The Academy of Marketing Science Honors: 2016 AMS Cutco/Vector Distinguished Marketing Educator

Tomas Hult

Professor Tomas Hult of Michigan State University has been named as the 2016 AMS/CUTCO-Vector Distinguished Marketing Educator by the Academy of Marketing Science (AMS). With this annual award, AMS recognizes the outstanding career achievement and tremendous global impact of a marketing scholar. Dr. Hult is the Byington Endowed Chair, Professor of Marketing and International Business, and Director of the International Business Center in the Eli Broad College of Business at Michigan State University.

Professor Tomas Hult received his Ph.D. in 1995. In addition to his roles at MSU, Dr. Hult has been the Executive Director of the Academy of International Business (AIB) and President of the AIB Foundation since 2004. He is also President and Board Member of the Sheth Foundation, and board member of the International Trade Center of Mid-Michigan and the Economic Club of Greater Lansing. The Mayor of Lansing also appointed Dr. Hult to the Lansing Regional Sister Cities Commission. Dr. Hult was elected President of the 17-university coalition of CIBER schools for 2015-2016, funded by the U.S. Department of Education; he previously served as the Coalition’s President in 2011-2012. He has been responsible for raising some $14 million in contracts and grants for Michigan State University since 2001.

In research, Hult was ranked the 75th “most cited scientist in economics and business” (and 3rd in marketing) in the world by Thomson Reuters in their Essential Science Indicators covering a period from 1997 to 2007. In a 2012 study by Aguinis et al. (in the Academy of Management Perspectives), Hult was 6th among influential scholars who received their degrees since 1991 (he received his degree in 1995). Based on the Microsoft Academic Search, Tomas Hult is 3rd in scholarship in “business administration and economics.” Based on a University of Minnesota study, Tomas is also 14th in citations among the worldwide marketing professorate since 2013. Overall, his research has been cited more than 26,000 times per Google Scholar, which is top ranked in the word in the fields of “international marketing” and “marketing strategy.”

Professor Hult is an elected Fellow of the Academy of International Business (one of only about 85 scholars in the world bestowed with this honor and one of only 5 marketing scholars), and was Editor-in-Chief from 2009 to 2015 of the Journal of the Academy of Marketing Science. He has published more than 100 articles, with 60 of them appearing in top journals (Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, Academy of Management Journal, Strategic Management Journal, Journal of International Business Studies, Journal of Management, Journal of Operations Management, IEEE, Decision Sciences, and Journal of Business Logistics). He is also the market-share leader with his textbooks (International Business 11e; Global Business Today 9e) with Charles W.L. Hill. More on Professor Tomas Hult can be found at: http://broad.msu.edu/facultystaff/hult/
2016 AMS Annual Conference
Creating Marketing Magic and Innovative Future Marketing Trends

“If you can dream it, you can do it…”
- Walt Disney

Marketing practices help create and deliver value-packed and meaningful customer experiences that last on as memories. The marketing scholars of AMS undertake cutting edge research that helps in understanding and providing guidance into creating such experiences. Previous conferences presented an impressive body of such research. These research studies also address responsibilities to other constituencies, including consumers at large and the environment in which we live. This meeting, like those before, continues to build the knowledge base on issues important to all of us.

The marketing environment continues to be dynamic. As a result, researchers need to adapt to the ever-changing scene. Several macro-level factors continue to play influential roles in changing consumer lifestyles and business practices. Key factors among these include the increasing use of technology and automation, while juxtaposed by nostalgia and “back to the roots” marketing trends. At the same time though, as marketing scholars, we are able to access emerging technology with greater ease, to undertake more rigorous research practices.

Keeping with the trends of a changing world, the theme of this conference is a focus on creating marketing magic, especially in terms of future trends. The location of the conference is the Walt Disney World Resort, the single largest travel destination for consumers worldwide. Walt Disney is among the true pioneers and legends in the domain of creating memorable customer experiences and the company he left behind continues to be on the forefront of entertainment and innovation.

The conference hotel is the Disney World Contemporary Resort, which is literally walking distance to Disney’s Magic Kingdom, and connects to other Walt Disney World Resorts and Parks via monorail, bus, and boat. Come and see how magic is delivered!

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2016 AMS CONFERENCE TRACKS & TRACK CHAIRS

Advertising & IMC
Kate Pounders, University of Texas, Austin, USA
Pia Albinsson, Appalachian State University, USA

Brand Management
Jean-Luc Herrmann, University of Lorraine, France
Bastian Popp, University of Bayreuth, Germany

Consumer Behavior
Bernadette Kamleitner, WU, Vienna, Austria
Marko Sarstedt, Otto-von-Guericke-University Magdeburg, Germany

Digital Marketing & Social Media
Lauren Labrecque, Loyola University, Chicago, USA
Ereni Markos, Suffolk University, USA

Ethics & Corporate Social Responsibility
Ryan Langan, Willamette University, USA
Chinintorn (Pom) Nakhat, Clarion University of Pennsylvania, USA

Futuristic Marketing & Technology: Internet of Things & Other Emerging Trends
Bruce Weinberg, Isenberg, University of Massachusetts, Amherst, USA
Ann-Kristin Knapp, University of Münster, Germany

Marketing Metrics, Analytics, & Research Methods
Amit Bhatnagar, University of Wisconsin, USA
Joseph Pancras, University of Connecticut, USA

Marketing Pedagogy & Education
Varsha Jain, MICA, India
Subhadip Roy, Indian Institute of Management, Udaipur, India

Marketing Strategy
Jeannette A. Mena, University of South Florida, USA
Kacy Kim, Elon University, USA

International Marketing
Bidisha Burman, Appalachian State University, USA
Kishore Pillai, University of Bradford, UK

Public Policy & Marketing for Non-Profits
Anjala Krishen, University of Nevada, Las Vegas, USA
Myla Bui, Loyola Marymount University, USA
Relationship Marketing: B2B & B2C
Judith Anne Garretson Folse, Louisiana State University, USA
Dora Bock, Auburn University, USA

Retailing & Pricing
Anne L. Roggeveen, Babson College, USA
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Sales Management
Stephanie Mangus, Michigan State University, USA
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Sensory & Food/Beverage Marketing
Courtney Szocs, Portland State University, USA
Mya Groza, Northern Illinois University, USA

Services Marketing
Stephanie Gillison, University of Tennessee, Chattanooga, USA
Patricia Rossi, IESEG School of Management, France

Sports, Entertainment, & Events Marketing
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Mujde Yuksel, Suffolk University, USA

Supply Chain Management & Logistics
Donna Davis, University of South Florida, USA
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Doctoral Colloquium
John Ford, Old Dominion University, USA
Altaf Merchant, University of Washington, Tacoma, USA

Mary Kay Inc. Doctoral Dissertation Competition
Lauren Beitelspacher, Babson College, USA
Todd Donavan, Colorado State University, USA

Special Session Submissions
Adam Mills, Simon Fraser University, Canada
Karen Robson, Simon Fraser University, Canada

Proceedings Editor
Maximilian Stieler, University of Bayreuth, Germany
DAILY HIGHLIGHTS • Tuesday, May 17, 2016

Registration
Room: Ballroom of the Americas-A, 3:00 – 6:00 pm

Pre-Conference Reception
Room: Ballroom of the Americas-A, 6:00 – 7:00 pm

Pre-Conference Activities
Tuesday, 6:00 - 7:00 pm

Pre-Conference Reception
Room: Ballroom of the Americas-A

DAILY HIGHLIGHTS • Wednesday, May 18, 2016

Registration
Room: Ballroom of the Americas-A, 8:00 am – 5:00 pm

Refreshment Break
Room: Ballroom of the Americas-A, 10:00 – 10:30 am

Meet the Editors I
Room: Grand Republic B, 10:30 am – 12:00 pm

Lunch on Your Own
12:00 – 1:30 pm

Refreshment Break
Room: Ballroom of the Americas-A, 3:00 – 3:30 pm

Welcome Reception
Room: Contemporary Marina, 6:00 – 7:00 pm

2016 AMS Program Schedule

Wednesday, 8:30 - 10:00 am

Session 1.1. CHARITY & SOCIAL MARKETING - DO WE PUT OUR MONEY WHERE OUR MOUTH IS?
Room: Atlantic A
Session Chair: Julie Moulard, Louisiana Tech University, USA

AT THE INTERSECTION OF SOCIAL MARKETING AND PUBLIC POLICY: AN EXPLORATION OF A NON-PROFIT FROM THE CLIENT PERSPECTIVE
Tara Konya, University of North Carolina at Greensboro, USA
Nancy Hodges, University of North Carolina at Greensboro, USA
CHARITY AT CHECK-OUT: THE IMPLICATIONS FOR RETAILERS
Efua Obeng, Howard University, USA
Casey Newmeyer, Case Western Reserve University, USA

PREVENTIVE AGAINST A SAD CHARITABLE APPEAL: HOW REGULATORY FOCUS CHANGES THE EFFECTIVENESS OF EMOTION APPEALS IN SOLICITING DONATIONS
Jungsil Choi, Cleveland State University, USA
Hyun Young Park, CEIBS, China

A LITTLE FOR ME, A LOT FOR YOU: THE RELATIONSHIP BETWEEN CHECKOUT CHARITY AND GRATUITY SIZE
Chinintorn Nakhata, Clarion University of Pennsylvania, USA
Riley Dugan, University of Dayton

Session 1.2. UNHAPPY CUSTOMERS: CONSUMER DISSATISFACTION AND SERVICE RECOVERY
Room: Atlantic B
Session Chair: Monique Bell, California State University, Fresno, USA

HOW CUSTOMER-COMPANY IDENTIFICATION AND SELF-CONSTRUAL PREDICT SERVICE RECOVERY EXPECTATIONS AND COMPLAINTS
Jeremy Wolter, Auburn University, USA
Jeffery Smith, Florida State University, USA
Todd Bacile, Loyola University New Orleans, USA

STRUCTURED ABSTRACT: ALL ONLINE COMPLAINTS ARE NOT CREATED EQUAL: CORPORATE SOCIAL MEDIA PAGES AS CUSTOMER SERVICE CHANNELS
Todd Bacile, Loyola University New Orleans, USA
Alexa Fox, Ohio University, USA
Jeremy Wolter, Auburn University, USA
Felipe Massa, Loyola University New Orleans, USA

CONSUMER DISSATISFACTION AND ORGANIZATIONAL PROBLEMS: EXPLORING INTERNAL MARKETING SOLUTIONS
Justin Paul, University of Puerto Rico, USA
Sunil Sahadev, University of Salford, UK

SERVICE RECOVERY IN ONLINE MEDIUM: A COST-EFFECTIVE ANSWER IN CROSS-CULTURAL SETTINGS
Sanchayan Sengupta, Grenoble Ecole de Management, France
Daniel Ray, Grenoble Ecole de Management, France
Olivier Trendel, Grenoble Ecole de Management, France
Session 1.3. **IMPACT OF CONSUMER BEHAVIOR FACTORS ON RETAIL DECISIONS**  
Room: Grand Republic A  
Session Chair: Anne Mägi, *University of Illinois at Chicago, USA*

**I WISH THE BEARS WERE BIGGER: THE ROLE OF UPWARD COUNTERFACTUALS ON PERCEPTIONS OF OWNERSHIP IN A PARTICIPATORY SET UP**  
Devdeep Maity, *Delaware State University, USA*  
Todd Arnold, *Oklahoma State University, USA*

**THE WEIGHT BIAS: AN EMPIRICAL STUDY OF BODY SIZE AND BASKET HEALTHINESS ON CONSUMER HELPING BEHAVIORS TOWARDS THIN, AVERAGE, AND OBESE SHOPPERS**  
Bridget Nichols, *Northern Kentucky University, USA*  
David Raska, *Northern Kentucky University, USA*

**THE INFLUENCE OF DUAL BRANDING INFORMATION ON CONSUMER EVALUATIONS**  
Allyn White, *University of Mississippi, USA*  
Stacie Waites, *Mississippi State University, USA*  
Robert Moore, *Mississippi State University, USA*  
Melissa Moore, *Mississippi State University, USA*

**THE ROLE OF AESTHETICS AND EMOTIONS TO PATRONAGE DECISIONS IN CONDITIONS OF PROLONGED RECESSION**  
Evangelia Chatzopoulou, *University of Piraeus, Greece*  
Markos Tsogas, *University of Piraeus, Greece*

Session 1.4. **DIGITAL INFLUENCE: POWER, CONFLICT, AND SENTIMENT**  
Room: Fantasia D  
Session Chair: Stefanie Paluch, *RWTH Aachen University, Germany*

**ANTECEDENTS AND CONSEQUENCES OF TROLLING IN ONLINE COMMUNITIES: THE INTERPLAY OF POWER AND IMPRESSION MANAGEMENT**  
Irina Toteva, *Florida Atlantic University, USA*  
Gina Brynildsen, *Florida Atlantic University, USA*

**STRUCTURED ABSTRACT: NEW HIDDEN PERSUADERS – AN INVESTIGATION OF ANCHORING EFFECTS OF RECOMMENDER SYSTEMS ON CONSUMER CHOICE**  
Sören Köcher, *TU Dortmund University, Germany*  
Hartmut H. Holzmüller, *TU Dortmund University, Germany*

**DETECTING CONFLICT ON SOCIAL MEDIA**  
Olivier Sibai, *Birkbeck, University of London, UK*  
Kristine de Valck, *HEC Paris, France*  
Alastair Herbert, *LinguaBrand, UK*  
Dell Zhang, *Birkbeck, University of London, UK*
MEASURING INFLUENCE ON SOCIAL MEDIA: A SENTIMENT PERSPECTIVE
Wei-Lun Chang, Tamkang University, Taiwan
Guan-Rong Chen, Tamkang University, Taiwan

Session 1.5. **APPEALS AND DIVERSITY**
Room: Grand Republic C
Session Chair: Douglas Amyx, Louisiana Tech University, USA

**EFFECTIVENESS OF INDIRECT VERSUS DIRECT COMPARATIVE ADVERTISING: THE ROLE OF COMPARISON BRAND USAGE:**
STRUCTURED ABSTRACT
Jean-Luc Herrmann, University of Lorraine - CEREFIGE, France
Mathieu Kacha, University of Lorraine - CEREFIGE, France
Christian Dianoux, University of Lorraine - CEREFIGE, France
Tommy Hsu, Tarleton State University, USA

**THE EFFECTS OF VALUES, ADVERTISING CHARACTERISTICS, AND ANIMAL COMPANION PREFERENCE ON CONSUMER ATTITUDES AND PURCHASE**
Douglas Amyx, Louisiana Tech University, USA

**STRUCTURED ABSTRACT: USING SHARP NUMBERS TO MAKE A POINT: THE AFFECTIVE IMPACT OF NUMERICAL APPEALS IN STD PREVENTION AMONG YOUNG ADULTS**
Robert Barnwell, Mississippi State University, USA
Kevin J. Shanahan, Mississippi State University, USA
Christopher D. Hopkins, Clemson University, USA
Karen Hood, Eastern Kentucky University, USA
Astrid Keel, La Verne University, USA

**MEASURING SLICE-OF-LIFE VERSUS SLICE-OF-DEATH ADVERTISING APPEALS**
Anshu Saxena Arora, Savannah State University, USA
Amit Arora, Savannah State University, USA
Shalonda Bradford, Savannah State University, USA

Session 1.6. **NEW PRODUCT DEVELOPMENT & PRODUCT STRATEGY IN DYNAMIC MARKET ENVIRONMENTS**
Room: Grand Republic D
Session Chair: Sukki Yoon, Bryant University, USA

**AN EXAMINATION OF THE DRIVERS OF E-MARKETING CAPABILITY IN THE DIGITAL AGE**
Xia Liu, Rowan University, USA

**INTERACTIVE EFFECTS OF PRODUCT AND BRAND PORTFOLIOS ON FIRM VALUE**
Praneet Randhawa, University of Baltimore, USA
Ahmet Kirca, Michigan State University, USA
Berk Talay, University of Massachusetts-Lowell, USA
Billur Akdeniz, University of New Hampshire, USA
A STRUCTURED ABSTRACT: ORGANIZATION LEARNING AND NPD PERFORMANCE IN TURBULENT ENVIRONMENT
Prashant Srivastava, Drexel University, USA
Srinivasan Swaminathan, Drexel University, USA
Karthik Ns Iyer, University of Northern Iowa, USA

