

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

Tomas Hult



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

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

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

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

2016 AMS Annual Conference

Creating Marketing Magic and Innovative Future Marketing Trends

“If you can dream it, you can do it...”

- Walt Disney

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

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

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

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

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Claas Christian Germelmann, University of Bayreuth, Germany

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2016 AMS CONFERENCE TRACKS & TRACK CHAIRS

Advertising & IMC

Kate Pounders, University of Texas, Austin, USA

Pia Albinsson, Appalachian State University, USA

Brand Management

Jean-Luc Herrmann, University of Lorraine, France

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Consumer Behavior

Bernadette Kamleitner, WU, Vienna, Austria

Marko Sarstedt, Otto-von-Guericke-University Magdeburg, Germany

Digital Marketing & Social Media

Lauren Labrecque, Loyola University, Chicago, USA

Ereni Markos, Suffolk University, USA

Ethics & Corporate Social Responsibility

Ryan Langan, Willamette University, USA

Chinintorn (Pom) Nakhat, Clarion University of Pennsylvania, USA

Futuristic Marketing & Technology: Internet of Things & Other Emerging Trends

Bruce Weinberg, Isenberg, University of Massachusetts, Amherst, USA

Ann-Kristin Knapp, University of Münster, Germany

Marketing Metrics, Analytics, & Research Methods

Amit Bhatnagar, University of Wisconsin, USA

Joseph Pancras, University of Connecticut, USA

Marketing Pedagogy & Education

Varsha Jain, MICA, India

Subhadip Roy, Indian Institute of Management, Udaipur, India

Marketing Strategy

Jeannette A. Mena, University of South Florida, USA

Kacy Kim, Elon University, USA

International Marketing

Bidisha Burman, Appalachian State University, USA

Kishore Pillai, University of Bradford, UK

Public Policy & Marketing for Non-Profits

Anjala Krishen, University of Nevada, Las Vegas, USA

Myla Bui, Loyola Marymount University, USA

Relationship Marketing: B2B & B2C

Judith Anne Garretson Folse, Louisiana State University, USA

Dora Bock, Auburn University, USA

Retailing & Pricing

Anne L. Roggeveen, Babson College, USA

Abhijit Guha, University of South Carolina, USA

Sales Management

Stephanie Mangus, Michigan State University, USA

Mark Groza, Northern Illinois University, USA

Sensory & Food/Beverage Marketing

Courtney Szocs, Portland State University, USA

Mya Groza, Northern Illinois University, USA

Services Marketing

Stephanie Gillison, University of Tennessee, Chattanooga, USA

Patricia Rossi, IESEG School of Management, France

Sports, Entertainment, & Events Marketing

Patricia Norberg, Quinnipiac University, USA

Mujde Yuksel, Suffolk University, USA

Supply Chain Management & Logistics

Donna Davis, University of South Florida, USA

Robert Hooker, University of South Florida, USA

Doctoral Colloquium

John Ford, Old Dominion University, USA

Altaf Merchant, University of Washington, Tacoma, USA

Mary Kay Inc. Doctoral Dissertation Competition

Lauren Beitelspacher, Babson College, USA

Todd Donovan, Colorado State University, USA

Special Session Submissions

Adam Mills, Simon Fraser University, Canada

Karen Robson, Simon Fraser University, Canada

Proceedings Editor

Maximilian Stieler, University of Bayreuth, Germany

DAILY HIGHLIGHTS • Tuesday, May 17, 2016

Registration

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

Pre-Conference Reception

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

Pre-Conference Activities

Tuesday, 6:00 - 7:00 pm

Pre-Conference Reception

Room: Ballroom of the Americas-A

DAILY HIGHLIGHTS • Wednesday, May 18, 2016

Registration

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

Refreshment Break

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

Meet the Editors I

Room: Grand Republic B, 10:30 am – 12:00 pm

Lunch on Your Own

12:00 – 1:30 pm

Refreshment Break

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

Welcome Reception

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

2016 AMS Program Schedule

Wednesday, 8:30 - 10:00 am

Session 1.1. **CHARITY & SOCIAL MARKETING - DO WE PUT OUR MONEY WHERE OUR MOUTH IS?**

Room: Atlantic A

Session Chair: Julie Moulard, *Louisiana Tech University, USA*

AT THE INTERSECTION OF SOCIAL MARKETING AND PUBLIC POLICY: AN EXPLORATION OF A NON-PROFIT FROM THE CLIENT PERSPECTIVE

Tara Konya, *University of North Carolina at Greensboro, USA*

Nancy Hodges, *University of North Carolina at Greensboro, USA*

CHARITY AT CHECK-OUT: THE IMPLICATIONS FOR RETAILERS

Efua Obeng, *Howard University, USA*

Casey Newmeyer, *Case Western Reserve University, USA*

PREVENTIVE AGAINST A SAD CHARITABLE APPEAL: HOW REGULATORY FOCUS CHANGES THE EFFECTIVENESS OF EMOTION APPEALS IN SOLICITING DONATIONS

Jungsil Choi, *Cleveland State University, USA*

Hyun Young Park, *CEIBS, China*

A LITTLE FOR ME, A LOT FOR YOU: THE RELATIONSHIP BETWEEN CHECKOUT CHARITY AND GRATUITY SIZE

Chinintorn Nakhata, *Clarion University of Pennsylvania, USA*

Riley Dugan, *University of Dayton*

Session 1.2. UNHAPPY CUSTOMERS: CONSUMER DISSATISFACTION AND SERVICE RECOVERY

Room: Atlantic B

Session Chair: Monique Bell, *California State University, Fresno, USA*

HOW CUSTOMER-COMPANY IDENTIFICATION AND SELF-CONSTRUAL PREDICT SERVICE RECOVERY EXPECTATIONS AND COMPLAINTS

Jeremy Wolter, *Auburn University, USA*

Jeffery Smith, *Florida State University, USA*

Todd Bacile, *Loyola University New Orleans, USA*

STRUCTURED ABSTRACT: ALL ONLINE COMPLAINTS ARE NOT CREATED EQUAL: CORPORATE SOCIAL MEDIA PAGES AS CUSTOMER SERVICE CHANNELS

Todd Bacile, *Loyola University New Orleans, USA*

Alexa Fox, *Ohio University, USA*

Jeremy Wolter, *Auburn University, USA*

Felipe Massa, *Loyola University New Orleans, USA*

CONSUMER DISSATISFACTION AND ORGANIZATIONAL PROBLEMS: EXPLORING INTERNAL MARKETING SOLUTIONS

Justin Paul, *University of Puerto Rico, USA*

Sunil Sahadev, *University of Salford, UK*

SERVICE RECOVERY IN ONLINE MEDIUM: A COST-EFFECTIVE ANSWER IN CROSS-CULTURAL SETTINGS

Sanchayan Sengupta, *Grenoble Ecole de Management, France*

Daniel Ray, *Grenoble Ecole de Management, France*

Olivier Trendel, *Grenoble Ecole de Management, France*

Session 1.3. **IMPACT OF CONSUMER BEHAVIOR FACTORS ON RETAIL DECISIONS**

Room: Grand Republic A

Session Chair: Anne Mägi, *University of Illinois at Chicago, USA*

I WISH THE BEARS WERE BIGGER: THE ROLE OF UPWARD COUNTERFACTUALS ON PERCEPTIONS OF OWNERSHIP IN A PARTICIPATORY SET UP

Devdeep Maity, *Delaware State University, USA*

Todd Arnold, *Oklahoma State University, USA*

THE WEIGHT BIAS: AN EMPIRICAL STUDY OF BODY SIZE AND BASKET HEALTHINESS ON CONSUMER HELPING BEHAVIORS TOWARDS THIN, AVERAGE, AND OBESE SHOPPERS

Bridget Nichols, *Northern Kentucky University, USA*

David Raska, *Northern Kentucky University, USA*

THE INFLUENCE OF DUAL BRANDING INFORMATION ON CONSUMER EVALUATIONS

Allyn White, *University of Mississippi, USA*

Stacie Waites, *Mississippi State University, USA*

Robert Moore, *Mississippi State University, USA*

Melissa Moore, *Mississippi State University, USA*

THE ROLE OF AESTHETICS AND EMOTIONS TO PATRONAGE DECISIONS IN CONDITIONS OF PROLONGED RECESSION

Evangelia Chatzopoulou, *University of Piraeus, Greece*

Markos Tsogas, *University of Piraeus, Greece*

Session 1.4. **DIGITAL INFLUENCE: POWER, CONFLICT, AND SENTIMENT**

Room: Fantasia D

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

ANTECEDENTS AND CONSEQUENCES OF TROLLING IN ONLINE COMMUNITIES: THE INTERPLAY OF POWER AND IMPRESSION MANAGEMENT

Irina Toteva, *Florida Atlantic University, USA*

Gina Brynildsen, *Florida Atlantic University, USA*

STRUCTURED ABSTRACT: NEW HIDDEN PERSUADERS – AN INVESTIGATION OF ANCHORING EFFECTS OF RECOMMENDER SYSTEMS ON CONSUMER CHOICE

Sören Köcher, *TU Dortmund University, Germany*

Hartmut H. Holzmüller, *TU Dortmund University, Germany*

DETECTING CONFLICT ON SOCIAL MEDIA

Olivier Sibai, *Birkbeck, University of London, UK*

Kristine de Valck, *HEC Paris, France*

Alastair Herbert, *Linguabrand, UK*

Dell Zhang, *Birkbeck, University of London, UK*

MEASURING INFLUENCE ON SOCIAL MEDIA: A SENTIMENT PERSPECTIVE

Wei-Lun Chang, *Tamkang University, Taiwan*

Guan-Rong Chen, *Tamkang University, Taiwan*

Session 1.5. APPEALS AND DIVERSITY

Room: Grand Republic C

Session Chair: Douglas Amyx, *Louisiana Tech University, USA*

EFFECTIVENESS OF INDIRECT VERSUS DIRECT COMPARATIVE ADVERTISING: THE ROLE OF COMPARISON BRAND USAGE: STRUCTURED ABSTRACT

Jean-Luc Herrmann, *University of Lorraine - CEREFIGE, France*

Mathieu Kacha, *University of Lorraine - CEREFIGE, France*

Christian Dianoux, *University of Lorraine - CEREFIGE, France*

Tommy Hsu, *Tarleton State University, USA*

THE EFFECTS OF VALUES, ADVERTISING CHARACTERISTICS, AND ANIMAL COMPANION PREFERENCE ON CONSUMER ATTITUDES AND PURCHASE

Douglas Amyx, *Louisiana Tech University, USA*

STRUCTURED ABSTRACT: USING SHARP NUMBERS TO MAKE A POINT: THE AFFECTIVE IMPACT OF NUMERICAL APPEALS IN STD PREVENTION AMONG YOUNG ADULTS

Robert Barnwell, *Mississippi State University, USA*

Kevin J. Shanahan, *Mississippi State University, USA*

Christopher D. Hopkins, *Clemson University, USA*

Karen Hood, *Eastern Kentucky University, USA*

Astrid Keel, *La Verne University, USA*

MEASURING SLICE-OF-LIFE VERSUS SLICE-OF-DEATH ADVERTISING APPEALS

Anshu Saxena Arora, *Savannah State University, USA*

Amit Arora, *Savannah State University, USA*

Shalonda Bradford, *Savannah State University, USA*

Session 1.6. NEW PRODUCT DEVELOPMENT & PRODUCT STRATEGY IN DYNAMIC MARKET ENVIRONMENTS

Room: Grand Republic D

Session Chair: Sukki Yoon, *Bryant University, USA*

AN EXAMINATION OF THE DRIVERS OF E-MARKETING CAPABILITY IN THE DIGITAL AGE

Xia Liu, *Rowan University, USA*

INTERACTIVE EFFECTS OF PRODUCT AND BRAND PORTFOLIOS ON FIRM VALUE

Praneet Randhawa, *University of Baltimore, USA*

Ahmet Kirca, *Michigan State University, USA*

Berk Talay, *University of Massachusetts-Lowell, USA*

Billur Akdeniz, *University of New Hampshire, USA*

A STRUCTURED ABSTRACT: ORGANIZATION LEARNING AND NPD PERFORMANCE IN TURBULENT ENVIRONMENT

Prashant Srivastava, *Drexel University, USA*

Srinivasan Swaminathan, *Drexel University, USA*

Karthik Ns Iyer, *University of Northern Iowa, USA*

Session 1.7. **DIGITAL TOOLS AND MARKETING PEDAGOGY**

Room: Pacific Room

Session Chair: Jennifer Gardner, *Northern Kentucky University, USA*

DOES THE ACCURACY OF PUBLISHED MULTIPLE-CHOICE QUESTION DIFFICULTIES DEPEND ON WHAT MEANS “DIFFICULTY”? (NO.)

John Dickinson, *University of Windsor, Canada*

STRUCTURED ABSTRACT: DATA ANALYSIS SOFTWARE FOR MARKETING ANALYTICS: A STUDY OF INDUSTRY NEEDS AND EDUCATIONAL OFFERINGS

Jun Yu, *Emporia State University, USA*

Joyce Zhou, *Emporia State University, USA*

THE ROLE OF SIMULATOR GAMES IN MARKETING EDUCATION: EVIDENCE FROM ACADEMICS IN BOURNEMOUTH UNIVERSITY

Maria Musarskaya, *Bournemouth University, UK*

Kaouther Kooli, *Bournemouth University, UK*

SLOGANS IN HIGHER EDUCATION: A LONGITUDINAL STUDY

Syed Anwar, *West Texas A&M University, USA*

Session 1.8. **SERVICE QUALITY: ONLINE EXPERIENCES AND FEEDBACK**

Room: Fantasia F

Session Chair: Stephanie Gillison, *University of Tennessee at Chattanooga, USA*

TURN AWAY FROM THE DARK SIDE: EXPLORING POSITIVE CUSTOMER FEEDBACK

Linda Nasr, *University of Manchester, UK*

Jamie Burton, *Alliance Manchester Business School, UK*

Thorsten Gruber, *Loughborough University, UK*

STRUCTURED ABSTRACT: UNDERSTANDING SERVICE QUALITY DIMENSIONS IN SMALL HOTELS

Mahama Braimah, *University of Ghana, Ghana*

THE MEDIATORS AND MODERATORS OF ONLINE TRAVEL COMMUNITY MEMBERS’ STICKINESS: A STRUCTURED ABSTRACT

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

Chris Steedman, *University of Edinburgh, UK*

AN EXPERIMENTAL STUDY ON THE EFFECT OF E-SERVICELANDSCAPE IN QUALITY SIGNALS IN WEBSITES

Ciro Eduardo Gusatti, *Universidade de Santa Cruz do Sul, Brazil*

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

Session 1.9. **SPECIAL SESSION—UNDERSTANDING THE OPPORTUNITIES AND CHALLENGES OF WEARABLE TECHNOLOGY**

Room: Grand Republic B

Session Chair: Emily Treen, *Simon Fraser University, Canada*

Panelists: Leyland Pitt, *Simon Fraser University, Canada*
Jan Kietzmann, *Simon Fraser University, Canada*
Karen Robson, *Simon Fraser University, Canada*
Kirk Plangger, *King's College London, UK*
Emily Treen, *Simon Fraser University, Canada*
Jeannette Paschen, *Royal Institute of Technology, Sweden*
David Hannah, *Simon Fraser University, Canada*

