Ideas in Marketing: Finding the New & Polishing the Old

May 15 – May 18, 2013

Portola Hotel and Spa
Monterey, CA USA
Ceja Vineyards is an ultra premium Latino family owned winery in the Napa Valley. It was founded in 1999 by Amelia, Pedro, Armando and Martha Ceja – first generation Mexican-American immigrants. Their dedication to sustainable agriculture and the gentle handling of the grapes in the cellar can be tasted in every sip of their legendary estate grown wines. In 1967, Amelia Morán Ceja emigrated to the U.S. to join her father, a farm worker, who toiled for years in California’s vineyards. Today she’s crossing another border, turning upwardly mobile Latinos into wine aficionados with her subtle blend of viticulture, down-home cuisine and a Web-based marketing campaign.

A strong matriarchal tradition in her family fostered Amelia’s independent spirit, but more than anything, Amelia feels it is flavors and her experience with food that have shaped her life choices. Long before the California legislature recognized Amelia as “Woman of the Year” in 2005 for “breaking the glass ceiling in a very competitive business,” the first Mexican-American woman ever to be elected president of a winery was on the frontier of wine. The dynamo behind more than 140 video blogs since 2009 on preparing Mexican cuisine and pairing it with wine, Amelia has introduced thousands to exciting flavor combinations they never dreamed of. Embracing both her Mexican heritage and American home, Amelia combines the best of what she finds in food and drink, tradition and innovation. “As a minority cellar, we are shaping the wine industry,” explains Amelia, who was honored as the “most outstanding female leader, innovator and visionary in the wine field in the North Bay” by North Bay Business Journal at its 2008 Women in Business gala.

Under her leadership, Ceja Vineyards has received numerous awards including: The California Latino Legislative Caucus 2012 Latino Spirit Award. The Spirit Awards recognize those businesses/individuals that exemplify the spirit of the Latino community and have contributed to the State of California. Inc. Magazine selected Ceja Vineyards “Entrepreneur of the Year 2004” (one of seven) in the January 2005 issue. Case production has increased from 750 cases to 10,000 cases per year, and Ceja wines are offered at some of the most acclaimed restaurants in the United States. In addition, Ceja Vineyards was featured in the Wall Street Journal in August 2012 due to Amelia’s focus on wine with food. The article Replacing Cervezas with Chardonnays has had a major influence in the wine industry.

“We’re embracing the best in both cultures and tossing away what doesn’t work,” says Amelia. “I don’t want to be homogeneous; my experience is enhancing my adopted country. We’re making both of our cultures better. Why not share what is wonderful—and keep it?” Salud!
Ideas in Marketing: Finding the New & Polishing the Old

Welcome to beautiful Monterey and to the 42\textsuperscript{nd} AMS Annual Conference. This is one of the largest AMS conferences ever – we had more than 430 competitive submissions in 30 different tracks and accepted just under 70\% of them, for around 100 sessions and 12 special sessions. More than half of the papers came from outside of North America, with authors from every continent, track chairs from every continent and reviewers from every continent. There is something here for every marketer, with lots of new ideas addressing emerging issues in marketing and also with many papers trying and testing the received wisdom of the past. Monterey is a magical place, as you either have discovered or will discover while you are here. It is the place of Steinbeck and Cannery Row, the world’s best aquarium, close to what many believe is the world’s most beautiful golf course and great vineyards, and home to some of the best restaurants in North America. Look for what John Steinbeck called the “hour of pearl” in Monterey—the interval between day and night when time stops and examines itself.

Thanks to all the authors who submitted papers, our 60 long-suffering track co-chairs, and a special thank you to our many hundreds of reviewers. Without their hard work and efforts, we would not be able to attend and enjoy knowledge sharing and good company at this conference. We are especially grateful to our Executive Vice-President and Director, Harold W. Berkman and to Florence Cazenave, Director of Marketing and Communication. Most of all, thank you to our attendees, without whom none of this would be happening.

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Internet Marketing  
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Philip DesAutels, Royal Institute of Technology, Sweden

Marketing: European Issues  
Simos Chari, University of Leeds, UK  
Des Laffey, University of Kent, UK

Marketing: African Issues  
Beate Stihler, University of Johannesburg, S. Africa  
Frikkie Herbst, University of Stellenbosch, S. Africa

Marketing: Australasian Issues  
Deon Nel, Flinders University, Australia  
Stuart Adam, Deakin University, Australia

Marketing: Latin/South American Issues  
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Social Marketing and Marketing for Nonprofits
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Political Marketing
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Marketing and other Business Functions
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Wine Marketing
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Sensory Marketing
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Doctoral Colloquium
John Ford, Old Dominion University, USA
DAILY HIGHLIGHTS
Tuesday, May 14, 2013

AMS Executive Committee Meeting
Executive Boardroom, 1 p.m. – 6 p.m.

DAILY HIGHLIGHTS
Wednesday, May 15, 2013

AMS Executive Committee Meeting
Executive Boardroom, 7:30 p.m. – 5 p.m.

Registration
De Anza Foyer, 1 p.m. – 5 p.m.

Refreshment Break
De Anza Foyer, 3 p.m. – 3:30 p.m.

Wine Tasting
XXX, 5 p.m. – 6 p.m.

Meet the Editors (I)
Cottonwood I, 3:30 pm.

Welcome Reception and Shirt Swap
6:00 – 7:00 PM, De Anza Foyer

Wednesday, 1:30 PM

Session 1.1 Customer Satisfaction and Loyalty in the Service Sector
Room: Driftwood I
Session Chair: Young-A Song, The University of Texas at Austin

Customer relationships across search, experience and credence services.
Anastasia Stathopoulou, University of London, UK
George Balabanis, City University London, UK

Typology of moderators of the customer satisfaction—repurchase intention relationship: escape assistants and capture assistants.
Birgit Leisen Pollack, University of Wisconsin Oshkosh, USA

Personality, satisfaction, and customer citizenship behavior in an online shopping context.
Nwamaka Anaza, Francis Marion University, USA
Embarrassment during social coupon-redemption in sit-down dining restaurants: antecedents and consequences.
Chintorn Nakhata, University of South Florida, US

Session 1.2 Sales Process and Performance
Room: Driftwood II
Session Chair: Stephanie Mangus, Louisiana State University, USA

Salesperson profitability in relationship marketing.
Said Echchakoui, University of Quebec at Abitibi-Temiscamingue, Canada

The effect of sales people, processes, and provisions on performance: the 4p-sales Vijaykumar management model.
Krishnan, Northern Illinois University, USA
Mark D. Groza, Northern Illinois University, USA
Robert M. Peterson, Northern Illinois University, USA

Effects of job embeddedness on salesperson customer orientation: the roles of organization-based self-esteem and collectivism.
Frederick Hong-Kit Yim, Hong Kong Baptist University, Hong Kong
Henry Fock, Hong Kong Baptist University, Hong Kong

Saying the right thing at the right time: the moderating role of career stage on the sales manager feedback – sales performance link.
Edward Nowlin, Southern Illinois University-Carbondale, USA
Todd Macclure, Southern Illinois University-Carbondale, USA

Session 1.3 Social Media Branding & Human Brands
Room: Redwood I
Session Chair: Lauren Labrecque, Loyola University at Chicago, USA

Embedding consumers - mediation of social media engagement effects on consumer-brand relationships
Julia Schamari, EBS Business School, Germany
Tobias Schäfers, EBS Business School, Germany

Korean consumer perspectives toward social media advertising and intention to join brand pages.
Christina Chung, Ramapo College of New Jersey, USA
Alexander Muk, Texas State University at San Marcos, USA
Jonghoon Kim, University of Incheon, Korea

If celebrities can do it, so can I: Me, my celebrity and my brand an exploratory investigation of celebrity influence on online personal branding.
Arne Baruca, Sacred Heart University, USA
Ebru Ulusoy, University of Maine, USA
Online personal branding in the Middle East and North America: A comparison of social capital accumulation and community response.
Fathima Saleem, ESADE Business School, Spain
Oriol Iglesias, ESADE Business School, Spain

Session 1.4 Social Consumption and the Self
Room: Redwood II
Session Chair: Josko Brakus, Leeds University, UK

Overconfidence and underconfidence in usage experience.
Kamran Razmooz, Cranfield School of Management, UK
Radu Dimitriu, Cranfield School of Management, UK

The score is not the music: Practices and value in collaborative consumption contexts.
Carol Kelleher, University College Cork, Ireland
Hugh Wilson, Cranfield School of Management, UK
Joe Peppard, Cranfield School of Management, UK

Creative consumers cook up value in conversations.
Marie Taillard, ESCP Europe Business School, UK
Alkmini Gritzali, Cass Business School, UK

Session 1.5 Understanding Pricing & Consumer Behavior
Room: Ironwood I
Session Chair: Hsiu-Yuan (Jody) Tsao, Tamkang University, Taiwan

The semantic association network of the price-quality relationship.
Chih-Hsiao Tsai, Tamkang University of Science & Technology, Taiwan

How are product differentiation, brand equity and price interrelated in consumers' choice?
Nebojsa Davcik, ISCTE-IUL, Portugal

The role of altruistic and egoistic motivations in pay what you want situations.
Frank Huber, Johannes Gutenberg-University Mainz, Germany
Michael Lenzen, Johannes Gutenberg-University Mainz, Germany
Frederik Meyer, Johannes Gutenberg-University Mainz, Germany

The effects of price promotions on new and mature products.
Session 1.6 Consumer Behaviour in Retail Settings
Room: Ironwood II
Session Chair: Gina Tran, University of North Texas, USA

The role of product and emotional dissonance on retail returns.
Thomas Powers, University of Alabama at Birmingham, USA
Eric Jack, University of Alabama at Birmingham, USA

“Man, I shop like a woman!” Effects of gender and emotions on consumer shopping outcomes and perceptions of retail environments.
Marcia Herter, Reims Management School, France
Cristiane P. Santos, Federal University of Rio Grande do Sul, Brazil
Diego Costa Pinto, Reims Management School, France

Investigating consumer attitudes toward customized apparel: A look at uniqueness, involvement, apparel fit, and body size.
Gina Tran, University of North Texas, USA

The impact of hassles and uplifts on stress, excitement and satisfaction in a retail setting.
Marion Brandstaetter, Karl-Franzens-University, Austria
Thomas Foscht, Karl-Franzens-University, Austria
Florian Dorner, Karl-Franzens-University, Austria
Cesar Maloles, California State University, USA

Session 1.7 Advertising Appeals and Execution
Room: Cottonwood I
Session Chair: Brad Carlson, St. Louis University, USA

Matching advertisement layout with metaphor facilitates comprehension.
Lampros Gkiouzepas, Alexander Technological Educational Institute of Thessaloniki, Greece

The use of childhood icons in nostalgic appeals for charity.
Altaf Merchant, University of Washington at Tacoma, USA
Kathryn Latour, Cornell University, USA
John Ford, Old Dominion University, USA
Michael Latour, Cornell University, USA

Consumption emotion, satisfaction and word of mouth: a structural study of demographic correlates.
Madhupa Bakshi, Indian Institute of Management, India
Prashant Mishra, Indian Institute of Management, India

Advertising execution styles matter - a fear-based experiment on attitude, susceptibility, efficacy and behavior.
Marlize Terblanche-Smit, Stellenbosch University, S. Africa
Ronel Du Preez, Stellenbosch University, S. Africa
Lucea van Huyssteen, Stellenbosch University, S. Africa