Session 1.7. DIGITAL TOOLS AND MARKETING PEDAGOGY
Room: Pacific Room
Session Chair:  Jennifer Gardner, Northern Kentucky University, USA

DOES THE ACCURACY OF PUBLISHED MULTIPLE-CHOICE QUESTION DIFFICULTIES DEPEND ON WHAT MEANS “DIFFICULTY”? (NO.)
John Dickinson, University of Windsor, Canada

STRUCTURED ABSTRACT: DATA ANALYSIS SOFTWARE FOR MARKETING ANALYTICS: A STUDY OF INDUSTRY NEEDS AND EDUCATIONAL OFFERINGS
Jun Yu, Emporia State University, USA
Joyce Zhou, Emporia State University, USA

THE ROLE OF SIMULATOR GAMES IN MARKETING EDUCATION: EVIDENCE FROM ACADEMICS IN BOURNEMOUTH UNIVERSITY
Maria Musarskaya, Bournemouth University, UK
Kaouther Kooli, Bournemouth University, UK

SLOGANS IN HIGHER EDUCATION: A LONGITUDINAL STUDY
Syed Anwar, West Texas A&M University, USA

Session 1.8. SERVICE QUALITY: ONLINE EXPERIENCES AND FEEDBACK
Room: Fantasia F
Session Chair:  Stephanie Gillison, University of Tennessee at Chattanooga, USA

TURN AWAY FROM THE DARK SIDE: EXPLORING POSITIVE CUSTOMER FEEDBACK
Linda Nasr, University of Manchester, UK
Jamie Burton, Alliance Manchester Business School, UK
Thorsten Gruber, Loughborough University, UK

STRUCTURED ABSTRACT: UNDERSTANDING SERVICE QUALITY DIMENSIONS IN SMALL HOTELS
Mahama Braimah, University of Ghana, Ghana

THE MEDIATORS AND MODERATORS OF ONLINE TRAVEL COMMUNITY MEMBERS’ STICKINESS: A STRUCTURED ABSTRACT
Dahlia El-Manstrly, University of Edinburgh, UK
Chris Steedman, University of Edinburgh, UK

AN EXPERIMENTAL STUDY ON THE EFFECT OF E-SERVICESCAPE IN QUALITY SIGNALS IN WEBSITES
Ciro Eduardo Gusatti, Universidade de Santa Cruz do Sul, Brazil
Flávio Régio Brambilla, Universidade de Santa Cruz do Sul, Brazil
Session 1.9. **SPECIAL SESSION—UNDERSTANDING THE OPPORTUNITIES AND CHALLENGES OF WEARABLE TECHNOLOGY**
Room: Grand Republic B
Session Chair: Emily Treen, *Simon Fraser University, Canada*
Panelists: Leyland Pitt, *Simon Fraser University, Canada*
Jan Kietzmann, *Simon Fraser University, Canada*
Karen Robson, *Simon Fraser University, Canada*
Kirk Plangger, *King's College London, UK*
Emily Treen, *Simon Fraser University, Canada*
Jeannette Paschen, *Royal Institute of Technology, Sweden*
David Hannah, *Simon Fraser University, Canada*

Session 1.10. **DOCTORAL COLLOQUIUM: ADVERTISING**
Room: Fantasia E
Session Chair: John Ford, *Old Dominion University, USA*

**SPOKESCHARACTERS, ADVERTISING ICONS, BRAND MASCOTS, AND ANIMAL AMBASSADORS: DISTINCTIONS AMONGST BRAND CHARACTERS**
Cassie Ditt, *Louisiana Tech University, USA*

**IT IS HARD TO MAKE THEM HAPPY WHEN THEY ARE FULL OF HOPES: EMOTIONAL BLUNTING IN ADVERTISING**
Hyejin Bang, *University of Georgia, USA*
Dongwon Choi, *University of Georgia, USA*
Dooyeon Park, *University of Georgia, USA*

**THE EFFECT OF COMPLETENESS PERCEPTION IN NARRATIVE ADVERTISING**
Dongwon Choi, *University of Georgia, USA*
Hyejin Bang, *University of Georgia, USA*

Wednesday, 10:00 - 10:30 am
**Refreshment Break**
Room: Ballroom of the Americas-A
Wednesday, 10:30 - 12:00 pm

Session 2.1. MEET THE EDITORS I
Room: Grand Republic B
Session Chair: O.C. Ferrell, Belmont University, USA
Panelists: Rob Palmatier, Journal of the Academy of Marketing Science, University of Washington, USA
Manjit Yadav, AMS Review, Texas A&M University, USA
David Stewart, Journal of Public Policy and Marketing, Loyola Marymount University, USA
Barry Babin, Journal of Business Research, Louisiana Tech University, USA
Michael Ahearne, International Journal of Research in Marketing, University of Houston, USA
John Ford, Journal of Advertising Research, Old Dominion University, USA
Leyland Pitt, Business Horizons, Simon Fraser University, Canada

Session 2.2. CITIZENSHIP BEHAVIOR AND SERVICES MARKETING
Room: Atlantic B
Session Chair: Patricia Rossi, ISEG School of Management, France

IMAGERY PERSPECTIVE AND MORAL JUDGMENT: CONSUMERS’ SELF-JUDGMENT OF MARKETPLACE TRANSGRESSIONS
Ruby Saine, University of South Florida, USA
Sajeev Varki, University of South Florida, USA

STRUCTURED ABSTRACT: TOWARD AN UNDERSTANDING OF CUSTOMER CITIZENSHIP BEHAVIOR: THE CONTEXT OF AIRLINE SERVICES
Shuqin Wei, Texas A&M University - Central Texas, USA
Tyson Ang, Texas A&M University - Central Texas, USA

VALUE PROPOSITION ALIGNMENT: ESTIMATING GREEN SELF-SERVICE TECHNOLOGY INITIATIVES IN A B2B CONTEXT
Peter Ekman, Mälardalen University, Sweden
Randle Raggio, University of Richmond, USA
Steven Thompson, University of Richmond, USA

UNDERSTANDING USERS OF PEER-TO-PEER CARSHARING – A MEANS-END ANALYSIS TO UNCOVER PARTICIPATION MOTIVES
Mark-Philipp Wilhelms, EBS University, Germany
Katrin Merfeld, EBS University, Germany
Sven Henkel, EBS University, Germany
Session 2.3. **GLIMPSE INTO AND DECIDING ABOUT THE FUTURE**  
**Room:** Fantasia D  
**Session Chair:** Sascha Langner, University of Hannover, Germany

**EFFECTS OF UNPACKING IN SPENDING PREDICTIONS: THE ROLE OF TYPICALITY**  
Constantinos Hadjichristidis, University of Trento, Italy  
Kishore Gopalakrishna Pillai, Bradford University, UK  
Bidisha Burman, Appalachian State University, USA

**STRUCTURED ABSTRACT - NOW OR LATER: THE EFFECTS OF THINKING ABOUT THE FUTURE MORE CONCRETELY ON LONG TERM DECISION MAKING**  
Adam Farmer, Mississippi State University, USA  
Stacie Waites, Mississippi State University, USA

Session 2.4. **LUCK, INTUITION, AND SALESPERSON CHARACTERISTICS: OH, MY!**  
**Room:** Atlantic A  
**Session Chair:** Catherine Johnson, University of Toledo, USA

**THE BOND OF IDENTIFICATION: HOW SALESPERSON’S AFFINITY WITH THEIR ORGANIZATION IMPACTS SELLING SUCCESS**  
Juliana White, Louisiana State University, USA  
Rebecca Rast, Louisiana State University, USA  
Gerardo Moreira, University of Texas at El Paso, USA

**CONSUMER ENTITLEMENT’S MODERATING ROLE ON THE IMPACT OF SALESPERSON CREDIBILITY ON PERCEPTIONS OF SALES PRESSURE**  
James J. Zboja, University of Tulsa, USA  
Mary Dana Laird, University of Tulsa, USA  
Ronald A. Clark, Missouri State University, USA

**DO SALESPERSON COMPETE ETHICALLY? SALESPERSON SAY “YES,” CUSTOMERS SAY “NO”**  
Bryan Hochstein, Florida State University, USA  
William Zahn, University of Houston, USA  
Willy Bolander, Florida State University, USA

Session 2.5. **DIGITAL MARKETING AND BRANDING**  
**Room:** Grand Republic C  
**Session Chair:** Gerrit Cziehso, TU Dortmund University, Germany

**@BRAND TO @BRAND: THE ROLE OF INTERBRAND COMMUNICATIONS IN CONSUMER EVALUATIONS OF INTERBRAND PRODUCTS**  
Spencer Ross, UMass Lowell, USA
COUNTERING NEGATIVE ONLINE REVIEWS: THE IMPACT OF RESPONSE AND RESPONDER
Jennifer Stevens, Mississippi State University, USA
Carol Esmark, Mississippi State University, USA
Michael Breazeale, Mississippi State University, USA

STRUCTURED ABSTRACT: THE CULTURAL INFLUENCE ON PURCHASE INTENT THROUGH FACEBOOK IN THE MIDDLE EAST
Erin Lanzotti, Elon University, USA
Haya Ajjan, Elon University, USA
Hala Hattab, British University in Egypt, Egypt
Nada Sarkis, Holy Spirit University of Kaslik - USEK, Lebanon

Session 2.6. BRANDING AND CELEBRITY ENDORSEMENTS
Room: Grand Republic D
Session Chair: Ruta Ruzeviciute, Vienna University of Economics and Business, Austria

CHANGE IN MEANING OF BRAND PERSONALITY CHARACTERISTICS: AN ADVERTISING ANALYSIS
Kaisa Lund, Linnaeus University, Sweden

STRUCTURED ABSTRACT CONSUMER'S COMMUNICATION CHANNEL PREFERENCES: HIGH-STAKE vs. LOW-STAKE BRANDS
Carolina Rondón Diplan, Rochester Institute of Technology, USA
Adriana M. Boveda-Lambie, Rochester Institute of Technology, USA
David Neumann, Rochester Institute of Technology, USA

WOULD YOU LISTEN TO BRAD PITT?: THE IMPACT OF CONSTRUAL LEVEL AND CELEBRITY ENDORSEMENT IN DONATION ADVERTISING
Jung Hwa Choi, University of Texas at Austin, USA
Tae Rang Choi, University of Texas at Austin, USA
Yuhosua Ryoo, University of Texas at Austin, USA
Michael Mackert, University of Texas at Austin, USA
Angeline Close Scheinbaum, University of Texas at Austin, USA

THE EFFECT OF EVOLUTIONARY MATING CUES ON THE PERCEPTION OF ATTRACTIVENESS IN CELEBRITY ENDORSEMENT
Hamid Abbassi, Old Dominion University, USA
Elmira Shahriari, New Mexico State University, USA
Session 2.7. **SPECIAL SESSION—APPLIED NEUROECONOMICS: SCIENCE MEETS BUSINESS PRACTICE—PROFOUND INSIGHTS OR WITCHCRAFT?**

Room: Pacific Room
Session Chair: Klaus-Peter Wiedmann, *Leibniz University Hannover, Germany*

**CONCEPTUALIZING, MEASURING, AND MANAGING CUSTOMER-ORIENTED MARKETING COMMUNICATION: INTRODUCING A NEUROECONOMIC FRAMEWORK FOR MARKETING PURPOSES**
Klaus-Peter Wiedmann, *Leibniz University Hannover, Germany*

**WHERE IS THE BEEF? BEST PRACTICE CASES OF APPLIED NEUROECONOMICS IN BUSINESS PRACTICE**
Gesa Lischk, *Kochstrasse, Germany*

**YES, WE CAN! IMPLICIT METHODS IN MARKET RESEARCH BETWEEN PASSING ON AND CHANGE**
Michael Schiessl, *Eye Square GmbH, Germany*

Session 2.8. **DOCTORAL COLLOQUIUM: CONSUMER BEHAVIOR**
Room: Fantasia F
Session Chair: Altaf Merchant, *University of Washington, Tacoma, USA*

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

**APPLYING ELABORATION LIKELIHOOD MODEL TO DEVELOP A FRAMEWORK OF ELECTRONIC WORD-OF-MOUTH (EWOM)**
Shuang Wu, *Louisiana Tech University, USA*

**CONNECTED CAR TECHNOLOGIES HIT THE ROAD ?! – AN EMPIRICAL STUDY ON FUTURE DEVELOPMENTS AND SELECTED CONCEPTS**
Moritz Joerling, *RWTH Aachen University, Germany*
Stefanie Paluch, *RWTH Aachen University, Germany*
Session 2.9. SPECIAL SESSION—MANAGING RETAIL IN AN OMNICHANNEL ENVIRONMENT: CONSUMER BEHAVIOR, TRENDS AND CHALLENGES
Room: Fantasia E
Session Chair: Tim Foster, Luleå University of Technology, Sweden
Panelists: Esmail Salehi-Sangari, Royal Institute of Technology, Sweden
Tim Foster, Luleå University of Technology, Sweden
Asa Wallstrom, Luleå University of Technology, Sweden
Maria Ek Styven, Luleå University of Technology, Sweden
Carola Strandberg, Luleå University of Technology, Sweden

Session 2.10. SPECIAL SESSION—RETAILING AND PRICING CUES
Room: Grand Republic A
Session Chairs: Dhruv Grewal, Babson College, USA and Abhijit Guha, University of South Carolina, USA

HOW DIFFERENCES IN VERTICAL LOCATION OF THE REFERENCE PRICE AND SALE PRICE INFLUENCE EVALUATIONS
Abhijit Guha, University of South Carolina, USA
Dhruv Grewal, Babson College, USA
Abhijit Biswas, Wayne State University, USA
Sandeep Bhowmick, Indiana State University, USA
Jens Nordfält, Stockholm School of Economics, Sweden

THE ROLE OF GREEN CUES ON STORE LOYALTY
Andrea Trujillo, Tecnológico de Monterrey, Mexico
Maria Elena Vázquez, Tecnológico de Monterrey, Campus Guadalajara, Mexico

CONSUMER TOUCHPOINTS IN OMNICHANNEL SHOPPING
Sarah Xiao, Durham University, UK
Gopalkrishnan R. Iyer, Florida Atlantic University, USA
James Gudgeon, Durham University, UK

RETAILING AND PRICING CUES
Abhijit Guha, University of South Carolina, USA
Dhruv Grewal, Babson College, USA
Wednesday, 12:00 - 1:30 pm
Lunch on your own

Wednesday, 1:30 - 3:00 pm

Session 3.1. **DIGITAL ADVERTISING**
Room: Atlantic A
Session Chair: Kaisa Lund, Linnaeus University, Sweden

- **NORTHERN IRELAND TOURIST BOARD AND HBO: A CRITICAL EVALUATION OF A DIGITAL MEDIA MARKETING ALLIANCE**
  Noel Murray, Chapman University, USA

- **SOCIAL MEDIA LINKS ON MAGAZINE ADVERTISEMENTS: AN EXPLORATION OF CONSUMERS’ VIEWPOINT**
  Selcuk Ertekin, Missouri Western State University, USA
  Susie Pryor, Creighton University, USA

- **NATIVE ADVERTISING DISCLOSURES: DO CONSUMERS CARE?**
  Hillary Leonard, University of Rhode Island, USA
  Christy Ashley, University of Rhode Island, USA
  Christine Kowalczyk, East Carolina University, USA

Session 3.2. **BRAND ATTACHMENT AND BRAND EQUITY**
Room: Atlantic B
Session Chair: Cleopatra Veloutsou, University of Glasgow, UK

- **LOV MEASURES: USING THE LIST OF VALUES TO MEASURE SYMBOLIC BRAND EQUITY**
  Adam Marquardt, University of Richmond, USA
  Lynn Kahle, University of Oregon, USA
  Dennis O’Connell, University of Oregon, USA
  John Godek, Seattle Pacific University, USA

