zurich

**The Influence of Anthropomorphism on Self-Disclosure with Digital Voice Assistants**

» Ms. Katja Wagner (Germany) - University of Siegen, [Prof. Hanna Schramm-Klein](#) (Germany) - University of Siegen, Mrs. Anne Fota (Germany) - University of Siegen, Mr. Tobias Roeding (Germany) - University of Siegen

**Friendly and Reliable: Antecedents of Smart Agent Personality**

» [Ms. Na Kyong Hyun](#) (United States) - Georgia Institute of Technology, Dr. Samuel Bond (United States) - Georgia Institute of Technology

2:30pm

**Interorganizational SIG | Emerging Perspectives in B2B Relationship Management**

Chaired by: Mr. Ravi Agarwal (United States) and Prof. Kersi Antia (Canada) and Dr. Mrinal Ghosh (United States) and Dr. Lisa Scheer (United States) and Ms. Yuerong Liu (United States)

**EMERGING PERSPECTIVES IN B2B RELATIONSHIP MANAGEMENT**

» [Mr. Ravi Agarwal](#) (United States) - University of Nebraska—Lincoln, Dr. Alok Kumar (United States) - University of Nebraska—Lincoln, Mr. Masato Abe (Thailand) - UNESCAP, Dr. Joe Cannon (United States) - Colorado State University, [Prof. Kersi Antia](#) (Canada) - Western University, Dr. Moeen Butt (Korea, Republic of) - Sungkyunkwan University, Dr. Kenneth Wathne (Norway) - University of Stavanger Business School & BI Norwegian Business School, [Dr. Mrinal Ghosh](#) (United States) - University of Arizona, Dr. George John (United States) - University of Minnesota - Twin Cities, Dr. Sourav Ray (Canada) - McMaster University, [Ms. Yuerong Liu](#) (United States) - West Virginia University, Dr. Jody Crosno (United States) - West Virginia University, Dr. Annie Cui (United States) - West Virginia University, [Dr. Lisa Scheer](#) (United States) - University of Missouri

2:30pm

**Grand Challenges for Marketing Frontlines in the New Normal: Practitioner Perspectives (OFR Session One)**

Chaired by: Prof. Mike Brady (United States) and Prof. Jagdip Singh (United States)

**Grand Challenges for Marketing Frontlines in the New Normal: Practitioner Perspectives (OFR Session One)**

» [Prof. Mike Brady](#) (United States) - Florida State University, Prof. Jagdip Singh (United States) - Case Western Reserve, Prof. Mark Houston (United States) - Texas Christian University, Prof. Ming-Hui Huang (Taiwan) - National Taiwan University, Prof. Christine Moorman (United States) - Duke University, Dr. Linda Price (United States) - University of Wyoming, [Dr. Gary Bridge](#) (United States) - Principal, Snow Creek Advisors, LLC, EVP (ex), Cisco, [Mr. Doug Herman](#) (United States) - Head of Global Data Science and Analytics, Ingram Micro, [Mr. Neil Hoyne](#) (United States) - Chief Measurement Strategist, Google; Senior Fellow, Wharton, [Dr. Sherry Sanger](#) (United States) - EVP and Chief Marketing Officer, Penske Transportation Solutions



Continued from **Friday, 18 February**

2:30pm **Upping the Ante: Integrative View of Impact of Sales Managers on Salespeople Performance and Use of Market Intelligence by Salespeople**

Chaired by: Dr. Aditya Gupta (United States)

**Upping the Ante: Integrative View of Impact of Sales Managers on Salespeople Performance and Use of Market Intelligence by Salespeople**

» [Dr. Aditya Gupta](#) (United States) - Texas State University, Prof. V Kumar (India) - Indian School of Business, Dr. Binay Kumar (United States) - Appalachian State University, Dr. Vishag Badrinarayanan (United States) - Texas State University, Dr. Raj Agnihotri (United States) - Iowa State University, Dr. Ashley Goreczny (United States) - Iowa State University, Dr. Russ Laczniak (United States) - Iowa State University, Ms. Pingping Gan (United States) - Iowa State University

2:30pm **Innovation Session**

2:30pm **Consumer Perspectives on Sustainability**

Chaired by: Dr. Nils Christian Hoffmann (Germany)

**The Defining-Issues-Test in Collaborative Consumption**

» [Dr. Nils Christian Hoffmann](#) (Germany) - Kiel University, Dr. Sebastian Müller (Germany) - University of Cologne, Prof. Ludger Heidbrink (Germany) - Kiel University, Prof. Stefan Hoffmann (Germany) - Kiel University

**A Qualitative Analysis of the Importance of Ownership and other Drivers and Barriers to Participate in Rental-Commerce**

» [Mrs. Anne Fota](#) (Germany) - University of Siegen, Ms. Katja Wagner (Germany) - University of Siegen, Mr. Tobias Roeding (Germany) - University of Siegen, Prof. Hanna Schramm-Klein (Germany) - University of Siegen

**HOW CONSUMERS AND INVESTORS REACT TO NEGATIVE SOCIAL AND ENVIRONMENTAL INCIDENTS?**

» [Ms. Nathalia Ramajo Esteves](#) (Brazil) - Insper, Dr. Danny Pimentel Claro (Brazil) - Insper

**Closing the attitude-behavior gap: A Novel Measure to Predict Ethical Consumption**

» [Dr. Brandon Reich](#) (United States) - Portland State University, Prof. Hong Yuan (United States) - University of Oregon, Prof. Lamberto Zollo (Italy) - University of Milan, Dr. Riccardo Rialti (Italy) - University of Florence

2:30pm **Sponsored Content and Media**

Chaired by: Dr. Inyoung Chae (Korea, Republic of)

**Sponsored Content and News Consumption Tradeoffs**

» [Dr. Inyoung Chae](#) (Korea, Republic of) - Sungkyunkwan University, Dr. Adithya Pattabhiramaiah (United States) - Georgia Tech

**What Do Hair Products Have To Do With A Waterfall? The Role of Remoteness, Social Comparison, and Envy in Sponsored Social Media Content Effectiveness.**

» [Mr. Louis Zmich](#) (United States) - Louisiana Tech University

**How Do Media Report About Academic Research? An Empirical Study of Over 15,000 Marketing Articles**

» Dr. Samuel Staebler (Netherlands) - Tilburg University, [Prof. Michael Haenlein](#) (France) - ESCP Europe

2:30pm **New Insights on Information Sequence and Presentation**

Chaired by: Dr. Annika Abell (United States)

**The Effect of Display Orientations on Post-Choice Satisfaction From Experiential and Material Purchases**

» [Mr. Pramit Banerjee](#) (United States) - Oklahoma State University, Dr. Jihoon Jhang (United States) - University of Central Arkansas



Continued from Friday, 18 February

**Don't Show the Price Too Early: How (And When) Uncertainty Improves Perceived Price Fairness**

» Mr. Amin Shiri (United States) - Texas A & M, Ms. Xiang Wang (United States) - University of Florida, Mr. Minzhe Xu (United States) - University of Florida, Dr. Chris Janiszewski (United States) - University of Florida

**Can a Complement-Based Organization Lead to Healthier Choices? Horizontal and Vertical Display of Foods and Beverages**

» Dr. Annika Abell (United States) - University of Tennessee, Knoxville, Dr. Kaisa Lund (Sweden) - Linnaeus University, Dr. Dipayan Biswas (United States) - University of South Florida

**•The sampling order moderates the relationship between autotelic need for touch and willingness-to-pay.**

» Mr. Nino Ruusunen (Finland) - University of Eastern Finland, Dr. Tommi Laukkanen (Finland) - University of Eastern Finland

4pm

**The role of marketing agents and assets in building and sustaining firm resilience in a turbulent environment**

Chaired by: Dr. Siddharth Singh (India)

**The role of marketing agents and assets in building and sustaining firm resilience in a turbulent environment**

» Dr. Raghu Bommaraju (India) - Indian School of Business, Dr. Nita Umashankar (United States) - San Diego State University, Dr. Alex Yao (United States) - San Diego State University, Dr. Jeffrey Parker (United States) - University of Illinois Chicago, Prof. Sundar Bharadwaj (United States) - University of Georgia, Ms. Rajita Varma (India) - Indian School of Business, Dr. Siddharth Singh (India) - Indian School of Business, Ms. Anusha Gondi (India) - Indian School of Business

4pm

**Grand Challenges for Marketing Frontlines in the New Normal: Academic Perspectives (OFR Session Two)**

Chaired by: Prof. Todd Arnold (United States) and Prof. Tom Brown (United States)

**Grand Challenges for Marketing Frontlines in the New Normal: Academic Perspectives (OFR Session Two)**

» Prof. Tom Brown (United States) - Oklahoma State University, Prof. Todd Arnold (United States) - Oklahoma State University, Prof. Mark Houston (United States) - Texas Christian University, Prof. Ming-Hui Huang (Taiwan) - National Taiwan University, Prof. Christine Moorman (United States) - Duke University, Dr. Linda Price (United States) - University of Wyoming, Dr. Gary Bridge (United States) - Principal, Snow Creek Advisors, LLC, EVP (ex), Cisco, Mr. Doug Herman (United States) - Head of Global Data Science and Analytics, Ingram Micro, Mr. Neil Hoyne (United States) - Chief Measurement Strategist, Google; Senior Fellow, Wharton, Dr. Sherry Sanger (United States) - EVP and Chief Marketing Officer, Penske Transportation Solutions

4pm

**Focusing on the Customer in International Markets**

Chaired by: Prof. Ahmet H. Kirca (United States)

**THE RELATIONSHIP BETWEEN CONSUMER ANIMOSITY AND PRODUCT JUDGMENT – A META-ANALYSIS**

» Ms. Tinka Krüger (Germany) - Kiel University, Prof. Thomas Niemand (Germany) - TU Clausthal, Ms. Ipek Nibat (France) - Grenoble Ecole de Management, Prof. Jill G. Klein (Australia) - Melbourne Business School, Prof. Robert Mai (France) - Grenoble Ecole de Management, Prof. Olivier Trendel (France) - Grenoble Ecole de Management, Dr. Wassili Lasarov (Germany) - Kiel University, Prof. Stefan Hoffmann (Germany) - Kiel University

**Drivers of Firm Customer Centricity: A Meta-Analytic Review of the Role of National Culture**

» Prof. Ahmet H. Kirca (United States) - Michigan State University, Mr. Victor V. Chernetsky (United States) - Michigan State University

**Made In China?! Drop That!**

» Ms. Irem Yoruk (United States) - Wayne State University, Dr. Attila Yaprak (United States) - Wayne State University, Mr. Ayan Bhattacharyya (United States) - Wayne State University

**Should I Stay or Should I Go: Exploring the Consequences of Exiting International Markets**

» Mr. Philip Möhrle (Germany) - University of Passau, Prof. Dirk Totzek (Germany) - University of Passau





Continued from **Friday, 18 February**

**Effects of international network formation and home market institutional support on post-entry performance: evidence from international new ventures in a sub-Saharan African market**

» [Dr. FRANCIS DONBESUUR](#) (United Kingdom) - LOUGHBOROUGH UNIVERSITY, [Dr. Nadia Zahoor](#) (United Kingdom) - University of Strathclyde, [Prof. Nathaniel Boso](#) (Ghana) - KNUST School of Business, [Kwame Nkrumah University of Science and Technology](#)

