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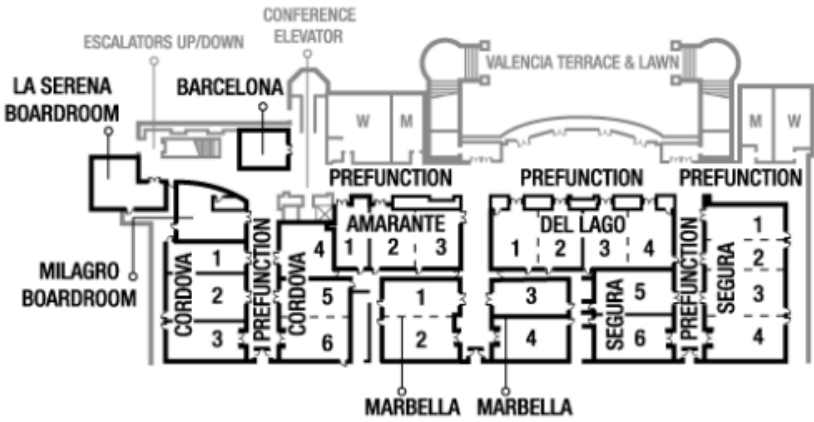
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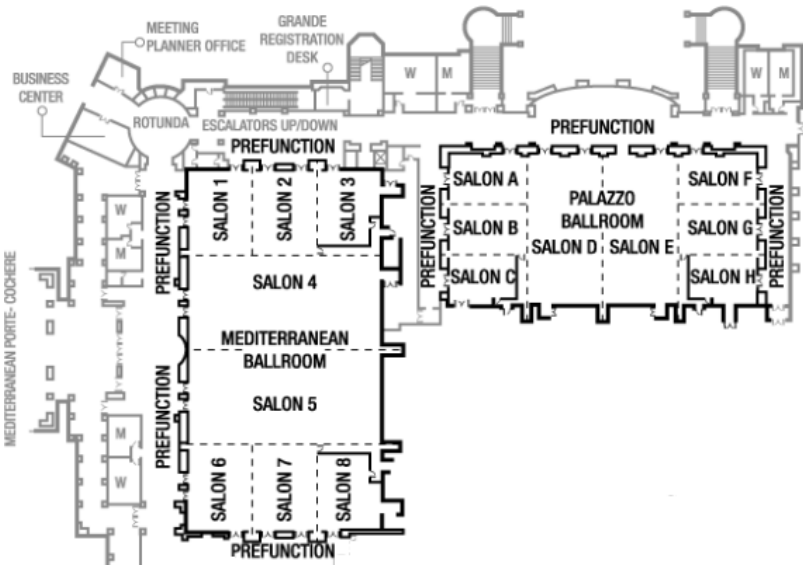
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Meeting Room Spaces

Lower Level



Lobby Level





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Exhibitors





Friday, February 17, 2017

8:00 AM-6:45 PM

Conference Registration

8:00 AM-12 NOON

Pre-Conference Sessions

Advances in Retailing Research (Sponsored by Retail and Pricing SIG)

Segura 4

Friday, February 8AM-Noon

Additional Registration Required

Causal Identification in Empirical Research: New Reality, New Possibilities

Segura 6

Friday, February 8AM-Noon

Additional Registration Required

Symposium on Organizational Frontline Research (Day 2)

Segura 5

Friday, February 8AM-Noon

Additional Registration Required

10:00 AM-12 NOON

Pre-Conference Sessions

What Makes for a Contribution to (Consumer) Research? (Co-sponsored by the Consumer Behavior SIG and Doc SIG)

Segura 3

Friday, February 17, 10AM-Noon

Additional Registration Required

1:00 PM-2:15 PM

Conference Sessions

A02 | Point of View (Special Session)

Segura 6

The session focuses on the concept of a "point of view." So, what is a point of view? It is a small set of statements (3-5) that represent an individual (or executive team's) belief system about a particular issue. When well done, a point of view (a) is specific and choiceful (b) challenges conventional views, (c) creates a bit of an ah-ha moment for audiences, (d) is evidence-based, and (d) can drive the allocation of resources within a firm, organization, etc.



Session Co-Chairs

Bernie Jaworski, Claremont Graduate University

Manjit Yadav, Texas A&M University

Session Participants

Part A: POVs and the Evolution of the Marketing Discipline

Bernie Jaworski, Claremont Graduate University; Manjit Yadav, Texas A&M University

Part B: GE's Point of View

John Wisdom, General Electric

Part C: ResMed Point of View

Bobby Ghosal, Brightree/ResMed

Session Discussant

Goutam Challagalla, IMD

A03 | Retail Industry: Changing Technology and Retail Formats (Special Session)

Segura 5

Retailers have been changing the way of engaging with the customers with the technological advancements over years and also create different experiences in the course of that engagement, whether in a physical store, online, on a smartphone or tablet, among other ways. This session covers the study of technology adoption by brick-and-mortar stores and retail channel formats.

Session Chair

Rajdeep Grewal

Session Papers

How Mobile Self-Scanning Use Influences Consumers' Grocery Purchases

Maya Vuegen, Anne ter Braak, Lien Lamey, KU Leuven, Belgium; Kusum Ailawadi, Tuck School at Dartmouth

Strategic Addition of 'Click' to Mortar Stores

Guneet Kaur Nagpal, UNC Chapel Hill, Ruby Lee, Florida State University, Rajdeep Grewal, UNC Chapel Hill; Hari Sridhar, Texas A&M University

Impact of Mobile Apps in a Multi-Channel Environment

Xian Gu, University of Maryland; P. K. Kannan, University of Maryland

Brand Performance across Store Formats: Beyond Walmart's Low Prices

Pranav Jindal, University of North Carolina, Ting Zhu, Purdue University, Pradeep Chintagunta, University of Chicago; Sanjay Dhar, University of Chicago

A04 | Marketing Metrics: International and Financial Dimensions (Special Session)

Segura 3

Unpacking the Marketing-Finance Link: The Impact of Marketing on Firm Financials

Joseph Johnson, University of Miami; Abhi Bhattacharya, Indiana University

Is Internationalization All That It's Cracked Up to Be? Re-Examining the Performance Implications of Internationalization

Joseph Johnson, University of Miami; Ashish Sood, University of California – Riverside; Eden Yin, University of Cambridge

Coordinating the Role of Marketing and Market Orientation Across Partners in Collective Geographic Branding Schemes

Alan J. Malter, University of Illinois at Chicago

A Global Investigation into the Firm and National-Level Drivers of Managerial Metric Use for Marketing-Mix Decisions

Ofer Mintz, Louisiana State University; Imran S. Currim, University of California, Martijn de Jong, Erasmus University; Jan-Benedict E.M. Steenkamp, University of North Carolina

A05 | Enhancing Consumer Welfare by Influencing Health Risk Perceptions (Special Session)

Segura 4

This session approaches the topic of improving consumer welfare by highlighting various influences on health-related risk perceptions. Three papers offer practical insight into different methods that marketers and practitioners can use to encourage consumers to make decisions that are in the best interest of their long-term health. Collectively, these scholars introduce four unique methods to improve consumer welfare with public policy implications.

Session Moderator

Aziza Jones: Rutgers University

Session Chair

Michael Kamins: Stony Brook University – SUNY

Session Papers

A Different Kind of Death: Social Versus Physical Mortality Salience

Michael Kamins, Stony Brook University; Ingrid Martin California State University – Long Beach

The Role of the Disease Label in Risk Perception and Precautionary Behavior: A Comparison of Scientific vs. Common Parlance Labels

Sergio Carvalho, Dalhousie University, Subramanian Sivaramakrishnan, University of Manitoba; Priya Raghubir, New York University

A Longitudinal Investigation of the Impact of Warning Exposure Frequency and Variation on Smoking Risk Perceptions and Smoking Behavior

Jeremy Kees, Villanova University, Scot Burton, University of Arkansas, J. Craig Andrews, Marquette University, Richard G. Netemeyer, University of Virginia

A06 | Moderators of Food Consumption

Del Lago 2

When and How Do Thin Human-Like Shapes Influence Spending?

Marisabel Romero, Colorado State University; Adam Craig, University of Kentucky

How Food Craving Drives Consumption of Healthy Foods- A Theoretical Framework Based on the Elaborated Intrusion Theory

Elmira Shahriari, New Mexico State University; Hamid Abbassi, Old Dominion University

Eat Me, Eat Me Not: Cute Food and the Consumer Disposition

Hsiao-Ching Lee, National Kaohsiung University of Applied Sciences; Chun-Tuan Chang, National Sun Yat-sen University; Yu-Hsuan Chen, Chung-Hua Institution for Economic Research; Yu-Shian Huang, Chyi Cheng Co.; Xing-Yu Chu, National Sun Yat-sen University

A Moderated Mediation Model of Eating Patterns and the Subjective Well-Being of Chinese Teenagers

Hongyan Yu, Sun Yat-Sen University; Ann Veeck, Western Michigan University; Hongli Zhang, Jilin University; Hong Zhu, Northeast Normal University

A07 | Cause Marketing I

Del Lago 3

'Too Bad to Be True': The Effect of Guilt Appeal Intensity in Cause-Related Marketing

Jaywant Singh, Kingston University; Benedetta Crisafulli, Cranfield University; Paurav Shukla, Glasgow Caledonian University



The Effect of Cause-Related Marketing from the Perspective of Consumer Comments Examined Using Text-Mining

Anita Luo, Georgia State University; Krishna Pulipati, Georgia State University

Winning Customers' Hearts and Minds with Cause Marketing, But What About Their Wallets?

Heath E. McCullough, University of Tennessee; Neeraj Bharadwaj, University of Tennessee Michel Ballings, University of Tennessee

You Share, We Donate! - An Exploratory Study on an Emerging Cause-Related Marketing Phenomenon

Shinhye Kim, Washington State University; Tuba Yilmaz, Koc University; Xiaohan (Hannah) Wen, Ozyegin University; Melanie Bowen, Justus Liebig

A08 | Managing Customer Experience

Del Lago 4

The Effects of Media Dispersion on Brand Purchase: A Large-scale Experience Tracking Study

Jan F. Klein, Aalto University; Yuchi Zhang, Temple University; Tomas Falk, Aalto University; Jaakko Aspara, Hanken School; Xueming Luo, Temple University

Events as a Customer Touchpoint in Student Life –Creating Valuable Experiences and Lasting Impressions

Florian Neus, University of Siegen; Hanna Schramm-Klein, University of Siegen; Gunnar Mau, University of Siegen; Frederic Nimmermann, University of Siegen

A Longitudinal Investigation of Customer Compliance: The Role of Appraisal Toward Compliance Behaviors

Junzhou Zhang, Old Dominion University; Chuanyi Tang, Old Dominion University; Lin Guo, University of New Hampshire; Hangjun Xu, Old Dominion University;

Brand Evangelist: A Powerful Brand Choice Influencer

Hang Nguyen, Michigan State University; Douglas E. Hughes, Michigan State University; Yufei Zhang, Michigan State University

A09 | Building Human Capital

Marbella 1

Flipping the Classroom with Trade Tales: Creative Nonfiction Writing and Theatre Productions of Customer-Marketer Interactions

Rouxelle De Villiers, University of Waikato; Po-Ju Chen, University of Central Florida; Arch G Woodside, International University of Monaco; Carol Megehee, Coastal Carolina University

Turning Agents into Stewards: An Exploration of Antecedents and Consequences of Distributor Stewardship in Distribution Channel Relationships

Baljeet Singh, Indian Institute of Management Indore

Grafting the Knowledge of Chief Marketing Officers (CMOs): The Key to CMO Impact on Firm Performance?

Sreedhar Madhavaram, Cleveland State University; Vishag Badrinarayanan, Texas State University - San Marcos; Robert E. McDonald, Texas Tech University

Evaluating Human Capital Requirements for Graduate-Level Marketing Roles

Daniela Rosenstreich, Massey University

A10 | Social Mechanisms in Collaborative Marketing Activities

Marbella 3

Consumer Greed and Marketplace Activity

Xueming Luo, Temple University; Jan F. Klein, Aalto University; Jaakko Aspara, Hanken School of Economics; Xiaoyi Wang, Zhejiang University

Thriving in Innovation Ecosystems: Towards A Collaborative Market Orientation

Bastian Kindermann, RWTH Aachen University; Torsten Oliver Salge, RWTH Aachen University; Daniel Wentzel, RWTH Aachen University

Enhancement and Control Mechanisms for Multi-Dimensional Cross-National Distances in International Alliance

Yoojin Oh, Ewha Woman's University; Jongkuk Lee, Ewha Woman's University

The Impact of Social Identity Boost on Marketing Outcomes

Miriam McGowan, Bangor University; Edward Shiu, Bangor University; Louise Hassan, Bangor University



2:15 PM-2:30 PM

Refreshments and Exhibits

2:15 PM-5:00 PM

Poster Set-up

2:30 PM-3:45 PM

Conference Sessions

B02 | Expanding the Scope of Marketing's Collaborations (Special Session)

Segura 6

Session Chair

Aric Rindfleisch, University of Illinois

This special session brings together four new research projects that, individually and collectively, help expand the scope of the type of collaborations that are normally studied by marketing scholars. To date, much of the marketing strategy literature has focused on how firms collaborate with other firms such as buyers, suppliers or competitors. The projects that will be presented in this special session adopt a more expansive scope by examining the following set of new and diverse collaborations:

1. Collaborations where no firms are involved (Srinivasan and Ordabayeva)
2. Connective collaborations and national innovation (Mirahmad and Yadav)
3. Collaborations between business mentors from developed countries and entrepreneurs in developing economies (Anderson, Vilcassim and Chintagunta)
4. Collaborative interactions between institutions and learners (Narang, Yadav, and Rindfleisch)

Caring Affects Sharing: Relationship Orientation in Responses to Online Reviews of Peer-to-Peer Service Providers

Raji Srinivasan, University of Texas; Nailya Ordabayeva, Boston College

Digital Connectivity, Information Flows, and the Innovation of Nations

Hooman Mirahmad, Texas A&M University; Manjit Yadav, Texas A&M University

Building Marketing Collaborations via Skype & Remote Coaching: Evidence from Randomized Control Trial in Uganda

Stephen Anderson, Stanford University; Naufel Vilcassim, London Business School; Pradeep Chintagunta, Univ of Chicago



Get Up Close and Personal: Online Communities in Two-Sided Platforms

Unnati Narang, Texas A&M University; Manjit Yadav, Texas A&M University;
Aric Rindfleisch, University of Illinois

B03 | Customer Experience and Consumption Practices in the IoT: How Technologies for Connecting Devices to the Internet are Poised to Revolutionize Consumer Behavior and Research in Marketing (Special Session)

Segura 5

Session Chair

Donna Hoffman, George Washington University

Session Topics and Presenters

Seeking Transcendence and Blurring Boundaries: Machines as Beings and Beings as Machines

Russell W. Belk, York University

The Product Attributes of Things

Charles Hofacker, Florida State University

Consumer and Object Experience in the IoT: An Assemblage Theory Approach

Thomas P. Novak, George Washington University

The Role of the Cyborg in Health Welfare

Hope Jensen Schau, The University of Arizona

New Business Models from IoT and Automation

Venkatesh Shankar, Texas A&M University

Living a Machined Life

Bruce D. Weinberg, University of Massachusetts Amherst

B04 | The Future (s) of Marketing Scholarship: Where are we Headed? (Special Session)

Segura 3

This special session invites attendees to engage in a discussion with a panel of scholars about the future of marketing scholarship. There is increasing fragmentation in marketing, and blurring boundaries of scholarship. What can marketing scholars do to shape the future of marketing and increase the impact both in academia and among practitioners?



Session Chair

Raji Srinivasan, University of Texas at Austin, Austin, TX, USA

Speakers/Panelists

Don Lehmann, Columbia University

Professor Kay Lemon, Executive Director, Marketing Science Institute and Boston College

Professor Gary L. Lilien, Pennsylvania State University

John Roberts, University of New South Wales Business School

Gordon Wyner, Research Director, Marketing Science Institute

B05 | Role of Olfactory and Visual Cues in Nudging Healthful Consumption for Children and Adults (Special Session)

Segura 4

In this special session, we examine how sensory factors related to olfactory cues (such as ambient scent) and visual cues (such as food unit size) influence food choices and calorie consumption.