- **MAGICAL REPUTE - THE EXPLICIT AND IMPLICIT EFFECT OF CORPORATE BRAND REPUTATION ON BRAND ATTACHMENT**
  Klaus-Peter Wiedmann, Leibniz University Hannover, Germany
  Steffen Schmidt, Leibniz University Hannover, Germany
  Sascha Langner, Leibniz University Hannover, Germany
  Philipp Reiter, Eye Square GmbH, Germany
  Levke Albertsen, Leibniz University Hannover, Germany
  Evmorfia Karampournioti, Leibniz University Hannover, Germany

- **STRUCTURED ABSTRACT: THE ROLE OF BRAND ATTACHMENT AND ITS ANTECEDENTS IN BRAND EQUITY IN HIGHER EDUCATION**
  Charles Dennis, Middlesex University, UK
  Savvas Papagiannidis, Newcastle University, UK
  Eleftherios Alamanos, Newcastle University, UK
  Michael Bourlakis, Cranfield University, UK
GENERATING CONSUMER-BASED BRAND EQUITY WITH BRAND COMMUNICATION ON FACEBOOK
Wolfgang Weitzl, University of Vienna, Austria
Robert Zniva, WU Vienna, Austria
Sabine Einwiller, University of Vienna, Austria
Ardion Beldad, University of Twente, Netherlands

Session 3.3. IMPACT OF IN-STORE RETAIL CUES
Room: Grand Republic A
Session Chair: Elizabeth Aguirre, Maastricht University, Netherlands

STRUCTURED ABSTRACT: HOW TO SURVIVE IN A DIGITAL WORLD? A COMPREHENSIVE ANALYSIS OF SUCCESS FACTORS FOR BRICK-AND-MORTAR RETAIL STORES
Ann-Kristin Knapp, University of Muenster, Germany
Andre Marchand, University of Muenster, Germany
Thorsten Hennig-Thurau, University of Muenster, Germany

POINT OF SALE DONATIONS: INVESTIGATING CAUSE MARKETING IN A RETAILING ENVIRONMENT
Michael Peasley, University of Memphis, USA
Josh Coleman, University of Memphis, USA

WITH OR WITHOUT YOU - PLAYING MUSIC IN A GROCERY STORE
Carl-Philip Ahlbom, Stockholm School of Economics, Sweden
Jens Nordfält, Stockholm School of Economics, Sweden
Anne L. Roggeveen, Babson College, USA
Dhruv Grewal, Babson College, USA

THE EFFECTS OF IN-STORE CULTURAL ACTIVITIES ON CONSUMER’S PERCEPTION OF RETAILER’S LEGITIMACY AND PATRONAGE BEHAVIOR
Renaud Lunardo, KEDGE Business School, France
Damien Chaney, Groupe Esc Troyes, France
Gregory Bressolles, KEDGE Business School, France

Session 3.4. CYBORGS, WEARABLES, AND AVATARS, OH MY!
Room: Grand Republic B
Session Chair: Annika Lueth, University of South Florida, USA

AGENTIC TECHNOLOGY: EXPLORING THE INFLUENCE OF FITBIT ACTIVITY TRACKER ON CONSUMER BEHAVIOR
Rikke Duus, University College London, UK
Mike Cooray, Hult International Business School, UK
Nadine Page, Hult International Business School, UK

EXPLORING USEFULNESS OF WELLBEING WEARABLES FOR IMPROVED ADOPTION: QUALITATIVE APPROACH
Annina Schamberger, University of Manchester, UK
Marzena Nieroda, University of Manchester, UK
FROM ELECTRONIC HEALTH RECORDS TO MINDFUL CYBORGS: HOW EXPECTATIONS SHAPE MARKETS
Susi Geiger, UC Berkeley, USA
Nicole Gross, University College Dublin, Ireland

THE AVATAR’S NEW CLOTHES: AN EXAMINATION OF THE MOTIVATIONS TO PURCHASE COSMETIC VIRTUAL ITEMS IN FREE-TO-PLAY GAMES
David Gattig, University of Edinburgh, UK
Ben Marder, University of Edinburgh, UK
Jan Kietzmann, Simon Fraser University, Canada

Session 3.5. CO-CREATION, COLLABORATION, AND CONNECTIVITY IN SERVICES MARKETING
Room: Grand Republic C
Session Chair: Todd Bacile, Loyola University New Orleans, USA

A STRUCTURED ABSTRACT: COMBINING CO-CREATION AND CSR: AN INVESTIGATION INTO INNOVATIVE SERVICE BUSINESS MODELS
Alexandra Krallman, Mississippi State University, USA
Allyn White, University of Mississippi, USA
Kevin J. Shanahan, Mississippi State University, USA

“STRUCTURED ABSTRACT: THE ROLE OF CONNECTIVITY AND IDENTIFICATION IN SERVICE EXCHANGE RELATIONSHIPS BETWEEN EMPLOYEES”
Genevieve O’Connor, Fordham University, USA

Session 3.6. DIGITAL MARKETING
Room: Grand Republic D
Session Chair: Sarah Lefebvre, University of Central Florida, USA

DOES SCREEN SIZE MATTER? AN EXAMINATION OF THE EFFECTIVENESS OF MOBILE BANNER ADS ON SMARTPHONES VS PHABLETS
Ying Jiang, University of Ontario Institute of Technology, Canada

DIGITAL MARKETING IN BUILDING MARKET COMPETITIVENESS IN MEXICO: A FRAMEWORK OF RESEARCH
Natasha Bojorges, EGADE Business School, Mexico

ASSESSING ONLINE DISCUSSIONS: BRINGING OBJECTIVITY TO A SUBJECTIVE MATTER
Lynn Murray, Pittsburg State University, USA
Kristen Maceli, Pittsburg State University, USA
BRICK VS. CLICK: A RESOURCE BASED VIEW OF RETAIL RELATIONSHIP MARKETING THROUGH COMMUNITY ENGAGEMENT
Donald Lund, University of Alabama at Birmingham, USA
Robert Robicheaux, University of Alabama at Birmingham, USA
John Hansen, University of Alabama at Birmingham, USA
Clara Cid, University of Alabama at Birmingham, USA

Session 3.7. INTERNATIONAL CONSUMER BEHAVIOR
Room: Pacific Room
Session Chair: Amanda Yamim, NEOMA Business School, France

RELATIONSHIP BETWEEN SOCIAL POWER TYPES (LEGITIMATE AND EXPERT) OF PREADOLESCENT CHILDREN IN THE INFLUENCE PERCEPTION IN THEIR MOTHERS IN PERUVIAN TOY STORES
Miriam Carrillo, ESAN, Peru
Alicia Gonzalez-Sparks, ESAN, Peru
Nestor U. Salcedo, ESAN, Peru

INTERNATIONAL CONSUMERS’ APPAREL OUTSHOPPING IN THE US
Lina M. Ceballos, University of North Carolina at Greensboro/Universidad EAFIT, Colombia, USA
Byoungho Jin, University of North Carolina at Greensboro, USA
Ana M. Ortega, Universidad EAFIT, Colombia

A CROSS-CULTURAL INVESTIGATION OF INTRINSIC RELIGIOSITY AND ATTITUDE TOWARD ENDINGS AS PRECURSORS OF SUPERSTITIOUS BELIEFS
Jeremy Sierra, Texas State University, USA
Michael Hyman, New Mexico State University, USA
Byung-Kwan Lee, Kwangwoon University, South Korea
Taewon Suh, Texas State University, USA

Session 3.8. RELATIONSHIP MARKETING: BRIGHT AND DARK SIDES
Room: Fantasia F
Session Chair: Samer Sarofim, University of Kansas, USA

RESCUING RELATIONSHIPS: DEVELOPING A FRAMEWORK FOR EXCHANGE RELATIONSHIP DISRUPTION
Matthew M. Lastner, Louisiana State University, USA
Judith Anne Garretson Folse, Louisiana State University, USA

THE INFLUENCE OF BRAND LOVE ON ORGANIZATIONAL BUYING: A STRUCTURED ABSTRACT
Gary D’Costa, Indian Institute of Management-Indore, India
Bipul Kumar, Indian Institute of Management-Indore, India
STRUCTURED ABSTRACT: WHEN DOES CUSTOMER PARTICIPATION HURT OR HELP CO-CREATION OUTCOMES? THE CONTINGENCY ROLES OF AMBIGUITY AND STRATEGIC COLLABORATION
Ruby Lee, Florida State University, USA
Wang Yonggui, University of International Business and Economics, China
Shuang Ma, University of International Business and Economics, China
Jeffrey Anderson, Florida State University, USA

STRUCTURED ABSTRACT: EXPLORING THE DARK SIDE OF RELATIONSHIP MARKETING: A SYSTEMATIC REVIEW AND IMPLICATIONS
Dorcia Bolton, Cleveland State University, USA
Sreedhar Madhavaram, Cleveland State University, USA

Session 3.9. MOVIES AND CREATIVITY
Room: Fantasia E
Session Chair: Kate Pounders, University of Texas at Austin, USA

STRUCTURED ABSTRACT: CINEMATOGRAPHIC STRATEGY FOR PROMOTING ENVIRONMENTALLY FRIENDLY BEHAVIORS
Andres Barrios, Universidad de Los Andes, Colombia
Philip Grant, Universidad de Los Andes, Colombia
Claudia Arias, Universidad de Los Andes, Colombia

THE ROLE OF ADVERTISING CREATIVITY IN TRUST ENHANCEMENT AND CUSTOMER’S RESPONSE
Raúl Martínez Flores, Tecnologico de Monterrey, Campus Estado de Mexico, Mexico

STRUCTURED ABSTRACT: SEDUCED AT THE MOVIES: INTERACTIVE CINEMA ADVERTISING ENHANCES ADVERTISING EFFECTIVENESS BY LOWERING CONSTRUAL LEVEL FOR HIGH-INVOLVED CONSUMERS
Eline de Vries, University Carlos III Madrid, Spain
Nora Lado, University Carlos III Madrid, Spain

Session 3.10. FINDING NEMO: UNDERSTANDING ELUSIVE CUSTOMERS IN SALES
Room: Fantasia D
Session Chair: Bryan Hochstein, Florida State University, USA

SELLING TO HOMER OR TO LISA? CONCEPTUALIZING CUSTOMER COMPETENCE IN COMPLEX PROJECTS
Florian Kopshoff, TU Dortmund University, Germany
Tobias Schäfers, TU Dortmund University, Germany
Wednesday, 3:00 - 3:30 pm

Refreshment Break
Room: Ballroom of the Americas-A

Wednesday, 3:30 - 5:00 pm

Session 4.1. FOODS AND LOGOS
Room: Atlantic A
Session Chair: Sarah Lefebvre, University of Central Florida, USA

“WHAT A DELICIOUS NAME!” THE RELATIONSHIP BETWEEN EMBODIMENT AND FOOD CONSUMPTION
Patricia Rossi, IESEG School of Management, France
Felipe Pantoja, NEOMA Business School, France
Adilson Borges, NEOMA Business School, France
Carolina O.C. Werle, Grenoble Ecole de Management, France

STRUCTURED ABSTRACT: HOW THE LOGO FRAME IMPACTS ON BRAND EXTENSION
Yu-Shan Athena Chen, National Chengchi University, Taiwan
Lien-Ti Bei, National Chengchi University, Taiwan

A RISK AVOIDANCE VERSUS TYPICALITY ACCOUNT OF FRONT LABELS FLUENCY EFFECTS ON CONSUMER’S WILLINGNESS TO PAY
Renaud Lunardo, KEDGE Business School, France
François Durrieu, KEDGE Business School, France

FOODIES IN THE UK: A SENSE OF SELF, CONNECTION AND BELONGING BEYOND THE PASSION?
Marwa Gad Mohsen, University of Worcester, UK
Session 4.2. ANIMOSITY AND HATE IN BRANDING
Room: Atlantic B
Session Chair: Julie Moulard, Louisiana Tech University, USA

**THE DUAL NATURE OF SPREADING NEGATIVE EWOM FOR BRANDED OFFERS: EMOTIONAL REACTION OR SOCIAL RESPONSE?**
Cleopatra Veloutsou, University of Glasgow, UK
Joaquin Aldas-Manzano, University of Valencia, Spain
Carla Ruiz-Mafe, University of Valencia, Spain

**STRUCTURED ABSTRACT: HATE DOESN’T HAVE TO HURT: THE INFLUENCE OF HATE-ACKNOWLEDGING ADVERTISING ON POSITIVE WORD-OF-MOUTH**
Lisa Monahan, University of South Florida, USA
Jennifer A. Espinosa, University of South Florida, USA
David Ortinau, University of South Florida, USA

**NATURE AND MULTIFACETED CONSEQUENCES OF FACEBOOK-BASED ANTI-BRAND COMMUNITIES IN SPORT**
Bastian Popp, University of Bayreuth, Germany
Claas Christian Germelmann, University of Bayreuth, Germany

Structured Abstract: ONLINE BRAND DERISION: WHEN BRAND ANIMOSITY DRIVES AVOIDANCE AND NEGATIVE COMMUNICATION
Vishag Badrinarayanan, Texas State University, USA
Enrique Becerra, Texas State University, USA

Session 4.3. FACTORS IMPACTING PRICE EVALUATIONS
Room: Fantasia F
Session Chair: Carl-Philip Ahlbom, Stockholm School of Economics, Sweden

**AN EXPLORATORY STUDY OF CONSUMER PRICE ESTIMATION SELF-EFFICACY**
Sylvia Long-Tolbert, Johns Hopkins University, USA
Jie Zhang, Johns Hopkins University, USA

**STRUCTURED ABSTRACT: AN EXAMINATION OF THE EFFECTS OF EFFORT ON PRICE FAIRNESS JUDGMENTS**
Matthew M. Lastner, Louisiana State University, USA
Patrick Fennell, Louisiana State University, USA
Judith Anne Garretson Folse, Louisiana State University, USA
McDowell Porter III, Louisiana State University, USA
LET YOUR CUSTOMER BE KING - THE IMPACT OF PARTICIPATIVE PRICING ON MONETARY AND BEHAVIORAL OUTCOMES AND MODERATING EFFECTS
Mirja Bues, University of Muenster, Germany
Laura K. Kraus, University of Muenster, Germany
Manuel Stegemann, University of Muenster, Germany
Wayne D. Hoyer, University of Texas at Austin, USA

“1+1<2”, THE DARK SIDE OF FREE PRODUCT: CONSUMERS’ IMPLICIT SACRIFICE
Hao Wang, National Taiwan University, Taiwan
Heng-Chiang Huang, National Taiwan University, Taiwan

Session 4.4. BRANDS: PLACEBOS, WARRANTIES AND FREEMIUM
Room: Fantasia D
Session Chair: Stacie Waites, Mississippi State University, USA

THE ROLE OF SOCIAL VARIABLES IN U.S. CONSUMER LOYALTY REGARDING CHINESE CONSUMER ELECTRONICS
Jingwei Cai, University of Houston, USA
Jungkun Park, Hanyang University, South Korea

PARSE THE PLACEBO: PROCEBOS, PRECEBOS, AND THE MULTIDIMENSIONAL MARKETING PLACEBO EFFECT
Broderick Turner, Florida International University, USA
Jonathan Hasford, Florida International University, USA

UNFAMILIAR BRANDS & EXAGGERATED WARRANTY: IS IT A RECIPE FOR SUCCESS?
Aaron Johnson, Wayne State University, USA
Sujay Dutta, Wayne State University, USA
Somak Banerjee, Wayne State University, USA

TO BE CONTINUED... - THE EFFECTS OF INTERRUPTED PREVIEW ENDINGS ON PURCHASE DECISIONS IN “FREEMIUM” BUSINESS MODELS
Gerrit Cziehso, TU Dortmund University, Germany
Tobias Schäfers, TU Dortmund University, Germany

Session 4.5. ENTER THE NEW REALM OF THE SHARING ECONOMY, BIG DATA, AUGMENTED REALITY, AND EXCLUSIVITY.
Room: Grand Republic C
Session Chair: Bruce Weinberg, University of Massachusetts, USA

STRUCTURED ABSTRACT: AN EXPLORATION AND TYPOLOGY OF EXCLUSIVITY IN MARKETING
Danny Upshaw, Northwestern State University, USA
Douglas Amyx, Louisiana Tech University, USA