4pm **Innovation Session**

4pm **Finding the Ace in the Hole: Hiring and Retaining Salespeople**  
Chaired by: [Mr. Christian Winter](#) (Germany)

**Winning the War for Sales Talent: How to Dispel Lay Beliefs, Fight the Stigma, and Create a Profession of Choice**

» [Ms. Aline Lanzrath](#) (Germany) - University of Mannheim, [Prof. Christian Homburg](#) (Germany) - University of Mannheim, [Dr. Robin-Christopher Ruhnau](#) (Germany) - University of Mannheim

**Give Me Your Genes and I Tell You Your Sales Success?**

» [Mr. Christian Winter](#) (Germany) - Martin Luther University Halle-Wittenberg, [Prof. Nicolas Zacharias](#) (Germany) - Martin Luther University Halle-Wittenberg, [Prof. Ad de Jong](#) (Denmark) - Copenhagen Business School, [Prof. Johannes Habel](#) (United States) - University of Houston

**A longitudinal examination of salesperson burnout: Understanding the within-person burnout process and how it can be managed**

» [Dr. Dayle Childs](#) (United Kingdom) - Bournemouth University, [Prof. Nick Lee](#) (United Kingdom) - University of Warwick, [Prof. John Cadogan](#) (United Kingdom) - LOUGHBOROUGH UNIVERSITY, [Dr. Belinda Dewsnap](#) (United Kingdom) - LOUGHBOROUGH UNIVERSITY

**Managing Salesperson Turnover: The Role of Salesperson's Occupational Employment Level and Organizational Justice Perceptions**

» [Mr. Jan Altenscheidt](#) (Germany) - Ruhr-University Bochum, [Prof. Christian Schmitz](#) (Germany) - Ruhr-University Bochum

**When Do Sales Representatives Truly Resign? Unveiling and Understanding Performance Dips Before Departure**

» [Mr. Jan Altenscheidt](#) (Germany) - Ruhr-University Bochum, [Dr. Maximilian Friess](#) (Germany) - Ludwig-Maximilians-University Munich, [Prof. Christian Schmitz](#) (Germany) - Ruhr-University Bochum

4pm **Novel Socio-Cultural Insights into Branding**  
Chaired by: [Dr. Ankita Kumar](#) (United States)

**Consumer Gossip and Brand Community Dynamics**

» [Ms. Deirdre McBreen](#) (United States) - Siena College, [Dr. Kimberley Preiksaitis](#) (United States) - Siena College, [Dr. Alexander Mitchell](#) (United States) - University of South Florida

**Frozen - a case of unintentional purpose marketing**

» [Dr. Gry Knudsen](#) (Denmark) - UCL Business Academy and University College, [Dr. Lars Pynt Andersen](#) (Denmark) - University of Aalborg

**Covid 19 as an eye-opener: tensions among the work of classical music actors to respond to an institutional crisis- extended abstract**

» [Ms. Alice Peyraud](#) (France) - Toulouse Business School, [Dr. Laurent Bertrandias](#) (France) - Toulouse Business School, [Dr. Mathieu Alemany Oliver](#) (France) - Toulouse Business School

**How is the future of nascent technology created? The case of Non-Fungible Tokens (NFTs)**

» [Mr. Steve Assoé](#) (Canada) - Concordia University, [Dr. Pierre-Yann Dolbec](#) (Canada) - Concordia University

**Digital Design of 3D Printing**

» [Dr. Weizhi Chen](#) (China) - Harbin Institute of Technology, [Dr. Haisu Zhang](#) (United States) - New Jersey Institute of Technology



Continued from Friday, 18 February

4pm **Consumer Behavior in a Global Pandemic**  
Chaired by: Prof. Beatriz Pereira (United States)

**Scarcity in COVID-19 vaccine supplies reduces perceived vaccination priority and increases vaccine hesitancy**

» Prof. Beatriz Pereira (United States) - Iowa State University, Prof. Amy FehI (United States) - Georgia Gwinnett College, Prof. Stacey Finkelstein (United States) - Stony Brook University, Prof. Gabriela Jiga-Boy (United Kingdom) - Swansea University, Dr. Marta Caserotti (Italy) - University of Padova

**Price Dependency in the Times of Corona**

» Dr. Myungjin Chung (United States) - St. Ambrose University, Dr. Ritesh Saini (United States) - University of Texas at Arlington

**Culture and Gender Effects on How Healthcare Consumers Respond to Adverse Medical Diagnoses**

» Prof. Veronica Martin Ruiz (United States) - UMass Amherst, Prof. Jose Rosa (United States) - Iowa State U

**Consumption as Therapy: Individual and Country Factor effects on Stress and Optimism During a Sustained Stressor**

» Prof. Tamara Masters (United States) - University of Utah, Prof. Dhananjay Nayakankuppam (United States) - University of Iowa, Prof. Grace Yu-Buck (United States) - University of Maryland Eastern Shore, Mr. Parker Seegmiller (United States) - Dartmouth College, PhD Student

5:15pm **Welcome Reception and Poster Presentations**

6pm **Friends of the Foundation Reception (By Invitation Only)**

Saturday, 19 February

7am **DOCSIG Mentor Breakfast**

8am **Success Strategies for Global Firms: Examining Internal and External Decision Factors**

Chaired by: Dr. Annette Tower (United States) and Dr. Preethika Sainam (United States)

**Success Strategies for Global Firms: Examining Internal and External Decision Factors**

» Dr. Annette Tower (United States) - Clemson University, Dr. Preethika Sainam (United States) - Arizona State University, Dr. David Griffith (United States) - Texas A&M University, Dr. Hannah Lee (United States) - Miami University, Dr. Goksel Yalcinkaya (United States) - University of New Hampshire, Dr. Pravin Nath (United States) - Clemson University, Dr. Cem Bahadir (United States) - University of North, Dr. Bernadette van Ewijk (Netherlands) - University of Amsterdam, the Netherlands, Dr. Els Gijsbrechts (Netherlands) - Tilburg University, Dr. Jan Benedict E.M. Steenkamp (United States) - University of North Carolina at Chapel Hill

**Understanding the Effects of Countrylevel Retail Channel Sales Derived from Channel Advertising Spending : A Multi-Country Study**

» Prof. David Griffith (United States) - Texas A&M, Dr. Hannah Lee (United States) - Miami University, Dr. Goksel Yalcinkaya (United States) - University of New Hampshire

**Weathering an Economic Shock: The Differential Impact of International Alliance Activity on Firm Growth**

» Mr. Pravin Nath (United States) - Clemson University, Dr. Annette Tower (United States) - Clemson University

**Understanding Country-level Retail Entry and Pricing Decisions**

» Prof. Preethika Sainam (United States) - Arizona State, Dr. Cem Bahadir (United States) - University of North

**What Drives Brands' Pricing Metrics? An Empirical Examination of the Chinese Packaged Goods Industry**

» Dr. Bernadette van Ewijk (Netherlands) - University of Amsterdam, the Netherlands, Prof. Els Gijsbrechts (Netherlands) - Tilburg University, Dr. Jan Benedict E.M. Steenkamp (United States) - University of North Carolina at Chapel Hill



Continued from **Saturday, 19 February**

8am **DOCSIG | Asking Interesting Research Questions**  
Chaired by: Dr. Linda Price (United States)

8am **Meet the Editors - AMA Journals**

8am **Innovation Showcase**

8am **Marketing in Times of Uncertainty & Renewal**  
Chaired by: Dr. Shailendra Jain (United States)

**The Impact of IT- and Lifestyle-related Influences on Customers' Intention to Provide Digitally Transferred Access Permission in Last Mile Delivery**

» Mr. Tobias Roeding (Germany) - University of Siegen, Prof. Hanna Schramm-Klein (Germany) - University of Siegen, Mrs. Anne Fota (Germany) - University of Siegen, Ms. Katja Wagner (Germany) - University of Siegen, Dr. Gerhard Wagner (Germany) - University of Siegen

**Rational or Emotional? Prosocial Data Disclosure in Covid-19 Contact Tracing Apps**

» Ms. Klara Greinwald (Germany) - University of Passau, Ms. Eileen Dauti (Germany) - University of Passau, Ms. Alisa Keller (Germany) - University of Passau, Dr. Eva Pieringer (Germany) - University of Passau, Prof. Dirk Totzek (Germany) - University of Passau

**A new era in art consumption: Consumers' perceptions of trust, value, and purchase intention in the context of online art intermediaries.**

» Ms. Marianna Croce (United Kingdom) - King's College London, Dr. Iliia Protopapa (United Kingdom) - King's College London

**Integrating digital platform dynamics into the next wave of customer orientation research**

» Ms. Jasmin Sofie Kiefer (Germany) - University of Passau, Ms. Carolin Castell (Germany) - University of Passau, Prof. Jan Hendrik Schumann (Germany) - University of Passau, Prof. Andreas Koenig (Germany) - University of Passau, Dr. Sebastian Schubach (Germany) - University of Passau, Prof. Lorenz Graf-Vlachy (Germany) - TU Dortmund University

8am **Influencer Marketing**  
Chaired by: Mr. Florian Gasser (Switzerland)

**Influencer Authenticity**

» Ms. Angela Yi GAO (Hong Kong) - The Hong Kong Polytechnic University, Dr. Flora Fang GU (Hong Kong) - The Hong Kong Polytechnic University, Dr. Fine Leung (Hong Kong) - The Hong Kong Polytechnic University

**Brand-Influencer Collaborations and Change in Content Strategy**

» Dr. Anwasha De (Italy) - Università Commerciale Luigi Bocconi and SDA Bocconi School of Management, Dr. Beth Fossen (United States) - Indiana University

**The Role of Social Media Influencers in Tourism Marketing Research: Derivation of a Processual-Model of Influencing, Influencer Characteristics, and Research Operationalisations**

» Mr. Florian Gasser (Switzerland) - University of St. Gallen

8am **Responsible Marketing in a Digital World**  
Chaired by: Dr. Pia A. Albinsson (United States)



Continued from **Saturday, 19 February**

**The impact of online ordering on low-income consumers' food benefits redemption**

» [Dr. Junzhou Zhang](#) (United States) - Montclair State University, Dr. Chuanyi Tang (United States) - Old Dominion University, Dr. Qi Zhang (United States) - Old Dominion University, Dr. Kayoung Park (United States) - Old Dominion University

**Citizen-Consumer Resistance to a Cashless Society**

» [Dr. Pia A. Albinsson](#) (United States) - Appalachian State University, Dr. Spencer M. Ross (United States) - University of Massachusetts - Lowell

**Corporate Digital Responsibility – A qualitative assessment of antecedents and effects**

» [Dr. Melanie Bowen](#) (Germany) - Justus-Liebig-University Giessen, Ms. Annika Venohr (Germany) - Justus-Liebig-University Giessen, Prof. Alexander Haas (Germany) - Justus-Liebig-University Giessen

**Green, competitive and resilient in times of uncertainty.**

» [Dr. Karolos Papadas](#) (United Kingdom) - University of York, Dr. Lamprini Piha (Greece) - National and Kapodistrian University of Athens, Dr. Vasileios Davvetas (United Kingdom) - University of Leeds, Prof. Constantinos Leonidou (Cyprus) - Open University of Cyprus