Session 1.8 Sustainable Marketing
Room: Cottonwood II
Session Chair: Verena Gruber, WU Vienna, Austria

Göran Svensson, Oslo School of Management, Norway
Carmen Padin, Vigo University, Spain
Juan Carlos Sosa Varela, Universidad del Turabo, Puerto Rico
Beverly Wagner, Strathclyde University, UK
Daniel J Petzer, North-West University, S. Africa
HB Klopper, Monash University, S. Africa
Nils M. Høgevold, Oslo School of Management, Oslo, Norway

Sustainable initiatives: the antecedents of organizational learning and unlearning.
Kelly Weidner, Dominican University of California, USA
Cheryl Nakata, University of Illinois at Chicago, USA

Corporate social responsibility in emerging markets: corporate India's engagement with local communities.
Ramendra Singh Ramendra, IIM Calcutta, India
Sharad Agarwal, IIM Ranchi, India

Ethical Aspects of International Product Sourcing.
Peter McGoldrick, Manchester Business School, UK
Verena Gruber, WU Vienna, Austria
Bodo B. Schlegelmilch, WU Vienna, Austria
Terry Newholm, Manchester Business School, UK

Wednesday, 3.00 p.m. – 3.30 p.m
Refreshment break, De Anza Foyer/Exhibit Area

Wednesday, 3:30 PM

Session 2.1 Changing Brand Perceptions
Room: Driftwood I
Session Chair: Gavin Fox, Texas Tech University, USA

The formation of brand attachment in the cellular industry.
Nthabeleng Rammile, University of the Free State, S. Africa
Changes in premium brand perception caused by price promotion.
Felix Zoellner, EBS University, Germany
Tobias Schaefers, EBS University, Germany

Role of anti-brand websites on brand image.
Mana Farshid, Lulea University of Technology, Sweden
Leila Ashrafi, Lulea University of Technology, Sweden
Åsa Wallström, Lulea University of Technology, Sweden
Anne Engström, Lulea University of Technology, Sweden

A rhetorical perspective on quelling negative word-of-mouth.
Gavin Fox, Texas Tech University, USA
Yulan Bai, Texas Tech University USA

Session 2.2 Meet the Editors (I)
Room: Cottonwood I
Session Chair: O.C. Ferrell, University of New Mexico, USA
AMS Review
Victoria Crittenden, Boston College, USA

Journal of the Academy of Marketing Science
Tomas Hult, Michigan State University, USA

Journal of Business Research
Barry Babin, Louisiana Tech University, USA

Journal of Public Policy & Marketing
David Stewart, University of California at Riverside, USA

Journal of Marketing
Gary Frazier, University of Southern California, USA

Session 2.3 Social marketing: Corporate and strategic perspectives
Room: Cottonwood II
Session Chair: Stefanie Beninger, Simon Fraser University, Canada

Marketing Strategy in Social Enterprise Organizations in Canada.
Alex Mitchell, Queen's University, Canada
Judith Madill, University of Ottawa, Canada
Samia Chreim, University of Ottawa, Canada

Marzena Nieroda, University of Manchester, U.K.
Debbie Keeling, University of Manchester, U.K.
Kathy Keeling, University of Manchester, U.K.
How to Adopt Social Behavior to Achieve Efficient Social Marketing.
Kuei-Feng Chang, Da-yeh University, Taiwan, and Hao-Wei Yang, Chaoyang University of Technology, Taiwan

The influence of time orientation on personal finance behaviours.
Daniel Rutledge, University of Lethbridge, Canada
Sameer Deshpande, University of Lethbridge, Canada

Session 2.4 Political Marketing Theory: Targeting the Consumer Voter
Room: Cottonwood II
Session Chair: Alessandro Bigi, Royal Institute of Technology, Sweden

Asymmetric political image effects and the logic of negative campaigning.
Roger Mortimore, Ipsos MORI, UK
Paul Baines, Cranfield School of Management, UK
Robert Worcester, Ipsos MORI, UK
Clifford Young, Ipsos MORI, USA
Julia Clark, Ipsos MORI, USA

Political party brand identity and brand image: an empirical assessment.
Alessandro Bigi, Royal Institute of Technology, Sweden
Michelle Bonera, Università degli Studi di Brescia, Italy

Understanding choice behavior in political marketing context: a favorable voter responses model.
Oguzhan Aygoren, Bogazici University, Turkey
Cengiz Yilmaz, Middle East Technical University, Turkey

Appearance management in political marketing: examining perspectives of local politicians and campaign workers.
Minita Sanghvi, University of North Carolina Greensboro, USA
Nancy Hodges, University of North Carolina Greensboro, USA

Session 2.5 Consumer Behavior Trends from a Latin American Perspective
Room: Redwood I
Session Chair: Sigal Segev, Florida International University, USA

Hispanics and green consumption: exploring the green attitude-behavior gap.
Sigal Segev, Florida International University, USA
Maria Elena Villar, Florida International University, USA
Yu Liu, Florida International University, USA
Consumers and companies on Facebook fan pages: an analysis of online communication strategies for small companies.
Maria Carolina Zanette, Fundação Getúlio Vargas, Brazil
Benjamin Rosenthal, Fundação Getúlio Vargas, Brazil
Carla Abdalla, Fundação Getúlio Vargas, Brazil
Mateus Ferreira, Fundação Getúlio Vargas, Brazil
Eliane Brito, Fundação Getúlio Vargas, Brazil

The relationship between trust, value and loyalty in the internet era: a study in the tourism market.
Karen Dornas, Universidade Fumec, Brazil
José Marcos Mesquita, Universidade Fumec, Brazil
Rachel Patrocinio, Universidade Fumec, Brazil

Session 2.6 Ahoy There! Ensuring Successful Relationships
Room: Redwood II
Session Chair: Edward Boon, Royal Institute of Technology, Sweden

Branded flash mobs: why they fail.
Philip Grant, Royal Institute of Technology, Sweden
Edward Boon, Royal Institute of Technology, Sweden

Refusal and interference of communication—analysis of the effects of a new phenomenon on customer relationships.
Judith Schloffer, University of Graz, Austria
Thomas Foscht, Karl-Franzens-University Graz, Austria
Cesar Maloles III, California State University at East Bay, USA

Relationship maintenance through firm-initiated service delivery change: a process of proactive communication.
Bret Leary, University of Wyoming, USA

Interactivity and psychological ownership in consumer value co-creation.
Colleen Kirk, Mount Saint Mary College, USA
Scott Swain, Clemson University, USA

Session 2.7 Green Consumer Behavior
Room: Ironwood II
Session Chair: Constantinos N. Leonidou, University of Leeds, UK

What is waste? defining and formulating a marketing concept of waste.
Lukman Aroean, Bournemouth University, UK
Philip Sugai, International University of Japan, Japan
An analysis of the environmental claims made in international industrial advertisements.
Leonidas C. Leonidou, University of Cyprus, Cyprus
Constantinos N. Leonidou, University of Leeds, UK
John S. Hadjimarcou, University of Texas at El Paso, USA
Irina Lytovchenko, Odessa National Economics University, Ukraine

The influence of buyer attitudes on the organization’s green buying.
Michael Defty, 3M United Kingdom PLC, UK
Sarah Xiao, Durham University, UK
Gopalkrishnan Iyer, Durham University, UK

Session 2.8 Doctoral Colloquium Session 4: Strategic Issues
Room: Cottonwood II
Session Chair: David Ortinau, University of South Florida, USA

The effects of a country’s reputation and country-of-origin on FDI attractiveness.
Carlos Burcio, ISCTE-IUL, Portugal

Customer empowerment and innovativeness: the impact of form of market orientation.
Valentin Chernikov, St. Petersburg State University, Russia
Sergei Kouchtch, St. Petersburg State University, Russia
Henriikki Tikkanen, Aalto University School of Business, Finland

The green machine: does being environmentally friendly pay off?
Amiee Mellon Nisius, Old Dominion University, USA
Michael Nisius, University of Maryland University College, USA

DAILY HIGHLIGHTS
Thursday, May 16, 2013

Registration
De Anza Foyer, 8.30 a.m. – 5 p.m.

Special Session: Women Entrepreneurs in Emerging Markets
Cottonwood II, 10:30 a.m.

Special Session: Mary Kay Inc. Doctoral Dissertation Competition
Cottonwood I, 10:30 a.m.
Thursday, 8:30 AM

Session 3.1 Market Orientation, Product Innovation, and Performance
Room: Driftwood I
Session Chair: Constantinos N. Leonidou, University of Leeds, UK

Which is more important for innovation? what you know or how you share it within your firm?
Erkan Ozkaya, California State Polytechnic University, USA
Tomas Hult, Michigan State University, USA
Roger Calantone, Michigan State University, USA
Cornelia Droge, California State Polytechnic University, USA

Improvisation and creativity in product innovation.
Kyriakos Kyriakopoulos, Alba Graduate Business School at American College of Greece, Greece

Partly true and partly rhetorical: conceptualizing firm images of authenticity.
Ian Parkman, Loyola University Maryland, USA
Samuel Holloway, University of Portland, USA

An empirical study to construct a systematic model for product bundles.
Kueu-Feng Chang, Da-yeh University, Taiwan
Hao-Wei Yang, Chaoyang University of Technology, Taiwan

The influence of market orientation on firm performance: company and customer perspectives.
Thomas Powers, University of Alabama at Birmingham, USA
Karen Kennedy, University of Alabama at Birmingham, USA
Richard Shewchuk, University of Alabama at Birmingham, USA
Haiyan Qu, University of Alabama at Birmingham, USA
Session 3.2 B2B Relationship Capabilities, Value and Benefits
Room: Driftwood II
Session Chair: Russell Abratt, Nova Southeastern University, USA

*Value co-destruction in complex B2B relations: conceptualization and mechanisms.*
Javier Marcos-Cuevas, Cranfield University, UK
Daniel D. Prior, University of New South Wales, Australia
Matias G. Enz. Cranfield University, UK

*A capability perspective on relationship ending and its impact on innovation and performance.*
Ghasem Zaefarian, University of Leeds, UK
Sebastian Forkman, Manchester Business School, UK
Maciej Mitrega, University of Economics in Katowice, Poland
Stephan Henneberg, Manchester Business School, UK
Peter Naude, Manchester Business School, UK

*The role of relationship benefits in building brand equity in a B2B services environment.*
Brett Kilpatrick, University of Pretoria, S. Africa
Nicola Kleyn, University of Pretoria, S. Africa

Geoff Bick, University of Cape Town, S. Africa
Agit Singh, University of the Witwatersrand, S. Africa

*The effect of recession on B2B loyalty.*
Erzsébet Hetesi, University of Szeged, Hungary

Session 3.3 Customer Satisfaction and Customer Service
Room: Driftwood II
Session Chair: Chinintorn Nakhata, University of South Florida, USA

*Does all consumer retaliation have the same reason? The goals and emotions behind consumer retaliation.*
Patricia Rossi, Reims Management School, France
Christiane Dos Santos, Universidade Federal do Rio Grande do Sul, Brazil
Adilson Borges, Reims Management School, France

*Determining customer outcomes by managing employee emotional display: a multilevel approach.*
Christin Voss, University of Muenster, Germany
Thorsten Hennig-Thurau, University of Muenster, Germany
Michael Paul, University of Augsburg, Germany
Reconciling the customer satisfaction – word of mouth relationship.
Bodo Lang, The University of Auckland Business School, New Zealand

