

2015 Academy of Marketing Science® Annual Conference



Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing!?

May 12 – May 14, 2015

The Westin Denver Downtown
Denver, CO, USA

The Academy of Marketing Science Honors: 2015 AMS Cutco/Vector Distinguished Marketing Educator

V. Kumar



V. Kumar's (VK) academic career spans over three decades. He has published over 200 articles, books and book chapters, including articles in the *Journal of the Academy of Marketing Science*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Marketing*, *Journal of Retailing*, *Harvard Business Review* and *Sloan Management Review*. His research impact is both broad and deep and spans across the areas of new research methodologies, research frameworks, conceptual studies of research methods and analytical studies in Marketing Research. His articles span many topics including Customer Lifetime Value, Sales Forecasting, Pattern Recognition through Purchase Sequence, Customer Acquisition and Retention, Macro-Level Diffusion Models, Market Segmentation, Global Marketing and the Impact of Retail Promotions. In bridging the gap between theory and practice of marketing effectively, he has worked with many Global Fortune 500 companies to apply his academic prowess in real world industry applications. VK has received lifetime achievement awards from the AMA, Marketing EDGE and other professional organizations, including the Paul D Converse Award. Recently, Huazhong University of Science and Technology inaugurated the **V Kumar International Marketing Science Institute**. VK has mentored over 15 doctoral students, including AMS Mary Kay Award winners. VK is the current Editor-in-Chief of the *Journal of Marketing*. VK has contributed to the Academy of Marketing Science through publishing, and presenting and chairing tracks in AMS conferences.

2015 AMS Annual Conference

Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing!?

Marketing is ubiquitous, no matter who you are, where you are or what you are doing! We all see and hear advertising messages from the moment we awake until we drift off to sleep, and even in our dreams! American companies spend the most on advertising and advertising creates buzz among American consumers as evidenced by the Super Bowl. So, maybe marketing IS America's pastime, as much so as the classics: baseball, hot dogs, and apple pie!

The theme for the AMS Annual Conference is "Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing!?" Despite our field's challenges, we have much to cheer. Let's discuss all of the good things that marketing can do, your research efforts and your results that will help us all move forward and focus on the positive that marketing can provide to consumers, stakeholders and society. The conference is being held in Denver, Colorado, known as the Mile High City (at 5,280 ft.), the Queen City of the Plains, and the Gateway to the West. The city was founded by outdoorsmen and entrepreneurs searching for gold, silver, cattle, and technology. These days, Denver is known for its sports teams: the Broncos have been in the Super Bowl 7 times (winning twice), the Rockies have been in the World Series, the Avalanche have won the Stanley Cup twice. Denver also is known for the Denver Omelet, Rocky Mountain Oysters, and the Denver Sandwich. Denver is a hub for craft breweries; *Esquire* magazine ranked it among the top 7 cities in the country for microbrews and it's known as "the Napa Valley of Beer." The Rocky Mountains are a short drive away, with any outdoor activity you could imagine (yes, you can probably still ski in May). We hope that you will be able to enjoy your favorite pastime in this beautiful city. It's also primetime for the Colorado Rockies and Coors Field is nearby.....easy to get your fill of baseball, hot dogs and more than a little marketing.

Conference Co-Chairs:

Angeline Close, University of Texas at Austin

Diana L. Haytko, Florida Gulf Coast University

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2015 AMS Annual Conference – Track Chairs

New Products & Innovation

Philip Hartley, Georgia Gwinnett College
Luis Torres, Georgia Gwinnett College

B2B, Channels & Relationship Marketing

Lou E. Pelton, University of North Texas
Stephen W. Wang, National Taiwan Ocean University, Taiwan

Integrated Brand Promotion & Marketing Communication

Kate Pounders, University of Texas at Austin
Robert Lewis, University of Texas at Austin

Consumer Behavior & Services

Anjala Krishen, University of Nevada, Las Vegas
Ereni Markos, Suffolk University

Retailing & Pricing

Nancy Ridgway, University of Richmond
Monika Kukar-Kinney, University of Richmond

Sales & Sales Management

Jim Zboja, University of Tulsa
Ralph Jackson, University of Tulsa

Social Media & Digital Marketing

Debra Zahay-Blatz, Aurora University
Janna Parker, Georgia College and State University

International Marketing

James Kelley, St. Joseph's University
Arne Baruca, Sacred Heart University

Marketing Education

Steve Hartley, University of Denver
Don Bacon, University of Denver

Ethics, CSR, & Public Policy

Andrea Tangari, Wayne State University
William Jones, University of South Dakota

Marketing Strategy

Khaled Aboulnasr, Florida Gulf Coast University
Stephanie Geiger Oneto, University of Wyoming

Experiential & Sport Marketing

Dipayan Biswas, University of South Florida

Christian Germelmann, University of Bayreuth, Germany

Marketing Research & Methodology

Kevin J. Shanahan, Mississippi State University

Doctoral Colloquium

John B. Ford, Old Dominion University

Altaf Merchant, University of Washington Tacoma

Mary Kay Inc. Doctoral Dissertation Competition

Lauren Beitelspacher, Portland State University

Mike Brady, Florida State University

Mike Hartline, Florida State University

Lamb-Hair-McDaniel AMS Outstanding Marketing Teacher Competition

Anne Roggeveen, Babson College

Madhu Viswanathan, University of Illinois at Urbana-Champaign

Curt Haugtvedt, Ohio State University

Special Session Submissions

Adam J. Mills, Simon Fraser University/Babson College

DAILY HIGHLIGHTS • Monday, May 11, 2015

Registration

Mezzanine Foyer, 3:00 – 5:00 pm

Pre-Conference Workshop:

Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3

Lawrence A, 1:30 – 6:30 pm

Pre-Conference Reception

Augusta, 5:30 – 6:30 pm

Monday, 1:30-6:30 pm

Pre-Conference Activities

Session A-1. **Pre-Conference Workshop: Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3**

Room: Lawrence A

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

Monday, 5:30-6:30 pm

Pre-Conference Reception

Room: Augusta

DAILY HIGHLIGHTS • Tuesday, May 12, 2015

Registration

Mezzanine Foyer, 8:00 – 5:00 pm

Refreshment Break

Sponsored by SAS Institute Inc., JMP Division

Mezzanine Foyer, 10:00 – 10:30 am

Lunch

On Your Own, 12:00 – 1:30 pm

Teaching Award Winners

Lawrence B, 1:30 – 3:00 pm

AMS Member Experience—Optional Coors Field Tour

Lobby—Second Floor, 1:30 – 3:30 pm

Refreshment Break

Mezzanine Foyer, 3:00 – 3:30 pm

2015 AMS Distinguished Marketer: Dina Howell

Room: Platte River, 5:00 – 6:00 pm

Welcome Reception

Mezzanine Foyer, 6:00 – 7:00 pm

Tuesday, 8:30-10:00 am

Session 1.1 **Luxury and Social Comparisons**

Room: Blake

Session Chair: Natalie Mitchell, *Tulane University*

Is it Beneficial for Luxury Brands to Embrace CSR Practices?

Sihem Dekhili, *EM Strasbourg Business School, University of Strasbourg, France*

Mohamed Akli Achabou, *IPAG Business School Paris, France*

Need for Status as a Motive for the Conspicuous Consumption of Cause Related Goods

Catherine Johnson, *University of Alabama*

Ayesha Tariq, *University of Alabama*

Purse Parties: The Social Implications of Fake Luxury Parties

Natalie Mitchell, *Tulane University*

Angeline Close, *University of Texas at Austin*

Dan Li, *University of Texas at Austin*

Session 1.3 **Food/Health**

Room: Confluence B

Session Chair: Jeremy Sierra, *Texas State University*

Does A Spoonful of Sugar-Free Make Food Look Healthier? Healthy Implicit Associations for Sugar-Free and Alternative Products—A Structured Abstract

Patricia Rossi, *Grenoble Ecole de Management, France*

Marianela Fornerino, *Grenoble Ecole de Management, France*

Caroline Cuny, *Grenoble Ecole de Management, France*

The Effects of Perceived Ambient Temperature on Food Choices and Consumption Behavior

Sarah Lefebvre, *University of Central Florida*

Dipayan Biswas, *University of South Florida*

The Impact of Retrieval Difficulty on Satiation

Richard Huaman-Ramirez, *CERGAM, Aix-Marseille University, France*

Nada Maaninou, *CERGAM, Aix-Marseille University, France*

An Investigative Model to Explain Unhealthy Food and Beverage Purchase Intentions

Jeremy Sierra, *Texas State University*

Anna Turri, *Texas State University*

Harry Taute, *Utah Valley University*

Session 1.4 **Website Design Strategies for the E-Servicescape**

Room: Confluence C

Session Chair: McDowell Porter III, *Louisiana State University*

Web Atmospheric Effect on Intention to Purchase: A Case of Online Apparel Stores

Lineta Ramoniene, *ISM University of Management and Economics, Lithuania*

Egle Petrulyte, *ISM University of Management and Economics, Lithuania*

Neringa Ivanauskiene, *ISM University of Management and Economics, Lithuania*

The Influence of Online Customers' Regulatory Fit on Their Attitude and Purchase Intention

Abdul Ashraf, *University of New South Wales, Australia*

Narongsak Thongpapanl, *Brock University, Canada*

Mohammed Razzaque, *University of New South Wales, Australia*

The Impact of Website Stimuli on Product Returns in Online Retailing—A Structured Abstract

Niklas Hellemann, *RWTH Aachen University, Germany*

Malte Brettel, *RWTH Aachen University, Germany*

Investigating E-Servicescape, Trust, E-WOM, and Customer Loyalty—A Structured Abstract

Gina Tran, *Florida Gulf Coast University*

David Strutton, *University of North Texas*

Session 1.5 Branding Strategy

Room: Curtis

Session Chair: Monica Khanna, *K. J. Somaiya Institute of Management Studies & Research, India*

Killer Coca-Cola versus Pouring on the Pounds: Comparing the Brand Damage Potential Between Negative Health Messaging and Counterbranding Strategies