9:30am

**Economic and Social Impact of Marketing Interventions in Emerging Markets: An Examination using Field Experiments**

Chaired by: Prof. Sundar Bharadwaj (United States) and Ms. Rachel Ramey (United States)

**Using Marketing Principles to Reduce Negative Perceptions of Women: A Field Experiment with Gender Sensitization Interventions in India**

» [Ms. Nita Umashankar](#) (United States) - San Diego University, Dr. Rajesh Chandy (United Kingdom) - London Business School, Dr. Pradeep Chintagunta (United States) - University of Chicago

**Experimentation in Product Development: Testing the Effectiveness of Lean Start-Up Approaches with Entrepreneurs in Kenya and Uganda**

» [Mr. Stephen Anderson](#) (United States) - UT Austin, Dr. Juan Espinosa Balbuena (United Kingdom) - London Business School, [Mr. Frank Germann](#) (United States) - University of Notre Dame, Dr. Sridhar Narayanan (United States) - Stanford University

**Encouraging E-Payment Adoption by Retailers: Evidence from a Field Experiment**

» [Ms. Shreya Kankanhalli](#) (United States) - Penn State University, Mr. Stephen Anderson (United States) - UT Austin, Dr. Leonardo Iacovone (United States) - World Bank Group, Dr. Sridhar Narayanan (United States) - Stanford University

**Pump Priming Markets at the Base of the Pyramid: A Randomized Controlled Trial of Push vs. Pull Strategies in Rural India**

» [Mr. Guarav Mehta](#) (United States) - University of Cologne, Dr. Rajesh Chandy (United Kingdom) - London Business School, Dr. Werner Reinartz (United States) - University of Cologne, Dr. Om Narasimhan (United Kingdom) - London Business School

**The Impact of Social versus Individual Identity-Based Motivation on the Replication of Village Savings and Loans Groups in Malawi**

» [Dr. Rachel Ramey](#) (United States) - University of Georgia, Dr. Sundar Bharadwaj (United States) - University of Georgia, Dr. Ellen McCullough (United States) - University of Georgia

9:30am

**Higher Ed SIG | Doctoral Student Research on The Future Trends in Consumer Behavior Part 2**

Chaired by: Dr. Prachi Gala (United States) and Dr. Brian Taillon (United States)

**Special Session Proposal: Doctoral Student Research on The Future Trends in Consumer Behavior**

» [Dr. Prachi Gala](#) (United States) - Kennesaw State University, [Dr. Brian Taillon](#) (United States) - East Carolina University



Continued from **Saturday, 19 February**

**#SocialMediaWellness: Exploring a Research Agenda for Healthy Social Media Consumption**

» Mrs. Breanne Mertz (United States) - Louisiana Tech University, Ms. Ashley Hass (United States) - Texas Tech University, Dr. Kelley Cours Anderson (United States) - College of Charleston, Dr. Timothy Kaskela (United States) - Oregon State University, Mr. Louis Zmich (United States) - Louisiana Tech University

**The Dark Triad and Intentions for COVID Vaccine Consumption: A Prospect Theory Perspective**

» Mr. Kate Nicewicz (United States) - Affiliation, Dr. Prachi Gala (United States) - Kennesaw State University

**BRAND RESURRECTION: THE ROLE OF CONSUMERS' PSYCHOLOGICAL REACTANCE IN SOCIAL MEDIA ACTIVISM**

» Mr. Fadi Almazyad (United States) - Worcester Polytechnic Institute, Dr. Purvi Shah (United States) - Worcester Polytechnic Institute, Dr. Eleanor T. Loiacono (United States) - The College of William and Mary

**A Conceptual Model of Gender Identity in Consumer Behavior: A Self-Categorization and Identity Signaling Approach**

» Ms. Natalia Rogova (Germany) - Catholic University of Eichstätt-Ingolstadt, Prof. Shashi Matta (Germany) - Catholic University of Eichstätt-Ingolstadt, Germany

9:30am

**International Selling and Sales Management – An interactive panel discussion co-sponsored by the Journal of International Marketing and the Sales SIG**

Chaired by: Dr. Kelly Hewett (United States) and Dr. Nawar Chaker (United States)

**International Selling and Sales Management – An interactive panel discussion co-sponsored by the Journal of International Marketing and the Sales SIG**

» Dr. Kelly Hewett (United States) - University of Tennessee, Knoxville, Dr. Nawar Chaker (United States) - Louisiana State University, Dr. Michael Ahearne (United States) - University of Houston, Dr. Nick Lee (United States) - Warwick Business School, Dr. Iris Steenkamp (United Kingdom) - London Business School

9:30am

**Innovation Showcase**

**New integrated ebook + simulation bundle for teaching international marketing**

» Mr. Clayton Shumate (United States) - Interpretive Simulations

9:30am

**The Changing Consumer**

Chaired by: Prof. Ronald Paul Hill (United States)

**Whiteness, Female Beauty Standards, and Ethical Engagement**

» Prof. Ronald Paul Hill (United States) - American University, Prof. Sarah Mady (United States) - American University

**Parenthood Increases Desire for Conspicuous (vs. Inconspicuous) Luxury Goods**

» Dr. Aziza Jones (United States) - University of Wisconsin-Madison, Dr. Kristina Durante (United States) - Rutgers University, Dr. Hannah Bradshaw (United States) - Washington & Jefferson College, Dr. Sarah Hill (United States) - Texas Christian University

**MEASURING THE BANDWAGON EFFECT: DEVELOPMENT OF A GENERALIZED LUXURY BANDWAGON EFFECT SCALE**

» Dr. Jacqueline Eastman (United States) - Georgia Southern University, Dr. Rajesh Iyer (United States) - Bradley University, Dr. Kevin Eastman (United States) - Georgia Southern University

**A Day in the Life of the Sandwich Generation Shopper – A Narrative Study**

» Dr. Cabrini Pak (United States) - The Catholic University of America

9:30am

**Strategic Management of Customer and Brand Assets**

Chaired by: Mr. Shuai Yan (United States)

**Financial Returns to Corporate Brands: The Role of Extension Typicality and Public Interest**

» Prof. Burcu Sezen (Colombia) - Universidad de los Andes, Prof. Dominique Hanssens (United States) - UCLA Anderson School of Management



Continued from **Saturday, 19 February**

**THE V.A.R.I.E.D. USES OF THE CUSTOMER ASSETS APPROACH**

» [Prof. Neil Bendle](#) (United States) - University of Georgia, [Prof. Xin \(Shane\) Wang](#) (Canada) - Ivey Business School, Western University

**Effect of Government-to-Contractor Revolving Door Appointments on Customer Relationship Performance**

» [Mr. Shuai Yan](#) (United States) - Iowa State University, [Prof. Ju-Yeon Lee](#) (United States) - Iowa State University, [Prof. Hui Feng](#) (United States) - Iowa State University

**THE DYNAMICS OF BRAND ALLIANCE CHANGE: THE CASE OF INTERCOLLEGIATE ATHLETICS**

» [Mrs. stephanie herbst-lucke](#) (United States) - Case Western Reserve, [Dr. Paul Salipante](#) (United States) - Case Western Reserve, [Prof. James Lucke](#) (United States) - Georgia State University

**Determinants and Financial Implications of Business Model Innovation: Evidence from Initial Public Offerings**

» [Ms. Priya Rangaswamy](#) (United States) - Texas A&M university, [Dr. Alina Sorescu](#) (United States) - Texas A&M University

9:30am

**Fresh Perspectives on Sustainability**

Chaired by: [Dr. Lubna Nafees](#) (United States)

**A TEMPORAL PERSPECTIVE OF FOOD WASTE REDUCTION BEHAVIOR**

» [Dr. Lubna Nafees](#) (United States) - Appalachian State University, [Prof. Marwa Gad Mohsen](#) (United Kingdom) - University of Buckingham

**Improving Environmental Protection: One Imagined Touch at a Time**

» [Dr. Luke Liska](#) (United States) - Radford University, [Dr. Sajeev Varki](#) (United States) - University of South Florida

**Pricing in the Gig Economy: Investigating Pricing Strategies for Male and Female Gig Workers**

» [Dr. Mark Gleim](#) (United States) - Auburn University, [Dr. Alexander Davidson](#) (United States) - Wayne State University, [Dr. Christopher Hopkins](#) (United States) - Auburn University

11am

**Media Concerns in Advertising: New Insights**

Chaired by: [Dr. Yusuf Oc](#) (United Kingdom)

**Comparing the Effectiveness of Single- and Dual-Product Repetition Strategies in the Context of Brand Placements**

» [Dr. Davit Davtyan](#) (United States) - University of North Carolina Asheville, [Dr. Isabella Cunningham](#) (United States) - The University of Texas at Austin

**Mobile In-App Video Advertising Effectiveness: A Field Experiment**

» [Dr. Yusuf Oc](#) (United Kingdom) - King's College London, [Dr. Kirk Plangger](#) (United Kingdom) - King's College London, [Mr. Burak Agirbas](#) (Turkey) - AdColony, [Prof. Shintaro Okazaki](#) (United Kingdom) - King's College London, [Prof. V Kumar](#) (India) - Indian School of Business, [Dr. Amalsh Sharma](#) (United States) - Texas A&M University, [Dr. Stefan Bernritter](#) (United Kingdom) - King's College London

11am

**Improving the value of meta-analyses in marketing**

Chaired by: [Dr. Gratiana Pol](#) (United States) and [Dr. Martin Eisend](#) (Germany)

**Improving the value of meta-analyses in marketing**

» [Dr. Gratiana Pol](#) (United States) - Hyperthesis LLC, [Dr. Martin Eisend](#) (Germany) - European University Viadrina Frankfurt, [Ms. Dominika Niewiadomska](#) (Germany) - European University Viadrina Frankfurt, [Mr. Joseph Riley](#) (Germany) - European University Viadrina Frankfurt, [Mr. Jude Calvillo](#) (United States) - Hyperthesis LLC, [Dr. Abhishek Borah](#) (France) - INSEAD, [Dr. Deborah MacInnis](#) (United States) - University of Southern California, [Mr. Luciano Silvi](#) (Argentina) - Hyperthesis LLC, [Mr. Roy Nijhof](#) (Colombia) - Hyperthesis LLC



Continued from **Saturday, 19 February**

11am **Journal of Public Policy and Marketing Research Impact: Making a Difference in Policy and Practice**  
 Chaired by: Dr. William Montford (United States) and Dr. Tessa Garcia-Collart (United States) and Dr. Kelly Martin (United States) and Dr. Maura Scott (United States)

**JPPM Research Impact: Making a Difference in Policy and Practice**  
 » [Dr. Kelly Martin](#) (United States) - Colorado State University, [Dr. Maura Scott](#) (United States) - Florida State University, [Prof. Tessa Garcia-Collart](#) (United States) - University of Missouri St Louis, [Dr. William Jonas Montford IV](#) (United States) - Jacksonville University, [Dr. Sterling Bone](#) (United States) - Utah State University, [Dr. Kevin Bradford](#) (United States) - University of California Irvine, [Dr. Samantha Cross](#) (United States) - Iowa State University, [Dr. Greg Gundlach](#) (United States) - University of North Florida, [Prof. Ronald Paul Hill](#) (United States) - American University, [Dr. John Pelosa](#) (United States) - University of Kentucky, [Dr. Glenn Christensen](#) (United States) - Brigham Young University

