Tuesday, May 12, 8:30 AM

Session 1.1 Luxury and Social Comparisons
Room: Blake
Session Chair: Natalie Mitchell, Tulane University

Is it Beneficial for Luxury Brands to Embrace CSR Practices?
Sihem Dekhili, EM Strasbourg Business School, University of Strasbourg, France
Mohamed Akli Achabou, IPAG Business School Paris, France

Need for Status as a Motive for the Conspicuous Consumption of Cause Related Goods
Catherine Johnson, University of Alabama
Ayesha Tariq, University of Alabama

Purse Parties: The Social Implications of Fake Luxury Parties
Natalie Mitchell, Tulane University
Angeline Close Scheinbaum, The University of Texas at Austin
Dan (Kitty) Li, The University of Texas Austin

Session 1.3 Food/Health
Room: Conf. B
Session Chair: Jeremy Sierra, Texas State University

Does A Spoonful of Sugar-Free Make Food Look Healthier? Healthy Implicit Associations for Sugar-Free and Alternative Products: A Structured Abstract
Patricia Rossi, Grenoble Ecole de Management, France
Marianela Fornerino, Grenoble Ecole de Management, France
Caroline Cuny, Grenoble Ecole de Management, France

The Effects of Perceived Ambient Temperature on Food Choices and Consumption Behavior
Sarah Lefebvre, University of Central Florida
Dipayan Biswas, University of South Florida

The Impact of Retrieval Difficulty on Satiation
Richard Huaman-Ramirez, CERGAM, Aix-Marseille University, France
Nada Maaninou, CERGAM, Aix-Marseille University, France

An Investigative Model to Explain Unhealthy Food and Beverage Purchase Intentions
Jeremy Sierra, Texas State University
Anna Turri, Texas State University
Harry Taute, Utah Valley University

Session 1.4 Website Design Strategies for the E-Servicescape
Room: Conf. C
Session Chair: McDowell Porter, Louisiana State University

Web Atmospherics Effect on Intention to Purchase: a Case of Online Apparel Stores
Lineta Ramoniene, ISM University of Management and Economics, Lithuania
Egle Petruyte, ISM University of Management and Economics, Lithuania
Neringa Ivanauksiene, ISM University of Management and Economics, Lithuania

The Influence of Online Customers’ Regulatory Fit on Their Attitude and Purchase Intention
Abdul Ashraf, UNSW Business School (University of New South Wales), Australia
Narongsak (Tek) Thongpapanl, Goodman School of Business (Brock University), Canada
Mohammed Razzaque, UNSW Business School (University of New South Wales), Australia
The impact of website stimuli on product returns in online retailing: A structured abstract  
Niklas Hellemann, RWTH Aachen University, Germany  
Malte Brettel, RWTH Aachen University, Germany

Investigating E-Servicescape, Trust, E-WOM, and Customer Loyalty: A Structured Abstract  
Gina Tran, Florida Gulf Coast University  
David Strutton, University of North Texas

Session 1.5 Branding Strategy  
Room: Curtis  
Session Chair: Monica Khanna, K J Somaiya Institute of Management Studies & Research

Killer Coca-Cola versus Pouring on the Pounds: Comparing the Brand Damage Potential Between Negative Health Messaging and Counterbranding Strategies  
Audra Diers-Lawson, Manchester Business School, United Kingdom  
Marty Birkholt, Creighton University  
Helen Bruce, Manchester Business School, United Kingdom

A Capability Based View of Brand Management  
Pramod Iyer, University of North Texas  
Arezoo Davari, University of North Texas  
Abdullah Alhidari, University of North Texas

Identifying and Analyzing Sources and Dimensions of Brand Personality for a Business School  
Monika Khanna, K J Somaiya Institute of Management Studies & Research, India

Session 1.6 Doctoral Colloquium Special Session  
Room: Lawr. A  
Session Chair: David Ortinau, University of South Florida

The Difficulties and Issues that Doctoral Students Face in the Process of Transitioning into the Role of Researcher and Scholar: A Ph.D. Student Perspective  
Participants: Jennifer Espinosa, University of South Florida  
Lisa Monahan, University of South Florida  
Nina Krey, Louisiana Tech University  
Joanne Tran, Louisiana Tech University

Session 1.7 Innovation in Course Development and Delivery  
Room: Lawr. B  
Session Chair: Pallab Paul, University of Denver

Integrating ERP and CRM Into the University Curriculum with Microsoft Dynamics AX and CRM  
Kenneth Hall, Bloomsburg University of Pennsylvania  
Hayden Wimmer, Georgia Southern University

Collaborative Course Development: A New Model for Improved Student Outcomes  
K. Damon Aiken, California State University, Chico  
Timothy C. Heinze, California State University, Chico  
Matthew L. Meuter, California State University, Chico  
Kenneth J. Chapman, California State University, Chico

The Effect of Instructor Background and Delivery Modality of Social Media Content on Student Perceptions of Instructor Credibility, Learning and Attitudes Toward Social Media  
William Jones, University of South Dakota  
Marilyn Eastman, University of South Dakota and Briar Cliff College
Tuesday, 10:30

**Session 2.1 International Marketing Part 1: Tales from Latin America**
Room: Blake
Session Chair: Jakob Braun, University of Texas-Pan American

*The Role of Consumer Acculturation in the Hispanic/Latino Consumption of Alcohol: Structured Abstract*
Luis Torres, Georgia Gwinnett College
Philip Hartley, Georgia Gwinnett College

*Personal Cultural Orientation, Destination Brand Equity and Revisit Intention: Implications for Destination Branding in Latin America*
Adolfo Rudy Cardona, Bethel University
Qin Sun, Trident University International
Fuan Li, William Paterson University
Darin White, Samford University

**Craving for Cosmopolitanism: The Necessity of Foreign Cuisine for Mexican Immigrants**
Jakob Braun, University of Texas-Pan American
Roberto “Bobby” Saldivar, Ramapo College of New Jersey

**Session 2.2 Special Session Submissions**
Room: Conf. A
Session Chairs: Tina Harrison, University of Edinburgh; Neil Lilford, KTH Royal Institute of Technology

*Financial Services Marketing and Consumption*
Tina Harrison, University of Edinburgh, United Kingdom
Neil Lilford, Royal Institute of Technology, Sweden
Hooman Estelami, Fordham University
James Devlin, University of Nottingham, United Kingdom
Julie Robson, Bournemouth University, United Kingdom
Jake Ansell, University of Edinburgh, United Kingdom

**Session 2.3 Advertising, and Shopping Influences**
Room: Conf. B
Session Chair: Joy Kozar, Kansas State University

*Consumer Reactions to Comparative Advertising - The Role of Product Type and Sensation Seeking: A Structured Abstract*
Silke Bambauer-Sachse, University of Fribourg, Switzerland
Priska Heinzle, University of Fribourg, Switzerland

*How Social Exclusion Identity Influence Spending?*
Matthew Liu, University of Macau, Macao2
Guicheng Shi, Macau University of Science and Technology, Macao
Zhenghao Zhu, Zhejiang Business Technology Institute, Peoples Republic of China

*World Cup Edition or Summer Special? Why consumers buy Limited Edition Products*
Christine Arden, Institute of Marketing, Germany

*Consumer Knowledge, Attitudes, and Purchase Intentions of Counterfeit Fashion Goods: An Initiative to Curbing Consumer Demand in the Marketplace?*
Joy M. Kozar, Kansas State University
Kelby Stehl, Kansas State University

**Session 2.4 Effective Messaging for Online Advertising**
Room: Conf. C
Session Chair: Lauren Labrecque, Loyola University Chicago
Are sponsored blog posts a good thing? Exploring the role of authenticity in the fashion blogosphere
Miranda Williams, The University of North Carolina at Greensboro
Nancy Hodges, The University of North Carolina at Greensboro

An Exploratory Analysis of Pronoun Usage by Brands and Consumers on Facebook
Ryan E. Cruz, New Mexico State University
Ryan E. Cruz, New Mexico State University
James M. Leonhardt, New Mexico State University

Personalized Advertising, Invasiveness, and Consumers’ Attitudes
John Gironda, Nova Southeastern University

Understanding the ‘Spillover Effect’ of Negative Economic News on Consumers’ Evaluations of Online Advertising
Cuauhtemoc Luna-Nevarez, Sacred Heart University

Session 2.5 Branding and Firm Capabilities
Room: Curtis
Session Chair: Wenbin Sun, Rockhurst University

