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# 2019 AMA Summer Academic Conference

August 9-11 | Chicago, IL



Marketing on Fire: Burning Questions, Hot New Methods and Practical Ideas Worth Spreading

## **Friday, August 9**

(New) 11:30 am - 1:00 pm | | Poster Presentation Lunch

1:00 pm - 2:00 pm | | Concurrent Sessions

(New) 2:15 pm - 4:00 pm | | Master Class Sessions, [Registration Required](#)

4:15 pm - 5:30 pm | | Concurrent Sessions

(New) 5:30 pm - 7:30 pm | | Practitioner Panel and Reception

## **Saturday, August 10**

8:00 am - 9:00 am | | Concurrent Sessions

9:15 am - 10:30 am | | Concurrent Sessions

10:45 am - 12:00 pm | | Concurrent Sessions

12:15 pm - 1:45 pm | | Awards Luncheon

(New) 2:00 pm - 3:45 pm | | Master Class Sessions, [Registration Required](#)

4:00 pm - 5:15 pm | | Concurrent Sessions

5:30 pm - 6:45 pm | | SIG Receptions

## **Sunday, August 11**

8:00 am - 9:00 am | | Concurrent Sessions

9:15 am - 10:30 am | | Concurrent Sessions

10:45 am - 12:00 pm | | Concurrent Sessions

# Friday, August 09, 2019

11:30 AM - 12:00 PM

Room 01

## Poster Presentation

11:30 am – 12 noon: Lunch

12 noon – 1:00 pm: Presentations

List of presentations at the end of this document

1:00:00 PM - 2:00:00 PM

Room 01

## Changing brands and the changing world: How consumers and firms react and cope.

ON PEOPLE & BRANDS: How Consumers Perceive, Interact with, and Communicate About Brands

"The Extendibility of Brand Names: A Financial Perspective"

Burcu Sezen<sup>1</sup>, Dominique Hanssens<sup>2</sup>

<sup>1</sup>Universidad de los Andes, <sup>2</sup>University of California, Los Angeles

Decision Heuristics in a Changing Global World: The Influences of Specific COO Label Information and Brand Familiarity on Brand Attitudes

Miao Zhao<sup>1</sup>, Ruby Dholakia<sup>2</sup>, Kathleen Micken<sup>1</sup>

<sup>1</sup>Roger Williams University, <sup>2</sup>University of Rhode Island

Brand Transgression and Community Coping

Yunmei Kuang, Scott A. Thompson, Mark Arnold

Saint Louis University

1:00:00 PM - 2:00:00 PM

Room 02

## Marketing capabilities and their impact on firm performance

PLANNING & EXECUTION: Marketing Strategy

Lone wolf or social monkey? The role of marketing outsourcing in the development of second-order marketing competences

Dorian-Laurentiu Florea

Universidad Anáhuac México

Marketing Based Exploitative-Explorative Capabilities Congruence on Firm Value

Qianmin Sun, Zuohao Hu

Tsinghua University

The Effects of Institutional Uncertainty on Firms' Market and Nonmarket Capabilities

Xiaoyan Wang<sup>1</sup>, Fang Jia<sup>2</sup>, Zhilin Yang<sup>1</sup>

<sup>1</sup>City University of Hong Kong, <sup>2</sup>Shenzhen University

Friday, August 9

1:00:00 PM - 2:00:00 PM

Room 03

**Customer Experience in the Sharing Economy**

UX OFF/ONLINE: Managing Customer Experience and Value

The joint process of value co-creation in the Airbnb setting

Yangyang Jiang, Makam S. Balaji

The University of Nottingham Ningbo China

Driving the New American Dream: Investigating Sharing Economy Worker Motivations

Mark Gleim<sup>1</sup>, Catherine M. Johnson<sup>1</sup>, Stephanie J. Lawson<sup>2</sup>, Jennifer L. Stevens<sup>1</sup>

<sup>1</sup>University of Toledo, <sup>2</sup>Winthrop University

Spillover Effects of Home Sharing on Local Markets: Evidence from Local Tourist Attractions

Wei Chen<sup>1</sup>, Karen Xie<sup>2</sup>, Yong Liu<sup>1</sup>

<sup>1</sup>University of Arizona, <sup>2</sup>University of Denver

1:00:00 PM - 2:00:00 PM

Room 04

**AI and big data in the service of marketing**

AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development

The use of machine-generated creativity in marketing

Christine M. Auer, Silke Bartsch

LMU Munich

The Effects of Artificial Agents (AA) on Consumer Attitudes: Resisting AA recommendation in symbolic consumption

Yaeri Kim

Seoul National University

USING BIG DATA TO LEVERAGE CUSTOMER NEED DIVERSITY IN RADICAL INNOVATIONS

Tereza Dean<sup>1</sup>, Haisu Zhang<sup>2</sup>, Yazhen Xiao<sup>3</sup>

<sup>1</sup>Ball State University, <sup>2</sup>New Jersey Institute of Technology, <sup>3</sup>University of Tennessee, Knoxville

1:00:00 PM - 2:00:00 PM

Room 05

**New horizons: Promoting through sonic elements, unexpected brand associations, and female sexual power**

ART OF PROMOTION: Advertising, Promotions, and Integrated Approaches

What drives positive eWOM on native advertising? The impact of design characteristics and brand-content incongruency

Qixing Li, Wenyu Dou

City University of Hong Kong

Did You Hear That? Sonic Logos Moderate Consumer Judgements of Logo Shapes

Shawn P. Scott, Daniel Sheinin, Lauren Labrecque

University of Rhode Island

Friday, August 9

Sexual Appeals in Advertisement: How it Has Changed

Elika Kordrostami<sup>1</sup>, Melika Kordrostami<sup>2</sup>

<sup>1</sup>Rowan University, <sup>2</sup>California State University-San Bernardino

1:00:00 PM - 2:00:00 PM

Room 06

Methods to Study Consumer Choice

CONSUMER 360°: Understanding Consumers from Multiple Perspectives

Understanding consumer's decision making process: New insights from constraints negotiation theory

Siti Aqilah Jahari<sup>1</sup>, Pervaiz Ahmed<sup>2</sup>, Elaine Y. Chew<sup>2</sup>

<sup>1</sup>Sunway University, <sup>2</sup>Monash University

Sense of Beauty is Must or Plus? The Influence of Product Aesthetics Preference on Consumer Choice

Jesheng Huang

Chung Yuan Christian University

How Much Choice is Too Much? A Machine Learning Based Meta-Analysis of Choice Overload

Nan Zhang, Heng Xu

American University

1:00:00 PM - 2:00:00 PM

Room 07

Numbers 1

THE NUMBERS GAME: Pricing in the Eyes of Consumers and Firms

The Divergent Effects of Even and Odd Brand Names on Consumer Responses to Iterated and Non-Iterated Products

Dengfeng Yan<sup>2</sup>, Qiang Zhou<sup>1</sup>, Richard T. Gretz<sup>1</sup>

<sup>1</sup>University of Texas at San Antonio, <sup>2</sup>New York University Shanghai

Customer participation in Pay What You Want pricing

Seema Bihari<sup>1</sup>, Ashwini Awasthi<sup>1</sup>, Arvind Sahay<sup>2</sup>

<sup>1</sup>Institute of Management, <sup>2</sup>IIM- Ahmedabad

How to Frame Dynamic Prices? The Differential Effects of Different Framing Formats of Dynamic Prices on Customers' Price Perceptions and Purchase Decisions

Mila Vogelsang, Alisa Keller, Dirk Totzek

University of Passau

1:00:00 PM - 2:00:00 PM

Room 08

marketing in the sharing economy

THE DIGITAL WORLD: Digital and Social Media Marketing

Quantifying the Effects of Platform Coupons in Sharing Economy

shaojun qin<sup>1</sup>, Xueming Luo<sup>1</sup>, Zhijie Lin<sup>2</sup>

<sup>1</sup>Temple University-Fox School of Business, <sup>2</sup>Nanjing University

Regulating Institutionalized Players in Peer-to-peer Markets: An Empirical Investigation of Airbnb's "One-Host One-Home" Policy

Wei Chen<sup>1</sup>, Zaiyan Wei<sup>3</sup>, Karen Xie<sup>2</sup>

<sup>1</sup>University of Arizona, <sup>2</sup>University of Denver, <sup>3</sup>Purdue University

The Battle for Homes: Is Home Sharing Disrupting Rental or Housing Markets?

Wei Chen<sup>2</sup>, Zaiyan Wei<sup>3</sup>, Karen Xie<sup>1</sup>

<sup>1</sup>University of Denver, <sup>2</sup>University of Arizona, <sup>3</sup>Purdue University

1:00:00 PM - 2:00:00 PM

Room 09

The Art and Science of University Branding

Special Session: SIG Programming

Marketing for Higher Education SIG

Session will be chaired by **Dr. Atefeh Yazdanparast**, Associate Professor of Marketing and Mead Johnson

Endowed Chair in Business, Schroeder School of Business, University of Evansville.

- Dr. V. Kumar, Regents Professor; Richard and Susan Lenny Distinguished Chair in Marketing; and Executive Director, Center for Excellence in Brand and Customer Management, Robins College of Business, Georgia State University.
- Dr. Francisco Guzman, Associate Professor of Marketing, and editor, Journal of Product and Brand Management. (Also the session moderator)
- Rex Whisman, Chief Strategist, BrandED Consultants Group
- William Faust, Senior Partner, and CSO, Ologie Higher Ed Branding and Marketing

Friday, August 9

02:15 PM-04:00 PM

Room 10

**MASTER CLASS SESSIONS – [PREREGISTRATION REQUIRED](#)**

**Estimating, Testing, and Interpreting Interaction Effects presented by Stephen Spiller**

**Abstract:**

In this Master Session, we will consider a variety of issues regarding the proper estimation, testing, and interpretation of interaction effects. This will include proper interpretation of simple effects given how variables are coded and how to recode variables in order to test specific values (spotlights and floodlights). In addition, we will discuss issues regarding statistical power in testing interactions and simple effects, options for visualizing interactions, and the importance of key assumptions underlying such tests.

**Bio:**

Stephen Spiller is an Associate Professor of Marketing and Behavioral Decision Making at the UCLA Anderson School of Management, where he has been since 2011. His research examines the psychology of fundamental economic concepts. This includes how and when people consider their opportunity costs, how they plan for the future, how they reason about product differentiation, and how they think about stocks versus flows. He also works to translate and disseminate best practices in data analysis for behavioral researchers. Stephen's work has been published in leading journals including Journal of Consumer Research, Journal of Marketing Research, Management Science, Psychological Science, and Journal of Consumer Psychology. He was named a 2017 MSI Young Scholar and was a finalist for the Journal of Marketing Research's William F. O'Dell Award in 2018. Stephen received his PhD in marketing from Duke University and his BA in psychology and economics from the University of Virginia.

02:15 PM-04:00 PM

Room 10

**Introduction to Machine Learning Methods: What you Need to Know to Conduct and Interpret Research with ML presented by Allison Chaney**

**Abstract:**

Machine learning bears the promise to transform research by discovering patterns hidden in data. Those patterns can then be used to make predictions, approximate concepts that cannot be measured directly, or explore the data through the lens of the learned (or "inferred") patterns. This session will provide a practical introduction to machine learning methods in two parts. First, we will cover a broad overview of machine learning techniques and software packages. Then, we will delve into a sequence of short case studies to help session participants gain a deeper understanding of popular machine learning methods and to illustrate common challenges and pitfalls that researchers might encounter when using these techniques.

**Bio:**

Allison Chaney is an Assistant Professor at the Fuqua School of Business at Duke University. Her research is at the intersection of machine learning and marketing, focusing on developing scalable and interpretable machine learning methods and understanding the impacts of these methods on individuals and society when they are deployed in real-world markets. She received her Ph.D. in Computer Science at Princeton University, under the advisement of David Blei. She holds a B.A. in Computer Science and a B.S. in Engineering from Swarthmore College and has worked for Pixar Animation Studios and the Yorba Foundation for open-source software; she has also collaborated with the research teams at eBay/Hunch, Etsy, and Microsoft Research.

Friday, August 9

**Demystifying Structural Models: What they are and why they are (still) useful presented by Brett Gordon****Abstract:**

Structural models—empirical models grounded in economic theory—have grown to represent a significant portion of empirical research in marketing. However, for the uninitiated, structural models can be daunting: too much math, too little intuition, and perhaps the question “Why are we doing all this?” lurking in your head. My goal is to demystify structural models, to explain what they are and why they can (sometimes) be useful. To this end, I’ll present the workhorse model from Berry, Levinsohn and Pakes (1995) (“BLP”), using it as a vehicle to illustrate core concepts such as a microeconomic model of demand, sources of endogeneity, justifying instrumental variables, insights from incorporating a (firm) supply-side model, and the importance of counterfactuals. My emphasis will be on interpretation and intuition, and not on econometrics and implementation, such that the content should be accessible to anyone interested.

**Bio:**

Brett R. Gordon is Associate Professor of Marketing at the Kellogg School of Management at Northwestern University. His research interests focus on building quantitative methods to assess the performance of marketing actions, particularly those around pricing, promotion and advertising, leveraging tools from empirical industrial organization, econometrics and machine learning. His recent work, conducted in collaboration with various companies, has emphasized how to design field experiments to answer meaningful business problems. His research has been published in the American Economic Review, Journal of Marketing Research, Journal of Political Economy, Marketing Science, and Quantitative Marketing and Economics. He currently serves on the Editorial board at Marketing Science and the Journal of Marketing Research and is an Associate Editor at Quantitative Marketing and Economics. Professor Gordon holds a Ph.D. in Economics from Carnegie Mellon University and started his academic career on the faculty of Columbia Business School before moving to Kellogg in 2014.



### Abstract

The Master Class will cover an overview of qualitative research in marketing journals. The session is based on a literature review of qualitative research in marketing journals focusing on how the demands on rigor and relevance has shaped the research methodology in published studies. It also highlights recent developments in qualitative research such as text mining, netnography and the use of multi-methods. The master class will cover the demands of what is needed to get published when using qualitative research methodology in a marketing journal (ranging from IMM, JSR, JAMS and JM) . In particular it discusses the demands on sample size, type of analysis, descriptions of analysis, use of software and how these demands have developed over time. The master class is based on a review of existing qualitative research, examples and interactions between participants.

### Biography

Dr. Lars Witell, is Professor at the Service Research Center (CTF) at Karlstad University, Sweden. He also holds a position as Professor in Business Administration at Linköping University, Sweden. He has received several nominations and rewards for his research and has been published in scholarly journals such as Journal of Service Research, Industrial Marketing Management, and Journal of Business Research; as well as in the popular press, such as The Wall Street Journal. Lars has also been a visiting professor at UQ Business School, Chalmers University of Technology and Queen Mary University of London, as well as visiting scholar at University of Michigan and Stanford University.