11am **Innovation Showcase**

11am **The Five C's of Customer Relationship Marketing and Privacy: Causes, Clashes, Contingencies, Consequences and Cures**  
 Chaired by: Prof. Caroline LANCELOT MILTGEN (France) and Prof. Charles Hofacker (United States)

**The Five C's of Customer Relationship Marketing and Privacy: Causes, Clashes, Contingencies, Consequences and Cures**  
 » [Prof. Caroline LANCELOT MILTGEN](#) (France) - Audencia Business School, [Prof. Charles Hofacker](#) (United States) - Florida State University, [Prof. Kristen Walker](#) (United States) - California State University Northridge, [Prof. George Milne](#) (United States) - University of Massachusetts Amherst, [Dr. Alexander Bleier](#) (Germany) - Frankfurt School of Finance & Management, [Dr. Niels Holtrop](#) (Netherlands) - Maastricht University

11am **Re-institutionalizing Marketing**  
 Chaired by: Dr. martin Key (United States)

**RE-INSTITUTIONALIZING MARKETING**  
 » [Dr. martin Key](#) (United States) - University of Colorado Colorado Springs, [Dr. Terry Clark](#) (United States) - Southern Illinois University, [Dr. OC Ferrell](#) (United States) - Auburn University, [Dr. David W Stewart](#) (United States) - Loyola Marymount University, [Dr. Leyland Pitt](#) (Canada) - Simon Fraser, [Dr. Astrid Keel](#) (United States) - University of La Verne

11am **Making Sure the House Wins: Sales Training and Incentives**  
 Chaired by: Dr. Blake Runnalls (United States)

**Should Salespeople Disclose Their Sales Incentives? The Effect of Incentive Transparency on Sales Performance.**  
 » [Ms. ITIR BOZKURT](#) (Switzerland) - University of Luzern, [Prof. Leif Brandes](#) (Switzerland) - University of Luzern, [Prof. Sascha Alavi](#) (Germany) - Ruhr-Universität Bochum

**Sales team reward diversity in B2B solution selling: Ambivalent effects on relational and operational team sales performance**  
 » [Mr. Sebastian Springer](#) (Germany) - Ruhr-Universität Bochum, Sales Management Department, [Mr. Martin Krämer](#) (Germany) - Ruhr-Universität Bochum, Sales Management Department, [Prof. Sascha Alavi](#) (Germany) - Ruhr-Universität Bochum, Sales Management Department, [Dr. Jan Helge Guba](#) (Germany) - Ruhr-Universität Bochum, Sales Management Department

**A CONCEPTUAL FRAMEWORK FOR SALESPERSON SOCIALIZATION**  
 » [Mrs. Plavini Punyatoya](#) (United States) - University of Nebraska-Lincoln, [Prof. Ravipreet S. Sohi](#) (United States) - University of Nebraska-Lincoln

**Advancing sales training research through a blended learning approach**  
 » [Dr. Blake Runnalls](#) (United States) - University of Nebraska—Lincoln, [Dr. Pinar Kecec](#) (United States) - University of Nebraska—Lincoln, [Dr. Tawnya Means](#) (United States) - University of Illinois at Urbana-Champaign, [Dr. Keith Richards](#) (United States) - Baylor University, [Prof. Douglas E. Hughes](#) (United States) - University of South Florida



Continued from **Saturday, 19 February**

12:30pm **Awards Lunch**

**AMA-Irwin-McGraw-Hill Distinguished Marketing Educator Award**

» [Dr. Eli Jones](#) (United States) - Professor of Marketing, Lowry and Peggy Mays Eminent Scholar, Mays Business School, Texas A&M

**William L. Wilkie Marketing for a Better World Award**

» [Dr. Christine Moorman](#) (United States) - Austin Finch Professor, Sr. of Business Administration at Fuqua School of Business, Duke University

**Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor**

» [Dr. Adriana Samper](#) (United States) - Associate Professor of Marketing at the W.P. Carey School of Business at Arizona State University

**John A. Howard - AMA Doctoral Dissertation Award**

» [Dr. TBA TBA](#) (United States) - TBA

2pm **Global Marketing SIG | Contemporary Developments in Global Marketing**

Chaired by: Prof. Constantinos Leonidou (Cyprus)

**Contemporary Developments in Global Marketing**

» [Prof. Constantinos Leonidou](#) (Cyprus) - Open University of Cyprus, [Prof. Saeed Samiee](#) (United States) - The University of Tulsa, Prof. Brian Chabowski (United States) - The University of Tulsa, [Dr. Alexander Krasnikov](#) (United States) - Loyola University Chicago, [Dr. Magnus Hultman](#) (Canada) - Brock University, Prof. Constantine S. Katsikeas (United Kingdom) - Leeds University Business School, University of Leeds, Prof. Neil Morgan (United States) - Indiana University

2pm **Brand Positioning and Strategy**

Chaired by: Mr. Brandon Holle (United States)

**REJUVENATING BRANDS: THE ROLE OF BRAND CONSISTENCY IN BOX OFFICE PERFORMANCE**

» [Mr. Brandon Holle](#) (United States) - Michigan State University, Dr. Ahmet Kirca (United States) - Michigan State University, Dr. Jamal Shamsie (United States) - Michigan State University

**SUSTAINABILITY AND BRAND TRUST: THE CASE OF THE PROFESSIONAL SERVICE PROVIDER**

» [Dr. Thomas Hickman](#) (United States) - Washburn University, Dr. Michael Stoica (United States) - Washburn University

**Celebrity Endorsers in Brand Alliance Marketing Strategy**

» [Ms. Youngok Song](#) (Korea, Republic of) - Oklahoma State University, Dr. Kevin Voss (United States) - Oklahoma State University

**Does it help to have a long product name?**

» Mr. DAIJIRO MIURA (Japan) - Kansai University, [Mr. Kokoro Ukai](#) (Japan) - Kansai University, Ms. Sayako Hiya (Japan) - Kansai University, Ms. Miho Kanbayashi (Japan) - Kansai University, Ms. Misato Nakae (Japan) - Kansai University, Prof. Takahiro Chiba (Japan) - Kansai University

2pm **Services and Customer Satisfaction**

Chaired by: Mr. Phillip Wiseman (United States)

**Psychopathy in professional services**

» [Dr. Regina Cordes](#) (Germany) - IU International University, Prof. Dirk Totzek (Germany) - University of Passau

**The Unemployment Rate and Customer Satisfaction**

» Mr. Victor Nogueira (United States) - University of Houston, Dr. Michael Ahearne (United States) - University of Houston, Dr. Jeffrey Boichuk (United States) - University of Virginia, Prof. Johannes Habel (United States) - University of Houston, [Mr. Phillip Wiseman](#) (United States) - University of Houston





Continued from **Saturday, 19 February**

**Increasing Short- and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Events**

» [Dr. Riley T. Krotz](#) (United States) - Texas Tech University, [Dr. Carl-Philip Ahlbom](#) (United Kingdom) - University of Bath, [Dr. Stephanie M. Noble](#) (United States) - University of Tennessee, [Dr. Dhruv Grewal](#) (United States) - Babson College

**The Influence of Augmented Reality on the Customer Decision Journey**

» [Mr. Garrett Shipley](#) (United States) - University of Tennessee, Knoxville, [Dr. Carl-Philip Ahlbom](#) (United Kingdom) - University of Bath, [Dr. Stephanie M. Noble](#) (United States) - University of Tennessee, Knoxville, [Dr. Riley T. Krotz](#) (United States) - Texas Tech University, [Dr. Dhruv Grewal](#) (United States) - Babson College

**The effect of network externality and autonomy on experience quality and customer engagement through augmented reality on individual and shared consumption purchases: the moderating role of co-creation intentions.**

» [Dr. Saifeddin Alimamy](#) (United Arab Emirates) - Zayed University, [Prof. Amjad Abu El Samen](#) (United Arab Emirates) - Zayed University

2pm

**Social Identity and Inequality in a Changing Marketplace**

Chaired by: [Dr. Evan Weingarten](#) (United States) and [Dr. Jared Watson](#) (United States)

**Social Identity and Inequality in a Changing Marketplace**

» [Dr. Franklin Shaddy](#) (United States) - University of California Los Angeles, [Dr. Elizabeth Friedman](#) (United States) - Columbia University, [Dr. Olivier Toubia](#) (United States) - Columbia University, [Dr. Evan Weingarten](#) (United States) - Arizona State University, [Dr. Rachel Gershon](#) (United States) - University of California, San Diego, [Dr. Amit Bhattacharjee](#) (France) - INSEAD, [Dr. Siddarth Sharma](#) (India) - Indian School of Business, [Dr. Justin Frake](#) (United States) - University of Michigan, [Dr. Jared Watson](#) (United States) - New York University, [Dr. Broderick Turner](#) (United States) - Virginia Tech, [Dr. Esther Uduehi](#) (United States) - University of Washington

2pm

**Health, Stress and Well-Being**

Chaired by: [Dr. Elina Tang](#) (United States)

**Harder, Better, Faster, Stronger: The Adoption and Use of AI-based mHealth Applications**

» [Mr. Vincent FAVARIN](#) (France) - TSM-Research, Université Toulouse Capitole, [CNRS](#), [Prof. Lars Meyer-Waarden](#) (France) - TSM-Research, Université Toulouse Capitole, [CNRS](#), [Dr. Julien Cloarec](#) (France) - iaelyon School of Management, Université de Lyon

**Trojan Horse or Useful Helper? A Relationship Perspective on Artificial Intelligence Assistants with Humanlike Features**

» [Mr. Ertugrul Uysal](#) (Switzerland) - Université de Neuchâtel, [Prof. Sascha Alavi](#) (Germany) - Ruhr-Universität Bochum, [Prof. Valéry Bezençon](#) (Switzerland) - Université de Neuchâtel

**Theorizing Social Resilience in Service Communities - A Molecular Biology Perspective**

» [Dr. Elina Tang](#) (United States) - Northern Illinois University, [Dr. Chris Blocker](#) (United States) - Colorado State University

**How Marketers Can Use Sustainability and Craftsmanship to Improve Consumer Well-Being: An Examination of Perceived Brand Authenticity in Luxury Goods**

» [Mr. Chu-Yen Pai](#) (United States) - Texas Tech University, [Dr. Debra Laverie](#) (United States) - Texas Tech University

2pm

**Market-Mediated Wellness: How Markets Enable and Inhibit Consumer Wellness**

Chaired by: [Ms. Rachel Hochstein](#) (United States) and [Ms. Ashley Hass](#) (United States) and [Dr. Ela Veresiu](#) (Canada)

**Market-Mediated Wellness: How Markets Enable and Inhibit Consumer Wellness**

» [Ms. Rachel Hochstein](#) (United States) - Florida State University, [Ms. Ashley Hass](#) (United States) - Texas Tech University, [Dr. Ela Veresiu](#) (Canada) - York University, [Dr. Colleen Harmeling](#) (United States) - Florida State University, [Dr. Thomas Robinson](#) (United Kingdom) - City University of London, [Dr. Jessica Chelekis](#) (United Kingdom) - Brunel University London, [Dr. Debra Laverie](#) (United States) - Texas Tech University