Session 1.10. **DOCTORAL COLLOQUIUM: ADVERTISING**

Room: Fantasia E

Session Chair: John Ford, *Old Dominion University, USA*

SPOKESCHARACTERS, ADVERTISING ICONS, BRAND MASCOTS, AND ANIMAL AMBASSADORS: DISTINCTIONS AMONGST BRAND CHARACTERS

Cassie Ditt, *Louisiana Tech University, USA*

IT IS HARD TO MAKE THEM HAPPY WHEN THEY ARE FULL OF HOPES: EMOTIONAL BLUNTING IN ADVERTISING

Hyejin Bang, *University of Georgia, USA*

Dongwon Choi, *University of Georgia, USA*

Dooyeon Park, *University of Georgia, USA*

THE EFFECT OF COMPLETENESS PERCEPTION IN NARRATIVE ADVERTISING

Dongwon Choi, *University of Georgia, USA*

Hyejin Bang, *University of Georgia, USA*

Wednesday, 10:00 - 10:30 am

Refreshment Break

Room: Ballroom of the Americas-A

Wednesday, 10:30 - 12:00 pm

Session 2.1. **MEET THE EDITORS I**

Room: Grand Republic B

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

Panelists: Rob Palmatier, *Journal of the Academy of Marketing Science, University of Washington, USA*
Manjit Yadav, *AMS Review, Texas A&M University, USA*
David Stewart, *Journal of Public Policy and Marketing, Loyola Marymount University, USA*
Barry Babin, *Journal of Business Research, Louisiana Tech University, USA*
Michael Ahearne, *International Journal of Research in Marketing, University of Houston, USA*
John Ford, *Journal of Advertising Research, Old Dominion University, USA*
Leyland Pitt, *Business Horizons, Simon Fraser University, Canada*

Session 2.2. **CITIZENSHIP BEHAVIOR AND SERVICES MARKETING**

Room: Atlantic B

Session Chair: Patricia Rossi, *IESEG School of Management, France*

IMAGERY PERSPECTIVE AND MORAL JUDGMENT: CONSUMERS' SELF-JUDGMENT OF MARKETPLACE TRANSGRESSIONS

Ruby Saine, *University of South Florida, USA*
Sajeev Varki, *University of South Florida, USA*

STRUCTURED ABSTRACT: TOWARD AN UNDERSTANDING OF CUSTOMER CITIZENSHIP BEHAVIOR: THE CONTEXT OF AIRLINE SERVICES

Shuqin Wei, *Texas A&M University - Central Texas, USA*
Tyson Ang, *Texas A&M University - Central Texas, USA*

VALUE PROPOSITION ALIGNMENT: ESTIMATING GREEN SELF-SERVICE TECHNOLOGY INITIATIVES IN A B2B CONTEXT

Peter Ekman, *Mälardalen University, Sweden*
Randle Raggio, *University of Richmond, USA*
Steven Thompson, *University of Richmond, USA*

UNDERSTANDING USERS OF PEER-TO-PEER CARSHARING – A MEANS-END ANALYSIS TO UNCOVER PARTICIPATION MOTIVES

Mark-Philipp Wilhelms, *EBS University, Germany*
Katrin Merfeld, *EBS University, Germany*
Sven Henkel, *EBS University, Germany*

Session 2.3. **GLIMPING INTO AND DECIDING ABOUT THE FUTURE**

Room: Fantasia D

Session Chair: Sascha Langner, *University of Hannover, Germany*

EFFECTS OF UNPACKING IN SPENDING PREDICTIONS: THE ROLE OF TYPICALITY

Constantinos Hadjichristidis, *University of Trento, Italy*

Kishore Gopalakrishna Pillai, *Bradford University, UK*

Bidisha Burman, *Appalachian State University, USA*

STRUCTURED ABSTRACT - NOW OR LATER: THE EFFECTS OF THINKING ABOUT THE FUTURE MORE CONCRETELY ON LONG TERM DECISION MAKING

Adam Farmer, *Mississippi State University, USA*

Stacie Waites, *Mississippi State University, USA*

Session 2.4. **LUCK, INTUITION, AND SALESPERSON**

CHARACTERISTICS: OH, MY!

Room: Atlantic A

Session Chair: Catherine Johnson, *University of Toledo, USA*

THE BOND OF IDENTIFICATION: HOW SALESPERSONS' AFFINITY WITH THEIR ORGANIZATION IMPACTS SELLING SUCCESS

Juliana White, *Louisiana State University, USA*

Rebecca Rast, *Louisiana State University, USA*

Gerardo Moreira, *University of Texas at El Paso, USA*

CONSUMER ENTITLEMENT'S MODERATING ROLE ON THE IMPACT OF SALESPERSON CREDIBILITY ON PERCEPTIONS OF SALES PRESSURE

James J. Zboja, *University of Tulsa, USA*

Mary Dana Laird, *University of Tulsa, USA*

Ronald A. Clark, *Missouri State University, USA*

DO SALESPERSONS COMPETE ETHICALLY? SALESPERSONS SAY "YES," CUSTOMERS SAY "NO"

Bryan Hochstein, *Florida State University, USA*

William Zahn, *University of Houston, USA*

Willy Bolander, *Florida State University, USA*

Session 2.5. **DIGITAL MARKETING AND BRANDING**

Room: Grand Republic C

Session Chair: Gerrit Cziehso, *TU Dortmund University, Germany*

@BRAND TO @BRAND: THE ROLE OF INTERBRAND COMMUNICATIONS IN CONSUMER EVALUATIONS OF INTERBRAND PRODUCTS

Spencer Ross, *UMass Lowell, USA*

COUNTERING NEGATIVE ONLINE REVIEWS: THE IMPACT OF RESPONSE AND RESPONDER

Jennifer Stevens, *Mississippi State University, USA*

Carol Esmark, *Mississippi State University, USA*

Michael Breazeale, *Mississippi State University, USA*

STRUCTURED ABSTRACT: THE CULTURAL INFLUENCE ON PURCHASE INTENT THROUGH FACEBOOK IN THE MIDDLE EAST

Erin Lanzotti, *Elon University, USA*

Haya Ajjan, *Elon University, USA*

Hala Hattab, *British University in Egypt, Egypt*

Nada Sarkis, *Holy Spirit University of Kaslik - USEK, Lebanon*

Session 2.6. **BRANDING AND CELEBRITY ENDORSEMENTS**

Room: Grand Republic D

Session Chair: Ruta Ruzeviciute, *Vienna University of Economics and Business, Austria*

CHANGE IN MEANING OF BRAND PERSONALITY CHARACTERISTICS: AN ADVERTISING ANALYSIS

Kaisa Lund, *Linnaeus University, Sweden*

STRUCTURED ABSTRACT CONSUMER'S COMMUNICATION CHANNEL PREFERENCES: HIGH-STAKE vs. LOW-STAKE BRANDS

Carolina Rondón Diplan, *Rochester Institute of Technology, USA*

Adriana M. Boveda-Lambie, *Rochester Institute of Technology, USA*

David Neumann, *Rochester Institute of Technology, USA*

WOULD YOU LISTEN TO BRAD PITT? : THE IMPACT OF CONSTRUAL LEVEL AND CELEBRITY ENDORSEMENT IN DONATION ADVERTISING

Jung Hwa Choi, *University of Texas at Austin, USA*

Tae Rang Choi, *University of Texas at Austin, USA*

Yuhosua Ryoo, *University of Texas at Austin, USA*

Michael Mackert, *University of Texas at Austin, USA*

Angeline Close Scheinbaum, *University of Texas at Austin, USA*

THE EFFECT OF EVOLUTIONARY MATING CUES ON THE PERCEPTION OF ATTRACTIVENESS IN CELEBRITY ENDORSEMENT

Hamid Abbassi, *Old Dominion University, USA*

Elmira Shahriari, *New Mexico State University, USA*

Session 2.7. SPECIAL SESSION—APPLIED NEUROECONOMICS: SCIENCE MEETS BUSINESS PRACTICE-- PROFOUND INSIGHTS OR WITCHCRAFT?

Room: Pacific Room

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

CONCEPTUALIZING, MEASURING, AND MANAGING CUSTOMER-ORIENTED MARKETING COMMUNICATION: INTRODUCING A NEUROECONOMIC FRAMEWORK FOR MARKETING PURPOSES

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

WHERE IS THE BEEF? BEST PRACTICE CASES OF APPLIED NEUROECONOMICS IN BUSINESS PRACTICE

Gesa Lischk, *Kochstrasse, Germany*

YES, WE CAN! IMPLICIT METHODS IN MARKET RESEARCH BETWEEN PASSING ON AND CHANGE

Michael Schiessl, *Eye Square GmbH, Germany*

Session 2.8. DOCTORAL COLLOQUIUM: CONSUMER BEHAVIOR

Room: Fantasia F

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

STRUCTURED ABSTRACT: EXPLORING FOOD HABIT FORMATION IN YOUNG UK FAMILIES: THE CASE OF SUSTAINABLE SEAFOOD

Maria Musarskaya, *Bournemouth University, UK*

Dawn Birch, *Bournemouth University, UK*

Juliet Memery, *Bournemouth University, UK*

APPLYING ELABORATION LIKELIHOOD MODEL TO DEVELOP A FRAMEWORK OF ELECTRONIC WORD-OF-MOUTH (EWOM)

Shuang Wu, *Louisiana Tech University, USA*

CONNECTED CAR TECHNOLOGIES HIT THE ROAD ?! – AN EMPIRICAL STUDY ON FUTURE DEVELOPMENTS AND SELECTED CONCEPTS

Moritz Joerling, *RWTH Aachen University, Germany*

Stefanie Paluch, *RWTH Aachen University, Germany*

Session 2.9. SPECIAL SESSION—MANAGING RETAIL IN AN OMNICHANNEL ENVIRONMENT: CONSUMER BEHAVIOR, TRENDS AND CHALLENGES

Room: Fantasia E

Session Chair: Tim Foster, *Luleå University of Technology, Sweden*

Panelists: Esmail Salehi-Sangari, *Royal Institute of Technology, Sweden*
Tim Foster, *Luleå University of Technology, Sweden*
Asa Wallstrom Luleå University of Technology, *Sweden*
Maria Ek Styven, *Luleå University of Technology, Sweden*
Carola Strandberg, *Luleå University of Technology, Sweden*

Session 2.10. SPECIAL SESSION—RETAILING AND PRICING CUES

Room: Grand Republic A

Session Chairs: Dhruv Grewal, *Babson College, USA* and Abhijit Guha, *University of South Carolina, USA*

HOW DIFFERENCES IN VERTICAL LOCATION OF THE REFERENCE PRICE AND SALE PRICE INFLUENCE EVALUATIONS

Abhijit Guha, *University of South Carolina, USA*
Dhruv Grewal, *Babson College, USA*
Abhijit Biswas, *Wayne State University, USA*
Sandeep Bhowmick, *Indiana State University, USA*
Jens Nordfalt, *Stockholm School of Economics, Sweden*

THE ROLE OF GREEN CUES ON STORE LOYALTY

Andrea Trujillo, *Tecnológico de Monterrey, Mexico*
María Elena Vázquez, *Tecnológico de Monterrey, Campus Guadalajara, Mexico*

CONSUMER TOUCHPOINTS IN OMNICHANNEL SHOPPING

Sarah Xiao, *Durham University, UK*
Gopalkrishnan R. Iyer, *Florida Atlantic University, USA*
James Gudgeon, *Durham University, UK*

RETAILING AND PRICING CUES

Abhijit Guha, *University of South Carolina, USA*
Dhruv Grewal, *Babson College, USA*

Wednesday, 12:00 - 1:30 pm

Lunch on your own

Wednesday, 1:30 - 3:00 pm

Session 3.1. **DIGITAL ADVERTISING**

Room: Atlantic A

Session Chair: Kaisa Lund, *Linnaeus University, Sweden*

NORTHERN IRELAND TOURIST BOARD AND HBO: A CRITICAL EVALUATION OF A DIGITAL MEDIA MARKETING ALLIANCE

Noel Murray, *Chapman University, USA*

SOCIAL MEDIA LINKS ON MAGAZINE ADVERTISEMENTS: AN EXPLORATION OF CONSUMERS' VIEWPOINT

Selcuk Ertekin, *Missouri Western State University, USA*

Susie Pryor, *Creighton University, USA*

NATIVE ADVERTISING DISCLOSURES: DO CONSUMERS CARE?

Hillary Leonard, *University of Rhode Island, USA*

Christy Ashley, *University of Rhode Island, USA*

Christine Kowalczyk, *East Carolina University, USA*

Session 3.2. **BRAND ATTACHMENT AND BRAND EQUITY**

Room: Atlantic B

Session Chair: Cleopatra Veloutsou, *University of Glasgow, UK*

LOV MEASURES: USING THE LIST OF VALUES TO MEASURE SYMBOLIC BRAND EQUITY

Adam Marquardt, *University of Richmond, USA*

Lynn Kahle, *University of Oregon, USA*

Dennis O'Connell, *University of Oregon, USA*

John Godek, *Seattle Pacific University, USA*

MAGICAL REPUTE - THE EXPLICIT AND IMPLICIT EFFECT OF CORPORATE BRAND REPUTATION ON BRAND ATTACHMENT

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

Steffen Schmidt, *Leibniz University Hannover, Germany*

Sascha Langner, *Leibniz University Hannover, Germany*

Philipp Reiter, *Eye Square GmbH, Germany*

Levke Albertsen, *Leibniz University Hannover, Germany*

Evmorfia Karampournioti, *Leibniz University Hannover, Germany*

STRUCTURED ABSTRACT: THE ROLE OF BRAND ATTACHMENT AND ITS ANTECEDENTS IN BRAND EQUITY IN HIGHER EDUCATION

Charles Dennis, *Middlesex University, UK*

Savvas Papagiannidis, *Newcastle University, UK*

Eleftherios Alamanos, *Newcastle University, UK*

Michael Bourlakis, *Cranfield University, UK*

GENERATING CONSUMER-BASED BRAND EQUITY WITH BRAND COMMUNICATION ON FACEBOOK

Wolfgang Weitzl, *University of Vienna, Austria*

Robert Zniva, *WU Vienna, Austria*

Sabine Einwiller, *University of Vienna, Austria*

Ardion Beldad, *University of Twente, Netherlands*

Session 3.3. **IMPACT OF IN-STORE RETAIL CUES**

Room: Grand Republic A

Session Chair: Elizabeth Aguirre, *Maastricht University, Netherlands*

STRUCTURED ABSTRACT: HOW TO SURVIVE IN A DIGITAL WORLD? A COMPREHENSIVE ANALYSIS OF SUCCESS FACTORS FOR BRICK-AND-MORTAR RETAIL STORES

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

Andre Marchand, *University of Muenster, Germany*

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

POINT OF SALE DONATIONS: INVESTIGATING CAUSE MARKETING IN A RETAILING ENVIRONMENT

Michael Peasley, *University of Memphis, USA*

Josh Coleman, *University of Memphis, USA*

WITH OR WITHOUT YOU - PLAYING MUSIC IN A GROCERY STORE

Carl-Philip Ahlbom, *Stockholm School of Economics, Sweden*

Jens Nordfalt, *Stockholm School of Economics, Sweden*

Anne L. Roggeveen, *Babson College, USA*

Dhruv Grewal, *Babson College, USA*

THE EFFECTS OF IN-STORE CULTURAL ACTIVITIES ON CONSUMER'S PERCEPTION OF RETAILER'S LEGITIMACY AND PATRONAGE BEHAVIOR

Renaud Lunardo, *KEDGE Business School, France*

Damien Chaney, *Groupe Esc Troyes, France*

Gregory Bressolles, *KEDGE Business School, France*

Session 3.4. **CYBORGS, WEARABLES, AND AVATARS, OH MY!**

Room: Grand Republic B

Session Chair: Annika Lueth, *University of South Florida, USA*

AGENTIC TECHNOLOGY: EXPLORING THE INFLUENCE OF FITBIT ACTIVITY TRACKER ON CONSUMER BEHAVIOR

Rikke Duus, *University College London, UK*

Mike Cooray, *Hult International Business School, UK*

Nadine Page, *Hult International Business School, UK*

EXPLORING USEFULNESS OF WELLBEING WEARABLES FOR IMPROVED ADOPTION: QUALITATIVE APPROACH

Annina Schamberger, *University of Manchester, UK*

Marzena Nieroda, *University of Manchester, UK*

**FROM ELECTRONIC HEALTH RECORDS TO MINDFUL CYBORGS:
HOW EXPECTATIONS SHAPE MARKETS**

Susi Geiger, *UC Berkeley, USA*

Nicole Gross, *University College Dublin, Ireland*

**THE AVATAR'S NEW CLOTHES: AN EXAMINATION OF THE
MOTIVATIONS TO PURCHASE COSMETIC VIRTUAL ITEMS IN FREE-
TO-PLAY GAMES**

