2014 AMS World Marketing Congress Preliminary Program

5-8 August, Lima, Peru

It gives us a great pleasure to welcome you to Lima, capital city of the Republic of Peru for the 17th Academy of Marketing Science World Marketing Congress to be held at Universidad ESAN from August 5-8. With a ten thousand year history or civilization, Peru is a magical place with an outstanding legacy of culture, art, relics, historical sites and more from a number of ancient peoples.

Our colleagues from 60 countries have submitted papers that address the marketing challenges in the current turbulent business environment. There will be 249 peer reviewed research papers presented along with a number of special sessions. The papers range from theory development to discussions of new concepts, and empirical studies in different areas of marketing. This is a great opportunity for you to exchange ideas, collaborate on research and more importantly to meet and develop an excellent network of friends and scholars.

We want to thank you all for submitting your research studies. Appreciation also to the many reviewers who helped us identify quality papers for presentation at this event and to all the track chairs who oversaw the paper submission and review process within each track. Most of their work goes on behind the scenes but the program would not have been possible without such efforts. We are also grateful to the ESAN Graduate School of Business for hosting this event. Our special thanks to Barry J. Babin and Jay Lindquist whose expert hands guided us in organizing this conference.

Finally, you the attendees deserve big applause for being such an important part of this outstanding program.

Conference Program Co-Chairs:

Nicholas G. Paparoidamis, IESEG School of Management, France
Ruben C. Chumpitaz, IESEG School of Management, France
Jay P. Mulki, Northeastern University, USA
Contents (click on item to navigate):

**Activities schedule**

5 August - Tuesday
6 August – Wednesday (All events at ESAN)
7 August – Thursday (Activities at ESAN through 13:30)
8 August – Friday (Activities at ESAN through 17:00)

**World Marketing Congress Program**

Wednesday 8:30
Wednesday 10:30
Wednesday 13:30
Wednesday 15:30
Thursday 8:30
Thursday 10:30
Friday 8:30
Friday 10:30
Friday 13:30
Friday 15:30
Activities schedule

5 August - Tuesday
15:00 – 18:00 Registration at Marriott Hotel
18:00 – 19:00 Welcome Reception at Marriott Hotel

6 August – Wednesday (All events at ESAN)
07:00 Bus Transport from Downtown Pick-up Location to ESAN
08:00 – 17:00 Registration at ESAN
08:30 – 10:00 Paper Sessions and Special Sessions
10:00 – 10:30 Refreshment Break
10:30 – 12:00 Paper Sessions and Special Sessions
12:00 – 13:30 Buffet Luncheon
13:30 – 15:00 Paper Sessions and Special Sessions
15:00 – 15:30 Refreshment Break
15:30 – 17:00 Paper Sessions and Special Sessions
17:15 – 18:15 Wine Marketing Special Session (Seating Limited)
18:15 – 19:15 Reception
19:30 Bus Transport to Downtown Pick-up Location
Dinner on your own

7 August – Thursday (Activities at ESAN through 13:30)
07:00 Bus Transport from Downtown Pick-up Location to ESAN
08:00 – 14:00 Registration
08:30 – 10:00 Paper Sessions and Special Sessions
10:00 – 10:30 Refreshment Break
10:30 – 12:00 Paper Sessions and Special Sessions
12:00 – 13:30 Congress Recognition Luncheon

14:00 – 17:30 Lima City Tour

Dinner on your own

**8 August – Friday (Activities at ESAN through 17:00)**

07:00 Bus Transport from Downtown Pick-up Location to ESAN

08:00 – 17:00 Registration

08:30 – 10:00 Paper Sessions and Special Sessions

10:00 – 10:30 Refreshment Break

10:30 – 12:00 Paper Sessions and Special Sessions

12:00 – 13:30 Buffet Luncheon

13:30 – 15:00 Paper Sessions and Special Sessions

15:00 – 15:30 Refreshment Break

15:30 – 17:00 Paper Sessions and Special Sessions

17:15 Bus Transport to Downtown Pick-up Location

19:00 – 22:00S President’s Reception and Congress Banquet (Bus Transport to Site and Return)

Congress Ends

See you in Bari, Italy July 14 – 18, 2015
2014 AMS World Marketing Congress Preliminary Program

Tuesday

15:00 – 18:00 Registration at Marriott Hotel
18:00 – 19:00 Welcome Reception at Marriott Hotel

Wednesday (All events at ESAN)

07:00 Bus Transport from Downtown Pick-up Location to ESAN
08:00 – 17:00 Registration at ESAN
08:30 – 10:00 Paper Sessions and Special Sessions

World Marketing Congress Program

Wednesday 8:30
Session 1.1. Pedagogical tools & techniques for the marketing classroom
Room:
Session Chair: Rosenbaum, Mark, Northern Illinois University

The five creatures lesson: How students learn to relate animals to industry
Smith, Brent, Saint Joseph's University

Perceived risks and psychological well-being in online education: implications for grade expectations and future enrollment
Brunsberger, Karin, University of South Florida, St. Petersburg
McCuiston, Velma, University of South Florida, St. Petersburg
Patterson, Gary, University of South Florida, St. Petersburg
Watkins, Alison, University of South Florida, St. Petersburg

Introducing reality television to retailing and services marketing course curricula
Rosenbaum, Mark, Northern Illinois University
Wednesday 8:30

**Session 1,2. Doctoral Colloquium**
Room: 
Session Chair: Ford, John, *Old Dominion University*

**Unpacking counterfeit luxury consumption**
Ahmed, Tanvir, *La Trobe University*

**Self-discrepancy and emotional ambivalence: Can self-discrepancy be constructive?**
Zhang, Jie, *Norwegian School of Economics*

---

**Session 1,3. International consumer behavior**
Room: 
Session Chair: Rojas-Mendez, José I., *Carleton University, Canada*

**Here, there and everywhere: The polycentric consumer**
Cleveland, Mark, *The University of Western Ontario*
Prince, Melvin, *Southern Connecticut State University*

**117. Partners in crime – consumer and vendor perspectives on the purchase of counterfeit sport goods in three emerging markets**
Stoettinger, Barbara, *WU Vienna*
Elfriede Penz, *WU Vienna*

**Acting on boycott intentions: A Vietnamese consumer perspective on the role of ethnocentrism, animosity, and regionality**
Palihawadana, Dayananda, *University of Leeds*
Robson, Matthew, *University of Leeds*
Hultman, Magnus, *University of Leeds*

**Emerging market consumers: Latvian and Georgian perceptions of global brands**
Rosenbloom, Al, *Dominican University*
Haefner, James, *Northeastern Illinois University*
Wednesday 8:30

Session 1.4. Loyalty and services in Latin America
Room:
Session Chair: Flávio Brambilla, Universidade de Santa Cruz do Sul

Quais são os produtos e serviços consumidos para alcançar o padrão de beleza feminino?
Zambelli, Amanda, FUCEAPE Business School
Galon, Sabrina, FUCEAPE Business School
Mainardes, Emerson, FUCEAPE Business School

A sinalização da qualidade em serviços por meio de websites
Gusatti, Ciro, Universidade de Passo Fundo
Koetz, Clara, Universidade de Santa Cruz do Sul
Flávio, Brambilla, Universidade de Santa Cruz do Sul

Ações de Vinculação como Gerador de Lealdade: Um Estudo em um Shopping Center
Da Silva, Anádia Oliveira, Universidade Federal Fluminense
Abdalla, Márcio, Universidade Federal Fluminense

Session 1.5. New thoughts on customer loyalty
Room:
Session Chair: Tuzovic, Sven, Pacific Lutheran University

Engineered customer referrals: prevalence and antecedents
Garnefeld, Ina, University of Wuppertal
Helm, Sabrina V., University of Arizona

What if i make the wrong decision? The role of anticipated regret in switching
Lin, Jiun-Sheng Chris, National Taiwan University
Chou, En-Yi, National Taiwan University
Lin, Cheng-Yu, National Taiwan University

Relational bonds variations and repurchase intentions in hedonic and utilitarian services
Stathopoulou, Anastasia, University of London
Balabanis, George, Cass Business School

Discussion Leader:
Garnefeld, Ina, University of Wuppertal
Wednesday 8:30

**Session 1.6. Management and marketing collaboration**
Room:
Session Chair: Guclu Atinc, *Drake University*

**Why has the Chinese leadership style prevailed over millenia? Towards an evolutionary theory of leadership**
Drew, Antony, *Newcastle Business School, Newcastle University*
Jansson, Hans, *School of Business and Economics, Linnaeus University*

**Assessing the impact of corporate reputation on firms' cost of debt - An empirical study of German DAX30 companies**
Pfister, Benjamin, *Institute for Market-based Management*
Schwaiger, Manfred, *Institute for Market-based Management*

**Specific uncertainties in the distribution of products from renewable resources: empirical evidence from the German forestry and wood cluster**
Ludorf, Sebastian, *Georg-August-University Göttingen*
Toporowski, Waldemar, *Georg-August-University Göttingen*

**Effects of LMX and emotional exhaustion on salesperson deviance**
Darrat, Mahmoud, *Auburn University Montgomery*
Atinc, Guclu, *Drake University*
Babin, Barry J., *Louisiana Tech University*

