Date: Wednesday, May 24th
Time: 8:30 AM - 10:00 AM

Session 1.1. **SPECIAL SESSION: INNOVATIONS IN EYE TRACKING DATA COLLECTION - USE OF A WEB-BASED SOLUTION FOR ACADEMIC RESEARCH**
Room: Viceroy
Session Chair: Colin Campbell, Kent State University

**PANELISTS**
Colin Campbell, Kent State University
Joshua Strawczynksi, Eyes Decide
James Deagan, Eyes Decide
Joe Hanna, Eyes Decide

Session 1.2. ** ISSUES IN INTERNATIONAL MARKETING**
Room: Wilder E
Session Chair: Syed Anwar, West Texas A&M University

**MANAGERIAL DECISIONS ON INTERNATIONAL PRICE ADAPTATION**
Christina Papadopoulou, Leeds University
Aristeidis Theotokis, Leeds University
Magnus Hultman, Leeds University

**CROSS CULTURAL COMPARISON OF MIDDLE CLASS MEANINGS OF MONEY IN INDIA AND SOUTH KOREA**
Altaf Merchant, University of Washington, Tacoma
Gregory Rose, University of Washington, Tacoma
Sunmee Choi, Yonsei University
Drew Martin, University of Hawaii, Hilo
Mohit Gour, Issues & Answers Network Inc

**RELATIONSHIP CATEGORIES IN INTERNATIONAL MARKETING OF HEALTH SERVICES**
Akmal Hyder, University of Gävle
Maria Fregidou-Malama, University of Gävle

**SUBSIDIARY LOCAL RESPONSIVENESS: THE ROLE OF ORGANIZATIONAL LEARNING, REVERSE KNOWLEDGE TRANSFER, AND PSYCHOLOGICAL SAFETY**
Zhaleh Tavani, Leeds University
Matthew Robson, Leeds University
Ghasem Zaefarian, Leeds University
Session 1.3. DOCTORAL COLLOQUIUM: ADVERTISING AND THEORY DEVELOPMENT
Room: Wilder F
Session Chair: John B. Ford, Old Dominion University

AD LENGTH AND THE PRESENCE OF THE TIMER IN IN-STREAM COMMERCIAL
Yongwoog Jeon, University of Texas at Austin
Hyunsang Son, University of Texas at Austin
Arnold Chung, University of Texas at Austin

THEORETICAL CONTRIBUTIONS IN MARKETING: STRATEGIES FOR THEORY ASSESSMENT & ENHANCEMENT
Mathew Wilson, Royal Institute of Technology (KTH)
Jeannette Paschen, Royal Institute of Technology (KTH)

UNDERSTANDING PERCEIVED VALUES AND BEHAVIORAL EFFECTS OF MOBILE APPS
Ines Hackeradt, Georg-August-University Göttingen

Session 1.4. VALUE CO-CREATION: THE GOOD, THE BAD, AND THE "JUST FINE"
Room: Wilder G
Session Chair: Manfred Schaiger, Ludwig-Maximilians-Universität Munich

WHEN THE SERVICE EXPERIENCE DRIVES NEGATIVE AND POSITIVE EMOTIONS: THE MODERATING ROLE OF PRIDE IN THE EFFECTS OF GUILT ON COPING AND SATISFACTION
Camille Saintives, Inseec Business School
Renaud Lunardo, Kedge Business School

SEEKING RELIEF FROM NEGATIVE EMOTIONS: CUSTOMER REVENGE AS AN EMOTIONAL OUTLET
Marilena Gemtou, University of Bath
Haiming Hang, University of Bath

WHEN CAN COMPENSATING A LITTLE LESS BE AS GOOD AS QUITE MORE? DOES RELATIONAL JUSTICE MATTER?
Nayyer Naseem, Wayne State University
Sujay Dutta, Wayne State University
Attila Yaprap, Wayne State University

THE COMPANY OR THE CROWD? COMPARING CONSUMERS' REACTIONS TO PEER-PROVIDED AND FIRM-PROVIDED CUSTOMER SUPPORT
Lan Jiang, City University of Hong Kong
Matthew O'Hern, University of New Hampshire
Sara Hanson, University of Richmond
Session 1.5. **HONOR, MORALITY, AND SOCIAL RESPONSIBILITY**
Room: Wilder H
Session Chair: Michael Hyman, New Mexico State Univ.

**GLOBAL COUNTRY SOCIAL RESPONSIBILITY AND FOREIGN DIRECT INVESTMENT**
Boryana Dimitrova, Drexel University
Saegjoon Kim, California State University, Stanislaus
Monique Bell, Fresno State University
Nikita Frantz, Drexel University

**INFLUENCING FACTORS ON MORAL LICENSING EFFECT: A META-ANALYTIC APPROACH**
Philipp Simbrunner, Vienna University
Bodo Schlegelmilch, Vienna University

**THE ROLE OF HONOR AS A KEY GLOBAL MARKETING DIMENSION FOR BUSINESS AND ACADEMIA**
Michael Czinkota, Georgetown University

Session 1.6. **MORE THAN MEETS THE EYE: SENSORY INFLUENCES AND PERCEPTIONS IN FOOD RESEARCH**
Room: Edison I
Session Chair: Kerry Chipp, KTH Royal Institute of Technology

**YOU'D BETTER SIT DOWN FOR THIS: HOW POSTURE INFLUENCES TASTE**
Courtney Szocs, Portland State University
Dipayan Biswas, University of South Florida

**THE POWER OF SMELL: EFFECTS OF SCENT ON TEMPERATURE PERCEPTION RESULTING IN BRAND PREFERENCE**
Amy Rebecca Jones, University of Memphis

**IF I TOUCH IT, I WILL LIKE IT! THE INTERPLAY BETWEEN TACTILE INPUTS AND GUSTATORY PERCEPTIONS**
Felipe Pantoja, IESEG School of Management
Adilson Borges, NEOMA Business School
Patricia Rossi, IESEG School of Management
Amanda Pruski Yamim, NEOMA Business School

**THOUGHT FOR FOOD: THE IMPACT OF SENSORY PERCEPTIONS ON IMPLICIT AND EXPLICIT ATTITUDES TOWARD A PRODUCT**
Klaus-Peter Wiedmann, Leibniz University Hannover, Institute of Marketing and Management
Levke Albertsen, Leibniz University Hannover, Institute of Marketing and Management
Sascha Langner, Leibniz University Hannover, Institute of Marketing and Management
Evmorfia Karampournioti, Leibniz University Hannover, Institute of Marketing and Management
Schmidt Schmidt, Leibniz University Hannover, Institute of Marketing and Management

Session 1.7. **THE PERFORMANCE EFFECTS OF TIME, ORIENTATION, AND MOOD**
Room: Edison J
Session Chair: Esmail Sangari, KTH Royal Institute of Technology

**FIVE SECONDS TO THE AD: HOW PROGRAM-INDUCED MOOD AFFECTS AD COUNTDOWN EFFECTS**
Tiffany Venmahavong, Bryant University
Sukki Yoon, Bryant University
Kacy Kim, Elon University

“**TIMING IS MONEY”: ADVERTISING CONCENTRATION’S INFLUENCE ON RETAILERS’ MARKET AND FINANCIAL PERFORMANCE**
Chi Zhang, University of Indianapolis
Douglas Vorhies, University of Mississippi

**ADVERTISING EXPENDITURES, NEGATIVE CORPORATE SOCIAL PERFORMANCE AND FIRM PERFORMANCE: DOES ADVERTISING ORIENTATION MATTER?**
Stacey Sharpe, California State University, Los Angeles
Nicole Hanson, California State University, Los Angeles

Session 1.8. **EVALUATING THE INTERNAL AND EXTERNAL DRIVERS OF FIRM SUCCESS**
Room: Edison K
Session Chair: Atanas Nik Nikolov, Washington State University

**MARKETING STRATEGY AND STRATEGIC ENVIRONMENT PERFORMANCE SUSTAINING CONFIGURATIONS: A SET-THEORETIC APPROACH**
Simos Chari, Leeds University Business School
George Balabanis, CASS Business School, CITY University

**STRUCTURED ABSTRACT: THE FREE (FIRM RESOURCES AND EXTERNAL ENVIRONMENT) FRAMEWORK AS AN ALTERNATIVE TO SWOT**
Sreedhar Madhavaram, Cleveland State University
Shelby Hunt, Texas Tech University
Pelin Bicen, Suffolk University

**CAN MARKETING AND IT BE FRIENDS?: THE IMPACT OF INFORMATION STRATEGY, STRUCTURE, AND PROCESSES ON BUSINESS PERFORMANCE**
Stefan Sleep, Georgia Southern University
Dana Harrison, East Tennessee State University
Date: Wednesday, May 24th
Time: 10:30 AM - 12:00 PM

Session 2.1. SPECIAL SESSION: PROFESSIONAL INTEGRITY IN PUBLISHING AND PROFESSIONAL RELATIONSHIPS
Room: Viceroy
Session Chair: O.C. Ferrell, Belmont University

PANELISTS
O.C. Ferrell, Belmont University
Barry Babin, Louisiana Tech University
Linda Ferrell, Belmont University

Session 2.2. ISSUES IN NON-PROFIT ADVERTISING
Room: Wilder E
Session Chair: Tanya Drollinger, University of Lethbridge

PERSPECTIVE-TAKING AND PERSUASIVENESS OF CHARITY ADVERTISING APPEALS
Guangzhi Zhao, Loyola University Maryland
Qiyu Zhang, Loyola University Maryland
Lefa Teng, Jiangnan University

POLITICAL IDEOLOGY OF DONORS AND ATTRIBUTION MESSAGES IN CHARITY ADVERTISING
Younghwa Lee, Bryant University
Sukki Yoon, Bryant University

CAUSE RELATED MARKETING FROM THE NONPROFIT’S PERSPECTIVE: AN INTERNATIONAL COMPARISON
Debra Basil, University of Lethbridge
Caroline Werle, Grenoble Ecole de Management
Mary Runte, University of Lethbridge

Session 2.3. CULTURE AND BRANDING
Room: Wilder F
Session Chair: Altaf Merchant, University of Washington Tacoma

DEVELOPING A SCALE TO MEASURE BRAND-EVOKED NOSTALGIA IN BELGIUM AND THE UNITED STATES: STRUCTURED ABSTRACT
John Ford, Old Dominion University
Altaf Merchant, University of Washington, Tacoma
Anne-Laure Bartier, EPHEC Business School
Mike Friedman, Louvain School of Management
STYLE OF THINKING AS MODERATOR OF DRIVERS OF CONSUMER BRAND IDENTIFICATION
Jose Luis Saavedra Torres, Southern Illinois University, Carbondale
Omid Dadgar, Southern Illinois University, Carbondale
Monika Rawal, Southern Illinois University, Carbondale

DOES COO STILL MATTER? AN EXAMINATION OF COUNTRY OF ORIGIN EFFECTS ON PURCHASE INTENTIONS UNDER RECALL CIRCUMSTANCES
Jianping Huang, The University of Memphis
Jeffrey Radighieri, Texas Woman's University

MANAGING CUSTOMER REACTIONS TO BRAND DELETION
Purvi Shah, Worcester Polytechnic Institute

Session 2.4. STRATEGIC IMPLICATIONS OF ADVERTISING AND SOCIAL MARKETING
Room: Wilder G
Session Chair: Pelin Bicen, Suffolk University

SEEKING PLEASURE OR AVOIDING PAIN: INFLUENCE OF CEOS’ REGULATORY FOCI ON FIRMS’ ADVERTISING, R&D, AND CORPORATE SOCIAL RESPONSIBILITY
Saim Kashmiri, University of Mississippi
Prachi Gala, University of Mississippi
Cameron Nicol, University of Mississippi

ALL IN THE FAMILY? ADDING VALUE THROUGH ADVERTISING IN FAMILY INFLUENCED FIRMS
Atanas Nik Nikolov, Washington State University

CO-DESIGNING ACTIVE WORKPLACE SOCIAL MARKETING CAMPAIGN: BARRIERS AND MOTIVATORS TO SIT LESS AND STAND UP
Haruka Fujihira, Griffith University
Joy Parkinson, Griffith University
Sharyn Rundle-Thiele, Griffith University

Session 2.5. ETHICS, TRUST, AND NEUROMARKETING
Room: Wilder H
Session Chair: Jason Flores, Oklahoma City University

THE MECHANISM OF PUNISHMENT ON CONSUMER'S FORGIVENESS AND TRUST REPAIR: AN INTEGRATED CAUSAL ATTRIBUTION MODEL OF TRUST REPAIR
Chuan-Feng Shih, National Taiwan University
Heng-Chiang Huang, National Taiwan University
Han Lee, National Taiwan University

AN EXPLORATORY ANALYSIS OF CONSUMER OPINIONS, ETHICS, AND SENTIMENT OF NEUROMARKETING
Cuauhtemoc Luna-Nevarez, Sacred Heart University

