

**2015**  
**Academy of Marketing Science®**  
**World Marketing Congress**



Rediscovering the Essentiality of Marketing

July 14 – July 18, 2015

Hosted by  
Università degli Studi di Bari Aldo Moro  
Bari, Italy

## 2015 AMS World Marketing Congress

### Rediscovering the Essentiality of Marketing

Dear Colleagues,

Welcome to the 18th Academy of Marketing Science World Marketing Congress and to the sunny city of Bari.

The Congress has been received with wide enthusiasm across 40 countries around the world for a total of over 250 papers. These 3 days will represent a moment in which scholars from around the globe will present and discuss new research ideas on vibrant topics that could help academics and practitioners get new perspectives and insights for today's marketplace challenges.

All sessions will be held at the Palace Hotel in the city center of Bari, a city that represents both geographically and historically the bridge between Occident and Orient, thus fulfilling our aim of having a moment of contact and discussion among different approaches to marketing.

We will do our best to help you enjoy not only new ideas in the marketing discipline but also the tradition and the culture of the Puglia region during the social programs. In fact, Bari is also the capital city of the region Puglia, recently included in top 10 destinations in the world by National Geographic and ranked by AC Nielsen as one of the best Italian regions for food and drink.

We expect the Congress to be an amazing occasion to share ideas, methods, and theoretical frameworks within a Mediterranean atmosphere.

Lastly, we would like to thank the track chairs and reviewers for their tremendous work during the last months, the presenters and the session chairs for their active participation, the AMS Co-Directors of International Programs, Barry Babin and Jay Lindquist, for their help and guidance, and all the program team members.

Arrivederci,

Luca Petruzzellis  
University of Bari Aldo Moro

Russ Winer  
Stern School of Business, New York University

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## 2015 AMS World Marketing Congress – Track Chairs

### **Business-to-Business Marketing**

Paul Matthyssens, Antwerp University, Belgium  
Michele Paulin, Concordia University, Canada

### **Consumer Behavior**

Andrea Bonezzi, New York University, USA  
Monika Lisjak, Erasmus University, The Netherlands

### **Marketing Mix Modeling**

Marc Fischer, University of Cologne, Germany  
Koen Pauwels, Dartmouth University, USA

### **Digital and Social Media Marketing**

Charles Hofacker, Florida State University, USA  
Carlos Flavián, University of Zaragoza, Spain

### **Entrepreneurship and Small Business**

Gaetano Aiello, University of Florence, Italy  
Alberto Pezzi, University of Rome 3, Italy

### **International Marketing**

Saeed Samiee, University of Tulsa, USA  
Brian R. Chabowski, University of Tulsa, USA

### **Cross-Cultural Research**

Catherine Demangeot, IESEG, France  
Cheryl Nakata, University of Illinois at Chicago, USA

### **Health and Social Marketing**

Debbie Isobel Keeling, Loughborough University, United Kingdom  
Ting Yu, University of New South Wales, Australia

### **Innovation and Creativity**

Eitan Muller, New York University, USA  
Subin Im, Yonsei University, Korea

### **Integrated Marketing Communications**

Don Schultz, Northwestern University, USA  
Gayle Kerr, Queensland University of Technology, Australia

### **Marketing Research Methods**

Tulin Erdem, New York University, USA  
Rik Pieters, Tilburg University, The Netherlands

### **Marketing Strategy**

John Roberts, London Business School, United Kingdom  
Rajendra K Srivastava, Singapore Management University, Singapore

### **Product and Branding Strategies**

Cleopatra Veloutsou, University of Glasgow, UK  
Francisco Guzman, University of North Texas, USA

### **Pricing and Price-Related Issues**

Gurumurthy Kalyanaram, NMIMS Business School, India  
Fabio Ancarani, Alma Mater Studiorum, University of Bologna, Italy

### **Sensory Marketing**

Jean-Charles Chebat, HEC Montreal, Canada  
Michela Addis, University of Rome 3, Italy

**Relationship Marketing**

Dennis B. Arnett, Texas Tech University, USA  
Michael Wittmann, University of Southern Mississippi, USA

**Retailing**

Jonathan Reynolds, Oxford University, United Kingdom  
Dirk Morschett, University of Fribourg, Switzerland

**Selling and Sales Management**

Othman Boujena, NEOMA Business School, France  
Michael Ahearne, University of Houston, USA

**Services Marketing**

Jikyeong Kang, Asian Institute of Management, Philippines  
Calvin Wong, The Hong Kong Polytechnic University, China

**Advertising Communication**

Nancy Spears, University of North Texas, USA  
Shintaro Okazaki, Universidad Autónoma de Madrid, Spain

**Tourism and Hospitality**

Marianna Sigala, University of the Aegean, Greece  
Judith Mair, University of Queensland, Australia

**Luxury, Fashion and Wine Marketing**

Alberto Mattiacci, University of Rome La Sapienza, Italy  
Eunju Ko, Yonsei University, Seoul, Korea

**Distribution and Supply Chain Management**

Walfried Lassar, Florida International University, USA  
Dale Rogers, Arizona State University, USA

**Doctoral Colloquium Chair**

John B. Ford, Old Dominion University, USA

**Conference Local-Arrangements Chair**

Pierluigi Passaro, University of Bari Aldo Moro, Italy

**Tuesday, July 14, 2015**

**Tuesday, 2.00 – 4.00 pm**

**Registration**  
Room: Barion

**Tuesday, 6.30 – 8 pm**

**Welcome Reception**  
TBA

## **DAILY HIGHLIGHTS • Wednesday, July 15, 2015**

### **Registration**

Room: Sala Barion, 8:00 am – 5:00 pm

### **Refreshment Break**

Room: Sala Feste, 10:30 – 11:00 am

### **Lunch on Your Own**

12:30 – 2:00 pm

### **Refreshment Break**

Room: Sala Feste, 3:30 – 4:00 pm

### **Wine Tasting**

Room: Sala Messapia, 5:45 – 6:45 pm

### **Reception including olive oil tasting and cocktails**

Room: Sala Messapia, 7:00 – 8:45 pm

## **Wednesday, 9:00 - 10.30 am**

### **Session 1.1 Physical and Digital B2B Interactions**

Room: Sala Jonia

Session Chair: Michele Paulin, Concordia University, Canada

#### ***Factors Determining Channel Selection in the German Trades Sector – An Analysis of Power Tool Purchases***

Natalie de Jong, Baden-Württemberg Cooperative State University Stuttgart, Germany

Benjamin Österle, Baden-Württemberg Cooperative State University Stuttgart, Germany

Marc Kuhn, Baden-Württemberg Cooperative State University Stuttgart, Germany

#### ***Gender And Similarity - Match or Mismatch: When Is B2B Sales Performance Better?***

Ozan Peneklioglu, Istanbul Technical University, Turkey

Ayse Banu Elmadag Bas, Istanbul Technical University, Turkey

#### ***Value Co-creation in Project Exchange***

Kamran Razmdoost, University College London, United Kingdom

Hedley Smyth, University College London, United Kingdom

### **Session 1.2 Socially Responsible Consumption**

Room: Sala Japigia

Session Chair: Tali Seger-Guttman, Ruppiner Academic Center, Israel

#### ***An Exploration of Socially Responsible Music Consumption***

Todd Green, Brock University, Canada

Gary Sinclair, University of Stirling, United Kingdom

Julie Tinson, University of Stirling, United Kingdom

#### ***Cause I'm Feeling Good! The Influence of Anticipated Emotions on Consumer Pro-environmental Behavior***

Zeinab Rezvani, Umea University, Sweden

Johan Jansson, Umea University, Sweden



***Sustainability Living: Role of Emotions***

Menuka Jayaratne, La Trobe University, Australia  
Gillian Sullivan Mort, La Trobe University, Australia  
Clare D'Souza, La Trobe University, Australia

**Session 1.3 Consumer Behavior in Retailing**

Room: Sala Ausonia  
Session Chair: Heiner Evanschitzky, Aston Business School, United Kingdom

***Antecedents of peripheral services Cross-Buying Behavior***

Heiner Evanschitzky, Aston University, United Kingdom  
Neeru Malhotra, Aston University, United Kingdom  
Florian v. Wangenheim, ETH Zurich, Switzerland  
Katherine Lemon, Boston College, USA

***Examining Reactive Customer Engagement Strategies in Online Shopping Cart Abandonment: A Regulatory Fit Perspective***

William Northington, Idaho State University, USA  
Jessica Ogilvie, University of Alabama, USA  
Kris Lindsey, University of Alabama, USA  
Kristy Reynolds, University of Alabama, USA

***Linking Initial Beliefs, Trust, Perceived Value and Purchase Intentions in the Context of Second Hand Goods Sold by Unknown Online Retailers***

Laura Salciuviene, Lancaster University Management School, United Kingdom  
Ahmad Daryanto, Lancaster University Management School, United Kingdom

**Session 1.4 Online CSR and Digital Reputation**

Room: Sala Egnazia/Sveva  
Session Chair: Caroline Moraes, Coventry University, United Kingdom

***Consumer Ethical Judgement and Controversial Advertising Avoidance on Social Media***

Caroline Moraes, Coventry University, United Kingdom  
Carlos Ferreira, Coventry University, United Kingdom  
Nina Michaelidou, Loughborough University, United Kingdom  
Michelle McGrath, The University of Winchester, United Kingdom

***Consumer Participation in CSR Campaigns on Facebook***

Teresa Treviño, EGADE Business School, Tecnológico de Monterrey, Mexico

***Corporate Brand Representations in B2B Companies' Websites***

Cláudia Simões, Open University Business School, United Kingdom  
Marcelo Perin, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil  
Jaywant Singh, Kingston University, United Kingdom

***Emphasizing the Cause in Cause-Related Marketing? Gaining Millennials Women's Support for a Fashion Event through Facebook Appeals***

Michele Paulin, Concordia University, Canada  
Aela Salman, Concordia University, Canada  
Ronald J. Ferguson, Concordia University, Canada  
Kaspar Schattke, Concordia University, Canada

### **Session 1.5 Understanding 'Health' in Marketing**

Room: Sala Abbrescia

Session Chair: Debbie Keeling, Loughborough University, United Kingdom

#### ***Early Findings on Alcohol Consumption: A Licensed Premise Observation Study***

Nuray Buyucek, Griffith University, Australia

Sharyn Rundle-Thiele, Griffith University, Australia

#### ***Exploring the Dual Effects of Waiting on Satisfaction with Health Service***

Yi-Fen Liu, National Kaohsiung First University of Science and Technology, Taiwan, Province of China

Jacob Y. H. Jou, Kaohsiung Medical University, Taiwan, Province of China

I-Ling Ling, National Chiayi University, Taiwan, Province of China

#### ***Key Successfactors for Brand Orientation in Healthcare***

Gerrita Van der Veen, HU Business School, Netherlands

Judith Tielen, HU Business School, Netherlands

Lucas Schuurmans, HU Business School, Netherlands

Daan Bunke, HU Business School, Netherlands

#### ***Predictors of HIV/AIDS-Related Behaviours within the Population of Kinshasa: The Impact of Socio-Demographic and Environmental Factors***

Lutete Christian Ayikwa, Tshwane University of Technology, South Africa

Johan W. De Jager, Tshwane University of Technology, South Africa

D Ben Janse Van Rensburg, Tshwane University of Technology, South Africa

### **Session 1.6 Country of Origin and Ethnocentricity**

Room: Sala Messapia

Session Chair: Ayşegül Özsoyer, Koç University, Turkey

#### ***Country Reputation, Brand Reputation and Company Reputation: Their Importance in Business-to-Business Industries***