Discussion Leader:
Mahmoud Darrat, *Auburn University Montgomery*
Wednesday 8:30

Session 1,7. Research design issues
Room:
Session Chair: Müller, Holger, Otto-von-Guericke-University Magdeburg

How replication studies confirm established priming effects - and create new ones: Evidence on the robustness of the “Time vs. money effect” in real choice experiments
Müller, Holger, Otto-von-Guericke-University Magdeburg
Lehmann, Sebastian,

Triangulation without tears
Jillian Farquhar (London Metropolitan University, UK),
Nicolette Michels (Oxford Brookes University, UK),

Understanding the research design of design research
Schmebri, Sharon, University of Texas - Pan American

Discussion Leader:
Farquhar, Jillian, London Metropolitan University

Wednesday 8:30

Session 1,8. New insights on service encounters
Room:
Session Chair: Lin, Jiun-Sheng Chris, National Taiwan University

Teleological actions in negative service encounters
Padin, Carmen, Vigo University
Svensson, Goran, Oslo School of Management
Otero-Neira, Carmen, Vigo University
Hogevold, Nils, Oslo School of Management

How to deal with unpleasant surprises during service provision?!
Kasabov, Edward, University of Exeter

Drivers of saving decisions from a consumers’ behavioral perspective: a large-scale empirical study
Rüfenacht, Matthias, University of St. Gallen
Schlager, Tobias, University of St. Gallen
Maas, Peter, University of St. Gallen

Discussion Leader:
Padin, Carmen, Vigo University
10:00 – 10:30 Refreshment Break

10:30 – 12:00 Paper Sessions and Special Sessions

**Wednesday 10:30**

**Session 2.1. Consumer behavior in Latin America**
Room:
Session Chair: Wagner Junior Ladeira, *Universidade Vale do Rio dos Sinos*

**Comportamento de Doadores Brasileiros: Proposição e Teste de Modelo Teórico**
Mainardes, Emerson, *FUCAPE Business School*
Barcellos, Renan, *FUCAPE Business School*
Lasso, Sarah, *FUCAPE Business School*
Sarquis, Aléssio, *UNISUL - Universidade do Sul de Santa Catarina*

**Medicamentos over-the-counter no brasil: uma análise dos antecedente do consumo**
Falcão, Clecio Araujo, *Pontifícia Universidade Católica (PUC-RS)*
Santini, Fernando De Oliveira, *Pontifícia Universidade Católica (PUC-RS)*
Ladeira, Wagner Junior, *Universidade Vale do Rio dos Sinos*
Henz, Miriam Mariani, *Faculdade Senac-RS*
Finkler, Elivelton Nagel Da Rosa, *Faculdade Senac-RS*

**Endowment effect in Latin America: Empirical evidence and implications**
Manzur, Enrique, *University of Chile*
Olavarrieta, Sergio, *Universidad de Chile*
Hidalgo, Pedro, *University of Chile*
Farias, Pablo, *University of Chile*
Wednesday 10:30

**Session 2.2. Consumer choice and decision making**

Room:

Session Chair: Truong, Natalie, *Norwegian School of Economics and Business Administration*

**Assessing spillover effects: The need for implicit measures**

Truong, Natalie, *Norwegian School of Economics and Business Administration*

**Presence or absence of unit price display and its influence on snack food choices**

Cash, Sean B., *Tufts University*

Mcalister, Anna R., *Michigan State University*

Lou, Chen, *Michigan State University*

**When do measured attitudes reflect past behavior?**

Suh, Jaebeom, *Kansas State University*

Kang, Ji Hye, *Kansas State University*

Janda, Swinder, *Kansas State University*

Ahn, Junsang, *Seoul National University*

**The influence of personal financial capability on workforce insecurity and access to consumer finance**

Gray, David, *Macquarie University*

Discussion Leader:

Cash, Sean B., *Tufts University*
Wednesday 10:30

**Session 2.3. BRICS: Knowing your customers**

Room:
Session Chair: Goneos-Malka, Amaleya, *University of Pretoria*

**Deriving value from advertising as a consumable product: Ideas and evidence**
Goneos-Malka, Amaleya, *University of Pretoria*
Strasheim, Arien, *University of Pretoria*
Grobler, Anske, *University of Pretoria*

**Improve marketing by knowing your internal customers**
Bhattacharya, Kaushik, AGM, *Steel Authority of India Ltd.*
Datta, Biplab, *Indian Institute of Technology*

**Institutionalization of the green agenda in emerging markets: fact or fiction?**
Vigar-Ellis, Debbie, *University of KwaZulu-Natal*
Weaver, Tyson, *Norwegian University of Science and Technology*
Rid, Johannes, *KTH Royal Institute of Technology*

Discussion Leader:
Grobler, Anske, *University of Pretoria*
Wednesday 10:30

Session 2.4. Building brand relationships
Room:
Session Chair: Veloutsou, Cleopatra, University of Glasgow

Company initiated communities of fantasy and brands as relationship builders
Veloutsou, Cleopatra, University of Glasgow
Arvaniti, Georgia Maria, University of Glasgow

Building brand love through co-creation
Liapati, Georgia, Université Toulouse 1 Capitole
Skourtis, George, Université Toulouse 1 Capitole
Assiouras, Ioannis, Toulouse University, Toulouse Business School
Paparoidamis, Nicholas, IESEG School of Management

A conceptual model of design benefits and brand engagement: the mediating role of emotions
Franzak, Frank, Virginia Commonwealth University
Makarem, Suzanne, Virginia Commonwealth University
Jae, Haeran, Virginia Commonwealth University

Session 2.5. Examining relationships, trust, & commitment in B2B
Room:
Session Chair: Hong-Youl Ha, Dongguk University

The effects of economic and social satisfaction on partner trust
Hong-Youl Ha, Dongguk University
Swinder Janda, Kansas State University
Myung-Soo Lee, Baruch College of The City University of New York

A dyadic view on buyers and sellers social capital: Its effect on customized treatments and relationship commitment
Storey, Chris, Cass Business School, City University London

Relational capability in a key outsourced supplier-buyer relationship
Aurathai, Lertwannawit, Thammasat University

Discussion Leader:
Storey, Chris, Cass Business School, City University London
Wednesday 10:30

**Session 2.6. Corporate and luxury branding issues**
Room:
Session Chair: Loureiro, Sandra, *Instituto Universitário de Lisboa (ISCTE-IUL)*

**Overcoming brand portfolio inertia through reengineering of brand portfolio following mergers and acquisitions (M&A): A conceptual framework**
Rahman, Mahabubur, *Smurfit Graduate Business School*

**Corporate brand positioning - A processual approach**
Koch, Christian, *Lund University School of Economics and Management*
Urde, Mats, *Lund University School of Economics and Management*

**Relationship quality as a function of luxury car brand image and personality**
Loureiro, Sandra, *Instituto Universitário de Lisboa (ISCTE-IUL)*

**Luxury products perceptions: an applied research to the Spanish luxury fragrances market**
Díaz-Bustamante, Mónica, *Universidad Complutense de Madrid-Facultad de CCII*
Carcelén, Sonia, *Universidad Complutense de Madrid-Facultad de CCII*
Puelles, María, *Universidad Complutense de Madrid-Facultad de CCII*

Wednesday 10:30

**Session 2.7. Retail management**
Room:
Session Chair: Huddleston, Patricia, *Michigan State University*

**Can you read the sign? Consumers’ attention to water conservation information as an extrinsic cue**
Huddleston, Patricia, *Michigan State University*
Behe, Bridget, *Michigan State University*
Jones, Allison, *Michigan State University*
Fernandez, Rodney, *Michigan State University*

**Frontline store manager’s entrepreneurial orientation for merchandizing and service role performance: scale development and validation**
Rhoads, Gary, *Brigham Young University*
Singh, Jagdip, *Case Western Reserve University*
Marinova, Detelina, *University of Columbia*

**When employees’ retailers create value against competition from e-commerce**
Henriquez, Tatiana, *ESC Troyes*
Wednesday 10:30

Session 2.8. Pricing issues in marketing
Room:
Session Chair: Leonidou, Constantinos N., University of Leeds

An examination of the effects of scarcity and discounting on purchase decision regret
Gabler, Colin, Ohio University
Landers, Myles, Rochester Institute of Technology
Reynolds, Kristy, University of Alabama

The effect of market structure on pricing behaviour of industrial service firms
Indounas, Kostis, Athens University of Economics and Business

Quantity surcharges for consumers with consumption uncertainties
Rakshit, Krishanu, Indian Institute of Management Calcutta
Gupta, Subhasish, IIM Bangalore
Prakhya, Srinivas, IIM Bangalore

Pricing capabilities: Drivers and effects on export performance
Skarmeas, Dionysis, Athens University of Economics and Business
Plakoyiannaki, Emmanuella, Aristotle University of Thessaloniki
Baltas, George, Athens University of Economics and Business
Kokkinaki, Flora, Athens University of Economics and Business

Discussion Leader:
Indounas, Kostis, Athens University of Economics and Business

12:00 – 13:30 Buffet Luncheon

13:30 – 15:00 Paper Sessions and Special Sessions
Wednesday 13:30

Session 3.1. Consumer behavior and services
Room:
Session Chair: Godbole, Mousumi Bose, Fairfield University