Audra Diers-Lawson, *Manchester Business School, UK*

Marty Birkholt, *Creighton University*

Helen Bruce, *Manchester Business School, UK*

A Capability Based View of Brand Management

Pramod Iyer, *University of North Texas*

Arezoo Davari, *University of North Texas*

Abdullah Alhidari, *University of North Texas*

Session 1.7 Innovation in Course Development and Delivery

Room: Lawrence B

Session Chair: Pallab Paul, *University of Denver*

Integrating ERP and CRM Into the University Curriculum with Microsoft Dynamics AX and CRM

Kenneth Hall, *Bloomsburg University of Pennsylvania*

Hayden Wimmer, *Georgia Southern University*

Collaborative Course Development: A New Model for Improved Student Outcomes

K. Damon Aiken, *California State University, Chico*

Timothy C. Heinze, *California State University, Chico*

Matthew L. Meuter, *California State University, Chico*

Kenneth J. Chapman, *California State University, Chico*

The Effect of Instructor Background and Delivery Modality of Social Media Content on Student Perceptions of Instructor Credibility, Learning and Attitudes Toward Social Media

William Jones, *University of South Dakota*

Marilyn Eastman, *University of South Dakota/Briar Cliff University*

Tuesday, 10:00-10:30 am

Refreshment Break

Sponsored by SAS Institute Inc., JMP Division

Room: Mezzanine Foyer

Tuesday, 10:30-12:00 pm

Session 2.1 **International Marketing Part I: Tales from Latin America**

Room: Blake

Session Chair: Jakob Braun, *University of Texas-Pan American*

The Role of Consumer Acculturation in the Hispanic/Latino Consumption of Alcohol: Structured Abstract

Luis Torres, *Georgia Gwinnett College*

Philip Hartley, *Georgia Gwinnett College*

Personal Cultural Orientation, Destination Brand Equity and Revisit Intention: Implications for Destination Branding in Latin America

Adolfo Rudy Cardona, *Bethel University*

Qin Sun, *Trident University International*

Fuan Li, *William Paterson University*

Darin White, *Samford University*

Craving for Cosmopolitanism: The Necessity of Foreign Cuisine for Mexican Immigrants

Jakob Braun, *University of Texas-Pan American*

Roberto Saldivar, *Ramapo College of New Jersey*

Session 2.2 **Financial Services Marketing and Consumption**

Room: Confluence A

Session Chairs: Tina Harrison, *University of Edinburgh, UK*
Neil Lilford, *KTH Royal Institute of Technology, Sweden*

Panelists: Tina Harrison, *University of Edinburgh, UK*
Neil Lilford, *KTH Royal Institute of Technology, Sweden*
Hooman Estelami, *Fordham University*
James Devlin, *University of Nottingham, UK*
Julie Robson, *Bournemouth University, UK*
Jake Ansell, *University of Edinburgh, UK*

Session 2.3 **Advertising and Shopping Influences**

Room: Confluence B

Session Chair: Joy M. Kozar, *Kansas State University*

Consumer Reactions to Comparative Advertising - The Role of Product Type and Sensation Seeking—A Structured Abstract

Silke Bambauer-Sachse, *University of Fribourg, Switzerland*

Priska Heinzle, *University of Fribourg, Switzerland*

World Cup Edition or Summer Special? Why Consumers Buy Limited Edition Products

Christine Arden, *Institute of Marketing, Germany*

Consumer Knowledge, Attitudes, and Purchase Intentions of Counterfeit Fashion Goods: An Initiative to Curbing Consumer Demand in the Marketplace!

Joy M. Kozar, *Kansas State University*

Kelby Stehl, *Kansas State University*

Session 2.4 **Effective Messaging for Online Advertising**

Room: Confluence C

Session Chair: Lauren Labrecque, *Loyola University Chicago*

Are Sponsored Blog Posts a Good Thing? Exploring the Role of Authenticity in the Fashion Blogosphere

Miranda Williams, *University of North Carolina at Greensboro*

Nancy Hodges, *University of North Carolina at Greensboro*

An Exploratory Analysis of Pronoun Usage by Brands and Consumers on Facebook

Ryan E. Cruz, *New Mexico State University*

James M. Leonhardt, *New Mexico State University*

Personalized Advertising, Invasiveness, and Consumers' Attitudes

John Gironda, *Nova Southeastern University*

Understanding the 'Spillover Effect' of Negative Economic News on Consumers' Evaluations of Online Advertising

Cuauhtemoc Luna-Nevarez, *Sacred Heart University*

Session 2.5 **Branding and Firm Capabilities**

Room: Curtis

Session Chair: Wenbin Sun, *Rockhurst University*

Measuring Marketing Efficiency in Mergers and Acquisitions (M&A): A Data Envelopment Analysis (DEA) Approach

Mahabubur Rahman, *Smurfit Graduate Business School, Ireland*

Mary Lambkin, *Smurfit Graduate Business School, Ireland*

The Moderating Effect of the Market Orientation Components on the Brand Orientation-Brand Performance Relationship

Saku Hirvonen, *University of Eastern Finland, Finland*

Tommi Laukkanen, *University of Eastern Finland, Finland*

Market-focused and Technology-focused Strategic Flexibility: Construct, Research Propositions and Implications

Yen-Chun Chen, *Chinese Culture University, Taiwan*

Ya-Hui Lin, *National Taiwan University, Taiwan*

Linking Marketing Capability to Firm Default Vulnerability

Wenbin Sun, *Rockhurst University*

Session 2.6 Advertising Research Methods

Room: Lawrence A

Session Chair: Kevin J. Shanahan, *Mississippi State University*

Fear Versus Scare Appeals as Moderators in Effective Health Messaging

Christopher D. Hopkins, *Clemson University*

Kevin J. Shanahan, *Mississippi State University*

Karen M. Hood, *Eastern Kentucky University*

Allyn White, *Loyola University New Orleans*

Session 2.7 The Validity and Invalidity of Assessment Alternatives

Room: Lawrence B

Session Chair: Daniel Baack, *University of Denver*

Exploring Assessments of Active/Experiential Learning Contexts in Business Courses—A Structured Abstract

Jason Flores, *Oklahoma City University*

Carol Howard, *Oklahoma City University*

The Invalidity (and then some) of Rank Correlation for Describing the Accuracy of Multiple-Choice Question Difficulty Taxonomies

John Dickinson, *University of Windsor, Canada*

The Effect of the Real Number of Options on the Discrimination of Multiple-Choice Questions

John Dickinson, *University of Windsor, Canada*

Session 2.8 The Pros and Cons of Using Behavioral Simulations for Scholarly Research

Room: Platte River

Session Chair: Ernest Cadotte, *University of Tennessee*

Panelist: Ernest Cadotte, *University of Tennessee*

Tuesday, 12:00-1:30 pm

Lunch on your own

Tuesday, 1:30-3:30 pm

AMS Member Experience – Optional Coors Field Tour

Room: Lobby-Second Floor

See registration packet for details.

Tuesday, 1:30-3:00 pm

Session 3.1 Sensory Cues, Touching, Self-Tracking, and Scandals!

Room: Blake

Session Chair: Sarah Lefebvre, *University of Central Florida***The Effects of Scandal on Purchase Intention**Daniel Prior, *University of New South Wales, Australia*Twan Huybers, *University of New South Wales, Australia*Jason Mazanov, *University of New South Wales, Australia*Gashaw Abeza, *University of Ottawa, Australia*Norm O'Reilly, *Ohio University***Download and Run: An Investigation of Consumer Empowerment Through the Effects of Digital Self-Tracking**Mujde Yuksel, *Suffolk University*George R. Milne, *University of Massachusetts***Shining Bright Like A Diamond? It Might Be Rich, But Only in Calories! A Structured Abstract**Felipe Pantoja, *NEOMA Business School, France*Adilson Borges, *NEOMA Business School, France*Amanda Pruski Yamim, *NEOMA Business School, France*Patricia Rossi, *Grenoble Ecole de Management, France***Can't Touch This: Haptic Cues and Their Personality**Nina Krey, *Louisiana Tech University*Joanne M. Tran, *Louisiana Tech University*Julie Moulard, *Louisiana Tech University***Session 3.2 Enriching the Apple Pie: Qualitative Research in Marketing**

Room: Confluence A

Session Chair: Jillian Farquhar, *London Metropolitan University, UK*Panelists: Jillian Farquhar, *London Metropolitan University, UK*Jaana Tähtinen, *Oulu University, Finland*Linda Deigh, *University of Bedfordshire, UK*Julie Robson, *University of Bournemouth, UK*Kathryn Waite, *Heriot Watt University, UK*Julia Wolny, *Southampton University, UK***Session 3.3 Global CB**

Room: Confluence B

Session Chair: Sigal Segev, *Florida International University***Discovering the Role of Country of Origin on Purchase Behavior of Luxury Brands in India: A Conceptual Framework**Varsha Jain, *MICA, India*Don Schultz, *Northwestern University*

Education Fever: Exploring Private Education Consumption Motivations among Korean Parents of Preschool Children

Hongjoo Woo, *University of North Carolina at Greensboro*

Nancy Hodges, *University of North Carolina at Greensboro*

A Reexamination of Cultural-Based Effects on Judgment: The Impacts of Consumer Involvement and Product Involvement

Guohua Wu, *Xi'an Jiaotong Liverpool University, Peoples Republic of China*

Xin Liu, *California State Polytechnic University, Pomona*

Jing Hu, *California State Polytechnic University, Pomona*

The Effect of Acculturation on Consumer Disidentification and Consumption Behavior Among Cuban and Puerto Rican Immigrants in the U.S.

Sigal Segev, *Florida International University*

Yossi Gavish, *Ono Academic College, Israel*

Aviv Shoham, *University of Haifa, Israel*

Session 3.4 Promotion and Brand Management

Room: Confluence C

Session Chair: Phillip Hartley, *Georgia Gwinnett College*

Decoding the Effects of A Product's Cast Shadow on Brand Evaluations in Promotional Contexts

Nazuk Sharma, *University of South Florida*

The Brand-as-Verb Phenomenon, Our Genericidal Pastime: Searching for the Truth behind Googling, Xeroxing, Fedexing, and Much More

Robert Barnwell, *Mississippi State University*

Kevin J. Shanahan, *Mississippi State University*

How Does Brand Age Influence Consumers' Attitudes to Firm's Unethical Behaviors?