4:15:00 PM - 5:30:00 PM

Room 01

## The Signal of Sustainability

MARKETING FOR GOOD: Ethics and Socially Responsible Marketing

Sustainability Signaling, Corporate Identity Congruence & Corporate Image Congruence: Maybe it's best to say nothing at all

Tyler Milfeld<sup>1</sup>, Daniel J. Flint<sup>1</sup>, Paola Signori<sup>2</sup>, Bridget Satinover Nichols<sup>3</sup>, Irene Gozzo<sup>2</sup>

<sup>1</sup>University of Tennessee, <sup>2</sup>University of Verona, <sup>3</sup>Northern Kentucky University

The Influence of Supply Base Size on Sustainable Purchasing and Organizational Sustainability Performance

Anshu Arora<sup>1</sup>, Amit Arora<sup>1</sup>, K. Sivakumar<sup>2</sup>, Gerard J. Burke<sup>3</sup>

<sup>1</sup>University of the District of Columbia, <sup>2</sup>Lehigh University, <sup>3</sup>Georgia Southern University

When Ignorance is Bliss: The effect of multiple third-party environmental labels on ethical consumer behavior

Irem Yoruk, Andrea Tangari

Wayne State University

To Embrace or Not to Embrace Sustainability in Marketing Communication - That is the Question

Tyler Milfeld, Daniel J. Flint

University of Tennessee

4:15:00 PM - 5:30:00 PM

Room 02

## Sales Strategy for B2B Markets

B2\*: Selling and Sales Management in Business and Consumer Markets

SALES-SERVICE INTERFACES IN B2B VALUE CO-CREATION

Scott B. Friend<sup>1</sup>, Avinash Malshe<sup>2</sup>, Gregory J. Fisher<sup>1</sup>

<sup>1</sup>Miami University, <sup>2</sup>University of St. Thomas

How Institutional Pressures and System Characteristics Shape Customer Acceptance of Smart Product-Service Systems

Dirk Totzek, Eva Kropp

University of Passau

Is the potential B2B buyer interested or ready to buy? Estimating the stage of the B2B buying behavior

Neda B. Marvasti, Juho-Petteri Huhtala, Zeinab R. Yousefi, Bikesh Upreti, Pekka Malo, Samuel Kaski,

Henrikki Tikkanen

Aalto University

Prospect Evaluation: An Intuition-based Approach in the Presence of Market Turbulence

Gabriel Moreno, Milton Flores, Justin Munoz

The University of Texas at El Paso

Friday, August 9

4:15:00 PM - 5:30:00 PM

Room 03

## Consumer Wellbeing 1

CONSUMER WELL-BEING: Physical, Financial, and Emotional Health

### UNLOCKING THE DYNAMICS OF SUBJECTIVE FINANCIAL WELL-BEING IN RETIREMENT

Teagan Altschwager, Jody Evans

Melbourne Business School

Understanding the effects of customer participation in financial services for the unbanked: A transformative service research perspective

Adriana Amaya Rivas, Juan Bustamante

ESPAE Graduate School of Management

### Service Breakdown Prevention and Consumer Well-Being: A Mindfulness Perspective

Yao-Chin Wang<sup>1</sup>, Po-Ju Chen<sup>2</sup>, Carol M. Megehee<sup>3</sup>, Arch G. Woodside<sup>3</sup>

<sup>1</sup>University of Arkansas, <sup>2</sup>Northern Arizona University, <sup>3</sup>Coastal Carolina University

### Materialism, Emotional Intelligence and Coping Strategies

Beata Šeinauskiene<sup>1</sup>, Ausra Rutelione<sup>1</sup>, Rosita Lekaviciene<sup>1</sup>, Shahrokh Nikou<sup>2</sup>, Ligita Zailskaite-Jakste<sup>1</sup>

<sup>1</sup>Kaunas University of Technology, <sup>2</sup>Åbo Akademi University

4:15:00 PM - 5:30:00 PM

Room 04

## CRM in the digital world

THE DIGITAL WORLD: Digital and Social Media Marketing

Are social influence and customer-initiated contacts valuable for firms? Measuring their impact on customer profitability

Jesús Cambra<sup>2</sup>, Lily(Xuehui) Gao<sup>1</sup>, Iguacel Melero<sup>1</sup>, Yolanda Polo<sup>1</sup>

<sup>1</sup>University of Zaragoza, <sup>2</sup>University Pablo de Olavide

### The Perils of Incentivizing New Customer Acquisitions in Social Referral Programs: A Field Experiment

Hanbing Xue<sup>2</sup>, Han Chen<sup>1</sup>, Yongjun Li<sup>2</sup>, Xueming Luo<sup>1</sup>

<sup>1</sup>Temple University, <sup>2</sup>University of Science and Technology of China

The Making of Clicks-to-Buy at E-commerce Platforms, Customer Frustration and Customer Browsing Time

Jifeng Mu<sup>1</sup>, Jonathan Z. Zhang<sup>2</sup>

<sup>1</sup>Alabama A&M University, <sup>2</sup>University of Washington

Can consumers resist to smart services while perceiving their value ?

Zied Mani<sup>2</sup>, Inès Chouk<sup>1</sup>

<sup>1</sup>Cergy Pontoise University, <sup>2</sup>LEMNA Research Center

Friday, August 9

4:15:00 PM - 5:30:00 PM

Room 05

Cross-cultural branding

SOCIETY & CULTURE: Exploring Consumer Culture and Diverse Communities

Foreign or Local Brand Name? The Interplay of Brand Name and Brand Origin on Developed vs. Developing Country's Brand Evaluation.

Sangwon Lee

Ball State University

How National Culture and Country Development Determine the Effects of Perceived Brand Globalness on Consumer Behavior

Carolina Sinning, Bernhard Swoboda

Trier University

The Relationships between Global Corporate- and Product-Brands: The Impact of National Culture and Country Development

Magdalena Klar, Bernhard Swoboda

Trier University

Consuming Western Products and Lifestyles in China

Weiwei Zhang

Hartwick College

4:15:00 PM - 5:30:00 PM

Room 06

Exploring the Consequences of Being Emotional

CONSUMER 360°: Understanding Consumers from Multiple Perspectives

Reaching Beyond the Stars – The Effect of Emotionality in Online Word-of-Mouth Across Cultures

Tiffany Y. Wendler

Technical University Dortmund

Consumers' Correction for Mood Bias in Product Judgment

Yi-Wen Chien<sup>1</sup>, Chung-Chiang Hsiao<sup>2</sup>

<sup>1</sup>National Taiwan University, <sup>2</sup>National Taiwan Normal University

Ritual Affects Construal Level: The Roles of Emotion and Involvement

Chongye Huang<sup>1</sup>, Rong Chen<sup>2</sup>

<sup>1</sup>Beijing Jiaotong University, <sup>2</sup>Tsinghua University

How does it make you feel? Emotional reasoning and consumer choice

Blair Kidwell<sup>1</sup>, Andrea R. Bennett<sup>1</sup>, Jonathan Hasford<sup>2</sup>, David Hardesty<sup>3</sup>, Molly Burchett<sup>3</sup>

<sup>1</sup>University of North Texas, <sup>2</sup>University of Central Florida, <sup>3</sup>University of Kentucky

Friday, August 9

4:15:00 PM - 5:30:00 PM

Room 07

## New Service Channels

### UX OFF/ONLINE: Managing Customer Experience and Value

#### The Effects of AI Chatbot Disclosure for Conversational Commerce

Siliang Tong, Xueming Luo

Temple University

#### When Beauty Comes to Your Home: Profiling the ODB Consumer

Jie Sun, Peter J. McGoldrick

University of Manchester

#### Perceived Value and Satisfaction with a Retail Store's Omnichannel Customer Experience and Usage of Omnichannel Commerce Application (OCA)

adesegun oyedele<sup>1</sup>, Monica Hernandez<sup>2</sup>, Roberto Saldivar<sup>1</sup>

<sup>1</sup>University of the Incarnate Word, <sup>2</sup>St. Edwards, The Bill Munday School of Business

#### A Cross-Cultural Exploration of How Necessary Evil Discourages the Subsequent Misbehavior of Other Customers

Yu-Shan (Sandy) Huang<sup>1</sup>, xiang fang<sup>2</sup>, Ruping Liu<sup>3</sup>

<sup>1</sup>Northern Michigan University, <sup>2</sup>Oklahoma State University, <sup>3</sup>Northeastern University

4:15:00 PM - 5:30:00 PM

Room 08

## Sponsorship-Linked Marketing: Towards a Managerially Relevant Perspective

### SIG PROGRAMMING

Session Chair: Lane Wakefield, Mercer University

Practitioners in sport marketing often critique academic research as being confusing and subsequently inapplicable. To their point, researchers could do a better job of selecting practical topics and streamlining hypotheses, models and implications. To that end, this special session features four papers that address pertinent issues and have clear consequences for sponsors and/or the properties sponsored. Topics include the effective measurement of sponsorships, the impact of an athlete's transgression on sponsors, and branded sports stadiums.

#### **Empirical Generalizations about the Relative Efficiency of Individual Sponsorships Assets: Evidence from the NFL**

Kirk Wakefield, Baylor University, Lane Wakefield, Mercer University, and Daniel Zantedeschi, Ohio State University

#### **Exploring the Evidence of Social Desirability Biases in Consumer Responses to Sponsors**

Youngho Park, Dae Hee Kwak, University of Michigan

#### **In for a Penny or in for a Pound? The Impact of Athlete Transgressions on Team Sponsors**

David L. Alexander, St. Thomas University, & Ashley Stadler-Blank, Xavier University

Friday, August 9

## **Branded Sports Stadiums: The Roles of Sponsorship Sincerity and Consumer Gratitude on Building Customer Value**

Russell Lacey, Xavier University

4:15:00 PM - 5:30:00 PM

Room 09

### **Journal of Marketing Best Paper Award Session**

This session will celebrate and discuss JM's three award-winning best papers.

**MSI/Root Award:** The MSI/H. Paul Root Award celebrates the article that makes a significant contribution to the advancement of the practice of marketing in a calendar year. Winner: Liu, Xuan, Savannah Wei Shi, Thales Teixeira, and Michel Wedel (2018), "Video Content Marketing: The Making of Clips," 82 (4), 86-101.

Author presenters: Savannah Shi, Santa Clara University and Xuan Liu, Senior Data Scientist, Data Science and Engineering, Netflix  
Commentary: Netflix Director

**Hunt/Maynard Award:** The Shelby D. Hunt/Harold H. Maynard Award recognizes the article that makes a significant contribution to marketing theory in a calendar year. Winner: Hartmann, Nathaniel N., Heiko Wieland, and Stephen L. Vargo (2018), "Converging on a New Theoretical Foundation for Selling," 82 (2), 1-18.

Author presenters: Nathaniel N. Hartmann, University of Hawai'i at Mānoa and Heiko Wieland, California State University, Monterey Bay  
Commentary: Michael Ahearne, University of Houston

**Sheth/JM Award:** The Sheth Foundation/Journal of Marketing Award honors the article that has made the most significant long-term contributions to the field five years after its publication. Winner: Manjit S. Yadav and Paul A. Pavlou (2014), "Marketing in Computer-Mediated Environments: Research Synthesis and New Directions," 78 (1), 20-40.

Author presenter: Manjit S. Yadav, Texas A&M University  
Commentary: Andrew S. Stephen, University of Oxford

5:30:00 PM - 7:30:00 PM

Ballroom

### **PRACTITIONER PANEL**

Friday, August 9

## Friday, August 09, 2019

11:30 AM - 12:00 PM

Room 01

Poster Presentation

### List of presentations:

#### **Consumer usage of e-tourism sites for pre-trip planning in social commerce era**

Nick Hajli<sup>1</sup>, Mauricio Featherman<sup>2</sup>, Aida Shiva<sup>3</sup>, Reza Fazli-Salehi<sup>4</sup>, Zeinab Mohammadi<sup>3</sup>

<sup>1</sup>Swansea University, <sup>2</sup>Washington State University, <sup>3</sup>University of Tehran, <sup>4</sup>New Mexico State University

#### **Research on the formation mechanism of omnichannel adoption intention**

Yaping Chang, Lixiao Geng

Huazhong University of Science and Technology

Friday, August 9

**“There Goes The Neighborhood”: A Conceptual Framework for Neighborhood Branding Amid Other Units of Place**

Johnny L. Graham  
Howard University

**Overcoming Consumers’ Barriers to The Adoption of Green Behaviors**

Agnieszka Chwialkowska  
University of West Georgia

**Consumers' Purchase Intention in the context of Unpackaged Goods**

Sudipto Sarkar  
University of Texas Rio Grande Valley

**Who matters most for young ventures after funding? An empirical investigation of third-party support in Initial Coin Offerings (ICOs)**

Caroline V. Grau  
RWTH Aachen University

**Change or Die – The Relation between Innovativeness and Firm Survival**

Arpad Kurcz  
RWTH Aachen University

**Facing Challenges in an Omnichannel World**

DIPENDRA L. SHRESTHA<sup>1</sup>, Riyad Aliyev<sup>2</sup>  
<sup>1</sup>Hankuk University of Foreign Studies, <sup>2</sup>ADA University

**Inverse Marketing: A New Marketing Communication Tool**

Monika Rawal, Jose Saavedra, Ramin Bagherzadeh, Maryam Farhang, Ashok Bhattarai  
Southern Illinois University Carbondale

**Exploring consumer showrooming behaviors in the multichannel context**

Michael, Chih-Hung Wang<sup>1</sup>, Ya-Yun Tang<sup>2</sup>, Chih-Chieh Tsai<sup>1</sup>  
<sup>1</sup>Feng Chia University, Taiwan, <sup>2</sup>Shih Chien University, Taiwan

**The impact of Social connections and interactions on consumer’s online financial decision**

xiaodan Zhang, guoqun Fu, Zeng Wang  
Peking University

**The marketing of E-Sports, participation and the values of the system: A Study about eSports participation**

Friday, August 9



Lemuel M. Lim<sup>1</sup>, Derek O. Ong<sup>2</sup>  
SUNWAY UNIVERSITY

**Understanding Augmented Reality Experiences: Scale Development and Validation**

Katrin Brunner, Sandra Praxmarer-Carus, Philipp A. Rauschnabel  
Universität der Bundeswehr

**Access-based consumption: a new business model for sports retailing**

Fabian Nindl  
Vienna University of Economics and Business

**Market Orientation & State-Business Nexus: Family Firms' Development in Bangladesh**

Farzana Nahid, Mohammad T. Hoque  
North South University

**Searching for innovation – How to strengthen the capability for external knowledge acquisition through Corporate Venture Capital investments**

Simon Fey  
RWTH Aachen University

**The Effects of black color on product evaluation**

Eunmi Jeon<sup>1</sup>, Youngjee Han<sup>1</sup>, Myungwoo Nam<sup>2</sup>  
<sup>1</sup>Sungkyunkwan University, <sup>2</sup>Georgia Tech

**Technology vs. Marketing: An investigation of founding team's specific human capital as antecedent of innovation**

Vanessa E. Rixin  
RWTH Aachen University

**The Impact of Moral Violations on Boundary Preference**

Chunya Xie, En-Chung Chang  
Renmin University of China

**The Role of Articulation and Narrative Transportation in Evaluating Article-style Native Advertising**

Qixing Li, Wenyu Dou  
City University of Hong Kong

**Determinants of sustainable food consumption: Theoretical framework**

Natalia Maehle<sup>1</sup>, Roberta Capitello<sup>2</sup>

Friday, August 9

<sup>1</sup>Western Norway University of Applied Sciences, <sup>2</sup>University of Verona

**Reinventing the firm in times of rapid technological change – What does it take to innovate strategically?**

Simon Fey

RWTH Aachen University

**Does product innovativeness and the power of consumers' word of mouth impact long-term success in online markets?**

Stefan Katzenmeier

WHU - Otto Beisheim School of Management

**The Effect of Negativity Bias on Intentions to Buy Milk with Positive and Negative Label Claims**

Ekaterina Salnikova<sup>1</sup>, John L. Stanton<sup>2</sup>

<sup>1</sup>Aarhus University, <sup>2</sup>St. Joseph's university

**Integration or Differentiation ? The Impact of Ambient Advertising on Sharing**

Hongyan Yu, Xiangyun Zhang, Jifei Wu

Sun Yat-sen University

**Is Marketing-Sales Integration Enough? A KBV Analysis of the Changing Technological Environment**

Gregory McAmis

Mercer University

**Is the Game Fit the Brand? Influence of Brand Awareness and Advertising Literacy**

George Shen<sup>1</sup>, Rick Lee<sup>2</sup>

<sup>1</sup>National Chiayi University, <sup>2</sup>New Jersey City University

***Culture and Emotions in Humorous Advertising: A cross cultural study in France, US and China***

DRAGANA MEDIC

TOULOUSE CAPITOLE UNIVERSITY

**Consumers' Responses to Product Types in terms of Time Recognition**

Jeeyoon Jeong, Ye Uhn Jeong, Insik Jeong

Korea University

**The effectiveness of a long-term and deep discount strategy in digital channels**

Huan Liu<sup>1</sup>, Lara Lobschat<sup>1</sup>, Peter C. Verhoef<sup>1</sup>, Hong Zhao<sup>2</sup>

<sup>1</sup>University of Groningen, <sup>2</sup>University of Chinese Academy of Sciences

Friday, August 9

**New Dimensions in Brand Experience; an interdisciplinary qualitative inquiry**

Yanina Chevtchouk, Cleopatra Veloutsou, Robert Paton  
University of Glasgow

**Making Smart Agents Scapegoats: Attribution of (Hedonic) Consumption Responsibility to Anthropomorphized Smart Agents.**