Measuring marketing efficiency in Mergers and Acquisitions (M&A): A Data Envelopment Analysis (DEA) approach
Mahabubur Rahman, Smurfit Graduate Business School, Ireland
Mary Lambkin, Smurfit Graduate Business School, Ireland

The Moderating Effect of the Market Orientation Components on the Brand Orientation-Brand Performance Relationship
Saku Hirvonen, University of Eastern Finland, Finland
Tommi Laukkanen, University of Eastern Finland, Finland

Market-focused and technology-focused strategic flexibility: Construct, research propositions and implications
Yen-Chun Chen, Chinese Culture University, Taiwan, Province of China
Ya-Hui Lin, National Taiwan University, Taiwan, Province of China

Linking Marketing Capability to Firm Default Vulnerability
Wenbin Sun, Rockhurst University

Session 2.6 Advertising Research Methods
Room: Lawr. A
Session Chair: Kevin J. Shanahan, Mississippi State University

Analysis of Customer Response Patterns in Direct Marketing: A Gibbs Sampling Approach
Young Chun, Louisiana State University

Predicting Advertising Effectiveness by Physiological Indicator
Matthew Liu, University of Macau, Macao
Li, Elaine Yan, University of Macau, Macao
Chenxi Cheng, University of Macau, Macao

Fear Versus Scare Appeals as Moderators in Effective Health Messaging
Christopher D. Hopkins, Clemson University
Kevin J. Shanahan, Mississippi State University
Karen M. Hood, Eastern Kentucky University
Allyn White, Loyola University New Orleans

Session 2.7 The Validity and Invalidity of Assessment Alternatives
Room: Lawr. B
Session Chair: Daniel Baack, University of Denver

Exploring Assessments of Active/Experiential Learning Contexts in Business Courses: A Structured Abstract
The Invalidity (and then some) of Rank Correlation for Describing the Accuracy of Multiple-Choice Question Difficulty Taxonomies
John Dickinson, University of Windsor, Canada

The Effect of the Real Number of Options on the Discrimination of Multiple-Choice Questions
John Dickinson, University of Windsor, Canada

Session 2.8 Special Session Submissions
Room: Platte (big room)
Session Chair: Ernest Cadotte, University of Tennessee

The Pros and Cons of Using Behavioral Simulations for Scholarly Research
Ernest Cadotte, University of Tennessee
Shannon Rinaldo, Texas Technical University
Donna Davis, University of South Florida
Meral Anitsal, Tennessee Technical University
Nawar Chaker, The University of Tennessee
Anton Fenik, Grand Valley State University

Tuesday, 1:30

Session 3.1 Sensory Cues, Touching, Self-Tracking, and Scandals!
Room: Blake
Session Chair: Sarah Lefebvre, University of Central Florida

The Effects of Scandal on Purchase Intention
Daniel Prior, University of New South Wales, Australia
Twan Huybers, University of New South Wales, Australia
Jason Mazanov, University of New South Wales, Australia
Gashaw Abeza, University of Ottawa, Australia
Norm O'Reilly, Ohio University

Download and Run: An Investigation of Consumer Empowerment Through the Effects of Digital Self-Tracking
Mujde Yuksel, Suffolk University
George R. Milne, University of Massachusetts

Shining Bright Like A Diamond? It Might Be Rich, But Only in Calories! A Structured Abstract
Felipe Pantoja, Neoma Business School, France
Adilson Borges, Neoma Business School, France
Amanda Pruski Yamim, Neoma Business School, France
Patricia Rossi, Grenoble École De Management, France

Can't Touch This: Haptic Cues and Their Personality
Nina Krey, Louisiana Tech University
Joanne M. Tran, Louisiana Tech University

Session 3.2 Special Session Submissions
Room: Conf. A
Session Chair: Jillian Farquhar, London Metropolitan University

Enriching the Apple Pie: Qualitative Research in Marketing
Jillian Farquhar, London Metropolitan University, United Kingdom
Jaana Tahtinen, Oulu University, Finland
Linda Deigh, University of Bedfordshire, United Kingdom
Session 3.3 Global CB
Room: Conf. B
Session Chair: Sigal Segev, Florida International University

**Discovering the role of country of origin on purchase behavior of luxury brands in India: a Conceptual Framework**
Varsha Jain, MICA, India
Don Schultz, The Medill School, Northwestern University

**Education fever: Exploring private education consumption motivations among Korean parents of preschool children**
Hongjoo Woo, The University of North Carolina-Greensboro
Nancy Hodges, The University of North Carolina-Greensboro

**A Reexamination of Cultural-based Effects on Judgment: The Impacts of Consumer Involvement and Product Involvement**
Guohua Wu, Xi'an Jiaotong Liverpool University, Peoples Republic of China
Xin Liu, California State Polytechnic University, Pomona
Jing Hu, hu@csupomona.edu

**The Effect of Acculturation on Consumer Disidentification and Consumption Behavior among Cuban and Puerto Rican Immigrants in the U.S.**
Sigal Segev, Florida International University
Yossi Gavish, Ono Academic College, Israel
Aviv Shoham, University of Haifa, Israel

Session 3.4 Promotion and Brand Management
Room: Conf. C
Session Chair: Phillip Hartley, Georgia Gwinnett College

**Decoding the Effects of A Product’s Cast Shadow on Brand Evaluations in Promotional Contexts**
Nazuk Sharma, Muma College of Business, University of South Florida

**The Brand-as-Verb Phenomenon, Our Genericial Pastime: Searching for the Truth behind Googling, Xeroxing, Fedexing, and Much More**
Robert Barnwell, Mississippi State University
Kevin Shanahan, Mississippi State University

**How Does Brand Age Influence Consumers’ Attitudes to Firm’s Unethical Behaviors?**
Chi Zhang, The University of Mississippi
Saim Kashmiri, The University of Mississippi
Melissa Cinelli, The University of Mississippi

**The Third Time is the Charm - Proposing and Validating An Abbreviated Brand Love Scale**
Phillip Hartley, Georgia Gwinnett College
Luis Torres, Georgia Gwinnett College

Session 3.5 Channel Surfing and Disintermediation
Room: Curtis
Session Chair: Lou E. Pelton, University of North Texas

**A Historical Examination of the Introduction of the Web as a Direct Marketing Channel**
Joyce Young, Indiana State University
R. Keith Tudor, Kennesaw State University
Ernest Capozzoli, Troy University
Purchase Inertia: Habitual and Impulsive Purchase Decisions in Business Markets  
Daniel Prior, University of New South Wales, Australia

Interdependence Velocity: Evolving Power Effects on Dyad Dynamics in Interorganizational Relations  
Irina Toteva, Florida Atlantic University

Roisin Vize, University College Dublin, Ireland  
Joseph Coughlan, Dublin Institute of Technology, Ireland  
Aileen Kennedy, Dublin Institute of Technology, Ireland  
Fiona Ellis-Chadwick, Loughborough University, United Kingdom

Session 3.6 Consumer Behavior 1  
Room: Lawr. A  
Session Chair: Altaf Merchant, University of Washington, Tacoma

Hedonic vs. Utilitarian Products: The Dawn of Intra-Product Category Research  
Anh Dang, Old Dominion University

Effects of Price/Quantity Presentation Order and Timing on Consumer Value Judgments  
Shuya Lu, Louisiana State University  
Danny Weathers, Clemson University  
Juliana White, Louisiana State University

Is Chocolate more cheaper, toothpaste more offered? The effect of Product preferences on Promotion about Price-off and value-added according to Product type: Focusing on Hedonic and Utilitarian Product  
Seolwoo Park, Yonsei University, Republic of Korea

Luxury? Necessity! How the Cell Phone Became Indispensable in Today's Consumer Culture: A Structured Abstract  
Jakob Braun, The University of Texas-Pan American

Session 3.7 Teaching Award Winners  
Room: Lawr. B  
Session Chair: Anne Roggeveen, Babson College

The Use of In-Class Experiential Learning to Promote Student Engagement  
Jane Sojka, University of Cincinnati

Extending Experiential Learning: Blending Theory with Practical Applications  
Dipayan Biswas, University of South Florida

Examining the Unseen In Consumer Behavior: Incorporating Neuroscience in Marketing Classes  
Rajneesh Suri, Drexel University

Session 3.8 Special Session Submissions  
Room: Platte (big room)  
Session Chair: Patrick Murphy, Notre Dame University

