

2017
Academy of
Marketing Science®
Annual Conference



Back to the Future:
Using Marketing Basics to
Provide Customer Value

May 24 – 26, 2017

Hotel del Coronado
Coronado, California USA

2017 AMS Annual Conference

Back to the Future: Using Marketing Basics to Provide Customer Value

Providing customer value. That is the fundamental premise of marketing and will be the focus of this year's conference. In recent years, both marketing scholars and practitioners have witnessed great advancements in technology and methodologies associated with big data, with location-based marketing centered on mobile apps and the real-time tracking of consumer behavior, and with innovations and enhancements in communications utilizing the continually growing presence of social media.

Although these advancements offer the promise of enhanced knowledge insights, it is imperative that marketing scholars never lose sight of marketing's basic premise – providing greater levels of customer value – and use these new levels of knowledge to accomplish just that.

This conference emphasizes the necessity of utilizing these advancements in conjunction with sound marketing theory, methods and strategy.

The location of the conference is the grand Hotel del Coronado, a classically historic beachfront hotel in the city of Coronado, just across the San Diego Bay from San Diego. This timeless and celebrated hotel parallels the need for modern market researchers to focus on classic theory, methods and strategy, despite an ever-changing environment.

2017 Conference Co-Chairs:

Kate Pounders, University of Texas, USA

Tek Thongpapanl, Brock University, Canada

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2017 AMS CONFERENCE TRACKS & TRACK CHAIRS

Advertising & IMC

Anjali Bal, Babson College, USA

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Brand Management

Sukki Yoon, Bryant University, USA

Joe Vella, University of Malta, Europe

Consumer Behavior

Patricia Norberg, Quinnipiac University, USA

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Digital Marketing & Social Media

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Abdul Rehman Ashraf, NEOMA Business School, France

Ethics & Corporate Social Responsibility

Pia Albinsson, Appalachian State University, USA

Bidisha Burman, Appalachian State University, USA

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

Jan Kietzmann, Simon Fraser University, Canada

Andrew Flostrand, Simon Fraser University, Canada

Marketing Metrics, Analytics, & Research Methods

Colin Campbell, Kent State University, USA

Kacy Kim, Elon University, USA

Marketing Pedagogy & Education

Dimitri Kapelianis, University of New Mexico, USA

Kevin Shanahan, Mississippi State University, USA

Marketing Strategy

Jeannette A. Mena, University of South Florida, USA

Billur Akdeniz, University of New Hampshire, USA

International Marketing

Gary Knight, Willamette University, USA

Nila Wiese, University of Puget Sound, USA

Innovation & New Product Development

Eric Shih, Sungkyunkwan University, Korea

Seigyoung Auh, Arizona State University, USA

Public Policy & Marketing for Non-Profits

Christopher Hopkins, Clemson University, USA

Karen Hood, Eastern Kentucky University, USA

Relationship Marketing: B2B & B2C

Jeffrey P. Boichuk, University of Virginia, USA

Rodrigo Guesalaga, Cranfield University, UK

Retailing & Pricing

Monika Kukar Kinney, University of Richmond, USA

Lan Xia, Bentley University, USA

Sales Management

Constantine S. Katsikeas, Leeds University Business School, UK

Bulent Menguc, Leeds University Business School, UK

Sensory & Food/Beverage Marketing

Leyland Pitt, Simon Fraser University, Canada

Emily Treen, Simon Fraser University, Canada

Services Marketing

Brad Carlson, Saint Louis University, USA

Todd Donovan, Colorado State University, USA

Sports, Entertainment, & Events Marketing

Nina Krey, Rowan University, USA

Lauren Brewer, University of Texas-Arlington, USA

Supply Chain Management & Logistics

Alvin Williams, University of South Alabama, USA

Jennifer Espinosa, 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

Cesar Zamudio, Kent State University, USA

Raj Agrihotri, University of Texas-Arlington, USA

Andy Wood, James Madison University, USA

Lamb-Hair-McDaniel AMS Outstanding Marketing Teacher Competition

Dipayan (Dip) Biswas, University of South Florida, USA

Christine Kowalczyk, East Carolina University, USA

John E. Cicala, Texas A&M University-Kingsville, USA

Special Session Submissions

Adam Mills, Loyola University-New Orleans, USA

Karen Robson, Central Michigan University, USA

Proceedings Editors

Nina Krey, Rowan University, USA

Patricia Rossi, IÉSEG, France



The advertisement features a green background with a large hexagonal logo on the right containing a stylized 'M' and the text 'social simulation'. On the left is an image of the textbook 'Social Media Marketing: Principles and Strategies' by Stephen J. Bart, which has a world map made of social media icons on its cover.

WORLD'S FIRST SOCIAL MEDIA MARKETING SIMULATION

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The **SOCIAL MEDIA MARKETING** textbook is co-authored by Andrew Stephen, L'Oreal Professor of Marketing at Said Business School at the University of Oxford and Yakov Bart, Assistant Professor of Marketing at D'Amore-McKim School of Business at Northeastern University.

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DAILY HIGHLIGHTS • Tuesday, May 23, 2017

AMS Executive Committee Meeting

Spreckels C/D, 8:00 am - 5:00 pm

Registration

Grande Hall Lower Level Foyer, 3:00 - 6:30 pm

Pre-Conference Reception

Garden Patio Lobby, 6:00 - 7:00 pm

Pre-Conference Activities

Tuesday, 8:00 am - 5:00 pm

AMS Executive Committee Meeting

Spreckels C/D

Tuesday, 6:00 - 7:00 pm

Pre-Conference Reception

Garden Patio Lobby

DAILY HIGHLIGHTS • Wednesday, May 24, 2017

Registration

Viceroy/Regent, 7:30 am - 6:30 pm

Refreshment Break

Viceroy/Regent, 10:00 - 10:30 am

Lunch

On Your Own, 12:00 - 1:30 pm

Meet the Editors I

Edison J/K, 1:30 - 3:00 pm

Refreshment Break

Sponsored by Stukent

Viceroy/Regent, 3:00 - 3:30 pm

AMS Ambassadors Session: How to Become More Involved in AMS

Embassy, 5:00 - 6:00 pm

Welcome Reception

Sun Deck, 6:00 - 7:30 pm

(Weather Backup: Viceroy/Regent Room)

2017 AMS Program Schedule

Wednesday, 8:30 - 10:00 am

Session 1.1. **ISSUES IN INTERNATIONAL MARKETING**

Room: Spreckels A/B

Discussion Leader: Syed Anwar, *West Texas A&M University*

MANAGERIAL DECISIONS ON INTERNATIONAL PRICE ADAPTATION

Christina Papadopoulou, *Leeds University*

Aristeidis Theotokis, *Leeds University*

Magnus Hultman, *Leeds University*

CROSS CULTURAL COMPARISON OF MIDDLE CLASS MEANINGS OF MONEY IN INDIA AND SOUTH KOREA

Altaf Merchant, *University of Washington, Tacoma*

Gregory Rose, *University of Washington, Tacoma*

Sunmee Choi, *Yonsei University*

Drew Martin, *University of Hawaii, Hilo*

Mohit Gour, *Issues & Answers Network Inc.*

MARKETING STRATEGY AND STRATEGIC ENVIRONMENT PERFORMANCE SUSTAINING CONFIGURATIONS: A SET-THEORETIC APPROACH

Simos Chari, *Leeds University Business School*

George Balabanis, *CASS Business School, CITY University*

Session 1.2. **DOCTORAL COLLOQUIUM: ADVERTISING AND THEORY DEVELOPMENT**

Room: Spreckels C/D

Discussion Leader: Kathryn Ponders, *The University of Texas at Austin*

AD LENGTH AND THE PRESENCE OF THE TIMER IN IN-STREAM COMMERCIAL

Yongwoog Jeon, *The University of Texas at Austin*

Hyunsang Son, *The University of Texas at Austin*

Arnold Chung, *The University of Texas at Austin*

THEORETICAL CONTRIBUTIONS IN MARKETING: STRATEGIES FOR THEORY ASSESSMENT & ENHANCEMENT

Matthew Wilson, *Royal Institute of Technology (KTH)*

Jeannette Paschen, *Royal Institute of Technology (KTH)*

UNDERSTANDING PERCEIVED VALUES AND BEHAVIORAL EFFECTS OF MOBILE APPS

Ines Hackeradt, *University Göttingen*

**AN EXPECTANCY MODEL OF GREEN PRODUCT CONSUMPTION
AND GREEN BRAND EQUITY**

Ramazan Arikan, *Saint Louis University*

Chuandi Jiang, *Saint Louis University*

**Session 1.3. VALUE CO-CREATION: THE GOOD, THE BAD, AND THE
“JUST FINE”**

Room: Wilder E

Discussion Leader: Joanne T. Cao, *University of Southern Mississippi*

**WHEN THE SERVICE EXPERIENCE DRIVES NEGATIVE AND POSITIVE
EMOTIONS: THE MODERATING ROLE OF PRIDE IN THE EFFECTS OF
GUILT ON COPING AND SATISFACTION**

Camille Saintives, *Inseec Business School*

Renaud Lunardo, *Kedge Business School*

**SEEKING RELIEF FROM NEGATIVE EMOTIONS: CUSTOMER
REVENGE AS AN EMOTIONAL OUTLET**

Marilena Gemtou, *University of Bath*

Haiming Hang, *University of Bath*

**WHEN CAN COMPENSATING A LITTLE LESS BE AS GOOD AS
QUITE MORE? DOES RELATIONAL JUSTICE MATTER?**

Nayer Naseem, *Wayne State University*

Sujay Dutta, *Wayne State University*

Attila Yaprak, *Wayne State University*

**THE COMPANY OR THE CROWD? COMPARING CONSUMERS'
REACTIONS TO PEER-PROVIDED AND FIRM-PROVIDED CUSTOMER
SUPPORT**

Lan Jiang, *City University of Hong Kong*

Matthew O'Hern, *University of New Hampshire*

Sara Hanson, *University of Richmond*

Session 1.4. HONOR, MORALITY, AND SOCIAL RESPONSIBILITY

Room: Wilder F

Discussion Leader: Michael Hyman, *New Mexico State University*

GLOBAL COUNTRY SOCIAL RESPONSIBILITY: WHAT IS IT?

Boryana Dimitrova, *Drexel University*

Saejoon Kim, *California State University, Stanislaus*

Monique Bell, *Fresno State University*

Nikita Frantz, *Drexel University*

**INFLUENCING FACTORS ON MORAL LICENSING EFFECT: A META-
ANALYTIC APPROACH**

Philipp Simbrunner, *Vienna University of Economics and Business*

Bodo Schlegelmilch, *Vienna University of Economics and Business*

**THE ROLE OF HONOR AS A KEY GLOBAL MARKETING DIMENSION
FOR BUSINESS AND ACADEMIA**

Michael Czinkota, *Georgetown University*

**UNDERSTANDING THE EFFECT OF PERCEIVED REASONABLENESS
ON CUSTOMER SATISFACTION IN RELATION TO MORAL IDENTITY**

Nobuyuki Fukawa, *Missouri University of Science and Technology*

**Session 1.5. MORE THAN MEETS THE EYE: SENSORY INFLUENCES AND
PERCEPTIONS IN FOOD RESEARCH**

Room: Wilder G

Discussion Leader: Kerry Chipp, *KTH Royal Institute of Technology and
University of Pretoria*

**YOU'D BETTER SIT DOWN FOR THIS: HOW POSTURE INFLUENCES
TASTE**

Courtney Szocs, *Portland State University*

Dipayan Biswas, *University of South Florida*

**THE POWER OF SMELL: EFFECTS OF SCENT ON TEMPERATURE
PERCEPTION RESULTING IN BRAND PREFERENCE**

Amy Rebecca Jones, *University of Memphis*

**IF I TOUCH IT, I WILL LIKE IT! THE INTERPLAY BETWEEN TACTILE
INPUTS AND GUSTATORY PERCEPTIONS**

Felipe Pantoja, *IESEG School of Management*

Adilson Borges, *NEOMA Business School*

Patricia Rossi, *IESEG School of Management*

Amanda Pruski Yamim, *NEOMA Business School*

**THOUGHT FOR FOOD: THE IMPACT OF SENSORY PERCEPTIONS
ON IMPLICIT AND EXPLICIT ATTITUDES TOWARD A PRODUCT**

Klaus-Peter Wiedmann, *Leibniz University Hannover, Institute of
Marketing and Management*

Levke Albertsen, *Leibniz University Hannover, Institute of Marketing
and Management*

Sascha Langner, *Leibniz University Hannover, Institute of Marketing
and Management*

Evmorfia Karampournioti, *Leibniz University Hannover, Institute of
Marketing and Management*

Steffen Schmidt, *Leibniz University Hannover, Institute of Marketing
and Management*

**Session 1.6. THE PERFORMANCE EFFECTS OF TIME, ORIENTATION,
AND MOOD**

Room: Wilder H

Discussion Leader: Abdullah Demirel, *University of Massachusetts
Amherst*

**FIVE SECONDS TO THE AD: HOW PROGRAM-INDUCED MOOD
AFFECTS AD COUNTDOWN EFFECTS**

Tiffany Venmahavong, *Bryant University*

Sukki Yoon, *Bryant University*

Kacy Kim, *Elon University*

**“TIMING IS MONEY”: ADVERTISING CONCENTRATION’S
INFLUENCE ON RETAILERS’ MARKET AND FINANCIAL
PERFORMANCE**

Chi Zhang, *University of Indianapolis*

Douglas Vorhies, *University of Mississippi*

Session 1.7. **SPECIAL SESSION: DATA FRAUD**

Room: Edison J/K

Discussion Leader: David J. Ortinau, *University of South Florida*

Panelists: Barry Babin, *Louisiana Tech University*
John Ford, *Old Dominion University*
Aviv Shoham, *University of Haifa*
Joe Hair, *University of South Alabama*
James Boles, *University of North Carolina
Greensboro*

Wednesday, 10:00 - 10:30 am

Refreshment Break

Viceroy/Regent

Wednesday, 10:30 am - 12:00 pm

Session 2.1. **SPECIAL SESSION: PROFESSIONAL INTEGRITY IN
PUBLISHING AND PROFESSIONAL RELATIONSHIPS**

Room: Edison J/K

Discussion Leader: O. C. Ferrell, *Auburn University*

Panelists: O. C. Ferrell, *Auburn University*
Barry Babin, *Louisiana Tech University*
Linda Ferrell, *Auburn University*
Julie Moulard, *Louisiana Tech University*

Session 2.2. **ISSUES IN NON-PROFIT ADVERTISING**

Room: Spreckels A/B

Discussion Leader: Tanya Drollinger, *University of Lethbridge*

**PERSPECTIVE-TAKING AND PERSUASIVENESS OF CHARITY
ADVERTISING APPEALS**

Guangzhi Zhao, *Loyola University Maryland*

Qiyu Zhang, *Loyola University Maryland*

Lefa Teng, *Jiangnan University*

**POLITICAL IDEOLOGY OF DONORS AND ATTRIBUTION MESSAGES
IN CHARITY ADVERTISING**

Younghwa Lee, *Bryant University*

Sukki Yoon, *Bryant University*

CAUSE RELATED MARKETING FROM THE NONPROFIT'S PERSPECTIVE: AN INTERNATIONAL COMPARISON

Debra Basil, *University of Lethbridge*

Caroline Werle, *Grenoble Ecole de Management*

Mary Runte, *University of Lethbridge*

Session 2.3. **CULTURE AND BRANDING**

Room: Spreckels C/D

Discussion Leader: Altaf Merchant, *University of Washington, Tacoma*

DEVELOPING A SCALE TO MEASURE BRAND-EVOKED NOSTALGIA IN BELGIUM AND THE UNITED STATES (A STRUCTURED ABSTRACT)

John Ford, *Old Dominion University*

Altaf Merchant, *University of Washington, Tacoma*

Anne-Laure Bartier, *EPHEC Business School*

Mike Friedman, *Louvain School of Management*

STYLE OF THINKING AS MODERATOR OF DRIVERS OF CONSUMER BRAND IDENTIFICATION

Jose Luis Saavedra Torres, *Southern Illinois University, Carbondale*

Omid Dadgar, *Southern Illinois University, Carbondale*

Monika Rawal, *Southern Illinois University, Carbondale*

DOES COO STILL MATTER? AN EXAMINATION OF COUNTRY OF ORIGIN EFFECTS ON PURCHASE INTENTIONS UNDER RECALL CIRCUMSTANCES

Jianping Huang, *The University of Memphis*

Jeffrey Radighieri, *Texas Woman's University*

MANAGING CUSTOMER REACTIONS TO BRAND DELETION

Purvi Shah, *Worcester Polytechnic Institute*

Session 2.4. **STRATEGIC IMPLICATIONS OF ADVERTISING AND SOCIAL MARKETING**

Room: Edison I

Discussion Leader: Pelin Bicen, *Suffolk University*

SEEKING PLEASURE OR AVOIDING PAIN: INFLUENCE OF CEOs' REGULATORY FOCI ON FIRMS' ADVERTISING, R&D, AND CORPORATE SOCIAL RESPONSIBILITY

Saim Kashmiri, *University of Mississippi*

Prachi Gala, *University of Mississippi*

Cameron Nicol, *University of Mississippi*

CO-DESIGNING ACTIVE WORKPLACE SOCIAL MARKETING CAMPAIGN: BARRIERS AND MOTIVATORS TO SIT LESS AND STAND UP

Haruka Fujihira, *Griffith University*

Joy Parkinson, *Griffith University*

Sharyn Rundle-Thiele, *Griffith University*

Session 2.5. **ETHICS, TRUST, AND NEUROMARKETING**

Room: Wilder E

Discussion Leader: Jason Flores, *Oklahoma City University*

THE MECHANISM OF PUNISHMENT ON CONSUMER'S FORGIVENESS AND TRUST REPAIR: AN INTEGRATED CAUSAL ATTRIBUTION MODEL OF TRUST REPAIR