PRODUCT RECALL AS A WAY OF RESPONSIBLE BEHAVIOR OF A FIRM: THE ROLES OF CSR REPERTOIRES AND BOARD CHARACTERISTICS
John Bae, Elon University
Ryan Choi, Eastern Michigan University
Sang-Joon Kim, Ewha Women's University
Hannah Oh, University of Nebraska at Omaha

ETHICAL VS. UNETHICAL ADVERTISMENTS: EVALUATION AND RECALL
Kevin Lehnert, Grand Valley State University
Mark Kubik, Grand Valley State University

Session 2.6.  PERFORMANCE IN SALES
Room:  Edison I
Session Chair:  Magnus Hultman, University of Alabama

ENTERING THE PERFORMANCE-BASED CONTRACTING BUSINESS – AN EXPLORATION OF SALES RELATED CHALLENGES
Stefan Ruffer, TU Dortmund University
Tobias Schaefers, TU Dortmund University

I BELIEVE IN YOU: THE ROLE OF SALES COACHING ON INDIVIDUAL OUTCOMES
Stephen Porter, Wichita State University
Michael Williams, Oklohama State University
Devdeep Maity, Delaware State University

AN INVESTIGATION OF THE NONLINEAR EFFECTS OF CREATIVITY ON SALES PERFORMANCE
Abena Yeboah-Banin, University of Ghana
Magnus Hultman, University of Leeds
Nathaniel Boso, University of Leeds
Pejvak Oghazi, Linnaeus University

PERFORMANCE IMPACT OF CUSTOMER ORIENTATION AND TASK INTERDEPENDENCE IN KEY ACCOUNT SALES TEAMS: AN INFORMATION SHARING PERSPECTIVE
Christine Jaushyuam, Laval University
Ying Yang, University of Iowa
Session 2.7. **UNDERSTANDING MARKETING CAPABILITIES AND STRATEGIES IN THE GLOBAL MARKETPLACE**
Room: Edison J
Session Chair: Simos Chari, Leeds University Business School

**ADAPTIVE MARKETING DYNAMIC CAPABILITIES AND MNE’S PERFORMANCE - A CONCEPTUAL FRAMEWORK**
Elika Kordrostami, Humboldt State University
Vahid Rahmani, Old Dominion University

**CROSS-BORDER M&A: IMPLICATIONS FOR MARKETING CAPABILITY AND FIRM PERFORMANCE**
Mahabubur Rahman, ESC Rennes School of Business
Mary Lambkin, Smurfit Graduate Business School

**RADICAL MULTICULTURAL MARKETING: EXAMINING THE COMMUNICATION STRATEGIES USED BY MULTICULTURAL MARKETING AGENCIES**
Nessa Adams, Regent's University London

**TASK MASTER OR TASK NOVICE: AN EXPERIMENT ON STRATEGIC DECISION-MAKING**
Kirk Plangger, King's College London
Douglas West, King's College London

Session 2.8. **FACE IT! ISSUES MARKETING ON FACEBOOK**
Room: Edison K
Session Chair: Elsamari Botha, University of Capetown

**SELF-AFFIRMATION OF NARCISSISTS ON SOCIAL MEDIA: A STUDY PROPOSING A NEW METHOD OF CATEGORIZATION ON FACEBOOK ADS**
Mario Cassar, Luleå University of Technology
Amir Dabirian, Royal Institute of Technology
Hoda Diba, Luleå University of Technology
Jirka Konietzny, Luleå University of Technology

**YOU’VE GOT IT! PRONOUNS INCREASE SELF-REFERENCING AND ENGAGEMENT ON FACEBOOK.**
Ryan E. Cruz, New Mexico State University
James M. Leonhardt, University of Nevada, Reno

**I LIKE DONALD TRUMP BUT WON’T ‘LIKE’ HIM AS I DON’T WANT MY ‘FRIENDS’ TO HATE ME: EXAMINATION OF CONSPICUOUS VS. INCONSPICUOUS POLITICAL BRAND ‘LIKING’ BEHAVIOR ON FACEBOOK**
Ben Marder, University of Edinburgh
Caroline Marchant, University of Edinburgh Business School
Chris Archer-Brown, Bath University
Amy Yau, Cardiff University
David M. Houghton, Birmingham Business School

Session 2.9. **THINKING STYLES AND INFORMATION PRESENTATION**
Room: Spreckels A
Session Chair: Sara Hanson, University of Richmond

**HOLISTIC THINKING AND ATTITUDE TOWARD INNOVATIVE DESIGN: ROLE OF INFORMATION PRESENTATION**
Kyung-Ah Byun, University of Texas at Tyler
Junghwa Hong, University of Texas at Tyler

**INFORMATION CONTENT OF EXPERIENCE ATTRIBUTES**
Brian Till, Marquette University
Srinivasan Swaminathan, Drexel University
Jayant Nasa, Indian School of Business

**SENSORY SIMILARITY: A PHYSICAL PRODUCT PERCEPTION IN ONLINE CONTEXT**
Margot Racat, IDRAC Business School
Sonia Capelli, University Jean Moulin Lyon 3
Danilo Dantas, HEC Montreal

**WHO REGRETS MORE AFTER CHOICE? THE ROLE OF DIALECTICAL THINKING**
Rongrong Qiu, Fudan University
Lan Xia, Bentley University
Xiucheng Fan, Fudan University

**Date:** Wednesday, May 24th
**Time:** 1:30 PM - 3:00 PM

Session 3.2. **IMPLICATIONS FOR GLOBAL HEALTHCARE MARKETING**
Room: Wilder E
Session Chair: Sharyn Rundle-Thiele, Griffith University

**MORE THAN A BLACK EYE! THE EFFECT OF VIOLENCE EXPOSURE IN ANTI-IPV CAMPAIGNS**
Amanda Pruski Yamim, NEOMA Business School
Adilson Borges, NEOMA Business School

**INTEGRATING SOCIAL MEDIA INTO HEALTH CARE MARKETING**
Rui Sun, California State University, Dominguez Hills
Bing Xu, California State University, Dominguez Hills

PATIENT SAFETY AND EMPLOYEE WORD-OF-MOUTH
Soumya Upadhyay, University of Alabama at Birmingham
Thomas Powers, University of Alabama at Birmingham

Session 3.3. CUSTOMER LOYALTY AND PERCEIVED VALUE
Room: Wilder F
Session Chair: Pilsik Choi, Indiana University Southeast

DOES CUSTOMER CO-CREATION REALLY PRODUCE VALUE?
Weiling Zhuang, Eastern Kentucky University
Barry Babin, Louisiana Tech University

MINIMUM PURCHASE QUANTITY RESTRICTIONS: GOOD OR BAD?
Siddharth Bhatt, Drexel University
Srinivasan Swaminathan, Drexel University
Rajneesh Suri, Drexel University

A COMPARISON OF BRAND LOYALTY BETWEEN ON THE GO AND TAKE HOME CONSUMPTION PURCHASES: AN ABSTRACT
Giang Trinh, University of South Australia Ehrenberg-Bass Institute

THE ROLE OF BRAND STRENGTH AND CUSTOMER SATISFACTION IN EXPLAINING STORE LOYALTY
Paraskevi Sarantidou, American College of Greece

Session 3.4. DIGITAL BEHAVIOR
Room: Wilder G
Session Chair: Silke Bambauer-Sachse, University of Fribourg

THE EFFECT OF GENDER DIFFERENCES ON ONLINE SHOPPING PAYMENT METHODS: THE CASE OF CHINESE CONSUMERS
Mahmood Awan, SolBridge International School of Business
Han Chiang Ho, Wenzhou Kean University

CONSUMERS’ DIGITAL PASSIVITY: THE IMPACT OF NUDGING ON PRIVACY CONCERNS
Mirja Bues, University of Muenster
Wayne D. Hoyer, University of Texas at Austin

REAL-NAME REGISTRATION REGULATION OF INTERNET AND MOBILE MEDIA IN CHINA: A MIXED METHOD OF CHINESE CONSUMER CONCERNS OVER ANONYMITY AND SURVEILLANCE
Kenneth C. Yang, University of Texas at El Paso
Yowei Kang, KAINAN UNIVERSITY

STRUCTURED ABSTRACT: CONSUMER REACTIONS TO A LOW VERUS HIGH LEVEL OF CUSTOMIZATION
Silke Bambauer-Sachse, University of Fribourg

Session 3.5. NEW FRONTIERS IN MARKETING RESEARCH & ANALYTICS
Room: Wilder H
Session Chair: Emily Treen, Simon Fraser University

BIG DATA-DRIVEN MARKETING
Samppa Suoniemi, University of Toulouse
Las Meyer-Waarden, University of Toulouse
Andreas Munzel, University of Toulouse

COMPARING LAB, VIRTUAL, AND FIELD ENVIRONMENTS IN SENSORY PRODUCT ACCEPTANCE TESTING
Marcel Lichters, Otto-von-Guericke-University Magdeburg
Robert Möslein, Institute for Sensory and Innovation Research
Marko Sarstedt, Otto-von-Guericke-University Magdeburg
Andreas Scharf, University of Applied Sciences Nordhausen

MEASURING THE DIMENSIONS OF CONSUMER TRUST IN ELECTRONIC BANKING: AN INITIAL TEST
Mengtian Jiang, Michigan State University
Nora Rifon, Michigan State University
Bob Larose, Michigan State University
Saleem Alhabash, Michigan State University
Shelia Cotton, Michigan State University

REVIEW RICHNESS: HOW REVIEW INFORMATION CONTENT SHAPES PERSUASION
Yiru Wang, Kent State University
Cesar Zamudio, Kent State University

Session 3.6. PUBLIC POLICY ISSUES ASSOCIATED WITH TRUST AND COMMITMENT IN CUSTOMER RELATIONSHIPS
Room: Edison I
Session Chair: Debra Basil, University of Lethbridge

BUILDING RELATIONSHIPS WITH MAJOR GIFT DONOR USING AEL
Tanya Drollinger, University of Lethbridge

I DON'T THINK IT'S REAL: EXPLORING THE GENRES OF REALITY PROGRAMMING
Christine Kowalczyk, East Carolina University
Alexa Fox, Ohio University

AUTOMATION IN CREDIT CARD REPAYMENT: A FRIEND OR A FOE?
Nadine Yehya, American University of Beirut

Session 3.7. CSR AND SUSTAINABILITY INITIATIVES
Room: Edison J
Session Chair: Angeline Close Scheinbaum, University of Texas at Austin

A FINANCIAL LEAP OF FAITH: GOVERNMENT FUNDING FOR COMMUNITY CSR AND SUSTAINABILITY INITIATIVES
Heather F. Ross, University of Edinburgh

A FRAMEWORK TO MONITOR CORPORATE SUSTAINABLE DEVELOPMENT IN SUPPLY CHAINS: AN ABSTRACT
Goran Svensson, Kristiania University College
Nils Høgevold, Kristiania University College

PROVIDING VALUE TO SMES AND THEIR STAKEHOLDERS THROUGH CORPORATE SOCIAL RESPONSIBILITY INITIATIVES
Solon Magrizon, Coventry University
Eleni Apospori, Athens University of Economics and Business
Marylyn Carrigan, Coventry University

EMBEDDING CSR IN THE FIRM'S DNA: THE CASE FOR STRATEGIC CSR IN EMERGING MARKETS, EXAMPLES FROM ROMANIA
Cezara Nicoara, Leeds University Business School
Dayananda Palihawadana, Leeds University Business School
Matthew Robson, Leeds University Business School
Constantinos Leonidou, Leeds University Business School

Session 3.8. CONNECTING WITH CUSTOMERS EVERYWHERE
Room: Edison K
Session Chair: Monika Kukar-Kinney, University of Richmond

E-MOBILITY MARKETING – STANDARDIZATION OR SPECIALIZATION
Sarah Selinka, DHBW Baden-Württemberg Stuttgart
Marc Kuhn, DHBW Baden-Württemberg Stuttgart
Natalie De Jong, DHBW Baden-Württemberg Stuttgart

IS ONLINE SHARING AND WORD-OF-MOUTH MORE PREVALENT AMONG COLLECTIVISTIC CONSUMERS?
Todd Pezzuti, Universidad de Chile
James Leonhardt, University of Nevada, Reno
EXAMINING ONLINE CHINESE BUYER-SELLER RELATIONSHIPS: UNDERSTANDING E-GUANXI
Wenkai Zhou, New Mexico State University
Michael Hyman, New Mexico State University
James Leonhardt, University of Nevada, Reno

UBER AND THE SHARING ECONOMY: CHANGING STRATEGIES AND GLOBAL MARKETS
Syed Anwar, West Texas A&M University

Session 3.9. FOCUSING ON EMERGING MARKETS AND THE HEALTHCARE INDUSTRY IN MARKETING STRATEGY RESEARCH
Room: Spreckels A
Session Chair: Saim Kashmiri, University of Mississippi