Rumela Sengupta<sup>1</sup>, Iman Paul<sup>2</sup>, Satadruta Mookherjee<sup>3</sup>, Samuel Bond<sup>2</sup>  
<sup>1</sup>University of Illinois, Chicago, <sup>2</sup>Georgia Institute of Technology, <sup>3</sup>Binghamton University

**Managing Customer Response to Service Failure Through Exposure to Order**

Jamel Khenfer<sup>1</sup>, Olivier Trendel<sup>2</sup>  
<sup>1</sup>Zayed University, <sup>2</sup>Grenoble Ecole de Management

**When do TV ads pay off for digital retailers? Evidence on involvement and scheduling as determinants of online response**

Caroline J. Meder, Jan Kemper  
RWTH Aachen University

**THE 5 PILLARS OF DATA SUCCESS: A SKILLS-BASED APPROACH TO DATA-DRIVEN MARKETING**

Jan Boehmer  
The&Partnership

**Working together toward a better brand: Co-creation of value with customers and customer-based brand equity**

Mohammad Farrokhi  
University of Calgary

**Factors influencing to select Cox's Bazar as a destination choice: Digital Media Marketing VS. User-Generated Content**

Mohammad T. Sultan, Farzana Sharmin, Ke Xue  
Shanghai Jiao Tong University

**Motivation Changes Among New Salespeople**

Claire H. Cha<sup>1</sup>, Reza Rajabi<sup>2</sup>, Thomas Brashear Alejandro<sup>3</sup>  
<sup>1</sup>university of massachusetts, Amherst, <sup>2</sup>Northern Illinois University, <sup>3</sup>Fundação Getulio Vargas

**Examining the relationship between Innovation types and brand management**

Pramod Iyer<sup>2</sup>, Arezoo Davari<sup>1</sup>, Mo Zolfagharian<sup>3</sup>

Friday, August 9

<sup>1</sup>Eastern Washington University, <sup>2</sup>University of Texas Rio Grande Valley, <sup>3</sup>Bowling Green State University

**Implementing Sustainability Marketing Strategy: Findings from Collectivistic Culture**

Akinori Iwamoto<sup>3</sup>, Satoko Suzuki<sup>2</sup>, Tomoko Kawakami<sup>1</sup>

<sup>1</sup>Waseda University, <sup>2</sup>Hltotsubashi University, <sup>3</sup>Kansai University

**How Marketing Academia Contributes to Creating a Better World**

Rumela Sengupta<sup>1</sup>, Jia Chen<sup>1</sup>, Benet DeBerry-Spence<sup>1</sup>, Lez Trujillo Torres<sup>1</sup>, Kohei Matsumoto<sup>2</sup>

<sup>1</sup>University of Illinois, Chicago, <sup>2</sup>University of Illinois at Chicago

**Tomorrow is Ours to Lose: The Role of Share Repurchases in Customer Relationship Disruptions**

Mario Vaupel

RWTH Aachen University

**The investigation of brand equity dimensions by mediating effect of brand trust and brand love**

Rozbeh Madadi<sup>1</sup>, Ivonne M. Torres<sup>2</sup>

<sup>1</sup>New Mexico State University, <sup>2</sup>NMSU

**Going Beyond the Funding Campaign: The Joint Impact of Founding Teams' Human and Social Capital for the Funding and Post-Funding Phase of Early Stage Technology Companies.**

Vanessa E. Rixin

RWTH Aachen University

**The role of Corporate CEOs in Public Discourse between 1992-2017**

Kohei Matsumoto, Benet DeBerry-Spence, Lez Trujillo Torres, Rumela Sengupta, Jia Chen

University of Illinois, Chicago

**From a social tie to indirect brand identification: A study from service failure in the Hospitality industry**

Saeed Zal

Old Dominion University

**LIFE'S A BREACH: THE IMPACT OF PRIVACY DATA BREACHES ON FIRM PERFORMANCE**

Jennifer H. Tatar, Michael S. Houston, George D. Deitz, Courtney B. Peters

University of Memphis

**Retail Education on Fire: How New Teaching Formats Influence Students' Transformative Learning Process**

Kristina Kleinlercher, Marc Linzmajer, Thomas Rudolph

Friday, August 9

University of St.Gallen

**Spillover of Negative Political Rhetoric on the Marketplace: Mexican American Ethnic Identification with Mexico and Preference for American Brands**

Zoila C. Zambrano, Jacob Almaguer, Lorena Garcia Ramon  
University of Texas Rio Grande Valley

**Image Flows from High- to Low-familiarity Entities in Sponsorships**

Jakeun Koo<sup>1</sup>, Jun Heo<sup>2</sup>  
<sup>1</sup>Texas Southern Univesity, <sup>2</sup>Louisiana State University

**More Economic Value or Just the Face Value: Errors in Computation by Consumers while Making a Purchase Decision**

Smaraki Mohanty, Jinfeng Jiao  
Binghamton University, State University of New York

**If the Cause Fits, Wear It: The NBA Jersey Sponsorship Program and the Role of Congruence and CSR-Linked Marketing in an Emerging Sport Sponsorship Environment**

Justin Graeber, Angeline C. Scheinbaum, Natalie B. Devlin  
University of Texas at Austin

**The Impact of Ethnically Targeted ads on Brand Love and Its Behavioral Outcomes**

Rozbeh Madadi, Ivonne M. Torres  
New Mexico State University

**Digital Marketing faux pas: Using Banner Advertisement to Activate In-app Coupon**

Smaraki Mohanty, Sirajul Shibly  
Binghamton University, State University of New York

**SUPER BOWL ADVERTISEMENTS AND ONLINE BRAND SEARCH**

Courtney B. Peters, George D. Deitz, Jennifer H. Tatara  
University of Memphis

**Do Credibility and Benevolence of Trust Have Different Effects on B-to-B Partnering? An Empirical Study in a Supply Chain Context**

Soonhong Min, Hangeun Lee, Se-Bum Park  
Yonsei University

**Competitive Market of Music Streaming Services: What Drives Customers to Subscribe?**

Friday, August 9

Chang Seob Yeo, Vafa Saboori  
Dominican University of California

**When and Why Do Consumers Buy Products Bearing “Locally-Produced” Labels?**

Jae Min Jung<sup>1</sup>, Joseph M. Jones<sup>2</sup>, Curtis P. Haugtvedt<sup>2</sup>, Somnath m. Banerjee<sup>2</sup>  
<sup>1</sup>California State Polytechnic University, Pomona, <sup>2</sup>The Ohio State University

**Will self-disclosure customers buy more? A Field Experiment**

Qing Ye  
Wuhan University

**Can Out-Of-Stock situations promote behavioural intent- the role of product type and sales level information**

Madhu Mitha Ezhil, Archit V. Tapar, Dheeraj sharma  
Indian Institute of Management, Rohtak

**Will self-disclosure customers buy more? A Field Experiment**

Fue Zeng<sup>1</sup>, Qing Ye<sup>1</sup>, Jing Li<sup>2</sup>  
<sup>1</sup>Wuhan University, <sup>2</sup>The Hong Kong Polytechnic University

**Electronic Marketing In Agricultural Industry: A Case Study Of China**

Foo Jong Heang<sup>2</sup>, Habib Ullah Khan<sup>1</sup>, Daaa Kamal<sup>3</sup>, Stellamaris Uwemi<sup>4</sup>  
<sup>1</sup>Qatar University, <sup>2</sup>eGenting (Genting Group),, <sup>3</sup>Magrabi Hospital, <sup>4</sup>University of Liverpool

**Measuring Seamless Experience in Omni-channel Shopping Environment**

Yaping Chang, Jingwen Li  
Huazhong University of Science and Technology

**The role of Personality Traits in consumers’ Self-Brand Connection with Anthropomorphized brands**

Reza Fazli-Salehi<sup>1</sup>, Ivonne M. Torres<sup>2</sup>  
<sup>1</sup>New Mexico State University, <sup>2</sup>New Mexico State University

**When Are People More Pro-environment? Evidence from A Field Experiment**

Xueming Luo<sup>1</sup>, Yuguan Chang<sup>1</sup>, Zheng Fang<sup>2</sup>  
<sup>1</sup>Temple University, <sup>2</sup>Sichuan University

**The Impact of Brand Attachment and Brand Image on Brand Attitude — Exploring the Moderating Roles of Brand Jealousy and Brand Positioning**

George Shen<sup>1</sup>, Wen-Hsien Huang<sup>2</sup>, Yishuan Wang<sup>1</sup>

Friday, August 9

<sup>1</sup>National Chiayi University, <sup>2</sup>NCHU

**Promoting Recycling Programs – Which Incentives Work, and Why?**

Yang LI<sup>1</sup>, Yong WANG<sup>1</sup>, Yingying LIU<sup>1</sup>, Mo LI<sup>2</sup>

<sup>1</sup>Beijing Technology and Business University, <sup>2</sup>Jilin University of Finance and Economics

**The Effects of Disruptive National Events on Category Attitudes:**

**The Limits of Exceptional Customer Service on Outcomes**

William H. Murphy<sup>1</sup>, Dalia A. Farrag<sup>2</sup>, Mohamed Hassan<sup>3</sup>

<sup>1</sup>University of Saskatchewan, <sup>2</sup>Qatar University, <sup>3</sup>The Arab Academy for Science, Technology & Maritime Transport

**How Consumers React to Culturally Mixed Products : The Effects of Cultural Domain and Framing Strategy**

LIU YINGYUE<sup>1</sup>, ZOU ZHIMIN<sup>2</sup>, Yimin Zhu<sup>1</sup>

<sup>1</sup>Sun Yat-sen Business School, Sun Yat-sen University, <sup>2</sup>Department of Psychology, Sun Yat-Sen University

**Does Marketing Medium Innovativeness Act as a Signal for Product Quality to Drive Consideration?**

Kelley C. Anderson

Texas Tech University

**The Use of Consumer Goods in Politics: A Study on Using Chairman Mao Badges to Create Hyperreal Myths**

GUOJUN HE, Jonathan Deschenes

HEC Montreal, Canada

**Creating Similar Online Social Identities to Consumers: Social Media Influencers' Trust-building Mechanism That Sways Consumer Purchase Decisions**

Junlin Long, Casey E. Newmeyer

Case Western Reserve University

**Micro-influencers on Instagram: The Effect of Identity on Product Purchases.**

Ashley M. Hass

Texas Tech University

**Impact of R&D investment on Firm Value: The role of customer awareness**

Junhee Seok, Sarang Go, byungdo Kim

Seoul National University

Friday, August 9

**Maximizing innovation or slowing down the team? The impact of CEO decision making behavior on companies' innovation processes**

Sebastian Kruse

RWTH Aachen University

**How About Red? Maybe Black? No, I Think I'll Go with Blue. How Logo Color Can Affect Decisions in a B2B Environment**

Justin Munoz

The University of Texas at El Paso

**Trust Actions Not Words? How Consumers Make Decisions with Inconsistent Online Information**

Chi Zhang<sup>1</sup>, Melissa Cinelli<sup>2</sup>

<sup>1</sup>University of Indianapolis, <sup>2</sup>University of Mississippi

**To Keep a Low Profile: Ending Temporal Landmarks Decrease Preferences for Attention-grabbing Products**

Beixi Wen, En-Chung Chang

Renmin University of China

**It's the CEO, stupid! Uncovering the hidden barriers to market learning**

Sebastian Kruse

RWTH Aachen University

**Welcome to the digital age: The impact of organizational antecedents on social media driven open innovation**

Jacqueline Prasuhn, Steffen Strese

RWTH Aachen University

**The Use of Either Urban or Rural Contextual Product Presentation and Brands in Advertising**

Anne Fota, Sascha Steinmann, Hanna Schramm-Klein

University of Siegen

**My Customers or my Shareholders? The Impact of Share Repurchases on Brand Equity**

Aly Zaazoua

RWTH Aachen University

**Capturing Value from Customer Knowledge – The Role of Absorptive Capacity in Customer Involvement**

Friday, August 9



Oliver Burger, Tessa C. Flatten  
Technical University Dortmund

**The Effect of Marketing Strategy Making between Market Orientation and Creativity**

Hitoshi Iwashita  
Kyushu University

**Who should I be?**

**The effect of anthropomorphized roles on consumers' privacy concern towards intelligent assistants**

zhou qi, He yuanqiong  
Huazhong University of Science and Technology

**An Investigation of the Influence of Culture Mixing Experience on the Moral Judgment of Counterfeits**

Dongmei Li<sup>1</sup>, Bobby K. Cheon<sup>2</sup>, Felix Tang<sup>3</sup>

<sup>1</sup>South China Normal University, <sup>2</sup>Nanyang Technological University, <sup>3</sup>The Hang Seng University of Hong Kong

**The role of Innovativeness, Impulsiveness, and Variety Seeking in Consumers' Self-Brand Connection**

Reza Fazli-Salehi<sup>1</sup>, Ivonne M. Torres<sup>2</sup>

<sup>1</sup>New Mexico State University, <sup>2</sup>NMSU

**Mobile Payments Revolution: The Impact of Third-Party Mobile Payments on Customer Mobile Purchase Behavior**

Jaewon Yoo<sup>1</sup>, Yuxin Chen<sup>2</sup>, Minki Kim<sup>1</sup>, Wonjoon Kim<sup>1</sup>

<sup>1</sup>Korea Advanced Institute of Science and Technology, <sup>2</sup>New York University

**Does the Experience of Softness Make Customers Indecisive? A Field Study of In-Store Decision Making**

Taku Togawa<sup>1</sup>, Yuriko Isoda<sup>2</sup>, Hiroaki Ishii<sup>3</sup>, Ikumi Hiraki<sup>4</sup>, Naoto Onzo<sup>2</sup>

<sup>1</sup>Chiba University of Commerce, <sup>2</sup>Waseda University, <sup>3</sup>Seikei University, <sup>4</sup>Tokyo International University

**Early-stage technology ventures in the blockchain environment: How involving advisors drives product development**

Caroline V. Grau

RWTH Aachen University

**The necessity of widespread pretest information in neuroscience: A systematic review of neurobiological functional magnetic resonance imaging (fMRI) analysis**

Richard Betzold

Friday, August 9

Saarland University

**Who Cares? Authentic Relationship as a Framework for Integrating Care and Marketing**

Jill R. Risner

Calvin College

**Aiming for a greener future: A study of green marketing strategies and subjective firm performance**

Paulina Hultman<sup>2</sup>, Setayesh Sattari<sup>1</sup>

<sup>1</sup>Linnaeus University, <sup>2</sup>Helsingborg Arena and Scen AB

**Understanding the Antecedents and Consequences of Big Data Analytics Use in Marketing**

Justina Sidlauskiene

ISM University of Management and Economics

**Does it matter to the consumers where a brand comes from? Empirical Research on Three Different POO Effects in Chinese Yogurt Market**

Yong WANG<sup>1</sup>, Qingjie Zhou<sup>2</sup>, Yang Li<sup>1</sup>, Pengzhou Kuai<sup>1</sup>

<sup>1</sup>Beijing Technology and Business University, <sup>2</sup>School of Economics, Beijing Technology and Business University

**Network Centrality and Opportunistic Behavior: The Moderating Role of External Diversity and Volatility**

Diane Kang<sup>1</sup>, Junwoo Cha<sup>2</sup>

<sup>1</sup>Sungkyunkwan University, <sup>2</sup>University of Texas at Dallas

**Managing the dramatic turn in service dominant logic: Training for requisite variety to achieve the highly reliable service organization**

Arch G. Woodside<sup>1</sup>, Marylouise Caldwell<sup>2</sup>, Jennifer R. Calhoun<sup>1</sup>

<sup>1</sup>Coastal Carolina University, <sup>2</sup>University of Sydney

**Do innovative consumers create more buzz? An empirical investigation of the power of consumers' word of mouth in online markets**

Stefan Katzenmeier<sup>1</sup>, David Bendig<sup>2</sup>

<sup>1</sup>WHU - Otto Beisheim School of Management, <sup>2</sup>RWTH Aachen University