Chuan-Feng Shih, *National Taiwan University*

Heng-Chiang Huang, *National Taiwan University*

Han Lee, *National Taiwan University*

AN EXPLORATORY ANALYSIS OF CONSUMER OPINIONS, ETHICS, AND SENTIMENT OF NEUROMARKETING

Cauhtemoc Luna-Nevarez, *Sacred Heart University*

PRODUCT RECALL AS A WAY OF RESPONSIBLE BEHAVIOR OF A FIRM: THE ROLES OF CSR REPERTOIRES AND BOARD CHARACTERISTICS

John Bae, *Elon University*

Ryan Choi, *Eastern Michigan University*

Sang-Joon Kim, *Ewha Women's University*

Hannah Oh, *University of Nebraska at Omaha*

ETHICAL VS. UNETHICAL ADVERTISEMENTS: EVALUATION AND RECALL

Kevin Lehnert, *Grand Valley State University*

Mark Kubik, *Grand Valley State University*

Session 2.6. **PERFORMANCE IN SALES**

Room: Wilder F

Discussion Leader: Magnus Hultman, *University of Alabama*

ENTERING THE PERFORMANCE-BASED CONTRACTING BUSINESS – AN EXPLORATION OF SALES RELATED CHALLENGES

Stefan Ruffer, *TU Dortmund University*

Tobias Schaefers, *TU Dortmund University*

I BELIEVE IN YOU: THE ROLE OF SALES COACHING ON INDIVIDUAL OUTCOMES

Stephen Porter, *Wichita State University*

Michael Williams, *Oklahoma City University*

Devdeep Maity, *Delaware State University*

AN INVESTIGATION OF THE NONLINEAR EFFECTS OF CREATIVITY ON SALES PERFORMANCE

Abena Yeboah-Banin, *University of Ghana*

Magnus Hultman, *University of Leeds*

Nathaniel Boso, *University of Leeds*

Pejvak Oghazi, *Linnaeus University*

PERFORMANCE IMPACT OF CUSTOMER ORIENTATION AND TASK INTERDEPENDENCE IN KEY ACCOUNT SALES TEAMS: AN INFORMATION SHARING PERSPECTIVE

Christine Jaushyuan, *Laval University*

Ying Yang, *University of Iowa*

Session 2.7. **UNDERSTANDING MARKETING CAPABILITIES AND STRATEGIES IN THE GLOBAL MARKETPLACE**

Room: Wilder G

Discussion Leader: Simos Chari, *Leeds University Business School*

ADAPTIVE MARKETING DYNAMIC CAPABILITIES AND MNE PERFORMANCE – A CONCEPTUAL FRAMEWORK

Elika Kordrostami, *Humboldt State University*

Vahid Rahmani, *Old Dominion University*

CROSS-BORDER M&A: IMPLICATIONS FOR MARKETING CAPABILITY AND FIRM PERFORMANCE

Mahabubur Rahman, *ESC Rennes School of Business*

Mary Lambkin, *Smurfit Graduate Business School*

RADICAL MULTICULTURAL MARKETING: EXAMINING THE COMMUNICATION STRATEGIES USED BY MULTICULTURAL MARKETING AGENCIES

Nessa Adams, *Regent's University London*

TASK MASTER OR TASK NOVICE: AN EXPERIMENT ON STRATEGIC DECISION-MAKING

Kirk Plangger, *King's College London*

Douglas West, *King's College London*

Session 2.8. **FACE IT! ISSUES MARKETING ON FACEBOOK**

Room: Wilder H

Discussion Leader: Elsamari Botha, *University of Capetown*

SELF-AFFIRMATION OF NARCISSISTS ON SOCIAL MEDIA: A STUDY PROPOSING A NEW METHOD OF CATEGORIZATION ON FACEBOOK ADS

Mario Cassar, *Luleå University of Technology*

Amir Dabirian, *Royal Institute of Technology*

Hoda Diba, *Luleå University of Technology*

Jirka Konietzny, *Luleå University of Technology*

YOU'VE GOT IT! PRONOUNS INCREASE SELF-REFERENCING AND ENGAGEMENT ON FACEBOOK

Ryan E. Cruz, *New Mexico State University*

James M. Leonhardt, *University of Nevada, Reno*

I LIKE DONALD TRUMP BUT WON'T 'LIKE' HIM AS I DON'T WANT MY 'FRIENDS' TO HATE ME: EXAMINATION OF CONSPICUOUS VS. INCONSPICUOUS POLITICAL BRAND 'LIKING' BEHAVIOR ON FACEBOOK

Ben Marder, *University of Edinburgh*

Caroline Marchant, *University of Edinburgh Business School*

Chris Archer-Brown, *Bath University*

Amy Yau, *Cardiff University*

David M. Houghton, *Birmingham Business School*

THE USE OF BRAND CONCEPT MAPS AND NETWORK ANALYSIS TOOLS TO EXAMINE BRAND ASSOCIATION NETWORKS

Abdullah Demirel, *University of Massachusetts Amherst*

Session 2.9. **THINKING STYLES AND INFORMATION PRESENTATION**

Room: Windsor

Discussion Leader: Sara Hanson, *University of Richmond*

HOLISTIC THINKING AND ATTITUDE TOWARD INNOVATIVE DESIGN: ROLE OF INFORMATION PRESENTATION

Kyung-Ah Byun, *The University of Texas at Tyler*

Junghwa Hong, *The University of Texas at Tyler*

INFORMATION CONTENT OF EXPERIENCE ATTRIBUTES

Brian Till, *Marquette University*

Srinivasan Swaminathan, *Drexel University*

Jayant Nasa, *Indian School of Business*

SENSORY SIMILARITY: A PHYSICAL PRODUCT PERCEPTION IN ONLINE CONTEXT

Margot Racat, *IDRAC Business School*

Sonia Capelli, *University Jean Moulin Lyon 3*

Danilo Dantas, *HEC Montreal*

WHO REGRETS MORE AFTER CHOICE? THE ROLE OF DIALECTICAL THINKING

Rongrong Qiu, *Fudan University*

Lan Xia, *Bentley University*

Xiucheng Fan, *Fudan University*

Wednesday, 12:00 - 1:30 pm

Lunch on your own

Wednesday, 1:30 - 3:00 pm

Session 3.1. **MEET THE EDITORS I**

Room: Edison J/K

Discussion Leader: James Boles, *University of North Carolina Greensboro*

- Panelists:
- Douglas Hughes (Michigan State University), *Journal of Personal Selling and Sales Management*
 - Mike Brady (Florida State University), *Journal of Service Research*
 - Dipayan Biswas (University of South Florida), *Journal of Business Research*
 - Aimee Drolet Rossi (UCLA), *Journal of Consumer Psychology*
 - Leyland Pitt (Simon Fraser University), *Business Horizons*
 - Cleopatra Veloutsou (University of Glasgow), *Journal of Product and Brand Management*
 - Tarek Mady (University of Prince Edward Island), *Journal of Global Marketing*

Session 3.2. **IMPLICATIONS FOR GLOBAL HEALTHCARE MARKETING**

Room: Spreckels A/B

Discussion Leader: Sharyn Rundle-Thiele, *Griffith University*

MORE THAN A BLACK EYE! THE EFFECT OF VIOLENCE EXPOSURE IN ANTI-IPV CAMPAIGNS

Amanda Pruski Yamim, *NEOMA Business School*

Adilson Borges, *NEOMA Business School*

INTEGRATING SOCIAL MEDIA INTO HEALTH CARE MARKETING

Rui Sun, *California State University, Dominguez Hills*

Bing Xu, *California State University, Dominguez Hills*

PATIENT SAFETY AND EMPLOYEE WORD-OF-MOUTH

Soumya Upadhyay, *University of Alabama at Birmingham*

Thomas Powers, *University of Alabama at Birmingham*

Session 3.3. **CUSTOMER LOYALTY AND PERCEIVED VALUE**

Room: Spreckels C/D

Discussion Leader: Pilsik Choi, *Indiana University Southeast*

THE CUSTOMER IS ALWAYS RIGHT? DETERMINANTS AND OUTCOMES OF CONSUMER VALUE CO-DESTRUCTION

Joanne T. Cao, *University of Southern Mississippi*

Bruce L. Alford, *Louisiana Tech University*

MINIMUM PURCHASE QUANTITY RESTRICTIONS: GOOD OR BAD?

Siddharth Bhatt, *Drexel University*

Srinivasan Swaminathan, *Drexel University*

Rajneesh Suri, *Drexel University*

A COMPARISON OF BRAND LOYALTY BETWEEN ON THE GO AND TAKE HOME CONSUMPTION PURCHASES (AN ABSTRACT)

Giang Trinh, *University of South Australia Ehrenberg-Bass Institute*

THE ROLE OF BRAND STRENGTH AND CUSTOMER SATISFACTION IN EXPLAINING STORE LOYALTY

Paraskevi Sarantidou, *The American College of Greece*

Session 3.4. **DIGITAL BEHAVIOR**

Room: Edison I

Discussion Leader: Silke Bambauer-Sachse, *University of Fribourg*

THE EFFECT OF GENDER DIFFERENCES ON ONLINE SHOPPING PAYMENT METHODS: THE CASE OF CHINESE CONSUMERS

Mahmood Awan, *SolBridge International School of Business*

Han Chiang Ho, *Wenzhou Kean University*

SEEING THINGS THAT DON'T EXIST: CONCEPTUALIZING AN AUGMENTED REALITY ATMOSPHERE (AN ABSTRACT)

Mahdokht Kalantari, *Wayne State University*

Philipp Rauschnabel, *University of Michigan-Dearborn*

Nina Krey, *Rowan University*

CONSUMER REACTIONS TO A LOW VERSUS HIGH LEVEL OF CUSTOMIZATION (A STRUCTURED ABSTRACT)

Silke Bambauer-Sachse, *University of Fribourg*

VIRTUALLY ENHANCING THE REAL WORLD WITH AUGMENTED REALITY HOLOGRAMS: A USES & GRATIFICATIONS PERSPECTIVE

Philipp Rauschnabel, *University of Michigan-Dearborn*

Nina Krey, *Rowan University*

Session 3.5. **NEW FRONTIERS IN MARKETING RESEARCH & ANALYTICS**

Room: Wilder E

Discussion Leader: Emily Treen, *Simon Fraser University*

BIG DATA-DRIVEN MARKETING

Samppa Suoniemi, *University of Toulouse*

Lars Meyer-Waarden, *University of Toulouse*

Andreas Munzel, *University of Toulouse*

COMPARING LAB, VIRTUAL, AND FIELD ENVIRONMENTS IN SENSORY PRODUCT ACCEPTANCE TESTING

Marcel Lichters, *Otto-von-Guericke-University Magdeburg*

Robert Möslein, *Institute for Sensory and Innovation Research*

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

Andreas Scharf, *University of Applied Sciences Nordhausen*

REVIEW RICHNESS: HOW REVIEW INFORMATION CONTENT SHAPES PERSUASION

Yiru Wang, *Kent State University*

Cesar Zamudio, *Kent State University*

**AN UPDATED PARADIGM FOR SCALE DEVELOPMENT
INCORPORATING CLUSTER HEAT MAPS**

Zhenning Xu, *University of Southern Maine*

Gary L. Frankwick, *The University of Texas at El Paso*

Edward Ramirez, *The University of Texas at El Paso*

Kallol Bagchi, *The University of Texas at El Paso*

Pan Liu, *Shanghai Business School*

**Session 3.6. PUBLIC POLICY ISSUES ASSOCIATED WITH TRUST AND
COMMITMENT IN CUSTOMER RELATIONSHIPS**

Room: Wilder F

Discussion Leader: Debra Basil, *University of Lethbridge*

BUILDING RELATIONSHIPS WITH MAJOR GIFT DONOR USING AEL

Tanya Drollinger, *University of Lethbridge*

**I DON'T THINK IT'S REAL: EXPLORING THE GENRES OF REALITY
PROGRAMMING**

Christine Kowalczyk, *East Carolina University*

Alexa K. Fox, *The University of Akron*

AUTOMATION IN CREDIT CARD REPAYMENT: A FRIEND OR A FOE?

Sandra Awanis, *Lancaster University Management School*

Ahmad Daryanto, *Lancaster University Management School*

Session 3.7. CSR AND SUSTAINABILITY INITIATIVES

Room: Wilder G

Discussion Leader: Angeline Close Scheinbaum, *The University of Texas
at Austin*

**A FINANCIAL LEAP OF FAITH: GOVERNMENT FUNDING FOR
COMMUNITY CSR AND SUSTAINABILITY INITIATIVES**

Heather F. Ross, *University of Edinburgh*

**A FRAMEWORK TO MONITOR CORPORATE SUSTAINABLE
DEVELOPMENT IN SUPPLY CHAINS (AN ABSTRACT)**

Goran Svensson, *Kristiania University College*

Nils Høgevold, *Kristiania University College*

**EMBEDDING CSR IN THE FIRM'S DNA: THE CASE FOR STRATEGIC
CSR IN EMERGING MARKETS, EXAMPLES FROM ROMANIA**

Cezara Nicoara, *Leeds University Business School*

Dayananda Palihawadana, *Leeds University Business School*

Matthew Robson, *Leeds University Business School*

Constantinos Leonidou, *Leeds University Business School*

**PROVIDING VALUE TO SMES AND THEIR STAKEHOLDERS
THROUGH CORPORATE SOCIAL RESPONSIBILITY INITIATIVES**

Solon Magrizos, *Coventry University*

Eleni Apospori, *Athens University of Economics and Business*

Marylyn Carrigan, *Coventry University*

Session 3.8. **CONNECTING WITH CUSTOMERS EVERYWHERE**

Room: Wilder H

Discussion Leader: James M. Leonhardt, *University of Nevada, Reno*

E-MOBILITY MARKETING – STANDARDIZATION OR SPECIALIZATION

Sarah Selinka, *DHBW Baden-Württemberg Stuttgart*

Marc Kuhn, *DHBW Baden-Württemberg Stuttgart*

Natalie De Jong, *DHBW Baden-Württemberg Stuttgart*

IS ONLINE SHARING AND WORD-OF-MOUTH MORE PREVALENT AMONG COLLECTIVISTIC CONSUMERS?

Todd Pezzuti, *Universidad de Chile*

James M. Leonhardt, *University of Nevada, Reno*

EXAMINING ONLINE CHINESE BUYER-SELLER RELATIONSHIPS: UNDERSTANDING E-GUANXI

Wenkai Zhou, *New Mexico State University*

Michael Hyman, *New Mexico State University*

James M. Leonhardt, *University of Nevada, Reno*

UBER AND THE SHARING ECONOMY: CHANGING STRATEGIES AND GLOBAL MARKETS

Syed Anwar, *West Texas A&M University*

Session 3.9. **THE INTERCONNECTEDNESS BETWEEN ORGANIZATIONAL STRUCTURES AND RESOURCES, STRATEGIC ORIENTATIONS, AND “OF COURSE” FIRM PERFORMANCE**

Room: Windsor

Discussion Leader: Saim Kashmiri, *University of Mississippi*

A STUDY ON THE RELATIONSHIP BETWEEN BOP ORIENTATION AND FIRM PERFORMANCE

Fengxia Zhu, *Cleveland State University*

Zelong Wei, *Xi'an Jiaotong University*

Yongchuan Bao, *University of Alabama at Huntsville*

THE FREE “FIRM RESOURCES AND EXTERNAL ENVIRONMENT” FRAMEWORK AS AN ALTERNATIVE TO SWOT (A STRUCTURED ABSTRACT)

Sreedhar Madhavaram, *Cleveland State University*

Shelby Hunt, *Texas Tech University*

Pelin Bicen, *Suffolk University*

RESOURCE ADVANTAGE THEORY AND SERVICE DOMINANT LOGIC AND HEALTHCARE CONSUMER EXPERIENCES (A STRUCTURED ABSTRACT)

Kevin James, *The University of Texas at Tyler*

Kerri Camp, *The University of Texas at Tyler*

Janna Parker, *James Madison University*

CAN MARKETING AND IT BE FRIENDS?: THE IMPACT OF INFORMATION STRATEGY, STRUCTURE, AND PROCESSES ON BUSINESS PERFORMANCE

Stefan Sleep, *Georgia Southern University*

Dana Harrison, *East Tennessee State University*

Wednesday, 3:00 - 3:30 pm

Refreshment Break

Sponsored by Stukent

Viceroy/Regent

Wednesday, 3:30 - 5:00 pm

Session 4.1. **IMPROVING GLOBAL CONSERVATION EFFORTS**

Room: Edison I

Discussion Leader: Sukki Yoon, *Bryant University*

IMPROVING PERSONAL HYGIENE AND WATER CONSERVATION AMONG SOUTH AFRICAN CHILDREN: A PILOT TEST OF KNOWLEDGE AND ATTITUDE CHANGE

David Schmidtke, *Griffith University*

Alice Baker, *Cape Town Research and Conservation Initiative*

Mohammad Kadir, *Griffith University*

Julia Baum, *University of Cape Town*

Sharyn Rundle-Thiele, *Griffith University*

MONEY ISN'T EVERYTHING?! INVESTIGATING PUBLIC POLICIES TO ENGAGE ENERGY EFFICIENCY IN PRIVATE HOMES: AN EMPIRICAL ANALYSIS ON CONSUMER MOTIVES