A STUDY ON THE RELATIONSHIP BETWEEN BOP ORIENTATION AND FIRM PERFORMANCE
Fengxia Zhu, Cleveland State University
Zelong Wei, Xi’an Jiaotong University
Yongchuan Bao, University of Alabama at Huntsville

STRUCTURED ABSTRACT: AMBIGUITY-BASED TYPOLOGY OF MARKETING STRATEGIES TO BUILD BRAND CREDIBILITY OF HEALTHCARE PROVIDERS
Priyanka Sharma, Indian Institute of Technology Kanpur
Samidha Garud, Doc N Me (www.docnme.com)

STRUCTURED ABSTRACT: RESOURCE ADVANTAGE THEORY AND SERVICE DOMINANT LOGIC AND HEALTHCARE CONSUMER EXPERIENCES
Kevin James, University of Texas at Tyler
Kerri Camp, University of Texas at Tyler
Janna Parker, James Madison University

Date: Wednesday, May 24th
Time: 3:30 PM - 5:00 PM

Session 4.1. IMPROVING GLOBAL CONSERVATION EFFORTS
Room: Wilder E
Session Chair: Sukki Yoon, Bryant University

IMPROVING PERSONAL HYGIENE AND WATER CONSERVATION AMONG SOUTH AFRICAN CHILDREN: A PILOT TEST OF KNOWLEDGE AND ATTITUDE CHANGE
David Schmidtke, Griffith University
Alice Baker, Cape Town Research and Conservation Initiative
Mohammad Kadir, Griffith University
Julia Baum, University of Cape Town
Sharyn Rundle-Thiele, Griffith University

MONEY ISN'T EVERYTHING?! INVESTIGATING PUBLIC POLICIES TO ENGAGE ENERGY EFFICIENCY IN PRIVATE HOMES: AN EMPIRICAL ANALYSIS ON CONSUMER MOTIVES
Moritz Vom Hofe, TU Dortmund University
Paul Baginski, University of Duisburg-Essen
Hartmut Holzmueller, TU Dortmund University

CO-DESIGNING A SOCIAL MARKETING PROGRAM TO REDUCE FOOD WASTE IN AUSTRALIA
Kim Jeawon, Griffith University
Kathy Rundle-Thiele, Knox
Sharyn Rundle-Thiele, Griffith University

Session 4.2. SPECIAL SESSION: BUSINESS ETHICS – SEE IT, TEACH IT, LIVE IT
Room: Wilder F
Session Chair: Allyn White, University of Mississippi

ETHICAL CHALLENGES IN THE SHARING ECONOMY
O.C. Ferrell, Belmont University
Linda Ferrell, Belmont University

ETHICAL LEADERSHIP FROM THE INSIDE OUT
William Locander, Loyola University New Orleans

MARKETING IMPLICATIONS IN THE ETHICAL TREATMENT OF THE DEAF/HARD OF HEARING SUBCULTURE
Allyn White, University of Mississippi
William Locander, Loyola University New Orleans

Session 4.3. TACTICAL ISSUES IN PRICING AND PROMOTION
Room: Wilder G
Session Chair: He Yang, Belmont University

SHORT AND LONG-TERM CONSUMER REACTIONS TO PROMOTIONS
Silke Bambauer-Sachse, University of Fribourg
Laura Massera, University of Fribourg

DOES "HOT" LEAD TO "NOT SO HOT?" SEXY IMAGES, INDULGENT CONSUMPTION, AND THE IMPACTS OF GENDER AND SELF-CONSTRUAL
Chun-Tuan Chang, National Sun Yat-sen University
Shr-Chi Wang, National Sun Yat-sen University
GENDER, EMOTIONS, AND JUDGMENTS: AN ANALYSIS OF THE MODERATING ROLE OF GENDER IN INFLUENCING THE EFFECTIVENESS OF ADVERTISING AND PRICING TACTICS
Vahid Rahmani, Old Dominion University
Elika Kordrostami, Humboldt University

HOW TO VOLUNTARILY DISCLOSE COST INFORMATION - CONSUMERS' RESPONSES TOWARD COST TRANSPARENCY
Sojin Jung, Hong Kong Polytechnic University
Hyeon Jeong Cho, Southeast Missouri State University

Session 4.4. READY, SET, ACTION! WHY MARKETERS SHOULD CARE ABOUT CONSUMERS' FILMS
Room: Wilder H
Session Chair: Christine Pitt, Royal Institute of Technology

SOCIAL VIDEO ADVERTISING AND CONSUMERS’ YOUTUBE ENGAGEMENT
Daniel Heinrich, Technische Universität Braunschweig
Sandra Stiller, Technische Universität Braunschweig
David Woisetschläger, Technische Universität Braunschweig

REVEALING THE YOUNG PEOPLE’S COGNITIVE STRUCTURE OF SHARING VIDEO ONLINE: AN EXPLORATORY RESEARCH
Chin-Feng Lin, National Pingtung University
Chen-Su Fu, National Cheng-Kung University

USER-GENERATED ADVERTISING: THE EFFECTS OF CONSUMER-CREATED BRAND VIDEOS ON BRAND ATTITUDES
Paulo Mora-Avila, University of Worcester
Ria Wiid, University of Worcester

STRUCTURED ABSTRACT: EXPLORING THE ROLE OF AUDIENCE PARTICIPATION AND PARA-SOCIAL INTERACTION ON ENDORSEMENT EFFECTIVENESS IN VLOGS
Juha Munnukka, Jyväskylä University
Devdeep Maity, Delaware State University

Session 4.5. TACIT AND EXPLICIT KNOWLEDGE AS DRIVERS OF PRODUCT AND SERVICE INNOVATION
Room: Edison I
Session Chair: Nima Heirati, Queen Mary University of London

TECHNOLOGY-BASED SERVICE INNOVATIONS IN B2B SETTINGS
Peter Ekman, Mälardalen University
Randle Raggio, University of Richmond
Jimmie Röndell, Mälardalen University
OPEN DATA INNOVATION: OPPORTUNITIES AND CHALLENGES FOR OPEN DATA DRIVEN PROJECTS IN SWEDEN
Serdar Temiz, KTH Royal Institute of Technology
Terrence Brown, KTH Royal Institute of Technology

EXPLORING KNOWLEDGE BASE AND KNOWLEDGE INTEGRATION'S INFLUENCE ON INSIDE-OUT OPEN INNOVATION'S CONTRIBUTION TO FIRM PERFORMANCE
Kuang-Peng Hung, Ming Chuan University
Annie Chen, Sheffield Hallam University
Norman Peng, University of Westminster

DOUBLE-EDGED ROLES OF MANAGERIAL TIES IN DRIVING INNOVATION
Nima Heirati, Queen Mary University of London

Session 4.6. PRICE PREMIUM, DISCOUNTS, AND COUPONS
Room: Edison J
Session Chair: Monika Kukar-Kinney, University of Richmond

CONSUMERS' PERCEPTION OF PRICE PREMIUMS FOR GREENWASHED PRODUCTS
Jeonggyu Lee, Drexel University
Siddharth Bhatt, Drexel University
Rajneesh Suri, Drexel University

EXPLORING CONSUMER SPENDING WHEN REDEEMING ONLINE DAILY COUPONS
Chinintorn Nakhata, Clarion University of Pennsylvania
Anne Roggeveen, Babson College
Ali Besharat, University of Denver
James Stock, University of South Florida

STRUCTURED ABSTRACT: PRICE PROMOTION FOR A PRE-ORDERED PRODUCT: THE MODERATING ROLE OF TIME OF RELEASE
Subhash Jha, University of Memphis
Phillip Hart, Westfield State University
George Deitz, University of Memphis

AN EXAMINATION OF HEAVY COUPON USE, OPINION LEADERSHIP, AND SELF-CONFIDENCE: AN ABSTRACT
James Zboja, University of Tulsa
Kevin Gatzlaff, Ball State University

Session 4.7. CURRENT ISSUES IN DIGITAL MARKETING STRATEGY
Room: Edison K
Session Chair: Atthaphon Mumi, University of Massachusetts Lowell

INVESTIGATING SOCIAL MEDIA ACTIVITY AS A FIRM’S SIGNALING STRATEGY THROUGH AN INITIAL PUBLIC OFFERING
Atthaphon Mumi, University of Massachusetts Lowell
Michael Obal, University of Massachusetts Lowell
Yi Yang, University of Massachusetts Lowell

DIGITAL RETAILING: PRELIMINARY RESULTS OF A SYSTEMATIC LITERATURE REVIEW
Gaetano Aiello, University of Florence
Raffaele Donvito, University of Florence
Valentina Mazzoli, University of Florence
Virginia Vannucci, University of Florence

CHALLENGES IN DATA DRIVEN INNOVATION TOWARDS EUROPEAN DIGITAL SINGLE MARKET
Serdar Temiz, KTH Royal Institute of Technology
Terrence Brown, KTH- Royal Institute of Technology, LTH- Luleå University of Technology

STRUCTURED ABSTRACT: THE EFFECTS OF COLOR AND POSITION OF ADD TO CART BUTTON ON CLICK INTENTION
Zhen Yang, Drexel University
Yangliu Huang, Drexel University

Session 4.8. PRODUCTS, PRODUCT CATEGORIES, AND PACKAGING
Room: Spreckels A
Session Chair: Gerrit Cziehso, TU Dortmund University

WHY DO CERTAIN PRODUCTS INFLUENCE GROCERY STORE CHOICE? THE ROLE OF ANCHOR PRODUCTS AND THEIR RELATIONSHIPS WITH OTHER STORE CHOICE FACTORS
Pilsik Choi, Indiana University Southeast

EXAMINING THE EFFECTS OF PRODUCT CATEGORIES ON CONSUMERS’ SPENDING IN MULTIPLE RETAIL FORMATS
Qin Zhang, Pacific Lutheran University
Manish Gangwar, Indian School of Business
Brian Ratchford, University of Texas at Dallas

CONSUMER ACCEPTANCE OF NEW CONSUMER PACKAGED PRODUCTS
Kyoungmi Kim, University of Wisconsin Eau Claire
Buster Allaway, University of Alabama
WELL, THAT'S EMBARRASING: AN EXAMINATION OF PRODUCT PACKAGE DIFFERENCES AND THE IMPACT ON EMBARRASSMENT
Carol Esmark, Mississippi State University
Christian Barney, Mississippi State University
Stacie Waites, Mississippi State University

Date: Thursday, May 25th
Time: 8:30 AM - 10:00 AM

Session 5.1. SPECIAL SESSION: MARKETING’S THEORETICAL AND CONCEPTUAL VALUE PROPOSITION
Room: Viceroy
Session Chair: Martin Key, University of Colorado, Colorado Springs

PANELISTS
Terry Clark, Souther Illinois University, Carbondale
O.C. Ferrell, Belmont University
Martin Key, University of Colorado, Colorado Springs
Leyland Pitt, Simon Fraser University
David W. Steward, Loyola Marymount University

Session 5.2. LOVEMARKS: PSYCHOLOGY OF BRANDING
Room: Speckels A
Session Chair: Sukki Yoon, Texas State University

LOVEMARKS: PSYCHOLOGY OF BRANDING
Patricia Rossi, IESEG School of Management
Felipe Pantoja, IESEG School of Management
Kacy Kim, Elon University
Sukki Yoon, Bryant University

THE LOVEMARKS EFFECT
Cleopatra Veloutsou, University of Glasgow
Jantakarn Bell Aimpitaksa, University of Glasgow

NEW PRODUCT INTRODUCTION AND SALES PROMOTION IMPACT: PRELIMINARY RESULTS FROM A LONGITUDINAL STUDY
Joseph Jones, North Dakota State University

THE INTERPLAY BETWEEN SPATIAL DISTANCE AND THE MESSAGE PERSUASIVENESS
Yung Kyun Choi, Dongguk University
Sungmi Lee, Daehong Communication

Session 5.3. CONSUMER BEHAVIOR IN EMERGING MARKETS
GLOBALIZING CONSUMERS’ ATTITUDES TOWARD MARKETING: AN EXPLORATORY STUDY IN A MULTICULTURAL MARKETPLACE
Tarek Mady, University of Prince Edward Island
Ajay Manrai, University of Delaware
Lalita Manrai, University of Delaware

PERSONAL INNOVATIVENESS IN IT CONTEXT AFFECTING TECHNOLOGY ADOPTION OF MEXICAN CONSUMERS
Isidro Cristóbal-Vázquez, Tecnologico de Monterrey, EGADE Business School

COMPULSIVE BUYING IN CHINA: MEASUREMENT, PREVALENCE, AND CHARACTERISTICS
Heping He, Shenzhen University
Monica Kukar-Kinney, University of Richmond
Nancy Ridgway, University of Richmond

MATERIAL POSSESSIONS AND HEDONIC EXPERIENCE: PARADOXES OF LUXURY CONSUMPTION IN EMERGING MARKETS
Jose Mesquita, FUMEC University
Gregory Kivenzor, University of Connecticut
Natália Franco, FUMEC University