David Gattig, *University of Edinburgh, UK*

Ben Marder, *University of Edinburgh, UK*

Jan Kietzmann, *Simon Fraser University, Canada*

**Session 3.5. CO-CREATION, COLLABORATION, AND CONNECTIVITY
IN SERVICES MARKETING**

Room: Grand Republic C

Session Chair: Todd Bacile, *Loyola University New Orleans, USA*

**A STRUCTURED ABSTRACT: COMBINING CO-CREATION AND
CSR: AN INVESTIGATION INTO INNOVATIVE SERVICE BUSINESS
MODELS**

Alexandra Krallman, *Mississippi State University, USA*

Allyn White, *University of Mississippi, USA*

Kevin J. Shanahan, *Mississippi State University, USA*

**“STRUCTURED ABSTRACT: THE ROLE OF CONNECTIVITY AND
IDENTIFICATION IN SERVICE EXCHANGE RELATIONSHIPS
BETWEEN EMPLOYEES”**

Genevieve O'Connor, *Fordham University, USA*

Session 3.6. DIGITAL MARKETING

Room: Grand Republic D

Session Chair: Sarah Lefebvre, *University of Central Florida, USA*

**DOES SCREEN SIZE MATTER? AN EXAMINATION OF THE
EFFECTIVENESS OF MOBILE BANNER ADS ON SMARTPHONES VS
PHABLETS**

Ying Jiang, *University of Ontario Institute of Technology, Canada*

**DIGITAL MARKETING IN BUILDING MARKET COMPETITIVENESS IN
MEXICO: A FRAMEWORK OF RESEARCH**

Natasha Bojorges, *EGADE Business School, Mexico*

**ASSESSING ONLINE DISCUSSIONS: BRINGING OBJECTIVITY TO A
SUBJECTIVE MATTER**

Lynn Murray, *Pittsburg State University, USA*

Kristen Maceli, *Pittsburg State University, USA*

**BRICK VS. CLICK: A RESOURCE BASED VIEW OF RETAIL
RELATIONSHIP MARKETING THROUGH COMMUNITY
ENGAGEMENT**

Donald Lund, *University of Alabama at Birmingham, USA*

Robert Robicheaux, *University of Alabama at Birmingham, USA*

John Hansen, *University of Alabama at Birmingham, USA*

Clara Cid, *University of Alabama at Birmingham, USA*

Session 3.7. INTERNATIONAL CONSUMER BEHAVIOR

Room: Pacific Room

Session Chair: Amanda Yamim, *NEOMA Business School, France*

**RELATIONSHIP BETWEEN SOCIAL POWER TYPES (LEGITIMATE
AND EXPERT) OF PREADOLESCENT CHILDREN IN THE INFLUENCE
PERCEPTION IN THEIR MOTHERS IN PERUVIAN TOY STORES**

Miriam Carrillo, *ESAN, Peru*

Alicia Gonzalez-Sparks, *ESAN, Peru*

Nestor U. Salcedo, *ESAN, Peru*

**INTERNATIONAL CONSUMERS' APPAREL OUTSHOPPING IN THE
US**

Lina M. Ceballos, *University of North Carolina at Greensboro/
Universidad EAFIT, Colombia, USA*

Byoungjo Jin, *University of North Carolina at Greensboro, USA*

Ana M. Ortega, *Universidad EAFIT, Colombia*

**A CROSS-CULTURAL INVESTIGATION OF INTRINSIC RELIGIOSITY
AND ATTITUDE TOWARD ENDINGS AS PRECURSORS OF
SUPERSTITIOUS BELIEFS**

Jeremy Sierra, *Texas State University, USA*

Michael Hyman, *New Mexico State University, USA*

Byung-Kwan Lee, *Kwangwoon University, South Korea*

Taewon Suh, *Texas State University, USA*

Session 3.8. RELATIONSHIP MARKETING: BRIGHT AND DARK SIDES

Room: Fantasia F

Session Chair: Samer Sarofim, *University of Kansas, USA*

**RESCUING RELATIONSHIPS: DEVELOPING A FRAMEWORK FOR
EXCHANGE RELATIONSHIP DISRUPTION**

Matthew M. Lastner, *Louisiana State University, USA*

Judith Anne Garretson Folse, *Louisiana State University, USA*

**THE INFLUENCE OF BRAND LOVE ON ORGANIZATIONAL BUYING:
A STRUCTURED ABSTRACT**

Gary D'Costa, *Indian Institute of Management-Indore, India*

Bipul Kumar, *Indian Institute of Management-Indore, India*

STRUCTURED ABSTRACT: WHEN DOES CUSTOMER PARTICIPATION HURT OR HELP CO-CREATION OUTCOMES? THE CONTINGENCY ROLES OF AMBIGUITY AND STRATEGIC COLLABORATION

Ruby Lee, *Florida State University, USA*

Wang Yonggui, *University of International Business and Economics, China*

Shuang Ma, *University of International Business and Economics, China*

Jeffrey Anderson, *Florida State University, USA*

STRUCTURED ABSTRACT: EXPLORING THE DARK SIDE OF RELATIONSHIP MARKETING: A SYSTEMATIC REVIEW AND IMPLICATIONS

Dorcia Bolton, *Cleveland State University, USA*

Sreedhar Madhavaram, *Cleveland State University, USA*

Session 3.9. MOVIES AND CREATIVITY

Room: Fantasia E

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

STRUCTURED ABSTRACT: CINEMATOGRAPHIC STRATEGY FOR PROMOTING ENVIRONMENTALLY FRIENDLY BEHAVIORS

Andres Barrios, *Universidad de Los Andes, Colombia*

Philip Grant, *Universidad de Los Andes, Colombia*

Claudia Arias, *Universidad de Los Andes, Colombia*

THE ROLE OF ADVERTISING CREATIVITY IN TRUST ENHANCEMENT AND CUSTOMER'S RESPONSE

Raúl Martínez Flores, *Tecnologico de Monterrey, Campus Estado de Mexico, Mexico*

STRUCTURED ABSTRACT: SEDUCED AT THE MOVIES: INTERACTIVE CINEMA ADVERTISING ENHANCES ADVERTISING EFFECTIVENESS BY LOWERING CONSTRUAL LEVEL FOR HIGH-INVOLVED CONSUMERS

Eline de Vries, *University Carlos III Madrid, Spain*

Nora Lado, *University Carlos III Madrid, Spain*

Session 3.10. FINDING NEMO: UNDERSTANDING ELUSIVE CUSTOMERS IN SALES

Room: Fantasia D

Session Chair: Bryan Hochstein, *Florida State University, USA*

SELLING TO HOMER OR TO LISA? CONCEPTUALIZING CUSTOMER COMPETENCE IN COMPLEX PROJECTS

Florian Kopshoff, *TU Dortmund University, Germany*

Tobias Schäfers, *TU Dortmund University, Germany*

REAPING AND SOWING: THE EFFECTS OF SALESPERSON NETWORKING ABILITY ON SALES PERFORMANCE OVER TIME

Keith Richards, *Baylor University, USA*

Willy Bolander, *Florida State University, USA*

Doug Hughes, *Michigan State University, USA*

Cynthia Satornino, *Northeastern University, USA*

HOW MANY FISH DOES YOUR “NET” CATCH? THE IMPLICATIONS OF SOCIAL MEDIA IN SALES STRATEGY

Phuoc Pham, *University of Toledo, USA*

Catherine Johnson, *University of Toledo, USA*

Wednesday, 3:00 - 3:30 pm

Refreshment Break

Room: Ballroom of the Americas-A

Wednesday, 3:30 - 5:00 pm

Session 4.1. **FOODS AND LOGOS**

Room: Atlantic A

Session Chair: Sarah Lefebvre, *University of Central Florida, USA*

“WHAT A DELICIOUS NAME!” THE RELATIONSHIP BETWEEN EMBODIMENT AND FOOD CONSUMPTION

Patricia Rossi, *IESEG School of Management, France*

Felipe Pantoja, *NEOMA Business School, France*

Adilson Borges, *NEOMA Business School, France*

Carolina O.C. Werle, *Grenoble Ecole de Management, France*

STRUCTURED ABSTRACT: HOW THE LOGO FRAME IMPACTS ON BRAND EXTENSION

Yu-Shan Athena Chen, *National Chengchi University, Taiwan*

Lien-Ti Bei, *National Chengchi University, Taiwan*

A RISK AVOIDANCE VERSUS TYPICALITY ACCOUNT OF FRONT LABELS FLUENCY EFFECTS ON CONSUMER’S WILLINGNESS TO PAY

Renaud Lunardo, *KEDGE Business School, France*

François Durrieu, *KEDGE Business School, France*

FOODIES IN THE UK: A SENSE OF SELF, CONNECTION AND BELONGING BEYOND THE PASSION?

Marwa Gad Mohsen, *University of Worcester, UK*

Session 4.2. **ANIMOSITY AND HATE IN BRANDING**

Room: Atlantic B

Session Chair: Julie Moulard, *Louisiana Tech University, USA*

**THE DUAL NATURE OF SPREADING NEGATIVE EWOM FOR
BRANDED OFFERS: EMOTIONAL REACTION OR SOCIAL
RESPONSE?**

Cleopatra Veloutsou, *University of Glasgow, UK*

Joaquin Aldas-Manzano, *University of Valencia, Spain*

Carla Ruiz-Mafe, *University of Valencia, Spain*

**STRUCTURED ABSTRACT: HATE DOESN'T HAVE TO HURT: THE
INFLUENCE OF HATE-ACKNOWLEDGING ADVERTISING ON
POSITIVE WORD-OF-MOUTH**

Lisa Monahan, *University of South Florida, USA*

Jennifer A. Espinosa, *University of South Florida, USA*

David Ortinau, *University of South Florida, USA*

**NATURE AND MULTIFACETED CONSEQUENCES OF FACEBOOK-
BASED ANTI-BRAND COMMUNITIES IN SPORT**

Bastian Popp, *University of Bayreuth, Germany*

Claas Christian Germelmann, *University of Bayreuth, Germany*

**Structured Abstract: ONLINE BRAND DERISION: WHEN
BRAND ANIMOSITY DRIVES AVOIDANCE AND NEGATIVE
COMMUNICATION**

Vishag Badrinarayanan, *Texas State University, USA*

Enrique Becerra, *Texas State University, USA*

Session 4.3. **FACTORS IMPACTING PRICE EVALUATIONS**

Room: Fantasia F

Session Chair: Carl-Philip Ahlbom, *Stockholm School of Economics,
Sweden*

**AN EXPLORATORY STUDY OF CONSUMER PRICE ESTIMATION
SELF-EFFICACY**

Sylvia Long-Tolbert, *Johns Hopkins University, USA*

Jie Zhang, *Johns Hopkins University, USA*

**STRUCTURED ABSTRACT: AN EXAMINATION OF THE EFFECTS OF
EFFORT ON PRICE FAIRNESS JUDGMENTS**

Matthew M. Lastner, *Louisiana State University, USA*

Patrick Fennell, *Louisiana State University, USA*

Judith Anne Garretson Folse, *Louisiana State University, USA*

McDowell Porter III, *Louisiana State University, USA*

LET YOUR CUSTOMER BE KING - THE IMPACT OF PARTICIPATIVE PRICING ON MONETARY AND BEHAVIORAL OUTCOMES AND MODERATING EFFECTS

Mirja Bues, *University of Muenster, Germany*

Laura K. Kraus, *University of Muenster, Germany*

Manuel Stegemann, *University of Muenster, Germany*

Wayne D. Hoyer, *University of Texas at Austin, USA*

“1+1<2”, THE DARK SIDE OF FREE PRODUCT: CONSUMERS’ IMPLICIT SACRIFICE

Hao Wang, *National Taiwan University, Taiwan*

Heng-Chiang Huang, *National Taiwan University, Taiwan*

Session 4.4. BRANDS: PLACEBOS, WARRANTIES AND FREEMIUM

Room: Fantasia D

Session Chair: Stacie Waites, *Mississippi State University, USA*

THE ROLE OF SOCIAL VARIABLES IN U.S. CONSUMER LOYALTY REGARDING CHINESE CONSUMER ELECTRONICS

Jingwei Cai, *University of Houston, USA*

Jungkun Park, *Hanyang University, South Korea*

PARSE THE PLACEBO: PROCEBOS, PRECEBOS, AND THE MULTIDIMENSIONAL MARKETING PLACEBO EFFECT

Broderick Turner, *Florida International University, USA*

Jonathan Hasford, *Florida International University, USA*

UNFAMILIAR BRANDS & EXAGGERATED WARRANTY: IS IT A RECIEPE FOR SUCCESS?

Aaron Johnson, *Wayne State University, USA*

Sujay Dutta, *Wayne State University, USA*

Somak Banerjee, *Wayne State University, USA*

TO BE CONTINUED... - THE EFFECTS OF INTERRUPTED PREVIEW ENDINGS ON PURCHASE DECISIONS IN “FREEMIUM” BUSINESS MODELS

Gerrit Cziehso, *TU Dortmund University, Germany*

Tobias Schäfers, *TU Dortmund University, Germany*

Session 4.5. ENTER THE NEW REALM OF THE SHARING ECONOMY, BIG DATA, AUGMENTED REALITY, AND EXCLUSIVITY.