Compensation disclosure on product review blogs and persuasion with uncertainty.
Mehdi Ghazisaed, Lulea University of Technology, Sweden
Esmail Salehi-Sangari, KTH Royal Institute of Technology, Sweden
Asa Wallstrom, Lulea University of Technology, Sweden

Session 3.4 Advances in Mobile Marketing and Its Many Tentacles
Room: Redwood I
Session Chair: Theeranuch Pusaksrik, University of the Thai Chamber of Commerce, Thailand

Extending flow theory to mobile shopping.
Esther Swilley, Kansas State University, USA
Kelly Cowart, Grand Valley State University, USA

The intention of the sales force to use mobile CRM: Model development and validation.
Aarne Töllinen, Jyväskylä University, Finland
Heikki Karjaluoto, Jyväskylä University, Finland
Chanaka Jayawardhena, Hull University Business School, UK

Flood twittering: marketing and public policy through the lens of actor-network theory.
Panom Gunawong, Chiang Mai University, Thailand
Theeranuch Pusaksrik, University of the Thai Chamber of Commerce, Thailand

An exploratory study of consumer attitudes towards QR code reader applications.
Selcuk Ertekin, Missouri Western State University, USA
Lou Pelton, University of North Texas, USA

Session 3.5 Theories of Attitude, Memory, Love
Room: Redwood II
Session Chair: Rod McColl, ESC Rennes, France

Thuy Nguyen, University of North Texas, USA
Waros Ngamsiriudom, University of North Texas, USA

Thanks for the memories. Towards a model of memorable experiences.
Rod McColl, ESC Rennes School of Business, France
Jan Mattsson, Roskilde University, Denmark
Managerial aversion to ambiguity: a decision theory perspective with a note on innovation
Mayoor Mohan, Oklahoma State University, USA
Kevin Voss, Oklahoma State University, USA

Predicting business customer potential disloyalty and share of wallet: proposition of a new theory and moderating effects.
Joel Le Bon, University of Houston, USA

Session 3.6 Technology Application and Analyses In Retailing
Room: Ironwood I
Session Chair: Marco Wolf, University of Southern Mississippi, USA

From mobile phone to smartphone: what’s new about m-shopping?
Gérard Cliquet, Rennes School of Business Administration, France
Christine Gonzalez, Rennes School of Business Administration, France
Elodie Huré, Rennes School of Business Administration, France
Karine Picot-Coupey, Rennes School of Business Administration, France

Optimizing geofencing for location-based services: a new application of spatial marketing.
Odile Streed, Concordia College, USA
Gérard Cliquet, University of Rennes, France
Albert Kagan, Concordia College, USA

Customer-based corporate reputation: a study of supermarket customers.
Nic Terblanche, Stellenbosch University, S. Africa

Women’s clothing sales: seasonal or holiday driven?
Elsa Nieves-Rodriguez, University of Puerto Rico, Puerto Rico
Myra Mabel Perez-Rivera, University of Puerto Rico, Puerto Rico
Jose J. Cao-Alvira, University of Puerto Rico, Puerto Rico

Session 3.7 Crowd Marketing for the Marketing Crowd
Room: Ironwood I
Session Chair: Jan Kietzmann, Simon Fraser University, Canada

Social influence and customer loyalty in a collaborative community: an exploratory study.
Cheng-Chieh Hsiao, National Chengchi University, Taiwan
Jyh-Shen Chiou, National Chengchi University, Taiwan

The influence of online product review variance on consumer evaluations: an examination of intrinsic and extrinsic cues.
Ryan Langan, University of South Florida, USA
Ali Besharat, University of Denver, USA
Sajeev Varki, University of South Florida, USA

Interactivity: Does one size fit all?
Colleen Kirk, Mount Saint Mary College, USA
Larry Chiagouris, Pace University, USA
Vishal Lala, Pace University, USA
Jennifer Thomas, Pace University, USA

Consumer generated luxury brand communication on the internet.
Anita Radon, University of Borås, Sweden

Session 3.8 Doctoral Colloquium Session 1: Research Methods and Measurement
Room: Cottonwood I
Session Chair: Barry Babin, Louisiana Tech University, USA

A new way to measure relationship learning.
Xinchun Wang, Texas Tech University, USA

Investigating the impact of student samples on data quality and research outcomes.
Nazuk Sharma, University of South Florida, USA
Jennifer Pelletier, University of South Florida, USA

Co-Creation as a research method in B2C new product development.
Lena Reimers, TU Dortmund University, Germany
Stefanie Paluch, TU Dortmund University, Germany

Session 3.9 Targeting the New Consumer
Room: Redwood II
Session Chair: Sarah J.S. Wilner, Wilfred Laurier University, Canada

Toward a theory of bubble psychology: current approaches and a consumer-level explanation.
Richard J. Vann, University of Wyoming, USA

Subject to interpretation: individual managers' concepts of targeted consumers during new product development.
Sarah J.S. Wilner, Wilfred Laurier University, Canada
Equity exchange theory: an explanation of prosocial consumption.
Spencer Ross, University of Massachusetts Amherst, USA

Employee-brand ownership in customer service interactions.
Adam Mills, Simon Fraser University, Canada
Anjali Bal, Dominican University of California, USA
Kirk Plangger, Simon Fraser University, Canada

Thursday, 10.00 a.m. - 10:30 a.m.
Refreshment break, De Anza Foyer/Exhibit Area

Thursday, 10:30 AM

Special Session 4.1 Mary Kay Inc. Doctoral Dissertation Competition
Room: Cottonwood I
Session Chair: Anne Roggeveen, Babson College

Presenters:
Learning Dynamics in Product Relaunch
Sue Ryung Chang, New York University

Individual and Social Dynamics of Self-Control
Hristina Dzhogleva, University of Pittsburgh

The Critical Role of Salesperson Intuition in the Sales Process: Improving Salespeople's Effectiveness and Efficiency
Zachary Hall, University of Houston

Special Session 4.2 Out of Africa: Consumer Connections
Room: Driftwood I
Session Chair: Beate Stiehler, University of Johannesburg, S. Africa

Panelists
Andrea Marais Potgieter, University of Johannesburg, S. Africa
Beate Stiehler, University of Johannesburg, S. Africa
Elsamari Botha, University of Cape Town, S. Africa

Session 4.3 Social marketing and social communication
Room: Driftwood II
Session Chair: Åsa Wallström, Lulea University of Technology, Sweden

The roles of mass media and personal information sources on adoption of pandemic vaccines.
Alcohol warning statement effectiveness under difference alcohol category conditions.
Wade Jarvis, University of Western Australia, Australia
Simone Pettigrew, University of Western Australia, Australia
Doina Olaru, University of Western Australia, Australia

From crisis to control - all about communication?
Åsa Wallström, Luleå University of Technology, Sweden
Anne Engström, Luleå University of Technology, Sweden
Maria Ek Styvén Luleå University of Technology, Sweden
Esmail Salehi-Sangari, Royal Institute of Technology, Sweden

Social marketing and social media: helping students discern the difference.
Jane Mckay-Nesbitt, Bryant University, USA
Srdan Zdravkovic, Bryant University, USA

An exploratory investigation of social responsibility in DTC advertising – evidence from outlier analysis.
J Kabir Sen, Lamar University, USA
Vivek Natarajan, Lamar University, USA
Avinandan Mukherjee, Montclair State University, USA

Session 4.4 Entrepreneurship: Orientation, Planning and Performance
Room: Redwood I
Session Chair: Nathaniel Boso, University of Leeds, UK

Startup accelerators: Entrepreneurial match makers.
Dhruv Bhatli, IRG, Université Paris Est, France
Paolo Borella, Boro Oy, Finland

Is planning overrated? Effectual marketing practices among Silicon Valley tech companies.
Fabian Eggers, Menlo College, USA
Deborah Brown McCabe, Menlo College, USA

Two chefs in the kitchen: The interplay of entrepreneurial orientation and market orientation on new product development performance.
Todd Morgan, Kent State University, USA
Sergey Anokhin, Kent State University, USA
Andrey Kretinin, Kent State University, USA
Johan Frishammar, Luleå University of Technology, Sweden

Complementary effects of entrepreneurial orientation, market orientation and network ties on performance of entrepreneurial firms in a developing economy.
Nathaniel Boso, University of Leeds, UK
Vicky M. Story, University of Nottingham, UK
Session 4.5 Political Marketing: Lessons from North American Campaigning
Room: Redwood II
Session Chair: Daniel Hall, Royal Institute of Technology, Sweden

Understanding the role of others’ preferences in voter decision making in US primary elections.
Neil Bendle, University of Western Ontario, Canada
Mihaela-Alina Nastasoiu, University of Western Ontario, Canada

Comparative political marketing in North America.
Kenneth Cosgrove, Suffolk University, USA

Marketing happiness in politics: strange bedfellows, but a winning presidential election framework?
Theresa Billiot, Cameron University, USA
T.F.J. Steyn, Cameron University, USA

A political marketing perspective on social media adoption by US congressional campaigns.
Christine Williams, Bentley University, USA
Jeff Gulati, Bentley University, USA

Session 4.6 Marketing Communication in Social Media
Room: Ironwood I
Session Chair: Kacy Kim, The University of Texas at Austin

Expressing consumer dissatisfaction online: antecedents and effects of negative WOM in social media.
Oliver Cruz-Milán, University of Texas, Pan American, USA

Social media game design: unintended effects on consumer choice.
Richard Hanna, Northeastern University, USA
Scott Swain, Clemson University, USA

Online social networks: motivations and value co-creation.
Carolyn Musgrove, Indiana University Southeast
Timothy Butler, University of Alabama, USA
Una Kim, California State University at Fullerton, USA

Are we locked in to print? exploring consumer perceptions of digital versus print magazines.
Anjala Krishen, University of Nevada at Las Vegas, USA
Sheen Kachen, LHS
Zeenath Haniff, University of Nevada at Las Vegas, USA
Antecedents and consequences of users’ attitudes towards OSNS advertising: a conceptual framework.
Caroline Miltgen, University of Angers, France
Yolanda Jordaan, University of Pretoria, S. Africa

Session 4.7 Consumption and Health
Room: Ironwood II
Session Chair: Bruce Weinberg, University of Massachusetts, Amherst

The role of health-related product attributes, health concerns, and children’s age on attitudes and intentions toward organic food.
Hyun-Joo Lee, Oklahoma State University, USA
Zee-Sun Yun, Western Michigan University, USA

How does positive emotion moderate message framing effect on safety communication persuasiveness?
Sidney Su Han, University of Guelph, Canada

Consumer characteristics, nutrition labels and dietary choices.
Khaled Aboulnasr, Florida Gulf Coast University, USA

Probing determinants of intentions to purchase processed foods and soft drinks: explanation through mediation.
Jeremy Sierra, Texas State University, USA
Harry Taute, Utah Valley University, USA
Anna Turri, Texas State University, USA

Special Session 4.8 Women Entrepreneurs in Emerging Markets
Room: Cottonwood II
Session Chair: Dianne Bevelander, RSM Erasmus University, The Netherlands

Education: women making their futures and changing our world.
Amaleya Goneos-Malka, University of Pretoria, S. Africa
Arien Strasheim, University of Pretoria, S. Africa
Anské Grobler, University of Pretoria, S. Africa