Understanding situated learning in stressful service experiences: A cross-cultural perspective
Godbole, Mousumi Bose, Fairfield University
Ye, Lilly, Frostburg State University

Determinants of customer loyalty in a service industry: Evidence from the Egyptian mobile market
Rania Hussein,, The American University in Cairo
Ipsos, Amr Kais, The American University in Cairo
Shamma, Hamed, The American University in Cairo

Firms’ strategic behavior v’s consumers’ behavior: An explanation through the inoculation theory
Djedidi, Amina, Université Paris Est Créteil
Hani, Mouhoub, Université Paris Est Créteil

Discussion Leader:
Rania Hussein,, The American University in Cairo
Wednesday 13:30

**Session 3.2. Corporate social responsibility**
Room:
Session Chair: Boivin, Caroline, *University of Sherbrooke*

The impacts of corporate social responsibility and contribution to local communities on brand identification, corporate reputation and brand loyalty
Kajalo, Sami, *Aalto University*
Jyrämä, Annukka, *Aalto University*

**Corporate social responsibility and market orientation in an emerging economy: Relationships and outcomes**
Reto, Felix, *The University of Texas-Pan American*

**Turning brand undesirables in brand heroes: Capitalising on corporate social responsibility in sport brand alliances**
Beus, Shenae, *Monash University*
Matanda, Margaret Jekanyika, *Monash University*
Ewing, Michael, *Monash University*

**How to explain infatuation with the online second hand market? An analysis of motivations and perceived risks**
Durif, Fabien, *ESG, University of Quebec at Montreal*
Boivin, Caroline, *ESG, University of Quebec at Montreal*
Rajaobelina, Lova, *ESG, University of Quebec at Montreal*
Dehling, Aurélie, *Toulouse Business School*

**Session 3.3. Value in the eyes of BRICS consumers**
Room:
Session Chair: Terblanche, Nic, *University of Stellenbosch*

**Considerations when marketing scales from developed countries are utilised for marketing research in emerging markets**
Terblanche, Nic, *University of Stellenbosch*

**Cultural transition and socio-cultural taxonomy of consumers in BRICS countries**
Kivenzor, Gregory, *Rivier University*

**BRICS brands: Entering the global brand value ranking**
Nel, Deon, *University of Pretoria*
Wednesday 13:30

Special Session 3,4. Perils and payoffs of franchising in BRICS economies
Room:
Session Chair: Dant, Rajiv P., University of Oklahoma

Empirical linkages between external reputation and performance: An investigation based on BRICS economies
Dant, Rajiv P., University of Oklahoma
Jeon, Hyo Jin (Jean), University of Oklahoma
Windsperger, Josef, University of Oklahoma

Consumer agency in China and India: An empirical validation across two BRICS markets
Grünhagen, Marko, Eastern Illinois University
Dant, Rajiv P., University of Oklahoma

Investigating the nomological linkages between habit, customer satisfaction, firm reputation and firm performance in franchising
Meiseberg, Brinja, University of Muenster
Dant, Rajiv P., University of Oklahoma

Discussion Leader:
Grünhagen, Marko, Eastern Illinois University
Wednesday 13:30PM

**Session 3.5.  Sensory marketing**
Room:
Session Chair: Hagtvedt, Henrik, *Boston College*

The influence of product color on perceived weight and consumer preference
Hagtvedt, Henrik, *Boston College*

The congruency between the container and the content: should we texture everything to seduce the consumer?
Ferreira, Bruno, *Clermont University*
Capelli, Sonia, *IAE Lyon*
Trendel, Olivier, *Grenoble Ecole de Management*

Development of a measurement scale of aesthetic style for design objects
Godey, Bruno, *NEOMA Business School*
Lagier, Joelle, *NEOMA Business School*

Adding personality to new products with fashion cobranding
Mitchell, Vincent, *Cass Business School*
Discussion Leader:
Ferreira, Bruno, *Clermont University*
Wednesday 13:30

**Session 3.6.  Social network developments in advertising and branding**
Room:
Session Chair: Chari, Simos, *University of Leeds*

Social networks and online advertising: Should companies promote their brand fan page or their brand website?
Pelet, Jean-Eric, *Université de Nantes*
Ettis, Saïd, *Gabès University*
Hammami, Salma, *University of Tunis El Manar*
Schwob, Alexandre, *Aalto University*

A cross-national study of consumers beliefs, attitudes and behaviors toward liking brand page
Muk, Alexandre, *Texas State University-San Marcos*
Chung, Christina, *Ramapo College of New Jersey*
Kim, Jonghoon, *Incheon National University*

Effects of eWOM campaigns with rewards from the perspectives of givers and receivers
Chiu, Tengchen, *Keio University*
Kikumori, Mai, *Keio University*
Ono, Akinori, *Keio University*
Wednesday 13:30

**Session 3,7. Mixed environments in emerging markets**  
Room:  
Session Chair: Pentina, Iryna, *University of Toledo*

Exploring the role of culture in consumer perceptions of online reviews  
Pentina, Iryna, *University of Toledo*  
Basmanova, Oksana, *People's Ukrainian Academy*  
Ukis, Yuliya, *International Solomon University*

Exploratory research of marketing promotions in the base of the pyramid  
Beninger, Stefanie, *Simon Fraser University*

The mixture of network marketing types in emerging markets – The case of Swedish MNCs in China  
Jansson, Hans, *Linnaeus University*  
Sandberg, Susanne, *Linnaeus University*

**Session 3,8. Markets in Latin America**  
Room:  
Session Chair: Arturo Vasquez-Parraga, *University of Texas-Pan American*

Evaluación de un Mercado Accionario Integrado Emergente en Latinoamérica, MILA  
Sandoval, Eduardo, *Universidad de Concepción, Chile*  
Vasquez-Parraga, Arturo, *University of Texas-Pan American*  
Sabat, Rocío, *Universidad de Concepción, Chile*

Estudio sobre cómo se define mercadeo dentro de las compañías  
Lozada, Frank, *Pontificia Universidad Católica de Puerto Rico*

Aprendizaje significativo de la investigación de mercados a través de la metodología Aprender Haciendo: Caso aplicado a un curso de Administración.  
Fernandez, Cristobal, *UNIVERSIDAD TECNICA FEDERICO SANTA MARIA*  
Santander, Paulina, *UNIVERSIDAD TECNICA FEDERICO SANTA MARIA*  
Cea, Jorge, *UNIVERSIDAD TECNICA FEDERICO SANTA MARIA*

La enseñanza universitaria de la mercadotecnia y su impacto en las micro y medianas empresas del estado de Colima, México.  
Deniz Guizar, Aurelio, *Universidad de Colima*  
Reyes Real, Oscar Bernardo, *Universidad de Colima*  
Gutierrez Ortiz, Ariel, *Universidad de Colima*

15:00 – 15:30 Refreshment Break
15:30 – 17:00 Paper Sessions and Special Sessions

**Wednesday 15:30**

**Session 4.1. Consumer behavior and advertising applications**
Room:
Session Chair: Chung, Christina, *Ramapo College of New Jersey*

*Building a theoretical model of trust in direct-to-consumer advertising*
Ball, Jennifer, *University of Minnesota*
Manika, Danae, *Queen Mary University of London*
Stout, Patricia, *University of Texas at Austin*

*Which do I prefer?: A theoretical framework for Japanese biculturals’ advertising response towards hedonic and utilitarian products in Japan”*
Moriuchi, Emi, *Hawaii Pacific University*

*The influence of health/nutrition claims in food advertising on communication effectiveness*
Ramos, Mari Luz Zapata, *University of Puerto Rico*

*Over promotion and the learned intermediary doctrine in advertising medicine and medical devices in the United States*
Koku, Sergius, *Florida Atlantic University*

**Session 4.2. Emotion and Affect**
Room:
Session Chair: Pancer, Ethan, *Saint Mary's University*

*Consumer schadenfreude: Deservingness of product ownership impacts affect following another’s product failure*
Pancer, Ethan, *Saint Mary’s University*
Ashworth, Laurence, *Queen’s University*

*The Moderating effects of self-brand concept and reference group on consumer innovativeness toward purchase intention*
Hoonsopon, Danupol, *Chulalongkorn University*

*In-person and Out-person factors in perception of product attributes*
Veres, Zoltan, *Budapest Business School*

Discussion Leader:
Hoonsopon, Danupol, *Chulalongkorn University*
Wednesday 15:30

**Session 4.3. Enhancing sales performance**

Room:
Session Chair: Darmon, René, *ESSEC Business School*

**Differential effects of supervisory coaching and leader member exchange on salesperson’s behavior and performance**

Pousa, Claudio, *Lakehead University*
Mathieu, Anne, *Université de Sherbrooke*

**Increasing salesperson’s self-efficacy and performance through coaching: A quantitative study in Canada**

Pousa, Claudio, *Lakehead University*
Mathieu, Anne, *Université de Sherbrooke*

**The value of sales training to improve the performance of vendors**

Escamilla, Miguel, *Universidad Autónoma de Querétaro*
Escamilla, Clara, *Universidad Autónoma de Querétaro*