Chi Zhang, *University of Mississippi*

Saim Kashmiri, *University of Mississippi*

Melissa Cinelli, *University of Mississippi*

The Third Time is the Charm - Proposing and Validating An Abbreviated Brand Love Scale

Phillip Hartley, *Georgia Gwinnett College*

Luis Torres, *Georgia Gwinnett College*

Session 3.5 Channel Surfing and Disintermediation

Room: Curtis

Session Chair: Lou E. Pelton, *University of North Texas*

A Historical Examination of the Introduction of the Web as a Direct Marketing Channel

Joyce A. Young, *Indiana State University*

R. Keith Tudor, *Kennesaw State University*

Ernest Capozzoli, *Troy University*

Purchase Inertia: Habitual and Impulsive Purchase Decisions in Business Markets

Daniel Prior, *University of New South Wales, Australia*

Interdependence Velocity: Evolving Power Effects on Dyad Dynamics in Interorganizational Relations

Irina Toteva, *Florida Atlantic University*

Measuring B2B Relationship Quality in an Online Context: Exploring the Roles of Service Quality, Power and Loyalty.

Roisin Vize, *University College Dublin, Ireland*

Joseph Coughlan, *Dublin Institute of Technology, Ireland*

Aileen Kennedy, *Dublin Institute of Technology, Ireland*

Fiona Ellis-Chadwick, *Loughborough University, UK*

Session 3.6 Consumer Behavior I

Room: Lawrence A

Session Chair: Altaf Merchant, *University of Washington Tacoma*

Hedonic vs. Utilitarian Products: The Dawn of Intra-Product Category Research

Anh Dang, *Old Dominion University*

Effects of Price/Quantity Presentation Order and Timing on Consumer Value Judgments

Shuya Lu, *Louisiana State University*

Danny Weathers, *Clemson University*

Juliana White, *Louisiana State University*

Is Chocolate More Cheaper, Toothpaste More Offered? The Effect of Product Preferences on Promotion about Price-off and Value-added According to Product Type: Focusing on Hedonic and Utilitarian Product

Seolwoo Park, *Yonsei University, Republic of Korea*

Luxury? Necessity! How the Cell Phone Became Indispensable in Today's Consumer Culture—A Structured Abstract

Jakob Braun, *University of Texas-Pan American*

Session 3.7 Teaching Award Winners

Room: Lawrence B

Session Chair: Anne Roggeveen, *Babson College*

The Use of In-Class Experiential Learning to Promote Student Engagement

Jane Sojka, *University of Cincinnati*

Extending Experiential Learning: Blending Theory with Practical Applications

Dipayan Biswas, *University of South Florida*

Examining the Unseen in Consumer Behavior: Incorporating Neuroscience in Marketing Classes

Rajneesh Suri, *Drexel University*

Tuesday, 3:00-3:30 pm

Refreshment Break

Room: Mezzanine Foyer

Tuesday, 3:30-5:00 pm

Session 4.1 International Marketing Part 2: Tales from Africa

Room: Blake

Session Chair: Emeka Anaza, *James Madison University*

How Retailers in Ghana Position Themselves

Michael Nkrumah, *Ghana Institute of Management & Public Administration (GIMPA), Ghana*

Gertrude Osae-Addo, *Ghana Institute of Management and Public Administration (GIMPA), Ghana*

Charles Blankson, *University of North Texas*

Seth Ketron, *University of North Texas*

Brand Africa - We and They

Penelope Muzanenhamo, *University of Warwick, UK*

David C. Arnott, *University of Warwick, UK*

The Informal Economy and Marketing: Reviewing Multidisciplinary Literature and Advancing Future Research

Syed Anwar, *West Texas A&M University*

Service Firm Identification From An Outsider's or Better Yet An Immigrant's Point of View—A Structured Abstract

Emeka Anaza, *James Madison University*

Nwamaka Anaza, *Francis Marion University*

Session 4.2 Retail Influences Up the Chain, Across the World, and Over to Other Retailers

Room: Confluence A

Session Chair: Marzena Nieroda, *University of Manchester, UK*

Protecting Retailers against Contagion: Shielding Role of Marketing Factors in the Negative Spillover of the Target Customer Data Breach

Saim Kashmiri, *University of Mississippi*

Cameron Nicol, *University of Mississippi*

Liwu Hsu, *University of Alabama in Huntsville*

Capable, Caring, Culpable? Retailer and Supplier Responsibilities for Promoting Healthier Eating

Marzena Nieroda, *University of Manchester, UK*

Peter McGoldrick, *University of Manchester, UK*

Debbie Keeling, *Loughborough University, UK*

Exploring Factors that Influence the US Consumers' International Online Outshopping (IOO) Intentions at E-Tailers in Developing Countries: Propositions

Bharath Ramkumar, *University of North Carolina at Greensboro*

Byoungho Jin, *University of North Carolina at Greensboro*

Session 4.3 Self, Identity

Room: Confluence B

Session Chair: Obinna Obilo, *Central Michigan University*

An Examination of the Role of Objective Self-Awareness on Cosmetic Surgery Motivations

Atefeh Yazdanparast, *University of Evansville*

Activating Multiple Facets of the Self: Identity-Signaling and Brand Personality

Marilyn Giroux, *Concordia University, Canada*

Bianca Grohmann, *Concordia University, Canada*

Absinthe: An Exploration of the Role of Mythology and Ritual in Market Revival

Lauren Labrecque, *Loyola University Chicago*

Garret Warr, *CERN*

Joseph Labrecque, *University of Denver*

Revisiting the Self, and Exploring its Role in Identity Formation

Obinna Obilo, *Central Michigan University*

Bruce Alford, *Louisiana Tech University*

David Locander, *California State University, Fullerton*

Session 4.4 Marketing Communications: A Cultural Perspective

Room: Confluence C

Session Chair: Nobuyuki Fukawa, *Missouri University of Science and Technology*

Individual and Group Bases of Influence in Social Media

Carmina Cavazos, *Texas State University*

Will They Talk or Will They Walk? Comparing Chinese and American Consumers

Anjala Krishen, *University of Nevada, Las Vegas*

Han-Fen Hu, *University of Nevada, Las Vegas*

Jordan Gunderson, *University of Nevada, Las Vegas*

Integrated Marketing Communication (IMC): Conceptual and Theoretical Lacunae, Foundational Premises, and Framework

Sreedhar Madhavaram, *Cleveland State University*

Vishag Badrinarayanan, *Texas State University–San Marcos*

Pelin Bicen, *Penn State Erie, The Behrend College*

Session 4.5 **Developing New Offerings: The Big Picture**

Room: Curtis

Session Chair: Md Rokonzaman, *University of North Texas*

A Preliminary Examination into the Motivating Factors of Crowdfunding Backers

Mya Groza, *Northern Illinois University*

Mark D. Groza, *Northern Illinois University*

Luis Miguel Barral, *ENAE Business School, Spain*

The Influence of Producer-Supplier Exchanges and Environmental Dynamics on NPD

Ellen Thomas, *New Jersey Institute of Technology*

Michael Obal, *University of Massachusetts Lowell*

Service Innovation: Taking Stock of Existing Literature

Md Rokonzaman, *University of North Texas*

Audhesh Paswan, *University of North Texas*

Session 4.6 **Consumer Behavior II**

Room: Lawrence A

Session Chair: Altaf Merchant, *University of Washington Tacoma*

Consumer Social Responsibility: A New Barrier for International Marketers?

Jieqiong Ma, *Saint Louis University*

Jie Yang, *Saint Louis University*

A Review of the Incentive Literature

Yueming Zou, *Old Dominion University*

Grip Your Mobile Phone If You Want to Control Your Impulsive Purchases: The Relationship between Strength of Grip and Control

Seolwoo Park, *Yonsei University, Republic of Korea*

Online Advertising Using Facebook Photos: The Risk and Reward of Using Consumers' Profile Pictures

McDowell Porter III, *Louisiana State University*

Matthew M. Lastner, *Louisiana State University*

Session 4.7 **Corporations and CSR**

Room: Lawrence B

Session Chair: Chitra Dabas, *California State Polytechnic University, Pomona*

CSR as an Adaptive Selling Tool: A Novel Framework and a Robust Analysis Proposal

Jorge Fresneda, *Drexel University*

Daniel Korschun, *Drexel University*

Prabakar Kothandaraman, *William Paterson University*

Performance Outcome of CSR Behavior: Moderating Role of Motivations to Engage

Chitra Dabas, *California State Polytechnic University, Pomona*
Brenda Sternquist, *Michigan State University*

Tuesday, 5:00-6:00 pm

2015 AMS Distinguished Marketer: Dina Howell

Room: Platte River

Tuesday, 6:00-7:00 pm

Welcome Reception

Room: Mezzanine Foyer

DAILY HIGHLIGHTS • Wednesday, May 13, 2015

Registration

Mezzanine Foyer, 8:00 – 5:00 pm

Mary Kay Proposal Award Finalists

Lawrence B, 8:30 – 10:00 am

Refreshment Break

Sponsored by Marketplace® simulations

Mezzanine Foyer, 10:00 – 10:30 am

Mary Kay/Dissertation Award Finalists

Lawrence B, 10:30 – 12:00 pm

Awards Luncheon

Augusta, 12:00 – 1:30 pm

Meet the Editors I

Room: Platte River, 1:30 – 3:00 pm

Refreshment Break

Mezzanine Foyer, 3:00 – 3:30 pm

Theory Forum

Room: Platte River, 4:00 – 6:00 pm

Reception

Mezzanine Foyer, 6:00 – 7:00 pm

Wednesday, 8:30-10:00 am

Session 5.1 **International Marketing Part 3: A Global Perspective**

Room: Blake

Session Chair: Nayer Naseem, *Wayne State University*

Quality and Global Competitiveness: Evidence from Service Firms

Wenbin Sun, *Rockhurst University*

Yuan Ding, *Hohai University, Peoples Republic of China*

Chief Marketing Officers and Firm Performance: Multinational Perspective on the Value Relevance of the Chief Marketer

Atanas Nikolov, *University of Georgia*

Mihail Miletkov, *University of New Hampshire*

Plamen Peev, *Towson University*

Innovation as a Dynamic Capability and Its Link to Performance in the Multinational Corporation: An Integrative Framework and Propositions for Research