The Future of Marketing Ethics Research  
Patrick Murphy, Notre Dame University  
O.C. Ferrell, University of New Mexico  
Kelly Martin, Colorado State University

Tuesday, 3:30

Session 4.1 International Marketing Part 2: Tales from Africa  
Room: Blake
Session Chair: Emeka Anaza, James Madison University

**How Retailers in Ghana Position Themselves**
Michael Nkrumah, Ghana Institute of Management & Public Administration (GIMPA), Ghana
Gertrude Osae-Addo, Ghana Institute of Management and Public Administration (GIMPA), Ghana
Charles Blankson, University of North Texas
Seth Ketron, University of North Texas

Brand Africa - We and They
Penelope Muzanenhamo, University of Warwick, United Kingdom
David C. Arnott, University of Warwick, United Kingdom

**The Informal Economy and Marketing: Reviewing Multidisciplinary Literature and Advancing Future Research**
Syed Anwar, West Texas A&M University

**Service Firm Identification From An Outsider’s or Better Yet An Immigrant’s Point of View: A Structured Abstract**
Emeka Anaza, James Madison University
Nwamaka Anaza, Francis Marion University

Session 4.2 Retail Influences Up the Chain, Across the World, and Over to Other Retailers
Room: Conf. A
Session Chair: Marzena Nieroda, University of Manchester, United Kingdom

**Protecting Retailers against Contagion: Shielding Role of Marketing Factors in the Negative Spillover of the Target Customer Data Breach**
Saim Kashmiri, University of Mississippi
Cameron Nicol, University of Mississippi
Liu Hsu, University of Alabama - Huntsville

**Capable, Caring, Culpable? Retailer and Supplier Responsibilities for Promoting Healthier Eating**
Marzena Nieroda, Manchester Business School, United Kingdom
Peter McGoldrick, University of Manchester, United Kingdom
Debbie Keeling, Loughborough University, United Kingdom

**Exploring Factors that Influence the US Consumers’ International Online Outshopping (IOO) Intentions at E-Tailers in Developing Countries: Propositions**
Bharath Ramkumar, The University of North Carolina at Greensboro
Byoung Ho Jin, The University of North Carolina at Greensboro

Session 4.3 Self, Identity
Room: Conf. B
Session Chair: Obinna Obilo, Central Michigan University

**An Examination of the Role of Objective Self-Awareness on Cosmetic Surgery Motivations**
Atefeh Yazdanparast, University of Evansville

**Activating Multiple Facets of the Self: Identity-Signaling and Brand Personality**
Marilyn Giroux, Concordia University, Canada
Bianca Grohmann, Concordia University, Canada

**Absinthe: An Exploration of the Role of Mythology and Ritual in Market Revival**
Lauren Labrecque, Loyola University Chicago
Garret Warr, CERN
Joseph Labrecque, University of Denver

**Revisiting the Self, and Exploring its Role in Identity Formation**
Obinna Obilo, Central Michigan University
Session 4.4 Marketing Communications: A Cultural Perspective
Room: Conf. C
Session Chair: Nobu Fukawa, Missouri University of Science and Technology

Individual and Group Bases of Influence in Social Media
Carmina Cavazos, Texas State University

Will they talk or will they walk? Comparing Chinese and American Consumers
Anjala Krishen, University of Nevada, Las Vegas
Han-Fen Hu, University of Nevada, Las Vegas
Jordan Gunderson, University of Nevada, Las Vegas

Integrated Marketing Communication (IMC): Conceptual and Theoretical Lacunae, Foundational Premises, and Framework
Sreedhar Madhavaram, Cleveland State University
Vishag Badrinarayanan, Texas State University – San Marcos
Pelin Bicen, Penn State Erie, the Behrend College

Session 4.5 Developing New Offerings: The Big Picture
Room: Curtis
Session Chair: MD Rokonuzzaman, University of North Texas

A Preliminary Examination into the Motivating Factors of Crowdfunding Backers
Mya Pronschinske Groza, Northern Illinois University
Mark D. Groza, Northern Illinois University
Luis Miguel Barral, ENAE Business School, Spain

The Influence of Producer-Supplier Exchanges and Environmental Dynamics on NPD
Ellen Thomas, New Jersey Institute of Technology
Michael Obal, University of Massachusetts Lowell

Service Innovation: Taking Stock of Existing Literature
Md Rokonuzzaman, University of North Texas
Audhesh Paswan, University of North Texas

Session 4.6 Consumer Behavior 2
Room: Lawr. A
Session Chair: Altaf Merchant, University of Washington, Tacoma

Consumer Social Responsibility: A New Barrier for International Marketers?
Jieqiong Ma, Saint Louis University
Jie Yang, Saint Louis University

A Review of the Incentive Literature
Yueming Zou, Old Dominion University

Grip your Mobile phone if you Want to Control Your Impulsive Purchases: The Relationship between Strength of Grip and Control
Seolwoo Park, Yonsei University, Republic of Korea

Online Advertising Using Facebook Photos: The Risk and Reward of Using Consumers’ Profile Pictures
McDowell Porter III, Louisiana State University
Matthew Lastner, Louisiana State University

The Association of Compulsive and Active Lurkers with Drinking Promotion on Social Media: A Brief Abstract
Session 4.7 Corporations and CSR
Room: Lawr. B
Session Chair: Chitra Dabas, California State Polytechnic University-Pomona

CSR as an Adaptive Selling Tool: A Novel Framework and a Robust Analysis Proposal
Jorge Fresneda, Drexel University
Daniel Korschun, Drexel University
Prabakar Kothandaraman, William Paterson University

Do Customers Prefer Casinos with CSR? An Empirical Study
Matthew Liu, University of Macau, Macao
Ipkin Anthony Wong, Institute for Tourism Studies, Macao, Macao
Ting-Hsiang Tseng, FengChia University, Taiwan, Province of China
Rongwei Chu, Fudan University, Peoples Republic of China

Performance Outcome of CSR Behavior: Moderating Role of Motivations to Engage
Chitra Dabas, California State Polytechnic University-Pomona
Brenda Sternquist, Michigan State University

Wednesday, 8:30

Session 5.1 International Marketing Part 3: A global perspective
Room: Blake
Session Chair: Nayyer Nassem, Wayne State University

Quality and Global Competitiveness: Evidence from Service Firms
Wenbin Sun, Rockhurst University
Yuan Ding, Hohai University, Peoples Republic of China

Chief Marketing Officers and Firm Performance: a Multinational Perspective on the Value Relevance of the Chief Marketer
Atanas Nikolov, University of Georgia
Mihail Miletkov, University of New Hampshire
Plamen Peev, Towson University

Innovation as a Dynamic Capability and Its Link to Performance in the Multinational Corporation: An Integrative Framework and Propositions for Research
Nayyer Naseem, Wayne State University
Swati Verma, Wayne State University
Attila Yaprak, Wayne State University

Session 5.2 Special Session Submissions
Room: Conf. A
Session Chair: Melissa Archpru Akaka, University of Denver

Market (Re)creation through Innovation and Entrepreneurship
Melissa Archpru Akaka, University of Denver
Stephen Vargo, University of Hawaii at Manoa
Suvi Nenonen, University of Auckland
Kaj Storbacka, University of Auckland
Sharon Alvarez, University of Denver
Peter Whalen, University of Denver
Susan Young, Seton Hall University
Hans Kjellberg, Stockholm School of Economics
Session 5.3 Services and CB
Room: Conf. B
Session Chair: Atleh Poushneh, University of Texas - Pan American

The Effects of Behavioral, Cognitive, and Decisional Control in Co-Production Service Experiences
Jennifer Stevens, Mississippi State University  
Carol Esmark, Mississippi State University  
Stephanie Noble, The University of Tennessee, Knoxville

Front-line employee deviance, encounter satisfaction and customer citizenship behavior: An experimental design
Achilleas Boukis, University of Sussex, United Kingdom   
Nikoletta-Theofania Siamagka, Kings College, United Kingdom   
Farhana Tabassum, University of Sussex, United Kingdom   
Minas Kastanakis, ESCP Europe, United Kingdom

Service Coopetition Under Alliance: A Competitive Dynamics Perspective
Wei-Lun Chang, Tamkang University, Taiwan, Province of China

The Role of Customer Readiness in Customer Participation in Non-Technology-Based Service Delivery and Its Outcomes
Atieh Poushneh, University of Texas-Pan American  
Arturo Vasquez, University of Texas-Pan American