Session Chair and Discussant

Dipayan Biswas

Session Papers

Using Ambient Scent to Nudge Children Toward Healthy Food Choices

Dipayan Biswas, University of South Florida; Courtney Szocs, Portland State University; Brian Wansink, Cornell University

The Fixed Unit Effect: When Size Does Not Matter, But Number of Units Does

Myla Bui, Loyola Marymount University; Brennan Davis, California Polytechnic University; Collin Payne, New Mexico State University; Maura L. Scott, Florida State University

Temperature Dimension of Scent and its Effects on Calorie Consumption: Can Warm versus Cool Ambient Scents Nudge Healthier Consumption?

Sarah Lefebvre, University of Central Florida; Dipayan Biswas, University of South Florida

Scented Advertising as a Cue for a Proximate Product Experience

Ruta Ruzeviciute, Vienna University of Economics and Business

B06 | Drivers of Food Choice

Del Lago 2

Co-optation of Veganism

Outi Lundahl, University of Vaasa; Alexander Henkel, Open University

Improving the Efficacy of Posted Calorie Information Through the Strategic Use of Provincial Norms

Ashley S. Otto, Baylor University; Brennan Davis, California Polytechnic State University; Kirk Wakefield, Baylor University; Joshua J. Clarkson, University of Cincinnati

Choosing Fast and Slow: Processing Mode and Consumer Response to FOP Nutrition Label Formats

Setareh Sanjari, Goettingen University; Steffen Jahn, Goettingen University; Yasemin Boztug, Georg-August-University Goettingen

B07 | Cause Marketing II

Del Lago 3

Is Cash Always King? Bundling Product-Cause Fit and Product Type in Cause-Related Marketing

Chun-Tuan Chang, National Sun Yat-sen University; Xing-Yu Chu, National Sun Yat-sen University; Pei-Chi Chen, National Sun Yat-sen University; Yi-Feng Huang, National Sun Yat-sen University

Can Government-Sponsored Museum Exhibitions Influence Art Market? An Empirical Investigation in Art Auction Market

Yu-Hsi Liu, National Taiwan University; Chien-Yuan Sher, National Sun Yat-sen University; Chi-Jung Lu, National Sun Yat-sen University

‘Rising by Sin’: Consumer Evaluation of Social Cause-brand Alliances in Stigmatised and Non-Stigmatised Industries

Melanie Xue, Kingston University; Jaywant Singh, Kingston University; Ali Dehghanpour Farashah, Umeå University

The Role of Message Specificity in Cause Portfolio Communication

Meike Eilert, University of Nebraska-Lincoln; Stefanie Robinson, North Carolina State University



B08 | Patronage Decisions

Del Lago 4

The Loyalty Effect of Gift Purchases

Andreas Eggert, University of Paderborn; Lena Steinhoff, University of Paderborn; Carina Witte, University of Paderborn

Hedonic Experience: Applying System Dynamics to Explore Customer Re-Patronizing Intention

Wei-Lun Chang, Tamkang University

When Online Service Recovery Actions Backfire

Wolfgang Weitzl, University of Vienna; Sabine Einwiller, University of Vienna

Two Linguistic Determinants of Switching Behavior in Cross-Cultural Encounters: Conversation Initiation Language and Bilinguality

Mohammadali Zolfagharian, University of Texas-Rio Grande Valley; Fuad Hasan, University of Texas-Rio Grande Valley

B09 | Online Customer Engagement

Marbella 1

In Blogs We Trust: The Interplay of Blogger, Blog Post, and Campaign Characteristics on Social Media Engagement

Vanitha Swaminathan, University of Pittsburgh; Christian A. Hughes, University of Pittsburgh; Gillian Brooks, University of Oxford

The Interplay of Consumer Engagement in Social Media and Brand Favorability

Maximilian Hausmann, Ludwig-Maximilians-Universität München; Johanna E. Eberhardt, Ludwig-Maximilians-Universität München; Sascha Raithel, Freie Universität Berlin; Manfred Schwaiger, Ludwig-Maximilians-Universität München

You Can Increase Consumer Engagement and Self-Referencing on Social Networking Sites

Ryan E. Cruz, New Mexico State University; James M. Leondardt, University of Nevada, Reno

The Impact of Perceived Value on Satisfaction and Trust in the Context of Online Shopping: Moderating Effect of Online Word-Of-Mouth

Mujahid Mohiuddin Babu, The University of Manchester



B10 | New Insights on Marketing to the World

Marbella 3

Reverse Innovation: How to Use Emerging Markets as a Source of Corporate Competitive Advantage

Sergej von Janda, University of Mannheim; Monika C. Schuhmacher, Justus-Liebig University Gießen; Sabine Kuester, University of Mannheim

Assessing Consumer Preferences for Foreign and Domestic Products Before and During an Economic Crises: A Longitudinal Examination

James Reardon, Monfort College of Business; Donata Vianelli, University of Trieste; Vilte Auruskeviciene, ISM University of Economics and Management; Irena Vida, University of Ljubljana

Product's Characteristics as Drivers of Trickle-Down and Reverse Innovation: Evidence from the Food Industry

Verdiana Giannetti, Bocconi University; Gaia Rubera, Bocconi University

Design Newness, Product Innovativeness, and the Role of Emerging Country-of-Origin

Anshu S. Arora, Savannah State University; Amit Arora, Savannah State University

3:45 PM-4:00 PM

Refreshments and Exhibits

4:00 PM-5:15 PM

Conference Sessions

C01 | StratX Simulations | Teaching Tools Session

Del Lago 1

Simulations offer a risk-free platforms for testing and implementing ideas any way you want to. All participants leave the experience with a more analytical way of thinking and thus are more prepared for the real world's challenges.

The StratX approach reinforces competitive thinking and market understanding. Each marketing simulation or business simulation clearly reflects the impact that a sudden competitive move or a change in customer needs can have on a company. Our simulations also encourage teams to look beyond status quo for insight and ideas. StratX simulations engage participants on a more emotional level. The fast pace and hands-on experience creates an Intense energy which makes participants eager to apply their new skills. It is a lot of fun, but also hard work.



StratX will be presenting on to Implement several of our simulations and corresponding tools to be used in your course for a successful program.

Presenter

Paul Ritmo, Director

C02 | Healthy Food Choice

Del Lago 2

Power and Food: Does Feeling Powerful Lead to more Healthful Eating?

Cindy Wang, University of Oregon; Jiao Zhang, University of Oregon

Exploring WIC Participants' Fruits & Vegetables Redemptions: An Empirical Examination of Virginia's Electronic Benefit Transfer Transaction Data

Junzhou Zhang, Old Dominion University; Chuanyi Tang, Old Dominion University; Qi Zhang, Old Dominion University

Not All Organic Food Is Created Equal: The Role of Product Type, Perceived Authenticity, and Construal Level

Hua Chang, Towson University; Lingling Zhang, Towson University

How Food-Related Scents Influence Consumers' Choices for Fresh Products

Annika K. Lueth, University of South Florida; Kaisa Lund, Linnaeus University; Dipayan Biswas, University of South Florida

C03 | The Art and Science of Teaching for an Engaging Educational Environment (Special Session)

Segura 5

The importance of teaching within the context of scholarly activities has long been a point of contention among members of the professoriate. This special session will explore the boundary-spanning role of teaching and will show that excellence in teaching encompasses a wide array of activities and is not limited to the act of teaching. Understanding the variety of academic stakeholders enables professors to engage educationally via wealth creation, an intermingling of teaching and research, faculty-student collaborations, and educational scholarship.

Session Chair

Victoria L. Crittenden, Babson College



Presenters

A Stakeholder Perspective

Victoria L. Crittenden, Babson College

The Link between Educators and Wealth Creation

Robert A. Peterson, The University of Texas-Austin

Creating Intersections between Teaching and Research

Katherine N. Lemon, Boston College

Faculty-Student Research Collaboration

William F. Crittenden, Northeastern University

The Scholarship of Teaching and Learning

Donald Bacon, University of Denver

C04 | Managing Spillovers and Terminations in Interfirm Relationships: Communities and Collaborations with Customers and Partners (Special Session)

Segura 3

This session focuses on two important challenges facing interfirm collaborations: spillovers and terminations. The studies provide insights on how firms may better manage interfirm collaborations to enhance their benefits and identify potentially positive effects associated with negative events such as brand crises, encroachment and unexpected terminations.

Session Co-Chairs

Anna S. Cui, University of Illinois at Chicago and Christine Moorman, Duke University

Session Papers

Determinants of International Marketing Joint Venture Dissolutions in Emerging Markets

Kiran Pedada, Texas Tech University, Venkatesh Shankar, Texas A&M University, Mayukh Dass Texas Tech University

Crisis in Multilateral Co-Branding Alliances: Consequences for Member Firms

Tuba Yılmaz, Koç University, Stefan Wuyts, Koç University, Kenneth H. Wathne, University of Stavanger and BI Norwegian Business School; Kersi Antia, Western Ontario University

Building Trust, One Location at a Time

Sandy D. Jap, Emory University and Ti Kim, Emory University



Learning from Failure: Do Past Alliance Terminations Help Reduce Future Terminations?

Anna S. Cui, University of Illinois at Chicago and Christine Moorman, Duke University

C05 | Marketing and Consumption around the World (Special Session)

Segura 4

Most marketing research has traditionally focused on a handful of Western countries such as the United States. However, there is no guarantee that theories and findings in one setting holds in other countries and cultures. Specifically, the growing trend in globalization of business and marketing activities provides further motivation to examine cross-cultural differences in marketing related phenomena. This special session aims to investigate some of these gaps, provide an opportunity for researchers to bring together related research work in the realm of international marketing, and prepare a platform for scholars who are interested in this domain to discuss their ideas.

Session Chairs

Tarun Kushwaha & J.B. Steenkamp, University of North Carolina

Session Papers

Does Empathy Improve Marketing Performance? Evidence from a High Autonomy Sales Environment in an Emerging Market

Toby Norman, Cambridge Judge Business School; Jaideep Prabhu, Cambridge Judge Business School; Fakir Md. Yunus, BRAC Bangladesh; Sourindra Banerjee, Warwick Business School

Forced to Do Good: Should Governments Mandate Firm Spending in Emerging Markets?

Nandini Ramani, University of Texas; Raji Srinivasan, University of Texas

Product Innovations for Low-Income Consumers in Emerging Markets: The Moderating Role of Product, Market, and Country Characteristics

S. Cem Bahadir, Ozyegin University; Sundar Bharadwaj, University of Georgia; S. Arunachalam, Indian School of Business

Drivers of Brand Trust: A Multi-Country Perspective on the Role of Marketing Mix in Influencing Consumer Trust

Koushyar Rajavi, University of North Carolina; Tarun Kushwaha, University of North Carolina; Jan-Benedict E.M. Steenkamp, University of North Carolina

C06 | Marketing's Role at the Top: Understanding How Marketing Experience of CEOs Impacts Firm Strategy and Performance (Special Session)

Segura 6

This special session looks at the role of CEOs within an organization, and highlights the special role of marketing CEOs (versus those CEOs with a non-marketing background).

Session Chairs

Vanitha Swaminathan, University of Pittsburgh and Kim Whitler, University of Virginia

Session Papers

Marketing CEOs: Where Are They, And How Are They Different?

Stephen J. Anderson, Stanford GSB, Frank Germann, University of Notre Dame; Rajesh Chandy, London Business School

How Do CEO's of Small and Medium Enterprises Enhance Firm Performance and The Role of Marketing

Laure Ambroise, University of St. Etienne; Vanitha Swaminathan, University of Pittsburgh

CEO's Marketing Experience and Firm Performance

Hooman Mirahmad, Texas A&M University; Venky Shankar, Texas A&M University

C07 | Corporate Social Responsibility and Marketing

Del Lago 3

Effectiveness of Corporate Social Responsibility Communication: The Roles of Ethical Labels, Prior CSR Record, and Consumer Skepticism

Shuili Du, University of New Hampshire; Valérie Swaen, Université Catholique de Louvain; Catherine Janssen, IESEG School of Management

Do Companies Really Have to Emphasize the Triple Bottom Line? Analyzing the Effects of Competing Sustainable Market Orientations

Hürrem Becker-Özcamlica, University of Paderborn; Isabel Tessmer, University of Paderborn; Nancy Wuenderlich, University of Paderborn

Consumer Perceptions of Corporate Sustainability Intentions: Should Non-Environmental Motives Be Acknowledged?

Anne-Marie van Prooijen, VU Amsterdam; Jos Bartels, Tilburg University

Can Hard Discounters Wash Away Their Sins? How Retailers' Low Price Image and Corporate Social Reputation Shape Customers' Price Fairness Judgments

Philipp Leinsle, University of Passau; Dirk Totzek, University of Passau

C08 | Resources, Capabilities, and Learning in Marketing

Del Lago 4

Servitization and Organizational Performance: Is Organizational Learning Ambidexterity a Missing Link?

Dong Liu, University of South Florida; Gavin J. Wu, Savannah State University; Yapu Zhao, Shanghai Jiao Tong University; Wenhong Zhang, Nanjing University

Big Data Resources, Marketing Capabilities, and Firm Performance.

Samppa Suoniemi, University of Toulouse; Lars Meyer-Waarden, University of Toulouse; Andreas Munzel, University of Toulouse

Development Processes for Business Model Innovations

Laura Herbst, University of Mannheim; Monika C. Schuhmacher, University of Gießen; Sabine Kuester, University of Mannheim

The Marketing Concept, Dynamic Capabilities, and Firm Stock Performance

Jared M. Hansen, UNC Charlotte; Robert E. McDonald, Texas Tech University; Stan Slater, Colorado State University

C09 | Online Word of Mouth

Marbella 1

Current Research on Electronic Word-of-Mouth Communication: Literature Analysis and Further Research Directions

Alexander Rossmann, Reutlingen University; Tim Wilke, Reutlingen University; Hüseyin Kabaoglu, Reutlingen University

Effect of WOM Message Initiator Position in Social Networks on Consumers' Promotional Deal Evaluation

Hongbum A. Kim, California State Polytechnic University, Pomona; Scott A. Thompson, Saint Louis University

Perceived Tie Strength and Temporal Distance on Social Media: What kind of messages do consumers like to share?

Yung Kyun Choi, Dongguk University; Yuri Seo, University of Auckland; Sukki Yoon, Bryant University



Role of Felt Emotions in Marketplace Rumormongering

Subin Sudhir, Indian Institute of Management Indore; Anandakuttan B. Unnithan, IIM Kozhikode

C10 | Managing Mobile Consumers

Marbella 3

To Abandon or Not to Abandon a Mobile Shopping Cart

Guei-hua Huang, National Sun Yat-sen University, Nikolaos Korfiatis, University of East Anglia

It Is Not About the Color but Contrast: An Experimental Study of the Influence of Color Contrast between Mobile Games and In-Game Advertisements

Robér Rollin, University Siegen; Sascha Steinmann, University Siegen; Hanna Schramm-Klein, University Siegen

Understanding in-store Mobile Phone usage and Retail Sales

Carl-Philip Ahlbom, Stockholm School of Economics; Lauren Beitelspacher, Babson College; Dhruv Grewal, Babson College; Stephanie Noble, University of Tennessee; Jens Nordfalt, Stockholm School of Economics

Mobile Consumer Segments' Perception and Usage of Location-based In-store Mobile Shopper Marketing

Thomas Wozniak, Lucerne School of Business; Dorothea Schaffner, Lucerne School of Business; Katarina Stanoevska-Slabeva, University of St. Gallen; Vera Lenz-Kesekamp, University of St. Gallen

5:15 PM-6:45 PM

Welcome Reception and Posters

Palazzo Ballroom



Saturday, February 18, 2017

7:30 AM-8:00 AM

Continental Breakfast

8:00 AM-9:15 AM

Conference Sessions

D01 | Service Failure

Del Lago 1

Examining the Effect of Necessary Evil on Witnessing Customers' Reactions to Dysfunctional Customer Behavior

Yu-Shan (Sandy) Huang, Oklahoma State University; Xiang Fang, Oklahoma State University; Ruping Liu, Northeastern University

Service Awards: Do They Help or Harm in Case of a Service Failure?