Elena Cedrola, University of Macerata, Italy

Loretta Battaglia, Catholic University of Milan, Italy

Anna Grazia Quaranta, University of Bologna, Italy

#### ***Fifty Years of Empirical Research on Country-Of-Origin Effects on Consumer Behavior: A Meta-Analysis***

Saeed Samiee, University of Tulsa, USA

Leonidas C. Leonidou, University of Cyprus, Cyprus

Bilge Aykol, Dokuz Eylul University, Turkey

Barbara Stöttinger, Wirtschaftsuniversität-Wien, Austria

Paul Christodoulides, Cyprus University of Technology, Cyprus

#### ***The Inconsistency of Ethnocentric Bias in the Dual-Attitude Model***

Ting-hsiang Tseng, Feng Chia University, Taiwan, Province of China

George Balabanis, City University London, United Kingdom

T. Matthew Liu, University of Macau, Macao

### **Session 1.7 Doctoral Colloquium**

Room: Sala Appula

Session Chair: John Ford, Old Dominion University, USA

#### ***The Moderating Role of Attention on Country-Of-Origin (COO) Effects: A Structured Abstract***

Renaud Frazer, Université de Lorraine, France

***The Place of Memory in the Brand Relationship: Comparison between In-Store and Online Shopping Experience***

Michael Flacandji, IAE Dijon, University of Burgundy, France

***What Leads to More Enjoyment, Choice or Personal Control?: Understanding the Role of Autonomy in Customer Participation***

Triparna Gandhi, The University of Melbourne, Australia

**Refreshment Break**

Room: Sala Feste, 10:30 – 11:00 am

**Wednesday, 11:00 am – 12.30 pm**

**Session 2.1 Social Influence in Marketing**

Room: Sala Japigia

Session Chair: Alessandro Peluso, University of Salento

***Compensatory Advice Giving: How Experiencing a Need for Control Makes You Advise More***

Alessandro M. Peluso, University of Salento, Italy

Andrea Bonezzi, New York University, USA

Matteo De Angelis, LUISS University, Italy

Derek D. Rucker, Northwestern University, USA

***Does Decision-Making Speed Depend on Non-Interactive Others?***

Atsuko Inoue, Seikei University, Japan

Atsunori Ariga, Rissho University, Japan

***The Differential Influence of Advice and Opinions on Word-of-Mouth Recipients' Behavior***

Matteo De Angelis, LUISS University, Italy

Andrea Bonezzi, New York University, USA

Derek D. Rucker, Northwestern University, USA

Alessandro Maria Peluso, University of Salento, Italy

***The Impact of Reference Group on Purchase Intention: A Case Study in Distinct Types of Shoppers***

Danupol Hoonsopon, Chulalongkorn University, Thailand

Wilert Puriwat, Chulalongkorn University, Thailand

**Session 2.2 Digital Strategy I**

Room: Sala Egnazia/Sveva

Session Chair: Angel Herrero-Crespo, University of Cantabria, Spain

***Assessing Social Media e-visibility: A Framework to Compare Goods vs. Service Firms***

Iris Vilnai-Yavetz, Ruppin Academic Center, Israel

Olga Levina, Technische Universität Berlin, Germany

Nataliia Medzhybovska, Odessa National Economic University, Ukraine

***Developing and Validating the Measurement Scale of E-Marketing Orientation***

Hui-Ling Huang, Chang Jung Christian University, Taiwan, Province of China

Yue-Yang Chen, I-Shou University, Taiwan, Province of China

***Influence of Customer Orientation and Competitor Orientation on the Intention to Use Social Network Sites as a Communication Tool in Micro-Enterprises***

Ángel Herrero-Crespo, Universidad de Cantabria, Spain  
Jesús Collado-Agudo, Universidad de Cantabria, Spain  
Héctor San Martín-Gutiérrez, Universidad de Cantabria, Spain

***The Research on Crowdsourcing Model and its Influence on Business Operation***

Tao Meng, Northeast University of Finance and Economics, Peoples Republic of China  
Xiaomin Lin, Northeast University of Finance and Economics, Peoples Republic of China

**Session 2.3 Sustainability Issues in Supply Chain Management**

Room: Sala Appula  
Session Chair: Steven Carnovale, Portland State University, USA

***A Qualitative Exploration into the Micro-Foundations of Supply Chain Relationships***

LaDonna Thornton, University of Nebraska-Lincoln, USA  
Terry Esper, University of Arkansas, USA

***Does Third-Party Logistics Create a Synergy Effect on Firm Performance***

Kenneth Kwong, Hang Seng Management College, Hong Kong, Peoples Republic of China

***Moving Sustainable Consumption From Hype to Reality Through the Value Chain***

Gopalkrishnan Iyer, Florida Atlantic University, USA  
Sandra Rothenberger, Solvay Brussels School of Economics and Management, Belgium

**Session 2.4 Quantitative Applications of Marketing Research Methods**

Room: Sala Jonia  
Session Chair: Tulin Erdem, New York University, USA

***Advertising Agency Compensation: Analyzing Trends in the U.S., in Global Markets, And in the Digital Landscape***

Dan Horsky, University of Rochester, USA  
Sharon Horsky, Bar-Ilan University, Israel

***Aging and Decision Making: Insights from Mundane Choices***

Vishal Singh, New York University, USA  
Karsten T. Hansen, UC San Diego, USA  
Romana Khan, Northwestern University, USA

***Consumer Learning and Evolution of Consumer Brand Preferences***

Hai Che, Indiana University in Bloomington, USA  
Tulin Erdem, New York University, USA  
T. Sabri Öncü, United Nations Conference on Trade and Development, Switzerland

**Session 2.5 Contemporary branding topics I**

Room: Sala Messapia  
Session Chair: Sunil Thomas, California State University at Fullerton, USA

***Celebrity Branding Advertising Processing: Beyoncé versus Lana Del Rey***

António Azevedo, University of Minho, Portugal

***Growing without Getting Bigger***

Adrian Peretz, Oslo School of Management, Norway  
Lars Erling Olsen, Oslo School of Management, Norway

***Product Complexity in Consumer Research: Literature Review and Implications for Future Research***

Lisa Monika Anna Mützel, University of Koblenz-Landau, Germany  
Thomas Kilian, University of Koblenz-Landau, Germany

***Brand Feminine Dimension Revisited: Exploring Brand Feminine Patterns***

Salim Azar, Université de Cergy-Pontoise, France

**Session 2.6 Sensory marketing**

Room: Sala Ausonia  
Session Chair: Michela Addis, University of Rome 3, Italy

***Assessing the Role of Haptic Imagery in Print Advertising: An Empirical Investigation***

Giovanni Pino, University of Salento, Italy  
Gianluigi Guido, University of Salento, Italy  
Carla Tomacelli, University of Salento, Italy  
Mauro Capestro, University of Salento, Italy

***Communication in relief: should we embosse the brand or the product?***

Sonia Capelli, Lyon University, France  
Fanny Thomas, Lyon University, France  
Bruno Ferreira, Clermont University, France

***The Conceptual Chain from Event Activities to Emotions to Atmosphere, and Sponsor Awareness and Patronage***

T. Bettina Cornwell, University of Oregon, USA  
Steffen Jahn, University of Goettingen, Germany  
Wang Suk Suh, University of Oregon, USA

***The Halo Effect in Fragrance Perception: The Relevance of the 'Natural Ingredients' Claim***

Vanessa Apaolaza, University of the Basque Country, Spain  
Patrick Hartmann, University of the Basque Country, Spain  
Cristina López, University of the Basque Country, Spain  
Carmen Etxebarria, University of the Basque Country, Spain  
Jose M. Barrutia, University of the Basque Country, Spain

**Session 2.7 Fact or Fiction: Marketing Research Methods Continue to Improve in Meaningfulness**

Room: Sala Abbrescia  
Session Chair: Adilson Borges, Neoma Business School, France

***Do Bad Respondents Equal Poor Data Quality? Comparing a Regular Online United States Consumer Panel with a M-Turk Panel***

Scott Smith, Qualtrics Inc., U.S.A.  
Catherine Rossiter, University of New Mexico, USA  
Linda L. Golden, University of Texas at Austin, USA  
Gerald S. Albaum, University of New Mexico, USA

***Debunking Beliefs about Student Samples in Marketing Research?***

David J. Ortinau, University of South Florida, USA  
Jennifer Espinosa, University of South Florida, USA

***What is Response Bias in Marketing Research Today?***

Yasemin Atinc, Texas A&M Commerce, USA  
Guclu Atinc, Texas A&M Commerce, USA

***Opinions on the Use of Crowd Sourced Data in Marketing Research***

John B. Ford, Old Dominion University, USA  
Barry J. Babin, Louisiana Tech University, USA

Discussants:

William B. Locander, Loyola University, USA  
Jean-Luc Hermann, University of Metz, France  
Joseph F. Hair, Kennesaw State University, USA

**Wednesday, 2:00 – 3.30 pm**

**Session 3.1 Expanding the Boundaries of Classical Advertising Approaches**

Room: Sala Abbrescia  
Session Chair: Gladys Torres Baumgarten, Ramapo College of New Jersey, USA

***Classical Music in Advertising: Brand Support or Detractor?***

Gladys Torres Baumgarten, Ramapo College of New Jersey, USA  
Kathy Woodbury Zeno, Ramapo College of New Jersey, USA  
Christina Chung, Ramapo College of New Jersey, USA

***Cross-Language Comparison of the Persuasive Effects of Typeface Shapes - A Conceptual Framework***

Yi-Fen Liu, National Kaohsiung First University of Science and Technology, Taiwan, Province of China  
I-Ling Ling, National Chiayi University, Taiwan, Province of China  
Jacob Y. H. Jou, Kaohsiung Medical University, Taiwan, Province of China

***Generation Y College Aged Hispanic and White Cohorts' Ethical Ideology Effects on Alcohol Advertising Appraisals: The Role of Strength of Ethnic Identification and Ethical Appraisal***

Miguel Angel Zúñiga, Morgan State University, USA  
Ivonne M. Torres, New Mexico State University, USA

***The Role of Anger in the Context of Consumer Reactions to Advertising Incongruity***

Silke Bambauer-Sachse, University of Fribourg, Switzerland  
Priska Heinzle, University of Fribourg, Switzerland

**Session 3.2 IMC and the organization**

Room: Sala Jonia  
Session Chair: Don Schultz, Northwestern University, USA

***Assessing the Impact of Internal Marketing Orientation on an Organization's Performance***

Mujahid Mohiuddin Babu, University of Manchester, United Kingdom  
Jikyeong Kang, University of Manchester, United Kingdom

***Synergy and Integration of Multiple Media to Enhance Exposure and Impact of the Cinderella Media***

Therese Roux, Tshwane University of Technology, South Africa  
De la Rey van der Walddt, Tshwane University of Technology, South Africa

***Let's Engage Consumers! A Client-Agency Relational Perspective***

Rossella Gambetti, Università Cattolica del Sacro Cuore, Italy  
Silvia Biraghi, Università Cattolica del Sacro Cuore, Italy  
Don Schultz, Northwestern University, USA