WELCOME TO BRAND-TOPIA: THE ROLE OF TRANSPORTATION AND IDENTIFICATION IN BRAND STORYTELLING
Klas-Peter Wiedmann, Leibniz University of Hannover
Evmorfia Karampournioti, Leibniz University of Hannover
Nadine Hennings, Leibniz University of Hannover
Steffen Schmidt, Leibniz University of Hannover
Levke Albertsen, Leibniz University of Hannover

THE IDEOLOGY UNDERLYING CONSUMER BOYCOTT STUDIES: ARE WE BOYCOTTING A DEEPER UNDERSTANDING OF A THEME
Daniela Ferreira, Federal University of Rio de Janeiro
Paula Chimenti, Federal University of Rio de Janeiro

EXPLAINING MOTIVATIONAL NEEDS THROUGH POSITIVE AFFECT AND BRAND TRIBALISM
Jeremy Sierra, Texas State University
Harry Taute, Utah Valley University
Session 5.5. **IS IT REALLY HERE? DIGITAL TECHNOLOGY ISSUES**  
Room: Speckels D  
Session Chair: Jongyoon Kim, King’s College London

**THE QUANTIFIED SELF- THE ROLE OF CONSUMERS’ SMART WEARABLES PERCEPTION OFFERED BY INSURANCE COMPANIES**  
Stefanie Paluch, RWTH Aachen University  
Sven Tuzovic, Queensland University of Technology

**STRUCTURED ABSTRACT: DOES A HOLOGRAM GIVE AN ENCORE? AUTHENTICITY IN MIXED-REALITY**  
Spencer Ross, University of Massachusetts Lowell  
Lauren Labrecque, Loyola University Chicago

**HAPPINESS BY DESIGN: A SELF-CONSTRUCTION FRAMEWORK OF PROTEUS AND NETWORKING EFFECTS IN ONLINE GAMES**  
Ting-Ting Chen, National Taiwan University  
Heng-Chiang Huang, National Taiwan University  
Shih-Ju Wang, Graduate Institute of Management, National Taiwan Normal University

**THE INFLUENCE OF NEED FOR COGNITION, WEB-EXPERTISE AND TRUST ON ONLINE AND OFFLINE INFORMATION SEARCH BEHAVIOR**  
Elfriede Penz, Vienna University of Economics and Business  
Agnieszka Zablocki, Vienna University of Economics and Business  
Philipp Simbrunner, Vienna University of Economics and Business

Session 5.7. **SPECIAL SESSION: DIGITAL ANALYTICS FOR MARKETING PROFESSORS - MAKING SENSE OF DATA**  
Room: Wilder F  
Session Chair: Angeline Close Schienbaum, University of Texas at Austin

**PANELISTS**  
Haya Ajan, Elon University  
Martin Paul Block, Northwestern University  
Randy Messina, IBM

Session 5.8. **PERSUASION AND THE ROLE OF ANTHROPOMORPHIZATION IN TODAY’S ADVERTISING ENVIRONMENT**  
Room: Wilder G  
Session Chair: Thomas Wittkop, Ostwestfalen-Lippe University

**THE EFFECT OF PLACEMENT CONTEXT ON BRAND PERSUASIVENESS**  
Fanny Fong Yee Chan, Hang Seng Management College
Ben Lowe, University of Kent

**BRAND ADVERTISING IN AN ACCESS–OWNERSHIP WORLD: HOW MARKETING CHANNELS IMPACT MESSAGE PERSUASIVENESS**
Lora Mitchell Harding, Belmont University
Mark T. Schenkel, Belmont University

**ROLE OF ANTHROPOMORPHIZATION ON PRO-SOCIAL BEHAVIOR:**
**EXPLORING MODERATING EFFECT OF NEED FOR COGNITION**
Tapar Archit, IIM Indore
Ashish Sadh, IIM Indore
Aditya Billore, IIM Indore
Abhishek Mishra, IIM Indore

Session 5.9. **CSR CO-CREATION, BRAND LOYALTY, AND CONSUMER IDENTITIES**
Room: Wilder H
Session Chair: Sihem (will confirm) Dekhili, University of Strasbourg

**CO-CREATING CSR DECISIONS: WHEN DOES CSR CO-CREATION ELICIT FAVORABLE CONSUMER OUTCOMES?**
Solon Magrizos, Coventry University
Ioannis Assiouras, Coventry University
Achilleas Boukis, Sussex University

**HOW DOES ETHICAL TRANSGRESSIONS AFFECT BRAND LOYAL CUSTOMERS?**
Kenyatta Barber, University of Wisconsin Whitewater
Dennis Kopf, University of Wisconsin Whitewater

**GREEN IDENTITY: MYTH OR REALITY**
Samreen Ashraf, Bournemouth University
Maria Musarskaya, Bournemouth University

**UNDERSTANDING THE EFFECT OF PERCEIVED REASONABLENESS ON CUSTOMER SATISFACTION IN RELATION TO MORAL IDENTITY**
Nobuyuki Fukawa, Missouri University of Science and Technology

**Date:** Thursday, May 25th
**Time:** 10:30:00 AM - 12:00:00 PM

Session 6.1. **JAMS ERB MEETING**

Session 6.2. **DOING "ME": FACTORS INFLUENCING CONSUMER IDENTITY AND PERFORMANCE**
Room: Speckels A
Session Chair: Jeremy Sierra, Bathspa University

NOSTALGIA AND ASTROMETRY AS PRECURSERS OF SUSPERSTITIOUS BELIEFS
Jeremy Sierra, Texas State University
Michael Hyman, New Mexico State University
Anna Turri, Texas State University

LOVE MAKES THE DAREDEVIL; MATING MINDSET AND PROACTIVE TENDENCY
Yang He, Belmont University
Marcus Cunha, The University of Georgia

THANKFULNESS, HOPE AND FUN AS DRIVING EMOTIONS IN MOMMY BLOGS
Angeline Close Scheinbaum, University of Texas at Austin
Anjala Krishen, University of Nevada, Las Vegas
Axenya Kachen, University of California Berkeley
Amanda Mabry-Flynn, University of Illinois
Nancy Ridgway, University of Richmond

RED SOX THROWS SOFT, YANKEES HITS HARD: SPORTS TEAM SYMBOLS AFFECT DISTANCE PERFORMANCE
Sukki Yoon, Bryant University
Austin Beltis, Bryant University
John Logan, Bryant University
Kacy Kim, Elon University
Gayatri Subramanian, Bryant University

Session 6.3. FOUNDATIONS IN CUSTOMER RELATIONSHIPS
Room: Speckels B
Session Chair: George Watson, Colorado State University

A RE-INVESTIGATION OF GENDER DIFFERENCES IN LOYALTY TO SERVICE PROVIDERS
Xin Chen, Concordia University, Montreal
Mrugank Thakor, Concordia University, Montreal
Rui Chen, Concordia University, Montreal

THE WAY TO REGAINED TRUST THROUGH SERVICE RECOVERY IS PAVED WITH CONSUMER FORGIVENESS: THE EFFECT OF SERVICE FAILURE CHARACTERISTICS
Han Lee, National Taiwan University
Heng-Chiang Huang, National Taiwan University
Chuan-Feng Shih, National Taiwan University
SERVICE QUALITY AND SATISFACTION OF TRADITIONAL AND TECHNOLOGY ENHANCED SERVICES
Somkiat Eiamkanchanalai, Chulalongkorn University
Nuttapol Assarut, Chulalongkorn University

THE MODERATOR EFFECT OF PREVIOUS DISSATISFACTION WITH SERVICE CATEGORY ON CO-CREATION WITH CONSUMERS
Melby Huertas, FEI
Ingrid Pergentino, FEI

Session 6.4. THE STORY OF ENGAGEMENT
Room: Speckels C
Session Chair: Ali Heydari, Concordia University

ONLINE COMMUNITIES LOCK-IN AND KNOWLEDGE CONTRIBUTION: EXPLORING THE “PUSH-BACK” AND “PULL-IN” EFFECTS
Ting-Ting Chen, National Taiwan University
Heng-Chiang Huang, National Taiwan University

CROSS-CULTURAL STUDY OF SOCIAL MEDIA BASED BRAND COMMUNITIES
Ali Heydari, Concordia University
Michel Laroche, Concordia University

STRUCTURED ABSTRACT: TOPIC ANALYSIS IN THE SPANISH TWITTERSPHERE: DIFFERENTIAL IMPACTS OF FIRM CREATED TOPICS ON CUSTOMER ENGAGEMENT
Manuel Ceballos, Universidad Carlos III de Madrid
Nora Lado Couste, Universidad Carlos III de Madrid
Angel Garcia-Crespo, Universidad Carlos III de Madrid

HOW READABILITY OF BRAND POSTS AFFECTS CONSUMERS’ ENGAGEMENT ON TWITTER
James Leonhardt, University of Nevada, Reno
Igor Makienko, University of Nevada, Reno

Session 6.5. I HEARD IT THROUGH THE GRAPEVINE: A VARIETY OF PRODUCT STORIES AND TALES FROM WINE RESEARCH
Room: Speckels D
Session Chair: Christine Pitt, KTH Royal Institute of Technology

THE STORIES PACKAGES TELL: A TYPOLOGY OF PRODUCT STORIES TOLD ON GROCERY PRODUCT PACKAGES
Adam J. Mills, Loyola University New Orleans
COOL MARKETING FOR ICEWINE? INVESTIGATING PRODUCER’S PRODUCT POSITIONING, SEGMENTATION AND MARKETING MIX FOR CANADIAN ICEWINE
Ulrich Paschen, Lulea Technical University
Jeannette Paschen, Royal Institute of Technology (KTH)
Jan Kietzmann, Simon Fraser University

MAPPING COUNTRY WINE BRAND PERSONALITIES: EXAMPLES FROM FIVE NATIONS
Emily Treen, Simon Fraser University
Philip Grant, Langara College
Gene van Heerden, University of Pretoria
Joe Vella, University of Malta
Elsamari Botha, University of Cape Town
Anthony Chan, Simon Fraser University

THE TASTE OF AGEING: A 26-YEAR ANALYSIS OF PUBLICATION IN THE INTERNATIONAL JOURNAL OF WINE BUSINESS RESEARCH
Aya Rizk, Luleå University of Technology
jirka Konietzny, Luleå University of Technology
Mario Cassar, Luleå University of Technology
Richard Wong, KTH Royal Institute of Technology in Stockholm
Asa Wallström, Luleå University of Technology
Joseph Vella, University of Malta

Session 6.7. DOCTORAL COLLOQUIUM SPECIAL SESSION: THE DIFFICULTIES, ISSUES, AND PITFALLS DOCTORATE STUDENTS MUST CONQUER IN BECOMING A RESEARCHER, AUTHOR, AND SCHOLAR
Room: Wilder F
Session Chair: David J. Ortinau, University of South Florida

PANELISTS
David Ortinau, University of South Florida
Nazuk Sharma, University of South Florida
Lisa Monahan, University of South Florida

Session 6.8. THE ROLE OF KNOWLEDGE IN SALES
Room: Wilder G
Session Chair: Vishag Badrinarayanan, Texas State University-San Marcos

SALESPEOPLE AS KNOWLEDGE BROKERS: A BUYER’S PERSPECTIVE
Bert Paesbrugghe, Vlerick Business School, Ghent
Deva Rangarajan, Vlerick Business School, Ghent
Bryan Hochstein, University of Alabama
SOCIAL MEDIA, SALESPERSON KNOWLEDGE AND B2B RELATIONSHIP SELLING: AN ABSTRACT
Omar Itani, University of Texas-Arlington
Lauren Brewer, University of Texas-Arlington
Ashish Kalra, University of Texas-Arlington

SALESPERSON PERFORMANCE AND COMMITMENT AND BUYER RELATIONAL BEHAVIORS AS ANTECEDENTS OF BUYER’S DESIRE FOR BUSINESS RELATIONSHIP WITH SUPPLIERS
James Boles, University of North Carolina at Greensboro
Rita De Cassia de Faria Pereira, UFPB/Brazil and University of North Carolina at Greensboro
Valter Afonso Vieira, Maringa State University
Julie Johnson-Busbin, Western Carolina University
Hiram Barksdale Jr., Georgia State University

BRINGING THE CUSTOMER BACK INTO CUSTOMER SATISFACTION: AN EXAMINATION OF THE RELATIONAL DYNAMICS IN CUSTOMER SATISFACTION THROUGH IMPROVISATION IN INDUSTRIAL SALES
Abena Yeboah-Banin, University of Ghana
Nathaniel Boso, University of Leeds
Magnus Hultman, University of Leeds

Session 6.9. BUSINESS-TO-BUSINESS RELATIONSHIP MARKETING II
Room: Wilder H
Session Chair: Aswo Safari, Uppsala University

THE EFFECTS OF S-D LOGIC ON INTER-FIRM RELATIONSHIPS
Zhenning Xu, University of Southern Maine
Edward Ramirez, University of Texas at El Paso
Gary Frankwick, University of Texas at El Paso