THE SHARING ECONOMY AND MARKETING: A REVIEW AND FUTURE RESEARCH
Syed Anwar, West Texas A&M University, USA
BIG DATA, CONSUMER ANALYTICS, AND REAL-TIME BIDDING (RTB) ADVERTISING: EMERGING INTERNATIONAL POLICY AND REGULATORY ISSUES
Kenneth C. C. Yang, University of Texas at El Paso, USA
Yowei Kang, Kainan University, Taiwan

THE ROLE OF CUSTOMER READINESS IN USER’S WILLINGNESS TO USE AUGMENTED REALITY
Atieh Poushneh, University of Texas Rio Grand Valley, USA

Session 4.6. INTERNAL AND EXTERNAL INFLUENCES ON ORGANIZATIONAL SUCCESS
Room: Grand Republic D
Session Chair: Billur Akdeniz, University of New Hampshire, USA

FROM COMPETENCE CREATION TO RETENTION: MARKET BENCHMARKING, TRIANGULATED ISOMORPHISM, AND FIRM STRATEGY
Jared Hansen, University of North Carolina at Charlotte, USA

RE-CONCEPTUALIZING, MEASURING AND MANAGING TIME AND KEY TEMPORAL FACTORS IN MODERN MARKETING: A CONCEPTUAL FRAMEWORK OF HOLISTIC TIME
Adam Marquardt, University of Richmond, USA
Jeffrey Carlson, University of Richmond, USA
William Ross Jr., University of Connecticut, USA
Robin Coulter, University of Connecticut, USA

STRUCTURED ABSTRACT: CMO/CIO COOPERATION IN THE ERA OF BIG DATA
Stefan Sleep, Georgia Southern University, USA
John Hulland, University of Georgia, USA

ME, MYSELF AND I: INFLUENCE OF CEO NARCISSISM ON FIRMS’ INNOVATION PROCLIVITY AND LIKELIHOOD OF MARKETING CONTROVERSIES
Saim Kashmiri, University of Mississippi, USA
Cameron Nicol, University of Mississippi, USA
Sandeep Arora, University of Manitoba, Canada

Session 4.7. SPECIAL SESSION—THE ROLE OF IN-STORE AND ONLINE RETAILING FACTORS
Room: Pacific Room
Session Chairs: Dhruv Grewal, Babson College, USA and Anne L. Roggeveen, Babson College, USA

THE IMPACT OF THE CONGRUENCY OF A SPECIAL DISPLAY WITH ITS SURROUNDINGS
Jens Nordfält, Stockholm School of Economics, Sweden
Anne L. Roggeveen, Babson College, USA
Dhruv Grewal, Babson College, USA
Ronnie Goodstein, Georgetown University, USA
THE EFFECTS OF MUSIC ON EMOTIONAL RESPONSE, LEVEL OF PURCHASE AND TIME SPENT IN STORE
María de la Paz Toldos, Tecnológico de Monterrey, Campus Guadalajara, Mexico
Eva María González, Tecnológico de Monterrey, Campus Guadalajara, Mexico

EXPLORING THE EFFECTS OF IN-STORE TECHNOLOGY ON STORE IMAGE, STORE VALUE AND PURCHASE INTENTIONS
Alfonso Valdez, Tecnológico de Monterrey, Campus Sinaloa, Mexico
Ana Franco, Tecnológico de Monterrey, Campus Sinaloa, Mexico

ANALYZING LANGUAGE PATTERNS OF VIRALITY IN SOCIAL MEDIA BRAND COMMUNICATIONS
Francisco Villarroel Ordenes, Maastricht University, Netherlands
Dominik Mahr, Maastricht University, Netherlands
Ko de Ruyter, Maastricht University, Netherlands
Stephan Ludwig, University of Westminster, UK
Dhruv Grewal, Babson College, USA
Martin Wetzels, Maastricht University, Netherlands

Session 4.8. SPECIAL SESSION—ENDINGS AND BEGINNINGS: TRANSITIONING TO THE FIRST YEAR OF A TENURE TRACK JOB
Room: Grand Republic A
Session Chair: Obinna Obilo, Central Michigan University, USA

Panelists:
Obinna Obilo, Central Michigan University, USA
Lauren Brewer, University of Texas at Arlington, USA
Adam Mills, Simon Fraser University, Canada
Anjali Bal, Babson College, USA
Philip Grant, Universidad de Los Andes, Colombia
Weiling Zhuang, Eastern Kentucky University, USA
Todd Bacile, Loyola University New Orleans, USA

Session 4.9. FEMALE CONSUMERS AND SOCIAL FACTORS
Room: Fantasia E
Session Chair: Stefanie Paluch, RWTH Aachen University, Germany

STRUCTURED ABSTRACT: FOR SHAME! HOW GOAL-ATTAINABILITY, GOAL ORIENTATION, MODEL SIZE AND EMOTIONS SHAPE FEMALE CONSUMERS’ SELF-PERCEPTIONS
Kate Pounders, University of Texas, USA
Dan Rice, Louisiana State University, USA
Amanda Mabry, University of Texas, USA

STRUCTURED ABSTRACT: ANGER, WILLINGNESS OR CLUELESS? UNDERSTANDING WHY WOMEN PAY A PINK TAX ON THE PRODUCTS THEY CONSUME
Jennifer Stevens, Mississippi State University, USA
Kevin J. Shanahan, Mississippi State University, USA
STRUCTURED ABSTRACT: Mood as a Moderator of Social Norm's Influence
Vladimir Melnyk, Carlos III University of Madrid, Spain
Erica van Herpen, Wageningen University, Netherlands
Arnout Fischer, Wageningen University, Netherlands
Hans van Trijp, Wageningen University, Netherlands

SHOPPABLE VIDEOS ARE IN: HOW DO CONSUMERS RESPOND?
Selcuk Ertekin, Missouri Western State University, USA

Session 4.10. SPECIAL SESSION—IS THE MARKETING FUNCTION INFLUENTIAL OR NOT? WE SHOULD REALLY BE THE ONES TO KNOW!
Room: Grand Republic B
Session Chair: Martin Key, University of Colorado, Colorado Springs, USA

Panelists: Martin Key, University of Colorado, Colorado Springs, USA
Terry Clark, Southern Illinois University, USA
Sophia Feng, Iowa State University, USA
O.C. Ferrell, Belmont University, USA
Bernie Jaworski, Claremont Graduate University, USA
Linda Price, University of Arizona, USA
David Stewart, Loyola Marymount University, USA

Wednesday, 6:00 - 7:00 pm
Welcome Reception
Room: Contemporary Marina
Thursday, 8:30 - 10:00 am

Session 5.1. CONSUMER ENGAGEMENT ON SOCIAL MEDIA
Room: Grand Republic A
Session Chair: Spencer Ross, UMass Lowell, USA

DOES LINGUISTIC STYLES IN SOCIAL MEDIA COMMUNICATIONS IMPACT CONSUMER ENGAGEMENT?
Lauren Labrecque, Loyola University Chicago, USA
Kunal Swani, Wright State University, USA

STRUCTURED ABSTRACT: WHAT DRIVES CONSUMER BEHAVIORS EXPRESSED ON SOCIAL MEDIA? AN EXAMINATION OF ENGAGEMENT AND SOURCE CREDIBILITY
Holly Syrdal, University of Texas at Arlington, USA
Stephen Bok, University of Texas at Arlington, USA
DEVELOPING THE SOCIAL MEDIA VALUE CHAIN: A CONCEPTUAL FRAMEWORK FOR THE MEASUREMENT OF SOCIAL MEDIA
Kerry Littlewood, University of Cape Town, South Africa
Geoff Bick, University of Cape Town, South Africa
Emily Treen, Simon Fraser University, Canada

FACE-TO-FACE VS. DIGITAL COMMUNICATION: THE EFFECT OF COMMUNICATION CHANNELS AT THE POINT OF SALE
Andreas Kessenbrock, TU Dortmund University, Germany
Sören Köcher, TU Dortmund University, Germany
Hartmut H. Holzmüller, TU Dortmund University, Germany

Session 5.2. EMOTIONS AND SYMBOLISM IN BRANDING
Room: Atlantic A
Session Chair: Mounia Benabdallah, IDRAC, France

AN INVESTIGATION INTO THE ROLE OF BRAND AFFILIATION AND CONTENT EMOTIONS ON CROWDFUNDING SUCCESS
Masoud Moradi, Texas Tech University, USA
Mayukh Dass, Texas Tech University, USA
Kiran Pedada, Texas Tech University, USA

A BRAND LOYALTY & ATTACHMENT-BASED BAYESIAN BRAND CHOICE MODEL
Hanieh Sardashti, Michigan State University, USA
Roger Calantone, Michigan State University, USA

THE EMOTIONS OF LEADERS DRIVE SUSTAINABLE BRAND GROWTH
Roy Gifford, Case Western Reserve University, USA
Casey Newmeyer, Case Western Reserve University, USA

WORDS HAVE MEANING AND NAMES HAVE POWER - ASSESSING THE APPEAL OF PERSONALIZATION OF PERCEIVING ONE'S OWN NAME ON COKE BOTTLES
Sascha Langner, Leibniz University Hannover, Germany
Steffen Schmidt, Leibniz University Hannover, Germany
Nadine Hennigs, Leibniz University Hannover, Germany
Evmorfia Karampournioti, Leibniz University Hannover, Germany
Levke Albertsen, Leibniz University Hannover, Germany

Session 5.3. THE IMPACT OF PRICE ON PROMOTION EVALUATIONS
Room: Atlantic B
Session Chair: Bridget Nichols, Northern Kentucky University, USA

STRUCTURED ABSTRACT: IMPACT OF INDIVIDUAL, BRAND, AND PROMOTION CHARACTERISTICS ON COUPON REDEMPTIONS
Jorge Fresneda, Drexel University, USA
Srinivasan Swaminathan, Drexel University, USA
THE EFFECT OF ONLINE DAILY DEAL PROMOTIONS ON CONSUMER DISCOUNTING OF DISCOUNTS
Jeffrey Carlson, University of Richmond, USA
Monika Kukar-Kinney, University of Richmond, USA

DRIVERS OF PRICES FOR EXTENDED PRODUCT WARRANTIES
Hooman Estelami, Fordham University, USA
Peter De Maeyer, Mahidol University, Thailand
Nicholas Estelami, Frontiers of Distance Learning in Business, USA

WHICH PROPORTION OF THEIR REFERENCE PRICE ARE CONSUMERS WILLING TO PAY IN SPECIFIC PAY-WHAT-YOU-WANT CONDITIONS? – A STRUCTURED ABSTRACT
Silke Bambauer-Sachse, University of Fribourg, Switzerland
Laura Massera, University of Fribourg, Switzerland

Session 5.4. MARY KAY INC. DISSERTATION AWARD FINALISTS
Room: Grand Republic B
Session Chair: Todd Donavan, Colorado State University, USA

OPTIMIZING A MENU OF MULTI-FORMAT SUBSCRIPTION PLANS FOR ADVERTISING SUPPORTED MEDIA PLATFORMS: A MODEL AND APPLICATION IN THE DAILY NEWSPAPER INDUSTRY
Vamsi Kanuri (PhD University of Missouri), University of Miami, USA

MEASURING THE LIFETIME VALUE OF A CUSTOMER IN THE CONSUMER PACKAGED GOODS INDUSTRY
Sarang Sunder (PhD Georgia State University), Texas Christian University, USA

CAPITALIZING ON THE SYMBOLIC VALUE OF BRAND ASSETS
Tatiana Fajardo (PhD University of Miami), Florida State University, USA

Session 5.5. POWERFUL OTHERS: HOW CONSUMERS INFLUENCE EACH OTHER
Room: Pacific Room
Session Chair: Bodo B. Schlegelmilch, Vienna University of Economics and Business, Austria

KNOWING YOUR ROLE: REPUTATION SIGNALS AND THEIR INFLUENCE ON PARTICIPATION IN AN ONLINE COMMUNITY
Sara Hanson, University of Oregon, USA
Lan Jiang, City University of Hong Kong, USA
Darren Dahl, University of British Columbia, Canada

THE EFFECT OF OTHERS’ PARTICIPATION ON CHARITABLE BEHAVIOR: BANDWAGON OR BYSTANDER?
Ashesh Mukherjee, McGill University, Canada
Seung Yun Lee, Konkuk University, South Korea
ENCOURAGING THE GIVE AND TAKE MENTALITY: AN EXAMINATION OF FACTORS INFLUENCING RECIPROCITY IN ONLINE HEALTH COMMUNITIES
Mercy Mpinganjira, University of Johannesburg, South Africa

EXPLORING THE ANTECEDENTS AND CONSUMER BEHAVIORAL CONSEQUENCES OF “FEELING OF MISSING OUT (FOMO)”
Ceren Hayran, Koc University, Turkey
Lalin Anik, University of Virginia, USA
Zeynep Gurhan Canli, Koc University, Turkey

Session 5.6. CORPORATE SOCIAL RESPONSIBILITY: CRISIS, COMMITMENT, CONSUMPTION AND COMMUNICATION
Room: Grand Republic D
Session Chair: Chinintorn Nakhata, Clarion University of Pennsylvania, USA

HEALTHY EATING PROMOTION: TRANSLATING CONSUMER EXPECTATIONS INTO CSR STRATEGIES
Marzena Nieroda, Manchester Business School, UK
Peter McGoldrick, University of Manchester, UK

CORPORATE SOCIAL RESPONSIBILITY (CSR) AND MARKETING PERFORMANCE: ROLE OF COMMITMENT TO THE CUSTOMER RELATIONSHIP
Mahabubur Rahman, ESC Rennes School of Business, France
Maria Ángeles Rodríguez Serrano, University of Seville, Spain
Mary Lambkin, Smurfit Graduate Business School, Ireland

THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM TYPE, CRISIS RESPONSE STRATEGY, AND CRISIS TYPE ON POST-CRISIS CONSUMER TRUST
Anne-Lotte Kraesegenberg, University of Twente, Netherlands
Ardion Beldad, University of Twente, Netherlands
Sabrina Hegner, University of Twente, Netherlands

PROACTIVE CRISIS COMMUNICATION WHEN PRE-CRISIS REPUTATION IS ROTTEN? THE MODERATING ROLES OF PRE-CRISIS REPUTATION AND CRISIS TYPE IN THE RELATIONSHIP BETWEEN COMMUNICATION TIMING AND TRUST AND PURCHASE INTENTION
Ardion Beldad, University of Twente, Netherlands
Sabrina Hegner, University of Twente, Netherlands
Ester van Laar, University of Twente, Netherlands

Session 5.7. JAMS EDITORIAL REVIEW BOARD MEETING
Room: Grand Republic C
Session 5.8. DOCTORAL COLLOQUIUM: BRANDING AND MARKET ORIENTATION
Room: Fantasia F
Session Chair: Altaf Merchant, University of Washington, Tacoma, USA

THE DRIVERS, BENEFITS AND DRAWBACKS TO A MARKET-ORIENTED DOMINANT LOGIC: A DYNAMIC MANAGERIAL CAPABILITIES PERSPECTIVE
James M. Crick, Loughborough University, UK

THE ROLE OF EMOTIONS TO BRAND ATTACHMENT AND BRAND ATTITUDE IN A RETAIL ENVIRONMENT
Evangelia Chatzopoulou, University of Piraeus, Greece
Markos Tsogas, University of Piraeus, Greece

HOW DOES SCANDAL AFFECT THE CELEBRITY ENDORSED BRAND? -EXAMINING THE MODERATED MEDIATION ROLE OF CULTURE AND NATIONALITY OF A CELEBRITY
Jianping Coco Huang, University of Memphis, USA
Dan Sherrell, University of Memphis, USA

Session 5.9. WOM, REVIEWS, AND SHOPPING PREFERENCES
Room: Fantasia E
Session Chair: Ann-Kristin Knapp, University of Muenster, Germany

A FAN IDENTIFICATION THEORY OF EVENT WORD OF MOUTH
Angeline Close Scheinbaum, University of Texas at Austin, USA
Anjala Krishen, University of Nevada, Las Vegas, USA
Nancy Lough, University of Nevada, Las Vegas, USA

STRUCTURED ABSTRACT: WHEN HIGHER PRODUCT REVIEWS REDUCE PURCHASE LIKELIHOOD
Patrick Fennell, Louisiana State University, USA
Chatt Pongpatipat, Saginaw Valley State University, USA