Continued from **Saturday, 19 February**

2pm

**Sweeten the Pot: Advances in Sales Force Incentive and Performance Management Research**

Chaired by: Dr. Michael Ahearne (United States) and Prof. Thomas Steenburgh (United States)

**Sweeten the Pot: Advances in Sales Force Incentive and Performance Management Research**

» [Prof. Son Lam](#) (United States) - University of Georgia, Dr. Michael Ahearne (United States) - University of Houston, Prof. Thomas Steenburgh (United States) - University of Virginia, Darden School of Business, Dr. Mohsen Pourmasoudi (United States) - San Diego State University, Mr. Phillip Wiseman (United States) - University of Houston, Prof. Johannes Habel (United States) - University of Houston, Prof. Sascha Alavi (Germany) - University of Bochum, Prof. Christian Schmitz (Germany) - Ruhr-Universität Bochum, Dr. Yashar Atefi (United States) - University of Denver, Ms. Moly Ahearne (United States) - University of Georgia, Dr. Raghu Bommaraju (India) - Indian School of Business, Dr. S. Arunachalam (India) - Indian School of Business, Dr. Sebastian Hohenberg (United States) - University of Texas at Austin, Dr. Britta Schaefer (Germany) - University of Bochum, Dr. Heinrich Rusche (Germany) - University of Bochum

3:30pm

**New Insights on Identity and Consumption Presented by the Consumer Behavior Track**

Chaired by: Prof. Maferima Toure-Tillery (United States) and Prof. Mathew Isaac (United States) and Dr. Andre Maciel (United States) and Dr. Naomi Mandel (United States) and Dr. Julian Saint Clair (United States) and Dr. Karen Page Winterich (United States)

**New Insights on Identity and Consumption Presented by the Consumer Behavior Track**

» [Prof. Maferima Toure-Tillery](#) (United States) - Northwestern University, [Prof. Mathew Isaac](#) (United States) - Seattle

3:30pm

**RAPSIG | Award Winners on Developing Meaningful Work**

Chaired by: Prof. Stephanie Robinson (United States)

**SIG Award Winners on Developing Meaningful Work**

» [Prof. Stephanie Robinson](#) (United States) - The University of Alabama

3:30pm

**Journal of Public Policy and Marketing | Distinguished Scholar Workshop: Contributions to Marketing and Public Policy from Notable Scholars across the Field**

**JPPM Distinguished Scholar Workshop: Contributions to Marketing and Public Policy from Notable Scholars across the Field**

» [Dr. Maura Scott](#) (United States) - Florida State University, [Dr. Kelly Martin](#) (United States) - Colorado State University, [Dr. Stacey Menzel Baker](#) (United States) - Creighton University, [Prof. Frank Germann](#) (United States) - University of Notre Dame, [Dr. Martin Mende](#) (United States) - Florida State University, [Dr. Clifford Shultz](#) (United States) - Loyola University Chicago, [Dr. Dipayan Biswas](#) (United States) - University of South Florida

3:30pm

**Consumer Financial Decision Making: The Effects of Payment Source, Method, Timing, and Impulsivity on Consumer Well-Being**

Chaired by: Ms. Heather Patterson (United States) and Dr. Patricia Torres (United States) and Dr. Michelle Van Solt (United States)

**CONSUMER FINANCIAL DECISION MAKING: THE EFFECTS OF PAYMENT SOURCE, METHOD, TIMING, AND IMPULSIVITY ON CONSUMER WELL-BEING**

» [Ms. Heather Patterson](#) (United States) - Iowa State University, [Dr. Patricia Torres](#) (United States) - University of Detroit Mercy, [Dr. Michelle Van Solt](#) (United States) - Valparaiso University, Dr. Samantha Cross (United States) - Iowa State University, Dr. Huifang Mao (United States) - Iowa State University, Dr. Alexandra Rodriguez (United States) - Florida International University

3:30pm

**Marketing Research SIG | Field Experiments: A Practical Tutorial**

Chaired by: Dr. Praveen Kopalle (United States) and Mr. Stephen Anderson (United States) and Dr. Rajesh Chandy (United Kingdom)

**Placeholder for Marketing Research SIG**

» [Dr. Praveen Kopalle](#) (United States) - University of Massachusetts Dartmouth



Continued from **Saturday, 19 February**

3:30pm **SportSIG | Reconnecting and Reconceiving Sport & Sponsorship-Linked Marketing**  
 Chaired by: Dr. Ashley Stadler Blank (United States) and Ms. Georgia Teare (Canada) and Dr. Chris Corr (United States) and Dr. Ted Hayduk (United States) and Dr. Bryan Buechner (United States) and Dr. Yiran Su (United States)

**SPORTSIG: RECONNECTING AND RECONCEIVING SPORT & SPONSORSHIP-LINKED MARKETING**

» Dr. Ashley Stadler Blank (United States) - Xavier University, Ms. Georgia Teare (Canada) - University of Ottawa, Dr. Marijke Taks (Canada) - University of Ottawa, Dr. Chris Corr (United States) - Troy University, Dr. Ted Hayduk (United States) - New York University, Dr. Bryan Buechner (United States) - Xavier University, Dr. Brianna Escoe (United States) - Vanderbilt University, Mr. Isaac Blaney (United States) - Xavier University, Dr. Yiran Su (United States) - University of Georgia

3:30pm **SalesSIG | Play Your Cards Right: On Theory Development & Paradigm Shifts in Selling & Sales Management Research - Lessons from Our Sales SIG Lifetime Leaders**  
 Chaired by: Dr. Ellen Pullins (United States) and Dr. Stephanie Mangus (United States)

**Play Your Cards Right: On Theory Development & Paradigm Shifts in Selling & Sales Management Research - Lessons from Our Sales SIG Lifetime Leaders**

» Dr. Ellen Pullins (United States) - University of Toledo, Dr. Stephanie Mangus (United States) - Baylor University, Dr. Wes Johnston (United States) - Georgia State University, Dr. Jagdip Singh (United States) - Case Western Reserve, Dr. Eli Jones (United States) - Professor of Marketing, Lowry and Peggy Mays Eminent Scholar, Mays Business School, Texas A&M, Dr. Jim Boles (United States) - University of North Carolina Greensboro, Dr. Bill Cron (United States) - Texas Christian University

5pm **SIG Reception | Global Marketing SIG, Marketing Research SIG, Relationship Marketing SIG and Marketing Strategy SIG**

5pm **SIG Reception | RAPSIG**

5pm **SIG Reception | Sales SIG**

5pm **SIG Reception | MASSIG and Pop-Up Sustainable Marketing SIG**

6:15pm **Winter AMA Party**

**Sunday, 20 February**

7am **Sales SIG & Walter P. Brown Center for Sales Excellence in the Idaho University College of Business Doctoral Student Breakfast (By Invitation Only)**  
 Chaired by: Dr. Stephanie Mangus (United States)

8am **New Technologies in Retailing**  
 Chaired by: Ms. Stella Tavallaei (United States)

**Will Conversational Commerce Replace Online Shopping? A Qualitative Examination of Drivers and Barriers to the Intention to Use Digital Voice Assistants for Online Shopping**

» Ms. Katja Wagner (Germany) - University of Siegen, Mrs. Anne Fota (Germany) - University of Siegen, Prof. Hanna Schramm-Klein (Germany) - University of Siegen, Mr. Tobias Roeding (Germany) - University of Siegen

**An Experimental Investigation of the Use of Artificial Intelligence in the Context of Complaint Management**

» Mrs. Anne Fota (Germany) - University of Siegen, Ms. Katja Wagner (Germany) - University of Siegen, Mr. Tobias Roeding (Germany) - University of Siegen, Prof. Hanna Schramm-Klein (Germany) - University of Siegen

**Augmented reality generalizations: A meta-analytical review on consumer-related outcomes and the mediating role of hedonic and utilitarian values**

» Dr. Valter Afonso Vieira (Brazil) - State University of Maringa, Dr. Diego Rafael (Brazil) - Nove de Julho University, Dr. Raj Agnihotri (United States) - Iowa State University



Continued from **Sunday, 20 February**

8am **The Stakes are High: Understanding the Buyer's Perspective to Better Inform Professional Selling**  
 Chaired by: Dr. Ellen Pullins (United States) and Dr. Leff Bonney (United States) and Dr. Kenneth Le Meunier-FitzHugh (United Kingdom)

**The Stakes are High: Understanding the Buyer's Perspective to Better Inform Professional Selling**  
 » [Dr. Ellen Pullins](#) (United States) - University of Toledo, [Dr. Leff Bonney](#) (United States) - Florida State University, Dr. Kenneth Le Meunier-FitzHugh (United Kingdom) - University of East Anglia

8am **Meet the Editors - Non-AMA Journals**

8am **Adoption of AI**  
 Chaired by: Mr. Alexander Mueller (Germany)

**Not So Intelligent After All – Consumer Perceptions of AI-Induced Errors**  
 » [Mr. Alexander Mueller](#) (Germany) - University of Mannheim, Dr. Sabine Kuester (Germany) - University of Mannheim, Dr. Sergej von Janda (Germany) - University of Mannheim

**AI adoption in Financial Services Provision in Emerging Economies**  
 » [Dr. Emmanuel Mogaji](#) (United Kingdom) - University of Greenwich

**Sounds Like an Expert or a Friend: How Sound Symbolism Mitigates Resistance to Artificial Intelligence**  
 » [Dr. Alexandra Rodriguez](#) (United States) - Florida International university

**Citizen Centric Social Listening for Cities: Citizen Sentiments and City Performance**  
 » [Mr. Ayan Ghosh Dastidar](#) (United States) - Georgia State University, Dr. Denish Shah (United States) - Georgia State University

**Giving Up Control: The Role of Automation Level, Data Processing, and Network in Autonomous Vehicle Acceptance**  
 » Ms. Nina de Ona (France) - Ipsos, [Dr. Julien Cloarec](#) (France) - iaelyon School of Management, Université Jean Moulin Lyon 3, Magellan, Prof. Lars Meyer-Waarden (France) - TSM-Research, Université Toulouse Capitole, CNRS

8am **Images and Social Media**  
 Chaired by: Dr. Christian Hughes (United States)

**Using Images to Drive Social Media Engagement: Theory and Evidence**  
 » Dr. Vamsi Kanuri (United States) - University of Notre Dame, [Dr. Christian Hughes](#) (United States) - University of Notre Dame, Dr. Brady Hodges (United States) - University of Missouri

**Overlooked Benefits of Online Reviews: An Examination of Spending Shifts Following Online Engagement**  
 » [Dr. Jonathan Beck](#) (United States) - University of Kansas, Dr. Clay Voorhees (United States) - The University of Alabama, Dr. Alexander Pratt (United States) - Texas A&M University

8am **A longitudinal study to identify the Psychological needs profile of users of Social Media in pre-COVID and post-COVID eras**  
 Chaired by: Mr. Ashish Kakar (United States) and Dr. Adarsh Kumar Kakar (United States)