Moritz Vom Hofe, *TU Dortmund University*

Paul Baginski, *University of Duisburg-Essen*

Hartmut Holzmueller, *TU Dortmund University*

CO-DESIGNING A SOCIAL MARKETING PROGRAM TO REDUCE FOOD WASTE IN AUSTRALIA

Jeawon Kim, *Griffith University*

Kathy Knox, *Griffith University*

Sharyn Rundle-Thiele, *Griffith University*

Session 4.2. **SPECIAL SESSION: BUSINESS ETHICS – SEE IT, TEACH IT, LIVE IT**

Room: Edison J/K

Discussion Leader: Allyn White, *University of Mississippi*

ETHICAL CHALLENGES IN THE SHARING ECONOMY

O. C. Ferrell, *Auburn University*

Linda Ferrell, *Auburn University*

ETHICAL LEADERSHIP FROM THE INSIDE OUT

William Locander, *Loyola University New Orleans*

MARKETING IMPLICATIONS IN THE ETHICAL TREATMENT OF THE DEAF/HARD OF HEARING SUBCULTURE

Allyn White, *University of Mississippi*

William Locander, *Loyola University New Orleans*

Session 4.3. **TACTICAL ISSUES IN PRICING AND PROMOTION**

Room: Spreckels A/B

Discussion Leader: Yang He, *Belmont University*

SHORT AND LONG-TERM CONSUMER REACTIONS TO PROMOTIONS

Silke Bambauer-Sachse, *University of Fribourg*

Laura Massera, *University of Fribourg*

DOES “HOT” LEAD TO “NOT SO HOT?” SEXY IMAGES, INDULGENT CONSUMPTION, AND THE IMPACTS OF GENDER AND SELF-CONSTRUAL

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

Xing-Yu Chu, *National Sun Yat-sen University*

Shr-Chi Wang, *National Sun Yat-sen University*

GENDER, EMOTIONS, AND JUDGMENTS: AN ANALYSIS OF THE MODERATING ROLE OF GENDER IN INFLUENCING THE EFFECTIVENESS OF ADVERTISING AND PRICING TACTICS

Vahid Rahmani, *Old Dominion University*

Elika Kordrostami, *Humboldt University*

SOCIAL CONTEXT AND CONSUMPTION IN THE USA: AN EXPLORATION

Jose Domingo Mora, *University of Massachusetts Dartmouth*

Session 4.4. **READY, SET, ACTION! WHY MARKETERS SHOULD CARE ABOUT CONSUMERS' FILMS**

Room: Spreckels C/D

Discussion Leader: Christine Pitt, *Royal Institute of Technology*

EXPLORING THE ROLE OF AUDIENCE PARTICIPATION AND PARA-SOCIAL INTERACTION ON ENDORSEMENT EFFECTIVENESS IN VLOGS (A STRUCTURED ABSTRACT)

Juha Munnukka, *Jyväskylä University*

Devdeep Maity, *Delaware State University*

REVEALING THE YOUNG PEOPLE'S COGNITIVE STRUCTURE OF SHARING VIDEO ONLINE: AN EXPLORATORY RESEARCH

Chin-Feng Lin, *National Pingtung University*

Chen-Su Fu, *National Cheng-Kung University*

USER-GENERATED ADVERTISING: THE EFFECTS OF CONSUMER-CREATED BRAND VIDEOS ON BRAND ATTITUDES

Paulo Mora-Avila, *University of Worcester*
Ria Wiid, *University of Worcester*

Session 4.5. TACIT AND EXPLICIT KNOWLEDGE AS DRIVERS OF PRODUCT AND SERVICE INNOVATION

Room: Wilder E

Discussion Leader: R. K. Sriastava, *Sydenham Institute of Management studies, University of Mumbai*

TECHNOLOGY-BASED SERVICE INNOVATIONS IN B2B SETTINGS

Peter Ekman, *Mälardalen University*
Randle Raggio, *University of Richmond*
Jimmie Røndell, *Mälardalen University*
Steven Thompson, *University of Richmond*

ONLINE COMMUNITIES LOCK-IN AND KNOWLEDGE CONTRIBUTION: EXPLORING THE “PUSH-BACK” AND “PULL-IN” EFFECTS

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

THE EFFECTS OF COLOR AND POSITION OF ADD TO CART BUTTON ON CLICK INTENTION (A STRUCTURED ABSTRACT)

Zhen Yang, *Drexel University*
Yangliu Huang, *Drexel University*

Session 4.6. PRICE PREMIUM, DISCOUNTS, AND COUPONS

Room: Wilder F

Discussion Leader: Monika Kukar-Kinney, *University of Richmond*

CONSUMERS' PERCEPTION OF PRICE PREMIUMS FOR GREENWASHED PRODUCTS

Jeonggyu Lee, *Drexel University*
Siddharth Bhatt, *Drexel University*
Rajneesh Suri, *Drexel University*
Prabakar Kothandaraman, *William Paterson University*

EXPLORING CONSUMER SPENDING WHEN REDEEMING ONLINE DAILY COUPONS

Chinintorn Nakhata, *Clarion University of Pennsylvania*
Anne Roggeveen, *Babson College*
Ali Besharat, *University of Denver*
James Stock, *University of South Florida*

PRICE PROMOTION FOR A PRE-ORDERED PRODUCT: THE MODERATING ROLE OF TIME OF RELEASE (A STRUCTURED ABSTRACT)

Subhash Jha, *University of Memphis*
Phillip Hart, *Westfield State University*
George Deitz, *University of Memphis*

AN EXAMINATION OF HEAVY COUPON USE, OPINION LEADERSHIP, AND SELF-CONFIDENCE (AN ABSTRACT)

James Zboja, *University of Tulsa*

Kevin Gatzlaff, *Ball State University*

Session 4.7. CURRENT ISSUES IN DIGITAL MARKETING STRATEGY

Room: Wilder G

Discussion Leader: Michael Obal, *University of Massachusetts Lowell*

INVESTIGATING SOCIAL MEDIA ACTIVITY AS A FIRM'S SIGNALING STRATEGY THROUGH AN INITIAL PUBLIC OFFERING

Atthaphon Mumi, *University of Massachusetts Lowell*

Michael Obal, *University of Massachusetts Lowell*

Yi Yang, *University of Massachusetts Lowell*

DIGITAL RETAILING: PRELIMINARY RESULTS OF A SYSTEMATIC LITERATURE REVIEW

Gaetano Aiello, *University of Florence*

Raffaele Donvito, *University of Florence*

Valentina Mazzoli, *University of Florence*

Virginia Vannucci, *University of Florence*

CHALLENGES IN DATA DRIVEN INNOVATION TOWARDS EUROPEAN DIGITAL SINGLE MARKET

Serdar Temiz, *KTH Royal Institute of Technology*

Terrence Brown, *KTH-Royal Institute of Technology and LTH-Luleå University of Technology*

Session 4.8. PRODUCTS, PRODUCT CATEGORIES, AND PACKAGING

Room: Wilder H

Discussion Leader: Gerrit Cziehso, *TU Dortmund University*

WHY DO CERTAIN PRODUCTS INFLUENCE GROCERY STORE CHOICE? THE ROLE OF ANCHOR PRODUCTS AND THEIR RELATIONSHIPS WITH OTHER STORE CHOICE FACTORS

Pilsik Choi, *Indiana University Southeast*

EXAMINING THE EFFECTS OF PRODUCT CATEGORIES ON CONSUMERS' SPENDING IN MULTIPLE RETAIL FORMATS

Qin Zhang, *Pacific Lutheran University*

Manish Gangwar, *Indian School of Business*

Brian Ratchford, *The University of Texas at Dallas*

CONSUMER ACCEPTANCE OF NEW CONSUMER PACKAGED PRODUCTS

Kyoungmi Kim, *University of Wisconsin Eau Claire*

Buster Allaway, *University of Alabama*

WELL, THAT'S EMBARRASSING: AN EXAMINATION OF PRODUCT PACKAGE DIFFERENCES AND THE IMPACT ON EMBARRASSMENT

Carol Esmark, *Mississippi State University*

Christian Barney, *Mississippi State University*

Stacie Waites, *Mississippi State University*

Wednesday, 5:00 - 6:00 pm

AMS Ambassadors Session: How to Become More Involved with AMS

Come meet with the AMS Executive Committee to learn how to become more engaged with AMS
Embassy

Wednesday, 6:00 - 7:30 pm

Welcome Reception

Sun Deck (Weather Backup – Viceroy/Regent)



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DAILY HIGHLIGHTS • Thursday, May 25, 2017

Registration

Viceroy/Regent, 8:00 am - 6:30 pm

Mary Kay Inc. Dissertation Proposal Award Finalists

Edison I, 8:30 - 10:00 am

Refreshment Break

Sponsored by Marketplace® Simulations

Viceroy/Regent, 10:00 - 10:30 am

JAMS Editorial Review Board Meeting

Continental, 10:30 am - 12:00 pm

Mary Kay Inc. Dissertation Award Finalists

Edison I, 10:30 am - 12:00 pm

Awards Luncheon

Crown Room, 12:00 - 1:30 pm

Meet the Editors II

Edison J/K, 1:30 - 3:00 pm

Professional Development Seminar and Certificate Program:

Teaching Digital Marketing

Crystal, 1:30 – 5:30 pm

Refreshment Break

Sponsored by Marketplace® Simulations

Viceroy/Regent, 3:00 - 3:30 pm

AMS Review Editorial Review Board Meeting

Wilder H, 3:30 - 5:00 pm

Reception

Windsor Lawn, 6:00 - 7:00 pm

Dinner

On Your Own

Thursday, 8:30 - 10:00 am

Session 5.1. SPECIAL SESSION: MARKETING'S THEORETICAL AND CONCEPTUAL VALUE PROPOSITION

Room: Edison J/K

Discussion Leader: Martin Key, *University of Colorado, Colorado Springs*

Panelists: Terry Clark, *Southern Illinois University, Carbondale*
O. C. Ferrell, *Auburn University*
Martin Key, *University of Colorado, Colorado Springs*
Leyland Pitt, *Simon Fraser University*
David W. Stewart, *Loyola Marymount University*

Session 5.2. LOVEMARKS: PSYCHOLOGY OF BRANDING

Room: Spreckels C/D

Discussion Leader: Manfred Schwaiger, *Ludwig-Maximilians-Universität Munich*

THE MIND OF THE BEHOLDER: THE EFFECTS OF SOCIAL STATUS AND LUXURY PRODUCT PLACEMENT IN MOVIES

Patricia Rossi, *IESEG School of Management*
Felipe Pantoja, *IESEG School of Management*
Kacy Kim, *Elon University*
Sukki Yoon, *Bryant University*

THE LOVEMARKS EFFECT

Cleopatra Veloutsou, *University of Glasgow*
Jantakarn Bell Aimpitaksa, *University of Glasgow*

NEW PRODUCT INTRODUCTION AND SALES PROMOTION IMPACT: PRELIMINARY RESULTS FROM A LONGITUDINAL STUDY

Joseph Jones, *North Dakota State University*

HOW DOES ETHICAL TRANSGRESSIONS AFFECT BRAND LOYAL CUSTOMERS?

Kenyatta Barber, *University of Wisconsin Whitewater*
Dennis Kopf, *University of Wisconsin Whitewater*

Session 5.3. CONSUMER BEHAVIOR IN EMERGING MARKETS

Room: Wilder E

Discussion Leader: Narongsak (Tek) Thongpapanl, *Goodman School of Business, Brock University*

GLOBALIZING CONSUMERS' ATTITUDES TOWARD MARKETING: AN EXPLORATORY STUDY IN A MULTICULTURAL MARKETPLACE

Tarek Mady, *University of Prince Edward Island*
Ajay Manrai, *University of Delaware*
Lalita Manrai, *University of Delaware*

**PERSONAL INNOVATIVENESS IN IT CONTEXT AFFECTING
TECHNOLOGY ADOPTION OF MEXICAN CONSUMERS**

Isidro Cristóbal-Vázquez, *Tecnologico de Monterrey, EGADE Business School*

**COMPULSIVE BUYING IN CHINA: MEASUREMENT, PREVALENCE,
AND CHARACTERISTICS**

Heping He, *Shenzhen University*

Monika Kukar-Kinney, *University of Richmond*

Nancy Ridgway, *University of Richmond*

**MATERIAL POSSESSIONS AND HEDONIC EXPERIENCE:
PARADOXES OF LUXURY CONSUMPTION IN EMERGING MARKETS**

Jose Mesquita, *FUMEC University*

Gregory Kivenzor, *University of Connecticut*

Natália Franco, *FUMEC University*

Session 5.4. **PERFORMANCE IN SALES**

Room: Wilder F

Discussion Leader: Allyn White, *University of Mississippi*

**WELCOME TO BRAND-TOPIA: THE ROLE OF TRANSPORTATION
AND IDENTIFICATION IN BRAND STORYTELLING**

Klaus-Peter Wiedmann, *Leibniz University of Hannover*

Evmorfia Karampournioti, *Leibniz University of Hannover*

Nadine Hennings, *Leibniz University of Hannover*

Steffen Schmidt, *Leibniz University of Hannover*

Levke Albertsen, *Leibniz University of Hannover*

**THE IDEOLOGY UNDERLYING CONSUMER BOYCOTT STUDIES:
ARE WE BOYCOTTING A DEEPER UNDERSTANDING OF A THEME**

Daniela Ferreira, *Federal University of Rio de Janeiro*

Paula Chimenti, *Federal University of Rio de Janeiro*

**EXPLAINING MOTIVATIONAL NEEDS THROUGH POSITIVE AFFECT
AND BRAND TRIBALISM**

Jeremy Sierra, *Texas State University*

Harry Taute, *Utah Valley University*

**WHEN (NOT) TO USE HUMOR IN A B-TO-B RELATIONSHIP: THE
ROLE OF THE EXPLORATION RELATIONSHIP PHASE IN THE
EFFECTS OF HUMOR ON BUSINESS PERFORMANCE**

Laurent Bompar, *Kedge Business School*

Renaud Lunardo, *Kedge Business School*

Camille Saintives, *Insec Business School*

Session 5.5. **IS IT REALLY HERE? DIGITAL TECHNOLOGY ISSUES**

Room: Wilder G

Discussion Leader: Jongyoon Kim, *King's College London*

THE QUANTIFIED SELF – THE ROLE OF CONSUMERS' SMART WEARABLES PERCEPTION OFFERED BY INSURANCE COMPANIES

Stefanie Paluch, *RWTH Aachen University*

Sven Tuzovic, *Queensland University of Technology*

DOES A HOLOGRAM GIVE AN ENCORE? AUTHENTICITY IN MIXED-REALITY (A STRUCTURED ABSTRACT)

Spencer Ross, *University of Massachusetts Lowell*

Lauren Labrecque, *Loyola University Chicago*

HAPPINESS BY DESIGN: A SELF-CONSTRUCTION FRAMEWORK OF PROTEUS AND NETWORKING EFFECTS IN ONLINE GAMES

Ting-Ting Chen, *National Taiwan University*

Heng-Chiang Huang, *National Taiwan University*

Shih-Ju Wang, *Graduate Institute of Management, National Taiwan Normal University*

Session 5.6. **MARY KAY INC. DISSERTATION PROPOSAL AWARD FINALISTS**

Room: Edison I

Discussion Leader: Cesar Zamudio, *Kent State University*

OPPORTUNISM, DISTORTIONS, AND GOVERNANCE IN ASYMMETRIC BUYER-SELLER RELATIONSHIPS: THEORY AND EMPIRICAL EVIDENCE

Jennifer Lee, *SUNY Binghamton*

IS THIS NEW PRODUCT A HIT OR MISS? THE ROLE OF SCREENPLAYS

Jeewon Brianna Choi, *Georgia State University*

THE EFFECT OF SCENTED ADVERTISING ON PRODUCT APPEAL: THE MEDIATING ROLE OF PERCEIVED PRODUCT PROXIMITY

Ruta Ruzeviciute, *Vienna University of Economics and Business*

Session 5.7. **SPECIAL SESSION: DIGITAL ANALYTICS FOR MARKETING PROFESSORS – MAKING SENSE OF DATA**

Room: Spreckels A/B

Discussion Leader: Angeline Close Scheinbaum, *The University of Texas at Austin*

Panelists: Haya Ajan, *Elon University*
Martin Paul Block, *Northwestern University*
Randy Messina, *IBM*

Session 5.8. **PERSUASION AND THE ROLE OF ANTHROPOMORPHIZATION IN TODAY'S ADVERTISING ENVIRONMENT**

Room: Wilder H

Discussion Leader: Thomas Wittkop, *Ostwestfalen-Lippe University*

THE EFFECT OF PLACEMENT CONTEXT ON BRAND PERSUASIVENESS

Fanny Fong Yee Chan, *Hang Seng Management College*
Ben Lowe, *University of Kent*

BRAND ADVERTISING IN AN ACCESS-OWNERSHIP WORLD: HOW MARKETING CHANNELS IMPACT MESSAGE PERSUASIVENESS

Lora Mitchell Harding, *Belmont University*
Mark T. Schenkel, *Belmont University*

THE INFLUENCE OF NEED FOR COGNITION, WEB-EXPERTISE AND TRUST ON ONLINE AND OFFLINE INFORMATION SEARCH BEHAVIOR

Elfriede Penz, *Vienna University of Economics and Business*
Agnieszka Zablocki, *Vienna University of Economics and Business*
Philipp Simbrunner, *Vienna University of Economics and Business*

Session 5.9. **SPECIAL SESSION: INTEGRATING MARKETING STRATEGY AND DATA ANALYTICS IN THE CLASSROOM – FIRST PRINCIPLES, MARKSTRAT, AND CASE APPROACHES**

Room: Continental

Discussion Leader: Robert W. Palmatier, *University of Washington*

Panelists: Robert W. Palmatier, *University of Washington*
Shrihari Sridhar, *Texas A&M University*