Christina Cramer, University of Paderborn; Eva Böhm, University of Paderborn; Andreas Eggert, University of Paderborn

CSR and Service Recovery Efforts: The Role of Social Connectedness

Scott Wright, Providence College ; Sarah Alhouti, Providence College

Eye for an Eye? Service Employee Reactions to Customer Incivility

Regina V. Frey, University of Nebraska; Meike Eilert, University of Nebraska

D02 | Editors' Perspectives

Segura 5

Roland Rust, IJRM

Constantine Katsikeas, Journal of International Marketing

Manjit Yadav, AMS Review

Douglas Hughes, Journal of Personal Selling and Sales Management

Shikhar Sarin, Journal of Product Innovation and Marketing

Pradeep Chintagunta, Quantitative Marketing and Economics

D03 | Platforms, People, and the Planet: Investigating the Impact of Digital Innovation (Special Session)

Palazzo Salon A

This special session offers novel theoretical and managerial insights into digital innovations' impact on mainstream and marginalized consumers, as well as companies, societies, and the environment. This session gathers marketing, management, and consumer research experts on innovation, market system dynamics, emerging markets, digital marketing, and entrepreneurship.



Session Co-Chairs

Markus Giesler, York University and Ela Veresiu, York University

Discussant

John A. Deighton, Harvard Business School

Session Papers

Uncovering Innovation's New Frontiers through Digital Technology

Jagdish N. Sheth, Emory University

Value Co-Creation in Digital Platform: Firms: Triumphs and Tensions

A. Rebecca Reuber, University of Toronto; Eileen Fischer, York University

Marketplace Empathization: Consumer Risk Mitigation in Platform Markets

Markus Giesler, York University; Ela Veresiu, York University; Ashlee Humphreys, Northwestern University

D04 | Marketing Meets Wall Street: An Examination of Investors' Response to Firm's Marketing Strategic Actions (Special Session)

Segura 6

Top managers of publicly traded firms maximize shareholder value by providing products and services at prices that fulfill consumer demand. In response, marketing academics have been building knowledge that helps managers implement optimal actions that strengthen this demand, but there have been increasing calls to demonstrate how these actions increase shareholder value. The papers included in this special session approach this imperative from very different angles but all focus on how investors, taken both individually and as a whole, respond to marketing actions that range from new product introductions, to leveraging marketing expenditures, to strengthening and protecting market-based assets such as brands.

Session Co-Chairs

Ashish Sood, University of California and Abhishek Borah, University of Washington

Session Papers

Financial Returns to Shifts in Strategic Emphasis

Ashish Sood, University of California at Riverside and Birendra Mishra, University of California at Riverside



Hands off My Brand: The Financial Consequences of Protecting Brands through Trademark Infringement Lawsuits

Larisa Ertekin, Texas A&M University, Alina Sorescu, Texas A&M University and Mark Houston, Texas A&M University

Advertising Spending and Online Investor Search: The Role of Investor Sophistication and Type of Media

Abhishek Borah, University of Washington and Cem Bahadir, Özyeğin University

The Effect of Innovation on Investor Acquisition and Retention

Paola Cillo, Bocconi University and Gaia Rubera, Bocconi University

D05 | Investigating the Performance Implications of Sustainable Business Practices across Different Stakeholder types (Special Session)

Segura 4

Investment in sustainable business practices is one important way in which marketers, and business managers generally, seek to create a better world. However, there are many different groups that have a vested interest in sustainability, which, in itself, appears in an array of distinct forms. The performance implications of various sustainability-related efforts are still unclear across these diverse stakeholder types. This session seeks to narrow this important knowledge gap by presenting three research projects that each investigate the efficacy of sustainability initiatives with (1) consumers, (2) retail customers, or (3) shareholders.

Session Chair

Meike Eilert, University of Nebraska-Lincoln

Session Discussant

Kealy Carter, University of South Carolina

Session Papers

Firm Sustainability Reputation, Construal Level and Sustainable Consumption

Kealy Carter, University of South Carolina; Satish Jayachandran, University of South Carolina; Mitch Murdock, Utah Valley University

Awash in Green: Do Green New Products Drive (or Stall) Brand Distribution?

Mitchell Olsen, University of Notre Dame; Meike Eilert, University of Nebraska-Lincoln; Shekhar Misra, Indiana University; Frank Germann, University of Notre Dame



Portfolio Management in Sustainability Strategy and Firm Performance

Charles Kang, University of Wisconsin-Milwaukee; Rajdeep Grewal, University of North Carolina at Chapel Hill

D06 | The Hidden Challenges of Internal Selling (Special Session)

Segura 3

The objective of this special session is to provide an opportunity for a discussion of emerging research that focuses on frontline employees' (FLEs) intraorganizational behavior to convince members within selling firms in ways that lead to positive performance outcomes. We aim at engaging presenters and audience members to discuss emerging research themes and identify opportunities for future B2B marketing research on FLEs' intraorganizational behavior.

Session Chair

Justin M. Lawrence, University of Missouri

Discussant Profiles

Lisa K. Scheer, University of Missouri; Thomas DeCarlo, University of Alabama at Birmingham; Detelina Marinova, University of Missouri; Mark Houston, Texas A&M University

Winning Sales Before Selling: an investigation of salesperson perception of Internal Selling Processes

Son K. Lam, University of Georgia; Andrea Dixon, Baylor University; Thomas E. DeCarlo, University of Alabama

Acknowledgement

This project is sponsored by the Marketing Science Institute

To Advocate or Not to Advocate? The Complexities of Internal Customer Advocacy and Value Based Selling in the Salesperson-Customer-Seller firm Triad

Justin M. Lawrence, University of Missouri; Lisa K. Scheer, University of Missouri; Son K. Lam, University of Georgia

Selling to Networked Buyers: Leveraging Buyer Internal Networking toward Seller Financial Outcomes

Andrew T. Crecelius, University of Alabama at Birmingham; Justin M. Lawrence, University of Missouri

D07 | Doing Well by Doing Good

Del Lago 2

Dominium Terrae: A Multilevel Analysis on the Relationship between Religiousness and Environmental Concern

Reto Felix, University of Texas Rio Grande Valley; Christian Hinsch, Grand Valley State University; Philipp A. Rauschnabel, University of Michigan-Dearborn

S-D- Logic and Value Co-Creation: Scheme for Enhancing Educational Quality and Effectiveness

Samaneh Torkzadeh, University of Texas Rio Grande Valley; Mohammadali Zolfagharian, University of Texas Rio Grande Valley

Investing in Descendants: The Positive Impact of Legacy Motivation on Prosocial Behavior

Lin Wang, Nankai University; Zengxiang Chen, Nankai University; Xingbo Li, University of Louisville

D08 | Myopia, Reputations and Customer Involvement in Firm Actions

Del Lago 3

How Insider Trading Endorses Firm Innovation

Simone Wies, Goethe University Frankfurt; Jeroen Derwall, Maastricht University; Arvid Hoffmann, Maastricht University; Joost Pennings, Maastricht University

Managing Corporate Reputation: The Impact of Mass Media News about Corporate Attributes on Public Opinion

Johanna E. Eberhardt, Ludwig-Maximilians-Universität München; Manfred Schwaiger, Ludwig-Maximilians-Universität München

Does The Presence of A Customer on The Board Matter?

Raghu Ram Bommaraju, University of Houston; Michael Ahearne, University of Houston; Seshadri Tirunillai, University of Houston

Myopic Management: Stakeholder Antecedents and Asymmetric Responses

Atanas N. Nikolov, Washington State University; Sundar Bharadwaj, University of Georgia; Anindita Chakravarty, University of Georgia

D09 | New Frontiers Marketing Research

Del Lago 4

Impact of Reward Type on Survey Response Rate and Quality

Archana Narayanan, Funspot Mobile Technologies India Pvt. Ltd.

Customer Information Elicitation (CIE): The Impact of Privacy Assurance, Personalization, and Monetary Incentives

Yiping Song, Fudan University; Guiyang Xiong, University of Massachusetts at Boston; Fue Zeng, Wuhan University; Xueming Luo, Temple University

A Four-Nation Exploration of the Effectiveness of Three Listening Strategies

Charles M. Wood, University of Tulsa; Theo Lynn, Dublin City University; Artemisa Jaramillo, Dublin City University; Yuhui Gao, Dublin City University

Does Context Matter? An investigation of the Contextual Interpretation of Predictive Analytics on Consumer Marketing Effectiveness.

Obinna Okechukwu, Arkansas State University; Shane Hunt, Arkansas State University

D10 | New Insights on Human Capital in Sales and Marketing I

Marbella 1

Momentum in Sales Performance

Irene Nahm, University of Houston; Michael Ahearne, University of Houston; Seshadri Tirunillai, University of Houston; Nick Lee, University of Warwick

The Specialist Referral Effect: Referring Customers to Competitors to Increase Deal Acceptance

Simon Blanchard, Georgetown University; Mahima Hada, Baruch College; Kurt Carlson, Georgetown University

Why Helping Peers Does Not Always Make You Poor: The Contingent Role of Common and Unique Position within the Sales Unit

Michel Van der Borgh, Aston University; Ad de Jong, Eindhoven University of Technology; Ed Nijssen, Aston University

The Influence of Brand and Organizational Identification on Sales Employees' Responses to Rebranding: Implications for Sales Employees' Motivation and Performance

Richie L. Liu, Oklahoma State University; Jeff Joireman, Washington State University; Dave Sprott, Washington State University; Babu John Mariadoss, Washington State University; Eric Spangenberg, University of California - Irvine



D11 | Making Innovation Decisions

Marbella 3

Is There No Time Like the Present? An Investigation of Hold Decisions in the Innovation Process

Dominik Reinartz, University of Mannheim; Sabine Kuester, University of Mannheim; Monika C. Schuhmacher, Justus-Liebig-University

Driving Organizational Unit Innovation: Antecedents and Outcomes of Ambidextrous Innovation Leadership

Carmen S. Lukoschek, Technische Universität Darmstadt; Gisela Gerlach, Technische Universität Darmstadt; Ruth M. Stock, Technische Universität Darmstadt; Katherine Xin, China Europe International Business School

From Managerial Cognition to Innovation Success: The Role of Market Knowledge Sharing and Its Accuracy

Yihui (Elina) Tang, UIC Detelina Marinova, University of Missouri

Expertise and Innovation: An Experimental Study with Senior Executives in Marketing-Oriented Organizations

Sharon Sanger, Case Western Reserve University; Jagdip Singh, Case Western Reserve University

9:15 AM-10:00 AM

Refreshments and Exhibits

9:30 AM-10:45 AM

Conference Sessions

E01 | Easily Add Conjoint Analysis and MaxDiff to Your Curriculum | Teaching Tools Session

Del Lago 1

Conjoint Analysis and MaxDiff are powerful techniques that allow researchers to understand the driving force behind how consumers make choices in the marketplace. Do you want to know how important price is compared to a specific feature? Which product mix or benefits should you be offering? Will more people want a budget option or something more high end? Or which product should you launch to maximize my revenue, profit and market share?

Researchers are regularly tasked with questions like these and discrete choice methods are often the best way to answer them. Join Sawtooth Software - The Survey Software of Choice – and receive an introduction to two of the most



widely used quantitative methods in market research. We'll cover the basics of what conjoint analysis and MaxDiff are and walk through an example of designing and analyzing a Choice-Based Conjoint study with Sawtooth Software's DIY survey platform, Discover. Our hope is you will walk away from this session and feel confident you can bring these powerful tools into any classroom or your next research project! No prior knowledge is necessary and all attendees will be able to use Discover completely free for one class in 2017.

Presenters

Justin Luster, Product Manager and Brian McEwan, Director of Client Services

E02 | Editors' Perspectives

Segura 5

Eileen Fischer, Journal of Consumer Research

V. Kumar, Journal of Marketing

Rajdeep Grewal, Journal of Marketing Research

K. Sudhir, Marketing Science

E03 | Disruption, Dissolution, and Revolution in Market(ing) Systems (Special Session)

Palazzo Salon A

Disruption remains a topic of critical importance for marketing research and practice. In response to a need for a deeper understanding of the phenomenon. In this special session, we provide a holistic perspective of the systems-level processes leading to and arising from disruption in market(ing) systems—from dissolution to revolution. Three papers and our discussant will address concepts and processes of market(ing) disruption through the contexts of consumer repair, retro brands, and 3D printing. A diverse range of methodological and theoretical approaches illustrates the ways in which these disruptions not only introduce new market arrangements, but also facilitate the reinvention of remnants of the old.

Session Chair

Aric Rindfleisch, University of Illinois



Session Papers

Institutional Change in Market(ing) Systems: Examining Marketing Organizations, Functions, and Channel Structures from a System Perspective

D. Matthew Godfrey, University of Arizona, Robert F. Lusch, University of Arizona and Linda L. Price, University of Oregon

Brand Retrofication: How Old Brands Disrupt New Markets

Katja Brunk, European University Viadrina, Benjamin Hartmann, University of Gothenburg, and Markus Giesler, Schulich School of Business

The Digital Revolution, 3D Printing and Innovation as Data

Aric Rindfleisch, University of Illinois, Matt O'Hern, University of New Hampshire, and Vishal Sachdev, University of Illinois

E04 | New Marketing Perspectives for Better Customer Engagement (Special Session)

Segura 6

Session Chair

Anita Pansari

Session Papers

Does Brand Creativity Enhance Customer Engagement?

S. Arunachalam, Anita Pansari, V.Kumar, Georgia State University

Generalized Customer Lifetime Value Framework for the Health and Fitness Industry

Angeliki Christodouloupoulou and V. Kumar, Georgia State University

Is It a (Miss) Hit Movie? The Role of Screenplays

JeeWon Brianna Choi and V. Kumar, Georgia State University

Quality of Writing as a Peripheral Cue of Credibility in Negative Online Reviews

Seth Ketron, University of Northern Tennessee

E05 | Marketing, Stakeholders and Firm Performance (Special Session)

Segura 4

Marketing is a critical firm-level function and is an interface between the firm and different stakeholders such as customers, suppliers, top management and the society. This session examines how marketing's interactions with these firm



primary stakeholders shapes the firm's performance and contributes to the creation of shareholder wealth. Attendees of this special session will gain a broader perspective regarding the role of marketing within the organization, the marketplace and its critical relevance for firm performance.

Session Chair

Shekhar Misra, Indiana University

Session Papers

A New Approach to Switching Costs

Kelly Hewett, University of Tennessee; Neil A. Morgan, Indiana University; Lopo L. Rego, Indiana University; Abhi Bhattacharya, Indiana University

Providing Trade Credit to Customers: How Does the Stock Market React?

Niket Jindal, Indiana University; Leigh McAlister, University of Texas at Austin

The Impact of Chief Marketing Officer Pay Reference Point on Firm Performance

Hui Feng, Iowa State University; Kimberly A. Whitler, University of Virginia

Corporate Social Responsibility, Brand Equity and Firm Performance

Shekhar Misra, Indiana University; Girish Mallapragada, Indiana University; Lopo L. Rego, Indiana University

E06 | Firm and Consumer-Level Factors impacting how Consumers Process Prices (Special Session)

Segura 3

Price is the most important driver of value, and so firms are very interested in understanding what factors impact how consumers actually process prices, and the consequent impact on sales. The four papers in this special session bring together researchers from North America, Europe and Asia to examine this issue, considering a wide variety of firm-level factors (e.g. firm power, focus on green products) and consumer-level factors (e.g. numeric cognition), and utilizing a wide variety of methods, ranging from scanner panel data, field studies, and lab studies.

Session Chairs

Dhruv Grewal, Babson College and Abhijit Guha, University of South Carolina



The Price of Power: How does Firm Power Affect Consumer Response to Price Increases?

Zhi Lu, University of Victoria, Lisa E. Bolton, Pennsylvania State University, Sharon Ng, Nanyang Technological University, Haipeng (Allan) Chen, Texas A&M University.