**Comparing the needs profile of users of Social Media in pre-COVID and post-COVID eras**  
 » Mr. Ashish Kakar (United States) - TexasTech University, [Dr. Adarsh Kumar Kakar](#) (United States) - Texas Tech University

8am **Privacy Concerns and Consumer Reactions to Advertising: New Insights**  
 Chaired by: Dr. Joachim Scholz (Canada)



Continued from **Sunday, 20 February**

**Just Tell Me What You Want...: The Relevance of Information Transparency on the Use and Handling of Customers' Data in Product Presentation**

» Mr. Tobias Roeding (Germany) - University of Siegen, Mr. Julian Schmitz (Germany) - University of Siegen, Prof. Sascha Steinmann (Denmark) - University of Aarhus, Prof. Hanna Schramm-Klein (Germany) - University of Siegen

**The Influence of Consumer Religiosity on Responses to Rational and Emotional Ad Appeals**

» Dr. Frank Cabano (United States) - University of Texas at El Paso, Dr. Elizabeth Minton (United States) - University of Wyoming

**How consumers consume social media influence**

» Dr. Joachim Scholz (Canada) - Brock University

9:30am

**Not the Only Game in Town: Sales Interfaces with other parts of the Organization**

Chaired by: Dr. Katy Johnson (United States)

**A longitudinal analysis of the sales-marketing-R&D interface in entrepreneurial firms: The relationship between organizational identification and internal social capital**

» Mr. Ali Anwar (Canada) - Wilfrid Laurier University, Dr. Maria ROUZIOU (Canada) - HEC Montréal, Dr. Nicole Coviello (Canada) - Wilfrid Laurier University

**Conflict Management at the Marketing-Sales Interface**

» Mr. Victor V. Chernetsky (United States) - Michigan State University, Prof. Douglas E. Hughes (United States) - University of South Florida, Prof. Doug Walker (United States) - Kansas State University

**Mad Men: CEOs with Sales and Marketing Backgrounds**

» Dr. Katy Johnson (United States) - University of Toledo, Dr. Collin Gilstrap (United States) - University of Toledo

**Salesperson Market Engagement: A Dynamic Capabilities Perspective of Sales Team Market Sensing Effectiveness**

» Dr. Ryan Mullins (United States) - Clemson University, Dr. Jessica Ogilvie (United States) - Marquette, Dr. Bulent Menguc (Turkey) - Ozyegin University

**Using Salespeople to Transition B2B Customers to Online Channels: Theory and Field Evidence**

» Dr. Vamsi Kanuri (United States) - University of Notre Dame, Dr. Johannes Habel (United States) - University of Houston, Dr. Nawar Chaker (United States) - Louisiana State University, Dr. Deva Rangarajan (France) - IÉSEG School of Management, Dr. Paolo Guenzi (Italy) - Università Commerciale Luigi Bocconi and SDA Bocconi School of Management

9:30am

**Engaging and Influencing B2B Stakeholders**

Chaired by: Dr. Sunil Singh (United States)

**Are more advantages always better? How customers' perceived relative advantage of smart product-service systems influences customers' adoption in the B2B-context**

» Dr. Eva Pieringer (Germany) - University of Passau, Prof. Dirk Totzek (Germany) - University of Passau

**Should B2B Salespeople Use an NC2 Sales Strategy?**

» Prof. William Cron (United States) - Texas Christian University, Prof. Sascha Alavi (Germany) - University of Bochum, Prof. Johannes Habel (United States) - University of Houston

**SALESPEOPLE AS CORPORATE INFLUENCERS IN BUSINESS-TO-BUSINESS MARKETS: A GROUNDED THEORY STUDY**

» Ms. Clara Hoffmann (Germany) - Ruhr-Universität Bochum, Mrs. Lisa Nestler (Germany) - Ruhr-Universität Bochum, Prof. Jens Pöppelbuß (Germany) - Ruhr-Universität Bochum, Prof. Christian Schmitz (Germany) - Ruhr-Universität Bochum



Continued from **Sunday, 20 February**

**Internal Self-Promotion Acts and Marketing Boundary Spanners: When and Why it is Functional**

» [Dr. Sunil Singh](#) (United States) - University of Nebraska-Lincoln, Dr. Jagdip Singh (United States) - Case Western Reserve, Prof. Ravipreet S. Sohi (United States) - University of Nebraska-Lincoln, Dr. Avinash Malshe (United States) - University of St. Thomas – Minnesota

9:30am

**The Finance-Marketing Interface**

Chaired by: Dr. Yuan Wen (United States)

**Valuation Effect of Target Firms' Customer Satisfaction in the Pre-Deal Phase of M&As**

» [Dr. Mehdi Nezami](#) (United States) - Bradley University, Dr. Dinesh Puranam (United States) - University of Southern California, Prof. Shantanu Dutta (United States) - University of Southern California, Dr. Sina Aghaie (United States) - wichita state university

**THE IMPACT OF EQUITY MANAGEMENT INSTRUMENTS ON STRATEGIC EMPHASIS**

» [Dr. Yuan Wen](#) (United States) - University of Illinois Springfield, Dr. Babu John Mariadoss (United States) - Texas Tech University, Dr. Alberto Sa Vinhas (United States) - Washington State University, Dr. U. N. Umesh (United States) - Washington State University

**SHOULD I STAY OR SHOULD I GO: THE IMPACT OF MERGER AND ACQUISITION (M&A) ACTIVITIES ON BRAND COMMUNITIES**

» [Mr. Muhammad Mollah](#) (United States) - Saint Louis University, Dr. Scott A. Thompson (United States) - Saint Louis University

**THE MARKETING INFLUENCE: EXAMINING WHY AND WHEN STOCK REPURCHASE AFFECTS FIRM PERFORMANCE**

» [Dr. Yuan Wen](#) (United States) - University of Illinois Springfield, Dr. Babu John Mariadoss (United States) - Texas Tech University, Dr. U. N. Umesh (United States) - Washington State University, Dr. Alberto Sa Vinhas (United States) - Washington State University

**Unpacking the Net Promoter Score: New Insights Into How and When NPS Drives Firm Performance**

» [Mr. Ross Johnson](#) (United States) - The University of Alabama, Dr. Clay Voorhees (United States) - University of Alabama, Dr. Abhi Bhattacharya (United States) - The University of Alabama

9:30am

**Privacy and Policy Issues in Digital Marketing**

Chaired by: Dr. Julien Cloarec (France)

**How Privacy Transgression Undermines Consumer Moral Intuitions**

» [Dr. Nour Alrabie](#) (France) - IDRAC Business School, [Dr. Fella-Dehiri Nawel](#) (France) - Université Paris 1 Panthéon-Sorbonne, Dr. Julien Cloarec (France) - iaelyon School of Management, Université Jean Moulin Lyon 3, Magellan

**Navigating Marketing Analytics Governance: Scope and Boundary Conditions of Data Protection Officers' Self-Accountability**

» [Mrs. Christelle Aubert-Hassouni](#) (France) - ESCP Business School, [Dr. Julien Cloarec](#) (France) - iaelyon School of Management, Université Jean Moulin Lyon 3, Magellan

**What's up doc? Revisiting the personalization-privacy paradox through the transparency-control framework**

» [Dr. Julien Cloarec](#) (France) - iaelyon School of Management, Université Jean Moulin Lyon 3, Magellan, Ms. Charlotte Cadieu (France) - iaelyon School of Management, Université Jean Moulin Lyon 3, Magellan, Dr. Nour Alrabie (France) - IDRAC Business School

**How to Employ Social Influencers for Improving Consumer's Diet**

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

9:30am

**Analyzing Text: Ratings and Reviews**

Chaired by: Dr. Katherine Lafreniere (Canada)



Continued from **Sunday, 20 February**

**Should Reviewers and Website Moderators Censor Swearwords in Reviews?**

» [Dr. Katherine Lafreniere](#) (Canada) - University of Lethbridge - Calgary Campus, [Dr. Sarah G. Moore](#) (Canada) - University of Alberta

**IT'S NOT FAIR! CONSUMERS' REACTIONS TO SHARING PLATFORMS WHEN THEY GET REVIEWED**

» [Dr. Laura Rifkin](#) (United States) - Brooklyn College, [Dr. Colleen Kirk](#) (United States) - New York Institute of Technology, [Dr. Canan Corus](#) (United States) - Pace University

**I Want You to Like Me, so I'll Wait to Share the Bad - The Influence of Self-Presentation Concerns on Consumer Ratings**

» [Ms. Elisa Solinas](#) (United States) - University of Southern California, [Dr. Francesca Valsesia](#) (United States) - University of Washington, [Dr. Joseph C. Nunes](#) (United States) - University of Southern California, [Dr. Andrea Ordanini](#) (Italy) - Università Commerciale Luigi Bocconi and SDA Bocconi School of Management

**Principal Semantic Component Analysis: Tracking 25 Years of Consumer Knowledge Through Large-scale Text Analysis**

» [Mr. Vincent Chen](#) (United States) - Haas School of Business, UC Berkeley, [Dr. Ming Hsu](#) (United States) - Haas School of Business, UC Berkeley, [Dr. Zhihao Zhang](#) (United States) - Haas School of Business, UC Berkeley

9:30am

**Online Purchase Decisions and Retail Mobility**

Chaired by: [Dr. Sajeesh Sajeesh](#) (United States)

**A Risky Sense of Comfort? How Device Type Affects Decision Quality and Product Returns in E-Commerce**

» [Ms. Alisa Keller](#) (Germany) - University of Passau, [Prof. Dirk Totzek](#) (Germany) - University of Passau, [Dr. Alexander Keller](#) (Germany) - University of Passau, [Prof. André Marchand](#) (Germany) - Leipzig University

**The Impact of Online Shoppers' Gender and Spatial Needs on Purchase Decisions**

» [Dr. Sorim Chung](#) (United States) - Rochester Institute of Technology, [Dr. Deborah Colton-Hebert](#) (United States) - Rochester Institute of Technology

**THE ROLE OF THE HEDONIST, THE INFLUENCER AND THE LOCAL CHAMPION IN THE RESURRECTION OF THE REGIONAL MALL**

» [Dr. Thomas Hickman](#) (United States) - Washburn University, [Dr. Michael Stoica](#) (United States) - Washburn University, [Dr. David Price](#) (United States) - Washburn University

**Predicting Retail Mobility during Early Stages of the COVID-19 Pandemic using Limited Data**

» [Dr. Michael Lash](#) (United States) - University of Kansas, [Dr. Sajeesh Sajeesh](#) (United States) - University of Nebraska - Lincoln, [Dr. Ozgur Araz](#) (United States) - University of Nebraska—Lincoln

11am

**Hitting the Jackpot: Value and Performance in Selling**

Chaired by: [Dr. Valerie Good](#) (United States)

**Sales Strategies for Creating Multilevel Value within Key Accounts**

» [Dr. Scott Friend](#) (United States) - Miami University, [Dr. Kumar Rakesh Ranjan](#) (France) - EDHEC Business School, [Dr. Avinash Malshe](#) (United States) - University of St. Thomas - Minnesota, [Dr. Jeff Johnson](#) (United States) - University of Missouri-Kansas City