**AN INVESTIGATION OF EMBARRASSMENT SOURCES AND CONSUMPTION.**

Rumela Sengupta, Lagnajita Chatterjee, who matters Jeffrey Parker

University of Illinois, Chicago

Friday, August 9

**Discussing the Bundling Effect in Co-branded Service Alliances**

CHIA-LIN LEE

National Taiwan University of Science and Technology

**Can We Feel Empathy toward AI “Doctors”? An fMRI Study of Consumer Acceptance of AI-Based Professional Services**

Jin Ho Yun, Dong Hyun Kim, Eun-Ju Lee

SungKyunKwan University

**MONOPOLISING THE FINTECH TRANSACTIONS: A CASE STUDY OF SWIFT INC.**

Sabyasachi Dasgupta<sup>2</sup>, Priya Grover<sup>1</sup>

<sup>1</sup>BrandMavsLLP, <sup>2</sup>O.P.Jindal Global University

**Investigating the relationship between brand engagement, brand community and customer engagement value: The moderating role of employee brand engagement.**

Mark Mills, Magnus Hultman, Aris Theotokis

University of Leeds

**Toward A Theory of Dispersed Blame Attribution in Multi-Sided Platforms**

Amal K. Alsahli

Case Western Reserve University

**The ethical DNA – The role of organizational identity for ethical behavior in family firms**

Friederike S. Volk, Denise Fischer

RWTH Aachen University

**Trust and Trust Transfer in Buyer-Supplier Relationships**

Wen S. Low

Chien Hsin University of Science and Technology

**Third-Party Assurance and C2C Sellers' Sales: Empirical Study on C2C Platform**

JINZHE YAN, Minwhan Lee, Yongjune Kim, SANGHEON Lee, Jaekang Heo

Sungkyunkwan Univeristy

**Bigger is better? The influence of packaging quantity and portion size on consumer's purchase intention**

Yimin Zhu<sup>1</sup>, Peipei Lin<sup>1</sup>, xiang fang<sup>2</sup>, Jifei Wu<sup>1</sup>

Friday, August 9

<sup>1</sup>Sun Yat-sen Business School, Sun Yat-sen University, <sup>2</sup>Spears School of Business

**Sustainable practices and marketing strategies for emerging markets: *A multiple case study of international firms operating in Malaysia***

Paulina Hultman<sup>2</sup>, Setayesh Sattari<sup>1</sup>

<sup>1</sup>Linnaeus University, <sup>2</sup>Helsingborg Arena and Scen AB

**The Predicting Electric Vehicle Buying Intention of Chinese Consumers:  
A Study Using the Theory of Planned Behavior (TPB)**

hoik kim, Han-Min Kim, SANGHEON Lee

Sungkyunkwan University

**Do Our Inferences about the Silence of Others Affect Our Own Behavior?**

Kimberlee Weaver<sup>1</sup>, Anne Hamby<sup>2</sup>

<sup>1</sup>University of Haifa, <sup>2</sup>Hofstra University

**The Context, Characteristics, and Consumer Response Outcomes of Sponsorship**

Hsin-Chen Lin, Patrick F. Bruning

University of New Brunswick

**Artificial intelligence acceptance model in sales**

Jing Chen

The University of Texas at El Paso

**Gender Difference in Values and Life Satisfaction in China: Examining of the Mediating Role of Materialism**

Ge Xiao

Wilkes University

**To Gamble or Not to Gamble: How the Disclosure of the Winning Odds Moderates the Gambled Price Discount on Consumers' Internal Reference Price**

Yung-Chien Lou, PEI-CHUN TSAI

National Chengchi University

**DRIVING DOWN DANGER: USING REGULATORY FOCUS AND ELABORATIVE APPROACH TO REDUCE INTENTIONS TO TEXT & DRIVE**

Kelly Naletelich<sup>1</sup>, Seth Ketron<sup>2</sup>, Nancy Spears<sup>2</sup>

<sup>1</sup>James Madison University, <sup>2</sup>University of North Texas

Friday, August 9

### **I Don't Want to Comply**

Stephanie Dellande

Menlo College

### **Are all customers buying processes alike when buying a specific product? A customer touch point analysis reveals significant differences with relevance for adaptive selling and impact on sellers' sales volume**

Felix Weispenning

HS Coburg

### **Optimal tax policy as a part of consumer well-being**

Anastasia Nedelko<sup>1</sup>, Alexander Grigoriev<sup>2</sup>, Kelly Geyskens<sup>2</sup>, Niels Holtrop<sup>2</sup>

<sup>1</sup>National Research University Higher School of Economics, <sup>2</sup>Maastricht University

### **Engagement of Malaysian Commercial Fitness Industry through Internal Marketing Actions.**

Diandra Ahmed, Derek O. Ong

Sunway University

### **About Missing Value(s) – Re-inventing B2B Price Setting Processes**

Iris Schmutz, Sven Reinecke

University of St. Gallen

### **Discount Credibility: Scale Development and Measurement**

Monika Kukar-Kinney, Jeffrey Carlson

University of Richmond

### **The influence of motivation evoked by the secondary component of the product bundle on the effectiveness of partitioned pricing**

Jungsil Choi

Cleveland State University

### ***"A Roar We Can No Longer Ignore: Using Managerial and Financial Principles to Value and Evaluate the Impact of Online Communities on Brand Value"***

Katie Gilstrap, Dean Browell

Virginia Commonwealth University

### **The Effect of Pricing Strategies on Purchase Intention**

Sudipto Sarkar

University of Texas Rio Grande Valley

Friday, August 9

**Towards a new service-based business model for luxury products: an empirical study of Daigou services in China**

xin song, Fumei Chuang  
Rennes Business school

**The understanding of SNS consumption among Gen Z and Millennials in BRIC countries**

Jessica Lichy<sup>2</sup>, Tatiana Khvatova<sup>3</sup>, Mauro J. de Oliveira<sup>1</sup>

<sup>1</sup>Centro Universitario da FEI, <sup>2</sup>Idrac Lyon, <sup>3</sup>Saint-Petersburg State Polytechnic University

**Oscars in the Digital Age: The Relevancy and Perceived Quality of the Academy Awards to Millennials**

Monica Fine<sup>2</sup>, John Gironde<sup>1</sup>, Maria Petrescu<sup>1</sup>

<sup>1</sup>Nova Southeastern University, <sup>2</sup>Coastal Carolina University

**Binge watching and gratifications: An exploration of role of technology**

AMBIKA P. NANDA

SPJAIN INSTITUTE OF MANAGEMENT AND RESEARCH

# Saturday, August 10, 2019

7:30 AM - 9:00:00 AM

Room 01

## Editor's Perspective 1

- o Journal of Marketing
- o Journal of Marketing Research
- o Journal of Consumer Research
- o International Journal of Research in Marketing
- o Journal of Academy of Marketing Science
- o Management Science
- o Journal of Consumer Psychology

8:00:00 AM - 9:00:00 AM

Room 02

## Marketing and Firm Performance

### PLANNING & EXECUTION: Marketing Strategy

#### Implementing Big Data Analytics to Achieve Data-Driven Marketing

Devon S. Johnson<sup>1</sup>, Debika Sihi<sup>2</sup>, Laurent Muzellec<sup>3</sup>

<sup>1</sup>Montclair State University, <sup>2</sup>Southwestern University, <sup>3</sup>Trinity College

#### After The Sun Comes Rain – The Impact Of Initial Public Offerings On Market Strategy

Bardo Droege, Steffen Strese, Andrea Greven

RWTH Aachen University

#### Customer-Relationships Asset As A Competitive Advantage

Feng Wang<sup>1</sup>, Clay Voorhees<sup>2</sup>, Roger Calantone<sup>3</sup>

<sup>1</sup>Bentley University, <sup>2</sup>University of Alabama, <sup>3</sup>Michigan State University

8:00:00 AM - 9:00:00 AM

Room 03

## Nonprofits in Emerging Markets

### MARKETING FOR GOOD: Ethics and Socially Responsible Marketing

#### Marketing Doctrine in Public Sector Undertakings in an Emerging Market

Srinivasan Swaminathan<sup>1</sup>, Sandeep Patnaik<sup>2</sup>, Rajiv Nag<sup>1</sup>

<sup>1</sup>Drexel University, <sup>2</sup>University of Maryland University College

#### Emergence of Market Orientation in Base of Pyramid Producers (BoPP) Organizations: Insights from Indian BoPP organizations

Saturday, August 10

Sandeep Rawat<sup>1</sup>, Ramendra Singh<sup>2</sup>  
<sup>1</sup>NMIMS, <sup>2</sup>IIM Calcutta

**A Comparison of Marketing Research on Nonprofits in China and the United States: Review, Assessment and Future Research**

Chi Zhang<sup>1</sup>, Lanying Du<sup>2</sup>, Xiumei Li<sup>2</sup>

<sup>1</sup>University of Indianapolis, <sup>2</sup>Huazhong University of Science and Technology

8:00:00 AM - 9:00:00 AM

Room 04

**Stock markets and innovation**

**AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development**

**Divesting the Future? The Relationship between Share Repurchases and Firm Innovativeness**

Mario Vaupel, David Bendig, Malte Brettel

RWTH Aachen University

**How New Product Preannouncements affect stock-listed Innovators: The Case of Book Adaptations**

Rouven W. Schwerdtfeger

University of Cologne

**Global Product Launches And Firm Value**

M. Berk Talay<sup>1</sup>, Janell Townsend<sup>3</sup>, Michael Obal<sup>1</sup>, Billur Akdeniz<sup>2</sup>

<sup>1</sup>University of Massachusetts Lowell, <sup>2</sup>University of New Hampshire, <sup>3</sup>Oakland University

8:00:00 AM - 9:00:00 AM

Room 05

**Sales success with social media**

**B2\*: Selling and Sales Management in Business and Consumer Markets**

**Salespeople LinkedIn Effects on Opportunity Wins**

Danny P. Claro, Silvio A. Laban Neto, Fabio C. Miranda

Inspere Education and Research Institute

**Effects of CRM and Social Media on Buyer-Seller Information Exchanges: A Multigroup Analysis Comparing High vs. Low Seller Experience**

Rakesh K. Singh<sup>2</sup>, Omar S. Itani<sup>3</sup>, Raj Agnihotri<sup>1</sup>, Kevin J. Trainor<sup>4</sup>

<sup>1</sup>Iowa State University, <sup>2</sup>Institute of Management Technology, <sup>3</sup>Lebanese American University, <sup>4</sup>Northern Arizona University

**Is Social Media Making the Sales Call a Lost Art or a Lost Cause?**

John Cicala<sup>1</sup>, Zhoufan Zhang<sup>1</sup>, Timothy Butler<sup>2</sup>

<sup>1</sup>Texas A&M University-Kingsville, <sup>2</sup>University of North Alabama

Saturday, August 10



8:00:00 AM - 9:00:00 AM

Room 06

## Value Co-Creation

### THE DIGITAL WORLD: Digital and Social Media Marketing

Examining the effects Social media marketing efforts on value co-creation and engagement: Evidence in Brazil and China

Man Lai Cheung<sup>3</sup>, Guilherme D. Pires<sup>2</sup>, Philip J. Rosenberger<sup>2</sup>, Mauro J. de Oliveira<sup>1</sup>

<sup>1</sup>Centro Universitario da FEI, <sup>2</sup>University of Newcastle, <sup>3</sup>Beijing Normal University-Hong Kong Baptist University United International College

### THE SYNERGISTIC IMPACT OF SEEKING FACE-TO-FACE INTERACTION ON CONSUMPTION COMMUNITY BEHAVIORS

Christine A. Ascencio, Scott A. Thompson, Yunmei Kuang  
Saint Louis University

### THE TRANSACTION COSTS OF CROWDSOURCING

Aric Rindfleisch<sup>1</sup>, Chirag Patel<sup>2</sup>, Mariyani Ahmed-Husairi<sup>3</sup>

<sup>1</sup>University of Illinois, <sup>2</sup>Grenoble École de Management, <sup>3</sup>NEOMA Business School

8:00:00 AM - 9:00:00 AM

Room 07

## Numbers 2

### THE NUMBERS GAME: Pricing in the Eyes of Consumers and Firms

Contract Preferences with New Entrant Entry under Asymmetric Demand Information

Hao Liu, Gengzhong Feng  
Xi'an Jiaotong University

Re-examination of the IKEA Effect Using the Hedonic Pricing Method

Chih-Ning Chu<sup>1</sup>, Wenkai Zhou<sup>2</sup>, Ting-Yuan Huang<sup>3</sup>

<sup>1</sup>Mississippi College, <sup>2</sup>University of Wisconsin, <sup>3</sup>Feng Chia University

Cookie-Cutter Competition: Multiproduct Firms under Uniform Pricing

Gianluca Antonicchia  
Erasmus School of Economics

8:00:00 AM - 9:00:00 AM

Room 08

## Data Collection & Analysis I

### DATA COLLECTION AND ANALYTICS: Marketing Research, Methods, and Analysis

How to Capture Model (Mis-)specification in Structural Equation Modeling

Nadine Schröder, Andreas Falke, Herbert Endres  
University of Regensburg

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The Influence of Model Size on the Estimation Accuracy of Estimation Methods in Structural Equation Models with Ordinal Variables

Andreas Falke

University of Regensburg

Developing Analytical Capabilities in Marketing: Challenges Associated with Usage of Unstructured Data

Valeriia Chernikova, Johanna Frösén

Hanken School of Economics

8:00:00 AM - 9:00:00 AM

Room 09

Customer Engagement

UX OFF/ONLINE: Managing Customer Experience and Value

Exploring the Effect of Online Brand Community Experience on Customer Voice: The Perspective of Co-Creating Value

Bingcheng Yang, Hongyan Yu, Yu Yu

Sun Yat-Sen University

Social Media Brand Posts and Online Customer Engagement

Zhan Wang, Shihhao Liu

St. Cloud State University

When Do the Best Service Agents Decrease Customer Retention? An Investigation of Online Service Platforms and Customer Defection

Qiang Zhou<sup>1</sup>, Bradley J. Allen<sup>2</sup>, Richard T. Gretz<sup>1</sup>, Mark Houston<sup>3</sup>

<sup>1</sup>University of Texas at San Antonio, <sup>2</sup>University of Arkansas, <sup>3</sup>Texas Christian University

Bridging Two Tales of Engagement: An Initial Meta-analytic Review of Employee and Customer Engagement in Frontline Employee Research

Kristina Lindsey Hall<sup>1</sup>, Eric Michel<sup>2</sup>, Ji Qi<sup>3</sup>, Matthew Leon<sup>7</sup>, Laurence Weinzimmer<sup>5</sup>, Sven Kepes<sup>6</sup>, Anthony Wheeler<sup>4</sup>, Danli Chen<sup>1</sup>

<sup>1</sup>Louisiana State University, <sup>2</sup>Northern Illinois University, <sup>3</sup>Grand Valley State University, <sup>4</sup>West Chester University, <sup>5</sup>Bradley University, <sup>6</sup>Virginia Commonwealth University, <sup>7</sup>University of North Florida

9:15:00 AM - 10:30:00 AM

Room 01

Journal of International Marketing ERB

INVITED ATTENDEES ONLY

9:15:00 AM - 10:30:00 AM

Room 02

digital technology

THE DIGITAL WORLD: Digital and Social Media Marketing

Saturday, August 10

1. **Hyper-personalization of Clothing Recommending System (RS) through Incorporation of Self-Generated Images**  
Zahra Saki, Marguerite Moore  
NC State University
2. **The Impact of Smart Technologies on Organizations**  
Estrella Diaz, ROCÍO C. VALLEJO, David Martin-Consuegra, Agueda Esteban  
University of Castilla-La Mancha
3. **Competitive Mobile Geo Targeting with Financially Leveraged Retailers**  
Chyi-Mei Chen, Shan-Yu Chou  
National Taiwan University
4. **The Optimal Mobile Temporal Targeting Strategy for a Capacity-constrained Physical Retailer**  
Shan-Yu Chou, Chyi-Mei Chen  
National Taiwan University
5. **Barriers to the adoption of smart objects: a multi-method analysis**  
Ilaria Querci<sup>1</sup>, Francesco Ricotta<sup>1</sup>, Camilla Barbarossa<sup>2</sup>, Simona Romani<sup>3</sup>  
<sup>1</sup>Sapienza University of Rome, <sup>2</sup>Toulouse Business School, <sup>3</sup>Luiss Guido Carli University
6. **Making sense of technology disruption: How small businesses navigate the "pass" model**  
Rowena Crabbe  
Virginia Tech