Women & entrepreneurship: the enabling role of private and public sector.
Stefanie Beninger, Simon Fraser University, Canada

Helping female entrepreneurs in emerging markets: an idiographic study of a micro-finance organization.
Stephanie M. Heald-Fisher, Minnesota School of Business, USA
Business models: shaping the future through entrepreneurship.
Victoria L. Crittenden, Boston College, USA
Kimberly Eddleston, Northeastern University, USA
William F. Crittenden, Northeastern University, USA

Thursday, 12.00 p.m. - 1:30 p.m.
Awards luncheon, De Anza I & II

Thursday, 1:30 PM

Special Session 5.1 Zones of Social Media Marketing
Room: Driftwood I
Session Chair: George Christodoulides, Birkbeck College, University of London, UK

Panelists
Tracy Tuten, East Carolina University, USA
Michael Solomon, Saint Joseph’s University, USA
Daniel Ladik, Seton Hall University, USA
Adrianna Boveda-Lambie, Rochester Institute of Technology, USA
Syagnik Banerjee, University of Michigan at Flint, USA
Christy Ashley, East Carolina University, USA

Special Session 5.2 Lamb-Hair-McDaniel AMS Outstanding Marketing Teacher Award
Room: Cottonwood I
Session Chair: Shannon Rinaldo, Texas Tech University, USA

Winners
Paul Busch, Texas A&M University, USA
Brian Vander Schee, Aurora University, USA
Chuck Fifield, Baylor University, USA

Special Session 5.3 How to become more involved in AMS
Room: Cottonwood II
Session Chair: Colin Campbell, Kent State University, USA

Panelists
The Role of President
Victoria Crittenden, Boston College, USA

The Role of Proceedings Editor
Kirk Plangger, Simon Fraser University, Canada

The Role of Track Chair
Bulent Menguc, King’s College at University of London, UK

The Role of Director
Angeline Close, University of Texas at Austin, USA

The Role of Conference Chair
Nic Terblanche, University of Stellenbosch, S. Africa

Session 5.4 Network Marketing Controversies in the Direct Selling Industry
Room: Driftwood II
Session Chair: Linda Ferrell, University of New Mexico, USA

Panelists
Joe Mariano, President, Direct Selling Association, USA
Bob Peterson, The University of Texas at Austin, USA
O.C. Ferrell, University of New Mexico, USA
Kerry Tassopoulos, Mary Kay Inc., USA
Ann Burt, Mary Kay Inc., USA

Session 5.5 Contemporary Issues in Wine Marketing
Room: Redwood I
Session Chair: Daniel Flint, University of Tennessee, USA

Wine and tourism: a good blend goes a long way.
Jasha Bowe, University of South Australia, Australia
Larry Lockshin, University of South Australia, Australia
Cam Rungie, University of South Australia, Australia
Richard Lee, University of South Australia, Australia

Telling the story or selling the experience: winery managers’ perceptions from around the world.
Daniel Flint, University of Tennessee, USA
Susan Golicic, Colorado State University, USA

Country-of-origin and wine knowledge: an empirical study on Chinese consumers’ wine evaluations.
Fang Liu, University of Western Australia, Australia
Jamie Murphy, Australian School of Management, Australia

The perception of price premium policy for single malt Scotch whisky by consumers: is there a trading-up phenomenon within the industry?
Benoit Lecat, Burgundy School of Business, France

Session 5.6 A Potpourri of Bricks and Clicks Issues
Room: Ironwood I
Session Chair: David Locander, Louisiana Tech University, USA

When web-sites change: the consumer’s emotional response to perceived environmental change in the retail website.
Investigating post product recall sales dynamics using functional data analysis.
Kyung-Ah Byun, Texas Tech University, USA
Mayukh Dass, Texas Tech University, USA

Are health websites ready for the mobile world? a study of readability among traditional and mobile websites.
Linda Lee, Royal Institute of Technology, Stockholm
Janice Cunningham, Royal Institute of Technology, Stockholm

Shoppers’ adaptation strategies under conditions of crowding: theory, evidence and implications.
Yue Pan, University of Dayton, USA

Session 5.7 New Insights into Students Learning in Groups
Room: Redwood II
Session Chair: Donald R. Bacon, University of Denver, USA

Social relations beyond team-based learning.
Melanie Wiese, University of Pretoria, S. Africa
Elsamari Botha, University of Cape Town, S. Africa
Gené van Heerden, University of Pretoria, S. Africa

The fifty percent rule: the challenge of engaging students in social media in the classroom.
Debra Zahay, Northern Illinois University, USA
Alex Eddy, Northern Illinois University, USA
Ira Kaufman, Lynchburg College, USA

Effects of a client sponsored project on student attitudes toward client sponsors and learning.
Jane Mckay-Nesbitt, Bryant University, USA
Srdan Zdravkovic, Bryant University, USA

TaxI: a statistic describing the accuracy of multiple-choice question difficulty classifications.
John Dickinson, University of Windsor, Canada

Session 5.8 The Critical Role of Marketing in Supply Chain Management
Room: Ironwood II
Session Chair: Esmail Salehi-Sangari, Royal Institute of Technology, Sweden

Interfunctional coordination between marketing and supply chain management: a parametric supply chain model for assessing market share potential.
Andrey Kretinin, Kent State University, USA
An investigation of effective advertising strategies for recruiting long haul truck drivers.
Carol C. Bienstock, Radford University, USA
Marla R. Stafford, The University of Memphis, USA

Improving cross-border logistics: the role of public-private partnerships.
Donna Davis, Texas Tech University, USA
Wesley Friske, Texas Tech University, USA

Design and development of packaging in supply chain management - a case study.
Vahid Sohrabpour, Lund University, Sweden
Annika Olsson, Lund University, Sweden
Pejvak Oghazi, Lund University, Sweden

Thursday, 3.00 p.m. - 3:30 p.m.
Refreshment break, De Anza Foyer/Exhibit Area

Thursday, 3:30 PM

Special Session 6.1 Global Perspectives on Terroir and Wine Marketing
Room: Portola
Session Chair: Claude Chapuis, Burgundy Business School, France

Panelists
Burgundy
Benoit Lecat, Burgundy Business School, France

South Africa
Nic Terblanche, University of Stellenbosch, South Africa

Napa
Robbie Hayes, Dominican University, California

Australia
Wade Jarvis, University of Western Australia

New Zealand:
David Ballantyne, Otago University, New Zealand

Session 6.2 Links between Brands
Room: Driftwood I
Session Chair: Joseph Vella, University of Malta, Malta
Leveraging affective loyalty and perceived benefits to enhance co-branded products purchase.
Matthew Liu, University of Macau, Macau
Rongwei Chu, Fudan University, China
Ting-Hsiang Tseng, Feng-Chia University, Taiwan

Research on brand origin recognition accuracy and its influencing factors in emerging markets.
Li Gao, Shanghai International Studies University, China
Yu Pan, Beijing University of Posts and Telecommunications, China
Ling Zhu, East China University of Science and Technology, China
Gerard Cliquet, University of Rennes 1, France.

Tie-in promotions in the motion picture industry: an empirical study.
Salma Karray, University of Ontario Institute of Technology, Canada
Bharat Sud, University of Guelph, Canada
Kamal Smimou, University of Ontario Institute of Technology, Canada.

Revisiting determinants of sports sponsorship response: a schema theory perspective.
Angeline Close, University of Texas at Austin, USA
Young-A Song, University of Texas at Austin, USA

Session 6.3 In Search of Gratification
Room: Driftwood II
Session Chair: Russell Nelson, University of California at Irvine, USA

A study of female's fashion buying among Indian upper-middle class with reference to Tamil Nadu.
Bing Hu, Larsen & Toubro Limited/Shanghai Urban Construction Group, India

Sex and the university: the exploratory study of students’ perception of the relationship between alcohol consumption and sex.
Dariusz Siemieniako, Bialystok University of Technology, Poland
Krzysztof Kubacki, Griffith University, Australia

An experiential account of happiness in life and in ads.
Josko Brakus, Leeds University, UK
Lia Zarantonello, ISEG School of Management, France
Bernd H. Schmitt, Columbia Business School, USA

An exploration of fantasy football consumption as a technological playground of consumer empowerment and social interactions.
Differences in effects of sport and non-sport sponsorship on sponsor’s employees.
Aila Khan, University of Western Sydney, Australia
John Stanton, University of Western Sydney, Australia

A multi criteria decision analysis approach to measure the effectiveness of sports sponsorship.
Mine Isik, Istanbul Technical University, Turkey
Ozay Ozaydin, Istanbul Technical University, Turkey
Sebnem Burnaz, Istanbul Technical University, Turkey
Ilker Topcu, Istanbul Technical University, Turkey

An examination of conditions that moderate negative effects of sponsorship terminations on fan attitudes toward the former sponsor.
Reinhard Grohs, University of Innsbruck, Austria
Kim L. Köpfer, WPP GmbH
David M. Woisetschläger, Technische Universität Braunschweig, Germany

Ambush marketing of the London Olympics: a content analysis.
Debbie Vigar-Ellis, Royal Institute of Technology, Sweden
Daniel Hall, Royal Institute of Technology, Sweden

Special Session 6.5 Bowling Alone No Longer: Social Shopping in the Digital Age
Room: Portola
Session Co-Chairs: Rachel Ashman, University of Liverpool, UK; Michael Solomon, St. Joseph’s University, USA and University of Manchester, UK

What kind of ss network do you want to be? the role of network design in product search experience.
Camille Grange, University of British Columbia, Canada

What kind of ss network do you want to be? the role of network design in product search experience.
Rachel Ashman, University of Liverpool, UK
Jennifer Pelletier, Michael Solomon, St. Joseph’s University, USA and University of Manchester, UK

Influence and social shopping: purchase pals in the zero moment of truth.
Pamela Kiecker Royall, Royall & Co, USA
Tracy Tuten, East Carolina University, USA

Anthony Patterson, University of Liverpool, UK

Discussant: Peter McGoldrick, Manchester Business School, UK

Session 6.6 Country image and international segmentation
Room: Ironwood I
Session Chair: Aviv Shoham, University of Haifa, Israel

An enitativity perspective on country-of-origin effects.
Marc Herz, University of Vienna, Austria
Adamantios Diamantopoulos, Weatherhead Center Harvard University, USA and University of Vienna, Austria
Nicole Koschate-Fischer, Universitat Erlangen, Germany

Tourism type and destination image perceptions in a country context: a match/mismatch framework.
Stella Kladou, Hellenic Open University, Greece
Ioannis Assiouras, University of Toulouse, France
Antonios A. Giannopoulos, Athens University of Economics and Business, Greece

The effect of business segment strategy and culture values on the market performance of international companies.
Tianjiao Qiu, California State University at Long Beach, U.S.A.