Guendalina Graffigna, Università Cattolica del Sacro Cuore, Italy

### **Session 3.3 Wine Marketing**

Room: Sala Appula

Session Chair: Klaus-Peter Wiedman, University of Hannover

#### ***Networks and Relationships in Business to Business: exploring the use of LinkedIn by the wine sector.***

Sarah Quinton, Oxford Brookes University, United Kingdom

Damien Wilson, Burgundy Business School, France

#### ***Terroir in a Bottle: Segmenting Consumer Choices in Generation Y***

Roberta Capitello, University of Verona, Italy

Lara Agnoli, University of Verona, Italy

Steve Charters, ESC Dijon, France

Diego Begalli, University of Verona, Italy

#### ***The Impact of Knowledge Type on the Acquisition of Wine***

Karen Robson, Simon Fraser University, Canada

Colin Campbell, Kent State University, USA

Debbie Vigar-Ellis, University of KwaZulu-Natal, South Africa

Albert Caruana, University of Malta, Malta

Leyland Pitt, Simon Fraser University, Canada

### **Session 3.4 Strategy and Market Analysis**

Room: Sala Japigia

Session Chair: John Roberts, London Business School, United Kingdom

#### ***Customer Acquisition and Customer Retention in a Competitive Industry***

Igor Sloev, Higher School of Economics, Russian Federation

Gerasimos Lianos, Southwestern University of Finance and Economics, Peoples Republic of China

#### ***Mergers and Acquisitions and Marketing Efficiency: Evidence from the US Banking Industry***

Mahabubur Rahman, Smurfit Business School, Ireland

Mary Lambkin, Smurfit Business School, Ireland

#### ***Organizational Antecedents of External Orientation: An Empirical Analysis of Customer and Competitor Orientations***

Dahan Gavriel, Western Galilee College, Israel

Aviv Shoham, University of Haifa, Israel

### **Session 3.5 Corporate Branding**

Room: Sala Messapia

Session Chair: Jaywant Singh, Kingston University, United Kingdom

#### ***How Can a Corporate Brand (Of Higher Education) Benefit from Social Networks in Its Internal Communication Strategy. The Case of Catholic University of Portugal - Porto***

Teresa Sofia Amorim Faria de Oliveira Lopes Amorim, Universidade Católica Portuguesa, Portugal

Joana César Machado Machado, Universidade Católica Portuguesa, Portugal

#### ***The Impact of Corporate Brand Transgression on Punishing Corporate Transgressor: Moderating Role of Religious Orientation***

Elif Karaosmanoglu, Istanbul Technical University, Turkey

Didem Gamze Isiksal, Istanbul Technical University, Turkey

***The Impact of Digital Corporate Branding on Consumer-Company Identification***

Jaywant Singh, Kingston University, United Kingdom  
Claudia Simões, The Open University, United Kingdom

**Session 3.6 Customers, Employees and Service Environments**

Room: Sala Ausonia  
Session Chair: Sudharshan Devanathan, University of Kentucky, USA

***Do We Click at the First Sight? Exploring the Customer-Employee Instant Rapport in the First Service Encounter***

Chih-Ying Chu, National Taiwan University, Taiwan, Province of China  
Jiun-Sheng Chris Lin, National Taiwan University, Taiwan, Province of China  
Haw-Yi Liang, National Taiwan University, Taiwan, Province of China

***How Does Frontline Employees' Perceived External Reputation Affect Service Innovation Implementation? A Dual-Paths Model***

Mario Schaarschmidt, University of Koblenz-Landau, Germany  
Gianfranco Walsh, University of Jena, Germany

***Insights from Coworking Spaces as Unique Service Organizations: The Role of Physical and Social Elements***

Bamini Kpd Balakrishnan, Royal Melbourne Institute of Technology (RMIT) University, Australia  
Mark Leenders, Royal Melbourne Institute of Technology (RMIT) University, Australia  
Siva Muthaly, Royal Melbourne Institute of Technology (RMIT) University, Australia

***Satisfying Customers through Satisfied Employees: Exploring the Emotional Mechanism Linking Employee Satisfaction and Customer Satisfaction***

Haw-Yi Liang, National Taiwan University, Taiwan, Province of China  
Jiun-Sheng Chris Lin, National Taiwan University, Taiwan, Province of China  
Chih-Ying Chu, National Taiwan University, Taiwan, Province of China

**Session 3.7 Service Quality and Satisfaction in Tourism and Hospitality**

Room: Sala Egnazia/Sveva  
Session Chair: Georgia Zouni, University of Piraeus, Greece

***Change in Expectation and Attitude over Time and the Role of Service Quality in a Tourism Context***

Swinder Janda, Kansas State University, USA  
Hong-Youl Ha, Dongguk University, Republic of Korea

***Exploring Resident versus Visiting Nationalities' Perceptions on Airport Service Quality***

Angelos Pantouvakis, University of Piraeus, Greece  
Maria Karakasnaki, University of Piraeus, Greece  
Maria Francesca Renzi, University of Roma TRE, Italy

***Exploring the Importance of Basic Hotel Attributes: A Focus on Senior Wellness Tourists***

Vania Vigolo, University of Verona, Italy  
Angelo Bonfanti, University of Verona, Italy

***The Role of Satisfaction, Delight, and Gratitude in the Tourism and Hospitality Industry***

Timothy Butler, University of Texas at Brownsville, USA

**Refreshment Break**

Room: Sala Feste, 3:30 – 4:00 pm



**Wednesday, 4:00 – 5.30 pm**

**Session 4.1 Marketing Mix Modeling**

Room: Sala Appula

Session Chair: Marc Fischer, University of Cologne, Germany

***Budget Allocation Decision Rules: Insights from Actual Firm Behavior***

Marco Bertini, ESADE, Spain

Alexander Edeling, University of Technology Sydney, Australia

***How Regulatory Fit Explains Sales-Price Asymmetry in Space and Time***

Aras Alkis, Koç University, Turkey

Berk Ataman, Erasmus University, The Netherlands

Koen Pauwels, Ozyegin University, Turkey

***Pre- and Post-Launch Effects of Publicity and Advertising on Sales of Hedonic Goods***

Alexa Burmester, University of Hamburg, Germany

Jan U. Becker, University of Hamburg, Germany

Harald van Heerde, Kühne Logistics University, Germany

Michel Clement, Massey University Auckland, Australia

**Session 4.2 Pricing Strategies**

Room: Sala Jonia

Session Chair: Gurumurthy Kalyanaram, International University of Japan, Japan

***Consumer Preferences for Bundles and Bundle Components with Odd and Even Price Endings***

Bernhard Baumgartner, University of Osnabrueck, Germany

Anjulie Hähnchen, University of Osnabrueck, Germany

***Effects of Price Promotions on Consumers' Reference Prices: The Role of Contextual Factors and Price Claims***

Silke Bambauer-Sachse, University of Fribourg, Switzerland

Laura Massera, University of Fribourg, Switzerland

***Pricing Strategy in the Digital Era: A New Taxonomy***

Sarah Quinton, Oxford Brookes University, United Kingdom

**Session 4.3 Branding in a Digital World**

Room: Sala Messapia

Session Chair: Sahar Mousavi, Manchester Business School, United Kingdom

***Consumer Engagement in an Online Brand Community: Development and Validation of a Scale***

Laurence Dessart, University of Glasgow, United Kingdom

Cleopatra Veloutsou, University of Glasgow, United Kingdom

Anna Morgan-Thomas, University of Glasgow, United Kingdom

***Effects of Website Communication and Aesthetics on Consumer Attitudes to Brand Image in a Multi-Channel Retail Environment: A Best-Worst Scaling Approach.***

Owen Wright, Griffith University, Australia

Michael Pascoe, Griffith University, Australia

***The Effect of Negative Electronic Word of Mouth on Switching Intentions. A Social Interaction Utility Approach.***

Carla Ruiz-Mafe, University of Valencia, Spain

Joaquin Aldas-Manzano, University of Valencia, Spain

Cleopatra Veloutsou, University of Glasgow, United Kingdom

***Virtual Brand Communities: Pathways to Brand Trust?***

Sahar Mousavi, University of Manchester, United Kingdom  
Stuart Roper, Bradford University, United Kingdom  
Kathy Keeling, University of Manchester, United Kingdom

**Session 4.4 Relationship Quality**

Room: Sala Japigia  
Session Chair: Bob McDonald, Texas Tech University, USA

***Achieving Relationship Termination Quality: A Conceptual Model***

Ting Yu, University of New South Wales, Australia  
Christopher White, RMIT, Australia

***Forgiveness in Buyer-Seller Relationships Gone Bad***

Nina Stuebiger, Justus-Liebig-University, Germany  
Jasmin Baumann, University of East Anglia, United Kingdom  
Alexander Haas, Justus-Liebig-University, Germany

***Relationship Communication and Relationship Quality as Predictors of Relationship Continuity***

Sanjit Kumar Roy, University of Western Australia, Australia  
Makam S Balaji, Taylor's University, Malaysia  
Walfried Lassar, Florida International University, USA

***Sports Marketing with Relationship Quality***

Nick Hajli, Newcastle University, United Kingdom

**Session 4.5 Service Evaluations**

Room: Sala Ausonia  
Session Chair: Calvin Wong, The Hong Kong Polytechnic University, Hong Kong, Peoples Republic of China

***An Empirical Examination of Antecedent and Consequence of Service-Intensive Quality Evaluation within Bridal Retail Setting***

Sasikarn Chatvijit Cook, University of North Carolina at Greensboro, USA  
Kittichai Watchravesringkan, University of North Carolina at Greensboro, USA

***Impact of National Contexts on Consumers' Evaluation of Service in Developed and Emerging Markets: A Qualitative Study of British and Nigerian Consumers***

Ethelbert Osinachukwu Chukwuagozie, Manchester Business School, United Kingdom  
Jikyeong Kang, Manchester Business School, United Kingdom

***Interactive Effects of Service Attributes on Customer Satisfaction***

Matthew Liu, University of Macau, Macao  
Eliane, Li Yan, University of Macau, Macao  
James Brock, Pacific Lutheran University, USA

**Session 4.6 Consumer Behavior in Tourism and Hospitality**

Room: Sala Egnazia/Sveva  
Session Chair: Angelos Pantouvakis, University of Piraeus, Greece

***Do Customers Prefer Casinos with CSR? An Empirical Study***

Matthew Liu, University of Macau, Macao  
Guicheng Shi, Macau University of Science and Technology, Macao

Ting-Hsiang Tseng, Fengchia University, Taiwan, Province of China

***Evaluating Tourist Behaviors during a Sports Mega Event. A Cross-Cultural Analysis***

Marcello Risitano, University of Naples Parthenope, Italy

Ilaria Tutore, University of Naples Parthenope, Italy

Annarita Sorrentino, University of Naples Parthenope, Italy

Michele Quintano, University of Naples Parthenope, Italy

***Happiness, Willingness-to-Share and Materialism in the Experiential Purchase***

I-Ling Ling, National Chiayi University, Taiwan, Province of China

Yi-Fen Liu, National Kaohsiung First University of Science and Technology, Taiwan, Province of China