TRAVEL TALK - EWOM ACROSS MULTIPLE CULTURES
Tim Foster, Luleå University of Technology, Sweden
Maria Ek Styven, Luleå University of Technology, Sweden
Asa Wallstrom, Luleå University of Technology, Sweden
Anne Engstrom, Luleå University of Technology, Sweden

STRUCTURED ABSTRACT: MOTIVATIONS OF SHOPPING CHANNEL PREFERENCES AND PURCHASE INTENTION: THE MODERATING ROLE OF INVOLVEMENT
Hamid Shirdastian, Concordia University, Canada
Michel Laroche, Concordia University, Canada

Thursday, 10:00 - 10:30 am
Refreshment Break
Room: Ballroom of the Americas-A
Thursday, 10:30 am - 12:00 pm

Session 6.1. SENSORY MARKETING AND HEALTHFUL CONSUMPTION
Room: Atlantic A
Session Chair: Marisabel Romero, University of South Florida, USA

NUDGING HEALTHFUL CONSUMPTION AND CHOICES THROUGH THE USE OF AMBIENT SCENT
Sarah Lefebvre, University of Central Florida, USA
Dipayan Biswas, University of South Florida, USA

STRUCTURED ABSTRACT: HUNGRY, HEALTHY, HAPPY! HOW EMOLABELING WITH SMILEY FACES INDUCES HEALTHIER FOOD CHOICES FOR CHILDREN
Annika Lueth, University of South Florida, USA

STRUCTURED ABSTRACT: UNDERSTANDING THE RELATIONSHIP BETWEEN CONTEXT DEPENDENCE AND SUSCEPTIBILITY TO CONSUMPTION CUES
Alyssa Reynolds, New Mexico State University, USA
Collin Payne, New Mexico State University, USA

STRUCTURED ABSTRACT: BRINGING THE PRODUCT CLOSER: THE EFFECT OF SCENTED ADVERTISING ON PERCEIVED PSYCHOLOGICAL DISTANCE AND PRODUCT EVALUATION
Ruta Ruzeviciute, Vienna University of Economics and Business, Austria
Bernadette Kamleitner, Vienna University of Economics and Business, Austria
Dipayan Biswas, University of South Florida, USA

Session 6.2. BRAND WORLDS, MERCHANDISE AND COUNTERFEITS
Room: Atlantic B
Session Chair: Tessa Garcia-Collart, Florida International University, USA

DISNEYLAND IN B2B? TOWARDS PHYSICAL BRAND WORLDS IN INDUSTRIAL MARKETING
Benjamin Österle, DHBW Stuttgart, Germany
Marc Kuhn, DHBW Stuttgart, Germany

PURVEYORS OF PIXIE DUST: BEING “MICKEY MOUSE-MINDED” THROUGH MERCHANDISE AND PEOPLE MANAGEMENT
Claire Hookham Williams, University of Hull, UK
Amy M. Davis, University of Hull, UK

THE CORE ROLE OF COUNTERFEITING RESISTANCE FOR IMPROVING THE GENUINE LUXURY BRAND PURCHASE INTENTION
Siham Mourad, ISCAE, Morocco
Pierre Valette-Florence, University of Grenoble (IAE), France
HOW DOES COUNTERFEIT CONTAMINATE PERCEPTIONS OF GENUINE BRANDS?
Lei Song, Stockton University, USA
Yan Meng, Baruch College, CUNY, USA
Gavin Jiayun Wu, Savannah State University, USA
Rajneesh Suri, Drexel University, USA

Session 6.3. FACTORS IMPACTING RETAILER PERCEPTION
Room: Grand Republic A
Session Chair: Silke Bambauer-Sachse, University of Fribourg, Germany

HOW DO CONSUMERS UPDATE STORE PRICE PERCEPTIONS?
Anne Mägi, University of Illinois at Chicago, USA
Jonas Gunnarsson, ICA Handlarnas AB, Sweden
Sara Rosengren, Stockholm School of Economics, Sweden

THE IMPACT OF PERCEIVED POINT OF SALE EXPERIENCE: A STRUCTURED ABSTRACT
Devdeep Maity, Delaware State University, USA

EFFECT OF PRODUCT RETURN POLICY ON CONSUMER’S RISK PERCEPTION, STORE IMAGE, AND STORE PATRONAGE: A CAUSAL INVESTIGATION
Md Rokonuzzaman, University of North Texas, USA
Audhesh Paswan, University of North Texas, USA

Session 6.4. RELATIONSHIP MARKETING: FINANCIAL IMPLICATIONS
Room: Grand Republic C
Session Chair: Matthew M. Lastner, Louisiana State University, USA

TOP MANAGEMENT ORIENTATION AND ITS IMPACT ON THE FINANCIAL CONTRIBUTION OF TRADE SHOWS: A NON-SELLING PERSPECTIVE
Eric Boyd, James Madison University, USA
Brian Brown, Virginia Commonwealth University, USA
Mayoor Mohan, Virginia Commonwealth University, USA

MONEY ISN’T EVERYTHING! THE EFFECTS OF MONETARY AND NON-MONETARY FAILURE COMPENSATIONS ON CUSTOMERS’ COMPLAINT SATISFACTION AND LOYALTY
Sabrina Heix, TU Dortmund University, Germany
Gerrit Cziehso, TU Dortmund University, Germany

WHEN DO INVESTMENTS IN SUPPLIER-BUYER RELATIONSHIP GENERATE OPTIMAL PROFITS? FROM THE RELATIONSHIP LIFE CYCLE PERSPECTIVE
Dong Liu, University of South Florida, USA
RECIPROCITY IN AN ACTOR-TO-ACTOR (A2A) RELATIONSHIP: AN ANTECEDENT TO CUSTOMER LOYALTY
Asmaa Hilali, Al Akhawayn University, Morocco
Michèle Paulin, Concordia University, Canada
Michel Laroche, Concordia University, Canada

Session 6.5. MARY KAY INC. DISSERTATION PROPOSAL AWARD FINALISTS
Room: Grand Republic B
Session Chair: Todd Donavan, Colorado State University, USA

INVESTIGATING THE IMPACT OF PACE, RHYTHM, AND SCOPE ON NEW PRODUCT INTRODUCTION PROCESS ON FIRM PERFORMANCE IN B2B MARKETS
Amalesh Sharma, Georgia State University, USA

EFFECTS OF ANTHROPOMORPHIC PRODUCT PRESENTATIONS ON BRAND CHOICE OF COMPLEMENTARY ACCESSORIES
Michael Jia, University of Southern California, USA

SAME OR DIFFERENT? A PRODUCT DESIGN QUESTION
Jiaoyang (Krista) Li, Texas A&M University, USA

Session 6.6. CONSUMER BEHAVIOR: GOING BEYOND SELF-BenefITS
Room: Grand Republic D
Session Chair: Thomas Wittkop, HS Owl, Germany

ARE THE FACTORS AFFECTING SATISFACTION AND ACTUAL PURCHASE THE SAME? COMPARISONS BETWEEN UNPLANNED AND PLANNED PURCHASE
Sujin Yang, Sungshin Women’s University, South Korea
Yun Jung Lee, Adelphi University, USA

THE EFFECT OF CATEGORIZATION MINDSET ON CONSUMERS’ SOCIAL DECISIONS
Hsiao-Ching Kuo, Washington and Jefferson College, USA

I AM NOT LIKE YOU, BUT I’M ALSO GOING BY BIKE: THE CONSPICUOUS CONSUMPTION EFFECT OF A DISSOCIATION REFERENCE GROUP ON OBSERVER’S ENGAGEMENT IN AN ENVIRONMENTAL CAUSE
Melby Huertas, FEI, Brazil
Eduardo Hanna, FEI, Brazil
Warton Da Silva Souza, FEI, Brazil
Nelson Uliana, FEI, Brazil
Luis Gustavo Syllos, FEI, Brazil

STRUCTURED ABSTRACT: DO CONSUMERS HAVING DIFFERENT LEVELS OF GREEN CONSUMPTION VALUE AND FRUGALITY HAVE SAME OR DIFFERENT LEVEL OF PARTICIPATION IN ENVIRONMENTALLY RESPONSIBLE CONSUMPTION BEHAVIORS?
Sudhanshu Gupta, Indian Institute of Technology-Madras, India
Richa Agrawal, Indian Institute of Technology-Madras, India
Session 6.7. GLOBAL MARKETING STRATEGIES: OVERVIEW AND REVIEWS
Room: Pacific Room
Session Chair: Bidisha Burman, Appalachian State University, USA

AN INTEGRATION OF THE CURATIVE INTERNATIONAL MARKETING CONSTRUCT
Michael Czinkota, Georgetown University, USA
Rüdiger Kaufman, University of Nicosia, Cyprus

GETTING IN POSITION: UNCOVERING ANTECEDENTS OF GLOBAL NETWORK CAPITAL
Cinthia Satornino, Northeastern University, USA
Willy Bolander, Florida State University, USA
Chris Plouffe, University of Akron, USA

A META-ANALYSIS ON SUBSIDIARY EXIT
Dafnis Coudounaris, University of Vaasa, Finland

RETAIL EXPANSION: WHAT’S AHEAD?
Boryana Dimitrova, Drexel University, USA
Bert Rosenbloom, Drexel University, USA
Trina Larsen Andras, Drexel University, USA

Session 6.8. DOCTORAL COLLOQUIUM: SERVICES MARKETING
Room: Fantasia F
Session Chair: John Ford, Old Dominion University, USA

STRUCTURED ABSTRACT: AN EMPIRICAL EXAMINATION OF THE EFFECTIVENESS OF DIFFERENT TYPES OF COMPENSATION IN A SERVICE TERMINATION CONTEXT
Amin Nazifi, University of Edinburgh, UK
Dahlia El-Manstrly, University of Edinburgh, UK

DO ATTRIBUTES OF PATIENT SATISFACTION AFFECT WORD-OF-MOUTH COMMUNICATION?
Soumya Upadhyay, University of Alabama at Birmingham, USA

DOES WINE PRICE PERCENT CHANGE RELATE TO AN EXPERT THIRD PARTY WINE RATING? A QUICK LOOK AT ONE OF THE GURUS OF WINE RATINGS
Christian Bushardt, Louisiana Tech University, USA

Session 6.9. INTERNATIONAL AND CROSS-CULTURAL FACTORS
Room: Fantasia E
Session Chair: Felipe Pantoja, NEOMA Business School, France

CUSTOMER ONLINE REVENGE BEHAVIOR: A CROSS-CULTURAL EXAMINATION
Zaid Obeidat, University of Jordan, Jordan
Sarah Xiao, Durham University, UK
Gopalkrishnan Iyer, Florida Atlantic University, USA
INFLUENCE OF EXPATRIATES’ ACCULTURATION ON CONSUMER BEHAVIOR: THE CASE OF FRENCH IN CHINA
Mounia Benabdallah, IDRAC, France

HOW CHINA’S ‘DOUBLE-ELEVEN’ DAY CHALLENGES CONFUCIANISM
Wenkai Zhou, New Mexico State University, USA
Yu-Feng Lee, New Mexico State University, USA
Michael Hyman, New Mexico State University, USA

INFLUENCE OF PERCEIVED RISK AND FAMILIARITY ON WILLINGNESS TO TRANSACT IN ONLINE FOOD SHOPPING IN DEVELOPING ECONOMIES
Huma Amir, Institute of Business Administration Karachi, Pakistan
Wajid Rizvi, Institute of Business Administration Karachi, Pakistan

MEASURING CONFUCIAN ETHICS: SCALE DEVELOPMENT AND VALIDATION
Xingyan Wang, Shandong University, China
Fuan Li, William Paterson University of New Jersey, USA
Qin Sun, Trident University International, USA

Session 6.10. THE INCREDIBLES: CREATING VALUE IN SALES
Room: Fantasia D
Session Chair: Tobias Schäfers, TU Dortmund University, Germany

SKILLED INTUITION AND SELLING PERFORMANCE: A STRUCTURED ABSTRACT
Zachary Hall, Texas Christian University, USA
Harish Sujan, Tulane University, USA
Michael Ahearne, University of Houston, USA

STRUCTURED ABSTRACT: MIRRORING THE BOSS: INFLUENCE OF ETHICAL LEADERSHIP ON SALESPERSON ETHICAL BEHAVIOR AND PERFORMANCE
Vishag Badrinarayanan, Texas State University, USA
Indu Ramachandran, Texas State University, USA
Sreedhar Madhavaram, Cleveland State University, USA

STRUCTURED ABSTRACT: VALUE CREATION THROUGH RECIPROCAL VALUE PROPOSITIONS – THE DISCREPANCY BETWEEN THEORY AND SALES PRACTICE
Jasmin Baumann, University of East Anglia, UK
Kenneth Le Meunier-Fitzhugh, University of East Anglia, UK
Leslie Caroline Fitzhugh, University of East Anglia, UK

INVESTIGATING THE ANTECEDENTS OF AFFILIATE CONTROL SYSTEM: A STRUCTURED ABSTRACT
Zhen Yang, Drexel University, USA
Zhengjie Li, New York University, USA
Thursday, 12:00 - 1:30 pm
AMS Awards Luncheon
Room: Ballroom of the Americas-B

Thursday, 1:30 - 3:00 pm

Session 7.1. SENSORY MARKETING, RETAIL ATMOSPHERICS, AND HEALTHY FOOD CHOICES
Room: Atlantic A
Session Chair: Annika Lueth, University of South Florida, USA

THE EFFECTS OF PLATE PRESENTATION ON CALORIE ESTIMATES AND CONSUMPTION DECISIONS
Sarah Lefebvre, University of Central Florida, USA
Courtney Szocs, Portland State University, USA

RETAILERS’ RESISTANCE TOWARDS RADICAL INNOVATIONS IN THE BABY NUTRITION MARKET - AN EMPIRICAL STUDY
Moritz Vom Hofe, TU Dortmund University, Germany
Christian Samulewicz, TU Dortmund University, Germany
Sabrina Heix, TU Dortmund University, Germany
Stefan Ruffer, TU Dortmund University, Germany

THE EFFECT OF CROSSMODAL CONGRUENCY BETWEEN AMBIENT SCENT AND THE STORE ENVIRONMENT ON CONSUMER REACTIONS
Carmen Adams, Hasselt University, Belgium
Lieve Doucé, Hasselt University, Belgium
Wim Janssens, Hasselt University, Belgium

STRUCTURED ABSTRACT: DISPLAY POSITIONS OF HEALTHY AND UNHEALTHY ITEMS - IMPLICATIONS FOR HEALTHFUL CHOICES.
Marisabel Romero, University of South Florida, USA
Dipayan Biswas, University of South Florida, USA

Session 7.2. SOCIAL, POLITICAL, AND ECONOMIC COMMUNICATION
Room: Atlantic B
Session Chair: Angeline Close Scheinbaum, University of Texas at Austin, USA

NAVIGATING THE REGULATORY ENVIRONMENT IN THE SWEDISH SHARING ECONOMY
Jessica Schmidt, Stockholm University, Sweden
Pia Albinsson, Appalachian State University, USA
David Houghton, Birmingham Business School, UK
Zeina Abuhamdan, Birmingham Business School, UK
Ben Marder, University of Edinburgh, UK

INSIGHTS FROM A POLICY DELPHI ON THE FUTURE OF THE SHARING ECONOMY
Verena Gruber, HEC Montréal, Canada

Session 7.3. RETAIL AND REVIEW CUES
Room: Pacific Room
Session Chair: Janna Parker, James Madison University, USA

RETAILER TELEVISION ADVERTISING: A CONTENT ANALYSIS OF THE INFORMATIONAL CUES USED BY RETAILERS
Janna Parker, James Madison University, USA
Bruce Alford, Louisiana Tech University, USA

SMILING AND KEEPING BUSY NEAR THE ENTRANCE OF THE STORE?: WHAT WORKS FOR HAILERS AND WHAT DOESN’T
Carolyn Musgrove, Indiana University Southeast, USA
George Franke, University of Alabama, USA
Kristy Reynolds, University of Alabama, USA

THE INFLUENCE OF CUSTOMER PRODUCT RATINGS ON PURCHASE DECISIONS
Sarah Küsgen, TU Dortmund University, Germany
Sören Köcher, TU Dortmund University, Germany