No Pain No Pay: Effect of Cost Signaling on Consumers' Willingness to Pay for Green Products

Lan Xia, Bentley University, Rajneesh Suri, Drexel University, Rajesh Manchanda, University of Manitoba

Integrating Partitioned Prices via Computational Estimation

Devon DelVecchio, Miami University, William J. Jones, University of South Dakota, Eric Stenstrom, Miami University

How Vertical Differences in Sale Price Presentation Impact Purchase Intentions

Abhijit Guha, University of South Carolina, Abhijit Biswas, Wayne State University, Sandeep Bhowmick, Indiana State University, Dhruv Grewal, Babson College and Jens Nordfält, Stockholm School of Economics

E07 | Marketing Communications Effectiveness

Del Lago 2

The Process of Driving Green Lifestyle Adoption through Social Media Communication: The Minority Influence and Social Learning Theory

Agnieszka Chwialkowska, University of Vaasa

Costly Price Discounts and Costless Advertising Appeal for Consumer Purchases of Embarrassing Products A Field Experiment

Yiping Song, Fudan University; Guiyang Xiong, University of Massachusetts Boston; Cheng Zhang, Fudan University; Xueming Luo, Temple University

Linking Consumer Life Satisfaction to Brand Financial Value

Luke Kachersky, Fordham University; Marcia H. Flicker, Fordham University; Dawn Lerman, Fordham University

Overcoming Consumer Advertising Skepticism

Jose Mauro C. Hernandez, Centro Universitario da FEI

E08 | Brands and Social Media

Del Lago 3

Measuring the Success of Social Media Activities: Brand Page Attachment as a Pre-Behavioral Construct

Rico Piehler University of Bremen; Michael Schade University of Bremen; Barbara M. Kleine-Kalmer, Anheuser-Busch InBev; Christoph K. Burmann,

Decoding Convergent Products, Its Effect on Consumer-Based Brand Equity: Customer Experience as a Mediator

Amit A. Tiwari, IIM Lucknow; Prof. Anirban Chakraborty, IIM Lucknow

Tweets, Retweets and the Brand Positioning of the 2016 U.S. Presidential Candidates

Eric Koeck, Temple University; David Schuff, Temple University; Susan Mudambi, Temple University

Does Perceived Personalization Necessarily Enhance Customer Brand Relationship? A Partial Least Squares Path Modeling Approach

Trang Tran, SUNY Oneonta

E09 | Purchase Drivers

Del Lago 4

The Impact of Emotional Brand Attachment on Brand Extension Success

Daniel Heinrich, Technische Universität Braunschweig; Dave Sprott, Washington State University; Carmen Maria Albrecht, University of Mannheim

Analyzing Drivers of Consumers' Acceptance of Mobile Proximity Payment

Frank Haelsig, HTW Saar - University of Applied Science; Gerhard Wagner, University of Siegen; Hanna Schramm-Klein, University of Siegen

Understanding Communication and Message Features in Omni-Channel Communication Strategies

Stephen Samaha, University of Washington; Jordan W. Moffett, Louisiana State University; Irina Kozlenkova, Michigan State University; Robert W. Palmatier, University of Washington

From "Add to Cart" to "Call to Action": Is Your Button in the Right Color and Place?

Zhen Yang, Drexel University; Yanliu Huang, Drexel University

E10 | New Insights on Human Capital in Sales and Marketing II

Marbella 1

Brand Leadership: Driving Market Orientation

Roy Gifford, Case Western Reserve University; Casey E. Newmeyer, Case Western Reserve University

Understanding the Internal Customer Mind-Set of Indian B2B Salespeople

Rajesh Iyer, Bradley University; Mark Johlke, Bradley University

Examining the Critical Role of Human Capital Management in Marketing and Sales Outcomes

Dana E. Harrison, East Tennessee State University; Stefan Sleep, Georgia Southern University; Kelly R. Hall, Stetson University; Brian N. Rutherford, Kennesaw State University,

How Motivation, Opportunity, and Ability Drive Service Improvement Idea Generation

Kemefasu Ifie, Loughborough University

E11 | Information, Knowledge, and Adaptive Capabilities in Marketing

Marbella 3

Is Information Breach Always Costly for the Firm? An Event Study Analysis

Shahin Rasoulia, HEC Montreal; Renaud Legoux, HEC Montreal; Sylvain Senecal, HEC Montreal; Yany Grégoire, HEC Montreal

Marketing strategy after meeting Wall Street: the role of information asymmetry

Minghui Ma, State University of New York at New Paltz; Michael Dewally, Towson University; Jian Huang, Towson University

A Resource-based View of Competitive Marketing Advantage

Glenn Voss, SMU Zannie Voss, SMU

11:00 AM-12:15 PM

Conference Sessions

F01 | Ready, Set, Play! – Simulation Games in Marketing Education – Marketplace Simulations | Teaching Tools Session

Del Lago 1

Engage, Challenge, Inspire, Transform

Discover the power of simulation learning and learn about micro simulations – a whole new concept in experiential learning.

- Digital marketing
 - Organic search engine marketing
 - Paid search engine marketing
- Brand design – delivering customer value
- Strategic planning

Take a look at the newest marketing simulation.

- New game scenario – carbon fiber bikes fabricated at the point of purchase with 3D printing
- Digital media management – organic, paid, social media

And, you could win a bicycle.

Presenter

Martin Klima, Lead Developer – Marketplace Simulations

F02 | Editors' Perspectives

Segura 5

Robert W. Palmatier, Journal of the Academy of Marketing Science

J. Jeff Inman,

Brian Ratchford, Journal of Interactive Marketing

David Stewart, Journal of Public Policy & Marketing

Murali Mantrala, Journal of Retailing

Mary Jo Bitner, Journal of Service Research

F03 | Improving the Customer Journey and Service Experiences (Special Session)

Palazzo Salon A

As experiences across the customer journey is a very important topic that has the attention of scholars and practitioners in the areas of CRM, digital marketing, E-commerce, interactive marketing, service marketing and marketing research. Thus this session is relevant for a broad audience in marketing. Moreover, given that delivering an exceptional experience is a



multidisciplinary task, also non-marketers (i.e. service operations) might find this an interesting session. This emerging area of research should be of interest to young scholars (doctoral students and assistant professors) as well as more senior scholars looking to explore this exciting area of research.

In this interactive session distinct aspects of the customer journey and service experience. Specifically, we will focus on the following major domains:

What are customer journeys and how do they unfold over time?

How should customer experiences be measured?

How can firms develop more effective customer journeys, and how do consumers view experiences delivered by firms in the customer journey over time?

How can firms influence specific aspects of the customer journey?

Session Chairs

Katherine N. Lemon, Boston College and Peter C. Verhoef, University of Groningen

Presenters

Linda L. Price, University of Oregon
Markus Giesler, York University
Clay M. Voorhees, Michigan State University
Michael K. Brady, Florida State University
Joško Brakus, Leeds University

F04 | Healthy Influences Influence Health (Special Session)

Segura 6

Session Co-Chairs

Jonathan Hasford, University of Central Florida and Broderick Turner, Northwestern University

Session Papers

"Happy Wife, Happy Life: Food Choices in Romantic Relationships"

Jonathan Hasford, University of Central Florida; Blair Kidwell, Florida International University; and Virginie Lopez Kidwell, Florida International University



“There Ain’t No Such Thing as a Free lunch”: The Effect of Brand Labels on Food Consumption Patterns

Nina Gros, Maastricht University; Kelly Geyskens, Maastricht University; Caroline Goukens, Maastricht University; Ko De Ruyter, Cass Business School

Health Claim Expectation Systems: How Hope Underlies Consumer Well-Being from Strength-Enhancing and Pain-Reducing Product Expectations

Broderick Turner, Northwestern University; Jonathan Hasford, University of Central Florida; Alicia Montalvo, Florida International University

F05 | Strategic Issues in The Innovation Context (Special Session)

Segura 4

There is a growing body of research in marketing that investigates various aspects of firm innovation using a variety of theoretical perspectives. The papers in this special session specifically look at strategic aspects of the innovation process that could influence the design of competitive strategy at firms.

Session Chair

Girish Mallapragada – Indiana University

Innovative Channels for BOP Markets: A Deep Dive in the Indian Context

Prakash Satyavageeswaran, Indian School of Business; S. Arunachalam and Sundar Bharadwaj, Indian School of Business

Give and Take: Reciprocity in Novel Peer-to-Peer (P2P) Service Relationships

Sandra Kim, University of Texas at Austin; Raji Srinivasan, University of Texas at Austin

The Moderating Role of Hardware Functionality on Indirect Network Effects of Software Products

Deepa Chandrasekaran, University of Texas at San Antonio; Richard T. Gretz, University of Texas at San Antonio; BJ Allen, University of Texas at San Antonio

To Imitate or Differentiate: Managing Speed and Type of Product Actions Following a Category Disruption

Rebecca Slotegraaf, Indiana University; Mitch Olsen, University of Notre Dame; Sandeep Chandukala, Singapore Management University; Girish Mallapragada, Indiana University

F06 | CEO/CMO Impact on Marketing Performance (Special Session)

Segura 3

This special session includes four papers that examine the role of the CEO/CMO on marketing-relevant outcomes. In line with the conference theme - Managing Human Capital for Better Marketing and Sales – the session includes papers that examine how characteristics of the CEO and members of the top management team impact both the effectiveness of marketing actions and the performance of firms. In contrast to extant research in strategy which has examined mainly on the role of top management teams on overall firm performance, papers in this special session focus on critical marketing outcomes such as brand performance and innovation

Session Chairs

Alina Sorescu, Texas A&M University, Nooshin Warren, University of Arizona and Shuba Srinivasan, Boston University

Session Papers

How CEOs Impact Marketing Capability

Kimberly A. Whitler, University of Virginia, Neil A. Morgan, Indiana University, and Lopo Rego, Indiana University

CEO Characteristics and Marketing Decision Making – An Empirical Investigation

J K Aier, George Mason University, Amit Joshi, University of Central Florida, and Gautham Vadakkepatt, George Mason University

Does CMO Tenure Matter for Brand Performance? Empirical Insights from the Consumer Goods Industry

Tracey A. Swartz, Kartik Kalaighnam, Satish Jayachandran, University of South Carolina

The View from the Top: How Top Management Impacts Firms' Innovation Output

Nooshin Warren, University of Arizona, Alina Sorescu, A&M University, and Shuba Srinivasan, Boston University

F07 | Marketing Mix

Del Lago 2

Celebrities and Media Meta-Capital in the Rise of Veganism

Outi Lundahl, University of Vaasa



Brand Celebrification in a Nascent Market

Pierre-Yann Dolbec, Concordia University; Eileen Fischer, York University

The Influence of Product Package Stories on Perceived Value

Adam J. Mills, Loyola University New Orleans; Richard Hanna, Babson College

Greening the Consumption Process through Values, Believes and Norms: A Moral Focus Perspective

Naz Onel, Stockton University; Avinandan Mukherjee, Clayton State University

F08 | The Path to Persuasion

Del Lago 3

The Right to Persuade?: Ethics of Gamification as a Marketing Tool

Andrea S. Thorpe, Kedge Business School; Stephen Roper, Warwick Business School

To Sponsor or not to Sponsor: Transgressions are not Equally Detrimental

Joseph W. Chang, University of Massachusetts, Dartmouth

The Rise of the Complex Brand: Brand Complexity's Impact on Product Liking and Consumers' Sense of Self

Maria A. Rodas, University of Minnesota; Carlos J. Torelli, University of Illinois at Urbana-Champaign

This is Wholesome, or is it? An Exploratory Examination of Perceptions of Diverse Families in Advertising

Elise Johansen Harvey, University of South Carolina Upstate

F09 | Networks and Franchise Management in Marketing

Del Lago 4

The Effect of Network Resources on Firms' Dynamic Capabilities

Kamran Razmdoost, University College London; Leila Alinaghian, Cranfield School of Management

Regional Clustering, Matching Governance Mechanisms, and Performance Implications in Franchising

Li Ji, Xu Zheng, City University of Hong Kong ; Haibo PAN, City University of Hong Kong

Managing Incentives in a Network of Distributors

Flora F. Gu, Hong Kong Polytechnic University; Danny T. Wang, Hong Kong Baptist University; Yuwei Jiang, Hong Kong Polytechnic University

When It Is Good to Be Vague: The Strategic Use of Contract Ambiguity in Franchise Relationship Management

Xu Zheng, City University of Hong Kong; Ling Ge, City University of Hong Kong; Uri Benoliel, College of Law and Business

F10 | Marketing Decisions and Firm Performance

Marbella 1

Relative Value of Sales Appointment Announcement: Quasi-Experimental Evidence on Nature and Moderating Conditions

Shashank (Sash) Vaid, University of Houston; Michael Ahearne, University of Houston

Building Innovation Capability: The Role of Top Management Innovativeness and Relative-exploration Orientation

Xinchun Wang, University of North Dakota; Mayukh Dass, Texas Tech University,

Is Data Driving Cooperation in the C-Suite?: The Evolving Relationship Between the CMO and CIO

Stefan Sleep, Georgia Southern University; John Hulland, University of Georgia

Do Firms Burn their Muscle While Cutting the Fat? The Influence of Sales Force Downsizing Decision on Firm-Idiosyncratic Risk and the Role of Screening and Signaling Processes

Nick Panagopoulos, University of Alabama; Ryan Mullins, Clemson University; Panagiotis Avramidis, ALBA Graduate Business School

F11 | Digital Consumer Traits and Behaviors

Marbella 3

A Data-Driven Approach to Understand Online Shopping Types and Purchase Behavior by Gender

Daniel Schellong, RWTH Aachen University; Jan Kemper, RWTH Aachen University; Malte Brettel, RWTH Aachen University



An Individual Level Examination of the Antecedents and Consequences of Social Media Use

Kofi Osei-Frimpong, Ghana Institute of Management and Public Administration;
Nana Owusu-Frimpong, Ghana Institute of Management and Public Administration;
Serwaa Karikari, Ghana Institute of Management and Public Administration

Digital Marketing: Interviews with Israeli Startups

Iris Mohr, St. Johns University

From Mobile to Mo-angry: Consumer Mobile Device Usage and Impulsive and Aggressive Trait Behaviors

Jared M. Hansen, UNC Charlotte

12:15 PM-1:45 PM

Awards Lunch

2:00 PM-3:15 PM

Conference Sessions

G01 | Never Taught With a Competitive Simulation? Here's How! | Teaching Tools Session

Del Lago 1

Include a competitive marketing simulation in an introductory, elective, or advanced marketing course? Perhaps, but ... why, when, where, and how can this be done efficiently and effectively?

This presentation and the associated discussion addresses classic questions such as “why use a simulation?”, “when will it be effective?”, and “how to do it?” We’ll delve into teaching challenges that arise pre-, within-, and post-simulation and provide advice for first-time competitive-simulation users. Best-practices for course design and execution are discussed, as well as multi-faceted student assessment possibilities for student teams and for individual students.

Presenter

Randall G. Chapman, PhD, LINKS Simulations



G02 | Negative Affect Dynamics in Consumers' Innovation Adoption Decisions (Special Session)

Segura 5

This session highlights the dynamics associated with different types of negative affect in consumer adoption decisions.

Session Co-Chairs

Jelena Spanjol, University of Illinois at Chicago and Nadine Hietschold, Technische Universität Dresden

Session Papers

Meat is Murder! An Experimental Study on the Effectiveness of Guilt Appeals in Sustainable Product Adoption

Gina Mende, Ruhr-University of Bochum; Laura Marie Schons, University of Mannheim; Jan Wieseke, Ruhr-University of Bochum

Don't Pester Me! Annoyance as Drivers of Upgrade Innovation Non-Adoption

Yazhen Xiao, The University of Tennessee; Jelena Spanjol, University of Illinois

Don't Educate Me, I Am Angry with You! Understanding and Responding to Fear and Anger in New Product Adoption

Nadine Hietschold, Technische Universität Dresden; Jelena Spanjol, Associate Professor of Marketing, University of Illinois at Chicago; Sebastian Gurtner, Research Group Leader, Helmholtz-Zentrum Dresden-Rossendorf

When Consumers Struggle: Action Crisis, Commitment to and Disadoption of Problematic Goal Pursuits

Richard J. Vann, Pennsylvania State University-Behrend; José Antonio Rosa, Iowa State University

G03 | Digitized Customers and Digitized Markets: Current Issues and Research Directions (Special Session)

Palazzo Salon A

As the digital and non-digital worlds in which we live, work, and socialize continue to merge, we are entering a "post digital" age where digital marketing is just marketing, and almost everything is "digitized" in some way. What are the major issues for customers and firms in this landscape? What are important emergent new research topics that we should focus on? This session will feature a panel discussion led by marketing academics who are thinking about these issues. In addition, an initiative targeting these issues, organized by the



Marketing Science Institute and involving both academics and practitioners, will be introduced and discussed.