Edwin Rajah, Auckland University of Technology, New Zealand

***Hedonic Ethics: Understanding Tourists' Self-Defined Ethical Experiences***

Sheila Malone, Lancaster University, United Kingdom

**Session 4.7 AMS – AFM Session: Insights from RAM: Marketing and Sustainable Development**

Room: Sala Abbrescia

Session Chair: Nil Özçaglar-Toulouse, University of Lille 2, France

***Recycling Household Waste: A Classification of the Logistics Used by Consumers***

Elisa Monnot, Université de Cergy-Pontoise, France

Fanny Reniou, Université Paris-Est Créteil, France

Aurélien Rouquet, Neoma Business School, France

***The Answer is Sustainable Marketing, when the Question Is: What Can We Do?***

Diane M. Martin, Aalto University, Finland

John W. Schouten, Aalto University, Finland and University of St. Gallen, Switzerland

***Socio-Environmental Multi-Labeling and Consumer Willingness to Pay***

Ivan Dufeu, LUNAM Université – ONIRIS, France

Jean-Marc Ferrandi, LUNAM Université – ONIRIS, France

Patrick Gabriel, Université de Bretagne Occidentale, France

Marine Le Gall-Ely, Université de Bretagne Occidentale, France

**Wednesday, 5:45 – 6:45 pm**

**Wine Tasting**

Room: Sala Messapia

**Wednesday, 7:00 – 8:45 pm**

**Olive oil Tasting and Cocktail**

Room: Sala Messapia

## **DAILY HIGHLIGHTS • Thursday, July 16, 2015**

### **Registration**

Room: Sala Barion, 8:00 am – 5:00 pm

### **Refreshment Break**

Room: Sala Feste, 10:30 – 11:00 am

### **AMS WMC Recognition Luncheon**

Room: Sala Feste, 12:30 – 2:00 pm

### **Refreshment Break**

Room: Sala Feste, 3:30 – 4:00 pm

### **Old City Tour**

Lobby, 5:45 – 8:00 pm

## **Thursday, 9:00 - 10.30 am**

### **Session 5.1 IMC and the consumer**

Room: Sala Appula

Session Chair: Philip Kitchen, ESC Rennes, France

#### ***Is IMC 'Marketing Oriented'?***

Philip Kitchen, ESC Rennes, France

#### ***The Effect of Congruence on the Attention and Sponsorship Processing: An Application of Neuromarketing by Electroencephalogram***

Manuel Alonso Dos Santos, Universidad Catolica de la Santisima Concepcion, Chile

Steve Baeza Abadie, Universidad Catolica de la Santisima Concepcion, Chile

#### ***The Mediating Role of Integrated Corporate Communication on the Relationship Between Organizational Culture and Market Performance***

Lucia Porcu, University of Granada, Spain

Salvador Del Barrio-García, University of Granada, Spain

Juan Miguel Alcántara-Pilar, University of Granada, Spain

Esmeralda Crespo-Almendros, University of Granada, Spain

#### ***Beyond Negative Liberties: The Role of the Brand as Value Facilitator***

Silvia Biraghi, Università Cattolica del Sacro Cuore, Italy

Rossella Gambetti, Università Cattolica del Sacro Cuore, Italy

Guendalina Graffigna, Università Cattolica del Sacro Cuore, Italy

Don Schultz, Northwestern University, USA

### **Session 5.2 International Capabilities and Market Entry**

Room: Sala Messapia

Session Chair: Bilge Aykol, Dokuz Eylul University, Turkey

#### ***A Knowledge Perspective on the Uppsala and Born Global Internationalization Models***

Llyne Marie Plante, Carleton University, Canada

Daniel Gulanowski, Carleton University, Canada

Nicolas Papadopoulos, Carleton University, Canada

***Developing Capabilities in International Marketing in INVS: A Micro-Foundations Approach***

Gillian Sullivan Mort, La Trobe University, Australia

Jay Weerawardena, University of Queensland, Australia

Peter Liesch, University of Queensland, Australia

***International Performance: The Role of Inertia, Stability and Multinational Flexibility***

Tsipora Ehrlich, University of Haifa, Israel

Aviv Shoham, University of Haifa, Israel

***Marketing Capabilities and the 'Salmon Run' toward Adaptation***

Yoel Asseraf, Ruppin Academic Center, Israel

Aviv Shoham, University of Haifa, Israel

**Session 5.3 Analysis Methods**

Room: Sala Japigia

Session Chair: Dennis Arnett, Texas Tech University, USA

***Mining Data to Predict Churn Behaviour in the Insurance: A Case Study***

Francesco Schena, Lancaster University, United Kingdom

***Politeness Matters: The Antecedents of Politeness on Customers-Firms Relationships in a Complaint Setting***

Pierre-Nicolas Schwab, Solvay Brussels School of Economics & Management, Belgium

Laurence Rosier, Université Libre de Bruxelles, Belgium

Sandra Rothenberger, Solvay Brussels School of Economics & Management, Belgium

***The Importance of Customer Relationship Management (CRM) in the "Profitmeter"***

Miguel Guerreiro, Lusíada University, Portugal

Paula Rodrigues, Lusíada University, Portugal

**Session 5.4 Culture and Consumer Values**

Room: Sala Egnazia/Sveva

Session Chair: Nina Reynolds, University of Wollongong, Australia

***Exploring the Impact of Empathy, Compassion, and Machiavellianism on Consumer Ethics in Indonesia***

Denni Arli, Griffith University, Australia

Dudi Anandya, University of Surabaya, Indonesia

***How an Individual's Self-Construals, Cosmopolitan and Local Orientation Affect the Impact of the Four Self-Congruity Types on Brand Attitude***

Hector Gonzalez Jimenez, University of York, United Kingdom

Fernando Fastoso, University of York, United Kingdom

Kyoko Fukukawa, Bradford University, United Kingdom

***The Moderating Role of Language in the Relationship between Perceived Risk, Perceived Usability and Satisfaction Online***

Juan Miguel Alcántara-Pilar, University of Granada, Spain

Salvador Del Barrio-García, University of Granada, Spain

Lucia Porcu, University of Granada, Spain

Esmeralda Crespo-Almendros, University of Granada, Spain

## **Session 5.5 Innovations and Productivity in Service Marketing**

Room: Sala Ausonia

Session Chair: Jikyeong Kang, Asian Institute of Management, Philippines

### ***Prosumption and Value-in-use: The Complementary Role of Transaction Costs in S-D Logic***

Joe Cronin, Florida State University, USA

Duane M. Nagel, Florida State University, USA

Brian L. Bourdeau, Auburn University, USA

### ***The Antecedents of Service Innovation: The Roles of Explorative and Exploitative Marketing Capabilities***

Yue-Yang Chen, I-Shou University, Taiwan, Province of China

Hui-Ling Huang, Chang Jung Christian University, Taiwan, Province of China

### ***The Role of Marketing in Achieving and Maintaining Financial Health of Nonprofit Arts Organizations: The Case of the Symphony Orchestra Sector***

Theresa Kirchner, Old Dominion University, USA

Edward Markowski, Old Dominion University, USA

John Ford, Old Dominion University, USA

### ***Why B2B Firms Measure Service Productivity***

Gianfranco Walsh, Friedrich-Schiller-Universität Jena, Germany

Heiner Evanschitzky, Aston Business School, United Kingdom

Mario Schaarschmidt, University of Koblenz, Germany

Peter Walgenbach, University of Jena, Germany

Sharon Beatty, University of Alabama, USA

## **Session 5.6 Sales management I**

Room: Sala Jonia

Session Chair: Othman Boujena, NEOMA Business School, France

### ***How Do Firms Value their Sales Organizations?***

Alireza Keshavarz, HEC Paris, France

Dominique Rouziès, HEC Paris, France

### ***Toward a Global Perspective of Sales Strategy Components***

Xavier Martin, Novancia Business School, France

### ***Sales and Marketing, and Customer Relationships: A Structured Abstract***

Kenneth Le Meunier-FitzHugh, University of East Anglia, United Kingdom

Leslie Caroline Le Meunier-FitzHugh, University of East Anglia, United Kingdom

## **Session 5.7 Recent Research in Pricing: Issues and Opportunities**

Room: Sala Abbrescia

Session Chair: Gurumurthy Kalyanaram, International University of Japan, Japan

Panelists:

Russell Winer, New York University, USA

Gurumurthy Kalyanaram, International University of Japan, Japan

Heiner Evanschitzky, Aston Business School, United Kingdom

Kishore Gopalakrishna Pillai, Bradford University, United Kingdom

**Thursday, 10.30 am – 12.30 pm**

**Poster session**

***Commercial Programs: Improving Eating and Exercising Behaviour to Reduce Weight through Increased Self-efficacy***

Joy Parkinson, Griffith University, Australia

***CEOs Who Tweet: Metaphors and Gendered Communication***

Daniel Ladik, Seton Hall University, USA

William H. Locander, University of Texas - Pan American, USA

***Consumer Information Processing across M-Commerce, E-Commerce and In-Store***

Moutusy Maity, Indian Institute of Management Lucknow, India

Mayukh Dass, Texas Tech University, USA

***Neuromarketing": The Effect of Attitudes on the Perception of External Business Communication.***

Simon Pfaff, Baden-Württemberg Cooperative State University Stuttgart, Germany

Kristina Kovac, Baden-Württemberg Cooperative State University Stuttgart, Germany

Marc M. Kuhn, Baden-Württemberg Cooperative State University Stuttgart, Germany

Natalie de Jong, Baden-Württemberg Cooperative State University Stuttgart, Germany

***The Relationship between Gender, Product Category and the Constructs of Private Label Brand Perception in Zimbabwe.***

Sarah Nyengerai, Bindura University of Science Education, Zimbabwe

***The Role and the Implications of Online Reviews for the Relationship between Consumers and Online Service Firms***

Laura Salciuviene, Lancaster University Management School, United Kingdom

Nitin Sanghavi, Manchester Business School, United Kingdom

Claudio De Mattos, University of Manchester, United Kingdom

Mary McGuffog, Manchester Business School, United Kingdom

Jain Kumar, Manchester Business School, United Kingdom

**Refreshment Break**

Room: Sala Feste, 10:30 – 11:00 am

**Thursday, 11:00 am – 12.30 pm**

**Session 6.1 Brands and Relationships in B2B**

Room: Sala Appula

Session Chair: Luca Carrubbo, University of Cassino, Italy

***Factors Influencing Trust and Commitment in Business to Business Market: A Study on the Distribution Sector of Industrial Supplies***

Jose Marcos Mesquita, Universidade Fumec, Brazil

Mariana PDMA-Face, Universidade Fumec, Brazil

Kleinia Viana, Universidade Fumec, Brazil

Patricia Moreira, Universidade Fumec, Brazil

***Relationship Management amidst OEM Demands for Supplier Price Cuts: A Cross-Industry Study***

R. Mohan Pisharodi, Oakland University, USA

John Henke, Jr., Oakland University, USA

Ravi Parameswaran, Oakland University, USA

***The Effect of Brands In B2B Purchasing Decisions: "The Feather that Tips the Balance"?***

Vanessa Reit, Baden-Wuerttemberg Cooperative State University Stuttgart, Germany  
Marc Kuhn, Baden-Wuerttemberg Cooperative State University Stuttgart, Germany

**Session 6.2 The Dark Side of Marketing: Brand Addiction and Accumulative Buying Behavior**

Room: Sala Japigia

Session Chair: Monika Lisjak, Erasmus University, The Netherlands

***Between Frenzy and Collection: Towards a Characterization of Female Accumulative Buying Behavior***

Othman Boujena, Neoma Business School, France  
Isabelle Ulrich, Neoma Business School, France  
Coralie Damay, ISC Paris Business School, France  
Laetitia Chicheportiche, Neoma Business School, France