Session 5.4 Building Your Brand with Social Media
Room: Conf. C
Session Chair: Hyunju Shin, McNeese State University

Characteristics of Social-Media Marketing Strategy and Customer-Based Brand Equity Outcomes: A Conceptual Model
Phuoc Pham, University of Toledo  
Bashar Gammoh, University of Toledo

A Road to Empowerment: Social Media Use by Female Entrepreneurs in Egypt
Stefanie beninge, Simon Fraser University, Canada  
Victoria Crittenden, Babson College  
Haya Ajjan, Elon University  
Rania Mostafa, Damanhour University, Egypt

The Effect of Social Media on Customer Satisfaction and Relationship Strength in a Service with High Perceived Risk in Japan
Kaede Sano, Wakayama University, Japan  
Hiroki Sano, The University of Texas at Austin

The Dynamics of eWOM and Business Outcomes: An empirical investigation of the impact of social media on box office revenue
Kacy Kim, Elon University  
Sukki Yoon, Bryant University

Session 5.5 You did WHAT with WHOM?!--Innovation through Cooperation
Room: Curtis
Session Chair: Michael Obal, University of Massachusetts Lowell

Choosing the Right Partners: The Impact of Internal and External Integration on Innovation Performance
Michael Obal, University of Massachusetts Lowell  
Rangapriya Kannan-Narasimhan, University of San Diego  
Guhan Ko, Nottingham University Business School, United Kingdom

Technology Sourcing for Website Personalization: A Supply-Side and Demand-Side Perspective
Poonam Oberoi, Groupe Sup de Co La Rochelle, France  
Chirag Patel, Grenoble Ecole de Management, France
Christophe Haon, Grenoble Ecole de Management, France

Open-source strategy to enhance imaginative intensity and profits
Nobuyuki Fukawa, Missouri University of Science and Technology
Yanzhi Zhang, Missouri University of Science and Technology
Sunil Erevelles, University of North Carolina at Charlotte

Customer participation in New Product Development and New Product Performance: The Moderating Role of Expertise
Todd Morgan, Kent State University
Michael Obal, University of Massachusetts Lowell

Session 5.6 Analysis Methods in Marketing
Room: Lawr. A
Session Chair: Nicole Ponder, Mississippi State University

A Rasch Perspective on Firm Financial Performance in the Pharmaceutical Industry
Thani Jambulingam, Saint Joseph’s University
Carolin Schellhorn, Saint Joseph’s University
Rajneesh Sharma, Saint Joseph’s University

Deviant Sociospheres: When Early, Unusual Influence Patterns Proclaim the Coming of Unusual Choices
Jose-Domingo Mora, University of Massachusetts Dartmouth

Logical Analysis of Formative Measurement
George Franke, University of Alabama

May I Have Your Attention Please? The Effectiveness of Attention Checks in Validity Assessment
Nicole Ponder, Mississippi State University
Stacie Waites, Mississippi State University

Session 5.7 Proposal Award
Room: Lawr. B
Session Chair: Lauren Skinner Beitelspacher, Portland State University

Dynamic Effects of Brand Crisis Events-Does the Cause of the Crisis Matter
Max Backhaus, University of Cologne, Germany

Email B2B Sales Negotiation: Influence Strategies as Textual Cues
Sunil Singh, University of Missouri

Haibing Gao, University of Florida

You Can’t Make Me, but you Should Try: Benefits of Controlling Behavior by Brands
Lura Forcum, University of Indiana

Session 5.8 Online and Social Media Research Methods
Room: Platte
Session Chair: Alexandra Krallman, Mississippi State University

Perceptual Depreciation and Product Rarity for Online Exchange Willingness of Second-Hand Goods
Kuei-Feng Chang, Da-yeh University, Taiwan, Province of China
Hao-Wei Yang, Chaoyang University of Technology, Taiwan, Province of China

This is Sensitive, Let Me Talk to an Avatar: A Structured Abstract
Catherine Roster, University of New Mexico
Matthew Pickard, University of New Mexico
Yixing Chen, University of New Mexico

#IHateYourBrand: Social Media Service Recovery Strategies via Twitter: A Structured Abstract
Alexandra Krallman, Mississippi State University
Toni R. Ford, Park University
Mark Pelletier, Radford University
Alisha Horky, Elon University

Wednesday, 10:30

Session 6.1 Food, Wine, and Coca-Cola!
Room: Blake
Session Chair: Dipayan Biswas, University of South Florida

The Effects of Objective and Subjective Knowledge on the Exploratory Acquisition of Wine
Leyland Pitt, Simon Fraser University, Canada
Frauke Mattison Thompson, King’s College London, United Kingdom
Joe Vella, University of Malta, Malta
Anne Engstrom, Lulea University of Technology, Sweden
Adam Mills, Simon Fraser University, Canada
Jan Kietzmann, Simon Fraser University, Canada

Sponsoring FIFA World Cup vs. Olympic Games - Coca-Cola, a Classic American Brand, and its Explicit and Implicit Success at Worldwide Sport Events
Steffen Schmidt, Leibniz University of Hannover, Germany
Sascha Langner, Leibniz University of Hannover, Germany
Nadine Hennigs, Leibniz University of Hannover, Germany
Matthias Limbach, Dr. Buhmann Schule, Germany
Matthias Rothensee, eye square GmbH, Germany
Klaus-Peter Wiedmann, Leibniz University of Hannover, Germany

Effects of Environmental Factors in Nudging School Children towards More Healthful Food Choices in School Cafeterias
Dipayan Biswas, University of South Florida
Courtney Szocs, University of South Florida

Session 6.2 Retail Strategies Within and Across the Stores and Shopping Channels
Room: Conf. A
Session Chair: Jeffrey Carlson, University of Richmond

Cost Efficiency of Multiple Store Retailers: A Comparison of Purchasing and Store Operation Costs
Takumi Tagashira, Kobe University, Japan
Chieko Minami, Kobe University, Japan

Moving towards an omni-channel strategy: process and challenges
Karine Picot-Coupley, University of Rennes, France
Elodie Huré, ESC Rennes School of Business, France
Lauren Piveteau, Direct Optic, France

Branded Store-within-Store: Differential Impact of “Star” vs. “Supporting Cast” Brands on Brand and Retailer Outcomes
Vishag Badrinarayanan, Texas State University
Enrique Becerra, Texas State University

Session 6.3 Consumption and Brands
Room: Conf. B
Session Chair: Kristy McManus, University of Wisconsin - La Crosse
**Post-Consumption Guilt and Rumination: How Positive Reinterpretation Can Help and Drive Satisfaction**
Renaud Lunardo, Kedge Business School, France
Camille Saintives, INSEEC, France

**Explaining Behavior in Brand Communities: A Sequential Model of Attachment, Tribalism, and SelfEsteem**
Jeremy Sierra, Texas State University
Vishag Badrinarayanan, Texas State University
Harry Taute, Utah Valley University

**The Interplay of Brand Attachment and Brand Extension Success**
Daniel Heinrich, Technische Universität Braunschweig, Germany
David Sprott, Washington State University
Carmen-Maria Albrecht, University of Mannheim, Germany

**Towards an Understanding of the Role of Context on the Psychological Meaning of Products and Brands: A Structured Abstract**
Kristy McManus, University of Wisconsin - La Crosse
William Magnus Northington, Idaho State University

**Session 6.4 Engaging and Influencing Your Audience through Social Media**
Room: Conf. C
Session Chair: Stefanie Paluch, RWTH Aachen University, Germany

**An Investigation into the Driving Mechanisms of Consumer Engagement**
Nikolletta-Theofania Siamagka, King's College London, United Kingdom
Khanyapuss Punjaisri, Hull University, United Kingdom
Maria Vittoria Antonacci, King's College London, United Kingdom

**@Size vs. #Impact: Social Media Engagement Differences amongst Facebook, Twitter, and Instagram- A Structured Abstract**
Alexandra Krallman, Mississippi State University
Mark Pelletier, Radford University
Frank Adams, Mississippi State University

**Managing Social Consumer Voice: A Structured Abstract**
Joanna Phillips Melancon, Western Kentucky University
Vassilis Dalakas, California State at San Marcos

**Session 6.5 Channel Integration and Business Networks**
Room: Curtis
Session Chair: Joyce A. Young, Indiana State University