Nayer Naseem, *Wayne State University*

Swati Verma, *Wayne State University*

Attila Yaprak, *Wayne State University*

Session 5.2 **Market (Re)creation through Innovation and Entrepreneurship**

Room: Confluence A

Session Chair: Melissa Archpru Akaka, *University of Denver*

Panelists: Melissa Archpru Akaka, *University of Denver*
Stephen Vargo, *University of Hawaii at Manoa*
Suvi Nenonen, *University of Auckland, New Zealand*
Kaj Storbacka, *University of Auckland, New Zealand*
Sharon Alvarez, *University of Denver*
Peter Whalen, *University of Denver*
Susan Young, *Seton Hall University*
Hans Kjellberg, *Stockholm School of Economics, Sweden*

Session 5.3 **Services and CB**

Room: Confluence B

Session Chair: Atleh Poushneh, *University of Texas-Pan American*

The Effects of Behavioral, Cognitive, and Decisional Control in Co-Production Service Experiences

Jennifer Stevens, *Mississippi State University*

Carol Esmark, *Mississippi State University*

Stephanie Noble, *University of Tennessee*

Front-line Employee Deviance, Encounter Satisfaction and Customer Citizenship Behavior: An Experimental Design

Achilleas Boukis, *University of Sussex, UK*

Nikoletta-Theofania Siamagka, *Kings College, UK*

Farhana Tabassum, *University of Sussex, UK*

Minas Kastanakis, *ESCP Europe, UK*

Service Coopetition Under Alliance: A Competitive Dynamics Perspective

Wei-Lun Chang, *Tamkang University, Taiwan*

The Role of Customer Readiness in Customer Participation in Non-Technology-Based Service Delivery and Its Outcomes

Atieh Poushneh, *University of Texas-Pan American*

Arturo Vasquez, *University of Texas-Pan American*

Session 5.4 **Building Your Brand with Social Media**

Room: Confluence C

Session Chair: Hyunju Shin, *McNeese State University*

Characteristics of Social-Media Marketing Strategy and Customer-Based Brand Equity Outcomes: A Conceptual Model

Phuoc Pham, *University of Toledo*

Bashar Gammoh, *University of Toledo*

A Road to Empowerment: Social Media Use by Female Entrepreneurs in Egypt

Stefanie Beninger, *Simon Fraser University, Canada*

Victoria Crittenden, *Babson College*

Haya Ajjan, *Elon University*

Rania Mostafa, *Damanhour University, Egypt*

The Effect of Social Media on Customer Satisfaction and Relationship Strength in a Service with High Perceived Risk in Japan

Kaede Sano, *Wakayama University, Japan*

Hiroki Sano, *University of Texas at Austin*

The Dynamics of eWOM and Business Outcomes: An Empirical Investigation of the Impact of Social Media on Box Office Revenue

Kacy Kim, *Elon University*

Sukki Yoon, *Bryant University*

Session 5.5 **You did WHAT with WHOM?!--Innovation through Cooperation**

Room: Gilpin

Session Chair: Michael Obal, *University of Massachusetts Lowell*

Choosing the Right Partners: The Impact of Internal and External Integration on Innovation Performance

Michael Obal, *University of Massachusetts Lowell*

Rangapriya Kannan-Narasimhan, *University of San Diego*

Guihan Ko, *Nottingham University Business School, UK*

Technology Sourcing for Website Personalization: A Supply-Side and Demand-Side Perspective

Poonam Oberoi, *Groupe Sup de Co La Rochelle, France*

Chirag Patel, *Grenoble Ecole de Management, France*

Christophe Haon, *Grenoble Ecole de Management, France*

Open-source Strategy to Enhance Imaginative Intensity and Profits

Nobuyuki Fukawa, *Missouri University of Science and Technology*

Yanzhi Zhang, *Missouri University of Science and Technology*

Sunil Erevelles, *University of North Carolina at Charlotte*

Customer Participation in New Product Development and New Product Performance: The Moderating Role of Expertise

Todd Morgan, *Kent State University*

Michael Obal, *University of Massachusetts Lowell*

Session 5.6 **Analysis Methods in Marketing**

Room: Lawrence A

Session Chair: Nicole Ponder, *Mississippi State University*

A Rasch Perspective on Firm Financial Performance in the Pharmaceutical Industry

Thani Jambulingam, *Saint Joseph's University*

Carolin Schellhorn, *Saint Joseph's University*

Rajneesh Sharma, *Saint Joseph's University*

Deviant Sociospheres: When Early, Unusual Influence Patterns Proclaim the Coming of Unusual Choices

Jose-Domingo Mora, *University of Massachusetts Dartmouth*

Logical Analysis of Formative Measurement

George Franke, *University of Alabama*

May I Have Your Attention Please? The Effectiveness of Attention Checks in Validity Assessment

Nicole Ponder, *Mississippi State University*

Stacie Waites, *Mississippi State University*

Session 5.7 **Mary Kay Proposal Award Finalists**

Room: Lawrence B

Session Chair: Lauren Beitelspacher, *Portland State University*

Dynamic Effects of Brand Crisis Events-Does the Cause of the Crisis Matter

Max Backhaus, *University of Cologne, Germany*

Email B2B Sales Negotiation: Influence Strategies as Textual Cues

Sunil Singh, *University of Missouri*

Adjusting Advertising Spending When Anticipating a Product Recall? The Marketing-Finance Interface in Product-Harm Crisis Management

Haibing Gao, *University of Florida*

You Can't Make Me, But You Should Try: Benefits of Controlling Behavior by Brands

Lura Forcum, *University of Indiana*

Session 5.8 **Online and Social Media Research Methods**

Room: Curtis

Session Chair: Alexandra Krallman, *Mississippi State University*

Perceptual Depreciation and Product Rarity for Online Exchange Willingness of Second-Hand Goods

Kuei-Feng Chang, *Da-yeh University, Taiwan*

Hao-Wei Yang, *Chaoyang University of Technology, Taiwan*

This is Sensitive, Let Me Talk to an Avatar—A Structured Abstract

Catherine Roster, *University of New Mexico*

Matthew Pickard, *University of New Mexico*

Yixing Chen, *University of New Mexico*

#IHateYourBrand: Social Media Service Recovery Strategies via Twitter—A Structured Abstract

Alexandra Krallman, *Mississippi State University*

Toni R. Ford, *Park University*

Mark Pelletier, *Radford University*

Alisha Horky, *Elon University*

Session 5.9 A New Era in Marketing's Strategic Influence

Room: Platte River

Session Chair: Martin Key, *University of Colorado Colorado Springs*

Panelists: Martin Key, *University of Colorado Colorado Springs*

Terry Clark, *Southern Illinois University*

Carol Azab, *University of Wisconsin-Eau Claire*

O.C. Ferrell, *Belmont University*

David Stewart, *Loyola Marymount University*

Manjit Yadav, *Texas A&M University*

Wednesday, 10:00-10:30 am

Refreshment Break

Sponsored by Marketplace® simulations

Room: Mezzanine Foyer

Wednesday, 10:30-12:00 pm

Session 6.1 Food, Wine, and Coca-Cola!

Room: Blake

Session Chair: Dipayan Biswas, *University of South Florida*

The Effects of Objective and Subjective Knowledge on the Exploratory Acquisition of Wine

Leyland Pitt, *Simon Fraser University, Canada*

Frauke Mattison Thompson, *King's College London, UK*

Joe Vella, *University of Malta, Malta*

Anne Engström, *Luleå University of Technology, Sweden*

Adam J. Mills, *Simon Fraser University, Canada/Babson College*

Jan Kietzmann, *Simon Fraser University, Canada*

Sponsoring FIFA World Cup vs. Olympic Games - Coca-Cola, a Classic American Brand, and its Explicit and Implicit Success at Worldwide Sport Events

Steffen Schmidt, *Leibniz University of Hannover, Germany*

Sascha Langner, *Leibniz University of Hannover, Germany*

Nadine Hennigs, *Leibniz University of Hannover, Germany*

Matthias Limbach, *Dr. Buhmann Schule, Germany*

Matthias Rothensee, *eye square GmbH, Germany*

Klaus-Peter Wiedmann, *Leibniz University of Hannover, Germany*

Effects of Environmental Factors in Nudging School Children Towards More Healthful Food Choices in School Cafeterias

Dipayan Biswas, *University of South Florida*

Courtney Szocs, *University of South Florida*

Session 6.2 Retail Strategies Within and Across the Stores and Shopping Channels

Room: Confluence A

Session Chair: Jeffrey Carlson, *University of Richmond*

Cost Efficiency of Multiple Store Retailers: A Comparison of Purchasing and Store Operation Costs

Takumi Tagashira, *Kobe University, Japan*

Chieko Minami, *Kobe University, Japan*

Moving towards an Omni-channel Strategy: Process and Challenges

Karine Picot-Coupey, *University of Rennes, France*

Elodie Huré, *ESC Rennes School of Business, France*

Lauren Piveteau, *Direct Optic, France*

Branded Store-within-Stores: Differential Impact of “Star” vs. “Supporting Cast” Brands on Brand and Retailer Outcomes

Vishag Badrinarayanan, *Texas State University*

Enrique Becerra, *Texas State University*

Session 6.3 Consumption and Brands

Room: Confluence B

Session Chair: Kristy McManus, *University of Wisconsin-La Crosse*

Post-Consumption Guilt and Rumination: How Positive Reinterpretation Can Help and Drive Satisfaction

Renaud Lunardo, *Kedge Business School, France*

Camille Saintives, *INSEEC, France*

Explaining Behavior in Brand Communities: A Sequential Model of Attachment, Tribalism, and Self-Esteem

Jeremy Sierra, *Texas State University*

Vishag Badrinarayanan, *Texas State University*

Harry Taute, *Utah Valley University*

The Interplay of Brand Attachment and Brand Extension Success

Daniel Heinrich, *Technische Universität Braunschweig, Germany*

David Sprott, *Washington State University*

Carmen-Maria Albrecht, *University of Mannheim, Germany*

Towards an Understanding of the Role of Context on the Psychological Meaning of Products and Brands—A Structured Abstract