**Impacts of sales force turnover and recruiting strategies upon direct, opportunity costs and profits within different sales performance segments**

Darmon, René, *ESSEC Business School*
Session 4.4. Marketing exchanges
Room:
Session Chair: Cometto, Teresa, Universidad ORT

The role of sales and marketing in innovation implementation, An empirical analysis in six South American Countries
Cometto, Teresa, Universidad ORT
Le Meunier-Fitzhugh, Kenneth, University of East Anglia
Labadie, Gaston J., Universidad ORT Uruguay
Roux, Felix, Universidad Politécnica de Madrid

Talking with you – Not at you: How brand ambassadors can spark consumer brand attachment
Crouch, Roberta, The University of Adelaide
Ewer, Michael, The University of Adelaide
Quester, Pascale, The University of Adelaide
Proksch, Michael, The University of Adelaide

The importance of being earnest: The authenticity of reciprocity in marketing exchange
Hoppner, Jessica, George Mason University
White, Ryan, University of Wisconsin-La Crosse

A theoretical framework of multichannel strategy success
Beckmann, Julia, University of Augsburg
Paul, Michael, University of Augsburg

Discussion Leader:
Crouch, Roberta, The University of Adelaide
Wednesday 15:30

Session 4.5. Salespeople’s behavior issues
Room:
Session Chair: Tarkiainen, Anssi, Lappeenranta University of Technology

Performance implications of the interplay between sales intra-functional flexibility, customer orientation and role ambiguity
Micevski, Milena, Loughborough University
Dewsnap, Belinda, Loughborough University
Maglajlic, Selma Kadic-, Economic University Sarajevo
Boso, Nathaniel, University of Leeds
Cadogan, John W., Loughborough University

Salesperson role stress and unethical behavior
Tarkiainen, Anssi, Lappeenranta University of Technology
Lee, Nick, Aston University
Cadogan, John W., Loughborough University
Sundqvist, Sanna, Lappeenranta University of Technology

To be or not to be… Does the level of empathy contribute to successful personal selling?
Roy, Jean, Université de Sherbrooke
Boivin, Caroline, Université de Sherbrooke
Durif, Fabien, UQAM

Assessing sales contest effectiveness: The role of salesperson and sales district characteristics
Gopalakrishna, Srinath, University of Missouri Columbia
Garrett, Jason, Bradley University
Mantrala, Murali, University of Missouri Columbia
Sridhar, Shrihari, Pennsylvania State University

Building customer trust and loyalty: Does salesperson empathy matter?
Jaramillo, Fernando, University of Texas at Arlington
Valenzuela, Leslier, Universidad de Chile
Wednesday 15:30

Session 4,6. Mobile marketing
Room:
Session Chair: Paluch, Stefanie, *Tu Dortmund University*

**Really do university students believe that facebook is a useful tool to mobilizing people both online and offline around social causes?**
Borrero, Juan D., *University of Huelva*
Yousafzai, Shumaila Y., *Cardiff University*
Javed, Uzma, *CIIT*

**Experiences with gamification: the mde framework**
Plangger, Kirk, *Simon Fraser University*
Kietzmann, Jan, *Simon Fraser University*
Robson, Karen, *Simon Fraser University*
Pitt, Leyland, *Simon Fraser University*

**The recommendation bias: the effects of social influence on individual rating behavior**
Köcher, Sören, *TU Dortmund University*
Paluch, Stefanie, *TU Dortmund University*
Küsgen, Sarah, *TU Dortmund University*

**Multichannel customer journeys – Mapping the effects of ZMOT, showrooming and webrooming**
Wolny, Julia, *University of Southampton*
Charoensuksai, Nipawan, *University of Southampton*
Wednesday 15:30

Session 4,7. Strategic concerns in advertising and communication
Room:
Session Chair: Moriuchi, Emi, *Hawaii Pacific University*

Unusual product differentiation: strategic use of trivial attribute and the separate evaluation mode
Min, Junhong, *Michigan Technological University*
Deniz, Dalman, *Marketing and Branding Consultant*

Visual rhetoric in context
Gkiouzepas, Lampros, *Alexander Technological Educational Institute of Thessaloniki*

Upgrade or downgrade: Luxury brand extension communication
Ahn, Jiseon, *University of Houston*
Park, Jungkun, *University of Houston*
Bryan, Suk Hyung, *Chungwoon University*

Special Session 4,8. New challenges for meaningful experimental and survey research
Room:
Session Chair: Barry J. Babin, *Louisiana Tech University*

M-Turk workers as consumer subjects -- Potential and peril
Brewer, Lauren, *University of Wisconsin - Eau Claire*
Babin, Barry J., *Louisiana Tech University*

Panel attrition and its influence on research
Frethey-Bentham, Catherine, *University of Auckland*

Uncommon thoughts on common methods bias
Atinc, Guclu, *Drake University*
Atinc, Yasemin Ocal, *Auburn University Montgomery*

The mediation fuss
Borges, Adilson, *Neoma Management School*
Wednesday 15:30

**Special Session 4;9 – A system dynamics modeling approach to marketing in emerging markets**
Room:
R. Balachandra, D’Amore-McKim School of Business, Northeastern University

17:15 – 18:15 Wine Tasting Special Session (Seating Limited, First Come-First Serve)
18:15 – 19:15 Reception
19:30 Bus Transport to Downtown Pick-up Location
Dinner on your own

Thursday **(Activities at ESAN through 13:30)**
07:00 Bus Transport from Downtown Pick-up Location to ESAN
08:00 – 14:00 Registration
08:30 – 10:00 Paper Sessions and Special Sessions
Thursday 8:30
Session 5.1. Tourism destinations
Room:
Session Chair: Murdy, Samantha, University of Strathclyde

Incorporating cultural brand assets in the urban destinations brand equity model
Kladou, Stella, Hellenic Open University
Kehagias, John, Hellenic Open University
Dilmperi, Athina, Lincoln Business School

Evaluations of a destination across travel contexts: Examining the evoked set
Murdy, Samantha, University of Strathclyde

Assessing golf destination’s brand personality using structural equation modelling: the case of the Algarve
Pereira, Rosaria, University of the Algarve
Correia, Antonia, University of the Algarve
Schutz, Ronaldo, University of the Algarve

Discussion Leader:
Dilmperi, Athina, Lincoln Business School
Thursday 8:30

**Session 5.2. Brands in Latin America**

Room: 
Session Chair: Graziela Fortunato, *Fucape Business School*

**Brand Value Relevance: um estudo sobre o valor da marca e o impacto no desempenho de mercado das empresas brasileiras**

Fortunato, Graziela, *Fucape Business School*
Mota, Danilo Marcos, *Ifes - Instituto Federal do Espírito Santo - Campus Linhares*

**Motivos y deseos que llevan a los consumidores mexicanos y brasileños a comprar marcas de lujo**

Toldos, María de la Paz, *Tecnologico de Monterrey*
Guerrero, María Eloisa, *Universidad de Guadalajara*

**La implicación del espectador deportivo como moderador de la transmisión de imagen en el patrocinio deportivo**

Alonso Dos Santos, Manuel, *Universidad Católica de la Santísima Concepción*
Montoro Ríos, Francisco, *University of Granada*
Calabuig Moreno, Ferran, *University of Valencia*

**Los Nombres de Marca Cortos son Mejores: Una Evaluación Empírica de este Criterio.**

Rodríguez, Juan Manuel, *EGADE Business School*
Urbina, Hector Alcides, *EGADE Business School*
Thursday 8:30

**Session 5,3. Fashion marketing**
Room:
Session Chair: Kang, Ji Hye, *Kansas State University*

*The standardisation-localisation dilemma for luxury fashion retailers’ internationalisation into China*
Liu, Sindy, *University of the Arts London, London College of Fashion*
Perry, Patsy, *The University of Manchester*
Moore, Christopher, *Glasgow Caledonian University*

*The (additional) missing link: The role of tailors as a service provider for customization*
Pronschinske, Mya, *Northern Illinois University*

*Purchase intention of socially responsible apparel goods: Investigating consumers cross-culturally*
Kang, Ji Hye, *Kansas State University*
Kozar, Joy M., *Kansas State University*

Discussion Leader:
Liu, Sindy, *University of the Arts London, London College of Fashion*

**Session 5,4. Children/Family marketing: part I**
Room:
Session Chair: Garcia de la Torre, Consuelo, *EGADE Business School, Tecnológico de Monterrey*

*I love my museum: Children's aesthetic perception of and relationship with art*
Lagier, Joelle, *NEOMA*
de Barnier, Virginie, *IAE AIX EN PROVENCE*
Ayadi, Kafia, *NEOMA*

*Influencia de niños entre 8 y 13 años en las decisiones de consumo del grupo familiar: implicancias, dilema ético y medios de comunicación*
Fernandez, Cristobal, *Universidad Tecnica Federico Santa Maria*
Santander, Paulina, *Universidad Tecnica Federico Santa Maria*
Cea, Jorge, *Universidad Tecnica Federico Santa Maria*

*My perfect wedding: How Mexican consumers’ decisions are influenced by consumerism and traditions*
Garcia de La Torre, Consuelo, *EGADE Business School, Tecnológico de Monterrey*
Silva, Julia Villa, *EGADE Business School, Tecnológico de Monterrey*
Thursday 8:30