**Market and Organizational Influences on Inter-Organizational Network Participation**
Kimberly Davey, University of Alabama at Birmingham
Thomas Powers, The University of Alabama at Birmingham

**ICT'S Integration Effects on the Relationship benefits and Business Process in Industrial Markets: A Structured Abstract**
Fumikazu Morimura, Kobe University, Japan
Chieko Minami, Kobe University, Japan
Kenichi Nishioka, Kansai University, Japan

**Supplier-Customer Relationship in a Business Network Context**
Susumu Ohira, Waseda University, Japan
Daisuke Ishida, Teikyo University, Japan
Naoto Onzo, Waseda University, Japan

**Session 6.6 Branding and Sales Management**
Room: Lawr. A
An Empirical Examination of Firm-Initiated Service Termination: A Perceived Justice Perspective
Amin Nazifi, The University of Edinburgh Business School, United Kingdom
Dahlia El-Manstrly, The University of Edinburgh Business School, United Kingdom

Changing brand ownership: A grounded theory study towards an inside out perspective on city branding
Ruya Yuksel, University of Bradford, United Kingdom

Salespeople as Specific Human Assets: An Application of the Transaction Cost and Relational Approaches to Exchange Governance
Matthew M. Lastner, Louisiana State University
Rebecca L. Rast, Louisiana State University

Brand Valuation in the PRC Market: Toward Understanding the Nuances in Consumers’ States of Mind
Jiani Jiang, University of North Texas

Session 6.7 Dissertation Award
Room: Lawr. B
Session Chair: Lauren Beitelspacher, Portland State University

Attribution Modeling and Marketing Resource Allocation in an Online Environment
Hongshuang (Alice) Li, University of Maryland College Park

The Paradox of Points- Theoretical Foundation and Empirical Evidence of Medium Magnitude Effects in Loyalty Programs
Soren Kocher, Dortmund University, Germany

Sae Rom Lee, The University of Texas San Antonio

Session 6.8 Special Session Submissions
Room: Platte (big room)
Session Chair: O.C. Ferrell, University of New Mexico

Journal Plagiarism Software Use by Editors and Publishers
O.C. Ferrell, University of New Mexico
Barry Babin, Louisiana Tech
Tomas Hult, Michigan State
Nick Philpson, Springer
Greg Marshall, Rollins College

Session 6.9: AMS Board of Governors Meeting

Wednesday, 1:30

Session 7.1 Gambling, Drinking, Fantasies, and American Football!
Room: Blake
Session Chair: Claas Christian Germelmann, University of Denver

Beautiful Brutality: Subjective Personal Introspection and One Consumer’s Struggle to Enjoy American Football
Jason Flores, Oklahoma City University

Is Fantasy Becoming Reality and Leaving Reality Behind? Investigating the Impact of Fantasy Leagues on Professional Sport League Consumption
Arne Baruca, Sacred Heart University
Roberto Saldivar, Ramapo College of New JerseyJason Flores, Oklahoma City University
Fantasy Sports and Gambling: A Comparison of Antecedent Traits and Motivations
David Houghton, Southern Illinois University Carbondale
Bryan McLeod, Southern Illinois University Carbondale
Edward Nowlin, Southern Illinois University Carbondale

How Does Event Sponsorship Impact Underage Drinking? Below the Line Alcohol Marketing and Underage Consumers
Angeline Close Scheinbaum, The University of Texas at Austin
Seung-Chul Yoo, Loyola University Chicago/Ewha Women’s University, USA/Republic of Korea
Gary Wilcox, The University of Texas at Austin

Session 7.2 Special Session Submissions
Room: Conf. A
Session Chair: Martin Key, University of Colorado, Colorado Springs

A New Era in Marketing’s Strategic Influence
Martin Key, University of Colorado, Colorado Springs
Terry Clark, Southern Illinois University
Carol Azab, University of Wisconsin-Eau Claire
OC Ferrell, University of New Mexico
David Stewart, Loyola Marymount University
Manjit Yadav, Texas A&M University

Session 7.3 Social Perspectives
Room: Conf. B
Session Chair: Christy Ashley, East Carolina University

A New Insight into Customer Citizenship Behavior: Concept and Theoretical Framework
Arash Hosseinzadeh, The University of Texas Pan American

Forgiven the Right Way: The Role of Regulatory Fit in Brand Apologies and Forgiveness
Young-A Song, The University of Texas at Austin
So Young Lee, The University of Texas at Austin
Tae Rang Choi, The University of Texas at Austin
Marcos Duran, The University of Texas at Austin

An Exploratory Investigation of the Impact of Consumer Emotions and Attitudes on Patronage Intention After Mall Shooting Episodes
Jennifer Yurchisin, University of North Carolina Greensboro
Kittichai Watchravesringkan, University of North Carolina Greensboro
Ruoh-Nan Yan, Colorado State University

Need for Drama: Scale Development
Christy Ashley, East Carolina University

Session 7.4 Effective Communications in B2B Marketing
Room: Conf. C
Session Chair: Adam Mills, Babson College

Understanding the Strengths and Weaknesses of a Firm’s Overall Restaurant Image: An Importance Performance Analysis
Jennifer A. Espinosa, University of South Florida
Lisa Monahan, University of South Florida
David J. Ortinau, University of South Florida

Branding and consumers’ narratives of banking in the financial crisis
David A. Gilliam, University of Arkansas at Little Rock
Teresa K. Preston, University of Arkansas at Little Rock
A Method for the Selection of Appropriate B2B Integrated Marketing Communications mixes
Lawrence L. Garber, Jr., Elon University, IMT Ghaziabad
Michael J. Dotson, Appalachian State University

Session 7.5 People in Sales: Consultative Selling, Relationship Building, and Job Satisfaction of Salespeople
Room: Curtis
Session Chair: Jim Zboja, The University of Tulsa

The In’s and Out’s of Incumbent Sales Rep Consultation in the Pre-decision Stage of Organizational Purchasing
Leff Bonney, Florida State University
Willy Bolander, Florida State University
Bryan W. Hochstein, Florida State University

Salesperson market orientation behavior: its determinates and the mediating role of working smart behaviors in sales performance
Yen-Chun Chen, Chinese Culture University, Taiwan, Province of China
Adriana Amaya Rivas, Chinese Culture University, Ecuador
Wann-Yih Wu, Nanhau University, Taiwan, Province of China

Pharmaceutical Marketing and Relationship Building with Physicians
Nadine Yehya, American University of Beirut, Lebanon

The Impact of Salespeople’s Attribution Biases on Job Satisfaction: The Concept of Unwarranted Satisfaction
Christine Jaushyuam Lai, Laval University, Canada
René Y. Darmon, ESSEC Business School, France

Session 7.6 Services Marketing
Room: Lawr. A
Session Chair: John B. Ford, Old Dominion University

Investigating the Issue of Trust: Analyzing the Relationship between Banks, Media and the Customers
Lakhbir Singh, The University of Derby, United Kingdom

The Influence of Student’s Participation on the Perceived Learning: the role of student readiness in educational services
Samaneh Torkzadeh, The University of Texas-Pan American
Mohammadali Zolfagharian, The University of Texas-Pan American
Ramiro Delarosa, The University of Texas-Pan American

The Effect of Information Organization and Decision Process On Decision Speed and Accuracy In A Purchase Task Context
Shit-Lun Tseng, Clemson University
Shuya Lu, Louisiana State University

Let me get my manager: The effects of participation in co-created service recovery on frontline employees
Michael Peasley, University of Memphis
Joshua Coleman, University of Memphis

What attracts you to Shopping malls? The Relationship between Shopping Value and Shopping Orientation on Purchase Intention
Seolwoo Park, Yonsei University, Republic of Korea

Session 7.7 Social responsibility and business
Room: Lawr. B
Session Chair: Heather Ross, University of Edinburgh

Developing A Business Sustainability Framework Based Upon the Triple Bottom Line Approach
Nils Hovevold, Kristiania University College, Norway
Daniel Petzer, North-West University, South Africa
Corporate Social Responsibility and Non-Financial Disclosure - The need for reporting guidelines to be based on simplicity, comparability and accessibility - A Structured Abstract
Heather F. Ross, University of Edinburgh, United Kingdom
Tina Harrison, University of Edinburgh, United Kingdom

Socially Responsible Joint Ventures, Brand Misconduct, and Recovery Communication: Implications for Relationship Quality
Audra Diers-Lawson, Manchester Business School, United Kingdom
Helen Bruce, Manchester Business School, United Kingdom