Kristy McManus, *University of Wisconsin-La Crosse*

William Magnus Northington, *Idaho State University*

Session 6.4 Engaging and Influencing Your Audience through Social Media

Room: Confluence C

Session Chair: Stefanie Paluch, *RWTH Aachen University, Germany*

An Investigation into the Driving Mechanisms of Consumer Engagement

Nikoletta-Theofania Siamagka, *King's College London, UK*

Khanyapuss Punjaisri, *Hull University, UK*

Maria Vittoria Antonacci, *King's College London, UK*

@Size vs. #Impact: Social Media Engagement Differences amongst Facebook, Twitter, and Instagram—A Structured Abstract

Alexandra Krallman, *Mississippi State University*

Mark Pelletier, *Radford University*

Frank G. Adams, *Mississippi State University*

Managing Social Consumer Voice—A Structured Abstract

Joanna Phillips Melancon, *Western Kentucky University*

Vassilis Dalakas, *California State University, San Marcos*

Session 6.5 Channel Integration and Business Networks

Room: Curtis

Session Chair: Joyce A. Young, *Indiana State University*

Market and Organizational Influences on Inter-Organizational Network Participation

Kimberly Davey, *University of Alabama at Birmingham*

Thomas Powers, *University of Alabama at Birmingham*

ICT'S Integration Effects on the Relationship Benefits and Business Process in Industrial Markets

Fumikazu Morimura, *Kobe University, Japan*

Chieko Minami, *Kobe University, Japan*

Kenichi Nishioka, *Kansai University, Japan*

Supplier-Customer Relationship in a Business Network Context

Susumu Ohira, *Waseda University, Japan*

Daisuke Ishida, *Teikyo University, Japan*

Naoto Onzo, *Waseda University, Japan*

Session 6.6 Branding and Sales Management

Room: Lawrence A

Session Chair: John B. Ford, *Old Dominion University*

An Empirical Examination of Firm-Initiated Service Termination: A Perceived Justice Perspective

Amin Nazifi, *University of Edinburgh, UK*

Dahlia El-Manstrly, *University of Edinburgh, UK*

Changing Brand Ownership: A Grounded Theory Study towards an Inside Out Perspective on City Branding

Ruya Yuksel, *University of Bradford, UK*

Salespeople as Specific Human Assets: An Application of the Transaction Cost and Relational Approaches to Exchange Governance

Matthew M. Lastner, *Louisiana State University*

Rebecca L. Rast, *Louisiana State University*

Brand Valuation in the PRC Market: Toward Understanding the Nuances in Consumers' States of Mind

Jiani Jiang, *University of North Texas*

Session 6.7 Mary Kay Dissertation Award Finalists

Room: Lawrence B

Session Chair: Lauren Beitelspacher, *Portland State University*

Attribution Modeling and Marketing Resource Allocation in an Online Environment

Hongshuang Li, *University of Maryland, College Park*

The Paradox of Points-Theoretical Foundation and Empirical Evidence of Medium Magnitude Effects in Loyalty Programs

Soren Kocher, *Dortmund University, Germany*

Three Essays on the Role of Ideals and Morality in Consumer Decisions Essay 3: "Did You Earn Your Louis Vuitton?" The Impact of Unearned Conspicuous Signals on Attitudes Toward Conspicuous Consumers and Luxury Brands

Sae Rom Lee, *University of Texas at San Antonio*

Session 6.8 Journal Plagiarism Software Use by Editors and Publishers

Room: Platte River

Session Chair: O.C. Ferrell, *Belmont University*

Panelists: O.C. Ferrell, *Belmont University*
Barry J. Babin, *Louisiana Tech University*
Tomas Hult, *Michigan State University*
Nick Philipson, *Springer Science+Business Media*
Jacinda Tran, *Managing Editor, Taylor & Francis Group*
Greg Marshall, *Rollins College*

Wednesday, 12:00-1:30 pm

AMS Awards Luncheon

Room: Augusta

Wednesday, 1:30-3:00 pm

Session 7.1 **Gambling, Drinking, Fantasies, and American Football!**

Room: Blake

Session Chair: Claas Christian Germelmann, *University of Bayreuth, Germany*

Beautiful Brutality: Subjective Personal Introspection and One Consumer's Struggle to Enjoy American Football

Jason Flores, *Oklahoma City University*

Is Fantasy Becoming Reality and Leaving Reality Behind? Investigating the Impact of Fantasy Leagues on Professional Sport League Consumption

Arne Baruca, *Sacred Heart University*

Roberto Saldivar, *Ramapo College of New Jersey*

Jason Flores, *Oklahoma City University*

Fantasy Sports and Gambling: A Comparison of Antecedent Traits and Motivations

David Houghton, *Southern Illinois University Carbondale*

Bryan McLeod, *Southern Illinois University Carbondale*

Edward Nowlin, *Southern Illinois University Carbondale*

How Does Event Sponsorship Impact Underage Drinking? Below the Line Alcohol Marketing and Underage Consumers

Angeline Close, *University of Texas at Austin*

Seung-Chul Yoo, *Loyola University Chicago/Ewha Women's University, Republic of Korea*

Gary Wilcox, *University of Texas at Austin*

Session 7.3 **Social Perspectives**

Room: Confluence B

Session Chair: Christy Ashley, *East Carolina University*

A New Insight into Customer Citizenship Behavior: Concept and Theoretical Framework

Arash Hosseinzadeh, *University of Texas-Pan American*

Forgiven the Right Way: The Role of Regulatory Fit in Brand Apologies and Forgiveness

Young-A Song, *University of Texas at Austin*

So Young Lee, *University of Texas at Austin*

Tae Rang Choi, *University of Texas at Austin*

Marcos Duran, *University of Texas at Austin*

An Exploratory Investigation of the Impact of Consumer Emotions and Attitudes on Patronage Intention After Mall Shooting Episodes

Jennifer Yurchisin, *University of North Carolina at Greensboro*

Kittichai Watchravesringkan, *University of North Carolina at Greensboro*

Ruoh-Nan Yan, *Colorado State University*

Need for Drama: Scale Development

Christy Ashley, *East Carolina University*

Session 7.4 Effective Communications in B2B Marketing

Room: Confluence C

Session Chair: Adam J. Mills, *Simon Fraser University/Babson College*

Understanding the Strengths and Weaknesses of a Firm's Overall Restaurant Image: An Importance Performance Analysis

Jennifer A. Espinosa, *University of South Florida*

Lisa Monahan, *University of South Florida*

David J. Ortinau, *University of South Florida*

Branding and Consumers' Narratives of Banking in the Financial Crisis

David A. Gilliam, *University of Arkansas at Little Rock*

Teresa K. Preston, *University of Arkansas at Little Rock*

A Method for the Selection of Appropriate B2B Integrated Marketing Communications mixes

Lawrence L. Garber, Jr., *Elon University, IMT Ghaziabad*

Michael J. Dotson, *Appalachian State University*

Session 7.5 People in Sales: Consultative Selling, Relationship Building, and Job Satisfaction of Salespeople

Room: Curtis

Session Chair: Jim Zboja, *University of Tulsa*

The In's and Out's of Incumbent Sales Rep Consultation in the Pre-decision Stage of Organizational Purchasing

Leff Bonney, *Florida State University*

Willy Bolander, *Florida State University*

Bryan W. Hochstein, *Florida State University*

Salesperson Market Orientation Behavior: Its Determinates and the Mediating Role of Working Smart Behaviors in Sales Performance

Yen-Chun Chen, *Chinese Culture University, Taiwan*

Adriana Amaya Rivas, *Chinese Culture University, Taiwan*

Wann-Yih Wu, *Nanhau University, Taiwan*

Pharmaceutical Marketing and Relationship Building with Physicians

Nadine Yehya, *American University of Beirut, Lebanon*

**The Impact of Salespeople's Attribution Biases on Job Satisfaction:
The Concept of Unwarranted Satisfaction**

Christine Jaushyuan Lai, *Laval University, Canada*

René Y. Darmon, *ESSEC Business School, France*

Session 7.6 Services Marketing

Room: Lawrence A

Session Chair: John B. Ford, *Old Dominion University*

**The Effect of Information Organization and Decision Process On
Decision Speed and Accuracy In A Purchase Task Context**

Shin-Lun Tseng, *Clemson University*

Shuya Lu, *Louisiana State University*

**Let Me Get My Manager: The Effects of Participation in Co-created
Service Recovery on Frontline Employees**

Michael Peasley, *University of Memphis*

Joshua Coleman, *University of Memphis*

**What attracts You to Shopping Malls? The Relationship between
Shopping Value and Shopping Orientation on Purchase Intention**

Seolwoo Park, *Yonsei University, Republic of Korea*

Session 7.7 Social Responsibility and Business

Room: Lawrence B

Session Chair: Heather F. Ross, *University of Edinburgh, UK*

**Developing A Business Sustainability Framework Based Upon the
Triple Bottom Line Approach**

Göran Svensson, *Oslo School of Management, Norway*

Nils Hogevoid, *Oslo School of Management, Norway*

Daniel Petzer, *North-West University, South Africa*

Carlos Ferro, *Vigo University, Spain*

Carmen Padin, *Vigo University, Spain*

Beverly Wagner, *Strathclyde University, UK*

Juan Carlos Sosa Varela, *Universidad del Turabo, Puerto Rico*

HB Klopper, *Monash South Africa, South Africa*

**Corporate Social Responsibility and Non-Financial Disclosure -
The Need for Reporting Guidelines to be Based on Simplicity,
Comparability and Accessibility—A Structured Abstract**

Heather F. Ross, *University of Edinburgh, UK*

Tina Harrison, *University of Edinburgh, UK*

**Socially Responsible Joint Ventures, Brand Misconduct, and
Recovery Communication: Implications for Relationship Quality**

Audra Diers-Lawson, *Manchester Business School, UK*

Helen Bruce, *Manchester Business School, UK*

CSR Scale Development Proposal

Jeremy Morgan, *University of Texas at Arlington*

Session 7.8 **Meet the Editors I**

Room: Platte River

Session Chair: O.C. Ferrell, *Belmont University*

Panelists: Robert Palmatier, *Journal of the Academy of Marketing Science*
V. Kumar, *Journal of Marketing*
David Stewart, *Journal of Public Policy & Marketing*
Manjit Yadav, *AMS Review*
Roland Rust, *International Journal of Research in Marketing*