THE “DARK SIDE” OF PASSIONATE REVIEWS: REVERSE ALLIESTHESIA AND IMPULSIVITY
Elizabeth Aguirre, Maastricht University, Netherlands
Scott Motyka, Keck Graduate Institute, USA
Dhruv Grewal, Babson College, USA
Dominik Mahr, Maastricht University, Netherlands
Ko de Ruyter, Maastricht University, Netherlands
Martin Wetzels, Maastricht University, Netherlands

Session 7.4. TO KEEP OR NOT TO KEEP THAT IS THE QUESTION: REACTIONS TO PRODUCTS GROWING OLD
Room: Fantasia F
Session Chair: Bernadette Kamleitner, WU, Austria

OLD, BUT GOLD! HOW AGE STEREOTYPE AFFECTS THE EVALUATION OF SECOND-HAND PRODUCTS
Felipe Pantoja, NEOMA Business School, France
Marat Bakpayev, NEOMA Business School, France
Patricia Rossi, IESEG School of Management, France
Sukki Yoon, Bryant University, USA
STRUCTURED ABSTRACT: EXAMINING CONSUMER REACTION TOWARD MARKETER-PROVIDED INFORMATION ABOUT SECONDHAND GOODS
Jing Hu, California State Polytechnic University, Pomona, USA
David Ackerman, California State University, Northridge, USA

STRUCTURED ABSTRACT: WHO RETURNS IT AND WHO KEEPS IT? AN EMPIRICAL INVESTIGATION OF CONTRASTING CONSUMER PROFILES
Dong H. Lee, Manhattan College, USA

A STUDY TO EXPLORE HOW DISPOSING OLD-GOODS FACTORS INFLUENCE CONSUMER’S BEHAVIOR
Kuei-Feng Chang, Chaoyang University of Technology, Taiwan
Hao-Wei Yang, Chaoyang University of Technology, Taiwan

A CONSUMER HEALTH PERSPECTIVE ON SEVERE SERVICE FAILURE: THE EFFECTS OF EXPRESSIVE DISCLOSURE
Adam Cann, Texas Tech University, USA
Miles Condon, Texas Tech University, USA
Shannon Rinaldo, Texas Tech University, USA
Deidre Popovich, Texas Tech University, USA

STRUCTURED ABSTRACT: DON’T BE SUCH A DOWNER: THE IMPACT OF VALENCE ON RECEIVERS OF WORD-OF-MOUTH
William Martin, Eastern Washington University, USA

THE IMPACT OF PRO-CUSTOMER DEVIANCE AND CUSTOMER’S PARTICIPATION ON CUSTOMERS’ COGNITIVE AND AFFECTIVE OUTCOMES
Achilleas Boukis, University of Sussex, UK
Kalliopi Chatzipanagiotou, University of Glasgow, UK
Ioannis Kostopoulos, Leeds Beckett University, UK
Ruya Yuksel, Leeds Beckett University, UK

SUPERSTITION, ASTROMETRY, AND SUSPENSION OF DISBELIEF: AN EXPLANATORY MODEL OF RISK-SEEKING TENDENCIES
Jeremy Sierra, Texas State University, USA
Michael Hyman, New Mexico State University, USA
Anna Turri, Texas State University, USA
Session 7.6. CAUSE MARKETING & GREEN MARKETING
Room: Grand Republic D
Session Chair: Alexa Fox, Ohio University, USA

DISRUPTIVE CAUSE-RELATED MARKETING IN PROFESSIONAL SPORTS: THE CASE OF DEVON STILL AND THE CINCINNATI BENGALS
Jennifer Gardner, Northern Kentucky University, USA
Bridget Nichols, Northern Kentucky University, USA

LEVERAGING CAUSE-MARKETING AS AN ORGANIZATIONAL STRATEGY: EXPLORING THE IMPACT ON JOB SEEKERS
Michael Peasley, University of Memphis, USA
Josh Coleman, University of Memphis, USA
John Narcum, University of Memphis, USA

CONSUMER RESPONSES TO SPATIAL DISTANCE AND SOCIAL DISTANCE IN A CAUSE MARKETING CAMPAIGN
Soyoun Joo, University of Massachusetts Amherst, USA

LEVERAGING CAUSE-MARKETING AS AN ORGANIZATIONAL STRATEGY: EXPLORING THE IMPACT ON JOB SEEKERS
Michael Peasley, University of Memphis, USA
Josh Coleman, University of Memphis, USA
John Narcum, University of Memphis, USA

LEVERAGING CAUSE-MARKETING AS AN ORGANIZATIONAL STRATEGY: EXPLORING THE IMPACT ON JOB SEEKERS
Michael Peasley, University of Memphis, USA
Josh Coleman, University of Memphis, USA
John Narcum, University of Memphis, USA

Session 7.7. SPECIAL SESSION—UNVEILING THE MAGIC OF STORYTELLING IN MARKETING
Room: Grand Republic A
Session Chairs: Edward L. Nowlin, Kansas State University, USA and Claas Christian Germelmann, University of Bayreuth, Germany

THE CONCEPT OF EIGENZEIT AND THE ART OF STORYTELLING IN ADVERTISING SPOTS
Martin Huber, University of Bayreuth, Germany
Claas Christian Germelmann, University of Bayreuth, Germany

TOO GOOD TO BE TOLD: MEDIATING EFFECTS ON THE RETELLING OF EXTRAORDINARY CORPORATE NARRATIVES
Pablo Neder, University of Bayreuth, Germany
Claas Christian Germelmann, University of Bayreuth, Germany

FOSTERING PASSION: THE ROLE OF WORK ENVIRONMENT, ATTITUDES, AND PSYCHOLOGICAL OWNERSHIP IN SALESPERSON STORYTELLING
Edward L. Nowlin, Kansas State University, USA
David M. Houghton, Southern Illinois University, USA
Ben Eng, Marshall University, USA

NARRATIVE AS METHOD: USING NARRATIVE THEORY TO INFORM QUALITATIVE RESEARCH
Martin Key, University of Colorado Colorado Springs, USA
Session 7.8. **SPECIAL SESSION—LEARNING ABOUT THE MAGIC OF PUBLISHING USING BIBLIOMETRIC ANALYSIS**
Room: Grand Republic B
Session Chair: Amanda Blair, *Royal Institute of Technology, Sweden*
Panelists: Amanda Blair, *Royal Institute of Technology, Sweden*
Stacey Morrison, *Royal Institute of Technology, Sweden*
Jeannette Paschen, *Royal Institute of Technology, Sweden*
John Prpić, *Luleå University of Technology, Sweden*
Debbie Vigar-Ellis, *University of KwaZulu-Natal, South Africa*
Ria Wiid, *University of Worcester, UK*

Session 7.9. **FIRMS, RETAILERS, AND CUSTOMERS**
Room: Fantasia E
Session Chair: Jan Kietzmann, *Simon Fraser University, Canada*

**HOW POWER AFFECTS CONSUMERS’ TIPPING BEHAVIOR**
Anubhav Aggarwal, *Drexel University, USA*
Jeonggyu Lee, *Drexel University, USA*
Hoori Rafieian, *Drexel University, USA*
Daniel Korschun, *Drexel University, USA*

**BRAND LOYALTY GAIN OR LOSS? EFFECTS OF MOBILE APP GAMIFICATION FOR RETAILERS**
Ines Hackeradt, *Georg-August-University Göttingen, Germany*
Waldemar Toporowski, *Georg-August-University Göttingen, Germany*

**CO-CREATING “THE DEAL”: HOW SALESPERSON NEGOTIATION STRATEGIES AND CUSTOMER PERSUASION KNOWLEDGE INTERACT TO DETERMINE PRICE DISCOUNTS AND CUSTOMER SATISFACTION**
Yvette Holmes, *University of Houston-Downtown, USA*
Lauren Beitespacher, *Babson College, USA*
Bryan Hochstein, *Florida State University, USA*
Willy Bolander, *Florida State University, USA*

Session 7.10. **AMS REVIEW EDITORIAL REVIEW BOARD MEETING**
Room: Fantasia D

**Thursday, 3:00 - 3:30 pm**

**Refreshment Break**
*Sponsored by Marketplace® Simulations*
Room: Ballroom of the Americas-A
Thursday, 3:30 - 5:00 pm

Session 8.1. MEET THE EDITORS II
Room: Grand Republic B
Session Chair: O.C. Ferrell, Belmont University, USA
Panelists: V. Kumar, Journal of Marketing, Georgia State University, USA
Leonard Lee, Journal of Consumer Research, National University of Singapore, Singapore
Greg Marshall, Journal of Marketing Theory and Practice, Rollins College, USA
Brian Ratchford, Journal of Interactive Marketing, University of Texas at Dallas, USA
Cleopatra Veloutsou, Journal of Product and Brand Management, University of Glasgow, UK
Debra Zahay-Blatz, Journal of Research in Interactive Marketing, St. Edward’s University, USA
Doug Hughes, Journal of Personal Selling and Sales Management, Michigan State University, USA
Gloria Barczak, Journal of Product Innovation Management, Northeastern University, USA

Session 8.2. GETTING CONSUMER INSIGHTS FROM SPORT FANS AND VOLUNTEERS
Room: Atlantic B
Session Chair: Hsiao-Ching Kuo, Washington and Jefferson College, USA

THE PERSONAL VALUE STRUCTURES OF RALLY SPECTATORS AND RALLY TEAM MEMBERS
Risto Rasku, JAMK University of Applied Sciences, Finland
Douglas Turco, Sport Business School Finland, USA

STRUCTURED ABSTRACT: THE ROLE OF PRIDE IN RETAINING SPORT EVENT VOLUNTEERS
Mya Groza, Northern Illinois University, USA
Mark Groza, Northern Illinois University, USA
Luis Miguel Barral, ENAE Business School, Spain
Jose Antonio Rodero, ENAE Business School, Spain

EFFECTS OF SOCIAL MEDIA ON CONSUMERS’ SPORTS BRAND EXPERIENCES AND LOYALTY
Juha Munnukka, Jyväskylä University School of Business and Economics, Finland
Heikki Karjaluoto, Jyväskylä University School of Business and Economics, Finland
Tommi Mahlamäki, Tampere University of Technology, Finland
Ville Hokkanen, Jyväskylä University School of Business and Economics, Finland
CAUSE-RELATED SPORTS MARKETING: THE ROLE OF LEAGUE-CAUSE FIT AND TEAM IMAGERY IN ADVERTISING PROMOTIONS
Bridget Nichols, Northern Kentucky University, USA
Joe Cobbs, Northern Kentucky University, USA
David Raska, Northern Kentucky University, USA

Session 8.3. ROLES OF CHANNELS ON PREFERENCES AND CHOICES
Room: Pacific Room
Session Chair: Felipe Pantoja, NEOMA Business School, France

STRUCTURED ABSTRACT: THE MAGIC OF MAKING MORE FROM LESS--CONNECTING MARKETING PRICE DISCOUNTS, SUPPLY CHAIN LOGISTICS, AND FINANCIAL WORKING CAPITAL STRATEGY
Jared Hansen, University of North Carolina at Charlotte, USA

STRUCTURED ABSTRACT: ALTERNATIVE DISTRIBUTION CHANNELS TO REACH THE BOTTOM OF THE PYRAMID IN AN EMERGING MARKET
Dimitri Kapelianis, University of New Mexico, USA
Nosipho Mtshemla, University of Pretoria, South Africa
Sharika Munobhui, University of Pretoria, South Africa

STRUCTURED ABSTRACT: COMPARISON SITES: SIMPLIFIED OR DIRECTED EFFORT? MACRO-STUDY ON RETAILERS’ AND INTERMEDIARIES’ ONLINE CHANNEL
Sahar Karimi, Edge Hill University, UK

STRUCTURED ABSTRACT: ENTREPRENUERSHIP OPPORTUNITIES FOR WOMEN AND MINORITIES: EVIDENCE FROM FRANCHISE INDUSTRIES
Rebecca Rast, Louisiana State University, USA
Aaron Gleiberman, Louisiana State University, USA
Rajiv Dant, University of Oklahoma, USA

Session 8.4. CROSS CULTURAL ASPECTS OF BRANDS
Room: Atlantic A
Session Chair: Bernadette Kamleitner, WU, Austria

RESCUING XENOCENTRISM: THE MISSING CONSTRUCT IN CONSUMER BEHAVIOR
José I. Rojas-Méndez, Carleton University, Canada
Sindy Chapa, Florida State University, USA

WHEN PURCHASE INTENT IS NOT THE ENDGAME: A SEQUENTIAL PROCESS TO UNDERSTAND BRAND TRIBALISM, BRAND LOVE, AND MOTIVATIONAL NEEDS
Jeremy Sierra, Texas State University, USA
Harry Taute, Utah Valley University, USA
Larry Carter, Utah Valley University, USA
STRUCTURED ABSTRACT: DISCOVERING RELATIONSHIPS BETWEEN INDIAN LUXURY BRANDS AND INDIAN CONSUMERS
Varsha Jain, MICA, India
Don Schultz, Northwestern University, USA

Session 8.5. SPECIAL SESSION: DESIGNING AN INTEGRATED THREE YEAR MARKETING BACHELOR’S DEGREE PROGRAM
Room: Fantasia F
Session Chair: Kimberly Bogle Jubinville, Southern New Hampshire University, USA
Panelists: Kimberly Bogle Jubinville, Southern New Hampshire University, USA
Andrew Lynch, Southern New Hampshire University, USA

Session 8.6. MINDFULNESS: A NEW LOOK AT MARKETING ETHICS
Room: Grand Republic D
Session Chair: Ryan Langan, Willamette University, USA
GETTING INTO THE MIND OF CONSUMERS: AN EXPLORATORY ANALYSIS OF CONSUMER OPINIONS, ETHICS AND SENTIMENT OF NEUROMARKETING
Cuauhtemoc Luna-Nevarez, Sacred Heart University, USA

FACTORS INFLUENCING THE UNETHICAL BEHAVIOR OF BUSINESS PEOPLE
Adam Boes, Grand Valley State University, USA
Duncan Vos, Grand Valley State University, USA
Kevin Lehnert, Grand Valley State University, USA
Suzeanne Benet, Grand Valley State University, USA

MINDFULNESS AND ETHICAL MARKETING
Emma Wang, Bentley University, USA
Pierre Berthon, Bentley University, USA

Session 8.7. SPECIAL SESSION—MEET WITH JOURNAL EDITORIAL REVIEWERS: AN INTERACTIVE Q&A DISCUSSION ON THE DIFFICULTIES AND ISSUES THAT CREATE A REJECTION ASSESSMENT IN THE JOURNAL REVIEW PROCESS
Room: Grand Republic A
Session Chair: David Ortinau, University of South Florida, USA
Panelists: David Ortinau, University of South Florida, USA
Michael Dorsch, Clemson University, USA
Diana Haytko, Florida Gulf Coast University, USA
Les Carlson, University of Nebraska, USA
Patricia Norberg, Quinnipiac University, USA
Session 8.8. **SPECIAL SESSION—FRESH PERSPECTIVES ON VALUE CREATION**
Room: Grand Republic C
Session Chair: Emily Treen, *Simon Fraser University, Canada*

THE VIRGIN, THE LOVER, AND THE QUEEN: THE VALUE CREATED BY CHARACTER ARCHETYPES
Anjali Bal, *Babson College, USA*
Julia Watson, *University of California, Riverside, USA*
Kelly Weidner, *Dominican University of California, USA*
Richard Hanna, *Babson College, USA*

HOW CAN SME'S TAKE ADVANTAGE OF CROWDSOURCING?
Terrence Brown, *Royal Institute of Technology, Sweden*
Serdar Temiz, *Royal Institute of Technology, Sweden*

THE ROLE OF THE PRODUCT CHAMPION AND THE CONFLICTED VALUE OF SECRETS
Kelly Weidner, *Dominican University of California, USA*
Adam Mills, *Simon Fraser University, Canada*

Session 8.9. **INNOVATIONS & NEW TECHNOLOGIES: IMPLICATIONS FOR STRATEGIC MARKETING**
Room: Fantasia E
Session Chair: Xia Liu, *Rowan University, USA*