Thursday, 10:00 - 10:30 am

Refreshment Break

Sponsored by Marketplace® Simulations
Viceroy/Regent

Thursday, 10:30 am - 12:00 pm

Session 6.1. **JAMS EDITORIAL REVIEW BOARD MEETING**

Room: Continental

Session 6.2. **DOING “ME”: FACTORS INFLUENCING CONSUMER IDENTITY AND PERFORMANCE**

Room: Wilder E

Discussion Leader: Jeremy Sierra, *Texas State University*

NOSTALGIA AND ASTROMETRY AS PRECURSERS OF SUSPERSTITIOUS BELIEFS

Jeremy Sierra, *Texas State University*

Michael Hyman, *New Mexico State University*

Anna Turri, *Texas State University*

LOVE MAKES THE DAREDEVEL; MATING MINDSET AND PROACTIVE TENDENCY

Yang He, *Belmont University*

Marcus Cunha, *The University of Georgia*

THANKFULNESS, HOPE AND FUN AS DRIVING EMOTIONS IN MOMMY BLOGS

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

Anjala Krishen, *University of Nevada, Las Vegas*

Axenyia Kachen, *University of California Berkeley*

Amanda Mabry-Flynn, *University of Illinois*

Nancy Ridgway, *University of Richmond*

RED SOX THROWS SOFT, YANKEES HITS HARD: SPORTS TEAM SYMBOLS AFFECT DISTANCE PERFORMANCE

Sukki Yoon, *Bryant University*

Austin Beltis, *Bryant University*

John Logan, *Bryant University*

Kacy Kim, *Elon University*

Gayatri Subramanian, *Bryant University*

Session 6.3. **FOUNDATIONS IN CUSTOMER RELATIONSHIPS**

Room: Wilder F

Discussion Leader: George Watson, *Colorado State University*

THE MODERATOR EFFECT OF PREVIOUS DISSATISFACTION WITH SERVICE CATEGORY ON CO-CREATION WITH CONSUMERS

Melby Huertas, *FEI*

Ingrid Pergentino, *FEI*

THE WAY TO REGAINED TRUST THROUGH SERVICE RECOVERY IS PAVED WITH CONSUMER FORGIVENESS: THE EFFECT OF SERVICE FAILURE CHARACTERISTICS

Han Lee, *National Taiwan University*

Heng-Chiang Huang, *National Taiwan University*

Chuan-Feng Shih, *National Taiwan University*

SERVICE QUALITY AND SATISFACTION OF TRADITIONAL AND TECHNOLOGY ENHANCED SERVICES

Somkiat Eiamkanchanalai, *Chulalongkorn University*

Nuttapol Assarut, *Chulalongkorn University*

Session 6.4. **THE STORY OF ENGAGEMENT**

Room: Wilder G

Discussion Leader: Ali Heydari, *Concordia University*

OPEN DATA INNOVATION: OPPORTUNITIES AND CHALLENGES FOR OPEN DATA DRIVEN PROJECTS IN SWEDEN

Serdar Temiz, *KTH Royal Institute of Technology*

Terrence Brown, *KTH Royal Institute of Technology*

CROSS-CULTURAL STUDY OF SOCIAL MEDIA BASED BRAND COMMUNITIES

Ali Heydari, *Concordia University*

Michel Laroche, *Concordia University*

TOPIC ANALYSIS IN THE SPANISH TWITTERSPHERE: DIFFERENTIAL IMPACTS OF FIRM CREATED TOPICS ON CUSTOMER ENGAGEMENT (A STRUCTURED ABSTRACT)

Manuel Ceballos, *Universidad Carlos III de Madrid*

Nora Lado Couste, *Universidad Carlos III de Madrid*

Angel Garcia-Crespo, *Universidad Carlos III de Madrid*

HOW READABILITY OF BRAND POSTS AFFECTS CONSUMERS' ENGAGEMENT ON TWITTER

James Leonhardt, *University of Nevada, Reno*

Igor Makienko, *University of Nevada, Reno*

Session 6.5. **I HEARD IT THROUGH THE GRAPEVINE: A VARIETY OF PRODUCT STORIES AND TALES FROM WINE RESEARCH**

Room: Wilder H

Discussion Leader: Christine Pitt, *KTH Royal Institute of Technology*

THE STORIES PACKAGES TELL: A TYPOLOGY OF PRODUCT STORIES TOLD ON GROCERY PRODUCT PACKAGES

Adam J. Mills, *Loyola University New Orleans*

COOL MARKETING FOR ICEWINE? INVESTIGATING PRODUCER'S PRODUCT POSITIONING, SEGMENTATION AND MARKETING MIX FOR CANADIAN ICEWINE

Ulrich Paschen, *Lulea Technical University*

Jeannette Paschen, *Royal Institute of Technology (KTH)*

Jan Kietzmann, *Simon Fraser University*

MAPPING COUNTRY WINE BRAND PERSONALITIES: EXAMPLES FROM FIVE NATIONS

Emily Treen, *Simon Fraser University*

Philip Grant, *Langara College*

Gene van Heerden, *University of Pretoria*

Joseph Vella, *University of Malta*

Elsamari Botha, *University of Cape Town*

Anthony Chan, *Simon Fraser University*

THE TASTE OF AGEING: A 26-YEAR ANALYSIS OF PUBLICATION IN THE INTERNATIONAL JOURNAL OF WINE BUSINESS RESEARCH

Aya Rizk, *Luleå University of Technology*

Jirka Konietzny, *Luleå University of Technology*

Mario Cassar, *Luleå University of Technology*

Richard Wong, *KTH Royal Institute of Technology in Stockholm*

Asa Wallström, *Luleå University of Technology*

Joseph Vella, *University of Malta*

Session 6.6. MARY KAY INC. DISSERTATION AWARD FINALISTS

Room: Edison I

Discussion Leader: Cesar Zamudio, *Kent State University*

SELECTIVE SALES FORCE TRAINING: A FIELD EXPERIMENT

Yashar Atefi, *Louisiana State University (University of Houston)*

CONSUMER ONLINE SEARCH WITH PARTIALLY REVEALED INFORMATION

Chris Gu, *Georgia Tech (University of Chicago)*

ENGAGEMENT: A SOURCE OF COMPETITIVE ADVANTAGE

Anita Pansari, *Michigan State University (Georgia State University)*

Session 6.7. DOCTORAL COLLOQUIUM SPECIAL SESSION: THE DIFFICULTIES, ISSUES, AND PITFALLS DOCTORATE STUDENTS MUST CONQUER IN BECOMING A RESEARCHER, AUTHOR, AND SCHOLAR

Room: Edison J/K

Discussion Leader: David J. Ortinau, *University of South Florida*

Panelists: Lisa Monahan, *University of South Florida*
Christian Bushardt, *Louisiana Tech University*
Kritina Stuhler, *Old Dominion University*
Lukina Iana, *University of South Florida*

Session 6.8. THE ROLE OF KNOWLEDGE IN SALES

Room: Spreckels A/B

Discussion Leader: Vishag Badrinarayanan, *Texas State University*

SALESPeOPLE AS KNOWLEDGE BROKERS: A BUYER'S PERSPECTIVE

Bert Paesbrughe, *Vlerick Business School, Ghent*

Deva Rangarajan, *Vlerick Business School, Ghent*

Bryan Hochstein, *University of Alabama*

SALESPerson PERFORMANCE AND COMMITMENT AND BUYER RELATIONAL BEHAVIORS AS ANTECEDENTS OF BUYER'S DESIRE FOR BUSINESS RELATIONSHIP WITH SUPPLIERS

James Boles, *University of North Carolina at Greensboro*

Rita De Cassia de Faria Pereira, *UFPB/Brazil and University of North Carolina at Greensboro*

Valter Afonso Vieira, *Maringa State University*

Julie Johnson-Busbin, *Western Carolina University*

Hiram Barksdale Jr., *Georgia State University*

BRINGING THE CUSTOMER BACK INTO CUSTOMER SATISFACTION: AN EXAMINATION OF THE RELATIONAL DYNAMICS IN CUSTOMER SATISFACTION THROUGH IMPROVISATION IN INDUSTRIAL SALES

Abena Yeboah-Banin, *University of Ghana*

Nathaniel Boso, *University of Leeds*

Magnus Hultman, *University of Leeds*

Session 6.9. BUSINESS-TO-BUSINESS RELATIONSHIP MARKETING

Room: Spreckels C/D

Discussion Leader: Aswo Safari, *Uppsala University*

THE EFFECTS OF S-D LOGIC ON INTER-FIRM RELATIONSHIPS

Zhenning Xu, *University of Southern Maine*

Edward Ramirez, *The University of Texas at El Paso*

Gary Frankwick, *The University of Texas at El Paso*

THE MEDIATING EFFECT OF TRUST AND COMMITMENT ON ECONOMIC AND NON-ECONOMIC SATISFACTION

Juan Carlos Sosa-Varela, *Turabo University*

Goran Svensson, *Oslo School of Management*

BUSINESS MATING ONLINE: HOW ONLINE REFERRALS INFLUENCE SUPPLIER SELECTION

Zsofia Toth, *University of Nottingham*

Marzena Nieroda, *University of Manchester*

Bernadett Koles, *ISCTE*

Session 6.10. PROMOTING SOCIALLY

Room: Crystal

Discussion Leader: Steven Dahlquist, *Central Michigan University*

SOCIAL MEDIA LINKS ON MAGAZINE ADVERTISEMENTS: WHEN DO WE NEED THEM?

Selcuk Ertekin, *Brenau University*

Linda Barton, *Brenau University*

SNAPCHAT AS AN INFLUENTIAL TOOL FOR MARKETING COMMUNICATION: AN EXPLORATORY ANALYSIS OF BRANDS USAGE (A STRUCTURED ABSTRACT)

Lina Gomez, *Universidad del Este*

Kasim Bernabe-Urrutia,, *Universidad del Este*

Yanitzary Alvarado-Naveira, *Universidad del Este*

Lourdes Melendez-Morales, *Universidad del Este*

COVERT PERSUASION ATTEMPTS: DO PEOPLE NOTICE?

Adam Slobodzian, *University of Saskatchewan*

Marjorie Delbaere, *University of Saskatchewan*

IMPROVING BANNER AD STRATEGIES THROUGH PREDICTIVE MODELING

Michael Obal, *University of Massachusetts Lowell*

Wen Lv, *Reputation Institute*

Thursday, 12:00 - 1:30 pm

AMS Awards Luncheon

Crown Room

Thursday, 1:30 - 3:00 pm

Session 7.1. **MEET THE EDITORS II**

Room: Edison J/K

Discussion Leader: James Boles, *University of North Carolina Greensboro*

Panelists: Robert W. Palmatier (University of Washington), *Journal of the Academy of Marketing Science*
Greg Marshall (Rollins College), *Journal of Marketing Theory and Practice*
Manjit Yadav (Texas A&M University), *AMS Review*
Valerie Folkes (University of Southern California), *Journal of Consumer Research*
Tomas Hult (Michigan State University), *Journal of Marketing*
Stephanie Noble (The University of Tennessee), *Journal of Retailing*
John Ford (Old Dominion University), *Journal of Advertising Research*

Session 7.2. **BRAND COMMUNITY: CUSTOMERS, EMPLOYEES, AND TRIBES**

Room: Edison I

Discussion Leader: Jeremy Sierra, *Texas State University*

A BRAND FOCI MODEL TO EXPLAIN ACHIEVEMENT NEEDS: A CONTRADICTIONARY EXPLANATION

Jeremy Sierra, *Texas State University*

Harry Taute, *Utah Valley University*

Byung-Kwan Lee, *Kwangwoon University*

A TYPOLOGY OF FRONTLINE EMPLOYEES BASED ON THEIR BRAND PERCEPTIONS

Achilleas Boukis, *University of Sussex*

Kostas Kaminakis, *Athens University of Economics and Business*

Avraam Papastathopoulos, *Abu Dhabi University*

Khanyapuss Punjaisri, *Kent Business School*

John Balmer, *UK Brunel Business School*

ENGAGING EMPLOYEES IN BRAND-BUILDING PROCESS: THE DEVELOPMENT OF BRAND CLIMATE IN SERVICE ORGANIZATIONS

En-Yi Chou, *National Taiwan University*

Jiun-Sheng Chris Lin, *National Taiwan University*

Session 7.3. **SPECIAL SESSION: THE VALUES OF STORYTELLING – FROM TACTICS TO TRANSFORMATIVE ACTION**

Room: Spreckels A/B

Discussion Leader: Claas Christian Germelmann, *University of Bayreuth*

DO ADS THAT TELL A STORY ALWAYS PERFORM BETTER? AN ANTHROPOMORPHISM-BASED RESPONSE

Laurence Dessart, *Kedge Business School*

Renaud Lunardo, *Kedge Business School*

THE MEDIATING EFFECT OF STORYING ON THE RELATIONSHIP BETWEEN PSYCHOLOGICAL CAPITAL AND SALESPERSON PERFORMANCE

Edward L. Nowlin, *Kansas State University*

David M. Houghton, *Xavier University*

Douglas M. Walker, *Kansas State University*

MARKETING'S POINT OF VIEW: NARRATIVE COMPETITION WITHIN THE FIRM

Martin Key, *University of Colorado, Colorado Springs*

WILL STORYTELLING BE ABLE TO LET THE OLD DREAM OF MARKETING FOR A BETTER WORLD COME TRUE? – DEVELOPING A CONCEPTUAL FRAMEWORK OF A “TRANSFORMATIVE STORYTELLING APPROACH” AND SKETCHING AN AGENDA FOR JOINT RESEARCH EFFORTS

Klaus-Peter Weidmann, *Leibniz University Hannover*

Evmorvia Karampournioti, *Leibniz University Hannover*

Session 7.4. **B2B AND B2C SALES RESEARCH**

Room: Spreckels C/D

Discussion Leader: Bryan Hochstein, *University of Alabama*

INFERRING THE PERSONALITIES OF B2B SALESPEOPLE FROM TEXT-BASED INTERVIEWS: AN EXPLORATORY STUDY

Christine Pitt, *Royal Institute of Technology (KTH)*

Neil Lilford, *Royal Institute of Technology (KTH)*

Albert Caruana, *University of Malta*

THE IMPACT OF SUBJECTIVE WELL-BEING ON SALESPERSON RELATIONAL AND ECONOMIC PERFORMANCES

Linda Nasr, *Texas State University*

Annie Liu, *Texas State University*

Mark Leach, *University of Wyoming*

NEGATIVE PSYCHOLOGICAL STATES AND BEHAVIOR IN SALES RESEARCH: A REVIEW AND CONTENT ANALYSIS OF RECENT RESEARCH

Bryan Hochstein, *University of Alabama*

Teidorlang Lyngdoh, *Xavier Institute of Management (XLRI)*

Ellis A. Chefor, *Louisiana Tech University*

Douglas Amyx, *Louisiana Tech University*

Session 7.5. **PRODUCT PLACEMENT, POLITICIANS, AND GLOBAL POSITIONING STRATEGIES**

Room: Wilder E

Discussion Leader: Shuang Wu, *Louisiana Tech University*

DO BRANDS IMPROVE CONSUMER PERCEPTION DUE TO PRODUCT PLACEMENT IN EMERGING MARKETS?

Rajesh Kumar Srivastava, *Sydenham Institute of Management studies at University of Mumbai*

Manoj Bhide, *Sydenham Institute of Management studies at University of Mumbai*

GLOBAL POSITIONING STRATEGIES: A COMPARISON OF POSITIONING STRATEGIES USED IN GERMAN AND AMERICAN AIRLINE MAGAZINE ADVERTISEMENTS

Charles Blankson, *University of North Texas*

Selcuk Ertekin, *Brenau University*

Cedric Lohse, *Missouri Western State University*

NICE GUYS MAY FINISH FIRST: CAN ADVERTISERS AND POLITICIANS WIN BY “BREAKING GOOD” IN A BAD POLITICAL WORLD?

Atefeh Yazdanparast, *University of Evansville*

Pramod Iyer, *UTRGV*

Session 7.6. **BRAND-CUSTOMER ALIGNMENT AND MINORITY INFLUENCE**

Room: Wilder F

Discussion Leader: Nina Krey, *Rowan University*

STANDING OUT BY STANDING UP: BRAND DIFFERENTIATION AND MINORITY INFLUENCE THEORY

Kylie McMullan, *Royal Institute of Technology (KTH)*

Amanda Blair, *Royal Institute of Technology (KTH)*

Stacey Morrison, *Royal Institute of Technology (KTH)*

Caitlin Ferreira, *Luleå University of Technology*

CONVERSION THEORY IN MARKETING

Maria Rosa Parra Villanueva, *Lulea University of Technology*

Raeesah Chohan, *University of Cape Town*

DOES A CAUSE-BRAND ALLIANCE BUILD CUSTOMER BRAND IDENTIFICATION?