Session Chair

Andrew Stephen, University of Oxford

Panelists

Andrew Stephen, University of Oxford (Session Chair and Moderator) – overview of the MSI digitized customer initiative and discussion of issues related to social media marketing

John Deighton, Harvard University– discussion of issues related to big data in marketing and consumer data privacy (or lack thereof)

Don Lehmann, Columbia – discussion of issues related to technology adoption and disadoption, use and misuse, in the digitized marketing landscape

Yakov Bart, Northeastern University – discussion of issues on the firm side, particularly newer approaches to advertising and communications, such as programmatic buying and precision targeting

Gillian Brooks, University of Oxford – discussion of issues related to the sociology of digitized consumers, particularly the rise of influencer marketing

G04 | Marketing, Human Capital and Their Joint Impact on Firm Performance (Special Session)

Segura 6

This session explores how different types of human capital, whether in board interlocks, employer brands or human resource management can interact with marketing resources and become critical to key marketing outcomes and overall firm performance.

Session Chairs

Alina Sorescu, Texas A&M University and Vanitha Swaminathan, University of Pittsburgh

The Board-Interlock: A Key Driver of Marketing Importance within Firms

Peter Ebbes, HEC Paris; [Frank Germann](#), University of Notre Dame; Rajdeep Grewal, University of North Carolina at Chapel Hill

A Conceptual Framework and Empirical Test of Employer Brand Equity

César Zamudio, Kent State University; Vanitha Swaminathan, University of Pittsburgh



Basking in Reflected Glory? On The Influence of Brand Equity on Strategic HRM

Arnd Vomberg, University of Mannheim; Christian Homburg, University of Mannheim

G05 | Firms' Marketing Capabilities and their Recovery from Crises (Special Session)

Segura 4

This special session investigates how marketing can help recovery from crises that affect firms, consumers, regulators, and society. The four research presentations in this session seek to advance our knowledge of how firms' diverse marketing capabilities can impact their crisis recovery-related efforts. Additionally, this interactive session will provide discussion around understanding marketing's role in firms' crisis recovery.

Session Papers

How Psychic Distance and Marketing Capabilities Moderate the Adverse Effects of Marketing Crises in Overseas Markets

Isaac M. Dinner, Tarun Kushwaha and Jan-Benedict E.M. Steenkamp, University of North Carolina at Chapel Hill

When Do Firms Learn from Product Recalls? The Role of Stock Market Penalty as a Mediator of Recall Related Learning

Anindita Chakravarty, University of Georgia, Alok R. Saboo, Georgia State University and Guiyang Xiong, University of Massachusetts Boston

Do Product Recalls Help or Hinder Innovations? Understanding Changes to Firm Routines after a Recall

Anna Fung, Mukund Chari, and Abhishek Borah, University of Washington

Communicating How Much, To Whom, and When: A Value-Chain Perspective on Product Recall Efficacy

Vivek Astvansh and Kersi D. Antia, Western University

G06 | Product Returns

Marbella 3

Restrictive Product Return Policies: Understanding the Impact of Consumers' Expectation of Control on Consumer Reactance and Reactance-Related Outcomes

Lynn C. Dailey, Capital University; M. A. Ülkü, Dalhousie University



Managing the Necessary Evil - Can Payment Methods Reduce Product Returns?

Ina Garnefeld, University of Wuppertal; Eva Boehm, University of Paderborn;
Lena Feider, University of Wuppertal

Caution: How Product Returns Can Detour Omnichannel Strategies

Jennifer A. Espinosa, Rowan University; Donna Davis, University of South Florida

G07 | Responsible Consumers

Del Lago 2

A Value-Based Model for Ethical Purchase Decision Making

Victoria-Sophie Osburg, Hull University Business School; Pervaiz Akhtar, Hull University Business School; Vignesh Yoganathan, Northumbria University

How Does Consumer Mindfulness Curb Overconsumption?

Sabrina V. Helm, University of Arizona; Brintha Subramaniam, University of Arizona

The Price of Delegating Decisions: Effects on Consumer Responsibility and Future Decisions

Veselina Milanova, University of St. Gallen; Peter Maas, University of St. Gallen

Green Marketing Orientation: scale development and validation

Karolos K. Papadas, Coventry University; George J. Avlonitis, Athens University of Economics & Business

G08 | Synergies, Complementarities, and Competition in Online Marketing

Del Lago 3

Competitive Versus Complementary Effects in Online Social Networks and News Consumption: A Natural Experiment

Ammara Mahmood, City University London

Is The Best Always Desired the Most? Attribute-Based Choices in The Context Of Complimentary Products

Carlos Bauer, University of Texas at San Antonio; Suman Basuroy, University of Texas at San Antonio; Richard Gretz, University of Texas at San Antonio

The Synergy and Dis-Synergy of TV Advertising on Social Media Sentiment

Phi C. Hoang, University of Georgia; Scott A. Thompson, Saint Louis University,



What's the Big Deal? How Sales Promotions Displayed in Social Media can Enhance both Online and Offline Purchase Intentions

Kashef Majid, University of Mary Washington; Michel Laroche, Concordia University

G09 | New Frontiers in Salesforce Management Research

Del Lago 4

Mobile Technology Use among Salespeople and Its Influence on Role Stress and Job Satisfaction

Rocio Rodriguez, Sergio Roman, Universidad de Murcia

Self-Selected Incentives: Evidence from Two Field Experiments on how to Customize Sales Force Incentivizing

Raghu Ram Bommaraju, University of Houston; Sebastian Hohenberg, University of Mannheim

Managing Inexperienced Salespeople's Confidence in Uncertain Environment: The Effect of Luck on Locus of Control, Motivation and Performance

Joel Le Bon, University of Houston

Does Building an Ambidextrous Sales Force Pay-off? Balancing Customer- and Supplier-Centricity in Sales Force KSAs

Nick Panagopoulos, University of Alabama; Michael A. Pimentel, University of Alabama

G10 | Driving Innovation Adoption

Marbella 1

Initial Trust as an Informational Feeling for the Adoption of Digital Innovations

Elisa Konya-Baumbach¹, Monika C. Schuhmacher², Sabine Kuester¹

¹University of Mannheim, ²Justus-Liebig-University Giessen

Sustainable Identity: Effects of Front of Package Cues, Brand Concept, and Product Quality

Rama Jayanti, Cleveland State University

The Role of Online Customer Engagement in New Product Launch Success

Hang Nguyen, Michigan State University; Malika Chaudhuri, Dayton University; Roger Calantone, Michigan State University; Clay Voorhees, Michigan State University



How Identity Related Goals Moderate the Role of Attributes in Product Evaluation

Na Xiao, Laurentian University

G11 | Researching Stakeholder Relationships for a Better World (Special Session)

Segura 3

This special session will invite attendees to join a roundtable discussion about the imperative for developing knowledge about succeeding in stakeholder relationships

The roundtable discussants will address the following questions in opening comments lasting no more than nine minutes:

1. How important will stakeholder relationships be in marketing strategy in the future?
2. What are the implications of RA Theory for research on stakeholder relationships?
3. What are the implications of SD Logic for research on stakeholder relationships?
4. In the future, what symptoms would suggest that the definition of marketing would need to be updated?
5. What would be recommendations for doctoral students in preparing for a career as a marketing scholar?
6. Is macromarketing retro or contemporary?

Session Participants

Gregory T. Gundlach, University of North Florida

Shelby D. Hunt, Texas Tech University

Stephen Vargo, University of Hawaii

Rajan Varadarajan, Texas A&M University

William L. Wilkie, University of Notre Dame

3:30 PM-4:45 PM

Conference Sessions

H01 | Sponsorship Return on Investment (ROI) (Special Session)

Del Lago 1

There is a burgeoning interest in sponsorship on the behalf of brand marketers, as an estimated \$57.5 billion was invested in sponsorship in 2015 and spending is projected to grow by 4.7% in 2016. For traditional marketing approaches such as advertising and sales promotion, there are universal, agreed-upon



metrics that can be readily utilized for return on investment analyses, such as gross ratings points (GRPs). However, there are as of yet no metrics that are universally utilized across various industries for investment in sponsorship. This session is designed to bring together varied perspectives on assisting sponsoring firms by improving understanding of return on investment from sponsorship.

Session Chair

Jonathan A. Jensen, University of North Carolina at Chapel Hill

Session Papers

Sponsorship's Impact on Sales and the Hofstede Theory

Noni Zaharia, Saint Joseph's University

Sponsorship Filtering: How Brands Disappear Among Fans Who Appear the Most

Lane Wakefield, Mercer University, Kirk Wakefield, Baylor University, and Anne Rivers, BAV Consulting

Investigating the Costs Side of the Return on Investment Ledger: Sponsorship Costs in the Financial Services Industry

Jonathan A. Jensen, University of North Carolina at Chapel Hill

How Social Responsibility Image of Events Strengthen Sports Sponsorship Effectiveness

Russell Lacey, Xavier University

H02 | Bringing the Marketing Offer and the Customer Together in the Marketplace (Special Session)

Segura 5

This session will provide an overview of the major elements three of marketing before examining these to consider the strategic implications for organizations relating to their customer bases. The session will summarize what we know in these areas, what we have yet to learn and challenges to the profession, and finally, trends that will influence where marketing theory and practice is likely to head. It will be divided into five brief presentations followed by a panel discussion drawing on the inter-relationships between the elements discussed.

Introduction

John Roberts, UNSW

What Managers Do

Russ Winer, NYU Stern



How Customers React

V Kumar, Georgia State University

The Markets in Which Managers and Customers Meet

Rajesh Chandy, London Business School

Implications for Marketing Strategy

Rajendra Srivastava, Indian School of Business

H03 | Novel Factors Influencing Food Purchases: Sampling, Sensory Cues, Genetic Engineering, and Aspirations (Special Session)

Palazzo Salon A

This special session entails four papers that examine different novel factors that can influence food choices and sales

Session Chairs and Discussants

Jeffrey Inman, University of Pittsburgh and Dipayan Biswas, University of South Florida

Impact of Sampling Healthy versus Unhealthy Foods on Subsequent Food Choices

Dipayan Biswas, University of South Florida; Johanna Held, Bayreuth University; Jeffrey Inman, University of Pittsburgh

Sensory Compensation of Visual and Taste Sensations

Ata Jami, University of Central Florida; Sarah Lefebvre, University of Central Florida; Ze Wang, University of Central Florida; Jonathan Hasford, University of Central Florida

Genetic Engineering: The Influence of Disclosure and Food Type on Consumer Perceptions and Purchase Intentions

Sarah Lefebvre, University of Central Florida; Laurel Aynne Cook, West Virginia University; Merlyn Griffiths, University of North Carolina at Greensboro

Nudge Healthful Choices for Poor Children: Role of Long-Term Aspirational Thinking

Dipayan Biswas, University of South Florida; Annika Lueth, University of South Florida

H04 | Hiring, Motivating, and Managing Millennial and Next Generation of Salespeople – Exploring Opportunities, Challenges, Research Agenda (Special Session)

Segura 6

This Sales SIG special session will include interactions with a panel of sales executives where these industry experts will provide their perspectives on opportunities, challenges, and best practices in managing millennial salespeople as well discuss their expectations regarding issues they are likely to face in successfully managing the next generation of sales professionals. Additionally, these experts will communicate areas where marketing and sales researchers can assist them with information and findings that may be useful. An important overall objective of this session is the identification of fertile areas of research in sales and sales management through participation and discussion between panel members and academicians.

Session Moderators

Rajesh Gulati, St. Cloud State University and Joel Le Bon, University of Houston

H05 | Managing Collaborations across the Value Chain: A Plurality of Approaches (Special Session)

Segura 4

This session aims to showcase cutting edge research by established and upcoming marketing scholars alike, all sharing, in essence, an interest in the role of marketing in *communities of customers and networks of partners*, whether manifest in crowdfunding (Wuyts and Wen), designer-for-retailer collaborations (Slot, Gonzales, Meloy, and Petersen), or co-branding alliance networks (Antia, Butt, Wathne, Fisher, and Wang). In line with the Call for Papers, session participants will present their ongoing research from the perspective of consumers and firms, relying on psychological, social, and economic lenses, and adopting micro, dyadic, and network approaches alike.

Session Chairs

Kenneth H. Wathne, University of Stavanger and BI Norwegian Business School and Kersi D. Antia, Western University

Session Papers

No Strings Attached? The Link between Crowdfunding Success and New Product Launch Delay

Stefan Wuyts, Koç University and Xiaohan (Hannah) Wen, Özyeğin University



Low-Fit Co-Branding Alliances: Explaining the Success of Designer-For-Retailer Collaborations

Johanna Slot, Gabriel Gonzales, Meg Meloy, and Andrew Petersen,
Pennsylvania State University,

Crisis Management in a Co-Branding Alliance Network

Kersi D. Antia, Moeen Butt and Xin Wang, Western University; Kenneth H Wathne, University of Stavanger and BI Norwegian Business School; Robert Fisher, University of Alberta

H06 | Product Use and Sharing

Marbella 3

Value in Use of Customer Solutions: The Customer's Perspective in the Context of Electric Mobility

Jennifer Lerch, University of Duisburg-Essen; Gertrud Schmitz, University of Duisburg-Essen

How Aesthetic Designs Shape Consumers' Product Usage Behavior

Annika Wiecek, Daniel Wentzel

The Augmented Value-Creation Logic in Product Service Systems

Payam Akbar, Institute of Business Administration; Stefan Hoffmann, Institute of Business Administration

To Share Desirability or Feasibility? Examining the Effect and Mechanism of Direct and Indirect Use Experiences on Sharing

Jifei Wu_Sun Yat-Sen University; Hongyan Yu_Sun Yat-Sen University; Xiang Fang, Sun Yat-Sen University

H07 | Bringing the "Real World" into the Marketing Classroom: Incorporating In-class Experiential Learning throughout the Marketing Curriculum (Special Session)

Del Lago 2

This session will be chaired by the 2016 AMA winner of the Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education, and will include presenters sharing their innovative strategies for student engagement in their respective courses. Course outcomes as well as the impact the course has had on student career success are presented. A lively discussion and sharing of information will ensue. The innovative approaches for promoting student



engagement via in-class experiential learning that will be shared in this session include:

- In-class Experiential Learning in a Marketing Research Class
- In-class Experiential Learning in a Retailing Class
- In-class Experiential Learning in a New Product Development Class
- In-class Experiential Learning in an Undergraduate Academic Research Assistant Class

Session Discussant

Jane Sojka, University of Cincinnati

Session Presenters

Joan L. Giese, University of Montana

Esta Shah, Elliott Manzon, University of Cincinnati

H08 | Interactive Expert Panel on Marketplace Collaboration (Special Session)

Del Lago 3

Markets are elaborate conversations premised on collaboration and defined through the exchange of value. Market actors (producers, sellers, buyers, consumers) partner to establish value exchanges. Market collaboration ranges from input on product attributes, acquisition influence, collective bargaining, simultaneous use, sequential use streams, co-use, and collective simultaneous and sequential product/service modification and innovation. As it becomes easier to communicate, collaborate, and share costs, larger groups will collaborate in more significant ways to reduce costs and enhance value. Our panelists will offer their insights on marketplace collaboration broadly (brand meanings, value-in-use, value-in-exchange, marketing strategy, citizenry impact) and challenge attendees to (re)imagine markets.