THE MEDIATING EFFECT OF TRUST AND COMMITMENT ON ECONOMIC AND NON-ECONOMIC SATISFACTION
Juan Carlos Sosa-Varela, Turabo University
Goran Svensson, Oslo School of Management

BUSINESS MATING ONLINE: HOW ONLINE REFERRALS INFLUENCE SUPPLIER SELECTION
Zsófia Toth, University of Nottingham
Marzena Nieroda, University of Manchester
Bernadett Koles, ISCTE
Session 6.10. PROMOTING SocialLY
Room: Continental
Session Chair: Caitlin Ferreira, University of Cape Town
SOCIAL MEDIA LINKS ON MAGAZINE ADVERTISEMENTS: WHEN DO WE NEED THEM?
Selcuk Ertekin, Brenau University
Linda Barton, Brenau University

STRUCTURED ABSTRACT  SNAPCHAT AS AN INFLUENTIAL TOOL FOR MARKETING COMMUNICATION: AN EXPLORATORY ANALYSIS OF BRANDS USAGE
Lina Gomez, Universidad del Este
Kasim Bernabe-Urrutia, Universidad del Este
Yanitzary Alvarado-Naveira, Universidad del Este
Lourdes Melendez-Morales, Universidad del Este

COVERT PERSUASION ATTEMPTS: DO PEOPLE NOTICE?
Adam Slobodzian, University of Saskatchewan
Marjorie Delbaere, University of Saskatchewan

IMPROVING BANNER AD STRATEGIES THROUGH PREDICTIVE MODELING
Michael Obal, University of Massachusetts Lowell
Wen Lv, Reputation Institute

Date: Thursday, May 25th
Time: 1:30 PM - 3:00 PM

Session 7.1. MEET THE EDITORS II

Session 7.2. BRAND COMMUNITY: CUSTOMERS, EMPLOYEES, AND TRIBES
Room: Speckels A
Session Chair: Jeremy Sierra, University of Malta

A BRAND FOCI MODEL TO EXPLAIN ACHIEVEMENT NEEDS: A CONTRADICTORY EXPLANATION
Jeremy Sierra, Texas State University
Harry Taute, Utah Valley University
Byung-Kwan Lee, Kwangwoon University

DO ALL EMPLOYEES RECIPROCALLY RESPOND TO THE FIRM’S INTERNAL BRANDING EFFORTS?
Achilleas Boukis, University of Sussex
Kostas Kaminakis, Athens University of Economics and Business
Avraam Papastathopoulos, Abu Dhabi University

ENGAGING EMPLOYEES IN BRAND-BUILDING PROCESS: THE DEVELOPMENT OF BRAND CLIMATE IN SERVICE ORGANIZATIONS
En-Yi Chou, National Taiwan University
Jiun-Sheng Chris Lin, National Taiwan University

CO-CREATING BRAND RECOVERY
Jillian Farquhar, Gordon Institute of Business Science
Julie Robson, Bournemouth University
Kathryn Waite, Heriot Watt University

Session 7.3. SPECIAL SESSION: THE VALUES OF STORYTELLING - FROM TACTICS TO TRANSFORMATIVE ACTION
Room: Speckels B
Session Chair: Class Christian Germelmann, University of Beyreuth

DO ADS THAT TELL A STORY ALWAYS PERFORM BETTER? AN ANTHROPOMORPHISM-BASED RESPONSE
Laurence Dessart, Kedge Business School
Renauld Lunardo, Kedge Business School

THE MEDIATING EFFECT OF STORYING ON THE RELATIONSHIP BETWEEN PSYCHOLOGICAL CAPITAL AND SALESPERSON PERFORMANCE
Edward L. Nowlin, Kansas State University
David M. Houghton, Southern Illinois University
Douglas M. Walker, Kansas State University

STORYTELLING AS A TOOL TO INCREASE THE INFLUENCE OF MARKETING WITHIN THE FIRM
David M. Houghton, Southern Illinois University
Douglas M. Walker, Kansas State University
Edward L. Nowlin, Kansas State University

MARKETING'S POINT OF VIEW: NARRATIVE COMPETITION WITHIN THE FIRM
Martin Key, University of Colorado, Colorado Springs

WILL STORYTELLING BE ABLE TO LET THE OLD DREAM OF MARKETING FOR A BETTER WORLD COME TRUE? – DEVELOPING A CONCEPTUAL FRAMEWORK OF A “TRANSFORMATIVE STORYTELLING APPROACH” AND SKETCHING AN AGENDA FOR JOINT RESEARCH EFFORTS
Klaus-Peter Weidmann, Leibniz University Hannover
Efmorvia Karampournioti, Leibniz University Hannover

Room: Speckels C
Session Chair: Bryan Hochstein, University of Leeds
INFERRING THE PERSONALITIES OF B2B SALESPeople FROM TEXT-BASED INTERVIEWS: AN EXPLORATORY STUDY
Christine Pitt, Royal Institute of Technology (KTH)
Neil Lilford, Royal Institute of Technology (KTH)
Albert Caruana, University of Malta

THE IMPACT OF SUBJECTIVE WELL-BEING ON SALESPerson RELATIONAL AND ECONOMIC PERFORMANCES
Linda Nasr, Texas State University
Annie Liu, Texas State University
Mark Leach, Loyola Marymount University

WHEN (NOT) TO USE HUMOR IN A B-TO-B RELATIONSHIP: THE ROLE OF THE EXPLORATION RELATIONSHIP PHASE IN THE EFFECTS OF HUMOR ON BUSINESS PERFORMANCE
Laurent Bompar, Kedge Business School
Renaud Lunardo, Kedge Business School
Camille Saintives, Inseec Business School

NEGATIVE PSYCHOLOGICAL STATES AND BEHAVIOR IN SALES RESEARCH: A REVIEW AND CONTENT ANALYSIS OF RECENT RESEARCH
Bryan Hochstein, University of Alabama
Teidorlang Lyngdoh, Indian Institute of Management, Kozhikode
Douglas Amyx, Louisiana Tech University

Session 7.5. SHOPPING CHANNELS AND CONSUMER EMOTIONS
Room: Speckels D
Session Chair: Sara Hanson, University of Richmond

INFORMATION SEARCH AT THE POINT OF SALE: HOW INFORMATION SOURCE INFLUENCES CUSTOMERS' PURCHASE CHANNEL SWITCHING INTENTIONS
Andreas Kessenbrock, TU Dortmund University
Soeren Koecher, TU Dortmund University

STRUCTURED ABSTRACT: THE VALUE OF SHOPPING CHANNELS AND THE RELATIONSHIP WITH SOCIAL EXCLUSION AND PERCEIVED WELLBEING
Eleftherios Alamanos, Newcastle University
Savvas Papagiannidis, Newcastle University
Charles Dennis, Middlesex University London
Michael Bourlakis, Cranfield University

ANTECEDENTS FOR CREATING AN EXPERIENTIAL RETAIL ENVIRONMENT CONDUSIVE FOR IMPULSE BEHAVIOR
Miriam-Miri Retief, University of Pretoria
Alet C. Erasmus, University of Pretoria
Daniel J. Petzer, Gordon Institute of Business Science

TOWARD THE IDENTIFICATION OF CUSTOMER RETAILER NOSTALGIA
Hyunju Shin, Georgia Southern University
Janna Parker, James Madison University

Session 7.6. BRAND-CUSTOMER ALIGNMENT AND MINORITY INFLUENCE INFLUENCE THEORY
Room: Wilder E
Session Chair: Felipe Pantoja, IESEG School of Management

STANDING OUT BY STANDING UP: BRAND DIFFERENTIATION AND MINORITY INFLUENCE THEORY
Kylie McMullan, Royal Institute of Technology (KTH)
Amanda Blair, Royal Institute of Technology (KTH)
Stacey Morrison, Royal Institute of Technology (KTH)
Caitlin Ferreira, Luleå University of Technology

CONVERSION THEORY IN MARKETING
Maria Rosa Parra Villanueva, Lulea University of Technology
Raeesah Chohan, University of Cape Town

DOES A CAUSE-BRAND ALLIANCE BUILD CUSTOMER BRAND IDENTIFICATION?
Yasamin Vahdati, Oklahoma State University
Kevin Voss, Oklahoma State University

THE DEVELOPMENT OF POLITICAL BRAND IMAGE: A STUDY
Varsha Jain, MICA
Philip Kitchen, Salford University Business School
Ganesh B.E., MICA

Session 7.7. DYNAMICS AND CHALLENGES IN MARKETING RESEARCH I
Room: Wilder F
Session Chair: Heinrich Daniel, Technische Universitât Braunschweig

NEW METHOD FOR DETECTING CARELESS RESPONDENTS IN SURVEY DATA: FLOODLIGHT DETECTION OF CARELESS RESPONDENTS
Volkan Dogan, Eskisehir Osmangazi University

QUANTITATIVE INSIGHTS FROM QUALITATIVE DATA: USING THE DOUBLING TECHNIQUE IN CORRESPONDENCE ANALYSIS
Emily Treen, Simon Fraser University
Arthur Money, Royal Institute of Technology

LACKING CORRESPONDENCE BETWEEN SUBJECTIVE AND OBJECTIVE PERFORMANCE DATA AMONG SMALL BUSINESS MANAGERS
Saku Hirvonen, University of Eastern Finland
Tommi Laukkanen, University of Eastern Finland

THE STRUCTURE AND EVOLUTION OF 'YOUNG CONSUMERS AND MARKETING' LITERATURE: AN AUTHOR CITATION AND CO-CITATION ANALYSIS
Prashant Kumar, T A Pai Management Institute Manipal India

Session 7.8. CREATING VALUE THROUGH INNOVATION
Room: Wilder G
Session Chair: Alexander J. Kull, University of San Diego

GREEN INNOVATION IN TECHNOLOGICAL NETWORKS
Anna Sadovnikova, South Dakota State University
Ashish Pujari, McMaster University

SPORTY, POSH, OR…WHAT TYPE OF WEARABLE FITS YOU? A CONCEPTUAL FRAMEWORK FOR CONSUMERS’ ADOPTION OF WEARABLE DEVICES
Marzena Nieroda, University of Manchester
Mona Mrad, Lebanese American University
Michael Solomon, Saint Joseph's University

THE PAST AND FUTURE OF CO-CREATION
Alexander J. Kull, University of San Diego

Session 7.9. PRODUCT PLACEMENT, POLITICIANS, AND GLOBAL POSITIONING STRATEGIES
Room: Wilder H
Session Chair: Esmail Sangari, KTH Royal Institute of Technology

DO BRANDS IMPROVE CONSUMER PERCEPTION DUE TO PRODUCT PLACEMENT IN EMERGING MARKETS?
Rajesh Kumar Srivastava, Sydenham Institute of Management studies at University of Mumbai
Manoj Bhide, Sydenham Institute of Management studies at University of Mumbai

GLOBAL POSITIONING STRATEGIES: A COMPARISON OF POSITIONING STRATEGIES USED IN GERMAN AND AMERICAN AIRLINE MAGAZINE ADVERTISEMENTS
Charles Blankson, University of North Texas
Selcuk Ertekin, Brenau University
Cedric Lohse, Missouri Western State University

NICE GUYS MAY FINISH FIRST: CAN ADVERTISERS AND POLITICIANS WIN BY "BREAKING GOOD" IN A BAD POLITICAL WORLD?
Atefeh Yazdanparast, University of Evansville
Pramod Iyer, UTRGV
Date: Thursday, May 25th
Time: 3:30 PM - 5:00 PM

Session 8.1. SPECIAL SESSION: THE CONTRIBUTIONS OF DIRECT SELLING TO SOCIETY
Room: Viceroy
Session Chair: Victoria Crittenden, Babson College

PANELISTS
Gary Huggins, Direct Selling Foundation
Robert A. Peterson, University of Texas, Austin
and various executives from the direct selling industry

Session 8.2. AMSR ERB Meeting

Session 8.3. EMPLOYING SALES TOOLS AND TECHNIQUES IN THE LEARNING PROCESS
Room: Speckels B
Session Chair: Joshua Denton, Mississippi State University

USING THE SALES PROCESS AS AN INSTRUCTIONAL TOOL TO IMPROVE STUDENT PERCEPTIONS OF INSTRUCTOR RESPONSIVENESS, PEDAGOGICAL AFFECT, AND LIKELIHOOD TO ENROLL
Cindy Rippé, Tarleton State University
Shannon Cummins, University of Wisconsin Whitewater
Suri Weisfeld-Spolter, Nova Southeastern University
Yuliya Yurova, Nova Southeastern University

INTENTIONS TO PURSUE A SALES CAREER: INTEGRATING INTENTIONS TO STUDY SALES AND LEARNING EXPERIENCE
Subhadip Roy, IIM Udaipur
Soumya Sarkar, Indian Institute of Management Ranchi
Prashant Mishra, Indian Institute of Management Calcutta