Room: Grand Republic C

Session Chair: Bruce Weinberg, *University of Massachusetts, USA*

STRUCTURED ABSTRACT: AN EXPLORATION AND TYPOLOGY OF EXCLUSIVITY IN MARKETING

Danny Upshaw, *Northwestern State University, USA*

Douglas Amyx, *Louisiana Tech University, USA*

THE SHARING ECONOMY AND MARKETING: A REVIEW AND FUTURE RESEARCH

Syed Anwar, *West Texas A&M University, USA*

BIG DATA, CONSUMER ANALYTICS, AND REAL-TIME BIDDING (RTB) ADVERTISING: EMERGING INTERNATIONAL POLICY AND REGULATORY ISSUES

Kenneth C. C. Yang, *University of Texas at El Paso, USA*

Yowei Kang, *Kainan University, Taiwan*

THE ROLE OF CUSTOMER READINESS IN USER'S WILLINGNESS TO USE AUGMENTED REALITY

Atieh Poushneh, *University of Texas Rio Grand Valley, USA*

Session 4.6. INTERNAL AND EXTERNAL INFLUENCES ON ORGANIZATIONAL SUCCESS

Room: Grand Republic D

Session Chair: Billur Akdeniz, *University of New Hampshire, USA*

FROM COMPETENCE CREATION TO RETENTION: MARKET BENCHMARKING, TRIANGULATED ISOMORPHISM, AND FIRM STRATEGY

Jared Hansen, *University of North Carolina at Charlotte, USA*

RE-CONCEPTUALIZING, MEASURING AND MANAGING TIME AND KEY TEMPORAL FACTORS IN MODERN MARKETING: A CONCEPTUAL FRAMEWORK OF HOLISTIC TIME

Adam Marquardt, *University of Richmond, USA*

Jeffrey Carlson, *University of Richmond, USA*

William Ross Jr., *University of Connecticut, USA*

Robin Coulter, *University of Connecticut, USA*

STRUCTURED ABSTRACT: CMO/CIO COOPERATION IN THE ERA OF BIG DATA

Stefan Sleep, *Georgia Southern University, USA*

John Hulland, *University of Georgia, USA*

ME, MYSELF AND I: INFLUENCE OF CEO NARCISSISM ON FIRMS' INNOVATION PROCLIVITY AND LIKELIHOOD OF MARKETING CONTROVERSIES

Saim Kashmiri, *University of Mississippi, USA*

Cameron Nicol, *University of Mississippi, USA*

Sandeep Arora, *University of Manitoba, Canada*

Session 4.7. SPECIAL SESSION—THE ROLE OF IN-STORE AND ONLINE RETAILING FACTORS

Room: Pacific Room

Session Chairs: Dhruv Grewal, *Babson College, USA* and Anne L. Roggeveen, *Babson College, USA*

THE IMPACT OF THE CONGRUENCY OF A SPECIAL DISPLAY WITH ITS SURROUNDINGS

Jens Nordfält, *Stockholm School of Economics, Sweden*

Anne L. Roggeveen, *Babson College, USA*

Dhruv Grewal, *Babson College, USA*

Ronnie Goodstein, *Georgetown University, USA*

THE EFFECTS OF MUSIC ON EMOTIONAL RESPONSE, LEVEL OF PURCHASE AND TIME SPENT IN STORE

María de la Paz Toldos, *Tecnológico de Monterrey, Campus Guadalajara, Mexico*

Eva María González, *Tecnológico de Monterrey, Campus Guadalajara, Mexico*

EXPLORING THE EFFECTS OF IN-STORE TECHNOLOGY ON STORE IMAGE, STORE VALUE AND PURCHASE INTENTIONS

Alfonso Valdez, *Tecnológico de Monterrey, Campus Sinaloa, Mexico*

Ana Franco, *Tecnológico de Monterrey, Campus Sinaloa, Mexico*

ANALYZING LANGUAGE PATTERNS OF VIRALITY IN SOCIAL MEDIA BRAND COMMUNICATIONS

Francisco Villarroel Ordenes, *Maastricht University, Netherlands*

Dominik Mahr, *Maastricht University, Netherlands*

Ko de Ruyter, *Maastricht University, Netherlands*

Stephan Ludwig, *University of Westminster, UK*

Dhruv Grewal, *Babson College, USA*

Martin Wetzels, *Maastricht University, Netherlands*

Session 4.8. SPECIAL SESSION—ENDINGS AND BEGINNINGS: TRANSITIONING TO THE FIRST YEAR OF A TENURE TRACK JOB

Room: Grand Republic A

Session Chair: Obinna Obilo, *Central Michigan University, USA*

Panelists:

Obinna Obilo, *Central Michigan University, USA*

Lauren Brewer, *University of Texas at Arlington, USA*

Adam Mills, *Simon Fraser University, Canada*

Anjali Bal, *Babson College, USA*

Philip Grant, *Universidad de Los Andes, Colombia*

Weiling Zhuang, *Eastern Kentucky University, USA*

Todd Bacile, *Loyola University New Orleans, USA*

Session 4.9. FEMALE CONSUMERS AND SOCIAL FACTORS

Room: Fantasia E

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

STRUCTURED ABSTRACT: FOR SHAME! HOW GOAL-ATTAINABILITY, GOAL ORIENTATION, MODEL SIZE AND EMOTIONS SHAPE FEMALE CONSUMERS' SELF-PERCEPTIONS

Kate Pounders, *University of Texas, USA*

Dan Rice, *Louisiana State University, USA*

Amanda Mabry, *University of Texas, USA*

STRUCTURED ABSTRACT: ANGER, WILLINGNESS OR CLUELESS? UNDERSTANDING WHY WOMEN PAY A PINK TAX ON THE PRODUCTS THEY CONSUME

Jennifer Stevens, *Mississippi State University, USA*

Kevin J. Shanahan, *Mississippi State University, USA*

STRUCTURED ABSTRACT: Mood as a Moderator of Social Norm's Influence

Vladimir Melnyk, *Carlos III University of Madrid, Spain*

Erica van Herpen, *Wageningen University, Netherlands*

Arnout Fischer, *Wageningen University, Netherlands*

Hans van Trijp, *Wageningen University, Netherlands*

SHOPPABLE VIDEOS ARE IN: HOW DO CONSUMERS RESPOND?

Selcuk Ertekin, *Missouri Western State University, USA*

Session 4.10. SPECIAL SESSION—IS THE MARKETING FUNCTION INFLUENTIAL OR NOT? WE SHOULD REALLY BE THE ONES TO KNOW!

Room: Grand Republic B

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

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

Terry Clark, *Southern Illinois University, USA*

Sophia Feng, *Iowa State University, USA*

O.C. Ferrell, *Belmont University, USA*

Bernie Jaworski, *Claremont Graduate University, USA*

Linda Price, *University of Arizona, USA*

David Stewart, *Loyola Marymount University, USA*

Wednesday, 6:00 - 7:00 pm

Welcome Reception

Room: Contemporary Marina

DAILY HIGHLIGHTS • Thursday, May 19, 2016

Registration

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

Mary Kay Inc. Dissertation Award Finalists

Room: Grand Republic B, 8:30 – 10:00 am

JAMS Editorial Review Board Meeting

Room: Grand Republic C, 8:30 - 10:00 am

Refreshment Break

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

Mary Kay Inc. Dissertation Proposal Award Finalists

Room: Grand Republic B, 10:30 am – 12:00 pm

Awards Luncheon

Room: Ballroom of the Americas-B, 12:00 – 1:30 pm

AMS Review Editorial Review Board Meeting

Room: Fantasia D, 1:30 – 3:00 pm

Refreshment Break

Sponsored by Marketplace® Simulations

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

Meet the Editors II

Room: Grand Republic B, 3:30 – 5:00 pm

AMS Business Meeting

Room: Pacific Room, 5:00 – 6:00 pm

Dessert Reception & IllumiNations Fireworks Display

EPCOT—Terrace des Fleurs, 7:45 – 10:00 pm

Thursday, 8:30 - 10:00 am

Session 5.1. **CONSUMER ENGAGEMENT ON SOCIAL MEDIA**

Room: Grand Republic A

Session Chair: Spencer Ross, *UMass Lowell, USA*

DOES LINGUISTIC STYLES IN SOCIAL MEDIA COMMUNICATIONS IMPACT CONSUMER ENGAGEMENT?

Lauren Labrecque, *Loyola University Chicago, USA*

Kunal Swani, *Wright State University, USA*

STRUCTURED ABSTRACT: WHAT DRIVES CONSUMER BEHAVIORS EXPRESSED ON SOCIAL MEDIA? AN EXAMINATION OF ENGAGEMENT AND SOURCE CREDIBILITY

Holly Syrdal, *University of Texas at Arlington, USA*

Stephen Bok, *University of Texas at Arlington, USA*

DEVELOPING THE SOCIAL MEDIA VALUE CHAIN: A CONCEPTUAL FRAMEWORK FOR THE MEASUREMENT OF SOCIAL MEDIA

Kerry Littlewood, *University of Cape Town, South Africa*

Geoff Bick, *University of Cape Town, South Africa*

Emily Treen, *Simon Fraser University, Canada*

FACE-TO-FACE VS. DIGITAL COMMUNICATION: THE EFFECT OF COMMUNICATION CHANNELS AT THE POINT OF SALE

Andreas Kessenbrock, *TU Dortmund University, Germany*

Sören Köcher, *TU Dortmund University, Germany*

Hartmut H. Holzmüller, *TU Dortmund University, Germany*

Session 5.2. EMOTIONS AND SYMBOLISM IN BRANDING

Room: Atlantic A

Session Chair: Mounia Benabdallah, *IDRAC, France*

AN INVESTIGATION INTO THE ROLE OF BRAND AFFILIATION AND CONTENT EMOTIONS ON CROWDFUNDING SUCCESS

Masoud Moradi, *Texas Tech University, USA*

Mayukh Dass, *Texas Tech University, USA*

Kiran Pedada, *Texas Tech University, USA*

A BRAND LOYALTY & ATTACHMENT-BASED BAYESIAN BRAND CHOICE MODEL

Hanieh Sardashti, *Michigan State University, USA*

Roger Calantone, *Michigan State University, USA*

THE EMOTIONS OF LEADERS DRIVE SUSTAINABLE BRAND GROWTH

Roy Gifford, *Case Western Reserve University, USA*

Casey Newmeyer, *Case Western Reserve University, USA*

WORDS HAVE MEANING AND NAMES HAVE POWER - ASSESSING THE APPEAL OF PERSONALIZATION OF PERCEIVING ONE'S OWN NAME ON COKE BOTTLES

Sascha Langner, *Leibniz University Hannover, Germany*

Steffen Schmidt, *Leibniz University Hannover, Germany*

Nadine Hennigs, *Leibniz University Hannover, Germany*

Evmorfia Karampournioti, *Leibniz University Hannover, Germany*

Levke Albertsen, *Leibniz University Hannover, Germany*

Session 5.3. THE IMPACT OF PRICE ON PROMOTION EVALUATIONS

Room: Atlantic B

Session Chair: Bridget Nichols, *Northern Kentucky University, USA*

STRUCTURED ABSTRACT: IMPACT OF INDIVIDUAL, BRAND, AND PROMOTION CHARACTERISTICS ON COUPON REDEMPTIONS

Jorge Fresneda, *Drexel University, USA*

Srinivasan Swaminathan, *Drexel University, USA*

THE EFFECT OF ONLINE DAILY DEAL PROMOTIONS ON CONSUMER DISCOUNTING OF DISCOUNTS

Jeffrey Carlson, *University of Richmond, USA*

Monika Kukar-Kinney, *University of Richmond, USA*

DRIVERS OF PRICES FOR EXTENDED PRODUCT WARRANTIES

Hooman Estelami, *Fordham University, USA*

Peter De Maeyer, *Mahidol University, Thailand*

Nicholas Estelami, *Frontiers of Distance Learning in Business, USA*

WHICH PROPORTION OF THEIR REFERENCE PRICE ARE CONSUMERS WILLING TO PAY IN SPECIFIC PAY-WHAT-YOU-WANT CONDITIONS? – A STRUCTURED ABSTRACT

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

Laura Massera, *University of Fribourg, Switzerland*

Session 5.4. MARY KAY INC. DISSERTATION AWARD FINALISTS

Room: Grand Republic B

Session Chair: Todd Donovan, *Colorado State University, USA*

OPTIMIZING A MENU OF MULTI-FORMAT SUBSCRIPTION PLANS FOR ADVERTISING SUPPORTED MEDIA PLATFORMS: A MODEL AND APPLICATION IN THE DAILY NEWSPAPER INDUSTRY

Vamsi Kanuri (PhD University of Missouri), *University of Miami, USA*

MEASURING THE LIFETIME VALUE OF A CUSTOMER IN THE CONSUMER PACKAGED GOODS INDUSTRY

Sarang Sunder (PhD Georgia State University), *Texas Christian University, USA*

CAPITALIZING ON THE SYMBOLIC VALUE OF BRAND ASSETS

Tatiana Fajardo (PhD University of Miami), *Florida State University, USA*

Session 5.5. POWERFUL OTHERS: HOW CONSUMERS INFLUENCE EACH OTHER

Room: Pacific Room

Session Chair: Bodo B. Schlegelmilch, *Vienna University of Economics and Business, Austria*

KNOWING YOUR ROLE: REPUTATION SIGNALS AND THEIR INFLUENCE ON PARTICIPATION IN AN ONLINE COMMUNITY

Sara Hanson, *University of Oregon, USA*

Lan Jiang, *City University of Hong Kong, USA*

Darren Dahl, *University of British Columbia, Canada*

THE EFFECT OF OTHERS' PARTICIPATION ON CHARITABLE BEHAVIOR: BANDWAGON OR BYSTANDER?

Ashesh Mukherjee, *McGill University, Canada*

Seung Yun Lee, *Konkuk University, South Korea*

ENCOURAGING THE GIVE AND TAKE MENTALITY: AN EXAMINATION OF FACTORS INFLUENCING RECIPROCITY IN ONLINE HEALTH COMMUNITIES

Mercy Mpinganjira, *University of Johannesburg, South Africa*

EXPLORING THE ANTECEDENTS AND CONSUMER BEHAVIORAL CONSEQUENCES OF “FEELING OF MISSING OUT (FOMO)”

Ceren Hayran, *Koc University, Turkey*

Lalin Anik, *University of Virginia, USA*

Zeynep Gurhan Canli, *Koc University, Turkey*

Session 5.6. CORPORATE SOCIAL RESPONSIBILITY: CRISIS, COMMITMENT, CONSUMPTION AND COMMUNICATION

Room: Grand Republic D

Session Chair: Chinintorn Nakhata, *Clarion University of Pennsylvania, USA*

HEALTHY EATING PROMOTION: TRANSLATING CONSUMER EXPECTATIONS INTO CSR STRATEGIES

Marzena Nieroda, *Manchester Business School, UK*

Peter McGoldrick, *University of Manchester, UK*

CORPORATE SOCIAL RESPONSIBILITY (CSR) AND MARKETING PERFORMANCE: ROLE OF COMMITMENT TO THE CUSTOMER RELATIONSHIP

Mahabubur Rahman, *ESC Rennes School of Business, France*

María Ángeles Rodríguez Serrano, *University of Seville, Spain*

Mary Lambkin, *Smurfit Graduate Business School, Ireland*

THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM TYPE, CRISIS RESPONSE STRATEGY, AND CRISIS TYPE ON POST-CRISIS CONSUMER TRUST

Anne-Lotte Kraesgenberg, *University of Twente, Netherlands*

Ardion Beldad, *University of Twente, Netherlands*

Sabrina Hegner, *University of Twente, Netherlands*

PROACTIVE CRISIS COMMUNICATION WHEN PRE-CRISIS REPUTATION IS ROTTEN? THE MODERATING ROLES OF PRE-CRISIS REPUTATION AND CRISIS TYPE IN THE RELATIONSHIP BETWEEN COMMUNICATION TIMING AND TRUST AND PURCHASE INTENTION

Ardion Beldad, *University of Twente, Netherlands*

Sabrina Hegner, *University of Twente, Netherlands*

Ester van Laar, *University of Twente, Netherlands*

Session 5.7. JAMS EDITORIAL REVIEW BOARD MEETING

Room: Grand Republic C

Session 5.8. **DOCTORAL COLLOQUIUM: BRANDING AND MARKET ORIENTATION**

Room: Fantasia F

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

THE DRIVERS, BENEFITS AND DRAWBACKS TO A MARKET-ORIENTED DOMINANT LOGIC: A DYNAMIC MANAGERIAL CAPABILITIES PERSPECTIVE

James M. Crick, *Loughborough University, UK*

THE ROLE OF EMOTIONS TO BRAND ATTACHMENT AND BRAND ATTITUDE IN A RETAIL ENVIRONMENT

Evangelia Chatzopoulou, *University of Piraeus, Greece*

Markos Tsogas, *University of Piraeus, Greece*

HOW DOES SCANDAL AFFECT THE CELEBRITY ENDORSED BRAND? -EXAMINING THE MODERATED MEDIATION ROLE OF CULTURE AND NATIONALITY OF A CELEBRITY