This session will be structured as an interactive panel discussion among four recognized academic experts on the topic of marketplace collaboration:

Chair:

Hope Jensen Schau, University of Arizona

Panelists

Eileen Fischer, York University; Donna Hoffman, The George Washington University; Tom Novak, George Washington University; Linda Price, University of Oregon

H09 | Marketing Scandals and Ethics

Del Lago 4

A Stock Market Perspective on Firm Responses to Celebrity Endorser Scandals

Stefan J. Hock, George Mason University; Sascha Raithel, Freie Universität Berlin

Consumers Response to Brand Transgressions: An Emerging Perspective on Religious Consumption

Simran Kaur, Monash University Malaysia; Pervaiz Ahmed, Monash University Malaysia; Yit Sean Chong, Monash University Malaysia; Yunus Ali Md, Monash University Malaysia

Alleviating Negative Spillover of a Brand-Harm Crisis: Sensegiving vs. Sensehiding in a Competitor's Denial Response Strategy

Fang YU, Grace, University of Utah; Lianxi Zhou, Brock University

How Does Brand Age Influence Consumer Attitudes toward a Firm's Unethical Behavior?

Chi Zhang, University of Indianapolis; Saim Kashmiri, Melissa Cinelli, University of Mississippi

H10 | Managing New Products and Innovation

Marbella 1

Influencing Factors of Product Diversification and Innovation: An Exploration of Geographic Clustering and Product Breadth

Pamela J. Harper, Marist College; Timothy L. Harper; Skidmore College

Consumer Adoption of Radically New Products: The Role of Expected Learning Opportunities

Ajmal Hafeez, Marit Engeset, University College of Southeast Norway; Fred Selnes, BI Norwegian; Radu Dimitriu, Cranfield University

The Effect of Brand Attachment on the Perceived Risk of Really New Products

Khaled Aboulnasr, Gina Tran, Florida Gulf Coast University

A New Product Taxonomy: Value Co-creation from Product to Brand by Enculturation Conformance

David W. Pan, Texas Woman's University; Alan J. Pan, University of North Texas



H11 | Managing Marketing in a Multinational Environment (Special Session)

Segura 3

Session Co-Chairs

Shuba Srinivasan, Boston University and Albert Valenti, Boston University

Session Papers

Managing Product Returns for Multinational Online Retailers

Christian Schulze, Frankfurt School of Finance & Management; Shuba Srinivasan, Boston University

Giving and Receiving Word-of-Mouth: Evidence from Emerging Markets

S. Cem Bahadir, Ozyegin University; Koen H. Pauwels, Ozyegin University

Marketing Discourse and Consumer Satisfaction - A Cross Cultural Investigation

Yu Chen, State University of New York, Farmingdale; Ruben Chumpitaz, IESEG School of Management; Nicholas Paparoidamis, IESEG School of Management

Driving Marketing Effectiveness for a Multichannel Multinational Retailer: Does Customer Value Segment or Country Matter More?

Albert Valenti, Boston University; Shuba Srinivasan, Boston University; Gokhan Yildirim, Imperial College of London; Koen Pauwels, Ozyegin University

5:00 PM - 6:00 PM

SIG Receptions

Refer to the 2017 Winter AMA Mobile Guide for Exact Room Locations

6:30 PM - 9:00 PM

Chairs' Capstone Evening Event

Be sure to attend the inaugural Chairs' Capstone Event on Saturday evening. Gather with your colleagues outside to enjoy lively conversation, food stations for dinner, cocktails, and live music! There will be plenty of networking opportunities through friendly competition as well. Note that there is no extra charge to attend this exciting event.



Sunday, February 19, 2017

8:00 AM-9:15 AM

Conference Sessions

103 | Firms' Engagement Strategies with B2B and B2C Customers (Special Session)

Palazzo Salon A

This special session presents papers from business-to-consumer (B2C) and business-to-business (B2B) research domains, with the underlying theme of firm customer management and engagement strategies.

Session Chair

Mahima Hada, Assistant Professor, Baruch, CUNY

Session Papers

Customer Loyalty Program Usage across Firms

Farnoosh Khodakarami, University of North Carolina at Chapel Hill; Andrew Petersen, Penn State; Rajkumar Venkatesan, University of Virginia (Presenters)

Customer Contract Renewal: Firm's "Forgiving" Strategies in the Grace Period

Mahima Hada, Baruch College, City University of New York (Presenter); Karthik Sridhar, Baruch College, City University of New York; Rajdeep Grewal, University of North Carolina at Chapel Hill

Clustering, Governance and Individual Outlet Sales: A multi-year analysis of an Evolving Franchise System

Kersi Antia, Western University; Moeen Butt, Western University; Brian Murtha, University of Kentucky; Vishal Kashyap, Professor, University of Graz (Presenter)

Capability Building in Industrial Buyer-Supplier Relationships: Approaches, Outcomes and Contingencies

Masato Abe UNESCAP; Alok Kumar, University of Nebraska-Lincoln (Presenter); Joseph Cannon, Colorado State University; Rajdeep Grewal, University of North Carolina at Chapel Hill

104 | Weathering a Social Media Firestorm: Strategies for Protecting and Creating Brand Value (Special Session)

Segura 6

Session Chair

Joachim Scholz, Cal Poly, SLO

Discussant

Charles F. Hofacker, Florida State University

Are Firestorms Always Just Yesterday's News? The Long-Term Effects of Social Media Firestorms on Consumers' Memory

Nele Hansen, University of Muenster; Ann-Kristin Knapp, University of Muenster; Thorsten Hennig-Thurau, University of Muenster

Angry Consumers as Digital Consumer Activists: Starting Fires or Fanning Flames?

Kimberly Legocki, Grenoble Ecole de Management; Kristen Walker, California State University, Northridge

Igniting a Social Media Firestorm: Using the Distributed Infuriation Strategy to Engage Customers and Create Brand Value

Joachim Scholz, Cal Poly, SLO; Andrew Smith, Suffolk University; Henri Weijs, Bentley University

105 | Brand and Relationship Metrics

Segura 4

Perceived Brand Age: Item Generation and Initial Validation

Boris Bartikowski, Kedge Business School; Heiner Evanschitzky, Aston Business School; Sharon E. Beatty, University of Alabama

Resource Premium as an Outcome Measure of Retail Brand Equity

Chi Zhang, University of Indianapolis; Douglas W. Vorhies, University of Mississippi

Interdependence of Acquisition and Transaction Value: The Role of Quality

Siddharth Bhatt, Drexel University; Srinivasan Swaminathan, Drexel University; Rajneesh Suri, Drexel University

Question-Behavior Effect – The Role of Relationship Dynamics

Sebastian Klein, University of Goettingen; Maik Hammerschmidt, University of Goettingen; Hauke Wetzel, University of Goettingen

I06 | Vulnerable Consumers

Segura 3

The Influencers of Time Perspective, Personality, and Cognitive Age on Sustainability Behaviors for Older Americans

Jacqueline K. Eastman, Georgia Southern University; Pratik Modi, Institute of Rural Management Anand; Sianne Gordon-Wilson, University of Portsmouth

The Health Care Ecosystem: Practices in Patient-Centered Care

Pennie Frow, University of Sydney; Adrian Payne, University of New South Wales Janet McColl-Kennedy, University of Queensland; Rahul Govind, University of New South Wales

One Size Does Not Fit All: A Typology of Financial Consumer Vulnerability

Veselina Milanova, University of St. Gallen; Florian Schreiber, University of St. Gallen

Arguing for Policy Change: Vision Impaired Consumers' Anti-Firm Reaction to Accessibility-Related Service Failures in the Online Marketplace

Alex H. Cohen, Drexel University; Jorge Eduardo Fresneda, Drexel University; Rolph Anderson, Drexel University

I07 | Marketing and Firm Value

Del Lago 2

What Do You Expect? Expectations and Stock Market Response in the Motion Picture Industry

Junhee Kim, Drexel University; Hyokjin Kwak, Drexel University; Reo Song, California State University; Woosung Kang, Dongguk University

Flow of Customer Satisfaction Information: Impact on Management Earnings Forecasts and Financial Market

Jenny (Jiyeon) Lee, University of New South Wales; Youngdeok Lim, University of New South Wales; Hyung Il Oh, University of Washington Bothell

The Impact of Corporate Reputation on Corporate Risk

Benjamin Pfister, Ludwig-Maximilians-University Munich; Manfred Schwaiger, Ludwig-Maximilians-University Munich

Effects of Service Productivity, Customer Satisfaction, and Employee Satisfaction on Service Firm Value

Dongjun Rew, University of Texas Rio Grande Valley; Xiaojing Sheng, University of Texas Rio Grande Valley



108 | Crowdsourcing and Co-Creation in Online Markets

Del Lago 3

Crowdfunding Technological Innovations: First Impression Matters!

Haisu Zhang, New Jersey Institute of Technology; Weizhi Chen, New Jersey Institute of Technology

An Old Wick in a New Lamp: Slacktivism and Perceived Critical Mass in Online Crowdfunded Donation Campaigns

Yashar Dehdashti, University of Texas at Arlington; Larry Chonko, University of Texas at Arlington; Brian Ratchford, University of Texas at Dallas

Consumer Co-Creation of Counterfeit Risk Reduction in an Online Marketplace

Nina Huang, Temple University; Susan Mudambi, Temple University

Does Crowd Wisdom Bring Wealth? The Impact of Crowdsourcing on Firm Performance

Zixia Cao, University of Colorado Denver; Hui Feng, Iowa State University,

109 | Social Media and Brands

Del Lago 4

Consumers' Social Media Advocacy Behaviors of Luxury Brands: An Explanatory Framework

Eunseon Kwon, Texas Christian University; Ratti Ratneshwar, University of Missouri; Eunjin (Anna) Kim, Southern Methodist University,

Incentivizing Consumer Sharing in Social Media: The Role of Brand Personality

Yueming Zou, Longwood University; Yuping Liu-Thompkins, Old Dominion University

Popularity of Digital Products in Online Social Tagging Systems

Jurui Zhang, UMass Boston Raymond Liu, UMass Boston

110 | Going Green

Marbella 1

“Thank You for Already Using Our Green Products”: The Spill-Off Effect of Green Category-Level Advertising Appeal on Category Purchasing

Kristina Wittkowski, Aalto University School of Business; Xueming Luo, Temple University; Jaakko Aspara, Hanken School of Economics; Xiaoyi Wang, Zhejiang University

How Motivated Reasoning Impairs Environmentally Motivated Consumption Reduction A Multi-Country Study

Wassili Lasarov, Christian-Albrechts-Universität zu Kiel; Nieves García de Frutos, Universidad de Almería; Robert Mai, Christian-Albrechts-Universität zu Kiel; José Manuel Ortega Egea, Universidad de Almería; Stefan Hoffmann, Christian-Albrechts-Universität zu Kiel

Going Green Feeling Guilty

Yo Han Kim, Sungkyunkwan University; Yoon-Na Cho, Sungkyunkwan University; Charles R. Taylor, Villanova University

Exploring Consumer Perceptions of Environmental Packaging in the context of an emerging market

Anh Thu Nguyen, RMIT University

111 | Employee Engagement and Brands

Marbella 3

Investigating the Determinants of Brand Performance: The Key Role of Internal Branding

Pramod Iyer, University of Texas Rio Grande Valley; Arezo Davari, Eastern Washington University

Perceived Value of Service Interactions and Employee Intentions to Deliver Brand Messages

Andrew Reinaker, Temple University; Anthony Di Benedetto, Temple University

Influence of Consumer Vanity on Employment of Impression Management Tactics and Their Consequences on Conspicuous Consumption Orientation

Paurav Shukla, Glasgow Caledonian University; Keyoor Purani, Indian Institute of Management Kozhikode; Jaywant Singh, Kingston University

Engaging customers and Employees – The Real Recipe for Success? A Longitudinal Study of S&P500 Firms

Melania Mateias, RWTH Aachen University; Malte Brettel, RWTH Aachen University

9:15 AM-11:00 AM

Refreshments



9:30 AM-10:45 AM

Conference Sessions

J01 | Pro-Social Firms and Consumers

Del Lago 1

The Role of Mind- and Heart-based Nonprofit Associations; The Development and Validation for Enhancement of Nonprofit Donation

Kristopher Floyd, California Baptist University

Group Licenses: Why Moral Consumers Do Not Always Run with their (Moral) Herd

Wassili Lasarov, Stefan Hoffmann, Robert Mai, Christian-Albrechts-Universität zu Kiel

Let's Pin It Down: The Role of Displayed Donations in Corporate Philanthropy

Kiran Karande¹, Anh Dang¹, Olga Butenko-Moseley¹, Hangjun Xu, Old Dominion University

Top Dog vs Underdog Positioning: Which is more effective for charitable contributions?

Mahesh Gopinath¹, Myron Glassman¹, Aaron Arndt, Old Dominion University

J02 | Cross-Border Collaborative Relationships and Cross-Cultural Consumer Behavior: Contemporary Developments and Opportunities (Special Session)

Segura 5

This Global Marketing SIG Special Session aims to provide insights on the cross-border collaborative relationships and cross-cultural consumer behavior and discuss contemporary research developments that can help firms maintain and upgrade their competitive advantages in the global marketplace.

Session Chair

Constantinos N. Leonidou, Chair in Marketing, University of Leeds

Discussant

Stavroula Spyropoulou, Professor of Marketing, University of Leeds, UK

Session Papers

The Impacts of Organizational Learning Capacities on Relationship-Specific Product Innovations: Evidence from the Global Buyer-Supplier Relationship

KyuYeong Choi, Florida State University; Daekwan Kim, Florida State University; Ruey-Jer 'Bryan' Jean, National Chenchi University, Taiwan



Complementary Cross-Cultural Differences and Longevity of International Joint Ventures

Anton Fenik, Grand Valley State University; Kelly Hewett, The University of Tennessee; Annette Tower, The University of Tennessee

Know Thy M-commerce Customer, Know Thyself: Understanding Customer's Shopping Motivation and Underlying Regulatory Orientation

Abdul R. Ashraf, Brock University; Narongsak (Tek) Thongpapanl, Brock University; Bulent Menguc, University of Leeds; Seigyoung Auh, Arizona State University

Research Activity Regarding the Origins of Products and Brands: Knowledge Structure and Paths for Further Progress

Brian R. Chabowski, The University of Tulsa; Saeed Samiee, The University of Tulsa

J03 | Business Research that Matters: A Vision of the Future for Business School Research (Special Session)

Palazzo Salon A

The special session builds on a white paper, "A Vision of Responsible Science for Business Schools" (Tsui et al., 2016) co-authored by 17 senior scholars across business disciplines. The purpose is to present foundational ideas from the paper including a statement of the challenges presented by the current business research ecosystem, a vision of the future for business research, proposed principles of responsible science, and possible actions leading toward the future vision. Following an overview of the paper's ideas, the panelists will engage the audience in a lively discussion, potentially challenging our current models and proposing actions for moving forward.

Panelists

Mary Jo Bitner, Arizona State University
Rajesh Chandy, London Business School
John Deighton, Harvard Business School
Linda Price, Oregon State University
David Reibstein, University of Pennsylvania
Valarie Zeithaml, University of North Carolina

J04 | Exploring New Phenomena in Marketing Strategy (Special Session)

Segura 6

The overall goal of this session is to introduce unique and noteworthy theoretical questions related to new marketing phenomena and to highlight



the importance this stream of research has on enhancing marketing strategy for marketing theory and practice.

Session Chair

Nita Umashankar, Georgia State University

Session Papers

Could More Product Offerings be Harming Sales? A Conceptual Framework on the Salesperson's Perspective

Ashley Goreczny, Georgia State University and **V. Kumar, Georgia State University**

The Effect of Mergers and Acquisitions on Customer Satisfaction

Nita Umashankar, Georgia State University and Sundar Bharadwaj, University of Georgia

Modeling Firm Performance in the Sharing Economy

V. Kumar, Georgia State University, Avishek Lahiri, Georgia State University and Orhan Bahadır Dogan, Georgia State University

Modeling the Influence of Firm Strategies on Sales Spikes in Experiential Product Categories

Ashish Sood, University of California Riverside, Alok Saboo, Georgia State University and Yu Yu, AIG

J05 | Managing Services and Service Recovery

Segura 4

Does Delivery Time Moderate the Effects of Vivid Product Images in Online Stores?