Yasamin Vahdati, *Oklahoma State University*

Kevin Voss, *Oklahoma State University*

THE DEVELOPMENT OF POLITICAL BRAND IMAGE: A STUDY

Varsha Jain, *MICA*

Philip Kitchen, *Salford University Business School*

Ganesh B. E., *MICA*

Session 7.7. **DYNAMICS AND CHALLENGES IN MARKETING RESEARCH**

I

Room: Wilder G

Discussion Leader: Christine Kowalczyk, *East Carolina University*

QUANTITATIVE INSIGHTS FROM QUALITATIVE DATA: USING THE DOUBLING TECHNIQUE IN CORRESPONDENCE ANALYSIS

Emily Treen, *Simon Fraser University*

Arthur Money, *Royal Institute of Technology*

LACKING CORRESPONDENCE BETWEEN SUBJECTIVE AND OBJECTIVE PERFORMANCE DATA AMONG SMALL BUSINESS MANAGERS

Saku Hirvonen, *University of Eastern Finland*

Tommi Laukkanen, *University of Eastern Finland*

PREDICTIVE VALIDITY IN CHOICE-BASED CONJOINT ANALYSIS: A COMPARISON OF HYPOTHETICAL AND INCENTIVE-ALIGNED ACBC WITH INCENTIVE-ALIGNED CBC (A STRUCTURED ABSTRACT)

Verena Wackershauser, *Otto-von-Guericke University*

Marcel Lichters, *Otto-von-Guericke University*

Bodo Vogt, *Otto-von-Guericke University*

Session 7.8. **CREATING VALUE THROUGH INNOVATION**

Room: Wilder H

Discussion Leader: Alexander J. Kull, *University of San Diego*

GREEN INNOVATION IN TECHNOLOGICAL NETWORKS

Anna Sadovnikova, *South Dakota State University*

Ashish Pujari, *McMaster University*

SPORTY, POSH, OR...WHAT TYPE OF WEARABLE FITS YOU? A CONCEPTUAL FRAMEWORK FOR CONSUMERS' ADOPTION OF WEARABLE DEVICES

Marzena Nieroda, *University of Manchester*

Mona Mrad, *Lebanese American University*

Michael Solomon, *Saint Joseph's University*

THE PAST AND FUTURE OF CO-CREATION

Alexander J. Kull, *University of San Diego*

CONSUMER INNOVATION AND THE FUTURE OF MARKETING: CLARIFYING THE CREATIVE CONSUMER

Karen Robson, *Central Michigan University*

Matthew Wilson, *Royal Institute of Technology (KTH)*

Session 7.9. **PROFESSIONAL DEVELOPMENT SEMINAR AND CERTIFICATE PROGRAM: TEACHING DIGITAL MARKETING**

Session 1—Digital Marketing: Getting Started with Digital Marketing

Room: Crystal

Instructors: Debra Zahay, *St. Edward's University*
Janna Parker, *James Madison University*
Kevin James, *The University of Texas at Tyler*

Thursday, 3:00 - 3:30 pm

Refreshment Break

Sponsored by Marketplace® Simulations
Viceroy/Regent

Thursday, 3:30 - 5:00 pm

Session 8.1. **SPECIAL SESSION: THE CONTRIBUTIONS OF DIRECT SELLING TO SOCIETY**

Room: Edison J/K

Discussion Leader: Gary Huggins, *Executive Director, Direct Selling Education Foundation*

Panelists: Robert A. Peterson, *The University of Texas at Austin*
Victoria Crittenden, *Babson College*
John Whelpley, *President and CEO, CUTCO/Vector Marketing Corporation*
Robert Cavitt, *CEO, Jenkon*

Session 8.2. **AMS Review Editorial Review Board Meeting**

Room: Wilder H

Session 8.3. **EMPLOYING SALES TOOLS AND TECHNIQUES IN THE LEARNING PROCESS**

Room: Spreckels A/B

Discussion Leader: Astrid Keel, *Mississippi State University*

USING THE SALES PROCESS AS AN INSTRUCTIONAL TOOL TO IMPROVE STUDENT PERCEPTIONS OF INSTRUCTOR RESPONSIVENESS, PEDAGOGICAL AFFECT, AND LIKELIHOOD TO ENROLL

Cindy Rippé, *Tarleton State University*
Shannon Cummins, *University of Wisconsin Whitewater*
Suri Weisfeld-Spolter, *Nova Southeastern University*
Yuliya Yurova, *Nova Southeastern University*

INTENTIONS TO PURSUE A SALES CAREER: INTEGRATING INTENTIONS TO STUDY SALES AND LEARNING EXPERIENCE

Subhadip Roy, *IIM Udaipur*

Soumya Sarkar, *Indian Institute of Management Ranchi*

Prashant Mishra, *Indian Institute of Management Calcutta*

DRIVEN BY BIG DATA: ARE OUR STUDENTS PREPARED? REQUIRING TECHNOLOGY COURSEWORK IN UNIVERSITY SALES PROGRAM

Christine Kowalczyk, *East Carolina University*

John Cicala, *Texas A&M University-Kingville*

STORYTELLING AS A TOOL TO INCREASE THE INFLUENCE OF MARKETING WITHIN THE FIRM

David M. Houghton, *Xavier University*

Douglas M. Walker, *Kansas State University*

Edward L. Nowlin, *Kansas State University*

Session 8.4. **POTPOURRI IN SALES**

Room: Spreckels C/D

Discussion Leader: Nathaniel Boso, *University of Leeds*

METAPHORS AND SALES MANAGEMENT: A REVIEW AND RESEARCH AGENDA

Sreedhar Madhavaram, *Cleveland State University*

Dorcia Bolton, *Cleveland State University*

Vishag Badrinarayanan, *Texas State University*

CONCEPTUALIZATION AND SCALE DEVELOPMENT FOR SALESPERSON SWAGGER

David Locander, *University of Tennessee Chattanooga*

Obinna Obilo, *Central Michigan University*

THE IMPACT OF SOCIAL NETWORK STRUCTURES ON SALESPEOPLE'S NEGATIVE HEADQUARTERS STEREOTYPES

Babak Hayati, *Asian Institute of Management-Phillipines*

ARE GRIT AND ENTREPRENEURIAL ORIENTATION IMPORTANT IN SALES? EMPIRICAL RESULTS OF INTERNATIONAL VS. US GEN Z/ MILLENNIAL CUSP

Michael Rodriguez, *Skema Business School*

Stefanie Boyer, *Bryant University*

David Fleming, *Indiana State University*

Session 8.5. **DOCTORAL COLLOQUIUM: STRATEGY**

Room: Wilder E

Discussion Leader: John B. Ford, *Old Dominion University*

A GROWING SUSPICION: A THEORETICAL APPROACH TO CATALYSTS OF INTERORGANIZATIONAL SUSPICION AND ITS EFFECT ON RELATIONAL OUTCOMES

Gina Brynildsen, *Florida Atlantic University*

CORPORATE SOCIALLY IRRESPONSIBLE BEHAVIOR AND ITS SPILLOVER EFFECT: THE ROLE OF UPSTREAM VERSUS DOWNSTREAM POSITIONS IN THE SUPPLY CHAIN

Zhuofan Zhang, *The University of Texas at El Paso*

CONTAGION EFFECT ON TRADITIONAL VERSUS INNOVATIVE PRODUCTS: ROLE OF CONSISTENCY IN “ESSENCE” TRANSFER PROCESS

Zhuofan Zhang, *The University of Texas at El Paso*

Session 8.6. THE SERVICE EXPERIENCE: CLIMATES AND VALUE

Room: Wilder F

Discussion Leader: Nobuyuki Fukawa, *Missouri University of Science and Technology*

COMPREHENSIVE VALUE: A NEW PERSPECTIVE ON VALUE CREATION AND MARKETING’S DOMINANT LOGIC

Cynthia Satornino, *University of Connecticut*

John Peloza, *University of Kentucky*

Alexis Allen, *University of Kentucky*

Rebeca Perren, *California State University San Marcos*

CUSTOMER VALUE THROUGH RESOURCE INTEGRATION: THE ROLE OF THE INSTITUTIONAL SOLUTION SPACE (AN EXTENDED ABSTRACT)

Peter Ekman, *Malardalen University*

Julia Jonas, *Friedrich-Alexander University*

Paul Maglio, *University of California Merced*

David Reynolds, *University of Warwick*

Jimmie Røndell, *Malardalen University*

CUSTOMER COHORT CLIMATES: A CONCEPTUAL MODEL FOR GROUP SERVICE ENCOUNTERS

Linda Lee, *KTH Royal Institute of Technology*

Ian McCarthy, *Simon Fraser University*

Debbie Ellis, *University of KwaZulu-Natal*

Session 8.7. BRAND PERSONALITY AND BRAND EXPERIENCE

Room: Wilder G

Discussion Leader: Varsha Jain, *MICA*

BRAND ORIENTATION: CONSTRUCT REDEFINITION AND CONCEPTUAL MODEL FOR B2B FIRMS

Priyanka Sharma, *Indian Institute of Technology Kanpur*

Shashi Shekhar Mishra, *Indian Institute of Technology Kanpur*

THE PROCESS OF BRAND EXPERIENCE: AN INTERDISCIPLINARY PERSPECTIVE

Yanina Chevtchouk, *University of Glasgow*

Cleopatra Veloutsou, *University of Glasgow*

BRAND PERSONALITY SELF-CONGRUITY AND THE PRODUCT LIFE CYCLE: ASSESSMENT OF BEHAVIORAL INTENTIONS TOWARD TOURISM DESTINATIONS

Oliver Cruz-Milan, *West Virginia State University*

AUTHENTICITY – THE DRIVING FORCE BEHIND THE CORPORATE BRAND SAGA

Terry Beckman, *Athabasca University*

Session 8.8. TAKING CARE: ISSUES IN PUBLIC POLICY AND CONSUMER WELL-BEING

Room: Continental

Discussion Leader: Srinivasan Swaminathan, *Drexel University*

HOW MENTAL STIMULATION EXERCISES CAN NUDGE HEALTHIER FOOD CHOICES IN CHILDREN

Dipayan Biswas, *University of South Florida*

Annika Lueth, *University of South Florida*

THE DISCLOSURE OF PERSONAL DATA - UNDERSTANDING CUSTOMERS' EXPECTATIONS

Antje Niemann, *Ludwig-Maximilians-Universität Munich*

Manfred Schwaiger, *Ludwig-Maximilians-Universität Munich*

DO I CARE? A PATHOLOGICAL APATHY IN THE CONTEXT OF SUSTAINABLE CONSUMPTION

Spencer Ross, *University of Massachusetts Lowell*

Paula Dootson, *Queensland University of Technology*

THE BRIGHT AND DARK SIDES OF PRODUCT CERTIFICATIONS - EXPLORING SIDE EFFECTS ON CONSUMERS' PERCEPTIONS OF NON-CERTIFIED PRODUCTS

Linda Wulf, *TU Dortmund University*

Soeren Koecher, *TU Dortmund University*

Session 8.9. RIVALRY AND SPONSORSHIP IN SPORTS MARKETING

Room: Edison I

Discussion Leader: Laura Flurry, *Louisiana Tech University*

THE ROLE OF TEAM-SPONSOR LOGO COLOR CONGRUITY IN SPONSORSHIP EFFECTIVENESS

Conor Henderson, *University of Oregon*

Aparna Sundar, *University of Oregon*

Marc Mazodier, *Hong Kong Baptist University*

INGROUP FAVORITISM, OUTGROUP ANIMOSITY, AND JOINT CONFLICT: THE ROLE OF AMBIVALENCE IN RESPONSE TO JOINT SPONSORSHIPS (A STRUCTURED ABSTRACT)

Colleen Bee, *Oregon State University*

Vassilis Dalakas, *California State University*

WHO IS YOUR TRUE G.O.A.T? ANALYZING THE CAUSE-EFFECT-RELATIONS OF SPORT RIVALRY ON THE EMOTIONAL APPEAL TOWARD A SPORT ATHLETE

Steffen Schmidt, *Leibniz University Hannover, Institute of Marketing and Management*

Sascha Langner, *University of Hannover*

Matthias Limbach, *Europafachakademie Dr. Buhmann*

Session 8.10. **PROFESSIONAL DEVELOPMENT SEMINAR AND CERTIFICATE PROGRAM: TEACHING DIGITAL MARKETING**

Session 2—Digital Marketing: Creating Assignments and Integrating Industry Resources (Program concludes at 5:30 pm)

Room: Crystal

Instructors:

Debra Zahay, *St. Edward's University*

Janna Parker, *James Madison University*

Kevin James, *The University of Texas at Tyler*

Thursday, 6:00 PM – 7:00 pm

Reception

Windsor Lawn

Thursday, 7:00 pm

Dinner

On Your Own

DAILY HIGHLIGHTS • Friday, May 26, 2017

Registration

Viceroy/Regent, 8:00 am - 2:00 pm

4th Annual Theory Forum—Session 1

Featuring the Winners of the *AMS Review*/
Sheth Foundation Doctoral Competition for Conceptual Articles
Continental, 8:30 - 10:00 am

Lamb-Hair-McDaniel Teaching Award Winners

Edison I, 8:30 - 10:00 am

Refreshment Break

Viceroy/Regent, 10:00 - 10:30 am

4th Annual Theory Forum—Session 2

Featuring the Winners of the *AMS Review*/
Sheth Foundation Doctoral Competition for Conceptual Articles
Continental, 10:30 am - 12:00 pm

AMS Board of Governors Meeting

Crystal, 12:00 pm - 1:30 pm

Lunch

On Your Own, 12:00 - 1:30 pm

Refreshment Break

Viceroy/Regent, 3:00 - 3:30 pm

AMS Business Meeting

Windsor, 5:00 - 6:00 pm

President's Reception

Garden Patio, 6:00 - 7:00 pm

President's Banquet

Crown, 7:00 pm

Friday, 8:30 - 10:00 am

Session 9.1. **4TH ANNUAL THEORY FORUM—SESSION 1**

Room: Continental

- Chair: Manjit Yadav, *Texas A&M University (Editor, AMS Review)*
 Featuring the Winners of *AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles*
- Welcome: Jag Sheth, *Emory University*
- Keynote: Don Lehmann, *Columbia University*
- Expert Panel: Barry Babin, *Louisiana Tech University*
 Tomas Hult, *Michigan State University*
 Greg Marshall, *Rollins College*

DUAL-PROCESS MODEL OF IDENTITY-BASED MOTIVATION FOR ETHICAL CONSUMER BEHAVIOR

Ivan Fedorenko, *Bentley University*

Loyalty Program in Theory and Research: A Conceptual Model of Loyalty Program Effectiveness

Jisu J. Kim, *University of Washington*
 Lena Steinhoff, *University of Paderborn*
 Robert W. Palmatier, *University of Washington*

Frontline Knowledge Networks in Open Collaboration Models for Service Innovations

Ozlem Ozkok, *University of Melbourne*
 Simon Bell, *University of Melbourne*
 Jagdip Singh, *Case Western Reserve University*
 Kwanghui Lim, *Melbourne Business School*

Session 9.2. **SUSTAINABILITY AND CONSUMER PERCEPTIONS**

Room: Spreckels A/B

Discussion Leader: Dennis Kopf, *University of Wisconsin-Whitewater*

EVALUATING SUSTAINABILITY AS A CORE COMPETENCY: CONSUMER RESPONSE TO SUSTAINABLE PRODUCTS

Clyde Eirikur Hull, *Rochester Institute of Technology*
 Jennifer Russell, *Rochester Institute of Technology*
 Monika Kukar-Kinney, *University of Richmond*

UNDERSTANDING CONSUMERS' PERCEPTION OF SUSTAINABLE CONSUMPTION: A ZMET APPROACH

Setayesh Sattari, *Linnaeus University*
 Kaveh Peighambari, *Linnaeus University*
 Arash Kordestani, *Lulea University of Technology*

THE EFFECT OF CONSTRUALS ON APATHETIC CONSUMPTION TENDENCIES: A FIELD EXPERIMENT

Spencer Ross, *University of Massachusetts Lowell*
 Paula Dootson, *Queensland University of Technology*

“I WOULD LIKE AN EUROPEAN ECO-PRODUCT!”: A STUDY ON THE PREFERENCE OF ALGERIAN AND TUNISIAN CONSUMERS FOR LOCAL ECOLOGICAL PRODUCTS

Mohamed Akli Achabou, *IPAG Business School*

Sihem Dekhili, *University of Strasbourg*

Mohamed Hamdoun, *Dhofar University*

Session 9.3. SHOPPING CHANNELS AND CONSUMER EMOTIONS

Room: Spreckels C/D

Discussion Leader: Jeffrey Carlson, *University of Richmond*

INFORMATION SEARCH AT THE POINT OF SALE: HOW INFORMATION SOURCE INFLUENCES CUSTOMERS' PURCHASE CHANNEL SWITCHING INTENTIONS

Andreas Kessenbrock, *TU Dortmund University*

Soeren Koecher, *TU Dortmund University*

THE VALUE OF SHOPPING CHANNELS AND THE RELATIONSHIP WITH SOCIAL EXCLUSION AND PERCEIVED WELLBEING (A STRUCTURED ABSTRACT)

Eleftherios Alamanos, *Newcastle University*

Savvas Papagiannidis, *Newcastle University*

Charles Dennis, *Middlesex University London*

Michael Bourlakis, *Cranfield University*

TOWARD THE IDENTIFICATION OF CUSTOMER RETAILER NOSTALGIA

Hyunju Shin, *Georgia Southern University*

Janna Parker, *James Madison University*

BUDGETING BIASES ACROSS CONSUMPTION CATEGORIES

Yang He, *Belmont University*

Session 9.4. WHAT'S IN A REVIEW?

Room: Wilder E

Discussion Leader: Kirk Plangger, *Kings College London*

THE INFLUENCE OF AUDIENCE AND SELF-CONSTRUAL ON THE CONTENT OF ONLINE REVIEWS

Agnieszka Zablocki, *Vienna University of Economics and Business*

Bodo Schlegelmilch, *Vienna University of Economics and Business*

Michael Houston, *University of Minnesota*

THE PROSTHETIC GENERATION IS ALL AROUND US: FEELINGS AND EMOTIONS ABOUT KNEE REPLACEMENT SURGERY AND THEIR IMPACT ON OVERALL SENTIMENT

Christine Pitt, *Royal Institute of Technology*

Amir Dabirian, *Royal Institute of Technology*

Elsamari Botha, *University of Capetown*

Jan Kietzmann, *Simon Fraser University*

Hoda Diba, *Lulea University of Technology*

I CAN'T WAIT TO SEE THIS: AN EXPLORATORY RESEARCH ON ONLINE CONSUMER WORD-OF-MOUTH ON MOVIES

Julia Kampani, *University of Bath*

Chris Archer-Brown, *University of Bath*

Haiming Hang, *University of Bath*

THE ROLE OF CONSUMER INNOVATIVENESS IN MOBILE COMMERCE USAGE: A COMPARISON OF TWO EMERGING COUNTRIES

Abdul Ashraf, *Goodman School of Business, Brock University*

Narongsak (Tek) Thongpapanl, *Goodman School of Business, Brock University*

Ali Anwar, *Goodman School of Business, Brock University*

Session 9.5. ARE ALL CUSTOMERS WORTH KEEPING?

Room: Wilder F

Discussion Leader: Julie Moulard, *Louisiana Tech University*

CUSTOMERS' ATTITUDINAL, EMOTIONAL AND BEHAVIORAL RESPONSES TO FIRM-INITIATED SERVICE TERMINATION

Amin Nazifi, *University of Edinburgh*

Dahlia El-Manstrly, *University of Edinburgh*

DOES CUSTOMER CO-CREATION REALLY PRODUCE VALUE?