DRIVEN BY BIG DATA: ARE OUR STUDENTS PREPARED? REQUIRING TECHNOLOGY COURSEWORK IN UNIVERSITY SALES PROGRAM
Christine Kowalczyk, East Carolina University
John Cicala, Texas A&M Kingston
Session 8.4. **POTPOURRI IN SALES**
Room: Speckels C
Session Chair: Nathaniel Boso, University of Leeds

**METAPHORS AND SALES MANAGEMENT: A REVIEW AND RESEARCH AGENDA**
Sreedhar Madhavaram, Cleveland State University
Dorcia Bolton, Cleveland State University
Vishag Badrinarayanan, Texas State University-San Marcos

**CONCEPTUALIZATION AND SCALE DEVELOPMENT FOR SALESPERSON SWAGGER**
David Locander, University of Tennessee Chattanooga
Obinna Obilo, Central Michigan University

**THE IMPACT OF SOCIAL NETWORK STRUCTURES ON SALESPEOPLE’S NEGATIVE HEADQUARTERS STEREOTYPES**
Babak Hayati, Asian Institute of Management-Phillipines

**ARE GRIT AND ENTREPRENEURIAL ORIENTATION IMPORTANT IN SALES? EMPIRICAL RESULTS OF INTERNATIONAL VS. US GEN Z/MILLENNIAL CUSP**
Michael Rodriguez, Skema Business School
Stefanie Boyer, Bryant University
David Fleming, Indiana State University

Session 8.5. **DOCTORAL COLLOQUIUM: STRATEGY**
Room: Speckels D
Session Chair: John B. Ford, Old Dominion University

**A GROWING SUSPICION: A THEORETICAL APPROACH TO CATALYSTS OF INTERORGANIZATIONAL SUSPICION AND ITS EFFECT ON RELATIONAL OUTCOMES**
Gina Brynildsen, Florida Atlantic University

**CORPORATE SOCIALLY IRRESPONSIBLE BEHAVIOR AND ITS SPILLOVER EFFECT: THE ROLE OF UPSTREAM VERSUS DOWNSTREAM POSITIONS IN THE SUPPLY CHAIN**
Zhuofan Zhang, University of Texas at El Paso

**CONTAGION EFFECT ON TRADITIONAL VERSUS INNOVATIVE PRODUCTS: ROLE OF CONSISTENCY IN “ESSENCE” TRANSFER PROCESS**
Zhuofan Zhang, University of Texas at El Paso
Session 8.6. **THE SERVICE EXPERIENCE: CLIMATES AND VALUE**  
Room: Wilder E  
Session Chair: Andrew Kailati, Saint Louis University

**COMPREHENSIVE VALUE: A NEW PERSPECTIVE ON VALUE CREATION AND MARKETING'S DOMINANT LOGIC**  
Cinthia Satornino, University of Connecticut  
John Peloza, University of Kentucky  
Alexis Allen, University of Kentucky  
Rebeca Perren, California State University San Marcos

**CUSTOMER VALUE THROUGH RESOURCE INTEGRATION - THE ROLE OF THE INSTITUTIONAL SOLUTION SPACE: AN EXTENDED ABSTRACT**  
Peter Ekman, Malardalen University  
Julia Jonas, Friedrich-Alexander University  
Paul Maglio, University of California Merced  
David Reynolds, University of Warwick  
Jimmie Röndell, Malardalen University

**CUSTOMER COHORT CLIMATES: A CONCEPTUAL MODEL FOR GROUP SERVICE ENCOUNTERS**  
Linda Lee, KTH Royal Institute of Technology  
Ian McCarthy, Simon Fraser University  
Ellis Debbie, University of KwaZulu-Natal

Session 8.7. **BRAND PERSONALITY AND BRAND EXPERIENCE**  
Room: Wilder F  
Session Chair: Varsha Jain, MICA

**STRUCTURED ABSTRACT: BRAND ORIENTATION AS ANTECEDENT TO BRAND VALUE: CONSTRUCT REDEFINITION AND CONCEPTUAL MODEL FOR B2B FIRMS**  
Priyanka Sharma, Indian Institute of Technology Kanpur  
Shashi Shekhar Mishra, Indian Institute of Technology Kanpur

**THE PROCESS OF BRAND EXPERIENCE: AN INTERDISCIPLINARY PERSPECTIVE**  
Yanina Chevtchouk, University of Glasgow  
Veloutsou Cleopatra, University of Glasgow

**BRAND PERSONALITY SELF-CONGRUITY AND THE PRODUCT LIFE CYCLE: ASSESSMENT OF BEHAVIORAL INTENTIONS TOWARD TOURISM DESTINATIONS**
Oliver Cruz-Milan, West Virginia State University

AUTHENTICITY – THE DRIVING FORCE BEHIND THE CORPORATE BRAND SAGA
Terry Beckman, Athabasca University

Session 8.8. TAKING CARE: ISSUES IN PUBLIC POLICY AND CONSUMER WELL-BEING
Room: Wilder G
Session Chair: Srinivasan Swaminathan, Drexel University

HOW MENTAL STIMULATION EXERCISES CAN NUDGE HEALTHIER FOOD CHOICES IN CHILDREN
Dipayan Biswas, University of South Florida
Annika Lueth, University of South Florida

THE DISCLOSURE OF PERSONAL DATA - UNDERSTANDING CUSTOMERS' EXPECTATIONS
Antje Niemann, Ludwig-Maximilians-Universität Munich
Manfred Schaiger, Ludwig-Maximilians-Universität Munich

DO I CARE? A PATHOLOGICAL APATHY IN THE CONTEXT OF SUSTAINABLE CONSUMPTION
Spencer Ross, University of Massachusetts Lowell
Paula Dootson, Queensland University of Technology

THE BRIGHT AND DARK SIDES OF PRODUCT CERTIFICATIONS - EXPLORING SIDE EFFECTS ON CONSUMERS' PERCEPTIONS OF NON-CERTIFIED PRODUCTS
Linda Wulf, TU Dortmund University
Soeren Koecher, TU Dortmund University

Session 8.9. RIVALRY AND SPONSORSHIP IN SPORTS MARKETING
Room: Wilder H
Session Chair: Joanne T. Cao, University of Southern Mississippi

THE ROLE OF TEAM-SPONSOR LOGO COLOR CONGRUITY IN SPONSORSHIP EFFECTIVENESS
Conor Henderson, University of Oregon
Aparna Sundar, University of Oregon
Marc Mazodier, Hong Kong Baptist University

INGROUP FAVORITISM, OUTGROUP ANIMOSITY, AND JOINT CONFLICT: THE ROLE OF AMBIVALENCE IN RESPONSE TO JOINT SPONSORSHIPS A STRUCTURED ABSTRACT
Colleen Bee, Oregon State University
Vassilis Dalakas, California State University
WHO IS YOUR TRUE G.O.A.T? ANALYZING THE CAUSE-EFFECT-RELATIONS OF SPORT RIVALRY ON THE EMOTIONAL APPEAL TOWARD A SPORT ATHLETE
Steffen Schmidt, Leibniz University Hannover, Institute of Marketing and Management
Sascha Langner, University of Hannover
Matthias Limbach, Europafachakademie Dr. Buhmann

Date: Friday, May 26th
Time: 8:30 AM - 10:00 AM

Session 9.1. THEORY FORUM

Session 9.2. SUSTAINABILITY AND CONSUMER PERCEPTIONS
Room: Edison J & K
Session Chair: Dennis Kopf, University of Wisconsin-Whitewater

EVALUATING SUSTAINABILITY AS A CORE COMPETENCY: CONSUMER RESPONSE TO SUSTAINABLE PRODUCTS
Clyde Eirikur Hull, Rochester Institute of Technology
Jennifer Russell, Rochester Institute of Technology
Monika Kukar-Kinney, University of Richmond

UNDERSTANDING CONSUMERS' PERCEPTION OF SUSTAINABLE CONSUMPTION: A ZMET APPROACH
Setayesh Sattari, Linnaeus University
Kaveh Peighambari, Linnaeus University
Arash Kordestani, Lulea University of Technology

THE EFFECT OF CONSTRUALS ON APATHETIC CONSUMPTION TENDENCIES: A FIELD EXPERIMENT
Spencer Ross, University of Massachusetts Lowell
Paula Dootson, Queensland University of Technology

“I WOULD LIKE AN EUROPEAN ECO-PRODUCT!”: A STUDY ON THE PREFERENCE OF ALGERIAN AND TUNISIAN CONSUMERS FOR LOCAL ECOLOGICAL PRODUCTS
Mohamed Akli Achabou, IPAG Business School
Sihem Dekhili, University of Strasbourg
Mohamed Hamdoun, Dhofar University

Session 9.3. THE COST OF CONSUMPTION
Room: Speckels A
Session Chair: Vahid Rahmani, Old Dominion University
I'M PAYING FOR MY CAPPUCCINO WITH MY IPHONE, BECAUSE I'M FEELING GOOD TODAY: THE IMPACT OF CONSUMER MOOD ON MOBILE PAYMENT ADOPTION
Sahar Karimi, Edge Hill University
Yu-Lun Liu, Coventry University

BUDGETING BIASES ACROSS CONSUMPTION CATEGORIES
Yang He, Belmont University

MY LOSING PROPOSITION - THE ROLE OF OWNERSHIP IN SUNK COST EFFECTS
Stephan Dickert, Queen Mary University of London
Bernadette Kamleitner, WU Vienna University of Economics and Business
Sophie Sussenbach, WU Vienna University of Economics and Business
Erdem Geveze, WU Vienna University of Economics and Business

Session 9.4. WHAT'S IN A REVIEW?
Room: Speckels B
Session Chair: Kirk Plangger, Kings College London

THE INFLUENCE OF AUDIENCE AND SELF-CONSTRUAL ON THE CONTENT OF ONLINE REVIEWS
Agnieszka Zablocki, Vienna University of Economics and Business
Bodo Schlegelmilch, Vienna University of Economics and Business
Michael Houston, University of Minnesota

THE PROSTHETIC GENERATION IS ALL AROUND US: FEELINGS AND EMOTIONS ABOUT KNEE REPLACEMENT SURGERY AND THEIR IMPACT ON OVERALL SENTIMENT
Christine Pitt, Royal Institute of Technology
Amir Dabirian, Royal Institute of Technology
Elsamari Botha, University of Capetown
Jan Kietzmann, Simon Fraser University
Hoda Diba, Lulea University of Technology

I CAN'T WAIT TO SEE THIS: AN EXPLORATORY RESEARCH ON ONLINE CONSUMER WORD-OF-MOUTH ON MOVIES
Julia Kampani, University of Bath
Chris Archer-Brown, University of Bath
Haiming Hang, University of Bath

THE ROLE OF CONSUMER INNOVATIVENESS IN MOBILE COMMERCE USAGE:
A COMPARISON OF TWO EMERGING COUNTRIES
Abdul Ashraf, Goodman School of Business, Brock University
Narongsak Thongpapanl, Goodman School of Business, Brock University
Ali Anwar, Goodman School of Business, Brock University
Session 9.5. **ARE ALL CUSTOMERS WORTH KEEPING?**
Room: Speckels C
Session Chair: Julie Moulard, Louisiana Tech University

CUSTOMERS' ATTITUDBINAL, EMOTIONAL AND BEHAVIORAL RESPONSES TO FIRM-INITATED SERVICE TERMINATION
Amin Nazifi, University of Edinburgh
Dahlia El-Manstrly, University of Edinburgh

THE CUSTOMER IS ALWAYS RIGHT? DETERMINANTS AND OUTCOMES OF CONSUMER VALUE CO-DESTRUCTION
Joanne T. Cao, University of Southern Mississippi
Bruce L. Alford, Louisiana Tech University

MANAGEMENT RESPONSES TO NEGATIVE ONLINE CUSTOMER REVIEWS: THE EFFECT OF COMPENSATION AND EXPLANATION ON THE OBSERVER'S PURCHASE INTENTION
Micahel Schade, University of Bremen
Rico Piehler, University of Bremen
Ines Nee, Philips Germany
Christoph Burmann, University of Bremen

CUSTOMER-CREATED GUILT IN SERVICES: EXAMINING PROCESS AND MODERATING EFFECTS
Kate Pounders, University of Texas - Austin
Julie Moulard, Louisiana Tech University
Barry Babin, Louisiana Tech University

Session 9.6. **CELEBRITY ENDORSEMENT AND NOSTALGIA**
Room: Speckels D
Session Chair: Thomas Wittkop, Ostwestfalen-Lippe University

I AM FEELING BACK TO THOSE DAYS: THE THREE-WAY INTERACTION EFFECT OF NOSTALGIA, AGE, AND GENDER ON YOUTHFULNESS IN NOSTALGIA ADVERTISING
Young K. Kim, University of Iowa
Mark Y. Yim, University of Massachusetts-Lowell