**Session 5.5. Corporate decisions**
Room:
Session Chair: Gruber, Verena, *WU Vienna*

*How united nations global compact impacts business performance: The mediating role of quality of life of employees in emerging market*
Singh, Satyendra, *University of Winnipeg*

*The impact of political, economic, and environmental uncertainty on the possible futures of consumption*
Ramirez, Edward, *University of Texas at El Paso*

*Investor associations concerning sustainability and the impact of misperceptions on sri decision-making*
Gruber, Verena, *WU Vienna*
Schlegelmilch, Bodo B., *WU Vienna*

**Session 5.6. Markets and organizational health**
Room:
Session Chair: Lee, Zoe, *University of Bath*

*Towards a model of strategic charity rebranding process: A managerial perspective*
Lee, Zoe, *University of Bath*

*Assessing organizational financial health of non-profit arts organizations*
Kirchner, Theresa, *Hampton University*
Markowski, Edward, *Old Dominion University*
Ford, John, *Old Dominion University*

*Exploring the nature of value and well-being through an internal social marketing approach*
Smith, Anne, *Open University*

*A market separations perspective to market development at bottom of pyramid*
Sing, Ramendra, *IIM Calcutta*
Modi, Pratik, *University of Portsmouth*

Discussion Leader:
Ford, John, *Old Dominion University*
Thursday 8:30

**Session 5,7. Advances in research methods & scale development**

Room:
Session Chair: Sarstedt, Marko, Otto-von-Guericke-University Magdeburg

**Uncovering what consumers will not tell you: An unsupervised nonparametric methodology for identifying consumer misbehavior**

Golden, Linda, *University of Texas at Austin*
Brockett, Patrick, *University of Texas at Austin*
Betak, John, *University of Texas*
Alpert, Mark, *University of Texas*
Guillen, Montserrat, *University of Barcelona*

**A new segmentation method for PLS-SEM using iterative reweighted regressions**

Schlittgen, Rainer, *University of Hamburg*
Sarstedt, Marko, Otto-von-Guericke-University Magdeburg
Ringle, Christian M., *Hamburg University of Technology*

**Cross-cultural emic scale development in health care service quality**

Polsa, Pia, *Hanken School of Economics*
Narang, Ritu, *University of Lucknow*
Soneye, Alabi, *University of Lagos*
Fuxiang, Wei, *Tianjin Normal University*
Hellen, Katarina, *University of Vaasa*

Discussion Leader:
Polsa, Pia, *Hanken School of Economics*
Thursday 8:30

**Session 5,8. Deep dive into relationship performance**
Room:
Session Chair: Tähtinen, Jaana, *University of Oulu*

**Learning orientation and sustainable export performance: A moderated mediation study of Knowledge management and collaborative innovation**
Sarah Bimbona, *Monash University*
Jekanyika Matanda, Margaret, *Monash University*
Sridharan, Srinivas, *Monash University*

**Reconsidering business-to-business relationships**
Ryan, Annmarie, *University of Limerick*
Tähtinen, Jaana, *University of Oulu*

**Differential impact of price demands in b2b relationships**
Pisharodi, Mohan R., *Oakland University*
Henke, John Jr, *Oakland University*
Parameswaran, Ravi, *Oakland University*

Discussion Leader:
García de La Torre, Consuelo, *EGADE Business School*
Thursday 8:30

Session 5,9. Marketing technology interface
Room:
Session Chair: Feinberg, Richard, Purdue University

Exploring consumer acceptance and engagement with “Smart Meters”
Feinberg, Richard, Purdue University
Hartmann, Nathan, University of Hawaii at Manoa

Smart TV as a marketing channel
Nilsson-Helander, Karin, Umeå University
Mejtoft, Thomas, Umeå University

Service design of mhealth interface: consumer perspective
Ng, Sandy, RMIT University
Dunstone, Kimberley, Cancer Council Victoria
Reid, Mike, RMIT University

Discussion Leader:
Nilsson-Helander, Karin, Umeå University

10:00 – 10:30 Refreshment Break

10:30 – 12:00 Paper Sessions and Special Sessions
Thursday 10:30

Session 6.1. International marketing strategy
Room:
Session Chair: Hwang, Eun, Indiana University of Pennsylvania

Motorola’s venture into touch screen cell phones: Marketing case in India
Chakravartula, Madhavi, PAGWON

A longitudinal study of strategic alliances in Eastern and Central Europe
Gebrekidan, Desalegn Abraha, University of Skövde
Heyder, Seyed Akmal, University of Gävle

Environmental uncertainty, market orientation, and organizational structure apparel retailing in China and Korea
Hwang, Eun, Indiana University of Pennsylvania
Norton, Marjorie, Virginia Tech

Marketing strategy – Components, effectiveness and importance of pricing – Especially in relation to emerging markets like India
Choudhury, Rahul Gupta, IFIM Business School
Narayanan, G. R., Alliance University

Discussion Leader:
Gebrekidan, Desalegn Abraha, University of Skövde

Session 6.2. Service recovery issues
Room:
Session Chair: Giraldo, Mario, Universidad del Norte

An empirical examination of the interrelationships between service recovery paradox and its
El-Manstrly, Dahlia, University of Edinburgh
Liu, Ge, University of Edinburgh
Rosenbaum, Mark, Northern Illinois University

Customer defection in retail banking: attitudinal and behavioural consequences of failed service
Avlonitis, George J., Athens University of Economics and Business
Piha, Lamprini, Athens University of Economics and Business

The role of service provider groups stereotypes during service failures
Maher, Amro, Qatar University
Saqib, Najam, Qatar University

Discussion Leader:
El-Manstrly, Dahlia, University of Edinburgh
Thursday 10:30

**Session 6.3. Information technology and online social marketing**

Room:
Session Chair: Manika, Danae, *Queen Mary University of London*

**Exploring the use of online social marketing tools in motivating healthy alcohol consumption**

Gregory-Smith, Diana, *Sheffield University Business School*
Manika, Danae, *Queen Mary University of London*

**Growing non-profit giving via peer-to-peer connections: Benefits and potential backlash**

Mulder, Mark, *Pacific Lutheran University*
Joireman, Jeff, *Washington State University*
Gregoire, Yany, *HEC Montreal*

**Informational empowerment: Cross-national comparison of internet health information use and the ‘patient-consumer’ behaviour**

Isobel Keeling, Debbie, *Loughborough University*
Laing, Angus, *Loughborough University*

Discussion Leader:
Webster, Cynthia, *Macquarie University*
Thursday 10:30

Special Session 6.4. New product development in a networked world
Room:
Session Chair: Rodriguez, Carlos M., Delaware State University

New product development in a networked world
Barczak, Gloria, Northeastern University
Tucker, Marion, Northeastern University
Roberts, Deborah, Nottingham University
Candi, Marina, Reykjavik University
Kawakami, Tomoko, Kansai University

Session 6.5. Online retailing and social media
Room:
Session Chair: Garnefeld, Ina, University of Wuppertal

Product returns in online retailing - Can threat and normative appeals reduce return rates?
Garnefeld, Ina, University of Wuppertal
Muenkhoff, Eva, University of Paderborn
Raum, Karen, University of Wuppertal

An empirical examination of drivers impacting usage intentions of social media
Brock, Christian, Zeppelin University
Blut, Markus, Newcastle University Business School
Linzmajer, Marc, University of St. Gallen
Zimmer Björn, Zeppelin University
Iyer, Gopalkrishnan R., Florida Atlantic University

Mobile interactivity in retail: understanding the showroming phenomenon
Esther Swilley, Kansas State University
Thursday 10:30

Session 6.6. Store consumer behavior II
Room:
Session Chair: Baray, Jérôme, Université Paris-Est

Exploiting proactive interaction to improve retail experiences
Shin, Hyunju, McNeese State University
Ellinger, Alexander, University of Alabama
Mothersbaugh, David, University of Alabama

An investigation of the relationships between Hispanic retailers' human and social capital, migration and gender
Echeverri-Carroll, Elsie, IC2 Institute
Golden, Linda, University of Texas at Austin

Developing and validating a multidimensional scale for consumer attitudes toward retail deterrence
Barranzuela, Fernando, Universidad de Piura

Session 6.7. Environmental attitudes and behaviours
Room:
Session Chair: Paladino, Angela, University of Melbourne

Innovative materials facilitating resource efficiency: Do consumers accept eco-friendly materials?
Osburg, Victoria-Sophie, Georg-August University Goettingen
Strack, Micha, Georg-August University Goettingen
Toporowski, Waldemar, Georg-August University Goettingen

A typology of barriers to pro-environmental behaviors: evidence from a three-country study
Keeling, Kathy, Manchester Business School
Mcgoldrick, Peter, University of Manchester
Hampson, Daniel, Manchester Business School

Understanding green consumption: Is perceived consumer effectiveness a predictor of green behaviour?
Caroline Boivin,, University of Sherbrooke
Fabien Durif,, ESG, University of Quebec at Montreal
Lova Rajaobelina, ESG, University of Quebec at Montreal
Francine Rodier,, ESG, University of Quebec at Montreal