Jianping Coco Huang, *University of Memphis, USA*

Dan Sherrell, *University of Memphis, USA*

Session 5.9. **WOM, REVIEWS, AND SHOPPING PREFERENCES**

Room: Fantasia E

Session Chair: Ann-Kristin Knapp, *University of Muenster, Germany*

A FAN IDENTIFICATION THEORY OF EVENT WORD OF MOUTH

Angeline Close Scheinbaum, *University of Texas at Austin, USA*

Anjala Krishen, *University of Nevada, Las Vegas, USA*

Nancy Lough, *University of Nevada, Las Vegas, USA*

STRUCTURED ABSTRACT: WHEN HIGHER PRODUCT REVIEWS REDUCE PURCHASE LIKELIHOOD

Patrick Fennell, *Louisiana State University, USA*

Chatt Pongpatipat, *Saginaw Valley State University, USA*

TRAVEL TALK - EWOM ACROSS MULTIPLE CULTURES

Tim Foster, *Luleå University of Technology, Sweden*

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

Asa Wallstrom, *Luleå University of Technology, Sweden*

Anne Engstrom, *Luleå University of Technology, Sweden*

STRUCTURED ABSTRACT: MOTIVATIONS OF SHOPPING CHANNEL PREFERENCES AND PURCHASE INTENTION: THE MODERATING ROLE OF INVOLVEMENT

Hamid Shirdastian, *Concordia University, Canada*

Michel Laroche, *Concordia University, Canada*

Thursday, 10:00 - 10:30 am

Refreshment Break

Room: Ballroom of the Americas-A

Thursday, 10:30 am - 12:00 pm

Session 6.1. **SENSORY MARKETING AND HEALTHFUL CONSUMPTION**

Room: Atlantic A

Session Chair: Marisabel Romero, *University of South Florida, USA*

NUDGING HEALTHFUL CONSUMPTION AND CHOICES THROUGH THE USE OF AMBIENT SCENT

Sarah Lefebvre, *University of Central Florida, USA*

Dipayan Biswas, *University of South Florida, USA*

STRUCTURED ABSTRACT: HUNGRY, HEALTHY, HAPPY! HOW EMOLABELING WITH SMILEY FACES INDUCES HEALTHIER FOOD CHOICES FOR CHILDREN

Annika Lueth, *University of South Florida, USA*

STRUCTURED ABSTRACT: UNDERSTANDING THE RELATIONSHIP BETWEEN CONTEXT DEPENDENCE AND SUSCEPTIBILITY TO CONSUMPTION CUES

Alyssa Reynolds, *New Mexico State University, USA*

Collin Payne, *New Mexico State University, USA*

STRUCTURED ABSTRACT: BRINGING THE PRODUCT CLOSER: THE EFFECT OF SCENTED ADVERTISING ON PERCEIVED PSYCHOLOGICAL DISTANCE AND PRODUCT EVALUATION

Ruta Ruzeviciute, *Vienna University of Economics and Business, Austria*

Bernadette Kamleitner, *Vienna University of Economics and Business, Austria*

Dipayan Biswas, *University of South Florida, USA*

Session 6.2. **BRAND WORLDS, MERCHANDISE AND COUNTERFEITS**

Room: Atlantic B

Session Chair: Tessa Garcia-Collart, *Florida International University, USA*

DISNEYLAND IN B2B? TOWARDS PHYSICAL BRAND WORLDS IN INDUSTRIAL MARKETING

Benjamin Österle, *DHBW Stuttgart, Germany*

Marc Kuhn, *DHBW Stuttgart, Germany*

PURVEYORS OF PIXIE DUST: BEING “MICKEY MOUSE-MINDED” THROUGH MERCHANDISE AND PEOPLE MANAGEMENT

Claire Hookham Williams, *University of Hull, UK*

Amy M. Davis, *University of Hull, UK*

THE CORE ROLE OF COUNTERFEITING RESISTANCE FOR IMPROVING THE GENUINE LUXURY BRAND PURCHASE INTENTION

Siham Mourad, *ISCAE, Morocco*

Pierre Valette-Florence, *University of Grenoble (IAE), France*

HOW DOES COUNTERFEIT CONTAMINATE PERCEPTIONS OF GENUINE BRANDS?

Lei Song, *Stockton University, USA*

Yan Meng, *Baruch College, CUNY, USA*

Gavin Jiayun Wu, *Savannah State University, USA*

Rajneesh Suri, *Drexel University, USA*

Session 6.3. FACTORS IMPACTING RETAILER PERCEPTION

Room: Grand Republic A

Session Chair: Silke Bambauer-Sachse, *University of Fribourg, Germany*

HOW DO CONSUMERS UPDATE STORE PRICE PERCEPTIONS?

Anne Mägi, *University of Illinois at Chicago, USA*

Jonas Gunnarsson, *ICA Handlarnas AB, Sweden*

Sara Rosengren, *Stockholm School of Economics, Sweden*

THE IMPACT OF PERCEIVED POINT OF SALE EXPERIENCE: A STRUCTURED ABSTRACT

Devdeep Maity, *Delaware State University, USA*

EFFECT OF PRODUCT RETURN POLICY ON CONSUMER'S RISK PERCEPTION, STORE IMAGE, AND STORE PATRONAGE: A CAUSAL INVESTIGATION

Md Rokonzaman, *University of North Texas, USA*

Audhesh Paswan, *University of North Texas, USA*

Session 6.4. RELATIONSHIP MARKETING: FINANCIAL IMPLICATIONS

Room: Grand Republic C

Session Chair: Matthew M. Lastner, *Louisiana State University, USA*

TOP MANAGEMENT ORIENTATION AND ITS IMPACT ON THE FINANCIAL CONTRIBUTION OF TRADE SHOWS: A NON-SELLING PERSPECTIVE

Eric Boyd, *James Madison University, USA*

Brian Brown, *Virginia Commonwealth University, USA*

Mayoor Mohan, *Virginia Commonwealth University, USA*

MONEY ISN'T EVERYTHING! THE EFFECTS OF MONETARY AND NON-MONETARY FAILURE COMPENSATIONS ON CUSTOMERS' COMPLAINT SATISFACTION AND LOYALTY

Sabrina Heix, *TU Dortmund University, Germany*

Gerrit Cziehso, *TU Dortmund University, Germany*

WHEN DO INVESTMENTS IN SUPPLIER-BUYER RELATIONSHIP GENERATE OPTIMAL PROFITS? FROM THE RELATIONSHIP LIFE CYCLE PERSPECTIVE

Dong Liu, *University of South Florida, USA*

RECIPROCITY IN AN ACTOR-TO-ACTOR (A2A) RELATIONSHIP: AN ANTECEDENT TO CUSTOMER LOYALTY

Asmaa Hilali, *Al Akhawayn University, Morocco*

Michèle Paulin, *Concordia University, Canada*

Michel Laroche, *Concordia University, Canada*

Session 6.5. MARY KAY INC. DISSERTATION PROPOSAL AWARD FINALISTS

Room: Grand Republic B

Session Chair: Todd Donovan, *Colorado State University, USA*

INVESTIGATING THE IMPACT OF PACE, RHYTHM, AND SCOPE ON NEW PRODUCT INTRODUCTION PROCESS ON FIRM PERFORMANCE IN B2B MARKETS

Amalesh Sharma, *Georgia State University, USA*

EFFECTS OF ANTHROPOMORPHIC PRODUCT PRESENTATIONS ON BRAND CHOICE OF COMPLEMENTARY ACCESSORIES

Michael Jia, *University of Southern California, USA*

SAME OR DIFFERENT? A PRODUCT DESIGN QUESTION

Jiaoyang (Krista) Li, *Texas A&M University, USA*

Session 6.6. CONSUMER BEHAVIOR: GOING BEYOND SELF-BENEFITS

Room: Grand Republic D

Session Chair: Thomas Wittkop, *HS Owl, Germany*

ARE THE FACTORS AFFECTING SATISFACTION AND ACTUAL PURCHASE THE SAME? COMPARISONS BETWEEN UNPLANNED AND PLANNED PURCHASE

Sujin Yang, *Sungshin Women's University, South Korea*

Yun Jung Lee, *Adelphi University, USA*

THE EFFECT OF CATEGORIZATION MINDSET ON CONSUMERS' SOCIAL DECISIONS

Hsiao-Ching Kuo, *Washington and Jefferson College, USA*

I AM NOT LIKE YOU, BUT I'M ALSO GOING BY BIKE: THE CONSPICUOUS CONSUMPTION EFFECT OF A DISSOCIATION REFERENCE GROUP ON OBSERVER'S ENGAGEMENT IN AN ENVIRONMENTAL CAUSE

Melby Huertas, *FEI, Brazil*

Eduardo Hanna, *FEI, Brazil*

Warton Da Silva Souza, *FEI, Brazil*

Nelson Uliana, *FEI, Brazil*

Luis Gustavo Syllós, *FEI, Brazil*

STRUCTURED ABSTRACT: DO CONSUMERS HAVING DIFFERENT LEVELS OF GREEN CONSUMPTION VALUE AND FRUGALITY HAVE SAME OR DIFFERENT LEVEL OF PARTICIPATION IN ENVIRONMENTALLY RESPONSIBLE CONSUMPTION BEHAVIORS?

Sudhanshu Gupta, *Indian Institute of Technology-Madras, India*

Richa Agrawal, *Indian Institute of Technology-Madras, India*

Session 6.7. **GLOBAL MARKETING STRATEGIES: OVERVIEW AND REVIEWS**

Room: Pacific Room

Session Chair: Bidisha Burman, *Appalachian State University, USA*

AN INTEGRATION OF THE CURATIVE INTERNATIONAL MARKETING CONSTRUCT

Michael Czinkota, *Georgetown University, USA*

Rüdiger Kaufman, *University of Nicosia, Cyprus*

GETTING IN POSITION: UNCOVERING ANTECEDENTS OF GLOBAL NETWORK CAPITAL

Cynthia Satornino, *Northeastern University, USA*

Willy Bolander, *Florida State University, USA*

Chris Plouffe, *University of Akron, USA*

A META-ANALYSIS ON SUBSIDIARY EXIT

Dafnis Coudounaris, *University of Vaasa, Finland*

RETAIL EXPANSION: WHAT'S AHEAD?

Boryana Dimitrova, *Drexel University, USA*

Bert Rosenbloom, *Drexel University, USA*

Trina Larsen Andras, *Drexel University, USA*

Session 6.8. **DOCTORAL COLLOQUIUM: SERVICES MARKETING**

Room: Fantasia F

Session Chair: John Ford, *Old Dominion University, USA*

STRUCTURED ABSTRACT: AN EMPIRICAL EXAMINATION OF THE EFFECTIVENESS OF DIFFERENT TYPES OF COMPENSATION IN A SERVICE TERMINATION CONTEXT

Amin Nazifi, *University of Edinburgh, UK*

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

DO ATTRIBUTES OF PATIENT SATISFACTION AFFECT WORD-OF-MOUTH COMMUNICATION?

Soumya Upadhyay, *University of Alabama at Birmingham, USA*

DOES WINE PRICE PERCENT CHANGE RELATE TO AN EXPERT THIRD PARTY WINE RATING? A QUICK LOOK AT ONE OF THE GURUS OF WINE RATINGS

Christian Bushardt, *Louisiana Tech University, USA*

Session 6.9. **INTERNATIONAL AND CROSS-CULTURAL FACTORS**

Room: Fantasia E

Session Chair: Felipe Pantoja, *NEOMA Business School, France*

CUSTOMER ONLINE REVENGE BEHAVIOR: A CROSS-CULTURAL EXAMINATION

Zaid Obeidat, *University of Jordan, Jordan*

Sarah Xiao, *Durham University, UK*

Gopalkrishnan Iyer, *Florida Atlantic University, USA*

INFLUENCE OF EXPATRIATES 'ACCLTURATION ON CONSUMER BEHAVIOR: THE CASE OF FRENCH IN CHINA

Mounia Benabdallah, *IDRAC, France*

HOW CHINA'S 'DOUBLE-ELEVEN' DAY CHALLENGES CONFUCIANISM

Wenkai Zhou, *New Mexico State University, USA*

Yu-Feng Lee, *New Mexico State University, USA*

Michael Hyman, *New Mexico State University, USA*

INFLUENCE OF PERCEIVED RISK AND FAMILIARITY ON WILLINGNESS TO TRANSACT IN ONLINE FOOD SHOPPING IN DEVELOPING ECONOMIES

Huma Amir, *Institute of Business Administration Karachi, Pakistan*

Wajid Rizvi, *Institute of Business Administration Karachi, Pakistan*

MEASURING CONFUCIAN ETHICS: SCALE DEVELOPMENT AND VALIDATION

Xingyan Wang, *Shandong University, China*

Fuan Li, *William Paterson University of New Jersey, USA*

Qin Sun, *Trident University International, USA*

Session 6.10. THE INCREDIBLES: CREATING VALUE IN SALES

Room: Fantasia D

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

SKILLED INTUITION AND SELLING PERFORMANCE: A STRUCTURED ABSTRACT

Zachary Hall, *Texas Christian University, USA*

Harish Sujjan, *Tulane University, USA*

Michael Ahearne, *University of Houston, USA*

STRUCTURED ABSTRACT: MIRRORING THE BOSS: INFLUENCE OF ETHICAL LEADERSHIP ON SALESPERSON ETHICAL BEHAVIOR AND PERFORMANCE

Vishag Badrinarayanan, *Texas State University, USA*

Indu Ramachandran, *Texas State University, USA*

Sreedhar Madhavaram, *Cleveland State University, USA*

STRUCTURED ABSTRACT: VALUE CREATION THROUGH RECIPROCAL VALUE PROPOSITIONS – THE DISCREPANCY BETWEEN THEORY AND SALES PRACTICE

Jasmin Baumann, *University of East Anglia, UK*

Kenneth Le Meunier-Fitzhugh, *University of East Anglia, UK*

Leslie Caroline Fitzhugh, *University of East Anglia, UK*

INVESTIGATING THE ANTECEDENTS OF AFFILIATE CONTROL SYSTEM: A STRUCTURED ABSTRACT

Zhen Yang, *Drexel University, USA*

Zhengjie Li, *New York University, USA*

Thursday, 12:00 - 1:30 pm

AMS Awards Luncheon

Room: Ballroom of the Americas-B

Thursday, 1:30 - 3:00 pm

Session 7.1. **SENSORY MARKETING, RETAIL ATMOSPHERICS, AND HEALTHY FOOD CHOICES**

Room: Atlantic A

Session Chair: Annika Lueth, *University of South Florida, USA*

THE EFFECTS OF PLATE PRESENTATION ON CALORIE ESTIMATES AND CONSUMPTION DECISIONS

Sarah Lefebvre, *University of Central Florida, USA*

Courtney Szocs, *Portland State University, USA*

RETAILERS' RESISTANCE TOWARDS RADICAL INNOVATIONS IN THE BABY NUTRITION MARKET - AN EMPIRICAL STUDY

Moritz Vom Hofe, *TU Dortmund University, Germany*

Christian Samulewicz, *TU Dortmund University, Germany*

Sabrina Heix, *TU Dortmund University, Germany*

Stefan Ruffer, *TU Dortmund University, Germany*

THE EFFECT OF CROSSMODAL CONGRUENCY BETWEEN AMBIENT SCENT AND THE STORE ENVIRONMENT ON CONSUMER REACTIONS

Carmen Adams, *Hasselt University, Belgium*

Lieve Doucé, *Hasselt University, Belgium*

Wim Janssens, *Hasselt University, Belgium*

STRUCTURED ABSTRACT: DISPLAY POSITIONS OF HEALTHY AND UNHEALTHY ITEMS - IMPLICATIONS FOR HEALTHFUL CHOICES.