IDLE SPECULATION OR PROFICIENT PROGNOSIS? – HOW TO EMPLOY CELEBRITY ENDORSEMENT MODELS SMARTLY
Klaus-Peter Wiedmann, Leibniz Universität Hannover
THE EFFECTS OF CELEBRITY ATTRACTIVENESS AND IDENTIFICATION ON ADVERTISING INTEREST
Priscilla Patel, University of Lethbridge
Michael Basil, University of Lethbridge

PHYSICAL ATTRACTIVENESS IN ADVERTISING: CAN AN ENDORSER BE TOO ATTRACTIVE
Rachelle Jantzon, University of Lethbridge
Michael Basil, University of Lethbridge

Session 9.7. DYNAMICS AND CHALLENGES IN MARKETING RESEARCH II
Room: Wilder F
Session Chair: Prashant Kumar, T A Pai Management Institute Manipal India

AN UPDATED PARADIGM FOR SCALE DEVELOPMENT INCORPORATING CLUSTER HEAT MAPS
Zhenning Xu, University of Southern Maine
Gary L. Frankwick, University of Texas at El Paso
Edward Ramirez, University of Texas at El Paso
Kallol Bagchi, University of Texas at El Paso
Pan Liu, Shanghai Business School

Session 9.8. SPECIAL SESSION: MEET WITH JOURNAL EDITORIAL REVIEWERS - AN INTERACTIVE DISCUSSION ON THE DIFFICULTIES AND ISSUES FACING AUTHORS IN THE JOURNAL REVIEW PROCESS
Room: Viceroy
Session Chair: David J. Ortinau, University of South Florida

PANELISTS
Les Carlson, University of Nebraska
Michael J. Dorsch, Clemson University
Diana Haytko, Florida Gulf Coast University
Patricia Norberg, Quinnipiac University
David J. Ortinau, University of South Florida

Date: Friday, May 26th
Time: 10:30 AM - 12:00 PM

Session 10.1. THEORY FORUM

Session 10.2. DOCTORAL COLLOQUIUM: CONSUMER BEHAVIOR
Room: Edison J & K
Session Chair: Altaf Merchant, University of Washington-Tacoma

**HOW DOES NOSTALGIA AFFECT DONOR GIVING BEHAVIOR?**
Kristina Stuhler, Old Dominion University

**EXPLORING THE ROLE OF RELIGION IN THE ETHNIC IDENTIFICATION AND ACCULTURATION PROCESS OF THE SECOND GENERATION ASIAN PAKISTANIS IN BRITAIN**
Zeeshan Rafiq, University of Edinburgh, Business School

**SOCIAL AND SPATIAL DISTANCE IN DECISION MAKING: CAN CULTURE PLAY A ROLE?**
Shuang Wu, Louisiana Tech University

**EXPLORING FOOD HABIT FORMATION IN UK FAMILIES: THE CASE OF SUSTAINABLE SEAFOOD**
Maria Musarskaya, Bournemouth University
Dawn Birch, Bournemouth University
Juliet Memery, Bournemouth University

Session 10.3. **PRICE COMPETITION AND PRICING STRATEGIES**
Room: Speckels A
Session Chair: Lan Xia, Bentley University

**THE IMPACT OF NEW PRODUCT INTRODUCTION ON INTER-TIER PRICE COMPETITION: AN ABSTRACT**
K Sivakumar, Lehigh University

**SWITCHING FROM FREE TO FEE: MORE THAN JUST A PRICE INCREASE?**
Gerrit Cziehs, TU Dortmund University
Tobias Schaefer, TU Dortmund University
Monika Kukar-Kinney, University of Richmond

**PARTICIPATIVE PRICING - THE TRADEOFF BETWEEN MONETARY GAINS AND NEGATIVE CONSUMERS' EMOTIONS**
Mirja Bues, University of Muenster
Agnes Sophie Roggentin, Marketing Center Muenster
Manuel Stegemann, University of Muenster
Wayne D. Hoyer, University of Texas at Austin

**CAUSE RELATED MARKETING AND PRICE ENDINGS: RIGHT DIGIT EFFECT**
Mazen Jaber, Saginaw Valley State University
Kylie Jaber, Saginaw Valley State University

Session 10.4. **FUTURISTIC MARKETING, TECHNOLOGY, AND EMERGING TRENDS II**
CAN ACADEMICS PROVIDE VALUE TO PRACTITIONERS? THE PRACTITIONER RESPONSE TO ACADEMIC RESEARCH OUTPUT
Chris Hinsh, Grand Valley State University
Joseph Horak, Horak Family Psych Services
Josip Kotlar, Lancaster University

PHILIPP RAUSCHNABEL. VIRTUALLY ENHANCING THE REAL WORLD WITH AUGMENTED REALITY HOLOGRAMS: A USES & GRATIFICATIONS PERSPECTIVE
Philipp Rauschnabel, University of Michigan

ADOPTION OF AUGMENTED REALITY TECHNOLOGIES IN TOURISM: VISITORS’ ACCEPTANCE OF SMART GLASSES
Aarash Baktash, Taylor's University
Nina Krey, Rowan University
Vikneswaran Nair, Taylor's University
Philipp Rauschnabel, University of Michigan-Dearborn

Session 10.5. CAUSE-RELATED MARKETING AND THE SOCIALLY CONSCIOUS CUSTOMER
Room: Speckels C
Session Chair: Cuauhtemoc Luna-Nevarez, Sacred Heart University

CAUSE-RELATED MARKETING AND MILLENNIALS: IMPACT OF PRODUCT TYPE AND DONATION STYLE
K. Bryant Smalley, Georgia Southern University
Jacob C. Warren, Mercer University
Jacqueline K. Eastman, Georgia Southern University

THE CAUSE-RELATED MARKETING PARADOX: PURCHASING PRODUCTS WITH A CAUSE LICENSES SELF-INTEREST, SELF-INDULGENCE OR LESS HELPING BEHAVIOR
Xing-Yu Chu, National Sun Yat-sen University

TIES THAT BIND: EXPLORING EXISTING BRAND AND CAUSE RELATIONSHIPS IN CAUSE-RELATED MARKETING CAMPAIGNS
Alisha Horky, Elon University
Carri Tolmie, Elon University

THE BROKEN RECORD: HOW THE MUSIC INDUSTRY IS MAKING SENSE OF UNCERTAINTY AND CHANGE
Todd Green, Goodman School of Business, Brock University
Gary Sinclair, University of Stirling
Session 10.6.  LET'S TALK ABOUT IT
Room: Speckels D
Session Chair: Gavin Northy, Auckland University

SEEING IS BELIEVING… OR IS IT? THE EFFECT OF PRODUCT REVIEW MODALITY AND VALENCE: STRUCTURED ABSTRACT
Chatdanai Pongpatipat, Saginaw Valley State University
Michaela Hoogerhyde, Saginaw Valley State University

E-SERVICE QUALITY AND EWOM: THE MODERATING ROLE OF CUSTOMERS’ RISK ORIENTATION AND MORAL IDENTITY
Alessandro Biraglia, Leeds University Business School, University of Leeds
Shahin Assadinia, Norwich Business School, University of East Anglia
Vita Kadile, Leeds University Business School, University of Leeds

WHICH ONE MATTERS? VALENCE OR VOLUME? INVESTIGATING THE ROLE OF ONLINE REVIEWS ON CONSUMERS’ PURCHASE INTENTION
Elika Kordrostami, Humboldt State University
Yuping Liu-Thompkins, Old Dominion University
Vahid Rahmani, Old Dominion University

EFFECTS OF TEMPORAL AND PHYSICAL DISTANCE ON ONLINE WORD-OF-MOUTH EVALUATION
Zhengjie Li, New York University
Zhen Yang, Drexel University

Session 10.7.  INNOVATION AND EMERGENCE: SOCIOCULTURAL FACTORS INFLUENCING CONSUMER BEHAVIOR
Room: Wilder E
Session Chair: Salari Nasir, Texas State University

THE MODERATING EFFECTS OF FATALISM AND TRADITIONALISM ON INNOVATION RESISTANCE
Nasir Salari, Bathspa University
Eric Shiu, University of Birmingham
Tao Zhang, University of Birmingham

PERCEIVED SECURITY RISK AND SHOPPING BEHAVIOR: AN EXPOSITION IN EMERGING MARKETS
Enrique Becerra, Texas State University
Vishag Badrinarayanan, Texas State University
Maria C. Herniquez-Daza, Pontificia Universidad Javeriana – Cali
MENTAL TRAVELING ALONG TEMPORAL DISTANCE: CULTURAL SYNDROMES, PERSPECTIVE FLEXIBILITY AND ENVIRONMENTALLY FRIENDLY PRODUCTS
Chi Wong, Lingnan University, Hong Kong
Session 10.8. ONLINE SPORTS AND IN-PERSON GIVEAWAYS
Room: Wilder F
Session Chair: Lauren Brewer, University of Texas at Arlington

CHINESE FOOTBALL FANS’ SENSE OF BELONGING TO EUROPEAN FOOTBALL CLUB VIRTUAL COMMUNITIES AND INTENTIONS TO VISIT EUROPE
Norman Peng, University of Westminster
Annie Chen, Sheffield Hallam University

THE REVENGE OF THE NERDS: UNCOVERING PRACTICES OF E-SPORTS AND FANTASY SPORTS
Arne Baruca, Texas A&M University - San Antonio
Ebru Ulusoy, SUNY Farmingdale State College

RECIPROCAL INTENTIONS: EFFECTS OF PROMOTIONAL GIVEAWAYS ON CONSUMERS’ IN-VENUE SPENDING INTENTIONS
Mujde Yuksel, Suffolk University
Robert Smith, Suffolk University
Catherine McCabe, Suffolk University

Session 10.9. SPECIAL SESSION: THE TRUTH ABOUT TRANSPARENCY AND AUTHENTICITY ON SOCIAL MEDIA - HOW BRANDS COMMUNICATE & HOW CUSTOMERS RESPOND
Room: Viceroy
Session Chair: Katharine Howie, University of Lethbridge

THE EFFECT OF CLEAR VS. AMBIGUOUS SPONSORSHIP DISCLOSURE IN SOCIAL MEDIA POSTS
Katharine Howie, University of Lethbridge
Rebecca VanMeter, Ball State University

IS IT BETTER TO BEG FOR FORGIVENESS THAN SEEK PERMISSION? PERMISSION MARKETING AND BRAND AUTHENTICITY IN SOCIAL MEDIA MARKETING
Kesha K. Coker, Eastern Illinois University
Parker J. Woodruff, University of Central Arkansas

AUTHENTICITY: A “REAL” LOOK AT WHAT IT MEANS FOR BRANDED SOCIAL MEDIA CONTENT
Holly A. Syrdal, University of Southern Mississippi
Date: Friday, May 26th  
Time: 1:30:00 PM - 3:00:00 PM

Session 11.1. SPECIAL SESSION: CASE TEACHING AND CASE WRITING  
Room: Viceroy  
Session Chair: Rebecca Dingus, Central Michigan University

PANELISTS  
Leyland Pitt, Simon Fraser University  
Adam J. Mills, Loyola University New Orleans  
Karen Robson, Central Michigan University  
Jan Kietzmann, Simon Fraser University  
Michael Parent, University of Ottawa  
Stefanie Beninger, Simon Fraser University  
Anjali Bal, Babson College

Session 11.2. INNOVATIONS IN MARKETING PEDAGOGY  
Room: Edison J & K  
Session Chair: Joel Collier, Mississippi State University

REDEFINING SERVICESCAPE IN HIGHER EDUCATION: THE TRANSFORMATIVE EDUCATIONAL SERVICESCAPE  
Nina Krey, Rowan University  
Joanne T. Cao, University of Southern Mississippi  
Jennifer A. Espinosa, Rowan University

WIZARDRY IN QUALITATIVE MARKETING ANALYSIS: A TOOL BOX FOR TEACHING  
Varsha Jain, MICA  
Philip Kitchen, Salford University  
Ganesh B.E., MICA

BRINGING PRACTITIONER INTO THE CLASSROOM: STUDENT REFLECTIONS AND LEARNING TYPES  
Peter Ekman, Malardalen University  
Eva Maaninen-Olsson, Malardalen University  
Angelina Sundstrom, Malardalen University

Session 11.3. COMMUNICATION SHAKE-DOWN: FINDINGS FROM FOOD ADVERTISING AND MESSAGING RESEARCH  
Room: Speckels A  
Session Chair: Esmail Sangari, KTH Royal Institute of Technology
THE SPELL OF CUTENESS IN FOOD COMMUNICATION? IT DEPENDS ON CONSUMPTION MOTIVATION, FOOD TYPE AND INCIDENTAL AFFECT
Hsiao-Ching Lee, National Kaohsiung University of Applied Sciences
Yu-Shian Huang, Chyi Cheng Co., LTD.
Yu-Hsuan Chen, Chung-Hua Institution for Economic Research