**VALUE IN SALES INTERACTIONS – A STUDY FROM THE BUYER'S PERSPECTIVE**

» [Dr. Kenneth Le Meunier-FitzHugh](#) (United Kingdom) - University of East Anglia, [Mrs. Leslie Caroline Le Meunier-FitzHugh](#) (United Kingdom) - Institute of Continuing Education, University of Cambridge

**Bridging and Bolding Social Capital and Salespeople's Performance Growth Trajectories: Explorations of the Ambidextrous Internal Network (AIN)**

» [Dr. Juliano Domingues da Silva](#) (Brazil) - State University of Maringa, [Dr. Christopher Plouffe](#) (United States) - The University of Tennessee - Chattanooga, [Dr. Valter Afonso Vieira](#) (Brazil) - State University of Maringa



Continued from **Sunday, 20 February**

**SALESPERSON RESILIENCE IN CRISES**

» Dr. Valerie Good (United States) - Grand Valley State University, Dr. Amy Greiner Fehl (United States) - Georgia Gwinnett College, Dr. Alexander LaBrecque (United States) - University of New Hampshire, Dr. Clay Voorhees (United States) - University of Alabama

11am **Building and Terminating Interorganizational Relationships**

Chaired by: Dr. Mariia Koval (France)

**Key Problems of Interorganizational Collaborations: a Multi-level and Temporal Analysis**

» Dr. Emilie Bourdages (Canada) - Université du Québec à Chicoutimi

**VALUE CREATION FOLLOWING TERMINATIONS OF TECHNOLOGICAL ALLIANCES: THE ROLE OF ANNOUNCEMENTS' CLARITY**

» Dr. Mariia Koval (France) - Grenoble Ecole de Management, Dr. Viacheslav Iurkov (France) - Grenoble Ecole de Management

**When Do Product Co-Development Collaborations in Industrial Channels Enhance Innovation of High-Tech Firms?**

» Ms. Nehal Elhelaly (Canada) - McMaster University, Canada, Dr. Sourav Ray (Canada) - McMaster University

11am **Identities in Loyalty: Brand- and Consumer-Identity Effects on Brand Experience and Brand Management**

Chaired by: Mr. Petar Gidaković (Slovenia)

**ABC of Consumer Stereotypes About Brands: the Role of Brand Agency and Brand Conservative-Progressive Beliefs in Shaping Brand Communion**

» Mr. Petar Gidaković (Slovenia) - School of Economics and Business University of Ljubljana, Prof. Mateja Kos Koklic (Slovenia) - School of Economics, Mrs. Mila Zečević (Slovenia) - School of Economics and Business University of Ljubljana, Prof. Vesna Zabkar (Slovenia) - School of Economics and Business University of Ljubljana

**Is your fitness tracker turning you into a self-centered egoist? Identity and reflexivity in wearable technology engagement**

» Prof. Ivan Fedorenko (United States) - California State University East Bay

11am **Firm-Customer Interactions in Digital Marketing**

Chaired by: Prof. Wilson Ozuem (United Kingdom)

**Determinants of customers' responses to online service failure and recovery strategies during Covid-19 pandemic: the difficulties of transition**

» Prof. Wilson Ozuem (United Kingdom) - University of Cumbria, Prof. Silvia Ranfagni (Italy) - University of Florence, Ms. Michelle Willis (United Kingdom) - University of Cumbria, Prof. Kerry Howell (United Kingdom) - University of Northumbria, Prof. Serena Rovai (France) - Excelia Business School

**Impact of online firestorms on network polarization**

» Mr. SAYAN GUPTA (United States) - University of Pittsburgh, Dr. Vanitha Swaminathan (United States) - University of Pittsburgh

**What Drivers of Customer-Agent Interactions in Online Store Chat Predict Sales Outcomes?**

» Dr. Valter Afonso Vieira (Brazil) - State University of Maringa, Dr. Juliano Domingues da Silva (Brazil) - State University of Maringa, Dr. Valter Faia (Brazil) - State University of Maringa

**Hey, I'm Taking Over this Account! Leveraging Social Media Takeover in Brand Communications**

» Mrs. Valeria Penttinen (Finland) - Hanken School of Economics

11am **Judgment, Decision Making, and Choice**

Chaired by: Dr. Tim Ozcan (United States)

**Watch Out! How Strikethrough Price Crosses Out Purchase Intention**

» Mr. Jintao Zhang (United States) - Drexel University, Dr. Yuna Choe (United States) - University of North Texas, Dr. Haipeng (Allan) Chen (United States) - University of Kentucky





Continued from **Sunday, 20 February**

**THE EFFECT OF REFERENCE NUMBERS ON PRODUCT PACKAGE PREFERENCES**

» Dr. Kunter Gunasti (United States) - Washington State University, [Dr. Tim Ozcan](#) (United States) - James Madison University, Dr. Elizabeth Howlett (United States) - Washington State University

**Love You(,) Bunches!? - How the Use of Basic Emotions in Point-of-Sale Communication Drives Consumers' Choice of Imperfect Produce**

» [Mrs. Svenja Gerecht](#) (Germany) - RWTH Aachen University, Prof. Daniel Wentzel (Germany) - RWTH Aachen University

**The Influence of Color Lightness on Perceived Comfort and Durability**

» Dr. Atefeh Yazdanparast (United States) - Clark University, [Dr. Seth Ketron](#) (United States) - University of North Texas

11am

**AI & Social Media**

Chaired by: Ms. Katja Wagner (Germany)

**Do You Trust Me? - The Influence of Conversational Agents' Voice and Confidential Data on the Usage Intention**

» [Ms. Katja Wagner](#) (Germany) - University of Siegen, Prof. Hanna Schramm-Klein (Germany) - University of Siegen, Mr. Tobias Roeding (Germany) - University of Siegen, Mrs. Anne Fota (Germany) - University of Siegen

**Does it help to be creative on Social Media? A Machine Learning Approach to examine Originality of user-generated Content from TikTok**

» [Mr. Marc Bravin](#) (Switzerland) - University of Lucerne, Ms. Melanie Clegg (Switzerland) - University of Lucerne, Prof. Reto Hofstetter (Switzerland) - University of Lucerne, Prof. Marc Pouly (Switzerland) - Lucerne University of Applied Sciences and Arts, Prof. Jonah Berger (United States) - University of Pennsylvania

**MIRROR, MIRROR... on the Shelf: The Impact of Perceived Age-Similarity and Gender-Congruence between the Customer and the Voice of a Smart Voice Assistant**

» [Mr. Tobias Roeding](#) (Germany) - University of Siegen, Ms. Katja Wagner (Germany) - University of Siegen, Mrs. Anne Fota (Germany) - University of Siegen, Prof. Sascha Steinmann (Denmark) - University of Aarhus, Prof. Hanna Schramm-Klein (Germany) - University of Siegen

## **Posters Presented Asynchronously during the 2022 AMA Winter Academic Conference**

### **Siri as an Animated Agent: Intention to Disclose Personal Information to an Intelligent Virtual Assistant**

#### **Authors**

Mr. Donggyu Kim - University of Southern California

Ms. Soomin Kim - University of Texas at Austin

### **Diversity and Multicultural Issues in Advertising: A Literature Review and New Research Directions**

#### **Authors**

Dr. Shu-Chuan Chu - DePaul University

### **Text Mining Online Reviews: What Makes a Helpful Review?**

#### **Authors**

Dr. Rae Yule Kim - Montclair State University

## **Impact of Inter-Field Movement on Consumer Cynicism and Consequent Behaviour: Role of Habitus**

### **Authors**

Prof. Indirah Indibara - XIM University, Bhubaneswar

Dr. Sanjeev Varshney - XLRI Jamshedpur

## **THE IMPACT OF EMAIL CUSTOMIZATION**

### **Authors**

Dr. Christopher Kanitz - University of Applied Sciences Upper Austria in Steyr

Dr. Michael Schade - University of Bremen

Mr. Maik Dulle - University of Bremen

Mr. Jan Wiezorrek - University of Bremen

Mr. Stephan Buttgerit - University of Bremen

## **“Consumer behaviour and purchase pattern is unthinkable in the light of Covid-19 pandemic” A study with reference to fear, anxiety and greed**

### **Authors**

Dr. Anand Shankar Raja Manivannan - CHRIST (Deemed to be University)

Posters Presented Asynchronously during the 2022 AMA Winter Academic Conference

Ms. Kavya S - CHRIST (Deemed to be University)

Mr. Abhishek V - CHRIST (Deemed to be University)

## **Why Knowledge Sharing Increases Well-being? -the case of AFOL-**

### **Authors**

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

## **Product Network: The Effects of Perceived Values and Cost**

### **Authors**

Dr. Jung-Hua Chang - Institute of Marketing Communication, National Sun Yat-sen University

Dr. Shanhuei Wang - Department of Business Administration, Tunghai University

## **Linking Personal Branding Activities on Social Media and Company Performance**

### **Authors**

Dr. Dominyka Venciute - ISM University of Management and Economics

Prof. Vilte Auruskeviciene - ISM University of Management and Economics

Prof. Vida Skudiene - ISM University of Management and Economics

## **Developing a Direct-to-Consumer (D2C) Strategy Phase Model for Incumbent Manufacturers**

### **Authors**

Mr. Severin Lienhard - University of St. Gallen

## **The Impact of Payment Method on Hedonic Preference: From the Hedonic Association Perspective**

### **Authors**

Ms. Yining Yu - Zhejiang University

Dr. Xixian Peng - Zhejiang University

Prof. Lei Wang - Zhejiang University

## **The Effect of Power Distance Belief on Consumers' Attitudes Toward Slum Tourism: The Mediating Role of Perceived Morality**

### **Authors**

Dr. Sohyun Bae - National Cheng Kung University

Dr. Xiaoyan (Jenny) Liu - Southwestern University of Finance and Economics

Ms. Piaoran Ren - Southwestern University of Finance and Economics

## **To Consume or to Produce: Feeling Grateful Can Make Us Work, not Play**

### **Authors**

Ms. Jingwen Li - Xi'an Jiaotong University

Dr. Travis Tae Oh - Yeshiva University

## **Individualized Return Policy Leniency for Shaping Customers' Purchase Intention – A Viable Path for E-Tailers?**

### **Authors**

Mr. David Karl - University of Bamberg

Mr. Kilian Vornberger - University of Bamberg

Dr. Bjoern Asdecker - University of Bamberg

## **Investigating the Determinants of AI Personal Assistant Usage Adoption: Source Credibility Theory Perspective**

### **Authors**

Dr. Sara Hsieh - Tunghai University

## **Brand Activism: The Role of Identity in Shaping Outcomes for Represented Consumers**

### **Authors**

Ms. Hilary Wright - Creighton University

Dr. Stacey Menzel Baker - Creighton University

## **The influence of risk presentation format on purchasing professionals' buying decisions**

### **Authors**

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Prof. Christian Kowalkowski - Linköping University

## **Understanding vulnerability and perceived risks in the sharing economy from the prosumer perspective**

### **Authors**

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Prof. Barbara Culiberg - University of Ljubljana

Prof. Monika Kukar-Kinney - University of Richmond

Prof. Irena Vida - University of Ljubljana

## **Is Green Always Good? The Cautionary Tale of Using the Color Green in Marketing**

### **Authors**

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## **Donate to Get Along or Ahead: Persuading Messages for Private Information Donation**