9:15:00 AM - 10:30:00 AM

Room 03

Consumers' self-brand connections: Investigations of brand image, gender identity, corporate reputation, and luxury consumption

ON PEOPLE & BRANDS: How Consumers Perceive, Interact with, and Communicate About Brands

The Malleable Self-Concept - Relationships between Young Adolescents' Self-Concept and Bandwagon Luxury Consumption

Shayan Shaikh

The University of Warwick

Corporate Reputation as a Driver Customer Engagement: Customer Trust and Commitment as Mediator and Brand Love as Moderator

Lae Choi

Colorado State University-Pueblo

The Role of Gender Identity on Building Consumer Brand Relationship: SEM and fsQCA Findings

Lilly Ye<sup>1</sup>, Lou E. Pelton<sup>3</sup>, Ehsan Ardjmand<sup>2</sup>

<sup>1</sup>Frostburg State University, <sup>2</sup>Ohio University, <sup>3</sup>University of North Texas

Servicescape and Brand: The Moderating Role of Word-of-Mouth

Emping (Shirley) Mai<sup>1</sup>, Judy A. Siguaw<sup>1</sup>, Xiaojing Sheng<sup>3</sup>, K. D. Hoffman<sup>2</sup>

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<sup>1</sup>East Carolina University, <sup>2</sup>Colorado State University, <sup>3</sup>The University of Texas Rio Grande Valley

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Room 04

I'm so much cooler online: Exploring online shopping

POINTS-OF-PURCHASE: New Frontiers in Retail

Offline-Online and Online-Offline Channel Integration: Paths-to-Purchase in Omni-Channel Retailing

Amelie Winters, Bernhard Swoboda

Trier University

I'll Have What She's Having: The Influence of Social Scarcity Cues Online

Tyler Hancock<sup>2</sup>, Brett Kazandjian<sup>2</sup>, Jennifer L. Stevens<sup>1</sup>, Stacie F. Waites<sup>3</sup>

<sup>1</sup>University of Toledo, <sup>2</sup>Mississippi State University, <sup>3</sup>Marquette University

What Drives Young Shoppers? Comparing Millennial and Generation Z Online Consumer Behavior

Kristina Lauring, Eric Van Steenburg

Montana State University

Alexa Order Grocery For Me! : Anthropomorphization Increases Online Grocery Shopping Satisfaction

Reema Singh

Stockholm School of Economics

9:15:00 AM - 10:30:00 AM

Room 05

A 360 Spotlight on Online Marketing

CONSUMER 360°: Understanding Consumers from Multiple Perspectives

1. THE EFFECT OF CUSTOMER FEEDBACK ON SALES PERFORMANCE IN ONLINE MARKET  
seungyong lee, SUNJU PARK, SEUNGWHA A. CHUNG  
yonsei university
2. Worry-free Returns! Should it matter to E-tailing firms? An examination of the return service attributes of E-tailing firms and Customer Outcomes using methodological triangulation approach  
Shilpi Saxena  
Indian Institute of technology
3. Effects of online shopping payment reminding on consumer purchase decisions: the role of price salience  
Yu Gu, Rong Chen  
Tsinghua Unniversity
4. Mobile-Assisted Showroomers: What They Do Inside Brick-And-Mortar Stores?  
Jorge C. Fiestas Lopez Guido  
Queensland Unitversity of Technology

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5. Toward an Inclusive Online Marketplace: The Inverted U-shaped Effects of Consumer Resources and the Role of Institutional Constraint

JUNJUN CHENG<sup>1</sup>, Yimin Huang<sup>2</sup>, Rongwei Chu<sup>3</sup>

<sup>1</sup>Sungkyunkwan University, <sup>2</sup>Macquarie University, <sup>3</sup>Fudan University

6. Key Factors that Enhance or Weaken Chinese and German Consumers' Cross-Border E-Commerce Intention

Anne Fota, Gerhard Wagner, Hanna Schramm-Klein  
University of Siegen

9:15:00 AM - 10:30:00 AM

Room 06

Effects of knowledge, behavior, and culture on innovation

AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development

Fast, Innovative, But Not Radical - How Customer Knowledge Boosts New Product Development

Oliver Burger, Tessa C. Flatten

TU Dortmund

The Impact of Different Types of Market Orientation on New Product Development Performance: Considering the Effect of Knowledge Base

Renfang Liu<sup>2</sup>, Hailin Zhang<sup>3</sup>, Xina Yuan<sup>2</sup>, Ci Zeng<sup>1</sup>

<sup>1</sup>Shanghai Panchengde Enterprise Management Consultant Co., Ltd., <sup>2</sup>Xiamen University, <sup>3</sup>Yonsei University

CEO Testosterone and New Product Introduction

Arpita Agnihotri<sup>2</sup>, Saurabh Bhattacharya<sup>1</sup>

<sup>1</sup>Newcastle University Business School, <sup>2</sup>Penn State-Harrisburg

Innovative Culture: Implications for Marketing Innovation and Brand Outcomes in Exporting Organizations

Marios Theodosiou<sup>1</sup>, Ahmed S. Gaara<sup>2</sup>, Evangelia Katsikea<sup>3</sup>, Pascale Hardy<sup>2</sup>

<sup>1</sup>University of Cyprus, <sup>2</sup>Maastricht School of Management, <sup>3</sup>King's College London

9:15:00 AM - 10:30:00 AM

Room 07

Firms and Social Media Privacy

THE DIGITAL WORLD: Digital and Social Media Marketing

1. Which Auction Mechanism Benefits Small and Medium Sized Businesses?

A Simulation-based Approach

Sungha Jang<sup>1</sup>, Jiho Yoon<sup>2</sup>, Alex J. Kim<sup>3</sup>

<sup>1</sup>Kansas State University, <sup>2</sup>Kansas State University, <sup>3</sup>SungKyunKwan University

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2. **The impact of fake news on brands and social media**  
Maya F. Farah, Zahy Ramadan, Ali Mahdi  
 Lebanese American University
  
3. **Positioning High- and Low-Status Brands in Social Media: The Potential of Communication Style**  
Kristina Kleinlercher<sup>1</sup>, Tim M. Boettger<sup>2</sup>, Thomas Rudolph<sup>1</sup>  
<sup>1</sup>University of St.Gallen, <sup>2</sup>IESEG School of Management
  
4. **Understanding the antecedents and outcomes of brand evangelism in the digital environment.**  
ToniAnn Cestare, Ipshita Ray  
 Pace University
  
5. **The Personalization-Privacy Paradox in Attention Economy**  
Julien Cloarec  
 Toulouse School of Management
  
6. **The Effects Of Marketing Intrusiveness, Privacy Knowledge, And Privacy Protecting Behaviors On Consumer Attitudes About Privacy And Personal Data Exchanges**  
Donna M. Iucolano, Rakesh Niraj, Kalle Lyytinen  
 Case Western Reserve University

9:15:00 AM - 10:30:00 AM

Room 08

**Thought Leaders in Entrepreneurial Marketing on the Past, Present, and Future Directions of the Field**  
**SIG PROGRAMMING**

Moderators: Todd Morgan, Assistant Professor, Western Michigan University  
 Can Uslay, Associate Professor, Rutgers University

Panel Members:

**Jenny Darroch**, Henry Y. Hwang Dean, Professor,  
 and Drucker Brand Champion, Peter F. Drucker and Masatoshi Ito Graduate School of  
 Management, Claremont Graduate University  
**Ken Matsuno**, Professor, Babson College  
**Michael Morris**, Professor of Entrepreneurship and Social Innovation, Keogh School of  
 Global Affairs, University of Notre Dame  
**Jagdish Sheth**, Charles H. Kelstadt Chair in Marketing, Emory University

The field of the Marketing and Entrepreneurship Interface has been researched for over 30 years. In today's marketplace, firms are faced with growing uncertainty, technological turbulence and quickly changing consumer preferences (Alqahtani and Uslay, 2017). These aspects of rapidly changing environments render traditional marketing strategies ineffective and obsolete (Whalen et al., 2016). Consequently, this has led to the growth of entrepreneurial marketing (EM), the "proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through

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innovative approaches to risk management, resource leveraging and value creation” (Morris et al., 2002, p. 5). This convergence of thought and practice at the interface of marketing and entrepreneurship allows firms to develop appropriate strategies to deal with rapidly changing environments, lack of economies of scale, resource constraints, limited geographic presence, limited brand image, and limited market share, among others (Whalen et al., 2016). An overwhelming portion of research on EM suggests that either directly or indirectly, it has a largely positive influence on firm performance (Morrish et al., 2010; Jones et al., 2013).

While research on EM has brought about fruitful findings, much work remains. Research has been fragmented, an underpinning theoretical framework has not emerged, and empirical research, including scale development, has been lacking. This special session will include a panel of thought leaders at the research interface of marketing and entrepreneurship. We have four thought leaders and one moderator for the discussion on past, present, and future directions of the field. This includes theory, empirical research, relevance in today’s marketplace, scale development, and research priorities.

9:15:00 AM - 10:30:00 AM

Room 09

### Teaching Marketing Analytics: Sharing Experiences, Lessons, Recommendations

Session Chair: Professor Gary L. Lilien, Penn State and University of Technology, Sydney; [Glilien@psu.edu](mailto:Glilien@psu.edu)

Panelists:

Professor Michael Braun, Southern Methodist University; [braunm@mail.smu.edu](mailto:braunm@mail.smu.edu)  
Professor Arnaud De Bruyn, ESSEC Business School, France; [debruyn@essec.edu](mailto:debruyn@essec.edu)  
Professor Mahima Hada, Baruch College, CUNY; [Mahima.Hada@baruch.cuny.edu](mailto:Mahima.Hada@baruch.cuny.edu)  
Professor Alan Malter, University of Illinois, Chicago Circle; [amalter@uic.edu](mailto:amalter@uic.edu)  
Professor Wendy Moe, University of Maryland; [wendy\\_moe@rhsmith.umd.edu](mailto:wendy_moe@rhsmith.umd.edu)  
Professor Arvind Rangaswamy, Penn State; [arvindr@psu.edu](mailto:arvindr@psu.edu)

In the last few years we have seen a radical change in the field of marketing...from a profession where marketing jobs demanded minimal analytical skills to one where those analytic skills (combined with an understanding of both customer behavior and firm processes) are now essential for employment. That change has driven a corresponding change in how marketing and marketing analytics are taught at all levels, both in stand-alone courses and in modules in other courses in the marketing curriculum. The panelists will share one key challenge they faced in their experience of teaching marketing analytics, how they addressed that challenge and their recommendations or take-aways.

10:45:00 AM - 12:00:00 PM

Room 01

### The Organizational Side of Social Decisions

#### MARKETING FOR GOOD: Ethics and Socially Responsible Marketing

Session Chair: Yapin Patara, Sasin School of Management

#### 1. The Pursuit Of A Green Image In Family Firms: Exploring The Role Of Organizational Leadership and Positive Psychology

Isabel C. Eichwald, David Bendig, Malte Brettel

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RWTH Aachen University

2. **Corporate Social Responsibility and Financial Performance From A Consumer Perspective: An application of Value Engineering Theory**  
Ke Chen<sup>1</sup>, Lei Xu<sup>2</sup>, Xina Yuan<sup>1</sup>, Feng Xiong<sup>1</sup>  
<sup>1</sup>Xiamen University, <sup>2</sup>Agricultural Bank of China, Yongkang Subbranch
3. **Workplace Gender Diversity And Financial Outcomes: Evidence From The Video Game Industry**  
Samantha V. Galvan, Richard T. Gretz  
The University of Texas at San Antonio
4. **It's Time to Scale it Up: From Seed Social Ventures to Non-Profit Organizations**  
Gil Peleg, Gal Gutman, Merav weiss-sidi, Oded Lowengart  
Ben Gurion University
5. **Ethics 1, Teams 0: The Effect of Coach and Student Athlete Punishment on Academic Institutions**  
Laura Boman<sup>1</sup>, Sarah Lefebvre<sup>2</sup>, Ganga Urumutta Hewage<sup>1</sup>  
<sup>1</sup>University of Central Florida, <sup>2</sup>Murray State University
6. **Myth or Reality: Do Young Australian Have Compulsive Buying Tendencies?**  
Michael Lwin<sup>1</sup>, Ya Xiao<sup>2</sup>  
<sup>1</sup>Western Sydney University, <sup>2</sup>Curtin University

10:45:00 AM - 12:00:00 PM

Room 02

Inter-firm relationships and firm outcomes

PLANNING & EXECUTION: Marketing Strategy

Exchange Conditions of Joint Liability Governance: Embedded Multi-case Study Based on Tea Supply Chain in China

Qinfang Hu<sup>1</sup>, Xiang Li<sup>1</sup>, Chaping Hu<sup>2</sup>, Huanfang Wang<sup>1</sup>

<sup>1</sup>Hunan University of Technology, <sup>2</sup>Guizhou Minzu University

Franchisee Performance: A Signaling Perspective

Swati Panda<sup>1</sup>, Audhesh Paswan<sup>1</sup>, Sailendra Mishra<sup>2</sup>

<sup>1</sup>University of North Texas, <sup>2</sup>University of Texas, Dallas

A Contingent View of Unequal Participation in Inter-firm Value Co-creation: The Roles of Privacy Concern and Contract Binding Force

Qingtao Wang, Julie Li

City University of Hong Kong

Switching the Focus from the Forest to the Trees: Interaction Orientation On Exporter's Performance

Boryana Dimitrova<sup>2</sup>, Brooke Reavey<sup>1</sup>, Trina Andras<sup>2</sup>

<sup>1</sup>Dominican University, <sup>2</sup>Drexel University

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10:45:00 AM - 12:00:00 PM

Room 03

user generated content

THE DIGITAL WORLD: Digital and Social Media Marketing

Did you find this content helpful? Linking brand specific review contents to helpfulness of a product review.

Nadine Schröder

University of Regensburg

Consumer Motivations and Fake Online Reviews

Lorena Garcia Ramon, Xiaojing Sheng, Reto Felix

University of Texas Rio Grande Valley

Does Micro-Blogging Lead to a More Positive Attitude Toward a Brand?

Jack Wej, Faye McIntyre

University of West Georgia

Product Review Forums as Learning Communities

Vincentia W. Yuen, Haksin Chan

The Hang Seng University of Hong Kong

The Effects of Severity of Negative Word of Mouth (nWOM): An Aggression-Frustration Perspective

Yllka Azemi<sup>1</sup>, Wilson Ozuem<sup>2</sup>

<sup>1</sup>Indiana University Northwest, <sup>2</sup>University of Cumbria

10:45:00 AM - 12:00:00 PM

Room 04

Managing Sales Force Wellbeing

B2\*: Selling and Sales Management in Business and Consumer Markets

Doing it My Way: The Mediating Role of Deviating from Company Sales Guidelines

Justin Munoz, Gary Frankwick

The University of Texas at El Paso

Adapting Sales Influence Tactics Based on Customer Product Expertise Levels

Yenee Kim, Richard G. McFarland

ESSEC Business School

“A little something of everything”: Exploring the unconventional relationship between job stressors and salespeople’s service adaptive behavior

Raj Agnihotri<sup>1</sup>, Ashish Kalra<sup>2</sup>, Michael T. Krush<sup>3</sup>, Prabhat K. Dwivedi<sup>4</sup>

<sup>1</sup>Iowa State University, <sup>2</sup>La Salle University, <sup>3</sup>Kansas State University, <sup>4</sup>STEP-HBTI

A Meta-Analytic Examination Of The Causes Of Salesperson Turnover

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Hossein Hashemi<sup>1</sup>, Reza Rajabi<sup>2</sup>, James S. Boles<sup>3</sup>, Thomas Brashear Alejandro<sup>4</sup>

<sup>1</sup>University of Massachusetts Amherst, <sup>2</sup>Northern Illinois University, <sup>3</sup>University of North Carolina Greensboro, <sup>4</sup>Fundação Getulio Vargas

10:45:00 AM - 12:00:00 PM

Room 05

Promoting in 2019 and beyond: Investigations of issues pertinent to today's marketers and consumers

ART OF PROMOTION: Advertising, Promotions, and Integrated Approaches

How Platform Protection Insurance Drives Platform Growth: Natural Experiment and Machine Learning in a Sharing Economy

Siliang Tong, Xueming Luo

Temple University

When App-rooming Promotions Work for Multichannel Shoppers: A Field Experiment

Siliang Tong<sup>1</sup>, Xueming Luo<sup>1</sup>, Takeshi Moriguchi<sup>2</sup>, Debashish Ghose<sup>1</sup>

<sup>1</sup>Temple University, <sup>2</sup>Waseda University

“Yes, I recall”, But “No, I don’t”? – How and Why Brand Attribute Negation (vs. Affirmation) Impairs Brand Recall Memory: The Role of Behavioral Mindsets and Spreading Semantic Activation

Sudipta Mandal<sup>1</sup>, Arvind Sahay<sup>1</sup>, Sanjeev Tripathi<sup>2</sup>

<sup>1</sup>Indian Institute of Management, Ahmedabad, <sup>2</sup>Indian Institute of Management Indore

Prescription Drug Advertising: Recall and Patient Behavior.