CSR Scale Development Proposal
Jeremy Morgan, The University of Texas at Arlington

Session 7.8 Meet the Editors 1
Room: Platte
Session Chair: O.C. Ferrell

Meet the Editors Session 1
Robert Palmatier, Journal of the Academy of Marketing Science
V. Kumar, Journal of Marketing
David Stewart, Journal of Public Policy & Marketing
Manjit Yadav, AMS Review
Roland Rust, International Journal of Research in Marketing

Wednesday, 3:30

Session 8.1 Branding of Products and Services
Room: Blake
Session Chair: Stephen Wang, National Taiwan Ocean University, Taiwan, Provence of China

Celebrity Endorsement in the Airline Sector
Stephen W. Wang, National Taiwan Ocean University, Taiwan, Province of China
Angeline Close Scheinbaum, The University of Texas at Austin
Waros Ngamsiriudom, University of North Georgia

How to Make An Efficient Product Bundling in Service Industry
Kuei-Feng Chang, Da-yeh University, Taiwan, Province of China
Hao-Wei Yang, Chaoyang University of Technology, Taiwan, Province of China
Yu-Tsu Lin, Chaoyang University of Technology, Taiwan, Province of China

A Postmodern Perspective on Marketing Strategies in the Necessitation of Products: A Structured Abstract
Jakob Braun, The University of Texas-Pan American

Session 8.2 Special Session Submissions
Room: Conf. A
Session Chair: Katherine Howe, The University of Mississippi

Advancing the Cause of Cause-Related Marketing
Katharine Howe, The University of Mississippi
Parker Woodroof, The University of Memphis
Josh Coleman, The University of Memphis
Session 8.3 Decision Making
Room: Conf. B
Session Chair: Weiling Zhuang, Eastern Kentucky University

The Role of Distraction Effects on Weak-Tie Brand Extensions
Yuli Zhang, Drexel University
Hyokjin Kwak, Drexel University

Consumer Decision Making through Social Word of Mouth
Nick Hajli, Newcastle University, United Kingdom

Mental Accounting and Tuition Increases: A Structured Abstract
John Godek, Seattle Pacific University
Kyle B. Murray, University of Alberta, Canada
Gary Karns, Seattle Pacific University

How Service Recovery Saves the Buyers: The Role of Forgiveness (A Structured Abstract)
Weiling Zhuang, Eastern Kentucky University
Maxwell Hsu, University of Wisconsin Whitewater

Session 8.4 Social Influence and Marketing Communications
Room: Conf. C
Session Chair: Dave Ortinau, The University of South Florida

Celebrity Endorsement and Market Valuation - Evidence from India
Arpita Agnihotri, IBS, Hyderabad, India
Saurabh Bhattacharya, IBS, Hyderabad, India

Towards Understanding Effect of Product Information on Status Consumption: A Structured Abstract
Reza Movarrei, Grenoble EM, France

Testing the French Ad-evoked Nostalgia Scale in a Nomological Network
Altaf Merchant, University of Washington, Tacoma
John Ford, Old Dominion University
Christian Dianoux, University of Lorraine, Cerefige, France
Jean-Luc Hermann, University of Lorraine, Cerefige, France

Session 8.5 Exchange Governance and Sustainability
Room: Curtis
Session Chair: Stephen Wang, National Taiwan Ocean University, Taiwan

Stakeholder Considerations in Business Sustainability Efforts
Nils Høgsvold, Oslo School of Management, Norway
Goran Svensson, Oslo School of Management, Norway
Juan Carlos SosaVarela, Universidad del Turabo, Puerto Rico
HB Klopper, Monash South Africa, South Africa
Carmen Padin, Vigo University, Spain
Carlos Ferro, Vigo University, Spain
Danie Petzer, North West University, South Africa
Beverly Wagner, Strathclyde University, United Kingdom

The Impact of Product Disposal Strategies on Triple Bottom-Line Performance in Supply Chains: The Role of Relational Resources
Karthik Iyer, University of Northern Iowa
Gopal Dutt, University of Northern Iowa

Supply Chain Governance Tensions: A Qualitative Exploration of Business-to-Business Relationship Structures
Session 8.7 Can Marketing Enhance Consumer Empowerment?
Room: Lawr. B
Session Chair: William Jones, University of South Dakota

Using Community-Based Social Marketing to Change Youth Littering Behavior
Mine Uck Hughes, Woodbury University
Will McConnell, Woodbury University

Paving the way to a safety culture: Introducing a hierarchical feedback-based framework
Anjala Krishen, University of Nevada, Las Vegas
Pushkin Kachroo, University of Nevada, Las Vegas
Shaurya Agarwal, University of Nevada, Las Vegas

Sustainability Marketing Strategies: How Self-Efficacy and Controllability Can Stimulate Pro-Environmental Behaviors for Individuals
Marilyn Giroux, Concordia University, Canada
Frank Pons, Universite Laval/Kedge Business School, Canada
Lionel Maltese, Kedge Business School, France

Social Marketing: Legal Assistance in Indonesia
Adilla Anggraeni, Binus University International, Indonesia
Sari Wahyuni, University of Indonesia, Indonesia

Session 8.8 Theory Forum
Room: Platte
Session Chair: Manjit Yadav

Terry Clark, Southern Illinois University
John Lynch, University of Colorado
Linda Price, University of Arizona
Rajan Varadarajan, Texas A&M University

Thursday, 8:30

Session 9.1 International Marketing Part 4: Luxury, Retail and Service Value
Room: Blake
Session Chair: Boryana Dimitrova, Drexel University

National Culture and Grocery Retail Structure
Boryana V Dimitrova, Drexel University
Bert Rosenbloom, Drexel University
Trina Larsen Andras, Drexel University

Antecedents and outcomes of country-of-origin effect: The extended self-congruity context (ESCT)
Dafnis N. Coudounaris, University of Vaasa, Finland

Evolutionary Origins of Female and Male Shopping Styles: A Structured Abstract
Charles Dennis, University of Middlesex, United Kingdom
J. Josko Brakus, University of Leeds, United Kingdom
Gemma Garcia, Universidad Rey Juan Carlos, Spain
Charles McIntyre, Bournemouth University, United Kingdom
Tamira King, Cranfield School of Management, United Kingdom
Eleftherios Alamanos, University of Lincoln, United Kingdom
The Impact of National Context on Consumer Evaluation of Service Value: A qualitative Study of Developed and Emerging International Market Consumers
Ethelbert Osinachukwu, Manchester Business School, University of Manchester, United Kingdom
Jikyeong Kang, Manchester Business School, University of Manchester, United Kingdom

Session 9.2 Special Session Submissions
Room: Conf. A
Session Chair: Frauke Mattison Thompson, King's College, United Kingdom

Empowering Millennials: Teaching and Learning Challenges
Frauke Mattison Thompson, King's College, United Kingdom
Tim Foster, Luleå University of Technology
Carola Strandberg, Luleå University of Technology
Lisa Pouliot, Luleå University of Technology

Session 9.3 Consumer Behavior Mix I
Room: Conf. B
Session Chair: Lynn Kahle, University of Oregon

The Effectiveness of Donation Advertising: An Experimental Study for Felt Ethnicity and Messages on In-Groups and Out-Groups
Christina Chung, Ramapo College
Emi Moriuchi, Fort Hays State University

Nostalgia's role in Retromarketing
Damien Hallegatte, Université du Québec à Chicoutimi, Canada
Francois Marticotte, ESG-UQAM, Canada

Product Information Order Effect on Consumer Evaluation
Matthew Liu, University of Macau, Macao
Rongwei Chu, Fudan University, Peoples Republic of China
Ian Phau, Curtin University, Australia

Consumer Behavior and Religion: An Investigation in Singapore
Lynn Kahle, University of Oregon
Elizabeth Minton, University of Wyoming
Siok Kuan Tambya, National University of Singapore, Singapore
Soo Juan Tan, National University of Singapore, Singapore

Session 9.4 Consumer Behaviour Perspectives on Social Media
Room: Conf. C
Session Chair: Elodie Hurie, ESC Rennes School of Business, France

'Remember when?': Analyzing Nostalgic and General Facebook Posts.
Sergio Davalos, University of Washington, Tacoma
Altaf Merchant, University of Washington, Tacoma
Gregory Rose, University of Washington, Tacoma