### **Authors**

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## **Understanding Intergenerational Continuities and Discontinuities of Taste and How Families Justify Divergent Tastes**

### **Authors**

Dr. Ankita Kumar - Bucknell University

Dr. Annetta Grant - Bucknell University



## **Consumer's willingness to pay for art – infused products**

### **Authors**

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## **How large economic market shock and message abstraction affects consumer decision making for Mortgages: Evidence from Field Experiments in the USA**

### **Authors**

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## **Walk the Talk: Activist Brands Protecting Children through Changing Cultures**

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## **Stock Market Reactions to New Product Announcements: The Roles of Product and Brand Strategies**

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## **When social media meets value-based selling: Investigating the moderating role of salesperson's grit and selling skills.**

### **Authors**

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## **Effects of Market Orientation on Service-Sales Ambidexterity in the Age of AI**

### **Authors**

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Prof. Stuart Barnes - King's College London

## **Digitalization Communication vs. Action – The Realization of Digital Orientation**

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## **Exploring Misfires Produced by Market Driving Big Data – A B2B Marketing Perspective**

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## **Overcoming Self-Focus in the Presence of Contagious Diseases: Performance-Diagnostic Information Increases Donations to Causes Highlighting Benefits for Others**

### **Authors**

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## **The Effective Design of Pay-Per-Click Ads: Examining The Design from Information and Aesthetic Perspectives**

### **Authors**

Dr. Ying Zhu - University of British Columbia

Dr. Valerie Wang - West Chester University

Dr. YONG J. WANG - West Chester University

Dr. Andy Hao - University of Hartford

## **“I am on Insta, are you?” A Comprehensive Framework of Consumer Switching Behaviour of Social Networking Sites: The “switch” from Facebook to Instagram**

### **Authors**

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Ms. Aarushi Jain - Indian Institute of Management Indore

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## **The Dark Side of Digitization: Last Mile Mobility and Traffic Fatality**

### **Authors**

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## **Megamarketing in the US Firearms Market: A Longitudinal Study of (De)Legitimation and Advertising**

### **Authors**

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Dr. Michelle Barnhart - Oregon State University

Dr. Brett Burkhardt - Oregon State University

## **Individual Decision Making Versus Joint Decision Making: Does Decision Making Context Influence Construal Level?**

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## **The Two-Stage Negative Effects of Targeted Promotions**

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Dr. Xingyu Wang - School of Management, Huazhong University of Science and Technology

## **Customer Experience Rules! Online Customer Experience and Consumer-Brand Identification: The Moderating Role of Product Type**

### **Authors**

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## **Brand Positioning in International Markets: Topic modelling of Emerging market brands**

### **Authors**

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Prof. Insik Jeong - Korea University

Mr. Jinwan Cho - Korea University

Ms. Hyeon Cho - Korea University

## **Influencers for Nonprofit Organizations? The Moderating Role of Message Appeals on Donation Behavior**

### **Authors**

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Dr. Christine Ye - University of Hartford

Dr. Yuna Kim - California State University Fullerton

## **Maneuvering dynamic markets: The role of management team heterogeneity in firm survival**

### **Authors**

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Dr. Denise Fischer-Kreer - RWTH Aachen University

Prof. Malte Brettel - RWTH Aachen University

## **I DON'T GIVE A PENNY: PRICE LEVEL AND COMMUNICATION FORMAT EFFECTS ON CONSUMER REACTIONS TO VOLUNTARY CARBON OFFSET PROGRAMS**

### **Authors**

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## **Closing the TV Advertising Loop with Web Browsing Data.**

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Dr. Philippe Baecke - Vlerick Business School

## **I HAVE TO BE QUICK! UNDERSTANDING THE INFLUENCE OF ENTREPRENEURIAL FEAR OF FAILURE IN THE PURSUIT OF SPEED TO MARKET FOR INNOVATIONS**

### **Authors**

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Prof. Malte Brettel - RWTH Aachen University

## **LET'S TALK STRATEGY ”: AN ANALYSIS OF THE CSO'S POWER AND ITS EFFECT ON FIRMS' MYOPIC MARKETING MANAGEMENT AND STRATEGIC CHANGE**

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## **Marketing efforts and analysts' forecast properties: Evidence from rebranding announcements**

### **Authors**

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Prof. Ferdinand Gul - Deakin University

Dr. Karen Lai - Deakin University

## **Organising B2B marketing in practice: the potential for the industry entrepreneur in the ecosystems 2.0 epoch**

### **Authors**

Prof. Shona Bettany - University of Huddersfield

Ms. Helen Curtis - University of Huddersfield

## **"Virtual-try-and-click" - How virtual product try-ons influence consumer browsing behavior**

### **Authors**

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Dr. Andrea Greven - RWTH Aachen University

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Prof. Malte Brettel - RWTH Aachen University

## **UNTYING TRUST FACTORS OF F-COMMERCE USE INTENTION: THE MODERATING EFFECT OF GENDER AND PERCEIVED VALUE**

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## **Rewarding Yourself or Helping Others? Effectiveness of Justification Strategies on Hedonic Consumption**

### **Authors**

Ms. Ke Lai - Vanderbilt University

Dr. Travis Tae Oh - Yeshiva University

## **JUST BE YOU! HOW SEX PRIMES LEAD TO GENDER STEREOTYPES IN PRODUCT JUDGMENT, CATEGORIZATION, AND CHOICES**

### **Authors**

Prof. Delane Botelho - FGV EAESP

Mrs. Ramona De Luca - FGV EAESP

Mr. Vitor Azzari - FGV EAESP

## **Exploring Salesperson Vulnerability in Digital Work Environments**

### **Authors**

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Prof. Nancy V. Wunderlich - Technical University Berlin

## **When artificial becomes real: Role of mind perception in perceived authenticity of AI influencers.**

### **Authors**

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Ms. Sakshi Korde - Wilfrid Laurier University

## **Role of Marketing in Healthcare – Mapping Patient’ Treatment and Social Journeys**

### **Authors**

Mr. Savishesh Malampallayil - Binghamton University School of Management

## **Climate Uprising: Examining the Effects of Power on Consumers’ Responses to Sustainable Products**

### **Authors**

Ms. Amira Mahmoud - Suez Canal University

Prof. Aric Rindfleisch - University of Illinois at Urbana-Champaign

## **Gender Roles and Financial Knowledge**

### **Authors**

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Dr. Xiaojing Sheng - University of Texas Rio Grande Valley

## **Social Distance and Physical Distancing: Understanding Psychological Drivers of (Limited) Adherence to Pandemic Preventive Measures**

### **Authors**

Dr. Priya Narayanan - Indian Institute of Management Kozhikode

## **The effect of music on vertical interpersonal communication: sensory marketing perspective**

### **Authors**

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Mr. Soonho Kwon - Waseda University

Mr. Naoto Onzo - Waseda University

## **How much of a delay can you tolerate? - Understanding the relationship between service delays, need fulfilment, and consumption motivation**

### **Authors**

Ms. Pubali Mukherjee - Binghamton University School of Management

Ms. Bingyang Fang - Binghamton University School of Management

Mr. Savishesh Malampallayil - Binghamton University School of Management

## **How to Expand NPO Marketing Without Increasing Expenditure? A Win-Win Strategy Between Nonprofits and Higher Education**

### **Authors**

Dr. Chi Zhang - Butler University

## **Posters Presented In Person at the 2022 AMA Winter Academic Conference**

### **The Fast and the Autonomous: Political Orientation and Need for Closure Predict Likelihood of Using Autonomous Vehicles**

#### **Authors**

Dr. Andrew Perkins - Washington State University

Dr. Pavan Munaganti - San José State University

Prof. T.J. Weber - California Polytechnic State University

Ms. Deepika Naidu - Washington State University

Ms. Anabella Donnadiou - Washington State University

### **Presenting a Framework of Processing of Representational and Abstract Imagery in Marketing: A Heuristic-Systematic Perspective**

#### **Authors**

Dr. Seth Ketron - University of North Texas

Dr. Kelly Naletelich - James Madison University

## **Pitching for Imagery: The Alignment between Representational (Abstract) Imagery and High (Low) Auditory Pitch**

### **Authors**

Dr. Seth Ketron - University of North Texas

Dr. Kelly Naletelich - James Madison University

## **The Influences of Religiosity on Brand Engagement and Disengagement**

### **Authors**

Dr. Thuy D Nguyen - Midwestern State University

Ms. Megan Widner - Midwestern State University

Mr. Anil Khanal - Midwestern State University

## **The Effect of Visual versus Verbal Advertising Messages on Donation Behavior**

### **Authors**

Dr. Hamid Abbassi - Fayetteville State University

Dr. Elmira Shahriari - New Mexico State University

Dr. Nourah Alfayez - Alfaisal University

## **Naming Strategies on Media: Application to YouTube Titles**

### **Authors**

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Dr. Jaihak Chung - Sogang University

## **How and When Networking Affects Cross-Selling and Salesperson Performance**

### **Authors**

Mr. Boas Bamberger - University of Mannheim

Dr. Robin-Christopher Ruhnau - University of Mannheim

Mr. Dominik Wahlig - University of Mannheim

## **From One Emerging Market to Another – Positioning of Chinese B2B Companies in MEA Markets**

### **Authors**

Dr. XIAOHAN WEN - Ozyegin University

Dr. Melanie Bowen - Justus-Liebig-University Giessen



## **Service Delivery Communication and Challenges Faced by UK Banks amid the COVID-19 pandemic**

### **Authors**

Dr. Emmanuel Mogaji - University of Greenwich

## **How to successfully manage the collaboration with independent export intermediaries – Empirical insights from German small and medium-sized enterprises**

### **Authors**

Ms. Fabienne Ruoss - TU Dortmund University

## **EXAMINING THE IMPACT OF SUPPLIER SUPPORT SERVICES ON DOWNSTREAM DERIVED DEMAND**

### **Authors**

Ms. Colleen McClure - Oklahoma State University

Dr. Justin Lawrence - Oklahoma State University

## **THE EFFECTS OF CONSUMERS' SUSTAINABLE VALUES ON ATTITUDES TOWARD PRODUCTS IN THE FINANCIAL MARKET**

### **Authors**

Dr. Heejung Park - Northern Michigan University

## **SHOULD BRANDS MAKE SUSTAINABLE CLAIMS? THE ROLE OF GREEN IDENTITY AND LOCUS OF CONTROL**

### **Authors**

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Ms. Angelica May Amita - California State University Monterey Bay

Dr. Meng Hsien (Jenny) Lin - California State University Monterey Bay

Dr. Angeline Nariswari - California State University Monterey Bay

## **Coping with Uncertainty in High Risk Services**

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Dr. Sören Köcher - TU Dortmund University

Dr. Sarah Köcher - TU Dortmund University

## **VanLife: A Practice Theory Perspective**

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## **HOMEOWNERS' SENTIMENTS TOWARDS INDEPENDENCE – DEVELOPING A MEASUREMENT TOOL AND ANALYZING THE MISMATCH BETWEEN SUBJECTIVE AND OBJECTIVE ENERGY AUTONOMY IN THE CONTEXT OF DISTRICT HEATING**

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## **Is our perception of Social Media Influencers tricking us on our understanding of influenceability?**

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