Ignatius Fosu

University of Arkansas

10:45:00 AM - 12:00:00 PM

Room 06

Perspectives on Consumer Interactions

CONSUMER 360°: Understanding Consumers from Multiple Perspectives

Why And When Consumers Are More Likely To Be Influenced By User-Generated Content Or Firm-Generated Content

Jifeng Mu<sup>1</sup>, Jonathan Z. Zhang<sup>2</sup>, Ellen Thomas<sup>3</sup>

<sup>1</sup>Alabama A&M University, <sup>2</sup>University of Washington, <sup>3</sup>New Jersey Institute of Technology

Motivating Consumers: Monetary vs. Non-Monetary Rewards in Consumer Cocreation

Miao Zhao<sup>1</sup>, Yimin Zhu<sup>2</sup>, Zhengzhu Wu<sup>2</sup>, Ruby Saine<sup>1</sup>

<sup>1</sup>Roger Williams University, <sup>2</sup>Sun Yat-sen University

The Role of Cognitive Complexity and Risk Evasiveness in Herd Behavior

Rejikumar G, K. G. Sofi Dinesh

Amrita Vishwa Vidyapeetham

How Sharing Self-Quantification with Others Influence Persistence Intention: The Role of Goal Conflict

Haijiao Shi<sup>1</sup>, Rong Chen<sup>1</sup>, Feng He<sup>2</sup>

<sup>1</sup>Tsinghua University, <sup>2</sup>University of Science and Technology Beijing

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Room 07

**Consumer Wellbeing #2**

**CONSUMER WELL-BEING: Physical, Financial, and Emotional Health**

**Eating Green – the Effects of Attitudes towards Vegetarian Food and Vegetarian People on Self-Identity and Consumption Behavior**

Mingyue Zhang<sup>1</sup>, Jerome Williams<sup>2</sup>

<sup>1</sup>East China Normal University, <sup>2</sup>Rutgers University

**The Role of Food Quality, Health Consciousness and Price Sensitivity on Fast-Food Purchase Intention: A Comparison of Consumers in Canada and Turkey**

Francis Mumuluh Veuphuteh, Beyza Gultekin

Hacettepe University

**Princesses Eat Cupcakes and Ninjas Eat Pizza: A Quantitative Content Analysis of Food Messages in Children's Toy Tied Media**

Eric Setten, T. Bettina Cornwell

University of Oregon

**The Effectiveness of mHealth Applications on Preventive Health Care Behavior and Well-Being**

Silke Bartsch, Christoph Schmitz

LMU Munich

10:45:00 AM - 12:00:00 PM

Room 08

**Marketing Value Assessment: Examining Internal and External Contingencies for Marketing Strategies**

**Planning and Execution: Marketing Strategy**

Session Chair: Annette P. Tower, Assistant Professor of Marketing, Clemson University

An enduring theme in research in the strategic marketing domain is the role of marketing resource allocations as well as marketing-mix variables in explaining brand or firm performance and enhancing or protecting firms' investments in their market-based assets. With marketing managers facing increased accountability and scrutiny to defend their strategic choices, the identification and measurement of marketing's influence on brand or firm performance is clearly a timely, important and relevant issue to address. However, anticipating and accurately attributing performance outcomes to specific marketing tactics and resource allocations remains challenging, due to the multitude of internal as well as external contingency factors marketers face.

**Feeling Safe? How Regulatory Focus Explains Brand Sales Price Response Asymmetry**

Aras Alkış, Marketing Instructor, TED University, Turkey; Koen Pauwels, Professor of Marketing, Northeastern University, USA; M. Berk Ataman, Associate Professor of Marketing, Koç University, Turkey.

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**Brand Equity and Services vs. Goods: Who Has a Higher Level of It and To Whom Is It More Important?**

Ben Lee, Doctoral Student in Marketing, Indiana University, USA; Lopo L. Rego, Associate Professor of Marketing, Indiana University, USA; Neil A. Morgan, Professor of Marketing, Indiana University, USA.

**Investigating Spillover Effects Across Brand Equity and Customer Satisfaction: Guidance for Balancing Marketing Resource Allocations**

Annette P. Tower, Assistant Professor of Marketing, Clemson University, USA; Kelly Hewett, Associate Professor of Marketing, The University of Tennessee, USA; Lopo L. Rego Associate Professor of Marketing, Indiana University, USA.

10:45:00 AM - 12:00:00 PM

Room 09

**Writing an Outstanding Journal Review – Journal of Marketing**

Ajay K. Kohli, Georgia Tech

Christine Moorman, Duke University

Roland T. Rust, University of Maryland

12:15:00 PM -1:45:00 PM

**AWARDS LUNCHEON**

02:00 PM-03:45 PM

**MASTER CLASS SESSIONS – [PREREGISTRATION REQUIRED](#)**

**Running Studies Online presented by Joe Goodman**

Abstract:

This Master Session will primarily discuss the most common source for online data collection in marketing academia, Mechanical Turk, with a brief discussion of other tools (e.g., TurkPrime) and platforms (e.g., Prolific, Positly, etc.) available to enhance data collection online. We will discuss (1) the current trends and opinions of marketing academics towards online data collection, (2) common issues (both myths and facts) with online data collection, and (3) best practices and solutions to address many of these issues. While the session will discuss current research on these topics, it will also be an interactive discussion where attendees will be encouraged to ask questions, share their experiences, and provide insights as well. No prior knowledge of Mechanical Turk or online data collection is required, but some background knowledge may be beneficial.

Bio:

Joe is an Associate Professor of Marketing at The Ohio State University's Fisher College of Business. His research interests include consumer happiness and well-being with material and experiential purchases; how consumers manage large product assortments; and the role of crowdsourcing tools, such as Mechanical Turk, in marketing research. His research has appeared in the requisite journals (JCR, JMR, JCP, JBDM, JACR, OBHDP) and he has taught various courses at all levels. He joined Fisher in 2016 and received his PhD in Marketing from The University of Texas at Austin. Prior to being a Buckeye, Professor Goodman was on the faculty at the University of South Carolina and Washington University in St. Louis, where he co-founded the CB Research Lab. He enjoys traveling, running, acting like his kids, Europe '72, and consuming in the natural habitat.

02:00 PM-03:45 PM

**Machine Learning for Casual Inference presented by Mitch Lovett**

Abstract:

This Master Class is intended to be a primer to harnessing machine learning methods to measure casual effects from observational data. An active area of recent methodological research, this workshop will overview two distinct methodological areas: (1) Lasso-IV and the broader set of double machine learning methods and (2) synthetic controls and related matrix completion methods. Each of these streams of methods will be illustrated with marketing applications. Applications measure the causal effect of advertising expenditures, marketing events, and retail entry. Participants will be introduced to practical implementation of these methods in R using freely available software packages.

Bio:

Mitchell J. Lovett, Associate Professor of Marketing joined the Simon Business School at the University of Rochester in 2008 when he earned his PhD at Duke University. His research focuses on applying and developing empirical methods to study marketing phenomenon. His research interests include advertising, branding, word-of-mouth, political marketing, consumer and firm learning, retailing, conjoint analysis, and platforms. His research has been published in scholarly journals including Marketing Science, the Journal of Marketing Research, and Quantitative Marketing and Economics. His paper "On Brands and Word of Mouth" was a finalist for the William F. O'Dell award for long-term impact, and his early body of research earned the Marketing Science Institute's Young Scholars distinction. His research has garnered national media attention including citations in the New York Times

Saturday, August 10

and Ad Age. At the Simon School, he is an award-winning teacher who teaches Marketing Research, Marketing Strategy, and PhD Seminars in Quantitative Marketing.

02:00 PM-03:45 PM

### Best Practices in Theory Development by Ajay Kohli

Abstract:

The purpose of this session is to help participants better understand the nature of a theory, the theory construction process, and to develop skills in building interesting and impactful new theory. The focus of the workshop is on nuts and bolts of building new theory (and not on philosophy of science). We will discuss the following questions:

1. What is the purpose of a theory?
2. What is a theory, and what are its key components?
3. How does one develop persuasive arguments for supporting theoretical propositions of different types (main effects, interaction effects)?
4. How does theory construction differ from theory application?
5. What are the characteristics of an impactful theory?
6. How does the theory construction process work? What factors help construct impactful new theory?
7. How does the “theories-in-use” approach for constructing new theory work?

Bio:

Ajay K. Kohli is Regents’ Professor and Gary T. and Elizabeth R. Jones Chair at Georgia Tech. His research focuses on market orientation, customer solutions, sales management and B2B marketing. He has worked in industry for six years.

Professor Kohli is a former Editor-in-Chief of the Journal of Marketing, and currently serves as Associate Editor, Journal of Marketing, Journal of Marketing Research, and Area Editor, International Journal of Research in Marketing.

He has received three honorary doctorates, and is an AMA Fellow, EMAC Fellow, and ISBM Fellow. His research has been cited over 34,000 times. He has received several career awards including the AMA/McGraw-Hill/Irwin award, the Paul D. Converse award, and the IIMC Distinguished Alumnus award. He is the recipient of several “best paper” awards including the Sheth Foundation / Journal of Marketing award (twice), the ISBM-David T. Wilson-Sheth Foundation award, the Alpha Kappa Psi award, and the AMA SERVSIG award.

Dr. Kohli’s undergraduate degree is from IIT-Kharagpur, PGDM (MBA) from IIM-Calcutta and Ph.D. from the University of Pittsburgh.

02:00 PM-03:45 PM

### Consumer Neuroscience 101: Tools, Applications and Challenges presented by Carolyn Yoon

4:00:00 PM - 5:00:00 PM

Room 01

Journal of Marketing AE and ERB Meeting (Reception to follow starting at 5:15 PM)

By invitation only

4:00:00 PM - 5:15:00 PM

Room 02

Sponsorship-Linked Marketing Revisited: Exploring New Frontiers and Expanding the Literature

SIG PROGRAMMING

**Session Chair:** Jonathan A. Jensen, University of North Carolina at Chapel Hill

Brand marketers are estimated to have allocated more than \$43 billion in sport sponsorship on a global basis in 2017, and spending was estimated to have increased more than 4% in 2018. Nearly 25 years since the seminal paper on sponsorship-linked marketing (Cornwell, 1995) was published, academic research on the subject has had a similar trajectory, with several recent papers on sponsorship published in the Journal of Marketing (Keller et al., 2019; Mazodier et al., 2018; Woisetschläger et al., 2017). Despite this remarkable ascension, there is more we can learn. Thus, the purpose of this special session is to attract papers that extend what we currently know about sponsorship-linked marketing by creating new knowledge. Consistent with the conference theme of “Marketing on fire: Burning questions, hot new methods, and practical ideas worth spreading,” included within are a series of papers utilizing a variety of divergent methodologies to extend the sponsorship-linked marketing literature in a number of new areas and contexts.

**Sponsorship message processing in live broadcasts: The role of game outcome uncertainty and emotions**

Christoph Breuer, Christopher Rumpf, & Felix Boronczyk (German Sport University Cologne)

**Navigating the culture war in sponsorship of rivalries**

Joe Cobbs & Bridget Satinover Nichols (Northern Kentucky University), B. David Tyler (Western Carolina University), & Vassilis Dalakas (California State University San Marcos)

**Are sponsors fair-weathered fans? Evidence from the English Premier League**

Jonathan A. Jensen & George Schmitt (University of North Carolina at Chapel Hill)

**The role of ad typicality in sponsorship activation effectiveness**

François A. Carrilat (University of Technology Sydney) & Marc Mazodier (Zayed University)

**Conceptualizing Authentic Sponsorship Engagement**

T. Bettina Cornwell (University of Oregon)

4:00:00 PM - 5:15:00 PM

Room 03

JPPM: In Information We Trust: Marketing and Public Policy in a Technology-Integrated Society

SIG PROGRAMMING

Saturday, August 10

4:00:00 PM - 5:15:00 PM

Room 04

**Returns, Risk, and Control in Inter-Organizational Businesses**

**SIG PROGRAMMING – IO SIG**

**Session Chair:** Desmond Lo, Santa Clara University

The papers to be presented has the common theme of inter-organizational relationships. Nezami, Tuli, and Dutta examine the growth of cloud-based solutions and its effect on stock returns and idiosyncratic risk for in the software industry. They also look into how a firm’s marketing capabilities moderate such effect. Krishnaraju, Kacker, and Hibbard examine both the positive, beneficial and negative, harmful effects of commitment in enterprise businesses. They propose a novel theoretical framework and test some of its hypotheses through a primary data set. Our last presentation concludes by studying how control mechanisms can mitigate risk, opportunism, and enhance compliance. Using franchising data, Tong and Crosno identify the importance – and difference – of environmental uncertainty and relationship as moderation factors in how a control system achieves different types of compliance.

**Above the clouds: Performance analysis of offering cloud computing in the software industry**

Mehdi Nezami, Gies College of Business, University of Illinois at Urbana-Champaign

Kapil R. Tuli, Lee Kong Chian School of Business, Singapore Management University

Shantanu Dutta, Marshall School of Business, University of Southern California

**Commitment and Opportunism in Interorganizational Relationships**

Vidhya Krishnaraju, Doctoral Student, DeGroote School of Business, McMaster University

Manish Kacker, Associate Professor, Marketing, DeGroote School of Business, McMaster University

Jonathan D. Hibbard, Assistant Professor of Marketing, Questrom School of Business, Boston University

**Examining the Control-Compliance Relationship under Environmental Uncertainty and Dependence**

Pui “Yoshi” Tong, Assistant Professor, Illinois State University

Jody L. Crosno, Associate Professor West Virginia University

4:00:00 PM - 5:15:00 PM

Room 05

**DocSIG**

**SIG PROGRAMMING**

4:00:00 PM - 5:15:00 PM

Room 06

**SERVSIG’s Class of 2020: Showcasing the Next Generation of Service Scholars!**

**SIG PROGRAMMING**

Session Chair: Martin Mende, SERVSIG Program Officer, Associate Professor of Marketing, Florida State University

The objective is to create a festive, interactive, and positive environment that provides job market candidates with (1) helpful feedback and (2) a platform for networking.

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4:00:00 PM - 5:15:00 PM

Room 07

SalesSIG

SIG PROGRAMMING

4:00:00 PM - 5:15:00 PM

Room 08

Data Collection & Analysis II

DATA COLLECTION AND ANALYTICS: Marketing Research, Methods, and Analysis

Leveraging Business Analytics to Support Marketing Decisions in Healthcare Industry

Kessara Kanchanappoom, Jongsawas Chongwatpol

National Institute of Development Administration

Big data analytics in the context of Airbnb: A personality analysis approach based on text mining

Murat Acar, Aysegul Toker

Bogazici University

Seamless Integration Of Primary And Secondary Data In Marketing Research: Benefitting From Management Information Systems' Evolutionary History

Ravi Parameswaran

Oakland University

Retail Technology Acceptance Model For Online At Offline (O@O): Comparing Different Generations Of Data Analysis Techniques

Sookhyun kim

East Tennessee State University

4:00:00 PM - 5:15:00 PM

Room 09

The Age of Big Data: Using Freeform Data to Inform Marketing Theory and Practice

SIG PROGRAMMING

Session Chair: Colleen M. Harmeling, Assistant Professor of Marketing, Florida State University

Session Panelists:

- Dhruv Grewal, Toyota Professor of Commerce and Electronic Business, Professor, Babson College
- Ashlee Humphreys, Associate Professor, Northwestern University
- Hope Schau, Eller Professor of Marketing, The University of Arizona
- Gerard Tellis, Director of the Center for Global Innovation, Jerry and Nancy Neely Chair in American Enterprise, Professor of Marketing, Management, and Organization, University of Southern California

Technological advances continue to alter the way firms interact with customers and how customers, in turn, interact with firms. Often times, these interactions occur in online, public spaces. One byproduct of

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this is the explosion of publicly accessible data; the era of big data. This data is often freeform, unstructured text with different implications on the types of analysis necessary to use it in making theoretical inferences.