IS TWO REALLY BETTER THAN ONE? THE EFFECTS OF DUAL LANGUAGE LABELLING ON CONSUMER PERCEPTIONS AND PURCHASE INTENTION
Sabrina Heix, TU Dortmund University
Linda Wulf, TU Dortmund University
Soeren Koecher, TU Dortmund University
Hartmut Holzmueller, TU Dortmund University

COOL OR UNCOOL? USING ASSOCIATIVE GROUPS TO PROMOTE HEALTHY EATING TO YOUNG CONSUMERS: A STRUCTURED ABSTRACT
Vassilis Dalakas, California State University San Marcos
Kristin Stewart, California State University San Marcos

THE CROSS-MODAL EFFECTS OF COLOUR IN FOOD ADVERTISING
Gavin Northey, University Of Auckland
Matthew Chylinski, University Of New South Wales
Liem Ngo, University Of New South Wales
van Esch Patrick, Moravian College

Session 11.4. DOCTORAL COLLOQUIUM: BRANDING
Room: Speckels B
Session Chair: Altaf Merchant, University of Washington-Tacoma

THE ANTECEDENTS AND CONSEQUENCES OF BRAND SUCCESS IN NEWER UNIVERSITIES IN THE UNITED KINGDOM
Helen O'Sullivan, Bournemouth University

AN EXPECTANCY MODEL OF GREEN PRODUCT CONSUMPTION AND GREEN BRAND EQUITY
Ramazan Arikan, Saint Louis University
Chuandi Jiang, Saint Louis University

AN EXPLORATORY STUDY OF CHINESE CONSUMERS' LUXURY CONSUMPTION: FOCUSING ON THEIR PERSONAL AND SOCIAL VALUES TOWARDS LUXURY PRODUCTS
Yan Liang, Bournemouth University
Session 11.5. **FUTURISTIC MARKETING, TECHNOLOGY, AND EMERGING TRENDS I**
Room: Speckels C
Session Chair: Andrew Flostrand, Luleå University of Technology

**CONSUMER INNOVATION AND THE FUTURE OF MARKETING: CLARIFYING THE CREATIVE CONSUMER**
Karen Robson, Central Michigan University
Matt Wilson, Luleå University of Technology

**FORMATION OF SATISFACTORY AND DISSATISFACTORY EXPERIENCES WITH AUGMENTED REALITY**
Atieh Poushnezh, University of Texas Rio Grande Valley
Arturo Vasquez-Parraga, University of Texas Rio Grande Valley

**SEEING THINGS THAT DON'T EXIST: CONCEPTUALIZING AN AUGMENTED REALITY ATMOSPHERE: AN ABSTRACT**
Mahdokht Kalantari, Wayne State University
Philipp Rauschnabel, University of Michigan-Dearborn
Nina Krey, Rowan University

**HARNESSING MOTIVATIONS FOR ENERGY UTILITY CROWDSOURCING ACTIVITIES: AN ABSTRACT**
Andrew Flostrand, Luleå University of Technology
Terrence Brown, Royal Institute of Technology and Luleå University of Technology

Session 11.6. **FROM "IT'S MINE" TO "IT'S YOURS"**
Room: Speckels D
Session Chair: Abdul Ashraf, Goodman School of Business, Brock University

**WHY CONSUMERS SHARE CONTENT ON THE INTERNET: A USES AND GRATIFICATIONS APPROACH**
Cheng-Chieh Hsiao, Shih Hsin University

**CONTENT CURATORSHIP AND COLLABORATIVE FILTERING: A SYMBOLIC INTERACTIONIST APPROACH**
Kerry Chipp, The University of Pretoria’s Gordon Institute of Business Science
Carola Strandberg, Lulea University of Technology
Atanu Nath, Sogn and Fjordane University College
Meyser Abduljabbar, KTH Royal Institute of Technology

**INCENTIVIZING CONSUMER SHARING IN SOCIAL MEDIA: THE ROLE OF AUDIENCE SIZE**
Yueming Zou, Longwood University
Yuping Liu-Thompkins, Old Dominion University
THE POTENTIAL BENEFITS OF OFFERING SUITABLE MOBILE COMMERCE EXPERIENCE TO YOUR CUSTOMERS
Narongsak Thongpapanl, Goodman School of Business, Brock University
Abdul Ashraf, Goodman School of Business, Brock University
Luciano Lapa, Goodman School of Business, Brock University

Session 11.7. BRAND AND MARKETING-MIX RESEARCH METHODS
Room: Wilder E
Session Chair: Cesar Zamudio, Kent State University

HEDONIC PRICING METHOD, THE THIRD LAW OF DEMAND, AND MARKETING STRATEGY
Chih-Ning Chu, Chung Yuan Christian University
Ting-Yuan Huang, Feng Chia University
Sandra Liu, Purdue University

IDENTIFYING BRAND SENTIMENT THROUGH ANALYTICS
Hamid Shirdastian, Concordia University
Michel Laroche, Concordia University
Marie-Odile Richard, Concordia University

Date: Friday, May 26th
Time: 3:30 PM - 5:00 PM

Session 12.1. SPECIAL SESSION: EXPLORING INCIDENTAL PRODUCT PLACEMENTS ACROSS COMMUNICATION CONTEXTS: HYPE VERSUS REALITY?
Room: Viceroy
Session Chair: Kate Pounders, University of Texas at Austin

DO BRANDS APPEARING IN TEXTBOOKS INFLUENCE STUDENTS? INSIGHTS FROM AN EXPLORATORY STUDY
Laurie Babin, University of Louisiana Monroe
Mathieu Kacha, University of Lorraine
Jean-Luc Herrmann, University of Lorraine
Barry Babin, Lousiana Tech

STUDENT PARTICIPATION IN MARKETING EXPERIMENTS: A SUBTLE INFLUENCE?
Nina Krey, Rowan University
Adilson Borges, Reims Management School

LUCY IN THE SKY WITH DIAMONDS: AVENUES FOR RESEARCHING BRAND AND CONSUMPTION EXPERIENCES IN POPULAR MUSIC
Eric Harris, Pittsburg State University
Linden Dalecki, Pittsburg State University

INCIDENTAL BRAND EXPOSURE IN VARIOUS ENTERTAINMENT HIGHLIGHT VIDEOS: TRACKING VIEWERS’ VISUAL ATTENTION
Ingrid Poncin, Catholic University of Louvain
Christian Derbaix, Catholic University of Louvain
Mathieu Kacha, University of Lorraine
Jean-Luc Hermann, University of Lorraine

Session 12.2. THE NATION, COUNTRY-OF-ORIGIN, AND ETHNOCENTRISM
Room: Edison J & K
Session Chair: Nancy Ridgway, University of Richmond

DON’T DARE TO BLUR OUR BOUNDARIES. BALANCING BETWEEN CURRENT AND PAST IDENTITIES
Justina Gineikiene, ISM University of Management and Economics
Vida Skudiene, ISM University of Management and Economics

COUNTRY-OF-ORIGIN AND BRAND POSITIONING FOR HIGH-ININVOLVEMENT HEALTH CARE WORKERS
Katherine Meese, University of Alabama, Birmingham
Thomas Powers, University of Alabama, Birmingham
S. Robert Hernandez, University of Alabama, Birmingham
Andrew Garman, Rush University
Tricia Johnson, Rush University

USING NATION BRANDING TO ATTRACT SKILLED PROFESSIONALS FROM ABROAD
Sari Silvanto, California State University, Dominguez Hills
Jason Ryan, California State University, Santa Barbara

INVESTIGATING THE MALINCHISM-NATIONALISM PARADOX IN HISPANIC TV ADVERTISING
Adesegun Oyedele, St. Cloud State University
Monica Hernandez, Texas A&M University, Corpus Christi

Session 12.3. BRANDING ON DIGITAL MEDIA
Room: Speckels A
Session Chair: Joseph Vella, Bryant University

CUSTOMER-BASED-BRAND EQUITY IN THE DIGITAL AGE – DEVELOPMENT OF A THEORETICAL FRAMEWORK
Agnieszka Zablocki, Vienna University of Economics and Business
Bodo Schlegelmilch, Vienna University of Economics and Business
Elena Schantl, Vienna University of Economics and Business
CUSTOMER-BASED ONLINE REPUTATION: ONE KEY ANTECEDENT AND SOME CONSEQUENCES
Chebli Youness, University of Grenoble Alpes
Pierre Valette-Florence, University of Grenoble Alpes

10MILLION FOLLOWERS AND COUNTING: HOW DIGITAL BRAND ALLIANCEs BETWEEN ONLINE INFLUENCERS AND BRANDS IMPACT CONSUMER VALUE PERCEPTIONS
Jaywant Signh, Kingston University
La Toya Quamina, Kingston University
Tao Xue, Kingston University

DRIVERS OF BRAND PAGE ATTACHMENT
Rico Piehler, University of Bremen
Michael Schade, University of Bremen
Barbara Kleine-Kalmer, Anheuser-Busch InBev
Christoph Burmann, University of Bremen

Session 12.4. BUSINESS-TO-CONSUMER RELATIONSHIP MARKETING I
Room: Speckels B
Session Chair: Zhenning Xu, University of Southern Maine

THEORETICAL PATH FOR B2C MARKETING: TRANSACTIONAL OR RELATIONAL EXCHANGE THEORY?
Aswo Safari, Uppsala University
Gerald Albaum, University of New Mexico

LINKING EMPLOYEE AND CUSTOMER ENGAGEMENT BEHAVIORS IN SERVICE ENCOUNTERS: THE MEDIATION OF RELATIONAL ENERGY AND INTERACTION QUALITY
Jiun-Sheng Chris Lin, National Taiwan University
Hawyi Liang, National Taiwan University
Chih-Ying Chu, National Taiwan University

SERVICE PROVIDER ABSENTEEISM: WHAT HAPPENS WHEN YOU'RE NOT THERE? AN EXPLORATORY STUDY
Joshua Denton, Mississippi State University
Melissa Moore, Mississippi State University
Robert Moore, Mississippi State University

Session 12.5. SUPPLY CHAIN MANAGEMENT IN ACTION: STOPPING SPILOVER, BUILDING SUSTAINABILITY, AND AVOIDING DISASTERS
Room: Speckels C
Session Chair: Jennifer A. Espinosa, Rowan University
THE SPILLOVER EFFECTS OF NEGATIVE SUPPLY CHAIN INFORMATION ON CONSUMERS' PERCEPTIONS OF PRODUCT ATTRIBUTES
Hannah Stolze, Wheaton College
Jon Kirchoff, East Carolina University
Bridget Nichols, Northern Kentucky University
Connor Brown, Wheaton College

STAKEHOLDER CONSIDERATIONS IN CORPORATE EFFORTS OF BUSINESS SUSTAINABILITY: AN ABSTRACT
Goran Svensson, Kristiania University College
Carlos Ferro, Vigo University
Nils Hogevold, Kristiania University College
Carmen Padin Fabeiro, Vigo University
Juan Carlos Sosa-Varela, Turabo University
Beverly Wagner, University of Strathclyde

VALUE CREATION FOR EMERGENCY SUPPLY CHAIN MEMBERS
Iana Lukina, University of South Florida
Robert Hooker, University of South Florida

Session 12.6. BRANDS BEING SOCIAL
Room: Speckels D
Session Chair: Benjamin Wright, Ball State University

BRANDING ON FACEBOOK: THE MIX, EQUITY, AND INTENTION OF FIRMS
Benjamin Wright, Ball State University

CONTENT STRATEGIES FOR FACEBOOK MARKETING. A CASE STUDY OF A LEADING FAST FOOD BRAND PAGE.
Len Tiu Wright, University of Huddersfield
Hazem Gaber, University of Huddersfield
Robin Robin, University of Huddersfield

NEW MEDIA CELEBRITY AND SOCIAL MEDIA PROMOTIONS: A STRUCTURED ABSTRACT
Alyssa Reynolds, New Mexico State University

EXPLORING THE IMPACT OF BRAND SELFIE ON BRAND ATTITUDE IN THE TWITTERSPHERE
Xia Liu, Rowan University

Session 12.7. BEST PRACTICES IN MARKETING PEDAGOGY
Room: Wilder E
Session Chair: Kevin Shanahan, Mississippi State University
CREATING VALUE IN AN INTRODUCTION TO MARKETING COURSE USING A SIMULATION
Debbie Laverie, Texas Tech University
Miles Condon, Texas Tech University
William Humphrey Jr., Ithica College
Corky Mitchel, Spry Marketing

PERCEIVED VALUE OF AN ONLINE INTERACTIVE LEARNING TOOL AND ITS CRITICAL ANTECEDENTS
Qin Sun, Trident University International
Yann Abdourazakou, California State University Dominguez Hills
Thomas J. Norman, California State University Dominguez Hills

EXPERIENTIAL LEARNING AND VALUE CO-CREATION IN THE CLASSROOM: A NEW EXAMINATION USING SOCIAL MEDIA MONITORING
Leigh Anne Donovan, Illinois State University
Chiharu Ishida, Illinois State University
Peter Kaufman, Illinois State University