Measuring Trust in Electronic Word-of-Mouth: A Rigid Research Framework
Wolfgang Weitzl, University of Vienna, Austria
Robert Zniva, WU Vienna University of Economics and Business, Austria

I Will Follow Him - The Value of Human Brands' Social Media Power for New Product Success
Ann-Kristin Knapp, University of Muenster, Germany
Nora Paehler vorder Holte, University of Muenster, Germany
Thorsten Hennig-Thurau, University of Muenster, Germany
Digital Buddies: Parasocial Interactions and Relationships in Social Media Communities
Mujde Yuksel, Suffolk University

Session 9.5 The Big Picture of Sales Management: Marketing Integration, Coaching, and Brands
Room: Curtis
Session Chair: Willy Bolander, Florida State University

An initial assessment of measurement invariance in Sales Force Coaching: Comparing the French and Spanish Versions of Ellinger's Coaching Measure
Claudio Pousa, Lakehead University, Canada

The Sales/Marketing Integration Gap: The Joint Impact of Environmental, Firm, and Functional Drivers on Realized versus Desired Integration
Stefan Sleep, University of Georgia
Son Lam, University of Georgia
John Hulland, University of Georgia

Salesperson Brand Ambassadorship: A Social Capital Perspective
Maria Rouziou, HEC Paris, France
Dominique Rouziès, HEC Paris, France

Session 9.6 Price Promotions and Fees
Room: Lawr. A
Session Chair: Tobias Schafers, TU Dortmund University, Germany

In Which Conditions Do Price Promotions Have the Most Negative Effects on Product Attitudes? A Structured Abstract
Silke Bambauer-Sachse, University of Fribourg, Switzerland
Laura Massera, University of Fribourg, Switzerland

The Choice is Yours – How “Freemium” and Personal Involvement Influence Customers’ Responses to Unexpected Free-to-Fee Switches
Gerrit P. Cziehso, TU Dortmund University, Germany
Tobias Schäfers, TU Dortmund University, Germany

Consumers’ Perceptions of Online and Bricks-and-Mortar Advertised Price Promotions
Monika Kukar-Kinney, University of Richmond
Jeffrey Carlson, University of Richmond

Price discounts and gift choice: the interplay between economic and social value
Zhuofan Zhang, The University of Texas at El Paso
Fernando R. Jiménez, The University of Texas at El Paso

Session 9.7 The Use and Impact of Social Media in Marketing Education
Room: Lawr. B
Session Chair: Ali Besharat, University of Denver

The Use of Social Media in Higher Education
Tim Foster, Lulea University of Technology, Sweden
Mana Farshid, Lulea University of Technology, Sweden
Sadia Juena, Lulea University of Technology, Sweden
Asa Wallstrom, Lulea University of Technology, Sweden

Towards A Better Understanding of Marketing Students’ Perceptions of Twitter As A Pedagogical Tool
Khaled Aboulnasr, Florida Gulf Coast University

Chevys, ADDYS, and Fink’s – Oh My! The Creation of Award Winning Advertising within an Educational Context
Theresa Billiot, Cameron University
Kevin Shanahan, Mississippi State University
Robert Barnwell, Mississippi State University

Session 9.8: Special Session Submissions
Room: Platte
Session Chair: Karen Robeson, Simon Fraser University

Wearable Technology: Trends and Opportunities for Organizations
Karen Robson, Simon Fraser University, Canada
Leyland Pitt, Simon Fraser University
Jan Kietzmann, Simon Fraser University
Wade Halvorson, SP Jain Graduate School of Management
Asa Wallstrom, Luleå University of Technology

Thursday, 10:30

Session 10.1 International Marketing Part 5: Communication in a global environment
Room: Blake
Session Chair: Cindy Wang, University of Oregon

Efficacy of Promotional Offers in Poor Households - Insights from the Bottom of the Pyramid
Shruti Gupta, Pennsylvania State University - Abington

Qin Sun, Trident University International

You Look Marvelous: The World of Flattery in Marketing
Cindy Wang, University of Oregon
Namika Sagara, Duke University and Sagara Consulting
Lynn Kahle, University of Oregon

Session 10.2 Special Session Submissions
Room: Conf. A
Session Chair: Christina Atanasova, Simon Fraser University, Canada

Difficult Destinations: Attracting People and Organizations to Peripheral Places
Christina Atanasova, Simon Fraser University, Canada
Mana Farshid, Luleå University of Technology
Anne Engström, Luleå University of Technology
Maria Ek Styvén, Luleå University of Technology

Session 10.3 Consumer Behavior Mix II
Room: Conf. B
Session Chair: Christopher Lee, Temple University

The effect of mortality salience on approach versus avoidance motivations and product preferences
Judith Partouche-Sebban, ESG Management School, France
Denis Guiot, Paris Dauphine University, France

The Influence of Perceived Justice on Service Satisfaction and Behavioral Intentions in Service Encounters at Retail Banks in A Post-Complaint Setting
Daniel Petzer, North-West University, South Africa
Goran Svensson, Oslo School of Management, Sweden
Christine De Meyer-Heydenrych, University of Johannesburg, South Africa
I Get High with a Little Help from My Friends: Toward a Topology of Anomic Products
Aubrey Fowler III, Valdosta State University

Christopher Lee, Temple University

Session 10.4 Co-Creation of Value in the Digital World
Room: Conf. C
Session Chair: Janna Parker, Georgia College and State University

Contemporary e-commerce Sites: Perceived Value of the Netflix Self-Service App
adesegun oyedele, St. Cloud State University

The Impact of Webshop Familiarity and Online Customer Review Valence on Customers’ Trust and Purchase, Word-of-Mouth, and Information Seeking Intentions
Ardion Beldad, University of Twente, Netherlands
Joske Behrens, University of Twente, Netherlands
Joyce Karreman, University of Twente, Netherlands

Customer Value Co-Creation In Social Media: Conceptualization and Antecedents
Arash Hosseiniazadeh, The University of Texas Pan - American
Mohammadali Zolfagharian, The University of Texas Pan - American

The Effect of Product Reviews on Bundled Products
Patrick Fennell, Louisiana State University
Chatt Pongpatipat, Simpson College

Session 10.5 Sports Marketing and Fan Reactions
Room: Curtis
Session Chair: Guido Ellert, Macromedia University of Applied Science, Germany

Stochastic Nature of Attending Behavior at Sporting Events: A Structured Abstract
Giang Trinh, University of South Australia, Australia

I Can’t Stand My Team, but I Can’t Live Without It: Ambivalence among Highly Identified Sports Fans
Frank Pons, Université Laval/Kedge Business School, Canada
Marilyn Giroux, Concordia University, Canada
Lionel Maltese, Kedge Business School, France

Investigating the Impact of Technology Use on the Efficacy of Broadcast Brand Integration
Jonathan Jensen, The Ohio State University
Joe Cobbs, Northern Kentucky University
Patrick Walsh, Syracuse University
Brian Turner, The Ohio State University

From TV Commercial to Online Search: Effectiveness of Super Bowl Advertising
Dan (Kitty) Li, The University of Texas at Austin

Session 10.6 Consumer Motivations and Value in Retailing
Room: Lawr. A
Session Chair: Nancy Ridgway, University of Richmond

Exploring Showrooming Experiences at Small Retailers
Alisha Horky, Elon University
Joel Collier, Mississippi State University

How Vital is Price to Compulsive Collectors?
Nancy Ridgway, University of Richmond
Monika Kukar-Kinney, University of Richmond
Amit Eynan, University of Richmond
Jose-Domingo Mora, University of Massachusetts Dartmouth
Eva Maria Gonzalez Hernandez, Instituto Tecnologico de Monterrey, Mexico
Manouchehr Yousef Sibdari, University of Massachusetts Dartmouth

Session 10.7 Marketing and the Socially-Conscious Consumer Interface
Room: Lawr. B
Session Chair: Kevin Lehnert, Grand Valley State University

Pity in Charity Advertisements: The Effects of Sympathy, Control Attributions and Identification with the Victim
Renaud Lunardo, Kedge Business School, France
Valery Bezençon, University of Neuchâtel, Switzerland

Perceived Marketplace Influence and Sustainable Consumption: Does What We Do Matter?
R. Bret Leary, University of Wyoming
Richard J. Vann, University of Wyoming