The goal of the session is to bring together researchers from different perspectives that are using unstructured data such as social media posts, customer forums, and customer reviews to understand consumer interactions with each other or consumer interactions with firms. We will discuss strategies about how to approach the “unstructured” nature of this data, common challenges that arise in working with this data, inspiring new opportunities and new trends. We expect the sessions will offer a good blend of conceptual and empirical discussion that will attract scholars not only from relationship marketing, but also from consumer behavior, marketing strategy, interorganizational, public policy, and sales special interest groups.

6:00:00 PM - 7:00:00 PM

Room 01

**Journal of Marketing Research ERB / AE Reception**

INVITED ATTENDEES ONLY

Saturday, August 10

# Sunday, August 11, 2019

7:30 AM - 9:00:00 AM

Room 01

## Editor's Perspective 2

- o Journal of Public Policy and Marketing
- o Journal of Service Research
- o AMS Review
- o Journal of Product Innovation and Management

8:00:00 AM - 9:00:00 AM

Room 02

## The Brand Ambassador: how brand endorsers connect with and influence consumers

### ON PEOPLE & BRANDS: How Consumers Perceive, Interact with, and Communicate About Brands

#### You are Endorsed! When and How Do a Brand Endorser's Benefits Get Transferred to a Brand?

Mina Jun<sup>1</sup>, Andreas Eisingerich<sup>2</sup>, Jeongsoo Han<sup>4</sup>, Zhimin Zhou<sup>3</sup>

<sup>1</sup>Sungkyunkwan University (Research scholar), <sup>2</sup>Imperial College of London, <sup>3</sup>Shenzhen University, <sup>4</sup>Sogang University

#### Communication Dynamics in an Online Brand Community – The Role of Authenticity and Emotion in Brand Ambassadors' and Prospective Customers' Posts

Jennifer L. Burton, Jill R. Mosteller, Kellie E. Hale  
University of Tampa

#### Influential Power of Brand Evangelists

Hang Nguyen<sup>1</sup>, Douglas Hughes<sup>1</sup>, Yufei Zhang<sup>2</sup>, Wyatt Schrock<sup>1</sup>

<sup>1</sup>Michigan State University, <sup>2</sup>University of Alabama at Birmingham

8:00:00 AM - 9:00:00 AM

Room 03

## Customer Well-being

### UX OFF/ONLINE: Managing Customer Experience and Value

#### To do or not to do? Exploring the focal role of affective well-being in customer participation

Aswathy Asokan Ajitha<sup>1</sup>, Piyush Sharma<sup>2</sup>, Russel Kingshott<sup>2</sup>, Upendra K. Maurya<sup>1</sup>, Arshinder Kaur<sup>1</sup>

<sup>1</sup>Indian Institute of Technology Madras, <sup>2</sup>Curtin University

#### The Role of Sports Events in Boosting City Brand Equity: The Case of Egypt - A working paper

Ahmed M. Adel<sup>1</sup>, Abeer Mahrous<sup>2</sup>, Ehab AbouAish<sup>2</sup>

<sup>1</sup>Huazhong University of Science and Technology, <sup>2</sup>Cairo University

#### Telemedicine: A Service-Dominant Logic Perspective - A conceptual paper

Ahmed M. Adel<sup>1</sup>, Dai Xin<sup>1</sup>, Zahraa Habib<sup>2</sup>

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<sup>1</sup>Huazhong University of Science and Technology, <sup>2</sup>China University of Geosciences

8:00:00 AM - 9:00:00 AM

Room 04

**Focusing on Corporate Social Responsibility**

**MARKETING FOR GOOD: Ethics and Socially Responsible Marketing**

How the programs of CSR and information sources interact to affect consumer attitude of the brand:  
The mediating role of CSR authenticity

Yi-Hsiu Chang<sup>1</sup>, Ta-Kai Yang<sup>1</sup>, Ming-Huei Hsieh<sup>3</sup>, Yen-Ku Kuo<sup>2</sup>

<sup>1</sup>Chinese Culture University, <sup>2</sup>National Taiwan Normal University, <sup>3</sup>Taiwan University

Fit isn't everything - A moderated mediation model of fit, cause involvement, and CSR knowledge on  
consumer response to cause-related marketing

Regina V. Frey Cordes<sup>1</sup>, Meike Eilert<sup>2</sup>, Denise Demisch<sup>3</sup>, Tomás P. Bayón<sup>4</sup>

<sup>1</sup>IUBH International University, <sup>2</sup>University of Kentucky, <sup>3</sup>Allianz SE, <sup>4</sup>German Graduate School

Overcoming Corporate Social Responsibility Skepticism: A Perspective of Consumer Perceived  
Authenticity

Ta-Kai Yang<sup>1</sup>, Hui-Yi Ho<sup>1</sup>, Ming-Huei Hsieh<sup>2</sup>, Min-Ren Yan<sup>1</sup>

<sup>1</sup>Chinese Culture University, <sup>2</sup>Taiwan University

8:00:00 AM - 9:00:00 AM

Room 05

**Bringing the outside in: Salesforce Management**

**B2\*: Selling and Sales Management in Business and Consumer Markets**

Ethical Disciplinary Enforcement and Salesperson Performance

Joon Oh

California State University, East Bay

Bias or No Bias? The Monadic and Dyadic Role of Gender in Salesperson's Performance and Hiring

Bahar Ashnai<sup>1</sup>, Prabakar Kothandaraman<sup>1</sup>, Sudha Mani<sup>2</sup>

<sup>1</sup>William Paterson University, <sup>2</sup>Monash University

Cultural Controls and Salesperson Engagement

Stacey Malek<sup>1</sup>, Shikhar Sarin<sup>2</sup>, Bernard Jaworski<sup>3</sup>

<sup>1</sup>Grenoble Ecole de Management, <sup>2</sup>The University of Waikato, <sup>3</sup>Claremont Graduate University

8:00:00 AM - 9:00:00 AM

Room 06

**Fresh Approaches to New Product Development**

Sunday, August 11

## CONSUMER 360°: Understanding Consumers from Multiple Perspectives

### Customer Learning and New Product Purchases: Are Customers Ready?

Yufei Zhang<sup>1</sup>, Tomas Hult<sup>4</sup>, Feng Wang<sup>2</sup>, Jeongwen Chiang<sup>3</sup>, Chen Lin<sup>3</sup>

<sup>1</sup>University of Alabama at Birmingham, <sup>2</sup>Bentley University, <sup>3</sup>China Europe International Business School (CEIBS), <sup>4</sup>Michigan State University

### Abandon Distinctiveness in Good Old Time: How Nostalgia decreases consumers' uniqueness seeking tendency

Yafeng Fan<sup>1</sup>, Jing Jiang<sup>2</sup>, Zuohao Hu<sup>1</sup>

<sup>1</sup>Tsinghua University, <sup>2</sup>Renmin University

### Using Hedonic Descriptions To Lessen The Impact of Waiting After A New Product Preannouncement

Yizhe Lin, James Agarwal

University of Calgary

8:00:00 AM - 9:00:00 AM

Room 07

## Consumer Culture and the Diverse Community

SOCIETY & CULTURE: Exploring Consumer Culture and Diverse Communities

### Need for and Development of a Consumer Acculturation Tool – Index Development and Scale Refinement

Kristina M. Harrison<sup>1</sup>, John Ford<sup>1</sup>, Kiran Karande<sup>1</sup>, Altaf Merchant<sup>2</sup>, Weiyong Zhang<sup>1</sup>

<sup>1</sup>Old Dominion University, <sup>2</sup>University of Washington

### The Relational Consumer: Pro-Social Spending and Gift Giving Behaviours

Amandeep Takhar, Olaya Moldes Andres, Jen-Hsien Hsu

DeMontfort University

### Analysis of types of shock appeals and their impact on two diverse cultures

Prachi Gala<sup>1</sup>, Brian Taillon<sup>2</sup>

<sup>1</sup>Elon University, <sup>2</sup>East Carolina University

8:00:00 AM - 9:00:00 AM

Room 08

## social media marketing

THE DIGITAL WORLD: Digital and Social Media Marketing

(none)

Irene Santoso

### Social media marketing signals and customer engagement behaviors (CEBs): Does cultural orientation matter?

Ernest E. Izogo<sup>1</sup>, Mercy Mpinganjira<sup>2</sup>

<sup>1</sup>Ebonyi State University, <sup>2</sup>University of Johannesburg

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## The Impacts of Social Media Marketing on Customer Relationships and Purchase Intention

Chai Wen Teoh, Kai Shun Leong

Sunway University

## Effects of Targeted Social Media Advertising on College Campus Engagement with Registered Student Organizations

Hillary Mellema<sup>1</sup>, Jamie L. Grigsby<sup>2</sup>, Alex Miller<sup>1</sup>, Ayrion Abraham<sup>1</sup>

<sup>1</sup>Saginaw Valley State University, <sup>2</sup>Midwestern State University

9:15:00 AM - 10:30:00 AM

Room 01

### A 360 Spotlight on Consumption

#### CONSUMER 360°: Understanding Consumers from Multiple Perspectives

- 1. Consumer Behavior In Collaborative Consumption: Analysing The Role Of Cognitive Complexity And Psychological Empowerment On Customer Value**  
K. G. Sofi Dinesh, Rejikumar G.  
Amrita University
- 2. Compulsive consumption in the consumer journey: synthesis and a research agenda**  
Fabio S. Sandes  
EAESP, Fundacao Getulio Vargas
- 3. GENDER ROLE CONGRUENCY: UNCOVERING THE EFFECTS OF GENDER ROLES ON ADVERTISING CONSUMPTION**  
Greer Alison<sup>1</sup>, Marike Venter de Villiers<sup>1</sup>, Neo Phiri<sup>1</sup>, Tinashe Chuchu<sup>2</sup>  
<sup>1</sup>University of the Witwatersrand, <sup>2</sup>University of Pretoria
- 4. Nudging to Healthy Food Preference: A Research Based on the Goal Conflict Model of Eating**  
Yanfeng Zhou<sup>1</sup>, Huanhuan Ruan<sup>1</sup>, Ting Zhang<sup>1</sup>, Guang Huang<sup>2</sup>  
<sup>1</sup> Business School, Sun Yat-sen University, <sup>2</sup>GuangDong University of Finance & Economics
- 5. The heightening effect of temporal landmarks on regulatory resources**  
Yu Yu, Hongyan Yu, BINGCHENG YANG  
<sup>1</sup>Sun-Yet Sen University
- 6. Where do Consumption Collectives come from: The Story of Shared Resource Bundles**  
Matthew A. Hawkins, S. K. Canhilal  
<sup>1</sup>ICN Business School, CEREFIGE - University of Lorraine

9:15:00 AM - 10:30:00 AM

Room 02

### Games People (and Brands) Play: Effects of competition and cooperation among firms, fans, and families

#### ON PEOPLE & BRANDS: How Consumers Perceive, Interact with, and Communicate About Brands

- 1. Positive WOM Valence Does Not Always Result in Favorite Outcomes: The Role of Perceived Conflict**  
Ran Liu  
Old Dominion University

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2. **what is my rank? the effects of brand games' leaderboards on brand liking**  
Perrine Desmichel, Tobias Schlager, Bruno Kocher  
 HEC Lausanne
3. **Reexamining The Perceived Quality-Market Share Relationship: The Moderating Role Of The Quality Perception Gap**  
Billur Akdeniz<sup>1</sup>, M. Berk Talay<sup>2</sup>  
<sup>1</sup>University of New Hampshire, <sup>2</sup>University of Massachusetts Lowell
4. **Reciprocal Socialization and Consumer Brand Adoption**  
Jack Wei<sup>1</sup>, Ruoshui Jiao<sup>2</sup>  
<sup>1</sup>University of West Georgia, <sup>2</sup>Lanzhou University
5. **The Influence Of Customer Variety And Brand Loyalty On The Purchasing Of Umbrella-Branded Products**  
Claudia-Roxana Rusu<sup>1</sup>, Kerry T. Manis<sup>2</sup>, Dale F Duhan<sup>2</sup>, Jean-Francois Trinquetcoste<sup>1</sup>  
<sup>1</sup>University of Bordeaux, <sup>2</sup>Texas Tech University
6. **The Influence of Team Brand Image, Fan Engagement, Satisfaction and Fanship in Australian Soccer Fan Loyalty**  
 Jin Ho Yun<sup>2</sup>, Philip J. Rosenberger<sup>1</sup>, Kristi Sweeney<sup>3</sup>  
<sup>1</sup>University of Newcastle – Central Coast, <sup>2</sup>SungKyunKwan University, <sup>3</sup>University of North Florida

9:15:00 AM - 10:30:00 AM

Room 03

Research spotlights and new findings in Marketing Strategy

PLANNING & EXECUTION: Marketing Strategy

1. **A Signaling Approach to Product Cannibalization**  
 Chien-Wei Chen<sup>2</sup>, Nai-Hwa Lien<sup>1</sup>  
<sup>1</sup>National Taiwan University, <sup>2</sup>National Chengchi University
2. **Is Mergers and Acquisitions Really a Mechanism to Expand the Service Offering? –Experimental Evidence of the Effect of Integration Duration on Merger Success**  
Joon Oh  
 California State University, East Bay
3. **Chief Marketing Officer [CMO]: Beyond Return on [Digital] Marketing Investments**  
Mohammed M. Nadeem  
 National University
4. **A CEO for all Markets: The Impact of Executives' Career Diversity on Share Buybacks**  
Aly Zaazoua, David Bendig, Malte Brettel  
 RWTH Aachen University
5. **The Construct Of “Conceptual Article Quality” And Its Dimensions: An Empirical Study**  
KALLOL DAS<sup>1</sup>, Yogesh Mungra<sup>1</sup>, Naresh K. Malhotra<sup>2</sup>

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<sup>1</sup>MICA, <sup>2</sup>University of Johannesburg

6. **The Role Of Marketing Disclosures And Legitimacy In Raising New Venture Capital**

Reza Rajabi<sup>1</sup>, Thomas Brashear Alejandro<sup>2</sup>, Kwong Chan<sup>3</sup>

<sup>1</sup>Northern Illinois University, <sup>2</sup>Fundação Getulio Vargas, <sup>3</sup>Northeastern

9:15:00 AM - 10:30:00 AM

Room 04

**Consumer Motivations for Prosocial Behavior**

**MARKETING FOR GOOD: Ethics and Socially Responsible Marketing**

**Mindful consumers, zero waste consumers? The impact of mindfulness on Expiration Date Use Habits**

Christine Gonzalez<sup>1</sup>, Axelle Faure-Ferlet<sup>2</sup>

<sup>1</sup>Le Mans Université, <sup>2</sup>IUT de Laval

**Effect of Price Latitude on Donation: Mediating Role of Perceived Control**

Subhash Jha, Ceren E. Turedi, Minoo T. Ashoori

Purdue University Northwest

**The Evolving Prosocial Consumer: How Highly Prosocial Consumers Respond to Firm Prosocial Action**

Chris Hirsch, Kevin Lehnert

Grand Valley State University

**The effect of children's facial expressions in eliciting benevolent behavior for child sponsorship versus one-time donations**

Hyunkyu Jang

Governors State University

9:15:00 AM - 10:30:00 AM

Room 05

**Entrepreneurship, new products, and performance**

**AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development**

**Entrepreneurial and Alliance Orientation Alignment: Implications for New Product Development**

**Process, Program, and Performance**

Adriana Amaya Rivas<sup>2</sup>, Yen-Chun Chen<sup>1</sup>, Ta-Kai Yang<sup>1</sup>