***Brand Addiction: A New Concept for Understanding Consumer Brand Behaviour***

Mona Mrad, University of Manchester, United Kingdom  
Charles Cui, University of Manchester, United Kingdom

***Consumer Experiences of Marketing: Pervasive, Problematic and in need of a Caring Perspective***

Teresa Heath, University of Nottingham, United Kingdom  
Lisa O'Malley, University of Limerick, Ireland

***Exploring Voids and Consumer Addiction***

Emily Chung, RMIT University, Australia  
Francis Farrelly, RMIT University, Australia  
Michael Beverland, University of Bath, United Kingdom

**Session 6.3 Brands, Brand Origins, and Consumers**

Room: Sala Messapia

Session Chair: Mark Cleveland, University of Western Ontario, Canada

***Chinese Brands in the Global Marketplace: A Theoretical Underpinning***

Claude Chailan, EM Strasbourg Business School, France

***Do Consumers in Developing Countries Prefer Global Brands because They Are Global or Because They Are Foreign?***

Fernando Fastoso, University of York, United Kingdom  
Nina Reynolds, University of Wollongong, Australia

***Ethnic Minority Consumers as Brand Ambassadors: Culture, Adaptation, and Global Brand Advocacy of Chinese Migrants in Canada and France***

Mark Cleveland, University of Western Ontario, Canada  
Boris Bartikowski, Kedge Business School, France

**Session 6.4 Experimental Methods**

Room: Sala Jonia

Session Chair: Rik Peters, Tilburg University, The Netherlands

***Boosting Promotional Effectiveness with Thoughtful Product Displays***

Marco Bertini, ESADE, Spain  
Ana Valenzuela, Baruch College, USA  
Mitja Pirc, A.T. Kearney, USA



***Mediation Analysis Is a Mess: Conditions and Communication of Causal Inference***

Rik Pieters, Tilburg University, The Netherlands

***Offline Assortment Optimization in the Presence of an Online Channel***

Daria Dzyabura, New York University, USA

Srikanth Jagabathula, New York University, USA

**Session 6.5 Meet the Editors**

Room: Sala Abbrescia

Session Chair: O.C. Ferrell, University of New Mexico, USA

Panelists:

O.C. Ferrell, *Journal of the Academy of Marketing Science*

Linda Ferrell, *Academy of Marketing Science Review*

Barry J. Babin and David J. Ortinau, *Journal of Business Research*

John Ford, *Journal of Advertising Research*

Cleopatra Veloutsou, *Journal of Product and Brand Management*

Brian Ratchford, *Journal of Interactive Marketing*

Nil Oczaglar-Toulouse, *Recherche et Applications en Marketing (RAM)*

**Session 6.6 Relationship Quality and Customer Retention**

Room: Sala Ausonia

Session Chair: Gianfranco Walsh, University of Jena, Germany

***Does CSR Means Performance for Consumers? An Implicit Study in the Field of Banking***

Charlotte Lecuyer, Lyon University, France

Sonia Capelli, Lyon University, France

William Sabadie, Lyon University, France

***Examining Customer Referral Reward Programs: Does Reward Fairness Matter?***

David Dose, University of Jena, Germany

Gianfranco Walsh, University of Jena, Germany

***Projecting the Outcomes of Consumer-Brand Value Congruence: The Mediating Role of Relationship Quality***

Tamer Elsharnouby, Qatar University, State of Qatar

Mohamed Elsharnouby, Cairo University & Hull University, United Kingdom

Chanaka Jayawardhena, Hull University, United Kingdom

Alaa Elbedweihy, Cairo University & Hull University, United Kingdom

***What if I Make the Wrong Decision? The Role of Anticipated Regret in Switching Barrier Based Customer Retention***

Jiun-Sheng Chris Lin, National Taiwan University, Taiwan, Province of China

Chih-Ying Chu, National Taiwan University, Taiwan, Province of China

Haw-Yi Liang, National Taiwan University, Taiwan, Province of China

**Session 6.7 Competitiveness, Innovativeness and Perform**

Room: Sala Jonia

Session Chair: Janda Swider, Kansas State University, USA

***A Holistic Approach to the Effects of Fandom: An Application of Self-Expansion Theory***

Lanlung, Luke Chiang, Yuan Ze University, Taiwan, Province of China

Aikaterini Manthiou, NEOMA Business School, France

Yunhsin, Cindy Chou, Yuan Ze University, Taiwan, Province of China

***Host Residents' Perceptions towards Sports Events. A SEM Analysis Investigation***

Georgia Zouni, University of Piraeus, Greece

Dimitra Lykoudi, University of Piraeus, Greece

***Innovativeness and Market Orientation as Forerunners of the New Service Added Value and Performance in the Hotel Industry***

Primitiva Pascual-Fernández, University of Oviedo, Spain

José Ángel López-Sánchez, University of Extremadura, Spain

Javier Reynoso, EGADE Business School - Tecnológico de Monterrey, Mexico

María Leticia Santos-Vijande, University of Oviedo, Spain

***Tempest in a Tea-Pot or a Crisis on the Sea: An Analysis of the Effect of Spectacular Cruise Failures***

P. Sergius Koku, Florida Atlantic University, USA

***The Role of Wine Tourism in Italian SMES' Internationalization: Eight Cases***

Tiia Vissak, University of Tartu, Estonia

Barbara Francioni, University of Urbino, Italy

Fabio Musso, University of Urbino, Italy

**Thursday, 12:30 – 2:00 pm**

**AMS WMC Recognition Luncheon**

Room: Sala Feste

**Thursday, 2:00 – 3.30 pm**

**Session 7.1 Fostering Brand Equity**

Room: Sala Japigia

Session Chair: Teresa Heath, Nottingham University, United Kingdom

***Olympic Games: Does the Host Location Matter?***

Anahit Armenakyan, Nipissing University, Canada

Louise A. Heslop, Carleton University, Canada

Irene R.R. Lu, Carleton University, Canada

John Nadeau, Nipissing University, Canada

Norm O'Reilly, Ohio University, USA

***Product Failure: Severity and Locus of Causality Effects on Brand Evaluations***

Sujin Song, Korea University, Republic of Korea

Dan Sheinin, University of Rhode Island, USA

Sukki Yoon, Bryant University, USA

***The Devil You Know: Service Failures, Self-Esteem, and Behavioral Loyalty***

Irene Consiglio, Erasmus University, Netherlands

Stijn M.J. van Osselaer, Cornell University, USA

**Session 7.2 Digital Strategy II**

Room: Sala Egnazia/Sveva

Session Chair: Ciro Gusatti, Universidade de Santa Cruz do Sul, Brazil

***A New Challenge for Luxury Brands: How Firms Manage the UGCs***

Cecilia Casalegno, University of Turin, Italy  
Fabrizio Mosca, University of Turin, Italy

***Impact of Firm Created Content on User Generated Content: Using Twittiment as a Social Media Monitoring Tool to Explore Twitter***

Nora Lado, University Carlos III Madrid, Spain  
Manuel Ceballos, University Carlos III Madrid, Spain  
Angel García Crespo, university Carlos III Madrid, Spain

***The Effects of Quality Signals through Website Context Based on Trust in the Internet Service***

Flávio Brambilla, Universidade de Santa Cruz do Sul, Brazil, Brazil

***The Impact of Recommendations on the Cross-Channel Shopping Behavior***

Carlos Flavián, University of Zaragoza, Spain  
Raquel Gurrea, University of Zaragoza, Spain  
Carlos Orus, University of Zaragoza, Spain

**Session 7.3 Entrepreneurship**

Room: Sala Appula  
Session Chair: Alberto Pezzi, University Of Rome 3

***Entrepreneurial Constraints on Women in Chile***

Paulina Santander, Universidad Técnica Federico Santa María, Chile  
Cristobal Fernandez, Universidad Técnica Federico Santa María, Chile  
Jorge Cea, Universidad Técnica Federico Santa María, Chile  
Diego Yañez, Universidad Técnica Federico Santa María, Chile  
Constanza Doll, Universidad Técnica Federico Santa María, Chile

***Networking Entrepreneurship in Non-Technology Sectors: The Case of Olive Oil***

Sabrina Spallini, University of Bari Aldo Moro, Italy  
Antonia Rosa Gurrieri, University of Foggia, Italy

***What Drives Female Entrepreneurship in Japan?***

Shing-Wan Chang, Middlesex University, United Kingdom  
Ayumi Inaba, Middlesex University, United Kingdom

**Session 7.4 The Social, the Mobile and the Robotic of Health and Social Marketing**

Room: Sala Jonia  
Session Chair: Ting Yu, University of New South Wales, Australia

***Designing Mobile Applications for Healthcare Professional Use: A Services Marketing Perspective***

Athanasia Daskalopoulou, Manchester Business School, United Kingdom  
Kathy Keeling, Manchester Business School, United Kingdom  
Nikolay Mehandjiev, Manchester Business School, United Kingdom  
Rowan Pritchard Jones, St. Helens & Knowsley NHS Trust, Liverpool University, United Kingdom

***Make it More Authentic: The Drivers of Positive Ad Evaluations in Co-Created Health Communications***

Davide Orazi, University of Melbourne, Australia  
Max Theilacker, University of Melbourne, Australia  
Liliana Bove, University of Melbourne, Australia  
Jing Lei, University of Melbourne, Australia

***Re-Examining Value Co-Creation in the Age of Interactive Service Robots***

Debbie Isobel Keeling, Loughborough University, United Kingdom  
Willy Barnett, University of Manchester, United Kingdom  
Adrienne Foos, University of Manchester, United Kingdom  
Thorsten Gruber, Loughborough University, United Kingdom  
Kathleen Keeling, University of Manchester, United Kingdom  
Linda Nasr, University of Manchester, United Kingdom

**Session 7.5 Brand Equity and Brand Value**

Room: Sala Messapia  
Session Chair: Nebojsa Davcik, ISCTE-IUL, Portugal

***Managing Customer Based Brand Equity (CBBE) through Brand Knowledge Management***

Manqoosh Ur Rehman, University of Management & Technology (UMT), Islamic Republic of Pakistan  
A. Rashid Kausar, University of Management & Technology, Islamic Republic of Pakistan

***Multiple Stakeholders' Perspectives on Franchisee Brand Benefits***

Nabil Ghantous, Qatar University, State of Qatar  
Ferry Jaolis, Aix Marseille Université, France

***The Role of Brand Equity in Solving the Ambiguity of Firm Performance under Dynamic Conditions***

Nebojsa Davcik, ISCTE-IUL, Portugal  
Monika Koppl-Turyna, ISCTE-IUL, Portugal

***Towards a Model for Consumer Based Brand Equity of Television News Channels and the Moderating Effects of Demography***

Madhupa Bakshi, NSHM Academy, India  
Prashant Mishra, IIM, India

**Session 7.6 Nostalgia and Services Marketing**

Room: Sala Ausonia  
Session Chair: Jelena Spanjol, University of Illinois at Chicago, USA

***"I'm Not Old Enough!" Why Older Single Women Are Not Engaging in Retirement Planning Services***

Foula Kopanidis, RMIT University, Australia  
Linda Robinson, RMIT University, Australia  
Michael Shaw, RMIT University, Australia

***Consumer Co-Production in Prolonged and Complex Services: The Case of Medication Adherence in Chronically Ill Individuals***