Weiling Zhuang, *Eastern Kentucky University*

Barry Babin, *Louisiana Tech University*

MANAGEMENT RESPONSES TO NEGATIVE ONLINE CUSTOMER REVIEWS: THE EFFECT OF COMPENSATION AND EXPLANATION ON THE OBSERVER'S PURCHASE INTENTION

Micahel Schade, *University of Bremen*

Rico Piehler, *University of Bremen*

Ines Nee, *Philips Germany*

Christoph Burmann, *University of Bremen*

CUSTOMER-CREATED GUILT IN SERVICES: EXAMINING PROCESS AND MODERATING EFFECTS

Kathrynn Ponders, *The University of Texas at Austin*

Julie Moulard, *Louisiana Tech University*

Barry Babin, *Louisiana Tech University*

Session 9.6. CELEBRITY ENDORSEMENT AND NOSTALGIA

Room: Wilder G

Discussion Leader: Thomas Wittkop, *Ostwestfalen-Lippe University*

I AM FEELING BACK TO THOSE DAYS: THE THREE-WAY INTERACTION EFFECT OF NOSTALGIA, AGE, AND GENDER ON YOUTHFULNESS IN NOSTALGIA ADVERTISING

Young K. Kim, *University of Iowa*

Mark Y. Yim, *University of Massachusetts-Lowell*

IDLE SPECULATION OR PROFICIENT PROGNOSIS? – HOW TO EMPLOY CELEBRITY ENDORSEMENT MODELS SMARTLY

Klaus-Peter Wiedmann, *Leibniz Universität Hannover*
Walter von Mettenheim, *Leibniz Universität Hannover*

THE EFFECTS OF CELEBRITY ATTRACTIVENESS AND IDENTIFICATION ON ADVERTISING INTEREST

Priscilla Patel, *University of Lethbridge*
Michael Basil, *University of Lethbridge*

PHYSICAL ATTRACTIVENESS IN ADVERTISING: CAN AN ENDORSER BE TOO ATTRACTIVE

Rachelle Jantzson, *University of Lethbridge*
Michael Basil, *University of Lethbridge*

Session 9.7. AMF-AMS SPECIAL SESSION: INNOVATION STRATEGIES AND MARKETING – INSIGHTS FROM RAM SPECIAL ISSUES

Room: Wilder H

Discussion Leader: Jean-Luc Herrmann, *University of Lorraine*

TEAM CREATIVITY: CREATIVE SELF-EFFICACY, CREATIVE COLLECTIVE EFFICACY AND THEIR DETERIMENTS

Maud Dampérat, *University of Grenoble Alpes*
Florence Jeannot, *INSEEC Business School*
Eline Jongmans, *University of Grenoble Alpes*
Alain Jolibert, *INSEEC Business School*

TEN YEARS OF VALUE COCREATION: AN INTEGRATIVE REVIEW

Thomas Leclercq, *Catholic University of Louvain*
Wafa Hammedi, *University of Namur*
Ingrid Poncin, *Catholic University of Louvain*

A BETTER UNDERSTANDING OF THE ROLE AND UNDERLYING MECHANISM OF STIMULATING MENTAL IMAGERY IN IMPROVING THE CREATIVITY OF “ORDINARY USERS”

Cyrielle Vellera, *University of Toulouse*
Marie-Laure Gavard-Perret, *University of Grenoble Alpes*

Session 9.8. SPECIAL SESSION: MEET WITH JOURNAL EDITORIAL REVIEWERS – AN INTERACTIVE DISCUSSION ON THE DIFFICULTIES AND ISSUES FACING AUTHORS IN THE JOURNAL REVIEW PROCESS

Room: Edison J/K

Discussion Leader: David J. Ortinou, *University of South Florida*

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

Session 9.9. LAMB-HAIR-MCDANIEL AMS TEACHING AWARD

Room: Edison I

Discussion Leader: Dipayan Biswas, *University of South Florida*

Panelists: Bernadette Kamleitner, *Vienna University of Economics and Business*
 Claas Christian Germelmann, *Universität Bayreuth*
 Joel Le Bon, *University of Houston*

Friday, 10:00 - 10:30 am

Refreshment Break

Viceroy/Regent

Friday, 10:30 am - 12:00 pm

Session 10.1. 4TH ANNUAL THEORY FORUM—SESSION 2

Room: Continental

Chair: Manjit Yadav, *Texas A&M University (Editor, AMS Review)*Featuring the Winners of *AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles*

Expert Panel: Barry Babin, *Louisiana Tech University*
 Tomas Hult, *Michigan State University*
 Greg Marshall, *Rollins College*

IDIOSYNCRATIC COMMITMENT EFFECT: EARLY EXPERIENCE TO USHER IN COMMITMENT IN FIRMS

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

INNOVATION AS EMERGENCE: DECOMPOSING THE INSTITUTIONALIZATION PROCESS

Claudia M. Vaughan, *University of Hawai'i at Mānoa*
 Stephen L. Vargo, *University of Hawai'i at Mānoa*

THE EXTENDED SELF, PRODUCT VALUATION, AND THE ENDOWMENT EFFECT

Daniel Villanova, *Virginia Tech*

Session 10.2. DOCTORAL COLLOQUIUM: CONSUMER BEHAVIOR

Room: Wilder E

Discussion Leader: Altaf Merchant, *University of Washington-Tacoma***HOW DOES NOSTALGIA AFFECT DONOR GIVING BEHAVIOR?**

Kristina Stuhler, *Old Dominion University*

EXPLORING THE ROLE OF RELIGION IN THE ETHNIC IDENTIFICATION AND ACCULTURATION PROCESS OF THE SECOND GENERATION ASIAN PAKISTANIS IN BRITAIN

Zeeshan Rafiq, *University of Edinburgh, Business School*

SOCIAL AND SPATIAL DISTANCE IN DECISION MAKING: CAN CULTURE PLAY A ROLE?

Shuang Wu, *Louisiana Tech University*

Session 10.3. PRICE COMPETITION AND PRICING STRATEGIES

Room: Wilder F

Discussion Leader: Lan Xia, *Bentley University*

THE IMPACT OF NEW PRODUCT INTRODUCTION ON INTER-TIER PRICE COMPETITION (AN ABSTRACT)

K. Sivakumar, *Lehigh University*

SWITCHING FROM FREE TO FEE: MORE THAN JUST A PRICE INCREASE?

Gerrit Cziehso, *TU Dortmund University*

Tobias Schaefers, *TU Dortmund University*

Monika Kukar-Kinney, *University of Richmond*

CAUSE RELATED MARKETING AND PRICE ENDINGS: RIGHT DIGIT EFFECT

Mazen Jaber, *Saginaw Valley State University*

Kylie Jaber, *Saginaw Valley State University*

MY LOSING PROPOSITION - THE ROLE OF OWNERSHIP IN SUNK COST EFFECTS

Stephan Dickert, *Queen Mary University of London*

Bernadette Kamleitner, *Vienna University of Economics and Business*

Sophie Sussenbach, *WU Vienna University of Economics and Business*

Erdem Geveze, *WU Vienna University of Economics and Business*

Session 10.4. SPECIAL SESSION: THE PhD PROGRAM AND PROCESS – CHALLENGES AND STRATEGIES FROM A DOCTORAL PROGRAM DIRECTOR, DOCTORAL FACULTY AND DOCTORAL STUDENT PERSPECTIVE

Room: Edison J/K

Discussion Leader: Kevin Shanahan, *Mississippi State University*

Panelists:

Joel Collier, *Mississippi State University*

Robert Barnwell, *University of Tennessee at Martin*

Stacie Waites, *Mississippi State University*

Kevin Shanahan, *Mississippi State University*

Session 10.5. **CAUSE-RELATED MARKETING AND THE SOCIALLY CONSCIOUS CUSTOMER**

Room: Spreckels A/B

Discussion Leader: Cuauhtemoc Luna-Nevarez, *Sacred Heart University*

CAUSE-RELATED MARKETING AND MILLENNIALS: IMPACT OF PRODUCT TYPE AND DONATION STYLE

K. Bryant Smalley, *Georgia Southern University*

Jacob C. Warren, *Mercer University*

Jacqueline K. Eastman, *Georgia Southern University*

THE CAUSE-RELATED MARKETING PARADOX: PURCHASING PRODUCTS WITH A CAUSE LICENSES SELF-INTEREST, SELF-INDULGENCE OR LESS HELPING BEHAVIOR

Xing-Yu Chu, *National Sun Yat-sen University*

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

TIES THAT BIND: EXPLORING EXISTING BRAND AND CAUSE RELATIONSHIPS IN CAUSE-RELATED MARKETING CAMPAIGNS

Alisha Horky, *Elon University*

Carri Tolmie, *Elon University*

THE BROKEN RECORD: HOW THE MUSIC INDUSTRY IS MAKING SENSE OF UNCERTAINTY AND CHANGE

Todd Green, *Goodman School of Business, Brock University*

Gary Sinclair, *University of Stirling*

Session 10.6. **LET'S TALK ABOUT IT**

Room: Spreckels C/D

Discussion Leader: Gavin Northey, *University of Auckland*

SEEING IS BELIEVING... OR IS IT? THE EFFECT OF PRODUCT REVIEW MODALITY AND VALENCE (A STRUCTURED ABSTRACT)

Chatdanai Pongpatipat, *Saginaw Valley State University*

Michaela Hoogerhyde, *Saginaw Valley State University*

E-SERVICE QUALITY AND EWOM: THE MODERATING ROLE OF CUSTOMERS' RISK ORIENTATION AND MORAL IDENTITY

Alessandro Biraglia, *Leeds University Business School, University of Leeds*

Shahin Assadinia, *Norwich Business School, University of East Anglia*

Vita Kadile, *Leeds University Business School, University of Leeds*

INVESTIGATING ONLINE REVIEWS-THE INTERACTION BETWEEN ONLINE REVIEW VOLUME AND VALENCE

Elika Kordrostami, *Humboldt State University*

Yuping Liu-Thompkins, *Old Dominion University*

Vahid Rahmani, *Old Dominion University*

EFFECTS OF TEMPORAL AND PHYSICAL DISTANCE ON ONLINE WORD-OF-MOUTH EVALUATION

Zhengjie Li, *New York University*

Zhen Yang, *Drexel University*

Session 10.7. **INNOVATION AND EMERGENCE: SOCIOCULTURAL FACTORS INFLUENCING CONSUMER BEHAVIOR**

Room: Wilder G

Discussion Leader: Nasir Salari, *Texas State University*

THE MODERATING EFFECTS OF FATALISM AND TRADITIONALISM ON INNOVATION RESISTANCE

Nasir Salari, *Bathspa University*

Eric Shiu, *University of Birmingham*

Tao Zhang, *University of Birmingham*

PERCEIVED SECURITY RISK AND SHOPPING BEHAVIOR: AN EXPOSITION IN EMERGING MARKETS

Enrique Becerra, *Texas State University*

Vishag Badrinarayanan, *Texas State University*

Maria Cecilia Hernandez-Daza, *Pontificia Universidad Javeriana-Cali*

ADOPTION OF AUGMENTED REALITY TECHNOLOGIES IN TOURISM: VISITORS' ACCEPTANCE OF SMART GLASSES

Aarash Baktash, *Taylor's University*

Nina Krey, *Rowan University*

Vikneswaran Nair, *Taylor's University*

Philipp Rauschnabel, *University of Michigan-Dearborn*

Session 10.8. **ONLINE SPORTS AND IN-PERSON GIVEAWAYS**

Room: Wilder H

Discussion Leader: R. K. Sriastava, *Sydenham Institute of Management Studies, University of Mumbai*

THE REVENGE OF THE NERDS: UNCOVERING PRACTICES OF E-SPORTS AND FANTASY SPORTS

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

Ebru Ulusoy, *SUNY Farmingdale State College*

RECIPROCAL INTENTIONS: EFFECTS OF PROMOTIONAL GIVEAWAYS ON CONSUMERS' IN-VENUE SPENDING INTENTIONS

Mujde Yuksel, *Suffolk University*

Robert Smith, *Suffolk University*

Catherine McCabe, *Suffolk University*

Session 10.9. **SPECIAL SESSION: THE TRUTH ABOUT TRANSPARENCY AND AUTHENTICITY ON SOCIAL MEDIA – HOW BRANDS COMMUNICATE & HOW CUSTOMERS RESPOND**

Room: Edison I

Discussion Leader: Katharine Howie, *University of Lethbridge*

THE EFFECT OF CLEAR VS. AMBIGUOUS SPONSORSHIP DISCLOSURE IN SOCIAL MEDIA POSTS

Katharine Howie, *University of Lethbridge*

Rebecca VanMeter, *Ball State University*

**IS IT BETTER TO BEG FOR FORGIVENESS THAN SEEK PERMISSION?
PERMISSION MARKETING AND BRAND AUTHENTICITY IN SOCIAL
MEDIA MARKETING**

Kesha K. Coker, *Eastern Illinois University*

Parker J. Woodruff, *University of Central Arkansas*

**AUTHENTICITY: A “REAL” LOOK AT WHAT IT MEANS FOR
BRANDED SOCIAL MEDIA CONTENT**

Holly A. Syrdal, *University of Southern Mississippi*

Friday, 12:00 - 1:30 pm

Lunch

On Your Own

AMS Board of Governors Meeting

Crystal

Friday, 1:30 - 3:00 pm

Session 11.1. **SPECIAL SESSION: CASE TEACHING AND CASE WRITING**

Room: Continental

Discussion Leader: Steven Dahlquist, *Central Michigan University*

Panelists:

Leyland Pitt, *Simon Fraser University*

Adam J. Mills, *Loyola University New Orleans*

Karen Robson, *Central Michigan University*

Jan Kietzmann, *Simon Fraser University*

Michael Parent, *University of Ottawa*

Stefanie Beninger, *Simon Fraser University*

Anjali Bal, *Babson College*

Session 11.2. **INNOVATIONS IN MARKETING PEDAGOGY**

Room: Wilder E

Discussion Leader: Joel Collier, *Mississippi State University*

**REDEFINING SERVICESCAPE IN HIGHER EDUCATION: THE
TRANSFORMATIVE EDUCATIONAL SERVICESCAPE**

Nina Krey, *Rowan University*

Joanne T. Cao, *University of Southern Mississippi*

Jennifer A. Espinosa, *Rowan University*

**WIZARDRY IN QUALITATIVE MARKETING ANALYSIS: A TOOL BOX
FOR TEACHING**

Varsha Jain, *MICA*

Philip Kitchen, *Salford University*

Ganesh B. E., *MICA*

BRINGING PRACTITIONER INTO THE CLASSROOM: STUDENT REFLECTIONS AND LEARNING TYPES

Peter Ekman, *Malardalen University*

Eva Maaninen-Olsson, *Malardalen University*

Angelina Sundstrom, *Malardalen University*

CAN ACADEMICS PROVIDE VALUE TO PRACTITIONERS? THE PRACTITIONER RESPONSE TO ACADEMIC RESEARCH OUTPUT

Chris Hinsch, *Grand Valley State University*

Joseph Horak, *Horak Family Psych Services*

Josip Kotlar, *Lancaster University*

Session 11.3. **COMMUNICATION SHAKE-DOWN: FINDINGS FROM FOOD ADVERTISING AND MESSAGING RESEARCH**

Room: Wilder F

Discussion Leader: Christian Bushardt, *Louisiana Tech University*

THE CROSS-MODAL EFFECTS OF COLOUR IN FOOD ADVERTISING

Gavin Northey, *University Of Auckland*

Matthew Chylinski, *University Of New South Wales*

Liem Ngo, *University Of New South Wales*

Patrick van Esch, *Moravian College*

IS TWO REALLY BETTER THAN ONE? THE EFFECTS OF DUAL LANGUAGE LABELLING ON CONSUMER PERCEPTIONS AND PURCHASE INTENTION

Sabrina Heix, *TU Dortmund University*

Linda Wulf, *TU Dortmund University*

Soeren Koecher, *TU Dortmund University*

Hartmut Holzmueller, *TU Dortmund University*

COOL OR UNCOOL? USING ASSOCIATIVE GROUPS TO PROMOTE HEALTHY EATING TO YOUNG CONSUMERS (A STRUCTURED ABSTRACT)

Vassilis Dalakas, *California State University San Marcos*

Kristin Stewart, *California State University San Marcos*

Session 11.4. **FUTURISTIC MARKETING, TECHNOLOGY, AND EMERGING TRENDS I**

Room: Wilder G

Discussion Leader: Andrew Flostrand, *Luleå University of Technology*

FORMATION OF SATISFACTORY AND DISSATISFACTORY EXPERIENCES WITH AUGMENTED REALITY

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

Arturo Vasquez-Parraga, *The University of Texas Rio Grande Valley*

HARNESSING MOTIVATIONS FOR ENERGY UTILITY CROWDSOURCING ACTIVITIES (AN ABSTRACT)

Andrew Flostrand, *Luleå University of Technology*

Terrence Brown, *Royal Institute of Technology and Luleå University of Technology*

THE SPELL OF CUTENESS IN FOOD COMMUNICATION? IT DEPENDS ON CONSUMPTION MOTIVATION, FOOD TYPE AND INCIDENTAL AFFECT

Hsiao-Ching Lee, *National Kaohsiung University of Applied Sciences*

Xing-Yu Chu, *National Sun Yat-sen University*

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

Yu-Shian Huang, *Chyi Cheng Co., LTD.*

Yu-Hsuan Chen, *Chung-Hua Institution for Economic Research*

Session 11.5. FROM “IT’S MINE” TO “IT’S YOURS”

Room: Crystal

Discussion Leader: Abdul Ashraf, *Goodman School of Business, Brock University*

WHY DO CONSUMERS SHARE CONTENT ON THE INTERNET? A USES AND GRATIFICATIONS APPROACH

Cheng-Chieh Hsiao, *Shih Hsin University*

CONTENT CURATORSHIP AND COLLABORATIVE FILTERING: A SYMBOLIC INTERACTIONIST APPROACH

Kerry Chipp, *KTH Royal Institute of Technology and University of Pretoria*

Carola Strandberg, *Lulea University of Technology*

Atanu Nath, *Sogn and Fjordane University College*

Meysar Abduljabbar, *KTH Royal Institute of Technology*

INCENTIVIZING CONSUMER SHARING IN SOCIAL MEDIA: THE ROLE OF AUDIENCE SIZE

Yueming Zou, *Longwood University*

Yuping Liu-Thompkins, *Old Dominion University*

THE POTENTIAL BENEFITS OF OFFERING A SUITABLE MOBILE COMMERCE EXPERIENCE TO YOUR CUSTOMERS

Narongsak (Tek) Thongpapanl, *Goodman School of Business, Brock University*

Abdul Ashraf, *Goodman School of Business, Brock University*

Luciano Lapa, *Goodman School of Business, Brock University*

Session 11.6. MARKETING-MIX RESEARCH AND BUSINESS-TO-CUSTOMER ISSUES

Room: Wilder H

Discussion Leader: Juliann Allen, *Louisiana Tech University*

HEDONIC PRICING METHOD, THE THIRD LAW OF DEMAND, AND MARKETING STRATEGY

Chih-Ning (Chandler) Chu, *Chung Yuan Christian University*

Ting-Yuan Huang, *Feng Chia University*

Sandra S. Liu, *Purdue University*

IDENTIFYING BRAND SENTIMENT THROUGH ANALYTICS

Hamid Shirdastian, *Concordia University*

Michel Laroche, *Concordia University*

Marie-Odile Richard, *SUNY Polytechnic Institute*

THEORETICAL PATH FOR B2C MARKETING: TRANSACTIONAL OR RELATIONAL EXCHANGE THEORY?