STRUCTURED ABSTRACT: PREMATURE ADOPTION OF TECHNOLOGICAL AND/OR ADMINISTRATIVE INNOVATIONS IN MARKETING: EXPLORING THE ISSUES AND IMPLICATIONS THROUGH A COMPETITIVE ADVANTAGE LENS
Radha Appan, *Cleveland State University, USA*
Sreedhar Madhavaram, *Cleveland State University, USA*

FIRM-LEVEL TECHNOLOGY ADOPTION PROCESSES: A QUALITATIVE INVESTIGATION
Kenneth Graham, *University of Wisconsin - La Crosse, USA*
Robert Moore, *Mississippi State University, USA*

DISCOVERING MAGIC OF MOBILE TECHNOLOGY IN BUSINESS: STRATEGIC MARKETING PERSPECTIVE
Elvira Bolat, *Bournemouth University, UK*

STRUCTURED ABSTRACT: REVISITING THE MARKETING CAPABILITIES FROM AN ADAPTIVE PERSPECTIVE
Volkan Polat, *Yalova University, Turkey*
Ali E. Akgun, *Gebze Technical University, Turkey*
Session 8.10. **EXPRESS YOUR SELFIE! SELF-CONCEPT, IDENTITY AND SELF-EXPRESSION**

Room: Fantasia D

Session Chair: Sarah Kuesgen, TU Dortmund, Germany

**NARCISSISM AND THE SELFIE: AN EXPORATORY STUDY**
Kate Pounders, University of Texas at Austin, USA
Hyunsang Son, University of Texas at Austin, USA
Tae Rang Choi, University of Texas at Austin, USA

**IMPACTS OF PEER IDENTITY AND PEER RELATIONSHIP ON ONLINE BRAND COMMUNITY IDENTIFICATION AND VALUE CO-CREATION**
Shih-Ju Wang, National Taiwan Normal University, Taiwan
Chong Jin Edmund Liaw, INTI International University and Colleges, Malaysia
Heng-Chiang Huang, National Taiwan University, Taiwan

**STRUCTURED ABSTRACT - INSTAGRAM INFLUENCERS AND THE ILLUSION OF A PERFECT BODY: AN ANALYSIS BASED ON BOURDIEU’S THEORETICAL CONTRIBUTION**
Daniela Ferreira, Federal University of Rio de Janeiro, Brazil

**USER’S SELF-EXPRESSION IN AUGMENTED REALITY**
Atieh Poushneh, University of Texas Rio Grande Valley, USA

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Thursday, 5:00 - 6:00 pm

**AMS Business Meeting**

Room: Pacific Room

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Thursday, 7:45 - 10:00 pm

**Dessert Reception & IllumiNations Fireworks Display**

Location: EPCOT—Terrace des Fleurs

- Buses will be staged at 7:45 PM at West Side Bus Pick Up in the Contemporary Convention Center and will leave for **EPCOT at 8:00 pm**. After the reception, buses will leave from EPCOT at 9:45 and return to the Contemporary at approximately 10:00 pm.
- *There will be convention guides to get guests off the buses, to the location, and then back to the buses*
DAILY HIGHLIGHTS • Friday, May 20, 2016

Registration
Room: Ballroom of the Americas-A, 8:00 am – 5:00 pm

2016 Theory Forum Session 1
Hosted by AMS Review
Room: Grand Republic B, 9:00 – 10:15 am

Refreshment Break
Room: Ballroom of the Americas-A, 10:00 – 10:30 am

2016 Theory Forum Session 2
Hosted by AMS Review
Room: Grand Republic B, 10:30 am – 12:00 pm

Lunch on Your Own
12:00 – 1:00 pm

AMS Board of Governors Meeting
Room: Board Room, 12:00 – 1:30 pm

AMS Excellence in Marketing Education Series—Disney Institute Backstage Magic Tour
(Pre-registration Required—Not Included in Conference Registration)
Time TBA

President’s Reception
Room: Porte Corhere, 7:00 – 8:00 pm

President’s Banquet
Room: Porte Corhere, 8:00 pm

Friday, 8:30 - 10:00 am

Session 9.1. CSR MEDLEY: SUSTAINABILITY, CELEBRITIES, MEASUREMENT AND MORAL EMOTIONS
Room: Atlantic A
Session Chair: Stefan Sleep, Georgia Southern University, USA

WHO IS TO BLAME? – THE ROLE OF PERCEIVED DECEPTION AND MORAL EMOTIONS IN CONSUMERS’ ATTRIBUTIONAL SEARCH: A STRUCTURED ABSTRACT
Johanna Held, University of Bayreuth, Germany
Maximilian Stieler, University of Bayreuth, Germany
Claas Christian Germelmann, University of Bayreuth, Germany

FRAMING BUSINESS SUSTAINABILITY EFFORTS THROUGH TIME
Goran Svensson, Oslo School of Management, Norway
Nils Høgevold, Oslo School of Management, Norway
 ARE CONSUMERS VULNERABLE TO CONSUMER FINANCIAL SERVICES? AN EXPLORATION OF PSYCHOLOGICAL ANTECEDENTS OF ATTITUDES AND BEHAVIORS IN THE CONSUMER FINANCIAL SERVICES INDUSTRY
Nicole Ponder, Mississippi State University, USA
Sheri Worthy, University of Georgia, USA
Jason Lueg, Mississippi State University, USA

CROSS-CULTURAL VALIDITY ASSESSMENT OF PERCEIVED BRAND GREENNESS SCALE
Sowmya Raja, IIT Madras, India
Richa Agrawal, IIT Madras, India

Session 9.2. EMOTIONS AND THE SELF
Room: Atlantic B
Session Chair: Pia Albinsson, Appalachian State University, USA

IS NOT THAT SHE IS A BAD PERSON, BUT SOMETHING IS PROBABLY WRONG!
Amanda Yamim, NEOMA Business School, France
Adilson Borges, NEOMA Business School, France
Bruna Jochims, NEOMA Business School, France

AN ARGUMENT FOR THE USE OF HIGH FEAR APPEALS AS AN EFFECTIVE TYPE II DIABETES HEALTH MESSAGING STRATEGY
Christopher D. Hopkins, Clemson University, USA
Kevin J. Shanahan, Mississippi State University, USA
Karen Hood, Eastern Kentucky University, USA
Allyn White, University of Mississippi, USA

STRUCTURED ABSTRACT- MEASURING AD-EVOKED NOSTALGIA IN INDIA: AN EMERGING MARKET PERSPECTIVE.
Varsha Jain, MICA, India
Altarf Merchant, University of Washington, Tacoma, USA
Subhadip Roy, Indian Institute of Management-Udaipur, India
John Ford, Old Dominion University, USA

THE ROLE OF FEMALE SEXUAL-SELF SCHEMA IN REACTIONS TO NON-EXPLICIT SEXUAL ADVERTISING IMAGERY
James Mayer, Indiana University, USA
Plamen Peev, Towson University, USA

Session 9.3. IT’S ALL ABOUT THE DESIGN
Room: Pacific Room
Session Chair: Ruta Ruzceviciute, Vienna University of Economics and Business, Austria

THE IMPACT OF ADDING ‘ACTIVE’ WHITE SPACE TO A LOGO DESIGN ON THE CLARITY OF BRAND COMMUNICATION AND EVALUATION: A STRUCTURED ABSTRACT
Nazuk Sharma, University of South Florida, USA
Sajeev Varki, University of South Florida, USA
A SIMPLE DESIGN ON A STRESSFUL DAY? - THE INTERPLAY OF COGNITIVE DEPLETION AND PRODUCT DESIGN
Marcel Grein, RWTH Aachen University, Germany
Annika Wiecek, RWTH Aachen University, Germany
Ramona Overlack, RWTH Aachen University, Germany
Daniel Wentzel, RWTH Aachen University, Germany

THE ROLE OF ACTIVATION AND ANGER IN THE CONTEXT OF CONSUMER REACTIONS TO DIFFERENT TYPES OF EROTIC ADVERTISING – A STRUCTURED ABSTRACT
Silke Bambauer-Sachse, University of Fribourg, Switzerland
Priska Heinzle, University of Fribourg, Switzerland

WHERE THERE’S SMOKE, THERE’S FIRE: ANALYZING THE EXPLICIT AND IMPLICIT EFFECTS OF TEXT-BASED AND GRAPHIC WARNING LABELS ON CIGARETTE PACKAGES
Nadine Hennigs, Leibniz University Hannover, Germany
Steffen Schmidt, Leibniz University Hannover, Germany
Sascha Langner, Leibniz University Hannover, Germany
Evmorfia Karampournioti, Leibniz University Hannover, Germany
Levke Albertsen, Leibniz University Hannover, Germany

IS CUTE DESIGN GOOD FOR GREEN PRODUCTS? INFLUENCES OF GREEN APPEALS AND BABYFACE SCHEMA
Chun-Tuan Chang, National Sun Yat-sen University, Taiwan
Wei-Cheng Yeh, National Sun Yat-sen University, Taiwan
You Lin, National Sun Yat-sen University, Taiwan

Session 9.4. EWOM: LET’S TALK! TRAVEL, PIRACY, CULTURE AND INFORMATION OVERLOAD
Room: Grand Republic C
Session Chair: Sören Köcher, TU Dortmund University, Germany

EVOLUTION OF INTERACTIVITY FROM B2C TO C2C: EXPLORING FLOW THEORY AND WOM
Yun Jung Lee, Adelphi University, USA
Sujin Yang, Sungshin Women’s University, South Korea

PIRACY, PRICE, AND WORD-OF-MOUTH: AN EQUITY THEORY EXAMINATION OF CONSUMER DIGITAL PIRACY RATES
John Gironda, Nova Southeastern University, USA
Maria Petrescu, Nova Southeastern University, USA
Pradeep Korgaonkar, Florida Atlantic University, USA

STRUCTURED ABSTRACT - TO TRUST, OR NOT TO TRUST—THAT IS THE QUESTION: A CROSS-CULTURAL STUDY OF THE DRIVERS AND MODERATORS OF ONLINE REVIEW TRUSTWORTHINESS
Beibei Dong, Lehigh University, USA
Mei Li, University of Notre Dame, USA
Session 9.5. EXPERIENTIAL LEARNING AND COURSE DESIGN
Room: Grand Republic D
Session Chair: Patrick Fennell, Louisiana State University, USA

HEDONIC DIMENSIONS OF SERVICE-LEARNING AND THEIR IMPORTANCE FOR MARKETING STUDENTS
Ebru Ulusoy, University of Maine, USA
Arne Baruca, Texas A&M University - San Antonio, USA

MILLIONS FOR MARCOM, BUT NOT ONE CENT FOR RESEARCH: A STRUCTURED ABSTRACT
Kenneth Hall, Bloomsburg University of Pennsylvania, USA
Jung Seek Kim, Bloomsburg University of Pennsylvania, USA

STRUCTURED ABSTRACT: MOTIVATION AND ACTIVE LEARNING TO IMPROVE STUDENT PERFORMANCE
Debra Zahay-Blatz, St. Edward’s University, USA
Archana Kumar, Montclair State University, USA
Carrie Trimble, Millikin University, USA

THE CREATION OF VIDEOS BY MARKETING STUDENTS: AN EXPLORATION OF ATTITUDES AND MOTIVATIONS IN A CAPSTONE COURSE
Peter Kaufman, Illinois State University, USA
Chiharu Ishida, Illinois State University, USA
Leigh Anne Donovan, Illinois State University, USA
Kristina Kaufman, Morning Time Productions, USA

Session 9.6. SPECIAL SESSION—EXPLORING DIFFICULTIES & PITFALLS DOCTORAL STUDENTS MUST CONQUER IN BECOMING RESEARCHERS/AUTHORS/SCHOLARS
Room: Grand Republic A
Session Chair: David Ortinau, University of South Florida, USA

Panelists: Jennifer A. Espinosa, University of South Florida, USA
Nina Krey, Louisiana Tech University, USA
Lisa Monahan, University of South Florida, USA

Friday, 9:00 - 10:15 am

Session 10.1. THEORY FORUM SESSION 1: DEVELOPING AND PUBLISHING THEORETICAL IDEAS—HOSTED BY AMS REVIEW AND AMS DOCTORAL CONSORTIUM
Room: Grand Republic B
Session Chair: Manjit Yadav, Texas A&M University, USA

IDENTIFYING AND COMMUNICATING NEW THEORETICAL IDEAS
Ruth Bolton, Arizona State University, USA

THEORETICAL EVALUATION: AN APPROACH TO THEORY DEVELOPMENT
David A. Griffith, Lehigh University, USA
Friday, 10:00 - 10:30 am

**Refreshment Break**
Room: Ballroom of the Americas-A

Friday, 10:30 - 12:00 pm

**Session 11.1. THEORY FORUM SESSION 2: REINVIGORATING MARKETING THEORY—HOSTED BY AMS REVIEW AND AMS DOCTORAL CONSORTIUM**
Room: Grand Republic B
Session Chair: Manjit Yadav, Texas A&M University, USA

- **HISTORICAL PERSPECTIVE ON MARKETING THEORY AND EDUCATION**
  O.C. Ferrell, Belmont University, USA

- **ENHANCING MARKETING'S STRATEGIC INFLUENCE WITH IMPACTFUL THEORY**
  Manjit Yadav, Texas A&M University, USA

**Session 11.2. SYMBOLS, LANGUAGE, AND IMAGERY**
Room: Atlantic A
Session Chair: Karen Hood, Eastern Kentucky University, USA

- **SCARCITY APPEALS IN ADVERTISING: COMPARISON OF PRODUCT UNIQUENESS AND POPULARITY SIGNALS**
  Emi Moriuchi, Fort Hays State University, USA
  Christina Chung, Ramapo College of New Jersey, USA

- **UNDERSTANDING COMMUNICATION IN DISASTER RESPONSE: A MARKETING STRATEGY FORMULATION AND IMPLEMENTATION PERSPECTIVE**
  Christine Pitt, Simon Fraser University, Canada
  Leyland Pitt, Simon Fraser University, Canada
  Joseph Vella, University of Malta, Malta
  Emily Treen, Simon Fraser University, Canada

- **ENGLISH VERSUS CHINESE BILINGUALS’ PREFERENCES FOR VOCABULARY IN ADVERTISING**
  Chun Zhang, Concordia University, Canada
  Michel Laroche, Concordia University, Canada
  Marie-Odile Richard, SUNY Polytechnic Institute, USA

- **UNDERSTANDING A CHANGING LANDSCAPE: NEW EVIDENCE CONCERNING THE ROLE OF DISTINCTIVENESS IN MULTIETHNIC ADVERTISING RESEARCH**
  Erika Paulson, Quinnipiac University, USA
  Riley Dugan, University of Dayton, USA
  Yue Pan, University of Dayton, USA
Session 11.3. BRAND IMAGE, BRAND AUTHENTICITY AND BRAND HERITAGE
Room: Atlantic B
Session Chair: Pierre Valette-Florence, IAE de Grenoble, France

HIERARCHICAL STRUCTURE OF BRAND AUTHENTICITY
Maiara Kososki, Federal University of Parana, Brazil
Paulo Prado, Federal University of Parana, Brazil

STRUCTURED ABSTRACT: CATEGORIZATION OF GLOBAL, LOCAL AND GLOCAL BRANDS: A CONSUMER’S PERSPECTIVE
METHODOLOGY
Miguel Angel Lopez, Tec de Monterrey-Guadalajara, Mexico
Joan Llonch, Universitat Autònoma de Barcelona, Spain
Jorge Eduardo Gomez, Tec de Monterrey-Guadalajara, Mexico

STRUCTURED ABSTRACT: COMPREHENDING POLITICAL BRANDING AND BRAND IMAGE OF THE BJP IN INDIA
Varsha Jain, MICA, India
Christopher Pich, Nottingham Trent University, UK
Ganesh B.E., MICA, India
Guja Armannsdottir, Nottingham Trent University, UK

STRUCTURED ABSTRACT: DEVELOPING A SCALE TO MEASURE UNIVERSITY BRAND HERITAGE
Mei Rose, University of Alaska Anchorage, USA
Gregory Rose, University of Washington, Tacoma, USA
Altaf Merchant, University of Washington, Tacoma, USA

Session 11.4. MARKETING METRICS AND ANALYTICS I
Room: Grand Republic A
Session Chair: James Agarwal, University of Calgary, Canada