Jelena Spanjol, University of Illinois at Chicago, USA  
Anna Cui, University of Illinois at Chicago, USA  
Cheryl Nakata, University of Illinois at Chicago, USA  
Lisa Sharp, University of Illinois, USA  
Stephanie Crawford, University of Illinois at Chicago, USA  
Yazhen Xiao, University of Illinois at Chicago, USA  
Mary Beth Watson-Manheim, University of Illinois at Chicago, USA

***Financial Services for the Poor: The Case for a Catholic Bank***

P. Sergius Koku, Florida Atlantic University, USA

***Nostalgic Consumption – Does It Also Work for Services?***

Tali Seger-Guttmann, Ruppiner Academic Center, Israel  
Iris Vilnai-Yavetz, Ruppiner Academic Center, Israel

## **Session 7.7 New Directions in Cross-cultural Consumer Research**

Room: Sala Abbrescia

Session Chair: Cheryl Nakata, University of Illinois at Chicago, USA

Panelists:

Cheryl Nakata, University of Illinois at Chicago, USA

Charles Cui, Manchester Business School, United Kingdom

Catherine Demangeot, IESEG, France

Stephanie Capparrel, The Wall Street Journal, USA

Maurice Cox, PepsiCo, USA

## **Refreshment Break**

Room: Sala Feste, 3:30 – 4:00 pm

## **Thursday, 4:00 - 5.30 pm**

### **Session 8.1 Exploring Creative Ad Strategies**

Room: Sala Ausonia

Session Chair: Kirsten L. Cowan, NEOMA Business School, France

#### ***Antecedents of Attitudes toward SMS advertising in the UK***

Mehran Darabi, University of Salford, United Kingdom

Peter Reeves, University of Salford, United Kingdom

Sunil Sahadev, University of Salford, United Kingdom

#### ***Exploring the Drivers of Customer Acceptance of SMS Advertising in the Emerging Market***

Denni Arli, Griffith University, Australia

Fandy Tjiptono, Monash University, Malaysia

#### ***The Dual Pathway of Ad Persuasion Using Celebrity Endorsers***

Tanya Drollinger, University of Lethbridge, Canada

Shengchen Huang, University of Lethbridge, Canada

Mike Basil, University of Lethbridge, Canada

#### ***The Tail Wagging the Dog: To What Extent is Marketing Strategy Sacrificed for Creativity?***

Jaafar El-Murad, University of Westminster, United Kingdom

Tracey Oliveira, Argus Advisory Group, United Kingdom

#### ***What Really Drives Creative Choices in an Advertising Agency?***

Douglas West, King's College, United Kingdom

George Christodoulides, Birkbeck University of London, United Kingdom

Jennifer Bonhomme, JWT London, United Kingdom

### **Session 8.2 Multicultural Marketplaces**

Room: Sala Japigia

Session Chair: Charles Cui, Manchester Business School, United Kingdom

#### ***A Cross Cultural Approach to Annual Report through Impression Management***

Salvatore Romanazzi, Italian Ministry of Economy and Finance, Italy

Luca Petruzzellis, University of Bari Aldo Moro, Italy

Roberto Aguiari, University of Rome 3, Italy

***Anxiety about Cultural Dilution and Adoption of a Global Lifestyle***

Amro Maher, Qatar University, State of Qatar

***National Homophily in Multicultural Newcomer Networks: A Structured Abstract***

Constantinos N. Leonidou, University of Leeds, United Kingdom  
Kishore Gopalakrishna Pillai, University of Bradford, United Kingdom  
Xuemei Bian, University of Kent, United Kingdom

***The Myth of Self-Centeredness in Materialism: Reconciling Collectivism and Materialism in Asia***

Sandra Awanis, Lancaster University, United Kingdom  
Bodo Schlegelmilch, WU Vienna, Austria  
Charles Cui, Manchester Business School, United Kingdom

**Session 8.3 Youth and Mobile Channels**

Room: Sala Egnazia/Sveva  
Session Chair: Thilo Kunkel, Temple University, USA

***Are Operating Systems of Smart Phones Relevant in Behavioral Intention to Use Mobile Internet?***

F. Javier Rondan-Cataluña, University of Seville, Spain  
Jorge Arenas-Gaitán, University of Seville, Spain  
Patricio E. Ramirez-Correa, Catholic University of the North, Chile  
Antonio Navarro-Garcia, University of Seville, Spain

***Consumer Engagement through Gamified Mobile Apps***

Thilo Kunkel, Temple University, USA  
Daniel C. Funk, Temple University, USA

***Experiencing Brand on Mobile Augmented Reality***

Shing-Wan Chang, Middlesex University, United Kingdom  
Yuri Heikal Siregar, Middlesex University, United Kingdom

***Facebook Fascination of Tweenies: Some Demographic Insights***

Madhupa Bakshi, NSHM Academy, India

**Session 8.4 (Extra)Ordinary Social Marketing Issues**

Room: Sala Jonia  
Session Chair: Gerrita van der Veen, HU Business School, Netherlands

***Promoting Renewable Energy Adoption: Environmental Knowledge Vs. Fear Appeals***

Patrick Hartmann, University of the Basque Country UPV/EHU, Spain  
Vanessa Apaolaza, University of the Basque Country UPV/EHU, Spain  
Clare D'Souza, La Trobe University, Australia  
Jose M. Barrutia, University of the Basque Country UPV/EHU, Spain  
Carmen Echebarria, University of the Basque Country UPV/EHU, Spain

***Segmenting Australian High School Students Utilising a Twostep Cluster Analysis: Differential Effects Following the Game on Know Alcohol Program***

Timo Dietrich, Griffith University, Australia  
Sharyn Rundle-Thiele, Griffith University, Australia  
Lisa Schuster, Griffith University, Australia  
Jason Connor, University of Queensland, Australia  
Judy Drennan, Queensland University of Technology, Australia  
Rebekah Russell-Bennett, Queensland University of Technology, Australia  
Cheryl Leo, Murdoch University, Australia

***What Are We Fighting for? The Influence of Perceptions of Risk, Values, Benefits and Enjoyment in Karate Club Membership***

Foula Kopanidis, RMIT University, Australia

Michael Shaw, RMIT University, Australia

***What Is the Lived Experience of Trafficked Persons in Nigeria? Existential Phenomenological Insights from a Formative Social Marketing Study of Human Trafficking in Nigeria***

Abi Badejo, Griffith University, Australia

**Session 8.5 Fashion and Luxury Marketing**

Room: Sala Appula

Session Chair: Alberto Mattiacci, University of Roma La Sapienza

***50+-Fashion Consciousness: A Question of Nationality?***

Tatjana (Maria) Koenig, HTW Saarland, Germany

Val Larsen, James Madison University, USA

***Development and Validation of a Fashion Readiness Scale***

Cheng-Chieh Hsiao, Shih Hsin University, Taiwan, Province of China

Fang-Mei Liu, Institute for Information Industry, Taiwan, Province of China

***Effect of Mass-Customization on Willingness to Pay: A Spotlight Effect Perspective***

Saeedeh Rezaee Vessal, Université Pierre-Mendès-France, France

Pierre Valette Florence, Université Pierre-Mendès-France, France

Haithem Guizani, Sciences Po Grenoble, France

***How to Make Better Consumers in Luxury: The Role of Shame and Empathy***

Cesare Amatulli, University of Salento, Italy

Alessandro M. Peluso, University of Salento, Italy

Richard P. Bagozzi, University of Michigan, USA

Isabella Soscia, SKEMA Business School, France

Gianluigi Guido, University of Salento, Italy

Matteo De Angelis, LUISS, Italy

**Session 8.6 Internal/Services Branding**

Room: Sala Messapia

Session Chair: John Kehagias, Hellenic Open University, Greece

***A Distinct Impact of the Brand Management System on Brand Performance across Service and Product Business Sectors***

Mathieu Dunes, University of Paris Dauphine, France

Bernard Pras, DRM ERMES, France

***My Brand? Your Brand? Or Our Brand? Integrating Retail Front-Line Employees Post an Acquisition.***

Keith Glanfield, Aston Business School, United Kingdom

Leslie de Chernatony, Aston Business School, United Kingdom

Yannis Suvatjis, Swiss Alpine Centre, Greece

***Towards an Enhanced Model for Customer Patronage. A Structured Abstract***

Irini Rigopoulou, Athens University of Economics and Business, Greece

John Kehagias, Hellenic Open University, Greece

## **Session 8.7 Marketing in Economic Downturns**

Room: Sala Abbrescia

Session Chair: Ayşegül Özsoyer, Koç University, Turkey

Session Discussant: Peren Özturan, VU University Amsterdam, The Netherlands

### ***Who Gets Hurt in a Local Economic Crisis: Learning Orientation and International Dependence Effects***

Peren Özturan, VU University Amsterdam, The Netherlands

Ayşegül Özsoyer, Koç University, Turkey

Stefan Wuyts, Koç University, Turkey

Rik Pieters, Tilburg University, The Netherlands

### ***The Role of Market Orientation and Organizational Learning in Managing Economic Crisis: The Case of Greece***

Ayşegül Özsoyer, Koç University, Turkey

Paulina Papastathopoulou, Athens University of Economics and Business, Greece

Markos Tsogas, University of Piraeus, Greece

### ***The Impact of Imitation in Advertising Spending Across Business Cycles: How Companies Follow Similar Brands***

Peren Özturan, VU University Amsterdam, The Netherlands

Koen Pauwels, Ozyegin University, Turkey

Ayşegül Özsoyer, Koç University, Turkey

**Thursday, 5:45 – 8:00 pm**

### **Old City Walking Tour**

Meeting at the Lobby



## **DAILY HIGHLIGHTS • Friday, July 17, 2015**

### **Registration**

Room: Sala Barion, 8:30 am – 5:00 pm

### **Refreshment Break**

Room: Sala Feste, 10:30 – 11:00 am

### **Lunch on Your Own**

12:30 – 2:00 pm

### **Refreshment Break**

Room: Sala Feste, 3:30 – 4:00 pm

### **President Reception and Gala Dinner**

Villa De Grecis, 8:00 pm – 12:00 am

Buses will depart from the Venue at 7.30 pm

## **Friday, 9:00 - 10.30 am**

### **Session 9.1 Gift Giving and Sharing**

Room: Sala Japigia

Session Chair: Li-Wei Mai, University of Westminster, United Kingdom

#### ***Complexity of Dyadic Gift Giving Forms: A New Framework***

Ines Illodo, Nottingham University, United Kingdom

Teresa Heath, Nottingham University, United Kingdom

Caroline Tynan, Nottingham University, United Kingdom

#### ***Female Self-gifts Buying Behavior: Impulse Purchase and Product Involvement***

Li-Wei Mai, University of Westminster, United Kingdom

Laurence Kemp, University of Westminster, United Kingdom

Kleopatra Konstantoulaki, University of Westminster, United Kingdom

#### ***From Ownership to Sharing, through Barter Communities: Motivations, Behaviors, and Value at Zerorelativo.com***

Daniele Dalli, University of Pisa, Italy

Fulvio Fortezza, University of Ferrara, Italy

#### ***Mixing Friendship with Money: Guests' Monetary Gifts and Consumption at Social Events***

Yaniv Shani, Tel Aviv University, Israel

Shai Danziger, Tel Aviv University, Israel

Marcel Zeelenberg, Tilburg University, Netherlands

### **Session 9.2 Reviews and Word-of-Mouth**

Room: Sala Egnazia/Sveva

Session Chair: Sarah Küsgen, RWTH Aachen University, Germany

#### ***Disagreement in Online Ratings: The Effect of Standard Deviation and Skewness of Customer Rating Distributions on Product Quality Perceptions***