Aswo Safari, *Uppsala University*

Gerald Albaum, *University of New Mexico*

SERVICE PROVIDER ABSENTEEISM: WHAT HAPPENS WHEN YOU'RE NOT THERE? AN EXPLORATORY STUDY

Joshua Denton, *Mississippi State University*

Melissa Moore, *Mississippi State University*

Robert Moore, *Mississippi State University*

Friday, 3:00 - 3:30 pm

Refreshment Break

Viceroy/Regent

Friday, 3:30 - 5:00 pm

Session 12.1. **SPECIAL SESSION: EXPLORING INCIDENTAL PRODUCT PLACEMENTS ACROSS COMMUNICATION CONTEXTS – HYPE VERSUS REALITY?**

Room: Spreckels A/B

Discussion Leader: Kathryn Pounders, *The University of Texas at Austin*

DO BRANDS APPEARING IN TEXTBOOKS INFLUENCE STUDENTS? INSIGHTS FROM AN EXPLORATORY STUDY

Laurie Babin, *University of Louisiana Monroe*

Mathieu Kacha, *University of Lorraine*

Jean-Luc Herrmann, *University of Lorraine*

Barry Babin, *Louisiana Tech University*

STUDENT PARTICIPATION IN MARKETING EXPERIMENTS: A SUBTLE INFLUENCE?

Nina Krey, *Rowan University*

Adilson Borges, *Reims Management School*

LUCY IN THE SKY WITH DIAMONDS: AVENUES FOR RESEARCHING BRAND AND CONSUMPTION EXPERIENCES IN POPULAR MUSIC

Eric Harris, *Pittsburg State University*

Linden Dalecki, *Pittsburg State University*

**INCIDENTAL BRAND EXPOSURE IN VARIOUS ENTERTAINMENT
HIGHLIGHT VIDEOS: TRACKING VIEWERS' VISUAL ATTENTION**

Ingrid Poncin, *Catholic University of Louvain*

Christian Derbaix, *Catholic University of Louvain*

Mathieu Kacha, *University of Lorraine*

Jean-Luc Herrmann, *University of Lorraine*

Session 12.2. **THE NATION, COUNTRY-OF-ORIGIN, AND
ETHNOCENTRISM**

Room: Wilder E

Discussion Leader: Juliann Allen, *Louisiana Tech University*

**DON'T DARE TO BLUR OUR BOUNDARIES – BALANCING BETWEEN
CURRENT AND PAST IDENTITIES**

Justina Gineikiene, *ISM University of Management and Economics*

Vida Skudiene, *ISM University of Management and Economics*

**COUNTRY-OF-ORIGIN AND BRAND POSITIONING FOR HIGH-
INVOLVEMENT HEALTH CARE WORKERS**

Katherine Meese, *University of Alabama, Birmingham*

Thomas Powers, *University of Alabama, Birmingham*

S. Robert Hernandez, *University of Alabama, Birmingham*

Andrew Garman, *Rush University*

Tricia Johnson, *Rush University*

**INVESTIGATING THE MALINCHISM-NATIONALISM PARADOX IN
HISPANIC TV ADVERTISING**

Adesegun Oyedele, *St. Cloud State University*

Monica Hernandez, *Texas A&M University, Corpus Christi*

Session 12.3. **BRANDING ON DIGITAL MEDIA**

Room: Wilder F

Discussion Leader: Joseph Vella, *Bryant University*

**CUSTOMER-BASED-BRAND EQUITY IN THE DIGITAL AGE –
DEVELOPMENT OF A THEORETICAL FRAMEWORK**

Agnieszka Zablocki, *Vienna University of Economics and Business*

Bodo Schlegelmilch, *Vienna University of Economics and Business*

Elena Schantl, *Vienna University of Economics and Business*

**CUSTOMER-BASED ONLINE REPUTATION: ONE KEY ANTECEDENT
AND SOME CONSEQUENCES**

Chebli Youness, *University of Grenoble Alpes*

Pierre Valette-Florence, *University of Grenoble Alpes*

**10MILLION FOLLOWERS AND COUNTING: HOW DIGITAL BRAND
ALLIANCES BETWEEN ONLINE INFLUENCERS AND BRANDS
IMPACT CONSUMER VALUE PERCEPTIONS**

Jaywant Singh, *Kingston University*

La Toya Quamina, *Kingston University*

Tao Xue, *Kingston University*

DRIVERS OF BRAND PAGE ATTACHMENT

Rico Piehler, *University of Bremen*

Michael Schade, *University of Bremen*

Barbara Kleine-Kalmer, *Anheuser-Busch InBev*

Christoph Burmann, *University of Bremen*

Session 12.4. **BEST PRACTICES IN MARKETING PEDAGOGY**

Room: Edison I

Discussion Leader: Kevin Shanahan, *Mississippi State University*

CREATING VALUE IN AN INTRODUCTION TO MARKETING COURSE USING A SIMULATION

Debbie Laverie, *Texas Tech University*

Miles Condon, *Texas Tech University*

William Humphrey Jr., *Ithica College*

Corky Mitchel, *Spry Marketing*

PERCEIVED VALUE OF AN ONLINE INTERACTIVE LEARNING TOOL AND ITS CRITICAL ANTECEDENTS

Qin Sun, *Trident University International*

Yann Abdourazakou, *California State University Dominguez Hills*

Thomas J. Norman, *California State University Dominguez Hills*

EXPERIENTIAL LEARNING AND VALUE CO-CREATION IN THE CLASSROOM: A NEW EXAMINATION USING SOCIAL MEDIA MONITORING

Leigh Anne Donovan, *Illinois State University*

Chiharu Ishida, *Illinois State University*

Peter Kaufman, *Illinois State University*

Session 12.5. **SUPPLY CHAIN MANAGEMENT IN ACTION: STOPPING SPILLOVER, BUILDING SUSTAINABILITY, AND AVOIDING DISASTERS**

Room: Wilder G

Discussion Leader: Jennifer A. Espinosa, *Rowan University*

THE SPILLOVER EFFECTS OF NEGATIVE SUPPLY CHAIN INFORMATION ON CONSUMERS' PERCEPTIONS OF PRODUCT ATTRIBUTES

Hannah Stolze, *Wheaton College*

Jon Kirchoff, *East Carolina University*

Bridget Nichols, *Northern Kentucky University*

Connor Brown, *Wheaton College*

STAKEHOLDER CONSIDERATIONS IN CORPORATE EFFORTS OF BUSINESS SUSTAINABILITY (AN ABSTRACT)

Goran Svensson, *Kristiania University College*

Carlos Ferro, *Vigo University*

Nils Høgevold, *Kristiania University College*

Carmen Padin Fabeiro, *Vigo University*

Juan Carlos Sosa-Varela, *Turabo University*

Beverly Wagner, *University of Strathclyde*

VALUE CREATION FOR EMERGENCY SUPPLY CHAIN MEMBERS

Iana Lukina, *University of South Florida*

Robert Hooker, *University of South Florida*

Session 12.6. **BRANDS BEING SOCIAL**

Room: Spreckels C/D

Discussion Leader: Benjamin Wright

BRANDING ON FACEBOOK: THE MIX, EQUITY, AND INTENTION OF FIRMS

Benjamin Wright

CONTENT STRATEGIES FOR FACEBOOK MARKETING – A CASE STUDY OF A LEADING FAST FOOD BRAND PAGE

Len Tiu Wright, *University of Huddersfield*

Hazem Gaber, *University of Huddersfield*

Robin Robin, *University of Huddersfield*

NEW MEDIA CELEBRITY AND SOCIAL MEDIA PROMOTIONS (A STRUCTURED ABSTRACT)

Alyssa Reynolds, *New Mexico State University*

EXPLORING THE IMPACT OF BRAND SELFIE ON BRAND ATTITUDE IN THE TWITTERSPHERE

Xia Liu, *Rowan University*

Friday, 5:00 - 6:00 pm

AMS Business Meeting

Windsor

Friday, 6:00 - 7:00 pm

President's Reception

Garden Patio

Friday, 7:00 pm

President's Banquet

Crown

DAILY HIGHLIGHTS • Saturday, May 27, 2017

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

Edison I, 9:00 am - 2:00 pm

AMS Golf Tournament
Coronado Golf Course, 12:00 - 5:00 pm

Saturday, 9:00 am - 2:00 pm

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

Room: Edison I

Instructors: Joe F. Hair, Jr., *University of South Alabama*
Marko Sarstedt, *Otto-von-Guericke-University
Magdeburg, Germany/University of Newcastle,
Australia*

Saturday, 12:00 - 5:00 pm

AMS Golf Tournament

Coronado Golf Course

INDEX

<u>Author</u>	<u>Session</u>	<u>Author</u>	<u>Session</u>
A			
Abdourazakou, Yann	12.4	Barber, Kenyatta	5.2
Abduljabbar, Meyser	11.5	Barksdale, Jr., Hiram	6.8
Achabou, Mohamed Akli	9.2	Barney, Christian	4.8
Adams, Nessa	2.7	Barnwell, Robert	10.4
Afonso Vieira, Valter	6.8	Bartier, Anne-Laure	2.3
Ahearne, Michael	10.1	Barton, Linda	6.1
Aiello, Gaetano	4.7	Baruca, Arne	10.8
Aimpitaksa, Jantakarn Bell	5.2	Basil, Debra	2.2, 3.6
Ajan, Haya	5.7	Basil, Michael	9.6
Alamanos, Eleftherios	9.3	Baum, Julia	4.1
Albaum, Gerald	11.6	Becerra, Enrique	10.7
Albertsen, Levke	1.5, 5.4	Beckman, Terry	8.7
Alford, Bruce L.	3.3	Bee, Colleen	8.9
Allaway, Buster	4.8	Bell, Monique	1.4
Allen, Alexis	8.6	Bell, Simon	9.1
Allen, Juliann	11.6, 12.2	Beltis, Austin	6.2
Alvarado-Naveira, Yanitzary	6.1	Beninger, Stefanie	11.1
Amyx, Douglas	7.4	Bernabe-Urrutia, Kasim	6.1
Anwar, Ali	9.4	Besharat, Ali	4.6
Anwar, Syed	1.1, 3.8	Bhatt, Siddharth	3.3, 4.6
Archer-Brown, Chris	2.8, 9.4	Bhide, Manoj	7.5
Arikan, Ramazan	1.2	Bicen, Pelin	2.4, 3.9
Ashraf, Abdul	9.4, 11.5	Biraglia, Alessandro	10.6
Assadina, Shahin	10.6	Biswas, Dipayan	1.5, 3.1, 8.8, 9.9
Assarut, Nuttapol	6.3	Blair, Amanda	7.6
Astrid, Heinrich	7.7	Blankson, Charles	7.5
Atefi, Yashar	6.6	Block, Martin Paul	5.7
Awan, Mahmood	3.4	Boles, James	1.7, 3.1, 6.8, 7.1
Awanis, Sandra	3.6	Bolton, Dorcia	8.4
B			
B. E., Ganesh	7.6, 11.2	Bompar, Laurent	5.4
Babin, Barry	1.7, 2.1, 9.1, 9.5, 12.1	Borges, Adilson	1.5, 3.2, 12.1
Badrinarayanan, Vishag	6.8, 8.4, 10.7	Boso, Nathaniel	2.6, 6.8, 8.4
Bae, John	2.5	Botha, Elsamari	2.8, 6.5, 9.4
Bagchi, Kallol	3.5	Boukis, Achilleas	7.2
Baginski, Paul	4.1	Bourlakis, Michael	9.3
Baker, Alice	4.1	Boyer, Stefanie	8.4
Baktash, Aarash	10.7	Brady, Mike	3.1
Bal, Anjali	11.1	Brown, Connor	12.5
Balmer, John	7.2	Brown, Terrence	4.7, 6.4, 11.4
Bambauer-Sachse, Silke	3.4, 4.3	Brynildsen, Gina	8.5
Bao, Yongchuan	3.9	Burmam, Christoph	9.5, 12.3
		Bushardt, Christian	6.7, 11.3
		Byun, Kyung-Ah	2.9
C			
		Camp, Kerri	3.9

Author	Page
Cao, Joanne T.	1.3, 3.3, 8.9, 11.2
Capelli, Sonia	2.9
Carrigan, Marylyn.	3.7
Carlson, Jeffrey	9.3
Carlson, Les	9.8
Caruana, Albert	7.4
Cassar, Mario	2.8, 6.5
Cavitt, Robert.	8.1
Ceballos, Manuel	6.4
Chan, Anthony	6.5
Chan, Fanny Fong Yee	5.8
Chang, Chun-Tuan	4.3, 10.5, 11.4
Chari, Simos	1.1, 2.7
Chefor, Ellis A..	7.4
Chen, Ting-Ting	4.5, 5.5
Chen, Yu-Hsuan.	11.4
Chevtchouk, Yanina	8.7
Chiang Ho, Han	3.4
Chimenti, Paula	5.4
Chipp, Kerry	1.5, 11.5
Chohan, Raeesah	7.6
Choi, Jeewon Brianna.	5.6
Choi, Pilsik.	3.3, 4.8
Choi, Ryan	2.5
Choi, Sunmee	1.1
Chou, En-Yi	7.2
Chu, Chih-Ning (Chandler)	11.6
Chu, Xing-Yu	4.3, 10.5, 11.4
Chung, Arnold.	1.2
Chylinski, Matthew.	11.3
Cicala, John	8.3
Clark, Terry	5.1
Coker, Kesha K.	10.9
Collier, Joel	10.4, 11.2
Condon, Miles.	12.4
Cristóbal-Vázquez, Isidro	5.3
Crittenden, Victoria	8.1
Cruz, Ryan E.	2.8
Cruz-Milan, Oliver	8.7
Cummins, Shannon.	8.3
Cunha, Marcus	6.2
Cziehso, Gerrit	4.8, 10.3
Czinkota, Michael	1.4

D

Dabirian, Amir.	2.8, 9.4
Dadgar, Omid	2.3
Dahlquist, Steven.	6.1, 11.1

Author	Page
Dalakas, Vassilis	8.9, 11.3
Dalecki, Linden	12.1
Dampérat, Maud	9.7
Dantas, Danilo.	2.9
Daryanto, Ahmad.	3.6
de Faria Pereira, Rita De Cassia.	6.8
De Jong, Natalie.	3.8
Deitz, George	4.6
Dekhili, Sihem.	9.2
Delbaere, Marjorie	6.1
Demirel, Abdullah	1.6, 2.8.
Dennis, Charles	9.3
Denton, Joshua	11.6
Derbaix, Christian.	12.1
Dessart, Laurence.	7.3
Diba, Hoda.	2.8, 9.4
Dickert, Stephan	10.3
Dimitrova, Boryana	1.4
Donovan, Leigh Anne	12.4
Donvito, Raffaele	4.7
Dootson, Paula	8.8, 9.2
Dorsch, Michael J.	9.8
Drollinger, Tanya	2.2, 3.6
Dutta, Sujay	1.3

E

Eastman, Jacqueline K.	10.5
Eiamkanchanalai, Somkiat	6.3
Ekman, Peter	4.5, 8.6, 11.2
Ellis, Debbie	8.6
El-Manstrly, Dahlia	9.5
Ertekin, Selcuk	6.1, 7.5
Esmark, Carol	4.8
Espinosa, Jennifer A.	11.2, 12.5

F

Fan, Xiucheng	2.9
Ferreira, Caitlin	7.6
Ferreira, Daniela.	5.4
Ferrell, Linda.	2.1, 4.2
Ferrell, O. C.	2.1, 4.2, 5.1
Ferro, Carlos.	12.5
Fleming, David	8.4
Flores, Jason	2.5
Flostrand, Andrew	11.4
Flurry, Laura	8.9
Folkes, Valerie.	7.1