Marisabel Romero, *University of South Florida, USA*

Dipayan Biswas, *University of South Florida, USA*

Session 7.2. **SOCIAL, POLITICAL, AND ECONOMIC COMMUNICATION**

Room: Atlantic B

Session Chair: Angeline Close Scheinbaum, *University of Texas at Austin, USA*

NAVIGATING THE REGULATORY ENVIRONMENT IN THE SWEDISH SHARING ECONOMY

Jessica Schmidt, *Stockholm University, Sweden*

Pia Albinsson, *Appalachian State University, USA*

**STRUCTURED ABSTRACT: POLITICAL CAMPAIGNING ON TWITTER:
THE USE OF LANGUAGE, MESSAGE TONE AND IMPLICATIONS
FOR POLITICAL MARKETING COMMUNICATION FROM THE UK
GENERAL ELECTION 2015.**

David Houghton, *Birmingham Business School, UK*
Zeina Abuhamdan, *Birmingham Business School, UK*
Ben Marder, *University of Edinburgh, UK*

**INSIGHTS FROM A POLICY DELPHI ON THE FUTURE OF THE
SHARING ECONOMY**

Verena Gruber, *HEC Montréal, Canada*

Session 7.3. **RETAIL AND REVIEW CUES**

Room: Pacific Room

Session Chair: Janna Parker, *James Madison University, USA*

**RETAILER TELEVISION ADVERTISING: A CONTENT ANALYSIS OF
THE INFORMATIONAL CUES USED BY RETAILERS**

Janna Parker, *James Madison University, USA*
Bruce Alford, *Louisiana Tech University, USA*

**SMILING AND KEEPING BUSY NEAR THE ENTRANCE OF THE
STORE?: WHAT WORKS FOR HAILERS AND WHAT DOESN'T**

Carolyn Musgrove, *Indiana University Southeast, USA*
George Franke, *University of Alabama, USA*
Kristy Reynolds, *University of Alabama, USA*

**THE INFLUENCE OF CUSTOMER PRODUCT RATINGS ON
PURCHASE DECISIONS**

Sarah Küsgen, *TU Dortmund University, Germany*
Sören Köcher, *TU Dortmund University, Germany*

**THE "DARK SIDE" OF PASSIONATE REVIEWS: REVERSE
ALLIESTHESIA AND IMPULSIVITY**

Elizabeth Aguirre, *Maastricht University, Netherlands*
Scott Motyka, *Keck Graduate Institute, USA*
Dhruv Grewal, *Babson College, USA*
Dominik Mahr, *Maastricht University, Netherlands*
Ko de Ruyter, *Maastricht University, Netherlands*
Martin Wetzels, *Maastricht University, Netherlands*

Session 7.4. **TO KEEP OR NOT TO KEEP THAT IS THE QUESTION:
REACTIONS TO PRODUCTS GROWING OLD**

Room: Fantasia F

Session Chair: Bernadette Kamleitner, *WU, Austria*

**OLD, BUT GOLD! HOW AGE STEREOTYPE AFFECTS THE
EVALUATION OF SECOND-HAND PRODUCTS**

Felipe Pantoja, *NEOMA Business School, France*
Marat Bakpayev, *NEOMA Business School, France*
Patricia Rossi, *IESEG School of Management, France*
Sukki Yoon, *Bryant University, USA*

STRUCTURED ABSTRACT: EXAMINING CONSUMER REACTION TOWARD MARKETER-PROVIDED INFORMATION ABOUT SECONDHAND GOODS

Jing Hu, *California State Polytechnic University, Pomona, USA*

David Ackerman, *California State University, Northridge, USA*

STRUCTURED ABSTRACT: WHO RETURNS IT AND WHO KEEPS IT? AN EMPIRICAL INVESTIGATION OF CONTRASTING CONSUMER PROFILES

Dong H. Lee, *Manhattan College, USA*

A STUDY TO EXPLORE HOW DISPOSING OLD-GOODS FACTORS INFLUENCE CONSUMER'S BEHAVIOR

Kuei-Feng Chang, *Chaoyang University of Technology, Taiwan*

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

Session 7.5. ASTROMETRY, SALESPEOPLE AND WORD-OF-MOUTH: CONSEQUENTIAL ENCOUNTERS

Room: Grand Republic C

Session Chair: Jeremy Sierra, *Texas State University, USA*

A CONSUMER HEALTH PERSPECTIVE ON SEVERE SERVICE FAILURE: THE EFFECTS OF EXPRESSIVE DISCLOSURE

Adam Cann, *Texas Tech University, USA*

Miles Condon, *Texas Tech University, USA*

Shannon Rinaldo, *Texas Tech University, USA*

Deidre Popovich, *Texas Tech University, USA*

STRUCTURED ABSTRACT: DON'T BE SUCH A DOWNER: THE IMPACT OF VALENCE ON RECEIVERS OF WORD-OF-MOUTH

William Martin, *Eastern Washington University, USA*

THE IMPACT OF PRO-CUSTOMER DEVIANCE AND CUSTOMER'S PARTICIPATION ON CUSTOMERS' COGNITIVE AND AFFECTIVE OUTCOMES

Achilleas Boukis, *University of Sussex, UK*

Kalliopi Chatzipanagiotou, *University of Glasgow, UK*

Ioannis Kostopoulos, *Leeds Beckett University, UK*

Ruya Yuksel, *Leeds Beckett University, UK*

SUPERSTITION, ASTROMETRY, AND SUSPENSION OF DISBELIEF: AN EXPLANATORY MODEL OF RISK-SEEKING TENDENCIES

Jeremy Sierra, *Texas State University, USA*

Michael Hyman, *New Mexico State University, USA*

Anna Turri, *Texas State University, USA*

Session 7.6. CAUSE MARKETING & GREEN MARKETING

Room: Grand Republic D

Session Chair: Alexa Fox, *Ohio University, USA*

DISRUPTIVE CAUSE-RELATED MARKETING IN PROFESSIONAL SPORTS: THE CASE OF DEVON STILL AND THE CINCINNATI BENGALS

Jennifer Gardner, *Northern Kentucky University, USA*

Bridget Nichols, *Northern Kentucky University, USA*

LEVERAGING CAUSE-MARKETING AS AN ORGANIZATIONAL STRATEGY: EXPLORING THE IMPACT ON JOB SEEKERS

Michael Peasley, *University of Memphis, USA*

Josh Coleman, *University of Memphis, USA*

John Narcum, *University of Memphis, USA*

CONSUMER RESPONSES TO SPATIAL DISTANCE AND SOCIAL DISTANCE IN A CAUSE MARKETING CAMPAIGN

Soyoung Joo, *University of Massachusetts Amherst, USA*

STRUCTURED ABSTRACT: CAUSE-RELATED MARKETING (CM): THE PERSPECTIVE OF MILLENNIALS

Malin Beckmann, *Jönköping International Business School, Sweden*

Florentine Noll, *Jönköping International Business School, Sweden*

Adele Berndt, *Jönköping International Business School, Sweden*

Session 7.7. SPECIAL SESSION—UNVEILING THE MAGIC OF STORYTELLING IN MARKETING

Room: Grand Republic A

Session Chairs: Edward L. Nowlin, *Kansas State University, USA*
and Claas Christian Germelmann, *University of Bayreuth, Germany*

THE CONCEPT OF EIGENZEIT AND THE ART OF STORYTELLING IN ADVERTISING SPOTS

Martin Huber, *University of Bayreuth, Germany*

Claas Christian Germelmann, *University of Bayreuth, Germany*

TOO GOOD TO BE TOLD: MEDIATING EFFECTS ON THE RETELLING OF EXTRAORDINARY CORPORATE NARRATIVES

Pablo Neder, *University of Bayreuth, Germany*

Claas Christian Germelmann, *University of Bayreuth, Germany*

FOSTERING PASSION: THE ROLE OF WORK ENVIRONMENT, ATTITUDES, AND PSYCHOLOGICAL OWNERSHIP IN SALESPERSON STORYTELLING

Edward L. Nowlin, *Kansas State University, USA*

David M. Houghton, *Southern Illinois University, USA*

Ben Eng, *Marshall University, USA*

NARRATIVE AS METHOD: USING NARRATIVE THEORY TO INFORM QUALITATIVE RESEARCH

Martin Key, *University of Colorado Colorado Springs, USA*

Session 7.8. **SPECIAL SESSION—LEARNING ABOUT THE MAGIC OF PUBLISHING USING BIBLIOMETRIC ANALYSIS**

Room: Grand Republic B

Session Chair: Amanda Blair, *Royal Institute of Technology, Sweden*

Panelists: Amanda Blair, *Royal Institute of Technology, Sweden*
Stacey Morrison, *Royal Institute of Technology, Sweden*
Jeannette Paschen, *Royal Institute of Technology, Sweden*
John Prpić, *Luleå University of Technology, Sweden*
Debbie Vigar-Ellis, *University of KwaZulu-Natal, South Africa*
Ria Wiid, *University of Worcester, UK*

Session 7.9. **FIRMS, RETAILERS, AND CUSTOMERS**

Room: Fantasia E

Session Chair: Jan Kietzmann, *Simon Fraser University, Canada*

HOW POWER AFFECTS CONSUMERS' TIPPING BEHAVIOR

Anubhav Aggarwal, *Drexel University, USA*
Jeonggyu Lee, *Drexel University, USA*
Hoori Rafeian, *Drexel University, USA*
Daniel Korschun, *Drexel University, USA*

BRAND LOYALTY GAIN OR LOSS? EFFECTS OF MOBILE APP GAMIFICATION FOR RETAILERS

Ines Hackeradt, *Georg-August-University Göttingen, Germany*
Waldemar Toporowski, *Georg-August-University Göttingen, Germany*

CO-CREATING “THE DEAL”: HOW SALESPERSON NEGOTIATION STRATEGIES AND CUSTOMER PERSUASION KNOWLEDGE INTERACT TO DETERMINE PRICE DISCOUNTS AND CUSTOMER SATISFACTION

Yvette Holmes, *University of Houston-Downtown, USA*
Lauren Beitelspacher, *Babson College, USA*
Bryan Hochstein, *Florida State University, USA*
Willy Bolander, *Florida State University, USA*

Session 7.10. **AMS REVIEW EDITORIAL REVIEW BOARD MEETING**

Room: Fantasia D

Thursday, 3:00 - 3:30 pm

Refreshment Break

Sponsored by Marketplace® Simulations

Room: Ballroom of the Americas-A

Thursday, 3:30 - 5:00 pm

Session 8.1. **MEET THE EDITORS II**

Room: Grand Republic B

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

Panelists: V. Kumar, *Journal of Marketing, Georgia State University, USA*
Leonard Lee, *Journal of Consumer Research, National University of Singapore, Singapore*
Greg Marshall, *Journal of Marketing Theory and Practice, Rollins College, USA*
Brian Ratchford, *Journal of Interactive Marketing, University of Texas at Dallas, USA*
Cleopatra Veloutsou, *Journal of Product and Brand Management, University of Glasgow, UK*
Debra Zahay-Blatz, *Journal of Research in Interactive Marketing, St. Edward's University, USA*
Doug Hughes, *Journal of Personal Selling and Sales Management, Michigan State University, USA*
Gloria Barczak, *Journal of Product Innovation Management, Northeastern University, USA*

Session 8.2. **GETTING CONSUMER INSIGHTS FROM SPORT FANS AND VOLUNTEERS**

Room: Atlantic B

Session Chair: Hsiao-Ching Kuo, *Washington and Jefferson College, USA*

THE PERSONAL VALUE STRUCTURES OF RALLY SPECTATORS AND RALLY TEAM MEMBERS

Risto Rasku, *JAMK University of Applied Sciences, Finland*

Douglas Turco, *Sport Business School Finland, USA*

STRUCTURED ABSTRACT: THE ROLE OF PRIDE IN RETAINING SPORT EVENT VOLUNTEERS

Mya Groza, *Northern Illinois University, USA*

Mark Groza, *Northern Illinois University, USA*

Luis Miguel Barral, *ENAE Business School, Spain*

Jose Antonio Rodero, *ENAE Business School, Spain*

EFFECTS OF SOCIAL MEDIA ON CONSUMERS' SPORTS BRAND EXPERIENCES AND LOYALTY

Juha Munnukka, *Jyväskylä University School of Business and Economics, Finland*

Heikki Karjaluoto, *Jyväskylä University School of Business and Economics, Finland*

Tommi Mahlamäki, *Tampere University of Technology, Finland*

Ville Hokkanen, *Jyväskylä University School of Business and Economics, Finland*

**CAUSE-RELATED SPORTS MARKETING: THE ROLE OF LEAGUE-
CAUSE FIT AND TEAM IMAGERY IN ADVERTISING PROMOTIONS**

Bridget Nichols, *Northern Kentucky University, USA*

Joe Cobbs, *Northern Kentucky University, USA*

David Raska, *Northern Kentucky University, USA*

Session 8.3. **ROLES OF CHANNELS ON PREFERENCES AND CHOICES**

Room: Pacific Room

Session Chair: Felipe Pantoja, *NEOMA Business School, France*

**STRUCTURED ABSTRACT: THE MAGIC OF MAKING MORE
FROM LESS--CONNECTING MARKETING PRICE DISCOUNTS,
SUPPLY CHAIN LOGISTICS, AND FINANCIAL WORKING CAPITAL
STRATEGY**

Jared Hansen, *University of North Carolina at Charlotte, USA*

**STRUCTURED ABSTRACT: ALTERNATIVE DISTRIBUTION CHANNELS
TO REACH THE BOTTOM OF THE PYRAMID IN AN EMERGING
MARKET**

Dimitri Kapelianis, *University of New Mexico, USA*

Nosipho Mtshemla, *University of Pretoria, South Africa*

Sharika Munooobhai, *University of Pretoria, South Africa*

**STRUCTURED ABSTRACT: COMPARISON SITES: SIMPLIFIED
OR DIRECTED EFFORT? MACRO-STUDY ON RETAILERS' AND
INTERMEDIARIES' ONLINE CHANNEL**

Sahar Karimi, *Edge Hill University, UK*

**STRUCTURED ABSTRACT: ENTREPRENEURSHIP OPPORTUNITIES
FOR WOMEN AND MINORITIES: EVIDENCE FROM FRANCHISE
INDUSTRIES**

Rebecca Rast, *Louisiana State University, USA*

Aaron Gleiberman, *Louisiana State University, USA*

Rajiv Dant, *University of Oklahoma, USA*

Session 8.4. **CROSS CULTURAL ASPECTS OF BRANDS**

Room: Atlantic A

Session Chair: Bernadette Kamleitner, *WU, Austria*

**RESCUING XENOCENTRISM: THE MISSING CONSTRUCT IN
CONSUMER BEHAVIOR**

José I. Rojas-Méndez, *Carleton University, Canada*

Sindy Chapa, *Florida State University, USA*

**WHEN PURCHASE INTENT IS NOT THE ENDGAME: A SEQUENTIAL
PROCESS TO UNDERSTAND BRAND TRIBALISM, BRAND LOVE,
AND MOTIVATIONAL NEEDS**