Activities and resources of institutional actors in international development projects.
Richard Owusu, Linnaeus University, Sweden
Pajvak Oghazi, Linnaeus University, Sweden
Rana Mostaghel, Linnaeus University, Sweden
Catherine Welch, University of Sydney, Australia

Session 6.7 Intangible Factors Affecting Brands
Room: Ironwood II
Session Chair: Anne-Laure Bartier, UCL, Belgium

Modelling buying intentions: the role of nostalgic value, authenticity and brand attachment.
Ruben Chumpitaz, Catholic University of Lille IESEG, France
Valerie Swaen, Catholic University of Louvain, Belgium
Nicholas G. Paparoidamis Catholic University of Lille IESEG, France
Anne Laure Bartier Catholic University of Louvain, Belgium
Intangible cultural heritage: the new frontier of destination branding.
Jason Ryan, California State University at San Bernardino, USA
Sari Silvanto-Ryan, University of Redlands, USA

Impact Of university heritage and reputation on attitudes of prospective students.
Altarf Merchant, University Of Washington at Tacoma, USA
Geoffrey Moody, University Of Washington at Tacoma, USA

Nostalgia evoked by brands: a first step towards scale development and validation.
Anne-Laure Bartier, UCL, Belgium
Mike Friedman, UCL Mons, Belgium

Session 6.8 Doctoral Colloquium Session 2: Consumer Behavioral Issues
Room: Cottonwood II
Session Chair: John Ford, Old Dominion University, USA

The impact of process versus outcome simulation on information search behaviors of online reviews.
Carlin Nguyen, University of South Florida, USA

The power of stories: A research proposal of learning styles and the persuasive power of stories.
David Locander, Louisiana Tech University, USA

How to reduce post-purchase information search tendency behavior: process versus outcome simulation.
Carlin Nguyen, University of South Florida, USA

Session 6.9 Meet the Editors (II)
Room: Cottonwood I
Session Chair: O.C. Ferrell, University of New Mexico, USA

Journal of Marketing Theory and Practice
Greg Marshall, Rollins College, USA

Journal of Service Research
Katherine Lemon, Boston College, USA

Journal of Consumer Psychology
Christian Wheeler, Stanford University, USA

Journal of Research in Interactive Marketing
Debra Zahey, Northern Illinois University, USA

Industrial Marketing Management
Peter LaPlaca, University of Hartford, USA
Friday, May 17, 2013

Registration
De Anza Foyer, 8.30 a.m. – 5 p.m.

Refreshment Breaks
De Anza Foyer, 10-10:30 a.m., 3 – 3:30 p.m.

Reception
De Anza Foyer, 6.00 p.m. – 7.00 p.m.

Conference Dinner
De Anza I & II, 7.00 p.m.

Romanza

Friday, 8:30 AM

Session 7.1 Channel structures, relationships and contexts
Room: Driftwood I
Session Chair: Pamela Grimm, Kent State University, USA

Online retail service quality dimensions and retail channel-product congruence.
Retno Suryandari, UNT, USA

The power balance in the contemporary art market: artists, dealers and collectors.
Katharina Kurz, EBS Business School, Germany

Strategic types, business relationship characteristics, and performance – a configurational approach using fsQCA.
Christoph Thiesbrummel, University of Paderborn, Germany
Ghasem Zaefarian, Leeds University Business School, UK
Stephan Henneberg, Manchester Business School, UK
Peter Naude, Manchester Business School, UK

Retailer and manufacturer bundling in distribution channels.
Minghui Ma, University of Kansas, USA
Suman Mallik, University of Kansas, USA
Session 7.2 Factors Affecting Good and Bad Relationships in the Marketplace
Room: Driftwood II
Session Chair: Juan Carlos-Sosa Varela, Turabo University, Puerto Rico

Assessment of buyer-supplier relationships in Puerto Rico’s SMEs.
Juan Carlos Sosa-Varela, Turabo University, Puerto Rico
Goran Svensson, Oslo School of Management, Norway
Enid Miranda, Turabo University, Puerto Rico

Word of mouth communication and its effect on the affective commitment.
Rachel Patrocinio, Universidade Fumec, Brazil
José Marcos Mesquita, Universidade Fumec, Brazil
Karen Dornas, Universidade Fumec, Brazil

Perceived justice & emotions in a negative service encounter: a Latin American perspective.
Juan Carlos Sosa-Varela, Turabo University, Puerto Rico
Goran Svensson, Oslo School of Management, Norway
Flávio Régio Brambilla, Universidade de Santa Cruz do Sul, Brazil
Mario Eduardo Giraldo Oliveros, Universidad del Norte, Colombia

Understanding reactions of Brazilian consumers in service failures.
Flavia Plutarco, Fundação Getúlio Vargas, Brazil
Ana Augusta Freitas, University of Ceará, Brazil
Marcio Mota, University of Fortaleza, Brazil

Special Session: Session 7.3: Panel Perspectives on Creative Consumers
Room: Cottonwood I
Session Co-Chairs: Kirk Plangger, Simon Fraser University, Canada and Ian Cross, Bentley University, USA

Panelists
Hope Jensen Schau, University of Arizona, USA
Jan Kietzmann, Simon Fraser University, Canada
Pierre Berthon, Bentley University, USA
Karen Robson, Simon Fraser University, Canada

Session 7.4 Retail Staff Interaction and Outcomes
Room: Redwood I
Session Chair: Kevin James, Indiana State University, USA

Enhancing contact employees’ fit with their environment and willingness to report service complaints.
Customer bargaining in retail settings: employee perspectives.
Stephanie Gillison, University of Tennessee at Chattanooga, USA
William Northington, University of Alabama, USA
Sharon Beatty, University of Alabama, USA

Antecedents and consequences of climate for retail service innovation: a multilevel investigation.
George Deitz, The University of Memphis, USA
Emin Babakus, The University of Memphis, USA

Retailer success: value and satisfaction.
Kevin James, Indiana State University, USA
Barry Babin, Louisiana Tech University, USA
Adilson Borges, Reims Management School, France

Session 7.5 Online Advertising and WOM
Room: Redwood II
Session Chair: Kate Letheren, Queensland University of Technology, Australia

How companies use Facebook to promote alcohol brands to young adults.
Nina Michaelidou, Loughborough University, UK
Caroline Moraes, Birmingham University, UK

I’m friends with Louie the fly, not Mortein: conceptualising the new brand relationships on social media.
Kate Letheren, Queensland University of Technology, Australia
Kerri-Ann L. Kuhn, Queensland University of Technology, Australia

From bricks to clicks: consumer search strategy as a basis for multi-channel management.
Gerrita Van Der Veen, University of Applied Sciences, Netherlands
Robert Van Ossenbruggen, University of Applied Sciences, Netherlands

Reconciling the customer satisfaction – word of mouth relationship.
Bodo Lang, University of Auckland, New Zealand
Session 7.6 Advances in Sustainable Supply Chain Management
Room: Ironwood I
Session Chair: Mehdi Amini, University of Memphis, USA

Achieving triple bottom-line performance in sustainable supply chains: explicating the role of capabilities.
Karthik Iyer, University of Northern Iowa, USA
Huyen Ngo, University of Northern Iowa, USA

Sustainable purchasing in the retail industry: a model of environmentally responsible purchasing.
Kaveh Peighambari, Luleå University of Technology, Sweden
Mehdi Amini, University of Memphis, USA
Esmail Salehi-Sangari, Royal Institute of Technology, Sweden

Environmentally and socially responsible buyer supplier relationship management.
Arash Kordestani, Luleå University of Technology, Sweden
Mehdi Amini, University of Memphis, USA
Esmail Salehi-Sangari, Royal Institute of Technology, Sweden

Session 7.7 International Marketing Strategy
Room: Ironwood II
Session Chair: Stavroula Spyropoulou, University of Leeds, UK

Antecedents and consequences of marketing and innovation competence: does orientation matter?
Erkan Ozkaya, California State Polytechnic University at Pomona, USA
Tomas Hult, Michigan State University, USA
Roger Calantone, Michigan State University, USA
Cornelia Droge, California State Polytechnic University, Pomona, USA

The journey from market orientation to new product performance in the host country: a knowledge and learning perspective.
Mike Chen-Ho Chao, William Paterson University, USA
Shan Feng, William Paterson University, USA
Fuan Li, William Paterson University, USA

Multiple sales channel strategy and performance: the moderating role of international experience and globalization potential.
Mika Gabrielsson, University of Eastern Finland, Finland
Peter Gabrielson, University of Vaasa, Finland
Tomi Seppala, Aalto University School of Economics, Finland

The role of conflict resolution strategies and power in the conflict-export performance relationship.
Giegor Pfajfar, University of Ljubljana, Slovenia
Xu Huang, University of the West of Scotland, UK
Pravin Balaraman, University of the West of Scotland, UK

Stealing the show? how the salesperson affects the industrial brand management.
Jasmin Ulrich, TU Dortmund University, Germany
Markus Blut, Newcastle University Business School, UK

Predictors of franchise performance: the role of communication, conflict and satisfaction.
Yi-Chia Wu, University of Texas at Pan American, USA
Mohammad Ali Zolfagharian, University of Texas at Pan American, USA

To what extent can being an ‘evening’ country influence its reputation and FDI attractiveness?
Carlos Burcio, ISCTE – IUL, Portugal

An insight into Greek SMEs’ internationalization behavior.
Lida Kyrgidou, International Hellenic University, Greece
Fragkiskos Archontakis, International Hellenic University, Greece
Christos Georgiou, Aristotle University of Thessaloniki, Greece
Eugenia Petridou, Aristotle University of Thessaloniki, Greece
The relationships between international orientations, capabilities, strategies, and performance: a theoretical perspective.
Yoel Asseraf, University of Haifa, Israel
Aviv Shoham, University of Haifa, Israel

Session 8.2 Marketing Research and Methods
Room: Driftwood II
Session Chair: Ekin Pehlivan Yalcin, Bentley University, USA

Estimating online reviews adoption: a Bayesian network approach.
Ana Alina Tudoran, Aarhus University, Denmark
Ilona Heikkinen, Aarhus University, Denmark

Performance of two procedures for assessing discriminant validity: model comparison versus confidence intervals.
George Franke, University of Alabama, USA

Consumer confidence revisited and re-measured.
Volkan Yeniaras, Kadir Has University, Turkey
Antonis C. Simitiras, Swansea University, UK
George Balabanis, City University of London, UK

An empirical comparison of exploratory versus conventional structural equations modeling.
Bjarne Taulo Sorensen - Aarhus University, Denmark
Ana Alina Tudoran - Aarhus University, Denmark

Session 8.3 Political Marketing: Cases, Culture, and Policy
Room: Redwood I
Session Chair: Anjali Bal, Dominican University of California, USA

Americanization of Southern African political campaigns.
Easton Simenti-Phiri, University of Chester, UK
Phil Harris, University of Chester, UK
David Perrin, University of Chester, UK

Political art: an investigation of the Jacob Zuma Spear painting.
Beate Stiehler, University of Johannesburg, S. Africa
Giulio Toscani, EADA, Spain

Kony 2012: mega viral political activism.
Anjali S. Bal, Dominican University of California, USA
Chris Archer-Brown, Bath University, UK
Karen Robson, Simon Fraser University, Canada
Daniel Hall, KTH, Royal Institute of Technology, Sweden
Kelly Weidner, Dominican University of California, USA
When spying is not just: a consumer surveillance framework.
Kirk Plangger, Simon Fraser University, Canada
Leyland Pitt, Simon Fraser University, Canada
Adam Mills, Simon Fraser University, Canada

Session 8.4 Pricing Implications for Promotion Strategy
Room: Redwood II
Session Chair: Linda Lee, Royal Institute of Technology, Sweden

The impact of price promotion types on sales and brand perception of premium products.
Felix Zoellner, EBS University, Germany
Tobias Schaefers, EBS University, Germany