Investigating the impact of individual attitudinal and organizational variables on green behaviors and commuting at the workplace
Manika, Danae, Queen Mary University of London
Wells, Victoria, Durham University Business School
Gregory-Smith, Diana, Sheffield University Business School
Gentry, Michael, Global Action Plan
Thursday 10:30

Session 6,8. Tourist behavior
Room:
Session Chair: Hultman, Magnus, University of Leeds

The effects of destination personality on tourist satisfaction, identification, and behaviour
Hultman, Magnus, University of Leeds
Skarmeas, Dionysis, Athens University of Economics and Business
Robson, Matthew, University of Leeds

To investigate antecedents of international tourists’ place attachment and its relationships with memories and post-behavioral intentions: the case of Seoul City
Chiang, Lanlung Luke, Yuan Ze University
Manthiou, Aikaterini, Rouen Business School
Tang, Liang Rebecca, Iowa State University

Consumer complaining behavior: An ethnic triangulation perspective
Henthorne, Tony, University of Nevada, Las Vegas
Williams, Alvin, University of South Alabama
Pounders, Kate, University of Texas at Austin

Discussion Leader:
Manthiou, Aikaterini, Rouen Business School
Thursday 10:30

**Special Session 6.9 - Business ethics and small business enterprises in emerging markets**

Chairs: Jay Mulki, D'Amore-McKim School of Business, Northeastern University
Nicholas G. Paparoidamis, IESEG School of Management, Paris, France

**Business Ethics and Small Business Enterprises in Emerging Markets**
Jay Mulki, *D'Amore-McKim School of Business, Northeastern University*
Nicholas G. Paparoidamis, *IESEG School of Management*

**A System Dynamics Modeling Approach to Marketing in Emerging Markets**
R. Balachandra, *D'Amore-McKim School of Business*

12:00 – 13:30 Congress Recognition Luncheon

14:00 – 17:30 Lima City Tour

Dinner on your own
Friday (Activities at ESAN through 17:00)

07:00 Bus Transport from Downtown Pick-up Location to ESAN

08:00 – 17:00 Registration

08:30 – 10:00 Paper Sessions and Special Sessions

**Friday 8:30**

**Session 7.1. Marketing performance measurement – New methods and implications for firm value**
Room:
Session Chair: Mantrala, Murali, *University of Missouri-Columbia*

*A new method for benchmarking networked companies*
Mantrala, Murali, *University of Missouri-Columbia*

*Key performance indicators for measuring employer brand success*
Hillebrandt, Isabelle, *University of Bamberg*
Ivens, Bjoern Sven, *University of Bamberg*

*What marketing strategy matters? Examining a contingency model of the relationship between marketing performance measurement and firm performance*
Krush, Michael, *North Dakota State University*
Trainor, Kevin, *Northern Arizona University*
Malshe, Avinash, *University of St. Thomas*
Agnihotri, Raj, *Ohio University*

Discussion Leader:
Hillebrandt, Isabelle, *University of Bamberg*

**Session 7.2. Communicating identity in B2B markets**
Room:
Session Chair: Simoes, Claudia, *Open University*

*Corporate sponsorship effects in Business-to-Business markets*
Groza, Mark, *Northern Illinois University*
Cobbs, Joe, *Northern Kentucky University*

*The role of NGOs in Business-to-Business markets*
Latifi, Mohammad, *Uppsala University, Department of Business Studies*

*Artifacts of corporate identity in emerging business relationships*
Simoes, Claudia, *Open University*
Mason, Katy, *Lancaster University*

Discussion Leader:
Groza, Mark, *Northern Illinois University*
Friday 8:30

**Session 7.3. Cultural perspectives and social media**
Room:
Session Chair: Paluch, Stefanie, *Tu Dortmund University*

**Global use and access of social networking websites: a national culture perspective**
Gong, Wen, *Howard University*
Stump, Rodney, *Towson University*
Li, Zhan, *Saint Mary's College of California*

**Understanding e-word of mouth at chinese social networking sites**
Kasabov, Edward, *University of Exeter*
Peng, Yufeng, *University of Exeter*

**Use of Facebook and the formation and maintenance of social capital: Evidence from Latin America**
Fariás, Pablo, *Universidad de Chile*
Hidalgo, Pedro, *Universidad de Chile*

---

Friday 8:30

**Special Session 7.4. Cultural transition in emerging markets: Consumer behavior and choice effects**
Room:
Session Chair: Ford, John, *Old Dominion University*

Discussion Leader:
Kivenzor, Gregory, *Rivier University*
Friday 8:30

Session 7,5. New insights into value creation in services
Room:
Session Chair: Prabhaker, Paul, Northern Illinois University

A review of Service-Dominant logic research 2004-2012
Ehrenthal, Joachim, University of St. Gallen
Gruen, Tom, University of New Hampshire

Transforming lives through co-created service experiences in heterogeneous
Giraldo, Mario, Universidad del Norte
De Castro, Marisabella, Universidad del Norte

Measuring the self, the social and the task oriented side of service customers in joint co-creation experiences
Finsterwalder, Joerg, University of Canterbury
Kuppelwieser, Volker, NEOMA Business School
Fisk, Raymond, Texas State University-San Marcos
Tuzovic, Sven, Pacific Lutheran University

Discussion Leader:
Ehrenthal, Joachim, University of St. Gallen

Session 7,6. Store consumer behavior I
Room:
Session Chair: Cliquet, Gérard, University of Rennes 1

Shopper’s attitude and demographics influence on store patronage – A comparison of formal vs informal food retail stores in India
Prashant, Mishra, Indian Institute of Management, Calcutta
Sridhar, G., Indian Institute of Management Kozikode
Jain, Tinu, Indian Institute of Management Calcutta

The pursuit of loyalty in grocery stores: differences by format and category
Izquierdo-Yusta, Alicia, University of Burgos
María Pilar Martinez-Ruiz and, University of Castilla-La Mancha
Mantrala, Murali, University of Missouri Columbia

Is it better to shop together? Influence of group characteristics on individual buyer utility in Mexico and the United States
González Hernández, Eva, Instituto Tecnológico de Monterrey, Guadalajara
Mora, Jose-Domingo, University of Massachusetts Dartmouth
Yousef Sibdari, Manouchehr, University of Massachusetts Dartmouth
Friday 8:30

Friday 8:30

Session 7,7. Issues in not-for-profit service settings
Room:
Session Chair: Sosa-Varela, Juan Carlos, Turabo University

Perceptions of country image and product marketing: a study of wine brands from Chile and Argentina
Robertson, Christopher, Northeastern University
Rojas-Mendez, Jose, Carleton University
Pipoli, Gina, Universidad del Pacífico
Buitrago, Ricardo, Universidad La Salle
Lucianetti, Lorenzo, University of Chieti & Pescara

Antecedents of patient-centric collaboration in the Emergency Department
Lassk, Felicia, Northeastern University
Lee, Yang, Northeastern University
Kenner, Carole, Northeastern University

Donate to me: Applying the servicescape framework in an online donation setting
Gandhi, Triparna, University of Melbourne
Bagot, Kathleen, University of Queensland
Bove, Liliana, University of Melbourne

Self-determination theory and the influence of extrinsic and intrinsic motivation
Brambilla, Flávio, Universidade de Santa Cruz do Sul

Discussion Leader:
Lassk, Felicia, Northeastern University
Friday 8:30

Session 7,8. Brands and social media
Room:
Session Chair: Campbell, Colin, Kent State University, Ohio

Social media: Harming or enhancing your employer brand attractiveness? An empirical investigation
Hillebrandt, Isabelle, University of Bamberg
Ivens, Bjoern, University of Bamberg
Rauschnabel, Philipp, University of Bamberg
Hartmann, Carolin, University of Bamberg

Materiality of online brand community
Dessart, Laurence, University of Glasgow
Veloutsou, Cleopatra, University of Glasgow
Morgan-Thomas, Anna, University of Glasgow

Toward a unified brand engagement construct definition
Campbell, Colin, Kent State University
Heinrich, Daniel, Technische Universität Braunschweig

Will branding survive in a world of social media?
Chiranjeev Kohli, California State University Fullerton
Suri, Rajneesh, Drexel University
Kapoor, Anuj, University of Utah
10:00 – 10:30 Refreshment Break

10:30 – 12:00 Paper Sessions and Special Sessions

Friday 10:30
Session 8.1. Conceptualization and measurement of branding constructs
Room:
Session Chair: Olavarrieta, Sergio, University of Chile

The consumer’s passion for a brand: the importance of brand relationship constructs
Albert, Noel, Kedge Business School

Brand familiarity in Latin America: a new three-dimensional conceptualization and measure
Torres, Eduardo, University of Chile
Olavarrieta, Sergio, University of Chile
Barra, Cristobal, University of South Carolina

Deciphering the brand value structure: new measures and business insights
Huang, Chengliang, Ryerson University
Wang, Fang, Wilfrid Laurier University
Zhang, Xiao-Ping Steven, Ryerson University

Multi-brand loyalty: propositions and insights from a quantitative study
Felix, Reto, The University of Texas-Pan American
Friday 10:30

Session 8.2. Impulsiveness and system in family purchases
Room:
Session Chair: Urbonavicius, Sigitas, Vilnius University