Are we all Equal in the Face of Social Comparison? The Moderating role of Consumer Values: A structured abstract
Amanda Pruski Yamim, NEOMA Business School, France
Walter Meucci Nique, Universidade Federal do Rio Grande do Sul, Brazil
Adilson Borges, NEOMA Business School, France

Understanding and Defining the Socially Conscious Consumer
Alexis Croswell, Grand Valley State University
Kevin Lehnert, Grand Valley State University
Chris Hinsch, Grand Valley State University

Session 10.8 Meet the Editors 2
Room: Platte
Session Chair: O.C. Ferrell

Meet the Editors Session 2
Brian Ratchford, Journal of Interactive Marketing
John Ford, Journal of Advertising Research
S. Brown, Journal of Retailing
Barry Babin, Journal of Business Research

Thursday, 1:30

Session 11.1 Spectator Sports, Value Co-Creation, and Connectedness
Room: Blake
Session Chair: Patricia Rossi, Grenoble Ecole De Commerce, France

Co-Creation in the Sport Media Network: Attention Creating and Attention Destruction Interdependencies between Live and Media Advertisements
Guido Ellert, Macromedia University of Applied Science, Germany
Simon Dallwig, Macromedia University of Applied Science, Germany

Co-creation of Value through Virtual Sports Communities
Nick Hajli, Newcastle University, United Kingdom

Side Effects of Rivalries: Are Fans Less Likely to Help Rivals in Need?
Bennett Cherry, California State University San Marcos
Vassilis Dalakas, California State University San Marcos
Fan Experience in Spectator Sports and the Feeling of Social Connectedness
Maximilian Stieler, University of Bayreuth, Germany
Claas Christian Germelmann, University of Bayreuth, Germany

Session 11.2 Special Session Submissions
Room: Conf. A
Session Chair: Joseph Vella, University of Malta, Malta

Make or Buy Brand Equity: Entrepreneurial Brand Management
Joseph Vella, University of Malta, Malta
Terrance Brown, KTH Royal Institute of Technology
Henrik Uggla, KTH Royal Institute of Technology
Serdar Temiz, KTH Royal Institute of Technology

Session 11.4 Promotion and Social Marketing
Room: Conf. C
Session Chair: Carmina Cavasos, Texas State University

Do Pro-Social Ads Influence Social Attitudes and Consumer Response
Kevin Lehnert, Grand Valley State University
Chris Hinsch, Grand Valley State University
Alexis Croswell, Grand Valley State University

There's A Silver Lining: Information Quality, Trust and Positive Meaning After A Crisis
Maria Ek Styvén, Luleå University of Technology, Sweden
Anne Engström, Luleå University of Technology, Sweden
Esmail Salehi-Sangari, Royal Institute of Technology, Sweden
Mana Farshid, Luleå University of Technology, Sweden

The Mediating Role of Message Concreteness and Perceived Persuasiveness in Explaining the Match Effect between Temporal Frame and Self-View
Seungae Suzy Lee, The University of Texas at Austin

Session 11.5 Value Creation in Marketing Channels
Room: Curtis
Session Chair: Abdullah Alhidari, King Saud University, Saudi Arabia

Protecting Brand Value: Walking the Talk After the Sale
Joel Le Bon, University of Houston
Doug Hughes, Michigan State University
Wyatt Schrock, Michigan State University
Dwight Merunka, Aix-Marseille University, Cergam, Aix Graduate School of Management & Kedge Business School, France,

Can High-Status Local Partners Lead to Success in Developing Economies? Managing Quality, Order and Opportunism in Emerging Markets
Annie H. Liu, Texas State University
A. Noel Gould, University of Wisconsin, Eau Claire
Yang Yu, University of Wellington, New Zealand

Session 11.6 Store Satisfaction, Patronage and Customer Referrals
Room: Lawr. A
Session Chair: Stephanie Mangus, Michigan State University

Price and Quality Value: Impacts On Store and Service Satisfaction
Thomas Powers, The University of Alabama at Birmingham
J'Aime Jennings, The University of Alabama at Birmingham
Eric Jack, The University of Alabama at Birmingham

The Effect of Consumer Local Engagement and Personal Values on Local Store Patronage
Mika Skippari, University of Tampere, Finland
Jussi Nyrhininen, University of Jyvaskyla, Finland
Heikki Karjaluoto, University of Jyvaskyla, Finland

Friends & Family – To Refer or Not to Refer?
Stephanie Mangus, Michigan State University
Patrick Fennell, Louisiana State University

Session 11.7 Levels of Knowing in Consumers, Ethics, and Policy Research
Room: Lawr. B
Session Chair: Maureen Bourassa, University of Saskatchewan, Canada

When do Anticipated Guilt Ads Lead to Ethical Consumption? Identifying Moderating Variables from a Literature Review
Sabrina Spence, Brock University, Canada
Kai-Yu Wang, Brock University, Canada
Narongsak Thongpapanl, Brock University, Canada
Todd Green, Brock University, Canada

Consumer Perceptions of Green Marketing Claims: An Examination of the Relationships with Type of Claim and Credibility
Carolyn (Casey) Findley Musgrove, Indiana University Southeast
Pilsik Choi, Indiana University Southeast
K. Christopher Cox, Indiana University Southeast

Knowledge is Power: Why Public Knowledge Matters to Charities
Maureen Bourassa, University of Saskatchewan, Canada
Abbey Stang, University of Saskatchewan, Canada

Knowledge Utilization by Policy Makers: Is there a role for marketing?
Lauren Arnold, University of Saskatchewan, Canada
Maureen Bourassa, University of Saskatchewan, Canada
Loleen Berdahl, University of Saskatchewan, Canada
Jana Fried, Coventry University, United Kingdom
Scott Bell, University of Saskatchewan, Canada

Thursday, 3:30

Session 12.2 Special Session Submissions
Room: Conf. A
Session Chair: Esmail Sangari, KTH Royal Institute of Technology, Sweden

Opportunities and Challenges at the Marketing-Entrepreneurship Interface
Esmail Sangari, KTH Royal Institute of Technology
Sussie Morrish, University of Canterbury
Tek Thongpapanl, Brock University
Morgan Mills, University of Tennessee
Adam J. Mills, Simon Fraser University
Leyland Pitt, Simon Fraser University

Session 12.5 Technology & Problem Solving in the Selling Environment
Room: Curtis
Session Chair: Blake Runnalls, Michigan State University
Antecedents and Consequences of Sales Force Technology Use: A Structured Abstract
Rocio Rodríguez Herrera, Murcia University, Spain
Sergio Roman Nicolas, Murcia University, Spain

Sales Force Acceptance of Disruptive Technologies
Michael Obal, University of Massachusetts Lowell
Nathan Fong, Temple University

Sreedhar Madhavaram, Cleveland State University
Vishag Badrinarayanan, Texas State University – San Marcos

Session 12.6 Reviews, Reviewing and Comparative Methods in Marketing
Room: Lawr. A
Session Chair: Robert Ping, Wright State University

Measuring New Phenomena: A Review of Consumer Behavior Scale Development
Ismail Karabas, Washington State University
TJ Weber, Washington State University

A Comparative Evaluation of New and Established Methods for Structural Equation Modeling
Kai Thiele, Hamburg University of Technology, Germany
Marko Sarstedt, Otto-von-Guericke-University Magdeburg, Germany
Christian Ringle, Hamburg University of Technology, Germany

Living Dangerously: Generalizing in Case Study Research
Jillian Farquhar, London Metropolitan University, United Kingdom
Linda Deigh, University of Bedfordshire, United Kingdom

Notes on Reviewing: Judging Marketing Theory-Testing Papers
Robert Ping, Wright State University

Session 12.7 Decision Making
Room: Lawr. B
Session Chair: Achilleas Boukis, University of Sussex

Jumped or Pushed?: Understanding Customer Switching in the Banking Context
Hanim Misbah, Universiti Sains Islam Malaysia
Tina Harrison, University of Edinburgh, United Kingdom
Essam Ibrahim, University of Edinburgh, United Kingdom

Interactive Effects of Service Attributes on Customer Satisfaction
Li, Elaine Yan, University of Macau, Macao
Matthew Liu, University of Macau, Macao
Ian Phau, Curtin University, Australia
Michael Lwin, Curtin University, Australia
James Brock, Pacific Lutheran University

Driving Employee-Based Brand Equity
Achilleas Boukis, University of Sussex, United Kingdom
George Christodoulides, Birkbeck, University of London, United Kingdom