Reference price reductions through repeated contacts with price promotions - the role of the saving format: a structured abstract.
Silke Bambauer-Sachse, University of Fribourg, Switzerland
Laura Massera, University of Fribourg, Switzerland

Investigating the cost-benefit of sponsorship: an analysis of price, exposure, and marginal returns in motorsports.
Jonathan A. Jensen, Ohio State University, USA
Joe Cobbs, Northern Kentucky University, USA

Modeling country-of-origin effects in the car market: implications for pricing.
Charalampos Saridakis, Leeds University, UK
George Baltas, Athens University of Economics and Business, Greece

Session 8.5 Managing Product Information Online
Room: Ironwood I
Session Chair: Joe Vella, University of Malta, Malta

How to manage information sharing in online marketplaces – an exploratory study.
Edward Boon, Royal Institute of Technology, Sweden
Esmail Salehi-Sangari, Royal Institute of Technology, Sweden

Competing for consumers online: the advertising strategies of vertically differentiated firms.
Taylan Yalcin, Chapman University, USA
Elie Ofek, Harvard University, USA

Session 8.6 Ethical Marketing Issues
Room: Ironwood II
Session Chair: Sharam Alijani, Reims Management School, France
Enhancing organizational and marketing efficiency through ethical decision making: implications and propositions for stakeholders.
Sharam Alijani, Reims Management School, France

Consumer perceived ethicality of products, categories, brands and countries: a networked perspective.
Valéry Bezençon, Université de Neuchâtel, Switzerland

Self-regulation: the moral muscle in online ethical consumerism.
Leslie E. Sekerka, Menlo College, USA
Deborah Brown McCabe, Menlo College, USA
Richard P. Bagozzi, University of Michigan, USA

Marginalized morality: making sense of questionable sport fan behaviors.
Brent Smith, Saint Joseph's University, USA
John Lord, Saint Joseph's University, USA
Stephanie Tryce, Saint Joseph's University, USA

Special Session 8.7 Meet the Editors of the Marketing Education Journals
Room: Cottonwood II
Session Chair: Elsamari Botha, University of Cape Town

The Journal of Marketing Education
Donald Bacon, Editor, University of Denver, USA

Marketing Education Review
Brian Vanderschee, Editor, Aurora University, USA

Experiences of a neophyte author and reviewer.
Adam Mills, Simon Fraser University, Canada

Academic publishing - online vs paper.
Wade Halvorson, S P Jain School of Global Management, Singapore

Session 8.8 Sustainability and Consumers
Room: Cottonwood II
Session Chair: Peter McGoldrick, Manchester Business School, UK

Motivating sustainability: extending the decisional balance scale.
Peter McGoldrick, Manchester Business School, UK
Kathleen Keeling, Manchester Business School, UK

Self-control and sustainable consumer behavior.
Thuy Nguyen, University of North Texas, USA
Paswan Audhesh, University of North Texas, USA
A predictive model for affective, cognitive and behavioral consumers’ reactions to product-harm crises: applying product involvement, product type and crisis response strategies.
Chryssoula Rouvaki, Athens University of Economics and Business, Greece
Ioannis Assiouras, University of Toulouse, France
George Siomkos, Athens University of Economics and Business, Greece

Time to be slow? slow movement in apparel business.
Sojin Jung, University of North Carolina at Greensboro, USA
Byoungho Jin, University of North Carolina at Greensboro, USA

Friday, 12.00 p.m. - 1:30 p.m.
Lunch on your own

Friday, 1:30 PM

Special Session 9.1 Innovation and Wine Marketing
Room: Driftwood I
Session Chair: Anthony Chan, Lulea University of Technology, Sweden

Panelists
Benoit Lecat, Burgundy Business School, France
Marianne McGarry Wolf, California Polytechnic State University at San Luis Obispo, USA
Steve Cuellar, Sonoma State University, USA
Ed Boon, Royal Institute of Technology, Sweden

Session 9.2 Emerging Concepts in Service Engagement
Room: Driftwood II
Session Chair: Yana G. Andonova, University of Massachusetts Amherst, USA

Marketing golden bytes: a revised online value creation model.
Des Laffey, University of Kent, UK
Kirk Plangger, Simon Fraser University, Canada
Deon Nel, Flinders University, Australia

Enhancing customer service through theatre improvisation: a theory.
Karen Robson, Simon Fraser University, Canada
E-Service tariffs: investigating the moderating effects of ease of use and usefulness on tariff choice of video on demand services.
Soeren Koecher, TU Dortmund University, Germany
Stefanie Paluch, TU Dortmund University, Germany

Dahlia El-Manstrly, University of Edinburgh, UK
Tina Harrison, University of Edinburgh, UK

Session 9.3 Social Media Affinity and Empowerment
Room: Redwood I
Session Chair: Brad Carlson, St. Louis University, USA

If we build it they will come: understanding social network affinity.
Anjala Krishen, University of Nevada at Las Vegas, USA
Leanne Trembath, State Library of Victoria, Australia
Siva Muthaly, RMIT University, Australia

Exploring the role of social media in news consumption.
Iryna Pentina, University of Toledo, USA
Adam Covault, University of Toledo, USA
Monideepa Tarafdar, University of Toledo, USA

A model for the adoption of social media by B2B organizations.
George Christodoulides, Birkbeck College, University of London, UK
Nikoletta-Theofania Siamagka, University of Reading, UK
Nina Michaelidou, Loughborough University, UK

A critical review of consumer empowerment in the social network era.
Lauren I. Labrecque, Loyola University Chicago, USA
Jonas Vor Dem Esche, Muenster University, Germany
Charla Mathwick, Portland State University, USA
Tom Novak, University of California at Riverside, USA
Charles F. Hofacker, Florida State University, USA

Session 9.4 Emotions, Associations, and other Brand Influences
Room: Redwood I
Session Chair: Jean Boisvert, American University of Sharjah, UAE

Consumer behavior: how the “brand love” affects you.
Paula Rodrigues, Lusiada University, Portugal
Raquel Reis, Lusiada University, Portugal
Isabel Cantista, Lusiada University, Portugal
Co-creation and brand love: developing a theoretical framework.
Ioannis Assiouras, Toulouse Business School, France
Nicholas G. Paparoidamis, Catholic University of Liege, France
George Skourtis, University of Piraeus, Greece.

The influence of sponsorship on brand and event attitudes: understanding the role of emotions.
Rajdeep Chakraborti, IBS Hyderabad, India
Mark D. Groza, Northern Illinois University, USA
Joe Cobbs, Northern Kentucky University, USA

The effect of vertical line extensions on reciprocal brand associations structure: an accessibility-diagnosticity perspective.
Jean Boisvert, American University of Sharjah, UAE

Session 9.5 Strategies, Preferences and Pestering: Understanding the Young Consumer
Room: Cottonwood I
Session Chair: Hayley Cocker, University of Lancaster, UK

Preferences of young news consumers: a conjoint analysis.
Setayesh Sattari, Linnaeus University, Sweden
Tim Foster, Lulea University of Technology, Sweden
Kaveh Peighambari, Lulea University of Technology, Sweden
Arash Kordestani, Lulea University of Technology, Sweden

The collective coping strategies of vulnerable consumers.
Peter Nuttall, University of Bath, UK
Julie Tinson, University of Stirling, UK
Maria Piacentini, University of Lancaster, UK
Hayley Cocker, University of Lancaster, UK

Pester power in low income families.
Taryn O'Neill, University of KwaZulu-Natal, S. Africa
Debbie Vigar-Ellis, University of KwaZulu-Natal, S. Africa
Samantha Paterson, University of KwaZulu-Natal, S. Africa

I’m lovin’ it: the salience of McDonald’s logo, slogans and colors on children.
Anjali Bal, Dominican University of California, USA
Amanda Allen, Mt. St. Mary’s College, USA
Leyland Pitt, Simon Fraser University, Canada
Pierre Berthon, Bentley University, USA

Session 9.6 International Consumer Behavior
Room: Ironwood II
Session Chair: Adamantios Diamantopoulos, Weatherhead Center, Harvard University, USA and University of Vienna, Austria
The effect of culture on perception: a critical review and research agenda for consumer research.
Minas Kastanakis, ESCP, UK
Ben Voyer, ESCP, UK

Local or global: the effects of generation Y’ ethnic struggles and cultural values.
Thuy Nguyen, University of North Texas, USA
Waros Ngamsiriudom, University of North Texas, USA
Lou Pelton, University of North Texas, USA

Subsistence consumer-merchant deviance: a conceptual foundation.
Richard J. Vann, University of Wyoming, USA
R.Bret Leary, University of Wyoming, USA
Shikha Upadhyaya, University of Wyoming, USA
Sonia Camacho, Universidad de los Andes, Colombia
Courtney Nations Baker, University of Wyoming, USA
Jose Antonio Rosa, University of Wyoming, USA

Immigrant consumers: ethnic identity, religiosity, materialism.
Mohammadali Zolfagharian, University of Texas at Pan American, USA
Heide Azarpajooh, University of North Texas, USA
Yasemin Tenger-Soydemir, University of Texas at Pan America, USA

Session 9.7 Sensory Marketing through Scent, Taste, and Neuroscience
Room: Cottonwood I
Session Chair: Dipayan Biswas, University of South Florida, USA

Fashionable food: when the sleeper effect turns negative information into positive attitudes.
Adrienne Foos, University of Manchester, UK
Kathy Keeling, University of Manchester, UK
Debbie Keeling, University of Manchester, UK

Investigating the use of scent in a medical service environment.
Maya Naja, ULF/FL, Lebanon
Judy Zaichkowsky, Simon Fraser University, Canada
Joel Bree, IAE CAEN, France

Olfactory imagery and emotions: neuroscientific evidence.
Meng-Hsien Lin, Iowa State University, USA
Samantha Cross, Iowa State University, USA
Terry Childers, Iowa State University, USA
Variety and the spice of life: the effect of spicy gustatory sensations on variety-seeking.
Sayantani Mukherjee, California State University at Long Beach, USA
Thomas Kramer, University of South Carolina, USA
Katina Kulow, University of South Carolina, USA

Semantic congruence effects across two sensory modalities: an implicit association perspective.
Nathalie Nibbe, Kiel University, Germany
Ulrich Orth, Kiel University, Germany

Session 9.8 Doctoral Colloquium Session 5: Sex, Social Media, and Identity-Signaling
Room: Cottonwood II
Session Chair: John Ford, Old Dominion University, USA

Revisiting the myths: sex sells!
Obinna Obilo, Louisiana Tech University, USA

Social media review: the impact of social media on consumer relationships.
Yueming Zou, Old Dominion University, USA

Activating multiple facets of the self: identity-signaling and brand personality.
Marilyn Giroux, Concordia University, Canada

Friday, 3.00 p.m. - 3:30 p.m.
Refreshment break, De Anza Foyer/Exhibit Area

Friday, 3:30 PM

Session 10.1 Technology and Sales
Room: Driftwood I
Session Chair: Charles Ragland, University of Toledo, USA

Barriers to the use of mobile sales force automation systems. A salesperson’s perspective.
Heikki Karjaluoto, Jyväskylä University, Finland
Jaakko Sinisalo, Oulu University of Applied Science, Finland
Saila Saraniemi, University of Oulu, Finland
Aarne Töllinen, Jyväskylä University, Finland