Jeremy Sierra, *Texas State University, USA*

Harry Taute, *Utah Valley University, USA*

Larry Carter, *Utah Valley University, USA*

**STRUCTURED ABSTRACT: DISCOVERING RELATIONSHIPS
BETWEEN INDIAN LUXURY BRANDS AND INDIAN CONSUMERS**

Varsha Jain, *MICA, India*

Don Schultz, *Northwestern University, USA*

**Session 8.5. SPECIAL SESSION: DESIGNING AN INTEGRATED THREE
YEAR MARKETING BACHELOR'S DEGREE PROGRAM**

Room: Fantasia F

Session Chair: Kimberly Bogle Jubinville, *Southern New Hampshire
University, USA*

Panelists: Kimberly Bogle Jubinville, *Southern New Hampshire
University, USA*
Andrew Lynch, *Southern New Hampshire University,
USA*

Session 8.6. MINDFULNESS: A NEW LOOK AT MARKETING ETHICS

Room: Grand Republic D

Session Chair: Ryan Langan, *Willamette University, USA*

**GETTING INTO THE MIND OF CONSUMERS: AN EXPLORATORY
ANALYSIS OF CONSUMER OPINIONS, ETHICS AND SENTIMENT
OF NEUROMARKETING**

Cuauhtemoc Luna-Nevarez, *Sacred Heart University, USA*

**FACTORS INFLUENCING THE UNETHICAL BEHAVIOR OF BUSINESS
PEOPLE**

Adam Boes, *Grand Valley State University, USA*

Duncan Vos, *Grand Valley State University, USA*

Kevin Lehnert, *Grand Valley State University, USA*

Suzeanne Benet, *Grand Valley State University, USA*

MINDFULNESS AND ETHICAL MARKETING

Emma Wang, *Bentley University, USA*

Pierre Berthon, *Bentley University, USA*

**Session 8.7. SPECIAL SESSION—MEET WITH JOURNAL EDITORIAL
REVIEWERS: AN INTERACTIVE Q&A DISCUSSION ON THE
DIFFICULTIES AND ISSUES THAT CREATE A REJECTION ASSESSMENT
IN THE JOURNAL REVIEW PROCESS**

Room: Grand Republic A

Session Chair: David Ortinau, *University of South Florida, USA*

Panelists: David Ortinau, *University of South Florida, USA*
Michael Dorsch, *Clemson University, USA*
Diana Haytko, *Florida Gulf Coast University, USA*
Les Carlson, *University of Nebraska, USA*
Patricia Norberg, *Quinnipiac University, USA*

Session 8.8. **SPECIAL SESSION—FRESH PERSPECTIVES ON VALUE CREATION**

Room: Grand Republic C

Session Chair: Emily Treen, *Simon Fraser University, Canada*

THE VIRGIN, THE LOVER, AND THE QUEEN: THE VALUE CREATED BY CHARACTER ARCHETYPES

Anjali Bal, *Babson College, USA*

Julia Watson, *University of California, Riverside, USA*

Kelly Weidner, *Dominican University of California, USA*

Richard Hanna, *Babson College, USA*

HOW CAN SME'S TAKE ADVANTAGE OF CROWDSOURCING?

Terrence Brown, *Royal Institute of Technology, Sweden*

Serdar Temiz, *Royal Institute of Technology, Sweden*

THE ROLE OF THE PRODUCT CHAMPION AND THE CONFLICTED VALUE OF SECRETS

Kelly Weidner, *Dominican University of California, USA*

Adam Mills, *Simon Fraser University, Canada*

Session 8.9. **INNOVATIONS & NEW TECHNOLOGIES: IMPLICATIONS FOR STRATEGIC MARKETING**

Room: Fantasia E

Session Chair: Xia Liu, *Rowan University, USA*

STRUCTURED ABSTRACT: PREMATURE ADOPTION OF TECHNOLOGICAL AND/OR ADMINISTRATIVE INNOVATIONS IN MARKETING: EXPLORING THE ISSUES AND IMPLICATIONS THROUGH A COMPETITIVE ADVANTAGE LENS

Radha Appan, *Cleveland State University, USA*

Sreedhar Madhavaram, *Cleveland State University, USA*

FIRM-LEVEL TECHNOLOGY ADOPTION PROCESSES: A QUALITATIVE INVESTIGATION

Kenneth Graham, *University of Wisconsin - La Crosse, USA*

Robert Moore, *Mississippi State University, USA*

DISCOVERING MAGIC OF MOBILE TECHNOLOGY IN BUSINESS: STRATEGIC MARKETING PERSPECTIVE

Elvira Bolat, *Bournemouth University, UK*

STRUCTURED ABSTRACT: REVISITING THE MARKETING CAPABILITIES FROM AN ADAPTIVE PERSPECTIVE

Volkan Polat, *Yalova University, Turkey*

Ali E. Akgun, *Gebze Technical University, Turkey*

Session 8.10. **EXPRESS YOUR SELFIE! SELF-CONCEPT, IDENTITY AND SELF-EXPRESSION**

Room: Fantasia D

Session Chair: Sarah Kuesgen, *TU Dortmund, Germany*

NARCISSISM AND THE SELFIE: AN EXPLORATORY STUDY

Kate Pounders, *University of Texas at Austin, USA*

Hyunsang Son, *University of Texas at Austin, USA*

Tae Rang Choi, *University of Texas at Austin, USA*

IMPACTS OF PEER IDENTITY AND PEER RELATIONSHIP ON ONLINE BRAND COMMUNITY IDENTIFICATION AND VALUE CO-CREATION

Shih-Ju Wang, *National Taiwan Normal University, Taiwan*

Chong Jin Edmund Liaw, *INTI International University and Colleges, Malaysia*

Heng-Chiang Huang, *National Taiwan University, Taiwan*

STRUCTURED ABSTRACT - INSTAGRAM INFLUENCERS AND THE ILLUSION OF A PERFECT BODY: AN ANALYSIS BASED ON BOURDIEU'S THEORETICAL CONTRIBUTION

Daniela Ferreira, *Federal University of Rio de Janeiro, Brazil*

USER'S SELF-EXPRESSION IN AUGMENTED REALITY

Atieh Poushneh, *University of Texas Rio Grande Valley, USA*

Thursday, 5:00 - 6:00 pm

AMS Business Meeting

Room: Pacific Room

Thursday, 7:45 - 10:00 pm

Dessert Reception & IllumiNations Fireworks Display

Location: EPCOT—Terrace des Fleurs

Buses will be staged at 7:45 PM at West Side Bus Pick Up in the Contemporary Convention Center and **will leave for EPCOT at 8:00 pm**. After the reception, buses will leave from EPCOT at 9:45 and return to the Contemporary at approximately 10:00 pm.

*There will be convention guides to get guests off the buses, to the location, and then back to the buses**

DAILY HIGHLIGHTS • Friday, May 20, 2016

Registration

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

2016 Theory Forum Session 1

Hosted by AMS Review

Room: Grand Republic B, 9:00 – 10:15 am

Refreshment Break

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

2016 Theory Forum Session 2

Hosted by AMS Review

Room: Grand Republic B, 10:30 am – 12:00 pm

Lunch on Your Own

12:00 – 1:00 pm

AMS Board of Governors Meeting

Room: Board Room, 12:00 – 1:30 pm

AMS Excellence in Marketing Education Series—

Disney Institute Backstage Magic Tour

(Pre-registration Required—

Not Included in Conference Registration)

Time TBA

President's Reception

Room: Porte Corhere, 7:00 – 8:00 pm

President's Banquet

Room: Porte Corhere, 8:00 pm

Friday, 8:30 - 10:00 am

Session 9.1. **CSR MEDLEY: SUSTAINABILITY, CELEBRITIES, MEASUREMENT AND MORAL EMOTIONS**

Room: Atlantic A

Session Chair: Stefan Sleep, *Georgia Southern University, USA*

WHO IS TO BLAME? – THE ROLE OF PERCEIVED DECEPTION AND MORAL EMOTIONS IN CONSUMERS' ATTRIBUTIONAL SEARCH: A STRUCTURED ABSTRACT

Johanna Held, *University of Bayreuth, Germany*

Maximilian Stieler, *University of Bayreuth, Germany*

Claas Christian Germelmann, *University of Bayreuth, Germany*

FRAMING BUSINESS SUSTAINABILITY EFFORTS THROUGH TIME

Goran Svensson, *Oslo School of Management, Norway*

Nils Høgevold, *Oslo School of Management, Norway*

ARE CONSUMERS VULNERABLE TO CONSUMER FINANCIAL SERVICES? AN EXPLORATION OF PSYCHOLOGICAL ANTECEDENTS OF ATTITUDES AND BEHAVIORS IN THE CONSUMER FINANCIAL SERVICES INDUSTRY

Nicole Ponder, *Mississippi State university, USA*

Sheri Worthy, *University of Georgia, USA*

Jason Lueg, *Mississippi State University, USA*

CROSS-CULTURAL VALIDITY ASSESSMENT OF PERCEIVED BRAND GREENNESS SCALE

Sowmya Raja, *IIT Madras, India*

Richa Agrawal, *IIT Madras, India*

Session 9.2. EMOTIONS AND THE SELF

Room: Atlantic B

Session Chair: Pia Albinsson, *Appalachian State University, USA*

IS NOT THAT SHE IS A BAD PERSON, BUT SOMETHING IS PROBABLY WRONG!

Amanda Yamim, *NEOMA Business School, France*

Adilson Borges, *NEOMA Business School, France*

Bruna Jochims, *NEOMA Business School, France*

AN ARGUMENT FOR THE USE OF HIGH FEAR APPEALS AS AN EFFECTIVE TYPE II DIABETES HEALTH MESSAGING STRATEGY

Christopher D. Hopkins, *Clemson University, USA*

Kevin J. Shanahan, *Mississippi State University, USA*

Karen Hood, *Eastern Kentucky University, USA*

Allyn White, *University of Mississippi, USA*

STRUCTURED ABSTRACT- MEASURING AD-EVOKED NOSTALGIA IN INDIA: AN EMERGING MARKET PERSPECTIVE.

Varsha Jain, *MICA, India*

Altaf Merchant, *University of Washington, Tacoma, USA*

Subhadip Roy, *Indian Institute of Management-Udaipur, India*

John Ford, *Old Dominion University, USA*

THE ROLE OF FEMALE SEXUAL-SELF SCHEMA IN REACTIONS TO NON-EXPLICIT SEXUAL ADVERTISING IMAGERY

James Mayer, *Indiana University, USA*

Plamen Peev, *Towson University, USA*

Session 9.3. IT'S ALL ABOUT THE DESIGN

Room: Pacific Room

Session Chair: Ruta Ruzceviute, *Vienna University of Economics and Business, Austria*

THE IMPACT OF ADDING 'ACTIVE' WHITE SPACE TO A LOGO DESIGN ON THE CLARITY OF BRAND COMMUNICATION AND EVALUATION: A STRUCTURED ABSTRACT

Nazuk Sharma, *University of South Florida, USA*

Sajeev Varki, *University of South Florida, USA*

A SIMPLE DESIGN ON A STRESSFUL DAY? - THE INTERPLAY OF COGNITIVE DEPLETION AND PRODUCT DESIGN

Marcel Grein, *RWTH Aachen University, Germany*

Annika Wiecek, *RWTH Aachen University, Germany*

Ramona Overlack, *RWTH Aachen University, Germany*

Daniel Wentzel, *RWTH Aachen University, Germany*

THE ROLE OF ACTIVATION AND ANGER IN THE CONTEXT OF CONSUMER REACTIONS TO DIFFERENT TYPES OF EROTIC ADVERTISING – A STRUCTURED ABSTRACT

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

Priska Heinzle, *University of Fribourg, Switzerland*

WHERE THERE'S SMOKE, THERE'S FIRE: ANALYZING THE EXPLICIT AND IMPLICIT EFFECTS OF TEXT-BASED AND GRAPHIC WARNING LABELS ON CIGARETTE PACKAGES

Nadine Hennigs, *Leibniz University Hannover, Germany*

Steffen Schmidt, *Leibniz University Hannover, Germany*

Sascha Langner, *Leibniz University Hannover, Germany*

Evmorfia Karampournioti, *Leibniz University Hannover, Germany*

Levke Albertsen, *Leibniz University Hannover, Germany*

IS CUTE DESIGN GOOD FOR GREEN PRODUCTS? INFLUENCES OF GREEN APPEALS AND BABYFACE SCHEMA

Chun-Tuan Chang, *National Sun Yat-sen University, Taiwan*

Wei-Cheng Yeh, *National Sun Yat-sen University, Taiwan*

You Lin, *National Sun Yat-sen University, Taiwan*

Session 9.4. EWOM: LET'S TALK! TRAVEL, PIRACY, CULTURE AND INFORMATION OVERLOAD

Room: Grand Republic C

Session Chair: Sören Köcher, *TU Dortmund University, Germany*

EVOLUTION OF INTERACTIVITY FROM B2C TO C2C: EXPLORING FLOW THEORY AND WOM

Yun Jung Lee, *Adelphi University, USA*

Sujin Yang, *Sungshin Women's University, South Korea*

PIRACY, PRICE, AND WORD-OF-MOUTH: AN EQUITY THEORY EXAMINATION OF CONSUMER DIGITAL PIRACY RATES

John Gironda, *Nova Southeastern University, USA*

Maria Petrescu, *Nova Southeastern University, USA*

Pradeep Korgaonkar, *Florida Atlantic University, USA*

STRUCTURED ABSTRACT - TO TRUST, OR NOT TO TRUST—THAT IS THE QUESTION: A CROSS-CULTURAL STUDY OF THE DRIVERS AND MODERATORS OF ONLINE REVIEW TRUSTWORTHINESS

Beibei Dong, *Lehigh University, USA*

Mei Li, *University of Notre Dame, USA*

Session 9.5. **EXPERIENTIAL LEARNING AND COURSE DESIGN**

Room: Grand Republic D

Session Chair: Patrick Fennell, *Louisiana State University, USA*

HEDONIC DIMENSIONS OF SERVICE-LEARNING AND THEIR IMPORTANCE FOR MARKETING STUDENTS

Ebru Ulusoy, *University of Maine, USA*

Arne Baruca, *Texas A&M University - San Antonio, USA*

MILLIONS FOR MARCOM, BUT NOT ONE CENT FOR RESEARCH: A STRUCTURED ABSTRACT

Kenneth Hall, *Bloomsburg University of Pennsylvania, USA*

Jung Seek Kim, *Bloomsburg University of Pennsylvania, USA*

STRUCTURED ABSTRACT: MOTIVATION AND ACTIVE LEARNING TO IMPROVE STUDENT PERFORMANCE

Debra Zahay-Blatz, *St. Edward's University, USA*

Archana Kumar, *Montclair State University, USA*

Carrie Trimble, *Millikin University, USA*

THE CREATION OF VIDEOS BY MARKETING STUDENTS: AN EXPLORATION OF ATTITUDES AND MOTIVATIONS IN A CAPSTONE COURSE

Peter Kaufman, *Illinois State University, USA*

Chiharu Ishida, *Illinois State University, USA*

Leigh Anne Donovan, *Illinois State University, USA*

Kristina Kaufman, *Morning Time Productions, USA*

Session 9.6. **SPECIAL SESSION—EXPLORING DIFFICULTIES & PITFALLS DOCTORAL STUDENTS MUST CONQUER IN BECOMING RESEARCHERS/AUTHORS/SCHOLARS**

Room: Grand Republic A

Session Chair: David Ortinau, *University of South Florida, USA*

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

Nina Krey, *Louisiana Tech University, USA*

Lisa Monahan, *University of South Florida, USA*

Friday, 9:00 - 10:15 am

Session 10.1. **THEORY FORUM SESSION 1: DEVELOPING AND PUBLISHING THEORETICAL IDEAS—HOSTED BY AMS REVIEW AND AMS DOCTORAL CONSORTIUM**