Wednesday, 3:00-3:30 pm

Refreshment Break

Room: Mezzanine Foyer

Wednesday, 3:30-5:00 pm

Session 8.1 **Branding of Products and Services**

Room: Blake

Session Chair: Stephen W. Wang, *National Taiwan Ocean University, Taiwan*

Celebrity Endorsement in the Airline Sector

Stephen W. Wang, *National Taiwan Ocean University, Taiwan*
Angeline Close, *University of Texas at Austin*
Waros Ngamsiriudom, *University of North Georgia*

How to Make An Efficient Product Bundling in Service Industry

Kuei-Feng Chang, *Da-yeh University, Taiwan*
Hao-Wei Yang, *Chaoyang University of Technology, Taiwan*
Yu-Tsu Lin, *Chaoyang University of Technology, Taiwan*

A Postmodern Perspective on Marketing Strategies in the Necessitation of Products—A Structured Abstract

Jakob Braun, *University of Texas-Pan American*

Session 8.2 Advancing the Cause of Cause-Related Marketing

Room: Confluence A

Session Chair: Katherine Howie, *University of Mississippi*

Panelists: Katharine Howie, *University of Mississippi*
Parker Woodroof, *University of Memphis*
Josh Coleman, *University of Memphis*

Session 8.3 Decision Making

Room: Confluence B

Session Chair: Weiling Zhuang, *Eastern Kentucky University*

The Role of Distraction Effects on Weak-Tie Brand Extensions

Yuli Zhang, *Drexel University*

Hyokjin Kwak, *Drexel University*

Consumer Decision Making through Social Word of Mouth

Nick Hajli, *Newcastle University, UK*

Mental Accounting and Tuition Increases—A Structured Abstract

John Godek, *Seattle Pacific University*

Kyle B. Murray, *University of Alberta, Canada*

Gary Karns, *Seattle Pacific University*

How Service Recovery Saves the Buyers: The Role of Forgiveness (A Structured Abstract)

Weiling Zhuang, *Eastern Kentucky University*

Maxwell Hsu, *University of Wisconsin-Whitewater*

Session 8.4 Social Influence and Marketing Communications

Room: Confluence C

Session Chair: Aaron M. Gleiberman, *Tulane University*

Celebrity Endorsement and Market Valuation - Evidence from India

Arpita Agnihotri, *IBS, Hyderabad, India*

Saurabh Bhattacharya, *IBS, Hyderabad, India*

Testing the French Ad-evoked Nostalgia Scale in a Nomological Network

Altaf Merchant, *University of Washington Tacoma*

John B. Ford, *Old Dominion University*

Christian Dianoux, *University of Lorraine (CEREFIGE), France*

Jean-Luc Hermann, *University of Lorraine (CEREFIGE), France*

Session 8.5 **Exchange Governance and Sustainability**

Room: Curtis

Session Chair: Gopal Dutt, *University of Northern Iowa*

Stakeholder Considerations in Business Sustainability Efforts

Nils Hogevoid, *Oslo School of Management, Norway*

Göran Svensson, *Oslo School of Management, Norway*

Juan Carlos Sosa Varela, *Universidad del Turabo, Puerto Rico*

HB Klopper, *Monash South Africa, South Africa*

Carmen Padin, *Vigo University, Spain*

Carlos Ferro, *Vigo University, Spain*

Danie Petzer, *North-West University, South Africa*

Beverly Wagner, *Strathclyde University, UK*

Supply Chain Governance Tensions: A Qualitative Exploration of Business-to-Business Relationship Structures

Frank G. Adams, *Mississippi State University*

V. Myles Landers, *Rochester Institute of Technology*

Colin B. Gabler, *Ohio University*

The Impact of Product Disposal Strategies on Triple Bottom-Line Performance in Supply Chains: The Role of Relational Resources

Karthik Iyer, *University of Northern Iowa*

Gopal Dutt, *University of Northern Iowa*

Session 8.6 **Doctoral Colloquium Session: Challenges Doctoral Students Face—A Ph.D. Student Perspective**

Room: Lawrence A

Session Chair: David J. Ortinau, *University of South Florida*

Panelists: Jennifer A. Espinosa, *University of South Florida*

Lisa Monahan, *University of South Florida*

Nina Krey, *Louisiana Tech University*

Joanne M. Tran, *Louisiana Tech University*

Session 8.7 **Can Marketing Enhance Consumer Empowerment?**

Room: Lawrence B

Session Chair: Willam Jones, *University of South Dakota*

Using Community-Based Social Marketing to Change Youth Littering Behavior

Mine Uçok Hughes, *Woodbury University*

Will McConnell, *Woodbury University*

Paving the Way to a Safety Culture: Introducing a Hierarchical Feedback-based Framework

Anjala Krishen, *University of Nevada, Las Vegas*

Pushkin Kachroo, *University of Nevada, Las Vegas*

Shaurya Agarwal, *University of Nevada, Las Vegas*

Sustainability Marketing Strategies: How Self-Efficacy and Controllability Can Stimulate Pro-Environmental Behaviors for Individuals

Marilyn Giroux, *Concordia University, Canada*

Frank Pons, *Universite Laval, Kedge Business School, Canada*

Lionel Maltese, *Universite Laval, Kedge Business School, France*

Wednesday, 4:00-6:00 pm

Session 8.8 Theory Forum

Room: Platte River

Session Chair: Manjit Yadav, *Texas A&M University*

From Ideas to Impactful Marketing Theory: Issue and Approaches

Terry Clark, *Southern Illinois University*

John Lynch, *University of Colorado*

Linda Price, *University of Arizona*

Rajan Varadarajan, *Texas A&M University*

Wednesday, 6:00-7:00 pm

Reception

Room: Mezzanine Foyer

DAILY HIGHLIGHTS • Thursday, May 14, 2015

Registration

Mezzanine Foyer, 8:00 – 5:00 pm

JAMS Editorial Review Board Meeting

Room: Lawrence A, 8:30 – 10:00 am

Refreshment Break

Sponsored by StratX Simulations

Mezzanine Foyer, 10:00 – 10:30 am

Meet the Editors II

Room: Platte River, 10:30 – 12:00 pm

Lunch

On Your Own, 12:00 – 1:30 pm

AMS Board of Governors Meeting

Room: Board Room—Lobby Level, 2nd Floor, 12:00 – 1:30 pm

AMS Review Editorial Review Board Meeting

Room: Confluence B, 1:30 – 3:00 pm

Refreshment Break

Mezzanine Foyer, 3:00 – 3:30 pm

AMS Business Meeting

Room: Blake, 5:00 – 6:00 pm

President's Reception

Mezzanine Foyer, 6:00 – 7:00 pm

President's Banquet

Sponsored by Springer Science+Business Media

Room: Confluence AB, 7:00 pm

Thursday, 8:30-10:00 am

Session 9.1 International Marketing Part 4: Luxury, Retail and Service Value

Room: Blake

Session Chair: Boryana V. Dimitrova, *Drexel University*

National Culture and Grocery Retail Structure

Boryana V. Dimitrova, *Drexel University*

Bert Rosenbloom, *Drexel University*

Trina Larsen Andras, *Drexel University*

Antecedents and Outcomes of Country-of-Origin Effect: The Extended Self-Congruity Context (ESCT)

Dafnis N. Coudounaris, *University of Vaasa, Finland*

Evolutionary Origins of Female and Male Shopping Styles—A Structured Abstract

Charles Dennis, *University of Middlesex, UK*

J. Josko Brakus, *University of Leeds, UK*

Gemma Garcia, *Universidad Rey Juan Carlos, Spain*

Charles McIntyre, *Bournemouth University, UK*

Tamira King, *Cranfield School of Management, UK*

Eleftherios Alamanos, *University of Lincoln, UK*

The Impact of National Context on Consumer Evaluation of Service Value: A qualitative Study of Developed and Emerging International Market Consumers

Ethelbert O. Chukwuagozie, *University of Manchester, UK*

Jikyong Kang, *University of Manchester, UK*

Session 9.2 Empowering Millennials: Teaching and Learning Challenges

Room: Confluence A

Session Chair: Frauke Mattison Thompson, *King's College, UK*

Panelists: Frauke Mattison Thompson, *King's College, UK*
Tim Foster, *Luleå University of Technology, Sweden*
Carola Strandberg, *Luleå University of Technology, Sweden*
Lisa Pouliot, *Luleå University of Technology, Sweden*

Session 9.3 Consumer Behavior Mix I

Room: Confluence B

Session Chair: Lynn Kahle, *University of Oregon*

The Effectiveness of Donation Advertising: An Experimental Study for Felt Ethnicity and Messages on In-Groups and Out-Groups

Christina Chung, *Ramapo College*

Emi Moriuchi, *Fort Hays State University*

Nostalgia's Role in Retromarketing

Damien Hallegatte, *Université du Québec à Chicoutimi, Canada*

Francois Marticotte, *ESG-UQAM, Canada*

Consumer Behavior and Religion: An Investigation in Singapore

Lynn Kahle, *University of Oregon*

Elizabeth Minton, *University of Wyoming*

Siok Kuan Tambya, *National University of Singapore, Singapore*

Soo Jiu Tan, *National University of Singapore, Singapore*

Session 9.4 Consumer Behavior Perspectives on Social Media

Room: Confluence C

Session Chair: Elodie Huré, *ESC Rennes School of Business, France*

'Remember When?': Analyzing Nostalgic and General Facebook Posts

Sergio Davalos, *University of Washington Tacoma*

Altaf Merchant, *University of Washington Tacoma*

Gregory Rose, *University of Washington Tacoma*

Measuring Trust in Electronic Word-of-Mouth: A Rigid Research Framework

Wolfgang Weitzl, *University of Vienna, Austria*

Robert Zniva, *WU Vienna University of Economics and Business, Austria*

I Will Follow Him - The Value of Human Brands' Social Media Power for New Product Success

Ann-Kristin Knapp, *University of Muenster, Germany*

Nora Paehler vor der Holte, *University of Muenster, Germany*

Thorsten Hennig-Thurau, *University of Muenster, Germany*

Digital Buddies: Parasocial Interactions and Relationships in Social Media Communities