Frederic Nimmermann³, Gunnar Mau¹, Hanna Schramm-Klein², Sascha Steinmann¹, Gerhard Wagner⁴

¹University of Siegen, ²University of Siegen, ³University of Siegen, ⁴University of Siegen

Donations as a Service Recovery Strategy

Sarah Alhouti, Providence College; Scott Wright, Providence College; Tom Baker, University of Alabama



Service Failure and Customer Loyalty – Testing the Boundary Conditions of the Service Recovery Paradox

Christian Brock, University of Rostock; Markus Blut, Aston Business School; Heiner Evanschitzky, Aston Business School Clay Voorhees, Michigan State University

Too Much of a Good Thing? Examining Customer Response to Manufacturer-Brand Representatives in Retail Service Settings

Andrea G. Flynn, University of San Diego; Aarti Ivanic, University of San Diego

J06 | International Marketing Strategy

Segura 3

Cultural Distance and its Impact on Cross-Country Innovation Launch Patterns: Insights from the Food Industry

Verdiana Giannetti, Bocconi University

Friends or Enemies? The Dynamic Impact of Foreign Products on Domestic Counterparts in Emerging Markets

Jingcun Cao, Indiana University; Shibo Li, Indiana University

How Schwartz Values Influence Responses to Differently Framed Charity Appeals

Nathalie Dens, University of Antwerp; Sarah De Meulenaer, University of Antwerp; Patrick De Pelsmacker, University of Antwerp

Environmental Scanning and Global Marketing Strategy: A Multi-Theoretical Normative Conceptual Framework

Philip J. Boutin, Eastern Kentucky University

J07 | Consumer Behavior Around the World

Del Lago 2

Country Personality Scale: Is a Five-dimensional Model a Better Methodological Instrument?

Carlos M. Burcio, ISCTE-IUL

Global Consumer Behavior: A Review of Interpretivist Studies

Zahra Sharifonnasabi, Cass Business School; Fleura Bardhi, Cass Business School; Marius Luedicke, Cass Business School



Product Ethnicity: Comparing Its Impacts on Product Evaluation in Developed Versus Emerging Countries

Jieun Park, CSU

Fate and Bias: The Effect of Belief-In-Fate on Hope and Perceived Ad Credibility – Between and Within Cultural Analysis

Samer Sarofim, The University of South Dakota; Aimee Drolet Rossi, UCLA Anderson School of Management, ²

J08 | Buzz and Influence Dynamics

Del Lago 3

What Makes A Video Go Viral? Five-Act Dramatic Form Impacts Viral Marketing Video Shares and Views.

Keith Quesenberry, Messiah College; Michael Coolsen, Shippensburg University

Brand Interventions and Emotional Dynamics in Online Consumer-To-Consumer Conversations: An Empirical Investigation

Chedia Dhaoui, Macquarie University; Cynthia M. Webster, Macquarie University; LayPeng Tan, Macquarie University

Who Are More Influential In A Virtual World?

Sang-Uk Jung, Hankuk University of Foreign Studies; Yuri Seo, The University of Auckland

Signals from the Echoverse - The Informational Value of Brand Buzz Dispersion

Stefan F. Fischer, University of Goettingen; Maik Hammerschmidt, University of Goettingen; Welf Weiger, University of Goettingen

J09 | Interactive Customer Behavior

Del Lago 4

Future of Shopping: Augmented Reality and Shopping Experience

Atieh Poushneh, Arturo Vasquez, University of Texas Rio Grande Valley

Online Broadcasters: How Do They Maintain Influence, When Audiences Know They Are Paid to Influence

Mikolaj Piskorski, IMD Gillian Brooks, University of Oxford

I am that @Brand: How Self-Brand Connection and Narcissism Influence Social Media Interactivity and Purchase Intent

Shannon McCarthy, University of Central Missouri



J10 | Dynamics and Biases in Pricing and Competition

Marbella 1

Comparing Apples with Oranges: Dynamic Bundling as an Alternative Pricing Strategy

Wenjing Li, University of Kentucky; David Hardesty, University of Kentucky; Adam Craig, University of Kentucky

Cognitive Biases as a Challenge to Value-Based Pricing in Business Markets

Mario Kienzler, Linköping University

Contingency Selling Under Product Uncertainty and Service Capacity Constraint: A New Pricing Model with Applications to Sports Events

Peng Wang, University of Arizona; Bikram Ghosh, University of Arizona; Yong Liu, University of Arizona

J11 | Customer Marketplace Beliefs and Behaviors (Pecha Kucha)

Marbella 3

Towards a Conceptualization and Measurement of Shopping Comfort

Gerhard Wagner, University of Siegen

Customer Experience and Social Interfaces: How Do Social Media Publics and Customer Service Affect Customer Experience?

Dominique Braxton, University of California, Irvine; Duygu Akdevelioglu, University of California, Irvine

How Online Reviews Become Helpful: A Dynamic Perspective

Shuya Lu, Louisiana State University ; Jianan Wu, Louisiana State University

What is Skepticism? Philosophical Considerations

Astrid Van den Bossche, University of Oxford

11:00 AM-12:15 PM

Conference Sessions

K01 | Marketing Through Alliances and Interorganizational Relationships

Palazzo Salon A

Shaking Hands but Not Sharing Gains: How Relationships Facilitate Dynamic Marketing Capabilities Development in an Emerging Economy

Hangjun Xu, Old Dominion University; Huiling Guo, Huaqiao University; Jing Zhang, Old Dominion University; Anh Dang, Old Dominion University;



Identification Transfer in a Service Alliance

Jeremy Wolter, Auburn University; Simon Brach, Friedrich-Schiller-University of Jena; Myles Landers, Rochester Institute of Technology; J. J. Cronin, Florida State University

A Fresh Look at Well-Trodden Ground: A Dyadic Perspective of Power-based Behaviors and Relational Satisfaction between Partners

Ismail Gölgeci, Norwich Business School; William H. Murphy, University of Saskatchewan; David Johnston, York University

Key Customer Relationship Effectiveness: When Do Relational Resources Contribute to Firms' Competitive Advantage?

Alexander Haas, University of Giessen; Nina Stuebiger, Justus Liebig University

K02 | Sponsorship Effectiveness in International Sport (Special Session)

Segura 5

Consistent with the continued internationalization of the marketing efforts of multinational corporations (MNCs), there is a need to assess the effectiveness of sponsorship in international sport settings. Global sponsorship spending has risen each of the past four years (IEG, 2016), such as allocations towards sponsorships of the recently completed Olympic Games in Brazil. However, much of the existing research on sponsorship effectiveness is concentrated in contexts largely popular in the United States (e.g., American football), limiting the generalizability of findings. Thus, this session features a series of papers that provide novel contributions in the evaluation of the effectiveness of sponsorship in the international sport context.

Session Chair

Lane Wakefield, Mercer University

Session Papers

Revisiting Sport Sponsorship Effectiveness: Evidence from two field-studies of professional auto racing

Angeline Close Scheinbaum and Yong-A Song, University of Texas at Austin, and Eun Kang, Kutztown University

Sponsorship Attention in the Context of Professional Road Cycling: A pilot study

Daniel J. Larson and Jordan C. Wetherbee, University of Oklahoma



Sponsorships, Culture, and Shareholder Wealth: Evidence from international sponsorships

Adrien Bouchet and Brian Chabowski, University of Tulsa, Thomas Doellman, Saint Louis University, and Brian Walkup, University of Tulsa

Analyzing Sponsorship Effects on Multi-tasking Viewers: An examination of the limited capacity model

Sanghak Lee, Korea Aerospace University, Young ik Suh, University of West Georgia, and Seung-Chang Lee, Korea Aerospace University

K03 | Customer Metrics

Del Lago 1

Creatures of Habit and Creatures of Context. Mining Customer Similarity Based On Recurring Shopping Behaviors via Non-Negative Matrix Factorization

Georgiana Avram, University of Nottingham; James O. Goulding, University of Nottingham; Andrew Smith, University of Nottingham

Scaleocity: How Measurement Scales Affect Consumer Reporting and Evaluations of Goal Progress

Timucin Ozcan, Rollins College; Kunter Gunasti, Washington State University

Virtual Identity versus Actual Identity: Measurement

Chia-Wei Joy Lin, UT San Antonio; Yinlong Zhang, UT San Antonio

Is Customer Satisfaction a Relevant Metric for Short Sellers?

Christopher A. Miller, University of Mississippi; Douglas W. Vorhies, University of Mississippi; Todd Griffith, University of Mississippi

K04 | B2B Sales: A New Era of Selling and Managing Relationships (Special Session)

Segura 6

One of the most important functions of an organization is selling to and managing business relationships (B2B sales). Today, a new era in B2B sales, customers are much more knowledgeable, technological savvy, and demand more for the sales function of an organization more than ever. In an attempt to shed light on the importance of the complex buyer-seller interaction in the B2B domain in this new era, this session highlights current research from some of the top scholars in the field.



Session Chair

Zachary Hall, Texas Christian University

Session Papers

The Initiation Process in the Development of a B2B Seller-Buyer Relationship

Paul Viio, Hanken School of Economics and Aalto University; William C. Moncrief, Texas Christian University

Cooperation in B2B Relationships: Factors that Influence Customers' Perceptions of Salespeople's Cooperation Efforts

Bruno Lussier, HEC Montréal; Zachary R. Hall, Texas Christian University

Developing a Taxonomy of Social Media Activities in B2B Selling: Social Media's Impact on the Sales Process

Robert Akin, Jr., Texas Christian University; William C. Moncrief, Texas Christian University

It's Just a Matter of Time: Identifying Time-Oriented Traits and Leadership Strategies to Achieve Ambidextrous Selling Performance in B2B Markets

Ryan Mullins, Clemson University; Raj Agnihotri, University of Texas-Arlington

K05 | Customer Engagement

Segura 4

Context Management: The Effects of Different Dimensions of Context-Based Messaging on Consumer Engagement.

Myoung-Jin Chae, Georgia Institute of Technology; Omar Rodriguez, Georgia Institute of Technology; Sundar Bharadwaj, University of Georgia

Strategic Customer Engagement: A Decision Making Framework

Agarzelim Alvarez-Milán, University of Monterrey; Reto Felix, University of Texas Rio Grande Valley,

A Resource-Investment-based Analysis about Customer Engagement Behaviors

Xianfang Zeng, University of Calgary; James Agarwal, University of Calgary; Mehdi Mourali, University of Calgary

The Effect of Customers' Knowledge Provision during NPD on Their Positive WOM Intention of New Products

Xianfang Zeng, University of Calgary; James Agarwal, University of Calgary; Mehdi Mourali, University of Calgary

K06 | Creating and Collaborating Consumers

Segura 3

When Perceived Ability to Influence Plays a Role: Brand Co-Creation in Web 2.0

Eric Kennedy, University of North Texas; Francisco Guzman, University of North Texas

Value Creation Through Participation in Mass Customization: Cognitive, Social, Situational, and Cultural Influences

Gavin J. Wu, Savannah State University; Dong Liu, University of South Florida; Lei Song, Stockton University

Does Collaborative Consumption Affect Values, Attitudes, and Norms? A Panel Study

Daniel Roos, University of Hohenheim; Rüdiger Hahn, University of Hohenheim

Consumption as Self-Presentation: Empirical Evidence from Extreme Sports Community

Junhong Min, Michigan Tech University; Ryu Sung Min, Sungkyunkwan University; Debi P. Mishra, State University of New York at Binghamton

K07 | Customer Behavior around the World

Del Lago 2

National Stereotypes and Corporate Social Irresponsibility: The Effects of Country-Of-Origin Competence and Warmth on Consumer Responses to Company Misconduct

Camilla Barbarossa, Lumsa University; Patrick De Pelsmacker, University of Antwerp; Ingrid Moons, University of Antwerp

Consumers' Benefits and Risks Perceptions of Cross-Border E-Commerce

Gerhard Wagner, University of Siegen; Hanna Schramm-Klein, University of Siegen; Frederic Nimmermann, University of Siegen

Exploring the Effects of Cultural Intelligence on Customer Trust, Commitment, and Loyalty

Nicholas Paparoidamis, IESEG School of Management; Huong T. Tran,

Do Differences in Online Shopping Types Exist? A Cross-Cultural Empirical Comparison in Fashion E-Commerce

Daniel Schellong, RWTH Aachen University; Jan Kemper, RWTH Aachen University; Malte Brettel, RWTH Aachen University

K08 | Dynamic Customer Behavior

Del Lago 3

Lost in Fantasy, or Alive in Reality: The Elution Hypothesis – Balancing Immersion and Emersion in Virtual Realities

Daniel Boller, University of St. Gallen; Alexander Schulte-Mattler, University of St. Gallen ; Andreas Herrmann, University of St. Gallen

An Investigation of Consumer Search and Choice Efficiency in the Automobile Industry

Aidin Namin, University of Idaho; Brian Ratchford, The University of Texas at Dallas

A Framework to Segment Life Events Using Customer Transaction Data

William Darler, Nottingham University; James O. Goulding, Nottingham University; Andrew Smith, Nottingham University; Deborah Roberts Nottingham University

Modeling Product Diffusion Across Generations: The Effect of Product Consistency

Yu Chang, Northwestern Polytechnic University; Tao Zhang, Xi'an University of Finance and Economics; Zhe Wang, Xi'an Jiaotong University; Xinchun Wang, University of North Dakota,

K09 | Advertising, Promotion, and Personalization

Del Lago 4

Customization in Service Pricing: How Assembling the Service Tariff Impacts Consumer Perceptions, Behavior and Firm Profits

Sabine Moser, Marketing und Innovation; Jan H. Schumann, University of Passau; Florian Wangenheim, ETH Zürich

How Do Personalized Ads Change Customer Attitude toward Ads in Social Media? A Mediation Analysis

Trang Tran, SUNY Oneonta

Targeted Promotions and Cross-Category Spillover Effects

Nathan Fong, Temple University; Yuchi Zhang, Santa Clara University; Xueming Luo, Temple University; Xiaoyi Wang, Zhejiang University

Optimal Time Limits for Online Promotions: Balancing Customer Awareness and Urgency

Scott D. Swain, Clemson University; Richard Hanna, Babson College

K10 | Country of Origin Effects

Marbella 1

Attention to Country-of-Origin Information: An Eye-Tracking Approach

Johanna Palcu, University of Vienna; Arnd Florack, Adamantios Diamantopoulos, University of Vienna; Georgios Halkias, University of Vienna

Trust in International Business Relationships: Chinese Businesses Perceived in Africa

Esi A. Elliot, Suffolk University; Zhen Zhu, Suffolk University; Fei-Ling Wang, Georgia Institute of Technology

Country of Origin Effect and Perceived Quality of E-Services: A Categorization Approach

Zhuofan Zhang, Zhejiang Gongshang University; Shuang Yang, Zhejiang Gongshang University; Fernando R. Jimenez, University of Texas at El Paso

Influence of Local and Foreign Visual Aesthetics and Personality Traits on Chinese Consumers' Luxury Purchase Intentions

Paurav Shukla, Glasgow Caledonian University; Jaywant Singh, Glasgow Caledonian University; Francesca Dall'Olmo Riley, Kingston University

K11 | Health and Promotion in Younger Consumers (Pecha Kucha)

Marbella 3

Juicy Lemons and Needing Threads: Promotional Language in Children's Picture-books

Astrid Van den Bossche, University of Oxford

When Sugar Becomes Salient. Exploring the Role of Non-Conscious Motivation in Healthful Choices for Self and Significant Others.