A CONCEPTUAL FRAMEWORK OF ORGANIZATIONAL ORIENTATION ANTECEDENTS OF SALES AND OPERATIONS PLANNING
Ji Qi, University of Alabama, USA
Alexander E. Ellinger, University of Alabama, USA

AUTOMATIC METHODS FOR ONLINE REVIEW CLASSIFICATION: AN EMPIRICAL INVESTIGATION OF REVIEW USEFULNESS
Jorge Fresneda, Drexel University, USA
David Gefen, Drexel University, USA

TOWARD RESOLVING THE REFLECTIVE-FORMATIVE MEASUREMENT DEBATE: THEORETICAL FRAMEWORK AND AN EMPIRICAL INVESTIGATION
James Agarwal, University of Calgary, Canada
Oleksiy Osifyevskyy, Northeastern University, USA
Session 11.5.  **BRANDS AND IDENTITY: AN INTERNATIONAL MARKETING PERSPECTIVE**  
Room: Grand Republic C  
Session Chair:  Kishore Pillai, *University of Bradford, UK*  
**HOW RECIPES OF NATIONAL CULTURAL VALUES, WEALTH, ECONOMIC INEQUALITY, AND RELIGIOSITY EXPLAIN CONSUMER TIPPING BEHAVIOR**  
Graham Ferguson, *Curtin University, Australia*  
Carol M. Megehee, *Coastal Carolina University, USA*  
Arch G. Woodside, *Boston College, USA*  
**SOCIAL IDENTITY OF OFFSHORE EMPLOYEES: WHEN DO ORGANIZATIONAL IDENTITY AND IDENTIFICATION IMPROVE INTERNATIONAL BUSINESS PERFORMANCE?**  
Gen Fukutomi, *Kyoto Sangyo University, Japan*  
Kenichiro Kuroiwa, *Aoyama Gakuin University, Japan*  
Keiko Kotani, *Aoyama Gakuin University, Japan*  
**WHICH DIMENSION OF BRAND GLOBALNESS MATTERS IN ADVERTISEMENTS? - A STRUCTURED ABSTRACT**  
Silke Bambauer-Sachse, *University of Fribourg, Switzerland*  

Session 11.6.  **MANAGING THE CONSUMER EXPERIENCE**  
Room: Grand Republic D  
Session Chair:  Dahlia El-Manstrly, *University of Edinburgh, UK*  
**NEED FOR TOUCH - A BARRIER IN ONLINE SHOPPING: IDENTIFYING COMPENSATORY FACTORS IN AN ONLINE CONTEXT**  
Jyoti Pandey, *Indian Institute of Management-Indore, India*  
Ashish Sadh, *Indian Institute of Management-Indore, India*  
Aditya Billore, *Indian Institute of Management-Indore, India*  
**THE INFLUENCE OF ATTRIBUTE DISPLACEMENT PERFORMANCE ON CUSTOMER EVALUATION OF SERVICE EXPERIENCES**  
Liwu Hsu, *University of Alabama in Huntsville, USA*  
Elten Briggs, *University of Texas at Arlington, USA*  
Timothy Landry, *University of Alabama in Huntsville, USA*  
**CUSTOMER EXPERIENCE MANAGEMENT PRACTICES: A SYSTEMATIC LITERATURE REVIEW**  
Farah Arkadan, *Cranfield University, UK*  
Emma K. Macdonald, *Cranfield University, UK*  
Hugh N. Wilson, *Cranfield University, UK*  
**SOCIAL IRRITANTS: SMALL THINGS WITH LARGE CONSEQUENCES**  
Andrew Thoeni, *University of North Florida, USA*  
Youngtae Choi, *University of North Florida, USA*  
**SELF-EXPANSION IN EXPERIENTIAL CONSUMPTION**  
Mark Pelletier, *Radford University, USA*  
Joel Collier, *Mississippi State University, USA*
Session 11.7. **STRATEGIC ORIENTATION & COMMITMENT**  
Room: Pacific Room  
Session Chair:  Kacy Kim, Elon University, USA

**STRUCTURED ABSTRACT: DO PRIVATE LABELS OUTPERFORM NATIONAL BRANDS? INSIGHTS INTO A GAIN-AND-LOSS ANALYSIS**  
Michael Hundt, University of Hagen, Germany  
Hans Jansen, University of Hagen, Germany  
Rainer Olbrich, University of Hagen, Germany

**STRUCTURED ABSTRACT: PERSISTENT INNOVATION AND FIRM ORIENATIONS: A CONCEPTUAL FRAMEWORK**  
Sreedhar Madhavaram, Cleveland State University, USA  
Pelin Bicen, Penn State University, USA

**STRATEGIC ORIENATIONS, KNOWLEDGE STOCK, AND AMBIDEXTERITY: A STUDY OF FIRM-WIDE BEHAVIOR AND CONSEQUENCES**  
Indu Ramachandran, Texas State University, USA  
Vishag Badrinarayanan, Texas State University, USA  
Cynthia Lengnick-Hall, University of Texas at San Antonio, USA

**VIEWING ORGANIZATIONAL COMMITMENT THROUGH THE LENS OF CUSTOMIZATION**  
Jennifer Glinka, Freiberg University of Technology, Germany  
Margit Enke, Freiberg University of Technology, Germany  
Kati Kasper-Bauer, Freiberg University of Technology, Germany  
Marko Sarstedt, Otto-von-Guericke-University Magdeburg, Germany

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Friday, 12:00 - 1:00 pm  
**Lunch on your own**

Friday, 12:00 - 1:30 pm  
**AMS Board of Governors Meeting**

Friday, 1:00 - 2:30 pm  

Session 12.1. **CONSUMER-BRAND RELATIONSHIPS AND NEW MEDIA**  
Room: Atlantic A  
Session Chair:  Lynn Kahle, University of Oregon, USA

**THE CENTRAL AND SUFFICIENT ROLE OF IDENTIFICATION IN BRAND COMMUNITIES**  
Laurence Dessart, Kedge Business School, France  
Cleopatra Veloutsou, University of Glasgow, UK
A CUSTOMER PERSPECTIVE OF ONLINE REPUTATION: SOME ANTECEDENTS AND CONSEQUENCES
Chebli Youness, Pierre Mendès France University of Grenoble - CERAG, France
Pierre Valette-Florence, Pierre Mendès France University of Grenoble - CERAG, France

SHARED-VALUE OR MERE COMMERCIALIZATION? FACTORS THAT INFLUENCE PERCEPTIONS OF COLLABORATIVE PRODUCT DEVELOPMENT
Laurel Cook, West Virginia University, USA

A STRUCTURED ABSTRACT: HOW PSYCHOLOGICAL DISTANCE AND PRODUCT PURCHASE FREQUENCY AFFECT ADVERTISING EFFECTIVENESS
Yung Kyun Choi, Dongguk University, South Korea
Sukki Yoon, Bryant University, USA
Kacy Kim, Elon University, USA
Yeonshin Kim, Myongji University, South Korea

Session 12.2. DIGITAL MARKETING AND SOCIAL MEDIA
Room: Atlantic B
Session Chair: Nazuk Sharma, University of South Florida, USA

APPLYING TEXT ANALYSIS TO DETERMINE FACTORS THAT INCREASE THE ASSESSED USEFULNESS OF ONLINE PRODUCT REVIEWS
Jorge Fresneda, Drexel University, USA
David Gefen, Drexel University, USA

NEW PRODUCT RELEASE: KNOWLEDGE AND INSIGHTS FROM SENTIMENT ANALYSIS IN A USER-GENERATED CONTENT
Gavin Jiayun Wu, Savannah State University, USA
Zhenning Xu, University of Texas at El Paso, USA
Saeed Tajdini, University of Texas at El Paso, USA
Jie Zhang, Johns Hopkins University, USA

AN EXPLORATION OF THE USES AND GRATIFICATIONS OF SOCIAL MEDIA AS PART OF B2B PROCESSES: DECISION MAKERS VS. MARKETERS
Morgan Victoria Christopher, University of Edinburgh, UK
Ben Marder, University of Edinburgh, UK

Session 12.3. “THE GAME PLAN”: MANAGERIAL CONSIDERATIONS IN SPORT MARKETING
Room: Grand Republic A
Session Chair: Broderick Turner, Florida International University, USA

ART, TOURISM EXPERIENCE AND CONSUMER METAPHORIA
Esi A. Elliot, Suffolk University, USA
NAME IT AS A SUB-BRAND! EVENT MARKETING FROM BRAND ARCHITECTURE PERSPECTIVE.
Yiran Su, Temple University, USA
Thilo Kunkel, Temple University, USA
Ceridwyn King, Temple University, USA

COMMERCIAL IMPLICATIONS OF CORRUPTION IN SPORT: HOW SHOULD A SPONSOR RESPOND?
Samantha Roberts, Coventry University, UK
Simon Chadwick, University of Salford, UK

SPORTS TEAM BRAND-EQUITY INDEX: A NEW MEASUREMENT
Anish Yousaf, Lovely Professional University, India
Anil Gupta, University of Jammu, India
Abhishek Mishra, Indian Institute of Management-Indore, India

Session 12.4. “FANTASIA”: MARKETING INSIGHTS FOR MEDIA ENTERTAINMENT
Room: Grand Republic B
Session Chair: Patricia Norberg, Quinnipiac University, USA

DON‘T KILL THE SUSPENSE: HOW OUTCOME KNOWLEDGE INFLUENCES THE ENJOYMENT OF ENTERTAINMENT
Elizabeth Miller, University of Massachusetts Amherst, USA
Mujde Yuksel, Suffolk University, USA
Easwar Iyer, University of Massachusetts Amherst, USA

WHAT’S IN A NAME? ANALYZING THE INFLUENCE OF BRAND NAMES ON ENTERTAINMENT PRODUCT SUCCESS
Nora Paehler Vor der Holte, University of Münster, Germany
Fabian Gless, University of Münster, Germany
Ann-Kristin Knapp, University of Münster, Germany
Utz Riehl, University of Münster, Germany
Thorsten Hennig-Thura, University of Münster, Germany

WHY DO WE WATCH SEQUELS? A QUALITATIVE EXPLORATION FROM INDIA
Subhadip Roy, IIM Udaipur, India
Shilpa Bagdare, IIPS Indore, India

STRUCTURED ABSTRACT - ESPORTE INTERATIVO: BUILDING A PLATFORM FOR SPORTS’ FANS IN BRAZIL
Daniela Ferreira, Federal University of Rio de Janeiro, Brazil
Paula Chimenti, Federal University of Rio de Janeiro, Brazil

EFFECTS OF CONGRUENCE AND RELIABILITY ON CONSUMER RESPONSES IN A CAUSE ALLIANCE CAMPAIGN
Soyoung Joo, University of Massachusetts Amherst, USA
Jakeun Koo, University of Massachusetts Amherst, USA
Session 12.5. **MARKETING METRICS AND ANALYTICS II**  
Room: Grand Republic C  
Session Chair: Peter McGoldrick, *University of Manchester, UK*

**APPLICATION OF MIXED METHODS BY CONSUMER MARKETING PRACTITIONERS: LESSONS FOR THE ACADEMY?**  
Peter McGoldrick, *University of Manchester, UK*  
Chihling Liu, *Lancaster University Management School, UK*

**WITH JOYFUL FLOW: THE DUAL INFORMATION PROCESSING EFFECT OF PRAGMATIC AND HEDONIC USER EXPERIENCE ON BRAND ATTACHMENT**  
Steffen Schmidt, *Leibniz University Hannover, Germany*  
Sascha Langner, *Leibniz University Hannover, Germany*  
Nadine Hennigs, *Leibniz University Hannover, Germany*  
Levke Albertsen, *Leibniz University Hannover, Germany*  
Evmorfia Karampournioti, *Leibniz University Hannover, Germany*  
Matthias Rothensee, *Eye Square GmbH, Germany*

**PHENOMENOLOGY AND ETHNOMETHODOLOGY AS INTERPRETIVE RESEARCH PERSPECTIVES FOR COMPLEX SERVICE FEATURES**  
Flávio Régio Brambilla, *Universidade de Santa Cruz do Sul, Brazil*  
Eduardo Basso Júnior, *Pontificia Universidade Católica do Rio Grande do Sul, Brazil*

Session 12.6. **SOCIAL AND CULTURAL INFLUENCES IN SERVICES**  
Room: Grand Republic D  
Session Chair: Jeremy Wolter, *Auburn University, USA*

**STRUCTURED ABSTRACT: Y USTED? THE EFFECTS OF SOCIAL INFLUENCE ON CONSUMERS’ SERVICE LANGUAGE PREFERENCE**  
Monique Bell, *California State University, Fresno, USA*  
Marina Puzakova, *Lehigh University, USA*

**CONSUMING FOREIGN CULTURAL PRODUCTS: AN EXPLORATORY STUDY OF COUNTRY-OF-ORIGIN EFFECTS ON KOREAN POPULAR CULTURE CONSUMPTION IN TAIWAN**  
Kenneth C. C. Yang, *University of Texas at El Paso, USA*  
Yowei Kang, *Kainan University, Taiwan*

**SERVICE ENCOUNTERS WITH IMMIGRANT CUSTOMERS: MANAGERIAL INSIGHTS ON CHALLENGES AND OPPORTUNITIES**  
Christina Sichtmann, *University of Vienna, Austria*  
Peter Patak, *University of Vienna, Austria*

**FAITH, TRUST AND PIXIE DUST: A COMPARATIVE STUDY OF CONSUMER TRUST IN ISLAMIC BANKS**  
Julie Robson, *Bournemouth University, UK*  
Samreen Ashraf, *Bournemouth University, UK*  
Najat Abdullrahim, *Bournemouth University, UK*
Session 12.7. CULTURAL ASPECTS OF INTERNATIONAL MARKETING
Room: Pacific Room
Session Chair: Donald Lund, University of Alabama at Birmingham, USA

CULTURAL ORIENTATION AND CULTURE CONSUMPTION OUTCOMES: COMPARING IMMIGRANTS FROM THE FORMER SOVIET UNION TO ISRAEL AND GERMANY
Dose David, Friedrich-Schiller-University of Jena, Germany
Gianfranco Walsh, Friedrich-Schiller-University of Jena, Germany
Ayalla Ruvio, Michigan State University, USA
Sigal Segev, Florida International University, USA

SELF-CONSTRUAL AND WILLINGNESS TO PURCHASE FOREIGN PRODUCTS: THE MEDIATING ROLES OF CONSUMER COSMOPOLITANISM AND ETHNOCENTRISM
Merve Dogan, Wayne State University, USA
Attila Yaprak, Wayne State University, USA

AN EXPLORATORY STUDY OF LANGUAGE EFFECT IN CROSS-CULTURAL MARKETING
Tana Licsandru, University of Manchester, UK
Charles Cui, University of Manchester, UK
Friday, afternoon (time TBA)
AMS Excellence in Marketing Education Series—Disney Institute Backstage Magic Tour
(Pre-registration Required—Not Included in Conference Registration)

Friday, 7:00 - 8:00 pm
President’s Reception  
Room: Porte Corhere  
Attire: Business Casual  
Note: Event is Outdoors

Friday, 8:00 pm
President’s Banquet  
Room: Porte Corhere  
Attire: Business Casual  
Note: Event is Outdoors
DAILY HIGHLIGHTS • Saturday, May 21, 2016

Post-Conference Workshop:
Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3
Ballroom of the Americas-A, 9:00 am – 2:00 pm

AMS Golf Tournament
(Pre-registration Required; Not Included in Conference Registration)
First tee time at approximately 12:00 pm
Disney’s Palm Golf Course—Former home of the Walt Disney World Open Invitational

Saturday, 9:00 am - 2:00 pm

Room: Ballroom of the Americas-A

Instructors: Joe F. Hair, Jr., Kennesaw State University
Christian M. Ringle, Hamburg University of Technology, Germany/University of Newcastle, Australia
Marko Sarstedt, Otto-von-Guericke-University Magdeburg, Germany/University of Newcastle, Australia

Saturday, approximately 12:00 pm

AMS Golf Tournament
(Pre-registration Required; Not Included in Conference Registration)
First tee time at approximately 12:00 pm
Disney’s Palm Golf Course—Former home of the Walt Disney World Open Invitational
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