Mujde Yuksel, *Suffolk University*

Session 9.5 The Big Picture of Sales Management: Marketing Integration, Coaching, and Brands

Room: Curtis

Session Chair: Willy Bolander, *Florida State University*

An Initial Assessment of Measurement Invariance in Sales Force Coaching: Comparing the French and Spanish Versions of Ellinger's Coaching Measure

Claudio Pousa, *Lakehead University, Canada*

The Sales/Marketing Integration Gap: The Joint Impact of Environmental, Firm, and Functional Drivers on Realized versus Desired Integration

Stefan Sleep, *University of Georgia*

Son Lam, *University of Georgia*

John Hulland, *University of Georgia*

Salesperson Brand Ambassadorship: A Social Capital Perspective

Maria Rouziou, *HEC Paris, France*

Dominique Rouziès, *HEC Paris, France*

Session 9.6 **Price, Promotions and Fees**

Room: Gilpin

Session Chair: Tobias Schäfers, *TU Dortmund University, Germany*

In Which Conditions Do Price Promotions Have the Most Negative Effects on Product Attitudes? A Structured Abstract

Silke Bambauer-Sachse, *University of Fribourg, Switzerland*

Laura Massera, *University of Fribourg, Switzerland*

The Choice is Yours – How “Freemium” and Personal Involvement Influence Customers’ Responses to Unexpected Free-to-Fee Switches

Gerrit P. Cziehso, *TU Dortmund University, Germany*

Tobias Schäfers, *TU Dortmund University, Germany*

Consumers’ Perceptions of Online and Bricks-and-Mortar Advertised Price Promotions

Monika Kukar-Kinney, *University of Richmond*

Jeffrey Carlson, *University of Richmond*

Price Discounts and Gift Choice: The Interplay between Economic and Social Value

Zhuofan Zhang, *University of Texas at El Paso*

Fernando R. Jiménez, *University of Texas at El Paso*

Session 9.7 **The Use and Impact of Social Media in Marketing Education**

Room: Lawrence B

Session Chair: Ali Besharat, *University of Denver*

The Use of Social Media in Higher Education

Tim Foster, *Luleå University of Technology, Sweden*

Mana Farshid, *Luleå University of Technology, Sweden*

Sadia Juena, *Luleå University of Technology, Sweden*

Asa Wallstrom, *Luleå University of Technology, Sweden*

Towards A Better Understanding of Marketing Students’ Perceptions of Twitter As A Pedagogical Tool

Khaled Aboulnasr, *Florida Gulf Coast University*

Chevy’s, ADDY’s, and Fink’s – Oh My! The Creation of Award Winning Advertising within an Educational Context

Theresa Billiot, *Cameron University*

Kevin J. Shanahan, *Mississippi State University*

Robert Barnwell, *Mississippi State University*

Session 9.8 Wearable Technology: Trends and Opportunities for Organizations

Room: Platte River

Session Chair: Karen Robson, *Simon Fraser University, Canada*

Panelists: Karen Robson, *Simon Fraser University, Canada*
Leyland Pitt, *Simon Fraser University, Canada*
Jan Kietzmann, *Simon Fraser University, Canada*
Wade Halvorson, *SP Jain Graduate School of Management, India*
Asa Wallstrom, *Luleå University of Technology, Sweden*

Session 9.9 JAMS Editorial Review Board Meeting

Room: Lawrence A

Thursday, 10:00-10:30 am

Refreshment Break

Sponsored by StratX Simulations

Room: Mezzanine Foyer

Thursday, 10:30-12:00 pm

Session 10.1 International Marketing Part 5: Communication in a Global Environment

Room: Blake

Session Chair: Cindy Wang, *University of Oregon*

Efficacy of Promotional Offers in Poor Households - Insights from the Bottom of the Pyramid

Shruti Gupta, *Penn State Abington*

The Analytical Model of Country Resources, Country Image and Foreign Direct Investment: The Country Branding Implications

Qin Sun, *Trident University International*

You Look Marvelous: The World of Flattery in Marketing

Cindy Wang, *University of Oregon*

Namika Sagara, *Duke University/Sagara Consulting*

Lynn Kahle, *University of Oregon*

Session 10.2 Difficult Destinations: Attracting People and Organizations to Peripheral Places

Room: Confluence A

Session Chair: Christina Atanasova, *Simon Fraser University, Canada*

Panelists: Christina Atanasova, *Simon Fraser University, Canada*
Mana Farshid, *Luleå University of Technology, Sweden*
Anne Engström, *Luleå University of Technology, Sweden*
Maria Ek Styvén, *Luleå University of Technology, Sweden*

Session 10.3 Consumer Behavior Mix II

Room: Confluence B

Session Chair: Christopher Lee, *Temple University*

The Influence of Perceived Justice on Service Satisfaction and Behavioral Intentions in Service Encounters at Retail Banks in A Post-Complaint Setting

Daniel Petzer, *North-West University, South Africa*
Göran Svensson, *Oslo School of Management, Norway*
Christine De Meyer-Heydenrych, *University of Johannesburg, South Africa*

Half Empty Versus Half Full: Linguistic Effects on Numerical Perceptions—A Structured Abstract

Christopher Lee, *Temple University*

Session 10.4 Co-Creation of Value in the Digital World

Room: Confluence C

Session Chair: Janna Parker, *Georgia College and State University*

Contemporary e-commerce Sites: Perceived Value of the Netflix Self-Service App

Adesegun Oyedele, *St. Cloud State University*

The Impact of Webshop Familiarity and Online Customer Review Valence on Customers' Trust and Purchase, Word-of-Mouth, and Information Seeking Intentions

Ardion Beldad, *University of Twente, Netherlands*
Joske Behrens, *University of Twente, Netherlands*
Joyce Karreman, *University of Twente, Netherlands*

Customer Value Co-Creation In Social Media: Conceptualization and Antecedents

Arash Hosseinzadeh, *University of Texas Pan-American*
Mohammadali Zolfagharian, *University of Texas Pan-American*

The Effect of Product Reviews on Bundled Products

Patrick Fennell, *Louisiana State University*
Chatt Pongpatipat, *Simpson College*

Session 10.5 **Sports Marketing and Fan Reactions**

Room: Curtis

Session Chair: Guido Ellert, *Macromedia University of Applied Science, Germany*

Stochastic Nature of Attending Behavior at Sporting Events—A Structured Abstract

Giang Trinh, *University of South Australia, Australia*

I Can't Stand My Team, But I Can't Live Without It: Ambivalence Among Highly Identified Sports Fans

Frank Pons, *Universite Laval/Kedge Business School, Canada*

Marilyn Giroux, *Concordia University, Canada*

Lionel Maltese, *Universite Laval/Kedge Business School, France*

Investigating the Impact of Technology Use on the Efficacy of Broadcast Brand Integration

Jonathan Jensen, *Ohio State University*

Joe Cobbs, *Northern Kentucky University*

Patrick Walsh, *Syracuse University*

Brian Turner, *Ohio State University*

From TV Commercial to Online Search: Effectiveness of Super Bowl Advertising

Dan Li, *University of Texas at Austin*

Session 10.6 **Consumer Motivations and Value in Retailing**

Room: Lawrence A

Session Chair: Nancy Ridgway, *University of Richmond*

Exploring Showrooming Experiences at Small Retailers

Alisha Horky, *Elon University*

Joel Collier, *Mississippi State University*

How Vital is Price to Compulsive Collectors?

Nancy Ridgway, *University of Richmond*

Monika Kukar-Kinney, *University of Richmond*

Amit Eynan, *University of Richmond*

The Interpersonal Utility of Shopping: Confirmatory Study and Implications

Jose-Domingo Mora, *University of Massachusetts Dartmouth*

Eva Maria Gonzalez Hernandez, *Instituto Tecnologico de Monterrey, Mexico*

Manouchehr Yousef Sibdari, *University of Massachusetts Dartmouth*

Session 10.7 Marketing and the Socially-Conscious Consumer Interface

Room: Lawrence B

Session Chair: Kevin Lehnert, *Grand Valley State University*

Pity in Charity Advertisements: The Effects of Sympathy, Control Attributions and Identification with the Victim

Renaud Lunardo, *Kedge Business School, France*

Valery Bezençon, *University of Neuchâtel, Switzerland*

Perceived Marketplace Influence and Sustainable Consumption: Does What We Do Matter?

R. Bret Leary, *University of Wyoming*

Richard J. Vann, *University of Wyoming*

Are We All Equal in the Face of Social Comparison? The Moderating Role of Consumer Values—A Structured Abstract

Amanda Pruski Yamim, *NEOMA Business School, France*

Walter Meucci Nique, *Universidade Federal do Rio Grande do Sul, Brazil*

Adilson Borges, *NEOMA Business School, France*

Understanding and Defining the Socially Conscious Consumer

Alexis Crowell, *Grand Valley State University*

Kevin Lehnert, *Grand Valley State University*

Chris Hinsch, *Grand Valley State University*

Session 10.8 Meet the Editors II

Room: Platte River

Session Chair: O.C. Ferrell, *Belmont University*

Panelists: Greg Marshall, *Journal of Marketing Theory and Practice*
Brian Ratchford, *Journal of Interactive Marketing*
John B. Ford, *Journal of Advertising Research*
S. Brown, *Journal of Retailing*
Barry J. Babin, *Journal of Business Research*
Debra Zahay-Blatz, *Journal of Interactive Marketing*
Doug Hughes, *Journal of Personal Selling and Sales Management*
Shikhar Sarin, *Journal of Product Innovation Management*

Thursday, 12:00-1:30 pm

Lunch on your own

AMS Board of Governors Meeting

Room: Board Room—Lobby Level, 2nd Floor

Thursday, 1:30-3:00 pm

Session 11.1 **Spectator Sports, Value Co-Creation, and Connectedness**

Room: Blake

Session Chair: Patricia Rossi, *Grenoble Ecole de Management, France*

Co-Creation in the Sport Media Network: Attention Creating and Attention Destruction Interdependencies between Live and Media Advertisements

Guido Ellert, *Macromedia University of Applied Science, Germany*

Simon Dallwig, *Macromedia University of Applied Science, Germany*

Co-creation of Value through Virtual Sports Communities

Nick Hajli, *Newcastle University, UK*

Side Effects of Rivalries: Are Fans Less Likely to Help Rivals in Need?