Anumeha Sah, University of Reading; Carola Hillenbrand, University of Reading; Julia Vogt, University of Reading

Marketing Vegetarianism through Moralization and Knowledge Calibration

Anshu Arora, Savannah State University; Shalonda Bradford, Savannah State University; Amit Arora, Savannah State University; R. Gavino, Savannah State University

How Emojis Influence Children's Choices for Healthy/Unhealthy Foods

Annika K. Lueth, University of South Florida; Dipayan Biswas, University of South Florida

2017 Winter AMA Posters

A Framework to Understand the Attitude-Behavior Gap in the Consumer Decision-Making Process for Sustainable Products

S. Gupta, Pennsylvania State University - Abington; D. Ogden, Penn State University - Lehigh Valley

Age Differences in Adoption and Use of Smartphone Apps

C. Lee, J.F. Coughlin, MIT; C. Jacquillat, Carnegie Mellon University

Ambidexterity Market Learning and New Product Performance

D. Ishida, Teikyo University

An Examination of the Antecedents and Consequences of Materialism for Indian Consumers

R. Iyer, M. Griffin, Bradley University; J.K. Eastman, Georgia Southern University; B.J. Babin, Louisiana Tech University

An Investigation of the Dynamic Effects of Benefit-Focused Language, Linguistic Style Match, and Brand Compatibility on Crowdsourcing Funding Formation

M. Dass, Texas Tech University; M. Moradi, Texas Tech University, Lubbock, Texas; D.B. Arnett, Texas Tech University

Antecedents and Consequences of Environmental Beliefs: A Meta-analysis

X. Zeng, S. Radford, M. Murali, University of Calgary

Art Infusion within a Retail Setting: The Effect of Art Genres

K. Naletelich, University of North Texas

Baby Boom Consumers' Self-Service Technology Adoption

J. Lyu, Kent State University

Benefitting from Sustainability: How sustainability claims affect brand attitude through product benefits

D.A. Nickerson, Georgia Institute of Technology

Brand community identification as source and protector of co-created service experiences

J. Hogreve, Catholic University of Eichstaett-Ingolstadt; L. Mandl, Catholic University of Eichstaett-Ingolstadt



Collaborative Customers and Partners: The Ups and Downs of Their Influence on Firm Technology Competence for New Product Development

J.K. Tinoco, S.C. Ambrose, Embry-Riddle Aeronautical University

Competing in Emerging Markets: A Resource-Advantage Theory Approach

A. Pangarkar, K. Pedada, Texas Tech University

Consumer normative expectations of merit-based versus personal-based preferential pricing in the US and China

Nguyen, Siena College; G. Shi, Macau University of Science and Technology

Consumer Pre-testing of Servicescape Designs: A Toolkit

K. Purani, Indian Institute of Management Kozhikode; D.S. Kumar, Amrita School of Business, Coimbatore; U. Nair, Indian Institute of Management Kozhikode

Consumer Ties in Social Media Fitbit Networks

Venkatesh, University of California, Irvine; D. Akdevelioglu, University of California, Irvine

Consumer Xenocentrism: A Theoretical Model of Context, Antecedents, and Outcomes

C. Jiang, D. Roy, Saint Louis University; B. Carlson, Saint Louis University

Consumer, Product and Situational Effects on Willingness to Help Churches: The Role of Emotion and Reason

Chaudhuri, C. Micu, Fairfield University

Crisis Management in New Product Development: The Dilemma of Team Communication

H. Zhang, New Jersey Institute of Technology; Y. Samra, Manhattan College, Bronx, G.S. Lynn, R. Reilly, Stevens Institute of Technology

Cross-cultural Influence of Online Customer Reviews on Retailers' Performance in Online Fashion

T.M. Lohse, J. Kemper, M. Brettel, RWTH Aachen University

Customer Satisfaction and Loyalty: A Revisit

S. Telidevara, Development Management Institute, Patna; V. Madhavan, Marketing, T A Pai Management Institution, Manipal Udupi; S. Biju, T A Pai Management Institute, Manipal Udupi



Cyber-Empathic Design: A Framework for Mapping User Perceptions to Design Features via Embedded Sensors

J. Kim, A. Lakshmanan, State University of New York at Buffalo; D. Ghosh, A. Olewnik, K. Lewis, State University of New York at Buffalo

Designing Social Media Channels to Meet Consumer Needs

P.H. Steiner, Institute of Insurance Economics; P. Maas, University of St. Gallen

Disclosure of Promotional Reviews and Purchase intention

S. Ulu, C. Uslay, S. Yenyurt, Rutgers University

Do Attribute Satisfaction and Push and Pull Motivations Influence Tourist Repeat Visitation?

J.J. Rice, D. Khanin, Trident University

Does Client Dependence Foster or Hinder Vendor Innovation? The Moderating Role of Organizational Culture Dimensions

S. Gopalakrishnan, H. Zhang, New Jersey Institute of Technology

Does Crowding Affect Consumers' Reward Horizon? A Life-History Approach

U. Messer, A. Leischnig, University of Bamberg

Does Entrepreneurial Orientation of a Firm Improve Customer Equity?: Role of Relationship Learning and Branding Capability

Y. Lee, California State University, Chico; S. Ramaswami, Iowa State University; D. Walker, Kansas State University

Does Product Involvement and Ownership Influence the Drivers of Global Brand Purchases? A Multi-Dimensional Perspective

N. Naseem, A. Yaprak, Wayne State University

Does uncertainty in m-commerce drive multichannel search intention? Antecedents of uncertainty with product type as a moderator

B. Choi, Y. Kim, UNIST; U. Choi, UNIST

Driving Positive Consumer Welfare with Marketing Communication that is Culturally Intelligent: Black/White Mixed Race Persons Perceptions of Multiculturalism and Ethnic Identity: Implications for Consumer Marketing

A.S. Munsch, Iona College



Educating Elderly Consumers to Safely Use Electronic Banking: A Test of Cybersecurity Education Methods

N.J. Rifon, M. Jiang, S.R. Cotton, R. LaRose, Michigan State University; S. Alhabash, Michigan State University

Effect of Extension Consumption Experience on Parent Brand Equity: A conceptual framework

Mishra, J. Ramanathan, IIM Indore

Effectiveness of Cause-Related Marketing in Emerging Markets

Y. Strizhakova, Rutgers University; R. Coulter, University of Connecticut

Effects of gamification on consumer online shopping experiences.

D. Jin, University College of Southeast Norway

Effects of length, analytic score, authenticity and emotion on Evaluation of Online Reviews: Evidence from Yelp review

H. Son, J. Choi, A. Chung, University of Texas-Austin

Effects of Temporal and Physical Distance on Persuasiveness of Valenced Word-of-Mouth

Z. Yang, Drexel University; Z. Li, New York University

Egocentric Power as Innoculation from Brand Dilution

D. Norton, University of Connecticut

Emotional Contagion and the Effects of Smileys on Receivers' Emotions in Computer-Mediated Communication

K. Lohmann, S. Pyka, C. Zanger, Chemnitz University of Technology

Engaging and Interacting with Customers at Social Media Sites: The Mediating Role of Brand Ownership

H. Chang, L. Zhang, Towson University

Examining the Differential Role of Holistic and Analytic Thinking on Evaluation of Anthropomorphized Brands in Case of Negative Publicity

Mishra, IIM Indore; A.V. Tapar, A. Sadh, A. Billore, Indian Institute of Management Indore

Examining the Role of Airline Mergers in Improving Consumers' Perceptions of Services and Behavioral Responses

F.L. Weisstein, Bowling Green State University,; P. Andersen, Marketing, University of Scranton



Expected User Experience of Augmented Reality: Entertainment and Shopping Contexts

Poushneh, University of Texas Rio Grande Valley

Experiential Retail: When shopping becomes a life experience, and products are just souvenirs

D. Braxton, University of California, Irvine

Exploring the Risk Reducing Strategies of Travelers - A Qualitative Insight

V. Luximon, Y. Chew, Monash University; Y. Md, Monash University

Exploring the Role of Trust in a Mobile Advertising Context: A Cross-Cultural Analysis between China and the U.S.

Y. Wang, Youngstown State University; X. Gong, Marketing, Rennin University of China

Forgive and Forget? How Consumers' Self-Construal and Victims' Group-Membership Affect Consumers' Response to Corporate Social Irresponsibility

N. Abdollahi, University of Kentucky

How Branded Entertainment Can Work for Advertisers: The Role of Wishful Identification and Fictional Character Traits on Buying Behaviors

E. Kim, Advertising, Southern Methodist University; H. Shoenberger, University of Oregon

How do Pricing and the Representation of Price Affect Consumer Evaluation of Nursery Products? A Conjoint Analysis

Z. Zhu, Huaiyin Institute of Technology; B.K. Behe, P.T. Huddelston, L. Sage, Michigan State University

How Does Virtual vs. Actual Identity Affect Impulsive Consumption

C. Lin, Y. Zhang, UT San Antonio ; L. Feick, University of Pittsburgh

How Mortality Salience Impacts Consumers' Food Selection

W. Kao, J. Khojasteh, REMS, Oklahoma State University

How Online Customer Reviews affect Return Behavior and Net Sales - An Empirical Analysis in Fashion E-commerce

T.M. Lohse, J. Kemper, M. Brettel, RWTH Aachen University

How Surprise Affects Loyalty: The Moderating Role of Intrinsic Engagement

S.A. Shibly, S. Chatterjee, State University of New York at Binghamton



How the Consumption of Supposedly Healthy Food Affects Subsequent Indulgent Food Intake

U. Messer, K. Kampfer, A. Leischnig, University of Bamberg

I'd only share what is good/bad ENOUGH on my Facebook page! – Exploring the Social Sharing of Consumption Emotion in eWOM

H. Liu, C. Jayawardhena, University of Hull

ICYMI climate change: Effective sustainability communication for Millennials

M.S. Nikolova, American University in Bulgaria; J.I. Lazarova, Neuroeconomics Labs

Impulse Buying Behaviour: I like But I Regret

C. Parsad, S. Tata, S. Prashar , V. Sahay , Indian Institute of Management Raipur

International Tuition Pricing: Application of Export Pricing Model

V. Naidoo, University of Sydney; R. Roy, Bond University; F.K. Rabbanee, Curtin University, Perth; T. Wu, University of Ontario Institute of Technology

Keeping a Low Profile: When Wanting and Uncertainty Promote Behavioral Inhibition

X. Deng, L. Wang, Shanghai Jiao Tong University

Leveraging Customer Readiness and Participation Behavior to Boost Retention Rates: Higher Education Context

S. Torkzadeh, M. Zolfagharian, University of Texas Rio Grande Valley

Marketing Vegetarianism through Moralization and Knowledge Calibration

A.S. Arora, S. Bradford, A. Arora, R. Gavino, Savannah State University

Me, Myself & I: When the New Me Kisses the Old Me Goodbye

J.L. Tanenbaum, J. Sinha, W. Guess, Florida International University

Measuring Sponsorship Outcome Using Social Media Platform: Effect of Contextual Factors on Sponsorship Outcome

K. KAUSHIK, S. DEY, IIM Indore

Mobile Donation Application: Examining the Effect of Function-Cause Fit

M. Kim, U. Choi, UNIST, Ulsan; B. Choi, UNIST, Ulsan

More money in the pocket: How patterns of language use in new ventures' social media strategy can drive venture capital funding

Glmohammadi, University of Arkansas; T. Havakhor, Oklahoma State University



Network Analysis of Communication Strategies in FMCG Distribution Channels

N.A. Kolesnik, V.V. Kuskova, O. Tretyak, University Higher School of Economics, Moscow

New Medical Technology Adoption: A Framework for International Market Selection

M. Latta, Coastal Carolina University

NVIVO Analysis on Green Commuting Behavior of Chinese Urban Travelers

Y. Li, G.Q. Fu, Peking University

Overuse, Underuse, and Change of Use: Which One Can Lead to A User's Estrangement from Social Media?

B. Han, C. Myers, Texas A&M University-Commerce

Participating in Crowdsourcing Tasks, Customer Equity Drivers, and Purchase Intentions

Y. Kim, M. Kim, M. Kim, Ulsan National Institute of Science and Technology

Pour me Some "DIRTY SPRITE": An Exploratory Analysis of Brand Appropriation and Subcultural Identity

J. Graham, Marketing, Temple University

Product Label Communication for Allergic Consumers

R. Wortman, S. Weisfeld-Spolter, C. Ruppel, H. Brotspies, Nova Southeastern University

Purchasing Function Involvement in the Outsourcing Process

C.A. Sepulveda, University of Wyoming

Putting the Money Where the Mouth Is: The Importance of Considering SR Investors Rather Than General Population When Analyzing SRI Behavior.

F.Y. Khan, S.Y. Khan, Cardiff University; M.A. Khan, The Islamia University of Bahawalpur; U. Ahmad, University of Queensland; A. Rehman, COMSATS Institute of Information Technology

Quality Certifications vs. Consumers' Review in the Online Food Shopping

S. Giacomelli, Università della Svizzera Italiana

Retargeting Upper and Lower Purchase Funnel: Online Field Experiments

G. Xiong, University of Georgia; T. Moriguchi, Waseda University; X. Luo, Temple University



Side Effects of Food Quality Labels on Non-Certified Products

L. Wulf, TU Dortmund University; S. Köcher, TU Dortmund University; U. Faupel, TU Dortmund University

Team Structure and Advertising Creativity: How Balancing Novelty and Usefulness Depends on the Dynamic Team Structure

A. Khodabakhshi Koulaei, University of South East Norway, F. Selnes, BI Norwegian; H. Ness, University of South East Norway

The Boundaries of Co-Production: How the Interplay of Branding and Self-Printing Affects Product Evaluation

Erkin, D. Wentzel, RWTH Aachen University

The Effect of Music on Emotion Labor

H. Chung, Fayetteville State University

The Effect of Shelf Positions on Product Evaluations

L. Wang, J. Du, Nankai University; S. Jain, University of Washington

The Effects of Group Entitativity on Donation of Time and Money

F. Liu, Adelphi University; X. He, Z. Wang, University of Central Florida

The Extended Theory of Planned Behavior and Cultural and Situational Contingencies: Application to Deliberate Counterfeit Consumption

G.J. Wu, Savannah State University

The Impact of Consumer Attitudes Linked to Globalization on Customer Citizenship Behavior Toward Foreign Firms

M. Benmamoun, St. Louis University; W. Chun, University of Northern British Columbia

The Impact of Corporate Social Responsibility on Brand Equity: The Role of Customer Awareness and Product Quality

J. Yang, Emmanuel College

The Impact of Interruption on Service Failure and Recovery

F. Liu, Z.S. Johnson, Y. Lee, Adelphi University

The Impact of Online Film Reviews on Movie Theater Attendance: Predictors Versus Influencers

Y. Liu, National Taiwan University; C. Sher, P. Chu, National Sun Yat-sen University



The Influence of Pro-Environmental Credentials on Wasteful Consumption

Y. Lin, National Chengchi University; C.A. Chang, Simmons College

The Power of Choice – How Choosing Influences the Endowment Effect on Product Pricing and Evaluation

D. Sun, University of Calgary; M. Mourali, Marketing, University of Calgary

The Real Effects of Fake Magic: The Influences of Fantasy on Risk Aversion

A.C. Jones, A. Aekyoung, K. Durante, Rutgers University

The Relationship between Advertising Appeals and the Effectiveness of the International Luxury Services Advertising: Exploring the Moderating Effects of Cultural Differences

L. Khoshghadam, C. Tang, Old Dominion University

The Role of Advertising Efficiency in customer satisfaction: Identifying A non-linear relationship

K. Byun, The University of Texas at Tyler

Toward a Theory of Corporate Motivation: Marketing Matters

V. Good, Michigan State University

Unattainable Desires and Imaginative Mental Experiences

K. Mosher, P.A. Dacin, Queen's University

Understanding the Social Music Consumption Experience: Personality and Genre as Moderators of the Herding Effect

Z. Krastel, H. Bodur, Concordia University, Montreal

Veganism for Deconstructing the Status Quo of Food: Dominant Ideology as an Impediment to Consumer Health and Well-Being

E. Ulusoy, Youngstown State University

When Matching Health Advertising Messages to Information-Processing Styles of Hispanic Consumers Backfire

T. Garcia-Collart, Florida International University; J. Sinha, Marketing, FIU

When sugar becomes salient. The role of nonconscious motivation in making healthy choices for self and significant others.

A. Sah, University of Reading



When to Set the Tone: Moderators to the Effectiveness of In-Store Music

C. Ahlbom, J. Nordfält, Department of Marketing and Strategy, Stockholm School of Economics; A. Roggeveen, D. Grewal, Babson College

Your Service Negatively Affected Me: Examining Mainstream Consumers' Attitudes toward Ethnic-Targeting Services

R. Gao, Trinity Western University; Y. Huang, Drexel University; T. Andras, Drexel University

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D. Cake, Jacksonville University; D. Johansen, Jacksonville University



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