Exploring the deliberate and creative problem solving routines of business-to-business salespeople in the context of solution selling: a conceptual framework.
Sreedhar Madhavaram, Cleveland State University, USA
Vishag Badrinaryanan, Texas State University, USA
Impact of sales process capability on CRM/social media technology and sales performance.
Michael Rodrigues, Elon University, USA
Hayya Ajjan, Elon University, USA
Robert Peterson, Northern Illinois University, USA

A two-stage model of sales opportunity outcomes.
Dimitri Kapelianis, University of New Mexico, USA
Rodrigo Guesalaga, Pontificia Universidad Catolica de Chile, Chile

Special Session 10.2 Issues in Product and Service Branding: Different Contexts, Different Challenges
Room: Driftwood II
Session Chair: Josko Brakus, University of Leeds, UK

The role of store image in shaping consumer trusting beliefs for private label brands.
Christos Koritos, The American College of Greece, Greece
Kalliopi Chatzipanagiotou, University of Glasgow, UK

Does introducing technology in services jeopardize brand image?
Aristeidis Theotokis, Leeds University, UK

How consumers evaluate brands endorsed by corporations: a process-based explanation.
Josko Brakus, Leeds University, UK
Khaled Ibraheem, Brunel University, UK

The dimensionality of customers’ propensity to co-create brand value.
Lia Zarantonello, IESEG, France
Michael A. Merz, San José State University, USA

Special Session 10.3 A Town Hall Meeting with Editorial Reviewers
Room: Cottonwood I
Session Chair: David J. Ortinau, University of South Florida, USA

Panelists
David J. Ortinau, University of South Florida, USA
Charles Ingene, University of Mississippi, USA
Jeannette A. Mena, University of South Florida, USA
James S. Boles, Georgia State University, USA
B. Mitch Griffin, Bradley University, USA

Special Session 10.4 Value Creation and the Role of Community in Customer Interactions
Room: Redwood I
The essential role of sense of community in a high customer-to-customer interaction service setting.
Matthew Bunker, University of Northern Iowa, USA

Stressful life events and inter-customer social support.
Vassiliki Grougiou, International Hellenic University, Greece

Measurement of value co-creation: a formative approach.
Kumar Ranjan, IIM Bangalore, India

Saving time, money, or the environment? consumers’ motives of access-based service use.
Tobias Schaefers, EBS University, Germany

Session 10.5 Innovation in Wine Marketing Research
Room: Redwood II
Session Chair: Wade Jarvis, University of Western Australia, Australia

Tasting & evaluating aroma of wine: frontal lobe measurement using near infrared.
Shannon B. Rinaldo, Texas Tech University, USA
Dale F. Duhan, Texas Tech University, USA
Kathryn King, Texas Tech University, USA
Brent C. Trela, Texas Tech University, USA
Tim H. Dodd, Texas Tech University, USA

Positive influence of m-commerce and gps on the group purchase of wine for Y-generation.
Jean-Eric Pelet, Université de Nantes, France
Benoît Lecat, Burgundy School of Business, France

Unveiling the influence of the consumer wine appreciation dimension on purchasing behaviour.
Pinar Kekec, Brock University, Canada
Tek Thongpapanl, Brock University, Canada
Seigyoung Auh, Thunderbird School of Global Management, USA

Fostering brand community through social media: a new relational framework for targeting connected consumers.
William Humphrey, Texas Tech University, USA
Debra Laverie, Texas Tech University, USA
Shannon Rinaldo, Texas Tech University, USA

Session 10.6 Emerging markets: Why African markets offer more than You Think!
Room: Driftwood I
Session Chair: Beate Stiehler, XYZ University, South Africa
One size does not fit all: a closer look at brands in the high net worth market of an emerging economy.
Mignon Reyneke, University of Cape Town, S. Africa
Elsamari Botha, University of Cape Town, S. Africa

The marketization of start-up capital to women entrepreneurs in South Africa.
Evelyn Derera, University of Kwazulu Natal, S. Africa
Pepukayi Chitakunye, University of Kwazulu Natal, S. Africa
Amandeep Takhar, University of Bedfordshire, UK

Brand alignment: developing a model for competitive advantage.
Sean Mccoy, HKLM, S. Africa
Peet Venter, University of South Africa, S. Africa

Appropriation of traditional knowledge in the base of the pyramid.
Stefanie Beninger, Simon Fraser University, Canada

Special Session 10.7 Sensory Aspects of Retail Atmospherics: It’s not the Same Old Song and Dance
Room: Ironwood II
Session Chair: Courtney Szocs, University of South Florida, USA

Retail crowding: does ambient scent alleviate consumer anxiety?
Tina Poon, Concordia University, Canada
Bianca Grohmann, Concordia University, Canada

Is background music effective on retail websites?
Liz C. Wang, West Chester University, USA
Julie Baker, Texas Christian University, USA
Kirk Wakefield, Baylor University, USA

Chomping to the beat: the effects of music tempo on consumers’ calorie estimates.
Courtney Szocs, University of South Florida, USA
Dipayan Biswas, University of South Florida, USA

Session 10.8 Social Responsibility in Marketing Education
Room: Ironwood I
Session Chair: Dianne Bevelander, RSM Erasmus University, Netherlands

Differentiation between business school responsibility efforts across regions: a content analysis of PRME sharing information on progress reports.
Edward Boon, Royal Institute of Technology, Sweden
Olga Veligurska, Royal Institute of Technology, Sweden

Social responsibility in higher education: students’ perceptions.
Raquel Reis, Universidades Lusiada, Portugal
Paula Rodrigues, Universidades Lusiada, Portugal
Moritz von Schwedler, Universidades Lusiada, Portugal
Elizabeth Real de Oliveira, Universidades Lusiada, Portugal

If students are customers, then which ones can be let go? reactions to a proposal for breaking up with underperforming students.
Brent Smith, Saint Joseph's University, USA

Ethical pictures: using cartoons to teach CSR.
Adam Mills, Simon Fraser University
Karen Robson, Simon Fraser University
Jan Kietzmann, Simon Fraser University

DAILY HIGHLIGHTS
Saturday, May 18, 2013

Registration
De Anza Foyer, 8.30 a.m. – 1 p.m.

Saturday, 8:30 AM

Session 11.1 The Influence of Brands: Perceived Value and Persuasiveness
Room: Driftwood I
Session Chair: Ju Yoon (Karen) Han, The University of Texas at Austin, USA

Message framing in healthcare marketing.
Miwa Merz, San Jose State University, USA

Financial services advertising: comparing business-to-business and business-to-consumer contexts.
Kunal Swani, University of Massachusetts Amherst, USA
Easwar Iyer, University of Massachusetts Amherst, USA

Brand reputation: does it help customers cope with service failure?
Aditi Sarkar, University of Memphis, USA
Makam S. Balalji, ICFAI Business School, India
Balaji C. Krishnan, University of Memphis, USA
How service bundling moderates the formation of attitudes towards service providers?
Heikki Karjaluoto, University of Jyväskylä, Finland
Chatura Ranaweera, Wilfrid Laurier University, Canada
Chanaka Jayawardhena, University of Hull, UK
Ville Fredrikson, University of Jyväskylä, Finland

Session 11.2 Who Needs a Sales Manager?
Room: Driftwood II
Session Chair: Frederick Hong-Kit Yim, Hong Kong Baptist University, Hong Kong

Enhancing sales force performance: the impact of learning and leadership.
Nicholas G. Paparoidamis, Catholic University of Lille, France
Ruben Chumpitaz, Catholic University of Lille, France

Managerial power-base effects on salesperson intrinsic motivation and performance: a conservation of resources view.
Michael Mallin, University of Toledo, USA
Charles Ragland, University of Toledo, USA

Leading sales in the 21st century: the ambidextrous sales organization.
Javier Marcos-Cuevas, Cranfield University, UK
Lynette J. Ryals, Cranfield University, UK
Daniel M. Ladik, Seton Hall University, USA

Who drives sales and service persons’ job performance—a leader or a role model?
Gen Fukutomi, Kyoto Sangyo University, Japan

Session 11.3 Art and Emotion
Room: Redwood II
Session Chair: Jeremy Sierra, Texas State University, USA

The impact of consumer innovativeness, prestige price sensitivity and need for emotion on impulse buying and satisfaction.
Lukman Aroean, Bournemouth University, UK
Nina Michaelidou, Loughborough University, UK

The motivating force of visual attractiveness in product design.
Gratiana Pol, University of Southern California, USA
C.W. Park, University of Southern California, USA
Martin Reimann, University of Southern California, USA

Negative affect intimacy: the role of negative affect tags in the fine art market.
The effects of source credibility and salience of signals on economic performance: A study of corporate art collectors. Monika Kackovic, University of Amsterdam, Netherlands
Joris Ebbers, University of Amsterdam, Netherlands
Nachoem Wijnberg, University of Amsterdam, Netherlands

Session 11.4 Knowledge is Power
Room: Redwood II
Session Chair: Patricia Norberg, Quinnipiac University, USA

Coping with information requests in marketing exchanges: an examination of pre-post affective control and the moderating impact of behavioral based coping. Patricia Norberg, Quinnipiac University, USA
Daniel Horne, Providence College, USA

Finding mad money in a pile of debt. Russell Nelson, University of California at Irvine, USA
Stephanie Dellande, Menlo College, USA
Mary Celsi, California State University at Long Beach, USA
Mary C. Gilly, University of California at Irvine, USA

Assuring me that it is as ‘good as new’ just makes second hand goods from an information processing perspective. David Aakermaan, California State University at Northridge, USA
Jing Hu, California State Polytechnic University at Pomona, USA

Transfer and classification of knowledge structures of digital consumers. Kirtsen Schiele, Woodbury University, USA
Mine Ucok Hughes, Woodbury University, USA

Session 11.5 Till Some New Player Us Do Part
Room: Cottonwood I
Session Chair: Helen Bruce, Cranfield School of Management, UK

Quantity or quality? How the firm-customer dialog influences customer relationships. Tobias Schaefer, EBS University, Germany
H. Dieter Dahlhoff, University of Kassel, Germany
Natalia Sowik, EBS University, Germany

The key role of human resources policies and practices in implementing a relationship marketing orientation.
Interorganizational network relationships management model.
Nadezda Kolesnik, National Research University, Russia

Enhancing customer value measurement: a multidimensional index for television consumption.
Helen Bruce, Cranfield School of Management, UK
Hugh Wilson, Cranfield School of Management, UK
Emma Macdonald, Cranfield School of Management, UK

Special Session 11.6 The Google Online Marketing Challenge: Real Experiential Learning
Room: Cottonwood II
Session Chair: Jamie Murphy, Murdoch Business School, Australia

Advertising trends and growth.
David Horrigan, Glion Institute of Higher Education, Switzerland

Google AdWords and the revolution in advertising.
Charles Hofacker, College of Business, Florida State University

Keyword advertising and the Google online marketing challenge.
Jamie Murphy, Murdoch Business School, Australia

Google challenge contributions to student learning.
Marilyn Lavin, University of Wisconsin Whitewater, USA

Special Session 11.7 International Marketing Communications
Room: Ironwood I
Session Chair: Mika Gabrielsson, University of Eastern Finland, Finland

Unveiling unsophistication: the use of theory in international advertising research in the top three advertising journals 2002-2012.
Fernando Fastoso, Bradford University, UK