<sup>1</sup>Chinese Culture University, <sup>2</sup>ESPAE Graduate School of Management, Escuela Superior Politécnica del Litoral, ESPOL

**Customer Involvement and New Product Performance: The Mediating Role of Marketing and Technological Capabilities**

Yen-Chun Chen<sup>1</sup>, Hsien-Tung Tsai<sup>3</sup>, Todd J. Arnold<sup>2</sup>

<sup>1</sup>Chinese Culture University, <sup>2</sup>Oklahoma State University, <sup>3</sup>National Taipei University

**International entrepreneurial culture and international new venture performance: the mediating role of entrepreneurial marketing**

Dominic Bucciari

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Missouri Southern State University

Scale Development of Synergistic Capability Based on Logistics Innovation and its Effect on Market Orientation and Performance

Xiaoyu Wang, Linzan Ran  
South China University of Technology

9:15:00 AM - 10:30:00 AM

Room 06

Consumer Wellbeing #3

CONSUMER WELL-BEING: Physical, Financial, and Emotional Health

A systematic review and meta-analysis of consumers' behavioral responses to interpersonal touch

Amin Saleh, Louis J. Zmich, Barry J. Babin  
Louisiana Tech University

Secret-concealment Instigates Variety-Seeking Behavior in Consumption Choice

Zhuoyi Fan<sup>1</sup>, Rong Chen<sup>1</sup>, Feng He<sup>2</sup>  
<sup>1</sup>Tsinghua University, <sup>2</sup>University of Science and Technology Beijing

Self-Efficacy: Effects on How Patients Choose to Engage in their Care

Mary E. Schramm<sup>1</sup>, Tilottama G. Chowdhury<sup>1</sup>, Myra Odenwaelder<sup>2</sup>, Eunice A. Lisk<sup>2</sup>  
<sup>1</sup>Quinnipiac University, <sup>2</sup>Griffin Hospital

Pursuing Happiness Through Traveling: A Marketing View

Anita Luo<sup>1</sup>, Roberto Cortez<sup>2</sup>, Wesley Johnston<sup>1</sup>, Corliss Thornton<sup>1</sup>  
<sup>1</sup>Georgia State University, <sup>2</sup>Southern Denmark University

9:15:00 AM - 10:30:00 AM

Room 07

Consumer Behavior and Social Media

THE DIGITAL WORLD: Digital and Social Media Marketing

1. Happiness as a Driver of Social Exchanges  
Julien Cloarec, Lars Meyer-Waarden, Andreas Munzel  
Toulouse School of Management
2. The Effects of Habit and Attitude on Facebook Usage  
Monica Law  
Hong Kong Shue Yan University
3. AFFINITY TO ONLINE MEMORY AND BRAND LOYALTY: ANALYSIS IN THE LIGHT OF LONELINESS AND BRAND CATEGORIES  
Satadruta Mookherjee, Smaraki Mohanty  
Binghamton University
4. Role of Emotions in Consumer Adoption of Augmented Reality for Purchase Decision  
Pei Shan Soon, Sanjaya S. Gaur, Jessica Y. Sze

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Sunway University

5. Culture's Influence in Social Media Enabled Global Virtual Teams

Anshu ARORA<sup>1</sup>, Amit Arora<sup>1</sup>, Vasyl Taras<sup>2</sup>

<sup>1</sup>University of the District of Columbia, <sup>2</sup>University of North Carolina at Greensboro

6. An Examination of the Impact of Consumers' Social Media Connectedness to Celebrity Endorsers on Purchase Intentions for Endorsed Products

Gina A. Tran<sup>2</sup>, Atefeh Yazdanparast<sup>1</sup>, David Strutton<sup>3</sup>

<sup>1</sup>University of Evansville, <sup>2</sup>Florida Gulf Coast University, <sup>3</sup>University of North Texas

9:15:00 AM - 10:30:00 AM

Room 08

Let's get physical: Exploring offline shopping

POINTS-OF-PURCHASE: New Frontiers in Retail

In-Store Digital Projections – How Vividness Impacts Sales

Dhruv Grewal<sup>2</sup>, Elisa Schweiger<sup>3</sup>, Anne L. Roggeveen<sup>2</sup>, Carl-Philip Ahlbom<sup>1</sup>, Jens Nordfält<sup>3</sup>

<sup>1</sup>Stockholm School of Economics, <sup>2</sup>Babson College, <sup>3</sup>University of Bath

THE GROWING LONG TAIL IN THE BRICK-AND-MORTAR CHANNEL?

Jake D. Hoskins

Westminster College

When touch leads to adverse attitudes and behaviors

Shihhao Liu<sup>1</sup>, Zhan Wang<sup>1</sup>, Sang Bong Lee<sup>2</sup>

<sup>1</sup>St. Cloud State University, <sup>2</sup>Black Hills State University

Exploring Mannequin Display Effect on Consumers' Purchase Intention: An Embodied Cognition Theory Perspective

Mark Y. Yim<sup>1</sup>, Haeyoung Jeong<sup>2</sup>, JeongGyu Lee<sup>3</sup>

<sup>1</sup>University of Massachusetts Lowell, <sup>2</sup>Drexel University, <sup>3</sup>State University of New York, Brockport

9:15:00 AM - 10:30:00 AM

Room 09

JMR Award Session 1

10:45:00 AM - 12:00:00 PM

Room 01

Post-purchase Re-evaluations

CONSUMER 360°: Understanding Consumers from Multiple Perspectives

Consumers' Attitude Recalibration: The Role of Attitude Confidence

Chung-Chiang Hsiao, Yi-Wen Chien

National Taiwan University

Sunday, August 11

**MORE CAN BE ACHIEVED WITH HONEY AND SUGAR: RELATIONAL JUSTICE ENHANCES SERVICE RECOVERY**

Nayer Naseem<sup>1</sup>, Sujay Dutta<sup>2</sup>, Attila Yaprak<sup>2</sup>

<sup>1</sup>Northeastern State University, <sup>2</sup>Wayne State University

**Do Negative e-Reviews have a Negative Impact on Consumer Product Evaluation?**

Taiga Sakuramoto, Takahiro Chiba, Ayumi Tsumu, Nako Tsubota, Yuya Nakamura, Kaito Mitsuishi  
Kansai University

**So what's driving customers' repurchase-intentions and true-repurchases? Not satisfaction or identification but its product-quality stupid!**

Ramesh Roshan Das Guru, Marcel Paulssen  
University of Geneva

10:45:00 AM - 12:00:00 PM

Room 02

**Culture, Images, Emotions, and Motivation: What makes a promotion effective**

**ART OF PROMOTION: Advertising, Promotions, and Integrated Approaches**

**Impact of Cultural and Regulatory Fit on Product Evaluations: Information Consistency from Multiple Information Sources**

MINGYUE ZHANG<sup>1</sup>, Jerome Williams<sup>2</sup>

<sup>1</sup>East China Normal University, <sup>2</sup>Rutgers University

**Investigation of Intrinsic and Extrinsic Marketing Communication Motivation in Meeting the Needs Attainment of Malaysian Commercial Fitness Centres For Member Retention among Millenials**

Nazierah Amin, Derek O. Lai Teik  
Sunway University

**The Effectiveness of Advertising Messages Causing Guilty Pleasure**

Rei Sagawa, Woo Kyosuke, Haruka Tohge, Haruna Okamoto, Miki Ikezawa, Yuya Ogata, Rintaro Okada, Takahiro Chiba  
Kansai University, Suita

**A Picture's Worth a Thousand Words: Using Depictions of Movement in Ads to Tell Stories and Generate Narrative Transportation**

Jamie L. Grigsby<sup>1</sup>, Robert D. Jewell<sup>2</sup>, César Zamudio<sup>2</sup>

<sup>1</sup>Midwestern State University, <sup>2</sup>Kent State University

10:45:00 AM - 12:00:00 PM

Room 03

**New frontiers in Sales Management**

**B2\*: Selling and Sales Management in Business and Consumer Markets**

1. **A Wisdom-based Salesperson Development Model as an Alternative to the Current Sales Force Development Model**

Hunhui Oh<sup>2</sup>, Joon Oh<sup>1</sup>

<sup>1</sup>California State University, East Bay, <sup>2</sup>St. Ambrose University

Sunday, August 11

2. Improving Salesforce Listening and Comprehension: An 8-Nation Empirical Comparison of Three Listening Strategies

Charles Wood<sup>1</sup>, Ingrid Kirschning Albers<sup>2</sup>

<sup>1</sup>The University of Tulsa, <sup>2</sup>UDLAP - Universidad de las Américas Puebla

3. The indirect effects of management support and social support on sales performance through the mediation of value congruence

Valter d. Faia, Valter A. Vieira

Maringa State University

4. Sink or Swim: An Examination of Two Approaches to Training Sales Employees

Justin Munoz, Fernando Jimenez-Arevalo

The University of Texas at El Paso

5. The role of salesforce control systems in driving the sales of new products

Sandeep Puri<sup>1</sup>, Narendra Kumar<sup>2</sup>, Rakesh K. Singh<sup>3</sup>, Babak Hayati<sup>1</sup>

<sup>1</sup>Asian Institute of Management, Philippines, <sup>2</sup>Allergan Singapore Pte Ltd, <sup>3</sup>Institute of Management Technology

6. The Effects of Expert Knowledge Sharing on Salesperson Performance

Danny P. Claro, Giuliana Isabella

Inspere Education and Research Institute

10:45:00 AM - 12:00:00 PM

Room 04

Service Encounters

UX OFF/ONLINE: Managing Customer Experience and Value

Service Brand Experience: A Qualitative Research Approach

EBS Universität für Wirtschaft und Recht

Effect of "Hidden" Messages in Service Encounters on Customer Satisfaction and Moderating Role of Regulatory Focus

Satoko Suzuki

Hitotsubashi University

Frontline Employee Team Consensus, Commitment to Service Quality, and Customer Experience

Horace L. Melton<sup>1</sup>, Michael D. Hartline<sup>2</sup>

<sup>1</sup>Illinois State University, <sup>2</sup>Florida State University

Customer Process Clarity in Fragmented Services Contexts

Stephen A. Hampton<sup>1</sup>, Lisa Scheer<sup>2</sup>

<sup>1</sup>Wichita State University, <sup>2</sup>University of Missouri

10:45:00 AM - 12:00:00 PM

Room 05

Sunday, August 11

## The role of the individual in innovation

### AN INNOVATION IS BORN: Innovation, Creativity, and New Product Development

#### The Product is Me: Hyper-Personalized Consumer Goods as Unconventional Luxury

Mark S. Rosenbaum<sup>1</sup>, Germán C. Ramirez<sup>2</sup>, Jeffrey Campbell<sup>1</sup>, Philipp Klaus<sup>3</sup>

<sup>1</sup>University of South Carolina, <sup>2</sup>Externado University, <sup>3</sup>International University of Monaco

#### The Effect of Attribute Originality on Consumers' Adoption of Customization: The Role of Construal Level Bo Chen

Sungkyunkwan University

#### Capitalizing customer heterogeneity related opportunities through service delivery system innovations: Exploring a typology of dynamic integrative capabilities

Amali Wijekoon, Sandeep Salunke

Queensland University of Technology

#### HUMAN-FOCUSED INNOVATION: A NEW APPROACH TO CREATIVE INVENTION

Cheryl nakata

University of north carolina at greensboro

10:45:00 AM - 12:00:00 PM

Room 06

## internet marketing effectiveness on sales

### THE DIGITAL WORLD: Digital and Social Media Marketing

1. E-Marketing Mix Framework for Creating Online Brand Equity: An Indian Perspective  
Arunima Rana<sup>1</sup>, ANIL BHAT<sup>2</sup>, Leela Rani<sup>2</sup>  
<sup>1</sup>Indian Institute of Foreign Trade, <sup>2</sup>Birla Institute of Technology and Sciences
2. Estimation of Allocative Externality and Advertiser's Maximum Willingness to pay for Online advertisements  
Pallavi Pal  
Michigan State University
3. Do Online Searches Influence Sales or Merely Predict It? The Case of Motion Pictures  
Ho Kim  
University of Missouri-St. Louis
4. How We Feel: The Role of Macro-economic Sentiment in Advertising Spending- Sales Relationship  
Leila Khoshghadam, Yuping Liu-Thompkins  
Old Dominion University
5. The Causal Effect of Platform Free Promotion on Redeemers vs. Non-Redeemers  
Lin Boldt<sup>1</sup>, Xueming Luo<sup>3</sup>, Xiaoyi Wang<sup>2</sup>  
<sup>1</sup>University of Central Florida, <sup>2</sup>Zhejiang University, <sup>3</sup>Temple University
6. Dynamics of Products on Social Tagging Network  
Hyoryung Nam

Sunday, August 11

10:45:00 AM - 12:00:00 PM

Room 07

**Realism of brands and consumption: Insights about authenticity, counterfeiting, and stereotyping**  
ON PEOPLE & BRANDS: How Consumers Perceive, Interact with, and Communicate About Brands

Original versus Counterfeit Patronage: Do Emotional Brand Attachment, Brand Involvement, and Past Experience Matter?

Xuemei Bian, Sadia Haque  
Northumbria University

Examining positive, negative and ambivalent behavioral consequences of brand stereotypes

Petar Gidaković, Vesna Zabkar  
Faculty of Economics, University of Ljubljana

Factors driving purchase intention of counterfeit toothbrush brands, and it's effect on loyalty towards the original brand

Matthew Hala<sup>1</sup>, Marike Venter de Villiers<sup>1</sup>, Rejoice Mamina<sup>1</sup>, Tinashe Chuchu<sup>2</sup>  
<sup>1</sup>University of the Witwatersrand, <sup>2</sup>University of Pretoria

Authenticity of What? Unpacking Consumers' Authenticity Perceptions

Xianfang Zeng  
University of Calgary

10:45:00 AM - 12:00:00 PM

Room 08

**A 360 Spotlight on Branding**  
CONSUMER 360°: Understanding Consumers from Multiple Perspectives

1. Purchase Intension And Point Of Purchase:Customer 360 -Degree Perspective  
Ritu Sharma<sup>1</sup>, Sandeep Puri<sup>2</sup>  
<sup>1</sup>GD Goenka University, <sup>2</sup>Asian Institute of Management, Philippines
2. Brand Recovery in the Context of Sacred Consumption: An Institutional Perspective  
Simran Kaur<sup>1</sup>, Pervaiz Ahmed<sup>2</sup>, Yit Sean Chong<sup>2</sup>, Yunus Ali<sup>2</sup>  
<sup>1</sup>Sunway University, <sup>2</sup>Monash University Malaysia
3. Movie Consumption and Brand Placement Preferences of Young Adults  
Sujo Thomas<sup>1</sup>, Sonal Kureshi<sup>2</sup>, Vandana Sood<sup>3</sup>  
<sup>1</sup>Ahmedabad University, <sup>2</sup>Indian Institute of Management Ahmedabad, <sup>3</sup>CRI Advisory and Research
4. Customer Empowerment in the Face of Perceived Incompetence: Effect on Preference for Anthropomorphized Brands

Jamel Khenfer<sup>1</sup>, Steven Shepherd<sup>3</sup>, Olivier Trendel<sup>2</sup>

<sup>1</sup>Zayed University, <sup>2</sup>Grenoble Ecole de Management, <sup>3</sup>Oklahoma State University

5. The Differential Effects of Face Gain versus Face Loss on Luxury Brand Consumption

Jianping Liang<sup>1</sup>, Rajeev Batra<sup>2</sup>, Zhuomin Shi<sup>1</sup>

<sup>1</sup>Business School, Sun Yat-sen University, <sup>2</sup>Ross School of Business, University of Michigan

6. Effect of Business Cycles on Consumers' Reliance on Brands: Moderating Role of Brand and Product Characteristics

Koushyar Rajavi<sup>1</sup>, Tarun Kushwaha<sup>2</sup>, Jan-Benedict Steenkamp<sup>2</sup>

<sup>1</sup>Scheller College of Business, Georgia Tech, <sup>2</sup>Kenan-Flagler Business School, UNC

10:45:00 AM - 12:00:00 PM

Room 09

JMR Award Session