Sarah Küsgen, RWTH Aachen University, Germany

Sören Köcher, TU Dortmund University, Germany

Stefanie Paluch, RWTH Aachen University, Germany

### ***Social Media and Word of Mouth***

Nick Hajli, Newcastle University, United Kingdom

### ***The Influence of Different Types of Online Interaction on Brand Attitudes***

Agnieszka Zablocki, Institute for International Marketing Management, Austria

Bodo Schlegelmilch, Institute for International Marketing Management, Austria

### ***The Relationship between Viral Marketing, Purchase Intention and Brand Visibility: Study with Brazilian Customers***

Jose Marcos Mesquita, Universidade Fumec, Brazil

Kleinia Viana, Universidade Fumec, Brazil

Mariana Linhares, Universidade Fumec, Brazil

Patricia Moreira, Universidade Fumec, Brazil

## **Session 9.3 Innovation and Creativity**

Room: Sala Jonia

Session Chair: Subin Im, Yonsei University, South Korea

### ***Customer Interaction as a Source for Innovation? Evidence from Hybrid Offerings***

Mario Schaarschmidt, University of Koblenz-Landau, Germany

Gianfranco Walsh, University of Jena, Germany

### ***Don't Pester Me! Unwanted Incremental Innovation***

Jelena Spanjol, University of Illinois at Chicago, USA

Yazhen Xiao, University of Illinois at Chicago, USA

### ***Predictable Patterns of Innovation***

Philip Stern, Exeter University and Ehrenberg Bass Institute, United Kingdom

Malcolm Wright, Massey University and Ehrenberg Bass Institute, New Zealand

Margaret Faulkner, University of South Australia and Ehrenberg Bass Institute, Australia

Roman Konopka, Massey University, New Zealand

### ***The Paradox of Customer Participation in the New Product Development Process***

Todd Morgan, Kent State University, USA

Michael Obal, University of Massachusetts Lowell, USA

### ***Unpacking a Portion of Prospect Theory Using fRMI Analysis***

Don Schultz, Northwestern University, USA

Vijay Viswanathan, Northwestern University, USA

Martin Block, Northwestern University, USA

## **Session 9.4 Service Failure**

Room: Sala Ausonia

Session Chair: Alastair Tombs, University of Queensland, Australia

### ***Customer Coping Behaviour during Service Failures: The Role of Self-Efficacy and Failure Severity***

Jaywant Singh, Kingston University, United Kingdom

Benedetta Crisafulli, Kingston University, United Kingdom

Sanjit Kumar Roy, University of Western Australia, Australia

### ***Customers' Attribution of Blame when Other Customers Enhance or Destroy the Service Offering***

Alastair Tombs, University of Queensland, Australia

Joerg Finsterwalder, University of Canterbury, New Zealand

***Does Incivility Cost? Examining the Effects of Incivility in Service Settings***

Mehmet Okan, Istanbul Technical University, Turkey  
Ayse Banu Elmadag Bas, Istanbul Technical University, Turkey  
Selime Sezgin, Istanbul Bilgi University, Turkey

***Knocking Opportunities: The Impact of Damage Values on Opportunistic Customer Claiming Behavior after Service Failure***

Sören Köcher, TU Dortmund University, Germany  
Sarah Küsgen, RWTH Aachen University, Germany  
Hartmut H. Holzmüller, TU Dortmund University, Germany

**Session 9.5 Tourism Destination Marketing**

Room: Sala Appula  
Session Chair: Sheila Malone, Lancaster University, United Kingdom

***A Proposed Benchmark Analysis of the Connection Between Wine Production and Destination Perception***

Michelle Bonera, Università degli Studi di Brescia, Italy  
Alessandro Bigi, Royal Institute of Technology KTH, Sweden

***Community Destination Branding: Potential and Paradox***

Samantha Murdy, University of Strathclyde, United Kingdom  
Matthew Alexander, University of Strathclyde, United Kingdom

***Political Tourism/Tourist Revisited: Extending the Concept in a Developing Country's Point of View – A Thought-Provoking Case from Turkey***

Nihat Anil, Kirklareli University, Turkey  
Gregor Pfajfar, University of Ljubljana, Slovenia  
Tugba Kocabiyik, Gediz University, Turkey

***Technology and Cultural Heritage Tourism: Can Technology Have an Impact on Word-Of-Mouth and Territorial Attractiveness?***

Roberta Guglielmetti, University of Roma Tre, Italy  
Laura Di Pietro, University of Roma Tre, Italy  
Roberta Guglielmetti Mugion, University of Roma Tre, Italy  
Maria Francesca Renzi, University of Roma Tre, Italy  
Martina Toni, University of Roma Tre, Italy

**Session 9.6 Panel Discussion: Issues in International Marketing: Looking at Research in Marketing from Emerging Economies**

Room: Sala Messapia  
Session Chair: John B. Ford, Old Dominion University

**Panelists:**

Adilson Borges, Neoma Business School, France  
Paulo Prado, Universidade Federal do Paraná, Brazil  
Barry J. Babin, Louisiana Tech University, USA  
Nina Krey, Louisiana Tech University, USA

**Session 9.7 Sales Management II**

Room: Sala Appula  
Session Chair: Dominique Rouzies, HEC Paris, France

***Changes to Sales Force Control Systems in Times of Crisis: What Do Salespeople Feel? How Do They Respond?***

Laure Lavorata, University East of Paris, France

***Industrial Lifestyles from the Perspective of B2B Sales***

Vanessa Reit, Baden-Wuerttemberg Cooperative State University Stuttgart, Germany  
Ann-Kathrin Bossler, Baden-Wuerttemberg Cooperative State University Stuttgart, Germany  
Kristina Kovac, Baden-Wuerttemberg Cooperative State University Stuttgart, Germany  
Marc Kuhn, Baden-Wuerttemberg Cooperative State University Stuttgart, Germany

***Role of Emotional Intelligence in Shaping Salesperson's Attitudes and Behaviors***

Jay Mulki, Northeastern University, USA

**Friday, 11:00 am – 12.30 pm**

**Session 10.1 Consumer Motivation**

Room: Sala Japigia

Session Chair: Andrea Bonezzi, New York University, USA

***A Longitudinal Study on Consumer Behavior: The Synthesized Model of the Theory of Planned Behavior, Self-Determination Theory and Planning***

Cindy Yunhsin Chou, Yuan Ze University, Taiwan, Province of China  
Chih-Hsuan Huang, Tunghai University, Taiwan, Province of China  
Sue-Ming Hsu, Tunghai University, Taiwan, Province of China

***Conspicuous Consumption of Time: When Busyness and Lack of Leisure Time Become a Status Symbol***

Silvia Bellezza, Harvard Business School, USA  
Neeru Paharia, Georgetown University, USA  
Anat Keinan, Harvard Business School, USA

***Engaging Consumers in the Arts: Developing the Arts Engagement Construct***

Elyria Kemp, University of New Orleans, USA

***When Up Brings You Down: The Effects of Imagined Vertical Movements on Motivation, Performance, and Consumer Behavior***

Max Ostinelli, University of Wisconsin-Milwaukee, USA  
David Luna, Baruch College, USA  
Torsten Ringberg, Copenhagen Business School, Denmark

**Session 10.2 Online Reviews**

Room: Sala Egnazia/Sveva

Session Chair: Iryna Pentina, University of Toledo, USA

***Exploring Antecedents and Consequences of Yelp Review Persuasiveness***

Iryna Pentina, University of Toledo, USA

***Factors Affecting Online Review Helpfulness: Review and Reviewer Components***

Sahar Karimi, Edge Hill University, United Kingdom  
Fang Wang, Wilfrid Laurier University, Canada

***How People Evaluate a Product in an Online Environment: The Role of Uncertainty and Liking Feeling***

Francesca Checchinato, Ca' Foscari University, Italy  
Isabella Procidano, Ca' Foscari University, Italy  
Marta Pisani, Ca' Foscari University, Italy

***The Effect of Online Comments on the Purchase Intention and the Trust in the Brand: The Moderating Role of Brand Knowledge and Type of Product***

Joan Llonch, Universitat Autònoma de Barcelona, Spain

Josep Rialp, Universitat Autònoma de Barcelona, Spain

Andrés Felipe Uribe, Universidad EAFIT, Colombia

**Session 10.3 Relationship Issues**

Room: Sala Jonia

Session Chair: Janice Payan, University of Northern Colorado, USA

***Dealer Satisfaction in Automotive Channel Relationships. Antecedents and Consequences***

Lucrezia Maria de Cosmo, University of Bari Aldo Moro, Italy

Ada Palumbo, University of Bari Aldo Moro, Italy

***How Do Consumers Matter in the Dependence Structure within the Retailer-Supplier Relationship? The Role of Consumers' Brand Loyalty and Store Loyalty***

Chuang Zhang, Dongbei University of Finance and Economics, Peoples Republic of China

Guijun Zhuang, Xi'an Jiaotong University, Peoples Republic of China

Zhilin Yang, City University of Hong Kong, Peoples Republic of China

Yang Zhang, Dongbei University of Finance and Economics, Peoples Republic of China

***Modeling Antecedents in Trust-Commitment Vendor Relationships***

Janice Payan, University of Northern Colorado, USA

Joe Hair, Kennesaw State University, USA

Göran Svensson, Oslo School of Management, Norway

Svante Andersson, Halmstad University, Sweden

Gabriel Awuah, Halmstad University, Sweden

***The Importance of Supply Chain Relationships in Omnichannel Fulfillment***

Susan Golicic, Colorado State University, USA

Donna Davis, University of South Florida, USA

Teresa McCarthy-Byrne, Bryant University, USA

Monique Murfield, Georgia Southern University, USA

**Session 10.4 Small and Medium Enterprises Marketing Challenges**

Room: Sala Appula

Session Chair: Gaetano Aiello, University of Florence

***Can Market Orientation Support Hi-Tech Start-Ups Operating in Turbulent Markets? Evidence from Academic Spin-Off Companies***

Fabrizio Cesaroni, Scuola Superiore Sant'Anna, Italy

Tindara Abbate, University of Messina, Italy

***Determinants of SMEs Growth: The Balance between Innovation and Tradition as Key Factor for Italian Small Business Development***

Gaetano Aiello, University of Florence, Italy

Raffaele Donvito, University of Florence, Italy

Diletta Acuti, University of Florence, Italy

Valentina Mazzoli, University of Florence, Italy

Laura Grazzini, University of Florence, Italy

***The Context and Outcomes of Entrepreneurial Marketing as a Decision Making Process under Uncertainty***

Elisabete Sampaio de Sá, University of Minho, Portugal  
Minoo Farhangmehr, University of Minho, Portugal  
José Carlos Pinho, University of Minho, Portugal

***What Comes after the Honeymoon? Assessing the Process of Franchisee Adjustment***

Heiner Evanschitzky, Aston University, United Kingdom  
Markus Blut, Newcastle University, United Kingdom  
Christof Backhaus, Newcastle University, United Kingdom  
David Woisetschläger, University of Braunschweig, Germany

**Session 10.5 Brands as Symbols**

Room: Sala Messapia

Session Chair: George Panigyrakis, Athens University of Economics and Business, Greece