Bennett Cherry, *California State University, San Marcos*

Vassilis Dalakas, *California State University, San Marcos*

Colleen Bee, *Oregon State University*

Fan Experience in Spectator Sports and the Feeling of Social Connectedness

Maximilian Stieler, *University of Bayreuth, Germany*

Claas Christian Germelmann, *University of Bayreuth, Germany*

Session 11.2 **Make or Buy Brand Equity: Entrepreneurial Brand Management**

Room: Confluence A

Session Chair: Joseph Vella, *University of Malta, Malta*

Panelists: Joseph Vella, *University of Malta, Malta*
Terrance Brown, *KTH Royal Institute of Technology, Sweden*
Henrik Ugglå, *KTH Royal Institute of Technology, Sweden*
Serdar Temiz, *KTH Royal Institute of Technology, Sweden*

Session 11.3 **AMS Review Editorial Review Board Meeting**

Room: Confluence B

Session 11.4 **Promotion and Social Marketing**

Room: Confluence C

Session Chair: Kate Pounders, *University of Texas at Austin*

Do Pro-Social Ads Influence Social Attitudes and Consumer Response

Kevin Lehnert, *Grand Valley State University*

Chris Hinsch, *Grand Valley State University*

Alexis Crowell, *Grand Valley State University*

There's A Silver Lining: Information Quality, Trust and Positive Meaning After A Crisis

Maria Ek Styvén, *Luleå University of Technology, Sweden*

Anne Engström, *Luleå University of Technology, Sweden*

Esmail Salehi-Sangari, *KTH Royal Institute of Technology, Sweden*

Mana Farshid, *Luleå University of Technology, Sweden*

The Mediating Role of Message Concreteness and Perceived Persuasiveness in Explaining the Match Effect between Temporal Frame and Self-View*

Seungae Suzy Lee, *University of Texas at Austin*

Kate Pounders, *University of Texas at Austin*

Session 11.5 Value Creation in Marketing Channels

Room: Curtis

Session Chair: Abdullah Alhidari, *King Saud University, Saudi Arabia*

Protecting Brand Value: Walking the Talk After the Sale

Joel Le Bon, *University of Houston*

Doug Hughes, *Michigan State University*

Wyatt Schrock, *Michigan State University*

Dwight Merunka, *CERGAM, Aix-Marseille University, France/Kedge Business School, France*

Can High-Status Local Partners Lead to Success in Developing Economies? Managing Quality, Order and Opportunism in Emerging Markets

Annie H. Liu, *Texas State University*

A. Noel Gould, *University of Wisconsin-Eau Claire*

Yang Yu, *University of Wellington, New Zealand*

The Effects of Customer Orientation and Relationship Marketing on the Performance of Logistics Firms in Taiwan

Stephen W. Wang, *National Taiwan Ocean University, Taiwan*

Lou E. Pelton, *University of North Texas*

Session 11.6 Store Satisfaction, Patronage, and Customer Referrals

Room: Lawrence A

Session Chair: Stephanie Mangus, *Michigan State University*

Price and Quality Value: Impacts On Store and Service Satisfaction

Thomas Powers, *University of Alabama at Birmingham*

J'Aime Jennings, *University of Alabama at Birmingham*

Eric Jack, *University of Alabama at Birmingham*

The Effect of Consumer Local Engagement and Personal Values on Local Store Patronage

Mika Skippari, *University of Tampere, Finland*

Jussi Nyrhinen, *University of Jyväskylä, Finland*

Heikki Karjaluoto, *University of Jyväskylä, Finland*

Friends & Family – To Refer or Not to Refer?

Stephanie Mangus, *Michigan State University*

Patrick Fennell, *Louisiana State University*

Session 11.7 Levels of Knowing in Consumers, Ethics, and Policy Research

Room: Lawrence B

Session Chair: Maureen Bourassa, *University of Saskatchewan, Canada*

When Do Anticipated Guilt Ads Lead to Ethical Consumption? Identifying Moderating Variables from a Literature Review

Sabrina Spence, *Brock University, Canada*

Kai-Yu Wang, *Brock University, Canada*

Narongsak Thongpapanl, *Brock University, Canada*

Todd Green, *Brock University, Canada*

Consumer Perceptions of Green Marketing Claims: An Examination of the Relationships with Type of Claim and Credibility

Carolyn Findley Musgrove, *Indiana University Southeast*

Pilsik Choi, *Indiana University Southeast*

K. Christopher Cox, *Indiana University Southeast*

Knowledge is Power: Why Public Knowledge Matters to Charities

Maureen Bourassa, *University of Saskatchewan, Canada*

Abbey Stang, *University of Saskatchewan, Canada*

Knowledge Utilization by Policy Makers: Is There a Role for Marketing?

Lauren Arnold, *University of Saskatchewan, Canada*

Maureen Bourassa, *University of Saskatchewan, Canada*

Loleen Berdahl, *University of Saskatchewan, Canada*

Jana Fried, *Coventry University, UK*

Scott Bell, *University of Saskatchewan, Canada*

Thursday, 3:00-3:30 pm

Refreshment Break

Room: Mezzanine Foyer

Thursday, 3:30-5:00 pm

Session 12.2 **Opportunities and Challenges at the Marketing-Entrepreneurship Interface**

Room: Confluence A

Session Chair: Esmail Salehi-Sangari, *KTH Royal Institute of Technology, Sweden*

Panelists: Esmail Salehi -Sangari, *KTH Royal Institute of Technology, Sweden*
Sussie Morrish, *University of Canterbury, UK*
Narongsak Thongpapanl, *Brock University, Canada*
Morgan Miles, *University of Tennessee*
Adam J. Mills, *Simon Fraser University, Canada/ Babson College*
Leyland Pitt, *Simon Fraser University, Canada*

Session 12.5 **Technology and Problem Solving in the Selling Environment**

Room: Curtis

Session Chair: Blake Runnalls, *Michigan State University*

Antecedents and Consequences of Sales Force Technology Use—A Structured Abstract

Rocio Rodríguez Herrera, *Murcia University, Spain*
Sergio Roman Nicolas, *Murcia University, Spain*

Sales Force Acceptance of Disruptive Technologies

Michael Obal, *University of Massachusetts Lowell*
Nathan Fong, *Temple University*

Business-to-Business Solution Provision: An Empirical Investigation of the Deliberate Vs. Creative Problem Solving Routines of Salespeople

Sreedhar Madhavaram, *Cleveland State University*
Vishag Badrinarayanan, *Texas State University—San Marcos*

Session 12.6 **Reviews, Reviewing, and Comparative Methods in Marketing**

Room: Lawrence A

Session Chair: Robert Ping, *Wright State University*

Measuring New Phenomena: A Review of Consumer Behavior Scale Development

Ismail Karabas, *Washington State University*
T.J. Weber, *Washington State University*

A Comparative Evaluation of New and Established Methods for Structural Equation Modeling

Kai Thiele, *Hamburg University of Technology, Germany*
Marko Sarstedt, *Otto-von-Guericke-University Magdeburg, Germany/University of Newcastle, Australia*

Christian M. Ringle, *Hamburg University of Technology, Germany*

Living Dangerously: Generalizing in Case Study Research

Jillian Farquhar, *London Metropolitan University, UK*

Linda Deigh, *University of Bedfordshire, UK*

Session 12.7 **Decision Making**

Room: Lawrence B

Session Chair: Achilleas Boukis, *University of Sussex, UK*

Jumped or Pushed?: Understanding Customer Switching in the Banking Context

Hanim Misbah, *University Sains Islam Malaysia, Malaysia*

Tina Harrison, *University of Edinburgh, UK*

Essam Ibrahim, *University of Edinburgh, UK*

Driving Employee-Based Brand Equity

Achilleas Boukis, *University of Sussex, UK*

George Christodoulides, *Birkbeck, University of London, UK*

Thursday, 5:00-6:00 pm

AMS Business Meeting

Room: Blake

Thursday, 6:00-7:00 pm

President's Reception

Room: Mezzanine Foyer

Thursday, 7:00 pm

President's Banquet

Sponsored by Springer Science+Business Media

Room: Confluence AB

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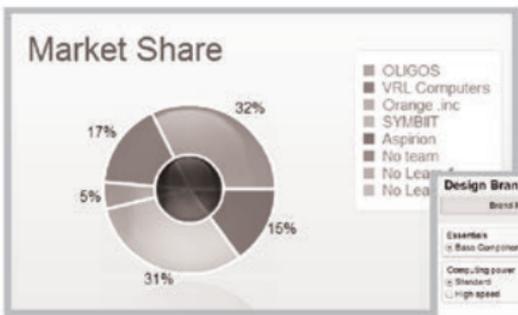
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The Academy of Marketing Science is pleased to name Dina Howell, the Chief Executive Officer of Saatchi & Saatchi X, as the AMS Distinguished Marketer for 2015. Dina joined Saatchi X in 2010 after retiring from Procter & Gamble. She began her career in Brand Management with increasing responsibilities, ultimately retiring as Vice President Global Media and Brand Operations. During her P&G career, she led the establishment of shopper and retailer marketing within the company.

Dina is a pioneer, architect and well-known international authority in Shopper Marketing. As an industry expert, she wrote the Foreword to Google's "ZMOT, the Zero Moment of Truth," and is quoted often in *The Wall Street Journal*, *The Economic Times*, *Shopper Marketing*, and *Ad Age*. Dina was recognized in the 2014 book, *Break the Sky; Success Secrets of the World's Most Inspirational Women*, as a strong business leader who always delivers results. Dina has been recognized in Advertising Age Women to Watch, Point of Purchase Hall of Fame, and in "Who's Who in Shopper Marketing." Under her leadership, Saatchi X has earned more than 125 international industry and brand awards since 2011, including 12 Effie Awards. Dina serves on the Board of Directors for the Thirty Percent Coalition, on the Executive Advisory Board for the Sam M. Walton College of Business at the University of Arkansas, the Executive Board for the Center for Retailing Excellence at the University of Arkansas, the Board of Directors for the Heart of America Foundation in Washington, D.C., and the Board of Directors for Give Kids the World Foundation in Orlando, Florida.

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