Child’s participation in family purchasing process: the evidence from Lithuania
Urbonavicius, Sigitas, Vilnius University
Dikcius, Vytautas, Vilnius University

Purchase a new car: the effect of impulsiveness in the Brazilian market
Santini, Fernando Oliveira, Pontifica Universidade Católica
Ladeira, Wagner Junior, Universidade Vale do Rio Dos Sinos
Dalmoro, Marlon, UNIVATES
Falcão, Clecio Araujo, Pontifica Universidade Católica
Henz, Miriam Mariani, Faculdade Senac-RS

"Can you do something about the price?" – exploring the Indian deal, store-brand and haggling-prone consumer
Dawra, Jagrook, Goa Institute of Management
Katyal, Kanupriya, Goa Institute of Management
Gupta, Vipin, California State University

Session 8.3. Children/family marketing: Part II
Room:
Session Chair: Kim, Chankon, Saint Mary's University

Advertising directed at children – An empirical study from parents’ perspective on television advertising and advergames
Böttner, Sibylle, University of Bamberg
Ivens, Björn Sven, University of Bamberg

A comparison of children's processing of product placement and advertising
Uribe, Rodrigo, Universidad de Chile
Fuentes-Garcia, Alejandra, Universidad de Chile

The influence of parental style on consumer socialization in Mother-Adolescent Dyads and Father-Adolescent Dyads
Kim, Chankon, Saint Mary’s University
Lee, Hanjoon, Hanyang University
Morales, Miguel, Saint Mary’s University
Friday 10:30

**Session 8,4. Supply chain planning & strategy**
Room:
Session Chair: Malshe, Avinash, *University of St Thomas*

*A snowball to introduce sustainability into supply chain*
Camacho, Gloria, *EGADE Business School*
García de La Torre, Consuelo, *EGADE Business School*

**Strategic importance of marketing planning capability: A perspective from Saudi Arabia**
Malshe, Avinash, *University of St Thomas*
Krush, Michael, *North Dakota State University*
Al-Khatib, Jamal, *University of St Thomas*
Al-Habib, Mohammed, *King Abdul Aziz University*
Torkistani, Habiballah, *King Abdul Aziz University*

**Perceptions of supplier quality in business relationships: an investigation of interaction and change**
La Rocca, Antonella, *University of Lugano*
Caruana, Albert, *University of Malta*
Snehota, Ivan, *University of Lugano*

Discussion Leader:
Camacho, Gloria, *EGADE Business School*
Friday 10:30

Session 8,5. Issues in consumer products branding and management
Room:
Session Chair: Arboleda, Ana María, Universidad Icesi

Consumer confusion choosing me-too snack packages: an experimental study
Arboleda, Ana María, Universidad Icesi
Alonso, Julio C, Universidad Icesi

Copycat or distinctive? An empirical study of consumers’ perception towards private label brand’s packaging
Chen, Chen Cici, Michigan State University
Huddleston, Patricia, Michigan State University

Customer empowerment, top management team and product development: Success paths in turbulent markets
Sihvonen, Antti, Aalto University School of Business
Huhtala, Juho-Petteri, Aalto University School of Business
Vaniala, Iiro, Aalto University School of Business
Hietanen, Joel, Aalto University School of Business
Tikkanen, Henrikki, Aalto University School of Business

Learning to improve new product outcomes
Sohi, Ravi, University of Nebraska - Lincoln
Malshe, Avinash, University of St. Thomas

Session 8,6. Retailing in Latin America
Room:
Session Chair: Tânia Veludo-De-Oliveira, EAESP-FGV

A influência dos fatores exógenos no varejo na compra por impulso
Bonomo, Brunno, FUCAPE Business School
Mainardes, Emerson, FUCAPE Business School
Trindade, Renata, FUCAPE Business School

Satisfação, Confiança e Familiaridade no Varejo Online e o Papel Moderador da Experiência (Satisfaction, Trust and Familiarity in Online Retailing and the Moderating Role of Experience)
Veludo-De-Oliveira, Tânia, Escola de Administração de Empresas de São Paulo da Fundação Getulio Vargas (EAESP-FGV)
Huertas, Melby, Centro Universitário da Fundação Educacional Inaciana Pe. Sabóia de Medeiros (FEI)
Reis, Bruno, Centro Universitário da Fundação Educacional Inaciana Pe. Sabóia de Medeiros (FEI)
Fatores motivacionais de formação, ações cooperadas e ganhos obtidos nas redes de cooperação varejistas de materiais de construção do Paraná: um comparativo entre as percepções dos gestores e dos lojistas associados.
Deretti, Sandro, Pontifícia Universidade Católica do Paraná
Palmeira, Mirian, Universidade Federal do Paraná
Dalazen, Luciano, Pontifícia Universidade Católica do Paraná
Schwarzbach, Loise, Universidade Federal do Paraná

Friday 10:30

**Session 8.7. Servescapes**
Room:
Session Chair: Pervan, Simon, Southern Cross University

**The role of physical quality in the co-creation of value**
Cronin, J. Joseph, Florida State University
Nagel, D. Michael, Florida State University
Smith, Jeffery S., Florida State University
Bonn, Mark, Florida State University

**Servescapes: designing complexity as customer journey maps**
Rosenbaum, Mark, Northern Illinois University
Ellway, Benjamin, Mahidol University International College

Discussion Leader:
Coelho, Filipe, Faculdade de Economia da Universidade de Coimbra
Friday 10:30

**Session 8,8. Dynamics of innovation: Building competitive capabilities**
Room:
Session Chair: Rodriguez, Carlos M., *Delaware State University*

**Marketing orientation and innovation in dynamic competitive markets**
Huhtala, Juho-Petteri, *Aalto University*
Mattila, Pekka, *Aalto University*
Tikkanen, Henriikki, *Aalto University*
Vaniala, Iiro, *Aalto University*
Hietanen, Joel, *Aalto University*

**Examining the critical interplay of knowledge acquisition and integration capabilities in project oriented service firms**
Salunke, Sandeep, *Queensland University of Technology*
Weerawardena, Jay, *University of Queensland*

**Utilizing entrepreneurship orientation for opportunism: A horizontal network perspective**
Morgan, Todd, *Kent State University*
Wincent, Joakim, *Lulea University of Technology*

Discussion Leader:
Salunke, Sandeep, *Queensland University of Technology*

12:00 – 13:30 Buffet Luncheon

13:30 – 15:00 Paper Sessions and Special Sessions
Friday 13:30

Session 9.1. Customer value creation through brands and services
Room:
Session Chair: Sharma, Piyush, Curtin University

Demystifying adaptive selling – Exploring salesperson attributes and service behaviors
Sharma, Piyush, Curtin University

An improved understanding of the moderator effects of switching costs types on the relationships between customer-perceived value, trust, and customer loyalty
El-Manstrly, Dahlia, University of Edinburgh

How brand oriented dynamic capabilities affect market share performance output: A resource-based theory approach
Davcik, Nebojsa, University Institute of Lisbon
Nicholas Grigoriou, Monash University

Discussion Leader:
El-Manstrly, Dahlia, University of Edinburgh

Session 9.2. How social networks influence behavior
Room:
Session Chair: Paluch, Stefanie, Tu Dortmund University

Beliefs and attitudes towards online advertising in a social network context
Wiese, Melanie, University of Pretoria

Virtual social networks as a marketing tool in generating value from the client’s perspective: a multi-case study in the machine and equipment segment
Da Costa Lehmann Coelho, Loren, Unisinos
Machado, Marcelo André, Unisinos

Uses and gratifications of social networking sites: towards the construction of a measuring instrument
Treviño, Teresa, Tecnologico de Monterrey
Morton, Flor, Tecnologico de Monterrey
Robles, Carolina, Tecnologico de Monterrey

Assessment of a Web comparative behavioural model with an interdisciplinary and complexity approach
Hyder, Antonio, Toulouse Business School
Bigne, Enrique, Universidad de Valencia
Friday 13:30

**Session 9,3. Marketing when consumers resist**
Room:
Session Chair: Chukhlomin, Valeri, SUNY Empire State College

**Developing a marketing program in a former soviet-era closed city: an analytic autoethnography**
Chukhlomin, Valeri, SUNY Empire State College
Chukhlomina, Irina, SUNY Empire State College
 Isaeva, Elena, Omsk State University

**Outsourcing at the organizational level in an emerging economy: a contingency approach involving context and operational performance**
Germain, Richard, University of Louisville
Krotov, Konstantin, St. Petersburg University
Davis-Sramek, Beth, University of Louisville

**Market resistance in developing nations: the sustenance of gaucho consumer culture in brazil**
Dalmoro, Marlon, Univates
Peñaloza, Lisa, KEDGE Business School
Nique, Walter M., Federal University of Rio Grande do Sul

Discussion Leader:
Isaeva, Elena, Omsk State University

Friday 13:30

**Special Session 9,4. Gamification**
Room:
Session Chair: Kirk Plangger and Karen Robson, Simon Fraser University

**Changing consumer experiences using gamification and engagement technologies**
Pitt, Leyland, Beedie School of Business, Simon Fraser University
Paluch, Stefanie, Tu Dortmund University
Campbell, Colin, Kent State University, Ohio
Kietzmann, Jan, Beedie School of Business, Simon Fraser University
Session 9.5. Service employee issues
Room:
Session Chair: Gruen, Tom, University of New Hampshire