***Can We See a Difference? Psychographics Drivers of Regular and Premium Store Brand Usage***

Foula Kopanidis, RMIT University, Australia  
Linda Robinson, RMIT University, Australia  
Mike Reid, RMIT University, Australia  
Cherrymae Uy, RMIT University, Australia

***Does a Short Story on the Package Influence Consumers' Brand Responses? A Structured Abstract***

Eeva Solja, Hanken School of Economics, Finland  
Veronica Liljander, Hanken School of Economics, Finland  
Magnus Söderlund, Stockholm School of Economics, Sweden

***Luxury Brands as Intellectual Mentors for Brand Connoisseurs: An Exploratory Study***

George Panigyrakis, Athens University of Economics and Business, Greece  
Eirini Koronaki, Athens University of Economics and Business, Greece  
Antigone Kyroussi, Athens University of Economics and Business, Greece

***Origin Labelling as a Differentiation Strategy for Wood Products***

Vincent Chamberland, Université Laval, Canada  
François Robichaud, FPInnovations, Canada  
Nancy Gélinas, Université Laval, Canada

**Session 10.6 E-learning and E-Innovations**

Room: Sala Ausonia

Session Chair: Inma Rodríguez-Ardura, Open University of Catalonia, Spain

***Go-To-Market Strategies for e-Innovations: Propositions for Future Research***

Elisa Baumbach, University of Mannheim, Germany  
Monika C. Schuhmacher, University of Mannheim, Germany  
Sabine Kuester, University of Mannheim, Germany

***Participation Behaviour among International Students: The Role of Satisfaction with Service Augmentation and Brand Choice Attainment***

Tamer Elsharnouby, Qatar University, State of Qatar

***The Impact of Didactic Resources' Quality and The Instructor's Attitude: e-Learning Continuance Explained by Flow and Presence Experiences***

Inma Rodríguez-Ardura, Open University of Catalonia, Spain  
Antoni Meseguer-Artola, Open University of Catalonia, Spain  
Gisela Ammetller, Open University of Catalonia, Spain

***Virtual Marketing and Psychological Wellbeing: Is It Real?***

Cindy Yunhsin Chou, Yuan Ze University, Taiwan, Province of China  
Sukanlaya Sawang, Queensland University of Technology, Australia

**Friday, 2:00 – 3.30 pm**

**Session 11.1 Judgement and Decision Making**

Room: Sala Japigia

Session Chair: Irene Consiglio, Rotterdam University, The Netherlands

***Adding New Perspectives to the Zero-Price Effect – The Role of Non-Monetary Cost Perceptions***

Björn A. Hüttel, University of Passau, Germany  
Christian J. Wagner, University of Passau, Germany  
Jan H. Schumann, University of Passau, Germany

***Brand Loyalty Preserves Choice Loyalty by Distorting Information***

Joseph Russo, Cornell University, USA

***Price Framing and Choice Order Effects in Bundle Customization Decisions***

Johannes Christian Bauer, University of St. Gallen, Switzerland  
Tim Michael Böttger, University of St. Gallen, Switzerland

***Representing Value Co-Creation as a Practice of Consumption: Customers' Perspectives and Actions***

Joaquim Silva, University of Minho, Portugal  
Cláudia Simões, University of Minho, Portugal

**Session 11.2 Social Media**

Room: Sala Egnazia/Sveva

Session Chair: Vittoria Marino, University of Salerno, Italy

***Brand Contamination in Social Media: Consumers' Negative Influence on Luxury Brand Perceptions***

Lorena Blasco-Arcas, University of Zaragoza, Spain  
Jonas Holmqvist, Kedge Business School, France  
Alexandra Vignolles, Inseec Business School, France

***How to Impress Social Media Friends: The Social Motivations for Sharing Viral Content***

Elsamari Botha, University of Cape Town, South Africa  
Beate Stiehler, University of Johannesburg, South Africa  
Gert Human, University of Cape Town, South Africa  
Michael Karam, University of Cape Town, South Africa  
Erinma Ogbonna, University of Cape Town, South Africa  
Kelly Payne, University of Cape Town, South Africa

***Social Media Mix in the University Communication Plan: A Bridge towards Public Engagement***

Letizia Lo Presti, University of Salerno, Italy  
Vittoria Marino, University of Salerno, Italy

***The Effect of Brand Intimacy on Consumer Responses: An Application on a Social Media Context***

Renato Barcelos, Federal University of Rio Grande do Sul, Brazil  
Danilo Dantas, HEC Montréal, Canada  
Sylvain Sénécal, HEC Montréal, Canada  
Carlos Rossi, Federal University of Rio Grande do Sul, Brazil

### **Session 11.3 Service Providers and Corporate Social Responsibility in Health and Social Marketing**

Room: Sala Jonia

Session Chair: Timo Dietrich, Griffith University, Australia

#### ***An Examination of Food Waste as a Corporate Social Responsibility of the Retail and Wholesale Sector***

Verena Gruber, WU Vienna, Austria

Christina Holweg, WU Vienna, Austria

Christoph Teller, University of Surrey, United Kingdom

#### ***Does Authenticity Matter in Corporate Social Responsibility Acts?***

Sarah Alhouti, Providence College, USA

Catherine Johnson, University of Alabama, USA

Betsy Holloway, Samford University, USA

#### ***Resilience and Service Providers Well-Being: Implications for Voluntary Research***

Sandy Fitzgerald, RMIT University, Australia

#### ***Understanding Professionals Motives for Continuing to Undertake Pro Bono Service***

Paul Patterson, University of New South Wales, Australia

Janet McColl-Kennedy, University of Queensland, Australia

Michael Brady, Florida State University, USA

### **Session 11.4 Reputation, CSR and Social Issues**

Room: Sala Ausonia

Session Chair: Rajendra Srivastava, Singapore Management University

#### ***Internal Marketing of Corporate Social Responsibility (CSR) Initiatives: CSR Portfolio Effects on Employee Perceptions of Corporate Hypocrisy, Attitudes, and Turnover***

Jelena Spanjol, University of Illinois at Chicago, USA

Sabrina Scheidler, Ruhr-Universität Bochum, Germany

Laura Marie Schons, Ruhr-Universität Bochum, Germany

#### ***The Relevance of Corporate Reputation for Customers: An Empirical Study on Reputation Awards, Media Coverage, and Customer Brand Perception***

Michael Stradner, RWTH Aachen University, Germany

Malte Brettel, RWTH Aachen University, Germany

#### ***Why Firms Hesitate to Go Full-Tilt Green***

Josh Newton, Deakin University, Australia

Stephanie Rep, Monash University, Australia

Fiona Newton, Monash University, Australia

#### ***Uncertainty and Polarization of Consumer Opinions in Times of Crisis: The Effect of Product Recalls and Media Coverage on the Volatility and the Dispersion of Brand Perception***

Michael Stradner, RWTH Aachen University, Germany

Malte Brettel, RWTH Aachen University, Germany

### **Session 11.5 Pricing strategies II**

Room: Sala Appula

Session Chair: Atanu Adhikari, Indian Institute of Management Kozhikode, India



***An Empirical Study of Latitude of Quantity Acceptance***

Gurumurthy Kalyanaram, International University of Japan, Japan  
Gordhan Saini, Tata Institute of Social Sciences, India  
Arvind Sahay, Indian Institute of Management, India

***Product Service Systems: Which Revenue Model Fits Best?***

Marija Radic, Fraunhofer MOEZ, Germany  
Robert Liebtrau, Fraunhofer MOEZ, University of Leipzig, Germany  
Dubravko Radic, University of Leipzig, Germany

**Session 11.6 Contemporary Branding Topics II**

Room: Sala Messapia

***Session Chair: Diego Costa Pinto, ESPM Business School, Brazil***  
***Empirical Study within a Sporting Context***

Peter Dickenson, Sheffield Hallam University, United Kingdom  
Anne Souchon, Loughborough University, United Kingdom

***Saving the Planet or Saving the Brand? How Brand Strength Influences Consumers' Perceptions of Brand Sustainability***

Márcia Maurer Herter, FADERGS, Brazil  
Patrícia da Camara Rossi, Grenoble Ecole de Management, France  
Diego Costa Pinto, ESPM Business School, Brazil  
Dilney Gonçalves, IE Business School, Spain

***Old Country Passions: Animosity, Affinity, and Purchase Intentions among Ethnic Consumers***

Nicolas Papadopoulos, Carleton University, Canada  
Alia el Banna, Carleton University, Canada  
Steven A. Murphy, Ryerson University, Canada  
Jose I. Rojas-Mendez, Carleton University, Canada  
Michel Rod, Carleton University, Canada

**Refreshment Break**

Room: Sala Feste, 3:30 – 4:00 pm

**Friday, 4:00 – 5.30 pm**

**Session 12.1 Knowledge, Advertising, and Culture**

Room: Sala Messapia  
Session Chair: Mark Cleveland, University of Western Ontario, Canada

***A Cross-Cultural Analysis of Direct vs. Indirect Comparative Advertising: The Role of Consumer Motivation and Perceived Manipulative Intent***

John Ford, Old Dominion University, USA  
Dan Petrovici, University of Kent, United Kingdom  
Jeryl Whitelock, University of Bradford, United Kingdom  
Jean-Luc Herrmann, University of Lorraine, France  
Christian Dianoux, University of Lorraine, France

***Subsidiary Knowledge Development in Knowledge Intensive Business Services: A Configuration Approach***

Zhaleh Najafi-Tavani, Leeds University Business School, United Kingdom  
Ghasem Zaefarian, Leeds University Business School, United Kingdom  
Stephan Henneberg, Queen Mary University of London, United Kingdom  
Peter Naudé, Manchester Business School, United Kingdom  
Axèle Giroud, Manchester Business School, United Kingdom

**Session 12.2 Emotions, Satisfaction, and Privacy Issues**

Room: Sala Japigia  
Session Chair: Shannon Rinaldo, Texas Tech University, USA

***Consumers' Willingness to Pay for Privacy Services***

Frauke Mattison Thompson, King's College London, United Kingdom  
Kirk Plangger, King's College London, United Kingdom

***The Emotional and Professional Costs of Pleasing Customers***

Hana Medler-Liraz, Academic College of Tel Aviv-Yaffo, Israel  
Dana Yagil, University of Haifa, Israel

***The Linkages between Customer Satisfaction and Four Loyalty Behaviors in the Presence of Moderators***

Birgit Leisen Pollack, University of Wisconsin Oshkosh, USA

**Session 12.3 Retail Marketing Instruments and Strategic Issues**

Room: Sala Egnazia/Sveva  
Session Chair: Liane Nagengast, University of St. Gallen, Switzerland

***A Multi-Category Demand Model Incorporating Inter-Product Proximity***

Yu Ma, University of Alberta, Canada  
Seethu Seetharaman, Washington University in St. Louis, USA  
Vishal Singh, New York University, USA

***Emotional and Behavioral Consequences of Cross-Border Shopping***

Liane Nagengast, University of St. Gallen, Switzerland  
Marc Linzmajer, University of St. Gallen, Switzerland  
Tim Boettger, University of St. Gallen, Switzerland  
Thomas Rudolph, University of St. Gallen, Switzerland

***Modeling and Measuring Home Brands Ability to Capture Customer Loyalty to Non-Food Retailers***

Gonzalo Moreno Warleta, Saint Louis University and Universidad Complutense de Madrid, Spain  
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***Retail Concentration: The Shopping Streets***

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