Bond or brand: presenting a typology of online brand communities in a collectivistic culture.
Jugmin Han, Manchester Business School, UK
Debbie Keeling, Manchester Business School, UK
Stuart Roper, Manchester Business School, UK
What you see is not always what you get: exploring Chinese word of mouth.
Anjala Krishen, University of Nevada at Las Vegas, USA
Jordan Gunderson, University of Nevada at Las Vegas, USA
David Mikowski, University of Nevada at Las Vegas, USA

Trans-visual perception of logos: is visual perception a matter of inter-cultural differences.
Tore Kristensen, Copenhagen Business School, Denmark
Gorm Gabrielsen, Copenhagen Business School, Denmark

Session 11.8 Sensory Marketing in the Digital Age
Room: Ironwood II
Session Chair: Lauren Labrecque, Loyola University at Chicago, USA

Does 3D make sense? the economic implications of adding a third dimension to entertainment products.
Ann-Kristin Knapp, University of Muenster, Germany
Thorsten Hennig-Thurau, University of Muenster, Germany

How digital signage affects shoppers’ in-store behavior: the role of the evoked experience.
Josko Brakus, University of Leeds, UK
Charles Dennis, University of Lincoln, USA
Eleftherios Alamanos, University of Lincoln, USA

A multidisciplinary examination of 3D virtual shopping environments: effects on consumer perceptual and physiological responses.
Manveer Mann, Old Dominion University, USA
Yuping Liu-Thompkins, Old Dominion University, USA
Ginger Watson, Old Dominion University, USA
Yiannis Papelis, Virginia Modeling, Analysis and Simulation Center, USA

“Hey dee-jay let’s play that song and keep me shopping all day long”. The effect of famous background music on consumer shopping behavior.
Luca Petruzzellis, University of Bari Aldo Moro, Italy
Jean-Charles Chebat, HEC Montreal, Canada
Ada Palumbo, University of Bari Aldo Moro, Italy

Saturday, 10:00 a.m. - 10:30 a.m.
Refreshment break, De Anza Foyer/Exhibit Area

Saturday, 10:30 AM

Session 12.1 To Possess or not to Possess
Room: Driftwood I
You know you’re working class when your TV is bigger than your bookcase: enduring household identity conflict.  
Helen Bruce, Cranfield School of Management, UK  
Hugh Wilson, Cranfield School of Management, UK  
Emma Macdonald, Cranfield School of Management, UK  

What economic success can buy for life satisfaction among rural-urban migrant consumers: perspective of acculturation.  
Rongwei Chu, Fudan University, China  
Matthew Liu, University of Macau, Macau  

Rethinking identity and ownership in the digital consumption era: a qualitative study of consumer’s relationships with digital possessions.  
Victoria Ligon, University of Arizona, USA  
Silvia Milla, University of Arizona, USA  
Tony Stovall, University of Arizona, USA  

Shaping customer service & store atmosphere: an exploratory ethnography of retail environments.  
Stephanie Mangus, Louisiana State University, USA  

Session 12.2 European Perspectives on Marketing  
Room: Driftwood II  
Session Chair: Simos Chari, University of Leeds, UK  

Attitudes toward green computing in transition economies: a Romanian perspective.  
Olesia Mihai, Alexandru I. Cuza University, Romania  
Victoria Seitz, California State University at San Bernardino, USA  
Elias Rizkallah, La Sierra University, USA  
Ehab Khamas, California State University at San Bernardino, USA  

Counterproductive environmental performance displays: lessons from the automotive sector.  
Béatrice Parguel, Université Paris-Dauphine, France  
Florence Benoît-Moreau, Université Paris-Dauphine, France  

The moderator effect of switching costs dimensions on the relationships between customer-perceived value, trust, and customer loyalty.  
Dahlia El-Manstrly, University of Edinburgh, UK.  

Cooperating in business relationships: the emergence and collapse of power symmetry, trust and common goals.  
Javier Marcos-Cuevas, Cranfield University, UK  
Saara Julkunen, University of Eastern Finland, Finland
Born to survive: small and medium business in Russia needs marketing.
Olga Saginova, Plekhanov Russian University of Economics, Russia
Nadezhda Zavialova, Plekhanov Russian University of Economics, Russia
Irina Skorobogatykh, Plekhanov Russian University of Economics, Russia
Zhanna Musatova, Plekhanov Russian University of Economics, Russia

Session 12.3 Social Media and Trust, Diffusion, and User Experience
Room: Redwood I
Session Chair: Arne Baruca, Sacred Heart University, USA

Evaluating user experience with social networking sites: a mediated moderation relationship.
Weiling Zhuang, Eastern Kentucky University, USA
Qian Xiao, Eastern Kentucky University, USA
Maxwell Hsu, University of Wisconsin-Whitewater, USA

Comparing Australian and Malaysian destination’s internet diffusion.
Daniel Budd, Murdoch University, Australia
Fareed Ismail, University Putra Malaysia, Malaysia
Jamie Murphy, Australian School of Management, Australia

Modeling customer equity: the roles of social networking sites, trust, and brand equity.
Chawanuan Kananukul, University of North Carolina at Greensboro, USA
Sojin Jung, University of North Carolina at Greensboro, USA
Kittichai Watchravesringkan, University of North Carolina at Greensboro, USA

The influence of social media on consumption practices.
Dhruv Bhatli, Université Paris Est, France
Chiraz Aouina-Mejri, Paris Est University, France

Session 12.4 Wanting That Object
Room: Redwood II
Session Chair: Martin Reimann, University of Southern California, USA

Consumption desire construct.
Wei Hua, Old Dominion University, USA
Do you still love your favorite luxury brand? the impact of consumer characteristics and purchase type on luxury divergence.
Wan Yang, University of South Florida, USA
Anna Mattila, Penn State University, USA

Feeling a little guilt but ruminating a lot: how indulgence impacts the effects of guilt.
Camille Saintives, Groupe ESC La Rochelle, France
Renaud Lunardo, Bordeaux Ecole de Management, France

Consumer-based fashion equity: proposition of a new concept and theory to understand and explain loyalty toward fashion products.
Caroline Le Bon, CERGAM IAE, France
Dwight Merunka, CERGAM IAE, France

Session 12.5 Sponsorship & Branding
Room: Cottonwood I
Session Chair: Margaret Johnston, University of Queensland, Australia

Sponsorship research: drawing on the past to shape the future of sponsorship.
Margaret A. Johnston, University of Queensland, Australia
George S. Spais, Hellenic Open University, Greece

Construal level effects in sponsorship announcements.
Tobias Schaefers, EBS Business School, Germany
Joe Cobbs, Northern Kentucky University, USA
Mark D. Groza, Northern Illinois University, USA

Which model has the look and motive to be successful?
Sonia Dickinson-Delaporte, Curtin University of Technology, Australia
John Ford, Old Dominion University, USA
Donna Gill, Curtin University of Technology, Australia

Celebrity portfolio effects on consumer brand evaluations.
Sik Chuen Yu, University of Queensland, Australia
Ravi Pappu, University of Queensland, Australia

Special Session 12.6 Emerging Thoughts in Social Media: Insights from Doctoral Students
Room: Ironwood II
Session Chair: Angeline Close, The University of Texas at Austin, USA

Social media measurement.
KyungOk Kacy Kim, The University of Texas at Austin, USA
The relationship among self-brand congruence, brand attachment, customer engagement, and brand loyalty.
Yana Andonova, University of Massachusetts at Amherst, USA
Elizabeth Gelfand Miller, University of Massachusetts at Amherst, USA
William Diamond, University of Massachusetts at Amherst, USA

Negative word of mouth behavior in social media.
JiYoon Karen Han, University of Texas at Austin, USA
LeeAnn Kahlor, University of Texas at Austin, USA

Understanding ETSY: social media and marketing within a community of sellers.
Tiffany Machado Blanchflower, University of North Carolina-Greensboro, USA
Nancy Nelson Hodges, University of North Carolina-Greensboro, USA

Session 12.7 Sensory Marketing through Touch
Room: Ironwood I
Session Chair: Courtney Szocs, University of South Florida, USA

Feeling blue: the effects of visual cues on temperature perceptions.
Courtney Szocs, University of South Florida, USA

I've got you under my skin: tactile stimulation of clothing.
Mya Pronschinske, University of Wyoming, USA
Kent Drummond, University of Wyoming, USA

Consumer imagination: an empirical examination of the impact of need for haptic information.
Nancy Spears, University of North Texas, USA
Atefeh Yazdanparast, University of Evansville, USA

The effects of ambient light on consumer product choices.
Dipayan Biswas, University of South Florida, USA
Courtney Szocs, University of South Florida, USA
Donald Lehmann, Columbia University, USA

Session 12.8 To Adopt or Not to Adopt New Market and Technological Offerings
Room: Ironwood II
Session Chair: Abdul Ashraf, University of New South Wales, Australia

Adoption of online shopping: a technology acceptance perspective.
Abdul Ashraf, University of New South Wales, Australia
Tek Thongpapanl, Brock University, Canada
Mohammed Razzaque, University of New South Wales, Australia

The influence of technology addiction on technology acceptance and use: an exploration of mobile communication technology.
Kenneth Graham, Mississippi State University, USA

The dark side of buyer-supplier relationships in the adoption of disruptive technologies.
Michael Obal, Temple University, USA
Richard Lancioni, Temple University, USA

Investigating the role of trust in mobile banking acceptance.
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Linda L. Price (BA, MBA University of Wyoming, Ph.D. University of Texas at Austin) is Department Head and the Underwood Family Professor of Marketing in the Eller College of Management, University of Arizona. Linda has been on the faculty at several universities including University of Pittsburgh, University of Colorado, University of South Florida, and University of Nebraska. She has received many marketing honors and awards including the 2013 College of Business Distinguished Alumni Award from the University of Wyoming. She currently serves as President Elect of the Association for Consumer Research as well as serving on the American Marketing Association Academic Council, the Consumer Culture Theory Board and as Vice President of the Advisory Board for the Journal of Consumer Research. Linda’s theory and research is published in leading marketing and social science journals including Journal of Marketing, Journal of the Academy of Marketing Science and Journal of Consumer Research, and combines qualitative and quantitative methodologies to examine consumer identity and adaptation, social influence and network interactions, and how consumers’ emotions and imaginations enrich, distinguish and give agency to their lives. Her research has been and is currently funded by a variety of agencies including USDA, and Marketing Science Institute. She has published books, chapters and over 70 articles that have collectively garnered over 7,000 citations. She has mentored many PhD students who are now leading marketing scholars in universities around the world.

Linda has approached research based on what she finds unusual and surprising in the world around her. Each piece of published research is in part a personal journey through Linda’s life. Using this approach she has uncovered and measured many new concepts including consumers’ use innovativeness, consumer imagery processing, market mavens and market helping behaviors, narrative satisfaction with extreme experiences such as white water river-rafting, and commercial friendships. She has always been interested in how individual consumer and consumer networks create, adapt and change. The last 20 years she has explored fluid consumer identities including research on: global citizenship through global brands in emerging and transitional economies; cross-cultural differences in how consumers make meanings with brands; family identity across generations through objects and practices; how families negotiate varying individual, coalitional and collective identities and goals in a material world; and the temporal dynamics of network identity and practices. She has also explored collective identity within heterogeneous consumption and brand communities with broad applications for how to build and sustain a “we”. As a recent empty nester, she is now especially interested in how families and organizations connect across distances through technology and whether and how consumers can get a “fresh start”.

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