Examining the public’s desire to punish socially stigmatised service workers in crisis: Is there an empathy buffer
Pervan, Simon, Southern Cross University
Bove, Liliana, University of Melbourne

The relationship between personality and the creativity of frontline employees: Evidence from services
Coelho, Filipe, Faculdade de Economia da Universidade de Coimbra
Lages, Cristiana, University of Reading
Sousa, Carlos M P, Durham University

How do satisfied service employees satisfy customers? a perspective of emotional labor and emotional contagion theories
Lin, Jiun-Sheng Chris, National Taiwan University
Chou, En-Yi, National Taiwan University
Lin, Cheng-Yu, National Taiwan University

Discussion Leader:
Pervan, Simon, Southern Cross University
Session 9.6. Strategic segmentation
Room:
Session Chair: Chang, Woojung, Illinois State University

Customers' different reaction to customer demotion: The moderating effects of relationship quality and individual cultural value
Chang, Woojung, Illinois State University

Clustering geo-markets using self-organizing maps: Application to a business venture in natural disaster planning and recovery
Kimiagari, Salman, Laval University
Montreuil, Benoit, Laval University

Geomarketing mix optimization using a fuzzy spatial and multiscale segmentation
Baray, Jerome, University of Paris-East
Cliquet, Gerard, University of Rennes I
Pele, Martine, University of Paris 2

Discussion Leader:
Kimiagari, Salman, Laval University

Session 9.7. Subsidiaries, country image, and exports
Room:
Session Chair: Jaramillo, Fernando, University of Texas at Arlington

Is knowledge transfer within MNCs good for subsidiary performance? The role of subsidiary capabilities and innovative culture
Lee, Ruby, Florida State University
Lee, Jingxun, Yanbian University

Export decision-making: Combining planning and improvisation to enhance performance
Ekaterina Nemkova, The University of Nottingham
Souchon, Anne L, Loughborough University
Friday 13:30

Session 9.8. Economics and society
Room:
Session Chair: Holloway, Sam, University of Portland

From evangelical roots to capitalist returns: Market formation from community beginnings
Holloway, Sam, University of Portland
Martin, Diane, Aalto University
Plant, Emily, University of Montana
Schouten, John, Aalto University and University of St. Gallen
Tilleman, Suzanne, University of Montana

Positioning as strategic balance: The case of Complementary and Alternative Medicine (CAM) – A structured abstract
Bicho, Marta, ISCTE-IUL
Nikolaeva, Ralitza, ISCTE-IUL
Lages, Carmen, Nova School of Business and Economics

Adding dynamics into transaction cost economics: The social capital approach
Ludorf, Sebastian, Georg-August-University Göttingen

Discussion Leader:
Bicho, Marta, ISCTE-IUL

Session 9.9. Observations on Reviewing and Publishing – Interactive Insights from Top Reviewers
Session Chair: Ingene, Charles, University of Mississippi

Speakers:
Ingene, Charles, University of Mississippi
Sivakumar, K. (Siva), Lehigh University
Price, Linda, University of Arizona

15:00 – 15:30 Refreshment Break

15:30 – 17:00 Paper Sessions and Special Sessions
Friday 15:30
Session 10.1. Brand awareness in classroom and industry
Room:
Session Chair: Conradie, Elsabe, University of Johannesburg

The influence of eleven p’s of internal marketing on brand awareness: an emerging economy perspective
Conradie, Elsabe, University of Johannesburg
Roberts-Lombard, Mornay, University of Johannesburg
Klopper, Hb, Monash University

Impact of perceptual differences of students, teachers and professionals on deciding pedagogy for teaching Marketing Management to MBA students
Sonwalkar, Jayant, University of Indore
Maheshkar, Chandan, University of Indore

South african business bank customers’ product utilisation and likelihood to recommend
Wiese, Ben, University of Pretoria
Jordaan, Yolanda, University of Pretoria

Discussion Leader:
Simões, Cláudia, The Open University Business School

Special Session 10.2. Sales practices in emerging markets
Room:
Session Chair: Mulki, Jay, Northeastern University

Which interactivity elements influence the effectiveness of retailers’ websites?
Palla, Polyxeni, University of Macedonia
Tsiotsou, Rodoula, University of Macedonia
Zotos, Yorgos, Cyprus University of Technology
Friday 15:30

**Session 10.3.  Research topics in marketing education**
Room:
Session Chair: Pitt, Leyland, *Simon Fraser University*

**Social media in higher education: an investigation into ug marketing education in the uk**
Siamagka, Nikoletta-Theofania, *King's College London*
Christodoulides, George, *Birkbeck, University of London*

**Sustainability in higher education institutions: validation process of quantitative instrument**
Santini, Fernando De Oliveira, *Pontificia Universidade Católica*
Falcão, Clecio Araujo, *Pontificia Universidade Católica*
Ladeira, Wagner Junior, *Universidade Vale do Rio dos Sinos*
Da Rosa, Elivelton Nagel, *Faculdade Senac-RS*
Henz, Miriam Mariani, *Faculdade Senac-RS*

**Accepted, rejected, or withdrawn: A content analysis of reviewer feedback and some advice for marketing educators**
Robson, Karen, *Simon Fraser University*
Pitt, Leyland, *Simon Fraser University*
West, Douglas, *Kings College London*
Mills, Adam, *Simon Fraser University*

**Session 10.4.  Consumption communities and culture**
Room:
Session Chair: Del Giudice, Oscar Enrique Naranjo, *Universidad del Norte*

**How social communities create value: The dynamics of surf as a social practice**
Del Giudice, Oscar Enrique Naranjo, *Universidad del Norte*
Giraldo, Mario, *Universidad del Norte*

**The tribal consumer: A comparison of traditional Māori and modern-day tribal social systems**
Finsterwalder, Joerg, *University of Canterbury*
Tombs, Alastair, *University of Queensland*

**Five-stage acculturation process of Hispanic consumers: Theory and findings**
Vasquez-Parraga, Arturo, *University of Texas-Pan American*
Valencia, Humberto, *Thunderbird School of Global Management*

**Consumer ethnocentrism in modern Armenia**
Armenakyan, Anahit, *Nipissing University*
Friday 15:30

**Session 10,5. Latin American services marketing issues**
Room:
Session Chair: Finsterwalder, Joerg, University of Canterbury

**Marketing towards happiness in Peru**
Pipoli, Gina, Universidad del Pacifico

**Customer store loyalty in U.S. Hispanic market**
Vasquez-Parraga, Arturo, University of Texas-Pan American
Sahagun, Miguel, University of Texas- Pan American

**Customer practices in lending services: A Colombian case**
Giraldo, Mario, Universidad del Norte
Sanches, Luis, Universidad del Norte

Discussion Leader:
Vasquez-Parraga, Arturo, University of Texas-Pan American

**Session 10,6. Consumer health: Motivating beliefs and behaviors**
Room:
Session Chair: Basil, Michael, University of Lethbridge

**Super-normalization: How and why lay consumers become embodied health activists**
Caldwell, Marylouise, University of Sydney
Kleppe, Ingeborg, Norwegian School of Economics

**Fear versus efficacy: Evaluating dual-process models with workplace safety messages**
Basil, Michael, University of Lethbridge
Basil, Debra, University of Lethbridge

**Building a platform for change: Identifying salient beliefs surrounding fruit and vegetable consumption**
Judd, Stephanie, Monash University
Newton, Joshua, Monash University
Newton, Fiona, Monash University
Ewing, Michael, Monash University

Discussion Leader:
Kleppe, Ingeborg, Norwegian School of Economics
Friday 15:30

**Session 10,7. Social issues in advertising research**
Room:
Session Chair: Oghazi, Pejvak, *Linnaeus University*

**Utilitarian and value–Expressive green advertising appeals: A consumer perspective**
Jalloul, Joshua, *University of Westminster*
Mai, Li-Wei, *University of Westminster*

**Crisis communication: Lowering attributions to restore behavioral intentions**
Capelli, Sonia, *Jean Moulin University Lyon 3*
Sabadie, William, *Jean Moulin University Lyon 3*

**Consumers’ response to sexual appeals across advertising contexts: The critical role of sexual sensation seeking as a moderator**
Cervellon, Marie-Cécile, *EDHEC Business School*
Pons, Frank, *Université Laval*
Pugliese, Giovanni, *International University of Monaco*

**Session 10,8. Integrated marketing communications**
Room:
Session Chair: Cornwell, T. Bettina, *University of Oregon*

**Employer branding: Preliminary thinking on the role of corporate sponsorship**
Cornwell, T. Bettina, *University of Oregon*
Lee, Christopher, *University of Oregon*

**A managerial perspective of social media: Managing the tension between the need for an integrated communications approach and consumers’ need for personalization**
Killian, Ginger, *University of Central Missouri*
McManus, Kristy, *University of Wisconsin at LaCrosse*

Discussion Leader:
Killian, Ginger, *University of Central Missouri*

17:15 Bus Transport to Downtown Pick-up Location

19:00 – 22:00 **AMS President’s Reception and Congress Banquet** (Bus Transport to Site and Return)

Congress Ends

Top