Room: Grand Republic B

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

IDENTIFYING AND COMMUNICATING NEW THEORETICAL IDEAS

Ruth Bolton, *Arizona State University, USA*

THEORETICAL EVALUATION: AN APPROACH TO THEORY DEVELOPMENT

David A. Griffith, *Lehigh University, USA*

Friday, 10:00 - 10:30 am

Refreshment Break

Room: Ballroom of the Americas-A

Friday, 10:30 - 12:00 pm

Session 11.1. THEORY FORUM SESSION 2: REINVIGORATING MARKETING THEORY—HOSTED BY AMS REVIEW AND AMS DOCTORAL CONSORTIUM

Room: Grand Republic B

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

HISTORICAL PERSPECTIVE ON MARKETING THEORY AND EDUCATION

O.C. Ferrell, *Belmont University, USA*

ENHANCING MARKETING'S STRATEGIC INFLUENCE WITH IMPACTFUL THEORY

Manjit Yadav, *Texas A&M University, USA*

Session 11.2. SYMBOLS, LANGUAGE, AND IMAGERY

Room: Atlantic A

Session Chair: Karen Hood, *Eastern Kentucky University, USA*

SCARCITY APPEALS IN ADVERTISING: COMPARISON OF PRODUCT UNIQUENESS AND POPULARITY SIGNALS

Emi Moriuchi, *Fort Hays State University, USA*

Christina Chung, *Ramapo College of New Jersey, USA*

UNDERSTANDING COMMUNICATION IN DISASTER RESPONSE: A MARKETING STRATEGY FORMULATION AND IMPLEMENTATION PERSPECTIVE

Christine Pitt, *Simon Fraser University, Canada*

Leyland Pitt, *Simon Fraser University, Canada*

Joseph Vella, *University of Malta, Malta*

Emily Treen, *Simon Fraser University, Canada*

ENGLISH VERSUS CHINESE BILINGUALS' PREFERENCES FOR VOCABULARY IN ADVERTISING

Chun Zhang, *Concordia University, Canada*

Michel Laroche, *Concordia University, Canada*

Marie-Odile Richard, *SUNY Polytechnic Institute, USA*

UNDERSTANDING A CHANGING LANDSCAPE: NEW EVIDENCE CONCERNING THE ROLE OF DISTINCTIVENESS IN MULTIETHNIC ADVERTISING RESEARCH

Erika Paulson, *Quinnipiac University, USA*

Riley Dugan, *University of Dayton, USA*

Yue Pan, *University of Dayton, USA*

Session 11.3. **BRAND IMAGE, BRAND AUTHENTICITY AND BRAND HERITAGE**

Room: Atlantic B

Session Chair: Pierre Valette-Florence, *IAE de Grenoble, France*

HIERARCHICAL STRUCTURE OF BRAND AUTHENTICITY

Maiara Kososki, *Federal University of Parana, Brazil*

Paulo Prado, *Federal University of Parana, Brazil*

STRUCTURED ABSTRACT: CATEGORIZATION OF GLOBAL, LOCAL AND GLOCAL BRANDS: A CONSUMER'S PERSPECTIVE METHODOLOGY

Miguel Angel Lopez, *Tec de Monterrey-Guadalajara, Mexico*

Joan Llonch, *Universitat Autònoma de Barcelona, Spain*

Jorge Eduardo Gomez, *Tec de Monterrey-Guadalajara, Mexico*

STRUCTURED ABSTRACT: COMPREHENDING POLITICAL BRANDING AND BRAND IMAGE OF THE BJP IN INDIA

Varsha Jain, *MICA, India*

Christopher Pich, *Nottingham Trent University, UK*

Ganesh B.E., *MICA, India*

Guja Armansdottir, *Nottingham Trent University, UK*

STRUCTURED ABSTRACT: DEVELOPING A SCALE TO MEASURE UNIVERSITY BRAND HERITAGE

Mei Rose, *University of Alaska Anchorage, USA*

Gregory Rose, *University of Washington, Tacoma, USA*

Altat Merchant, *University of Washington, Tacoma, USA*

Session 11.4. **MARKETING METRICS AND ANALYTICS I**

Room: Grand Republic A

Session Chair: James Agarwal, *University of Calgary, Canada*

A CONCEPTUAL FRAMEWORK OF ORGANIZATIONAL ORIENTATION ANTECEDENTS OF SALES AND OPERATIONS PLANNING

Ji Qi, *University of Alabama, USA*

Alexander E. Ellinger, *University of Alabama, USA*

AUTOMATIC METHODS FOR ONLINE REVIEW CLASSIFICATION: AN EMPIRICAL INVESTIGATION OF REVIEW USEFULNESS

Jorge Fresneda, *Drexel University, USA*

David Gefen, *Drexel University, USA*

TOWARD RESOLVING THE REFLECTIVE-FORMATIVE MEASUREMENT DEBATE: THEORETICAL FRAMEWORK AND AN EMPIRICAL INVESTIGATION

James Agarwal, *University of Calgary, Canada*

Oleksiy Osiyevskyy, *Northeastern University, USA*

Session 11.5. **BRANDS AND IDENTITY: AN INTERNATIONAL MARKETING PERSPECTIVE**

Room: Grand Republic C

Session Chair: Kishore Pillai, *University of Bradford, UK*

HOW RECIPES OF NATIONAL CULTURAL VALUES, WEALTH, ECONOMIC INEQUALITY, AND RELIGIOSITY EXPLAIN CONSUMER TIPPING BEHAVIOR

Graham Ferguson, *Curtin University, Australia*

Carol M. Megehee, *Coastal Carolina University, USA*

Arch G. Woodside, *Boston College, USA*

SOCIAL IDENTITY OF OFFSHORE EMPLOYEES: WHEN DO ORGANIZATIONAL IDENTITY AND IDENTIFICATION IMPROVE INTERNATIONAL BUSINESS PERFORMANCE?

Gen Fukutomi, *Kyoto Sangyo University, Japan*

Kenichiro Kuroiwa, *Aoyama Gakuin University, Japan*

Keiko Kotani, *Aoyama Gakuin University, Japan*

WHICH DIMENSION OF BRAND GLOBALNESS MATTERS IN ADVERTISEMENTS? - A STRUCTURED ABSTRACT

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

Session 11.6. **MANAGING THE CONSUMER EXPERIENCE**

Room: Grand Republic D

Session Chair: Dahlia El-Manstrly, *University of Edinburgh, UK*

NEED FOR TOUCH - A BARRIER IN ONLINE SHOPPING: IDENTIFYING COMPENSATORY FACTORS IN AN ONLINE CONTEXT

Jyoti Pandey, *Indian Institute of Management-Indore, India*

Ashish Sadh, *Indian Institute of Management-Indore, India*

Aditya Billore, *Indian Institute of Management-Indore, India*

THE INFLUENCE OF ATTRIBUTE DISPLACEMENT PERFORMANCE ON CUSTOMER EVALUATION OF SERVICE EXPERIENCES

Liwu Hsu, *University of Alabama in Huntsville, USA*

Elten Briggs, *University of Texas at Arlington, USA*

Timothy Landry, *University of Alabama in Huntsville, USA*

CUSTOMER EXPERIENCE MANAGEMENT PRACTICES: A SYSTEMATIC LITERATURE REVIEW

Farah Arkadan, *Cranfield University, UK*

Emma K. Macdonald, *Cranfield University, UK*

Hugh N. Wilson, *Cranfield University, UK*

SOCIAL IRRITANTS: SMALL THINGS WITH LARGE CONSEQUENCES

Andrew Thoeni, *University of North Florida, USA*

Youngtae Choi, *University of North Florida, USA*

SELF-EXPANSION IN EXPERIENTIAL CONSUMPTION

Mark Pelletier, *Radford University, USA*

Joel Collier, *Mississippi State University, USA*

Session 11.7. **STRATEGIC ORIENTATION & COMMITMENT**

Room: Pacific Room

Session Chair: Kacy Kim, *Elon University, USA*

STRUCTURED ABSTRACT: DO PRIVATE LABELS OUTPERFORM NATIONAL BRANDS? INSIGHTS INTO A GAIN-AND-LOSS ANALYSIS

Michael Hundt, *University of Hagen, Germany*

Hans Jansen, *University of Hagen, Germany*

Rainer Olbrich, *University of Hagen, Germany*

STRUCTURED ABSTRACT: PERSISTENT INNOVATION AND FIRM ORIENTATIONS: A CONCEPTUAL FRAMEWORK

Sreedhar Madhavaram, *Cleveland State University, USA*

Pelin Bicen, *Penn State University, USA*

STRATEGIC ORIENTATIONS, KNOWLEDGE STOCK, AND AMBIDEXTERITY: A STUDY OF FIRM-WIDE BEHAVIOR AND CONSEQUENCES

Indu Ramachandran, *Texas State University, USA*

Vishag Badrinarayanan, *Texas State University, USA*

Cynthia Lengnick-Hall, *University of Texas at San Antonio, USA*

VIEWING ORGANIZATIONAL COMMITMENT THROUGH THE LENS OF CUSTOMIZATION

Jennifer Glinka, *Freiberg University of Technology, Germany*

Margit Enke, *Freiberg University of Technology, Germany*

Kati Kasper-Bauer, *Freiberg University of Technology, Germany*

Marko Sarstedt, *Otto-von-Guericke-University Magdeburg, Germany*

Friday, 12:00 - 1:00 pm

Lunch on your own

Friday, 12:00 - 1:30 pm

AMS Board of Governors Meeting

Friday, 1:00 - 2:30 pm

Session 12.1. **CONSUMER-BRAND RELATIONSHIPS AND NEW MEDIA**

Room: Atlantic A

Session Chair: Lynn Kahle, *University of Oregon, USA*

THE CENTRAL AND SUFFICIENT ROLE OF IDENTIFICATION IN BRAND COMMUNITIES

Laurence Dessart, *Kedge Business School, France*

Cleopatra Veloutsou, *University of Glasgow, UK*

A CUSTOMER PERSPECTIVE OF ONLINE REPUTATION: SOME ANTECEDENTS AND CONSEQUENCES

Chebli Youness, *Pierre Mendès France University of Grenoble - CERAG, France*

Pierre Valette-Florence, *Pierre Mendès France University of Grenoble - CERAG, France*

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Subhadip Roy, *IIM Udaipur, India*

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Daniela Ferreira, *Federal University of Rio de Janeiro, Brazil*

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Room: Pacific Room

Session Chair: Donald Lund, *University of Alabama at Birmingham, USA*

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Merve Dogan, *Wayne State University, USA*

Attila Yaprak, *Wayne State University, USA*

**AN EXPLORATORY STUDY OF LANGUAGE EFFECT IN CROSS-
CULTURAL MARKETING**

Tana Licsandru, *University of Manchester, UK*

Charles Cui, *University of Manchester, UK*

Friday, afternoon (time TBA)

**AMS Excellence in Marketing Education Series—
Disney Institute Backstage Magic Tour**

(Pre-registration Required—Not Included in Conference Registration)

Friday, 7:00 - 8:00 pm

President's Reception

Room: Porte Corhere

Attire: Business Casual

Note: Event is Outdoors

Friday, 8:00 pm

President's Banquet

Room: Porte Corhere

Attire: Business Casual

Note: Event is Outdoors

DAILY HIGHLIGHTS • Saturday, May 21, 2016

Post-Conference Workshop: Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3

Ballroom of the Americas-A, 9:00 am – 2:00 pm

AMS Golf Tournament

(Pre-registration Required; Not Included in Conference
Registration)

First tee time at approximately 12:00 pm

Disney's Palm Golf Course—Former home of the Walt Disney
World Open Invitational

Saturday, 9:00 am - 2:00 pm

Session 13.1. **Post-Conference Workshop: Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3**

Room: Ballroom of the Americas-A

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

Saturday, approximately 12:00 pm

AMS Golf Tournament

(Pre-registration Required; Not Included in Conference Registration)

First tee time at approximately 12:00 pm

Disney's Palm Golf Course—Former home of the Walt Disney World
Open Invitational

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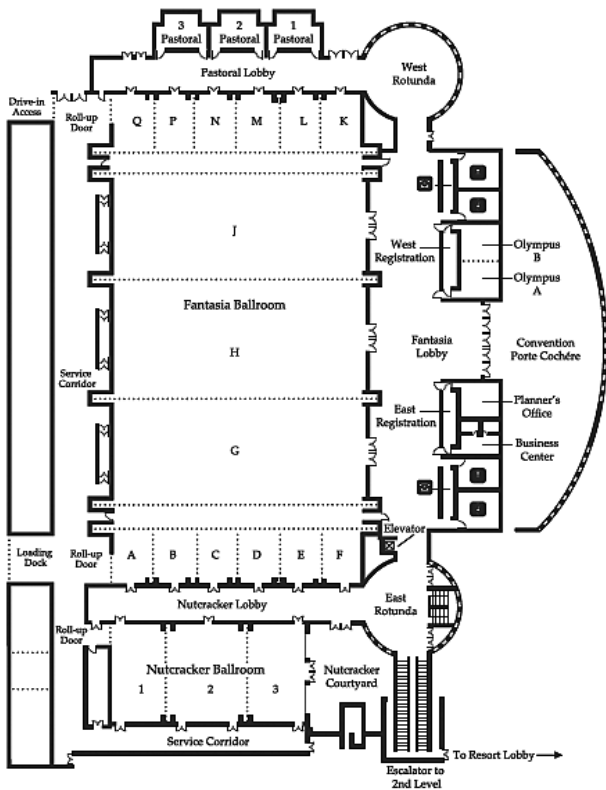
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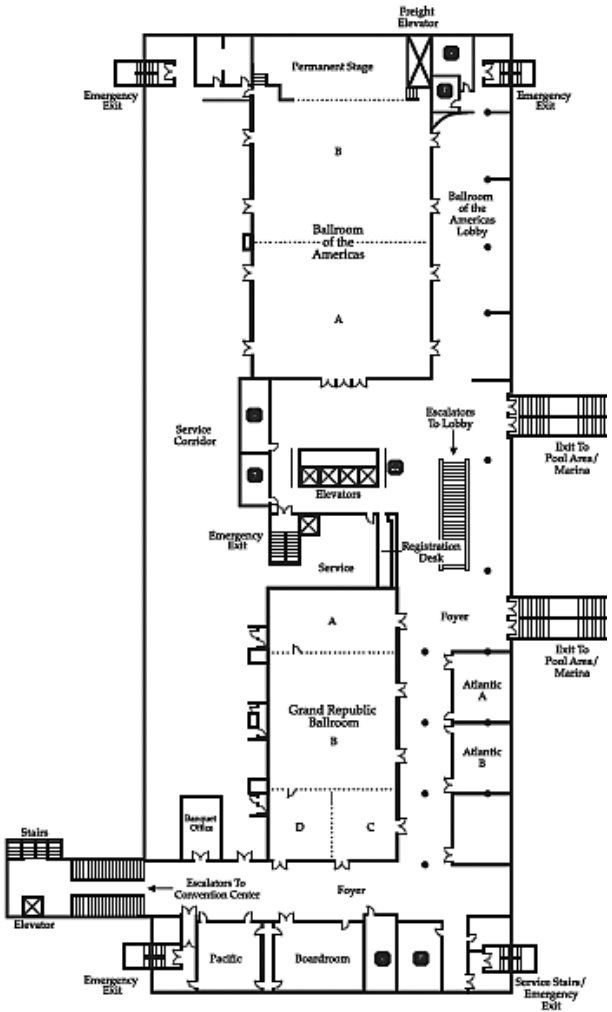
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