<u>Author</u>	<u>Page</u>	<u>Author</u>	<u>Page</u>
Ford, John	1.7, 2.3, 7.1, 8.5	Hennings, Nadine	5.4
Fox, Alexa K.	3.6	Hernandez, Monica	12.2
Franco, Natália	5.3	Hernandez, S. Robert	12.2
Frankwick, Gary	L. 3.5, 6.9	Herniquez-Daza, Maria Cecilia	10.7
Frantz, Nikita	1.4	Herrmann, Jean-Luc	9.7, 12.1
Friedman, Mike	2.3	Heydari, Ali	6.4
Fu, Chen-Su	4.4	Hinsch, Chris	11.2
Fujihira, Haruka	2.4	Hirvonen, Saku	7.7
Fukawa, Nobuyuki	8.6	Hochstein, Bryan	6.8, 7.4
G		Høgevoid, Nils	3.7, 12.5
Gaber, Hazem	12.6	Holzmueller, Hartmut	4.1, 11.3
Gala, Prachi	2.4	Hong, Junghwa	2.9
Gangwar, Manish	4.8	Hoogerhyde, Michaela	10.6
Garcia-Crespo, Angel	6.4	Hooker, Robert	12.5
Garman, Andrew	12.2	Horak, Joseph	11.2
Gatzlaff, Kevin	4.6	Horky, Alisha	10.5
Gavard-Perret, Marie-Laure	9.7	Houghton, David M.	2.8, 7.3, 8.3
Gemtou, Marilena	1.3	Houston, Michael	9.4
Germelmann, Claas Christian	7.3, 9.9	Howie, Katharine	10.9
Geveze, Erdem	10.3	Hsiao, Cheng-Chieh	11.5
Gineikiene, Justina	12.2	Huang, Heng-Chiang	2.5, 4.5, 5.5, 6.3
Gomez, Lina	6.1	Huang, Jianping	2.3
Gour, Mohit1.1	Huang, Ting-Yuan	11.6
Grant, Philip	6.5	Huang, Yangliu	4.5
Green, Todd	10.5	Huang, Yu-Shian	11.4
Gu, Chris	6.6	Huertas, Melby	6.3
H		Huggins, Gary	8.1
Hackeradt, Ines	1.2	Hughes, Douglas	3.1
Hair, Joe	1.7	Hull, Clyde Eirikur	9.2
Hamdoun, Mohamed	9.2	Hult, Tomas	7.1, 9.1, 10.1
Hammedi, Wafa	9.7	Hultman, Magnus1.1, 2.6, 6.8
Hang, Haiming	1.3, 9.4	Humphrey, Jr., William	12.4
Hanson, Sara	1.3, 2.9	Hunt, Shelby	3.9
Harding, Lora Mitchell	5.8	Hyman, Michael	1.4, 3.8, 6.2
Harris, Eric	12.1	I	
Harrison, Dana	3.9	Iana, Lukina	6.7
Hart, Phillip	4.6	Ishida, Chiharu	12.4
Hayati, Babak	8.4	Iyer, Pramod	7.5
Haytko, Diana	9.8	J	
He, Heping	5.3	Jaber, Kylie	10.3
He, Yang	4.3, 6.2, 9.3	Jaber, Mazen	10.3
Heinrich, Daniel	1.6	Jain, Varsha	7.6, 8.7, 11.2
Heix, Sabrina	11.3	James, Kevin	3.9, 7.9, 8.10
Henderson, Conor	8.9	Jantzson, Rachelle	9.6

Author	Page
Jaushyuan, Christine	2.6
Jeannot, Florence	9.7
Jeon, Yongwoog	1.2
Jha, Subhash	4.6
Jiang, Chuandi	1.2
Jiang, Lan	1.3
Johnson, Tricia	12.2
Johnson-Busbin, Julie	6.8
Jolibert, Alain	9.7
Jonas, Julia	8.6
Jones, Amy Rebecca	1.5
Jones, Joseph	5.2
Jongmans, Eline	9.7

K

Kacha, Mathieu	12.1
Kachen, Axenya	6.2
Kadile, Vita	10.6
Kadir, Mohammad	4.1
Kalantari, Mahdokht	3.4
Kaminakis, Kostas	7.2
Kamleitner, Bernadette	9.9, 10.3
Kampani, Julia	9.4
Karampournioti, Evmorvia	1.5, 5.4, 7.3
Kashmiri, Saim	2.4, 3.9
Kaufman, Peter	12.4
Keel, Astrid	8.3
Kessenbrock, Andreas	9.3
Key, Martin	5.1, 7.3
Kietzmann, Jan	6.5, 9.4, 11.1
Kim, Jeawon	4.1
Kim, Jisu J.	9.1
Kim, Jongyoon	5.5
Kim, Kacy	1.6, 5.2, 6.2
Kim, Kyoungmi	4.8
Kim, Saejoon	1.4
Kim, Sang-Joon	2.5
Kim, Young K.	9.6
Kirchoff, Jon	12.5
Kitchen, Philip	7.6, 11.2
Kivenzor, Gregory	5.3
Kleine-Kalmer, Barbara	12.3
Knox, Kathy	4.1
Koecher, Soeren	8.8, 9.3, 11.3
Koles, Bernadett	6.9
Konietzny, Jirka	2.8, 6.5

Author	Page
Kopf, Dennis	5.2, 9.2
Kordestani, Arash	9.2
Kordrostami, Elika	2.7, 4.3, 10.6
Kothandaraman, Prabakar	4.6
Kotlar, Josip	11.2
Kowalczyk, Christine	3.6, 7.7, 8.3
Krey, Nina	3.4, 7.6, 10.7, 11.2, 12.1
Krishen, Anjala	6.2
Kubik, Mark	2.5
Kuhn, Marc	3.8
Kukar-Kinney, Monika	4.6, 5.3, 9.2, 10.3
Kull, Alexander J.	7.8

L

Labrecque, Lauren	5.5
Lado Couste, Nora	6.4
Lambkin, Mary	2.7
Langner, Sascha	1.5, 8.9
Lapa, Luciano	11.5
Laroche, Michel	6.4, 11.6
Laukkanen, Tommi	7.7
Laverie, Debbie	12.4
Le Bon, Joel	9.9
Leach, Mark	7.4
Leclercq, Thomas	9.7
Lee, Byung-Kwan	7.2
Lee, Han	2.5, 6.3
Lee, Hsiao-Ching	11.4
Lee, Jennifer	5.6
Lee, Jeonggyu	4.6
Lee, Linda	8.6
Lee, Younghwa	2.2
Lehmann, Don	9.1
Lehnert, Kevin	2.5
Leonhardt, James M.	2.7, 3.8, 6.4
Leonidou, Constantinos	3.7
Li, Zhengjie	10.6
Lichters, Marcel	3.5, 7.7
Lilford, Neil	7.4
Lim, Kwanghui	9.1
Limbach, Matthias	8.9
Lin, Chin-Feng	4.4
Lin, Jiun-Sheng Chris	7.2
Liu, Annie	7.4
Liu, Pan	3.5
Liu, Sandra S.	11.6
Liu, Xia	12.6

<u>Author</u>	<u>Page</u>	<u>Author</u>	<u>Page</u>
Liu-Thompkins, Yuping	10.6, 11.5	Moore, Melissa	11.6
Locander, David	8.4	Moore, Robert	11.6
Locander, William	4.2	Mora, Jose Domingo	4.3
Logan, John	6.2	Mora-Avila, Paulo	4.4
Lohse, Cedric	7.5	Morrison, Stacey	7.6
Lowe, Ben	5.8	Möslein, Robert	3.5
Lueth, Annika	8.8	Moulard, Julie	2.1, 9.5
Lukina, Iana	12.5	Mrad, Mona	7.8
Luna-Nevarez, Cuauhtemoc	2.5, 10.5	Mumi, Atthaphon	4.7
Lunardo, Renaud	1.3, 5.4, 7.3	Munnukka, Juha	4.4
Lv, Wen	6.1	Munzel, Andreas	3.5
Lyngdoh, Teidorlang	7.4		
M		N	
Maaninen-Olsson, Eva	11.2	Nair, Vikneswaran	10.7
Mabry-Flynn, Amanda	6.2	Nakhata, Chinintorn	4.6
Mady, Tarek	3.1	Nasa, Jayant	2.9
Madhavaram, Sreedhar	3.9, 8.4	Naseem, Nayyer	1.3
Mady, Tarek	5.3	Nasr, Linda	7.4
Maglio, Paul	8.6	Nath, Atanu	11.5
Magrizos, Solon	3.7	Nazifi, Amin	9.5
Maity, Devdeep	2.6, 4.4	Nee, Ines	9.5
Makienko, Igor	6.4	Ngo, Liem	11.3
Manrai, Ajay	5.3	Nichols, Bridget	12.5
Manrai, Lalita	5.3	Nicoara, Cezara	3.7
Marchant, Caroline	2.8	Nicol, Cameron	2.4
Marder, Ben	2.8	Niemann, Antje	8.8
Marshall, Greg	7.1, 9.1, 10.1	Nieroda, Marzena	6.9, 7.8
Martin, Drew	1.1	Noble, Stephanie	7.1
Massera, Laura	4.3	Norberg, Patricia	9.8
Mazodier, Marc	8.9	Norman, Thomas J.	12.4
Mazzoli, Valentina	4.7	Northey, Gavin	10.6, 11.3
McCabe, Catherine	10.8	Nowlin, Edward L.	7.3, 8.3
McCarthy, Ian	8.6		
McMullan, Kylie	7.6	O	
Meese, Katherine	12.2	Obal, Michael	4.7, 6.1
Melendez-Morales, Lourdes	6.1	Obilo, Obinna	8.4
Merchant, Altaf	1.1, 2.3, 10.2	Oghazi, Pejvak	2.6
Mesquita, Jose	5.3	Oh, Hannah	2.5
Messina, Randy	5.7	O'Hern, Matthew	1.3
Meyer-Waarden, Lars	3.5	Ortinou, David J.	1.7, 6.7, 9.8
Mills, Adam J.	6.5, 11.1	Oyedele, Adesegun	12.2
Mishra, Prashant	8.3	Ozkok, Ozlem	9.1
Mishra, Shashi Shekhar	8.7		
Mitchel, Corky	12.4	P	
Monahan, Lisa	6.7	Padin Fabeiro, Carmen	12.5
Money, Arthur	7.7	Paesbrugge, Bert	6.8
		Paliawadana, Dayananda	3.7
		Palmatier, Robert W.	5.9, 7.1, 9.1
		Paluch, Stefanie	5.5

Author	Page
Pansari, Anita	6.6
Pantoja, Felipe	1.5, 5.2
Papadopoulou, Christina	1.1
Papagiannidis, Savvas	9.3
Papastathopoulos, Avraam	7.2
Parent, Michael	11.1
Parker, Janna	3.9, 7.9, 8.10, 9.3
Parkinson, Joy	2.4
Parra Villanueva, Maria Rosa	7.6
Paschen, Jeannette	1.2, 6.5
Paschen, Ulrich	6.5
Patel, Priscilla	9.6
Peighambari, Kaveh	9.2
Peloza, John	8.6
Penz, Elfriede	5.8
Pergentino, Ingrid	6.3
Perren, Rebeca	8.6
Peterson, Robert A.	8.1
Pezzuti, Todd	3.8
Pick, Doreen	1.6
Piehler, Rico	9.5, 12.3
Pitt, Christine	4.4, 6.5, 7.4, 9.4
Pitt, Leyland	3.1, 5.1, 11.1
Plangger, Kirk	2.7, 9.4
Poncin, Ingrid	9.7, 12.1
Pongpatipat, Chatdanai	10.6
Porter, Stephen	2.6
Pounders, Kathryn	1.2, 9.5, 12.1
Poushneh, Atieh	11.4
Powers, Thomas	3.2, 12.2
Pruski Yamim, Amanda	1.5, 3.2
Pujari, Ashish	7.8
Punjaisri, Khanyapuss	7.2

Q

Qiu, Rongrong	2.9
Quamina, La Toya	12.3

R

Racat, Margot	2.9
Radighieri, Jeffrey	2.3
Rafiq, Zeeshan	10.2
Raggio, Randle	4.5
Rahman, Mahabubur	2.7
Rahmani, Vahid	2.7, 4.3, 10.6
Ramirez, Edward	3.5, 6.9
Rangarajan, Deva	6.8
Ratchford, Brian	4.8

Author	Page
Rauschnabel, Philipp	3.4, 10.7
Rawal, Monika	2.3
Reynolds, Alyssa	12.6
Reynolds, David	8.6
Richard, Marie-Odile	11.6
Ridgway, Nancy	5.3, 6.2
Rippé, Cindy	8.3
Rizk, Aya	6.5
Robin, Robin	12.6
Robson, Karen	7.8, 11.1
Robson, Matthew	3.7
Rodriguez, Michael	8.4
Roggeveen, Anne	4.6
Röndell, Jimmie	4.5, 8.6
Rose, Gregory	1.1
Ross, Heather F.	3.7
Ross, Spencer	5.5, 8.8, 9.2
Rossi, Aimee Drolet	3.1
Rossi, Patricia	1.5, 5.2
Roy, Subhadip	8.3
Ruffer, Stefan	2.6
Rundle-Thiele, Sharyn	2.4, 3.2, 4.1
Runte, Mary	2.2
Russell, Jennifer	9.2
Ruzeviciute, Ruta	5.6

S

Saavedra Torres, Jose Luis	2.3
Sadovnikova, Anna	7.8
Safari, Aswo	6.9, 11.6
Saintives, Camille	1.3, 5.4
Salari, Nasir	10.7
Sangari, Esmail	7.5
Sarantidou, Paraskevi	3.3
Sarkar, Soumya	8.3
Sarstedt, Marko	3.5
Satornino, Cinthia	8.6
Sattari, Setayesh	9.2
Schade, Micahel	9.5, 12.3
Schaefer, Tobias	2.6, 10.3
Schaiger, Manfred	5.2, 8.8
Schantl, Elena	12.3
Scharf, Andreas	3.5
Scheinbaum, Angeline Close	3.7, 5.7, 6.2
Schenkel, Mark T.	5.8
Schlegelmilch, Bodo	1.4, 9.4, 12.3
Schmidt, Steffen	1.5, 5.4, 8.9

<u>Author</u>	<u>Page</u>	<u>Author</u>	<u>Page</u>
Schmidtke, David	4.1	Syrdal, Holly A.	10.9
Seidel, Franziska	1.6	Szocs, Courtney	1.5
Selinka, Sarah	3.8	T	
Shah, Purvi	2.3	Taute, Harry	5.4, 7.2
Shanahan, Kevin.	10.4, 12.4	Temiz, Serdar	4.7, 6.4
Sharma, Priyanka	8.7	Teng, Lefa	2.2
Sheth, Jag	9.1	Theotokis, Aristeidis1.1
Shih, Chuan-Feng	2.5, 6.3	Thompson, Steven	4.5
Shin, Hyunju.	9.3	Thongpapanl, Narongsak (Tek)5.3, 9.4, 11.5	
Shirdastian, Hamid	11.6	Till, Brian	2.9
Shiu, Eric	10.7	Tiu Wright, Len	12.6
Shoham, Aviv	1.7	Tolmie, Carri.	10.5
Sierra, Jeremy	5.4, 6.2, 7.2	Toth, Zsofia	6.9
Signh, Jaywant.	12.3	Treen, Emily	3.5, 6.5, 7.7
Simbrunner, Philipp	1.4, 5.8	Trinh, Giang	3.3
Sinclair, Gary	10.5	Turri, Anna.	6.2
Singh, Jagdip.	9.1	Tuzovic, Sven	5.5
Sivakumar, K.	10.3	U	
Skudiene, Vida	12.2	Ulusoy, Ebru.	10.8
Sleep, Stefan	3.9	Upadhyay, Soumya	3.2
Slobodzian, Adam	6.1	V	
Smalley, K. Bryant.	10.5	Vahdati, Yasamin	7.6
Smith, Robert	10.8	Vaid, Shashank (Sash).	10.1
Solomon, Michael	7.8	Valette-Florence, Pierre	12.3
Son, Hyunsang	1.2	van Esch, Patrick	11.3
Sosa-Varela, Juan Carlos	6.9, 12.5	van Heerden, Gene.	6.5
Sriastava, R. K.	4.5, 10.8	VanMeter, Rebecca.	10.9
Sridhar, Shrihari	5.9	Vannucci, Virginia.	4.7
Srivastava, Rajesh Kumar.	7.5	Vargo, Stephen L.	10.1
Steinhoff, Lena	9.1	Vasquez-Parraga, Arturo	11.4
Stewart, David W.	5.1	Vaughan, Claudia M.	10.1
Stewart, Kristin	11.3	Vella, Joseph.	6.5, 12.3
Stock, James.	4.6	Vellera, Cyrielle	9.7
Stolze, Hannah	12.5	Veloutsou, Cleopatra. .3.1, 5.2, 8.7	
Strandberg, Carola	11.5	Venmahavong, Tiffany	1.6
Stuhler, Kristina	6.7, 10.2	Villanova, Daniel	10.1
Subramanian, Gayatri.	6.2	Vogt, Bodo	7.7
Sun, Qin	12.4	Vom Hofe, Moritz	4.1
Sun, Rui	3.2	von Mettenheim, Walter	9.6
Sundar, Aparna	8.9	Vorhies, Douglas	1.6
Sundstrom, Angelina.	11.2	Voss, Kevin.	7.6
Suoniemi, Samppa	3.5	W	
Suri, Rajneesh	3.3, 4.6	Wackershauser, Verena	7.7
Sussenbach, Sophie	10.3	Wagner, Beverly.	12.5
Svensson, Goran	3.7, 6.9, 12.5		
Swaminathan, Srinivasan.	2.9, 3.3, 8.8		

Author	Page
Waites, Stacie	4.8, 10.4
Walker, Douglas M.	7.3, 8.3
Wallström, Asa	6.5
Wang, Shih-Ju	5.5
Wang, Shr-Chi	4.3
Wang, Yiru	3.5
Warren, Jacob C.	10.5
Watson, George	6.3
Wei, Zelong	3.9
Weisfeld-Spolter, Suri	8.3
Werle, Caroline	2.2
West, Douglas	2.7
White, Allyn	4.2, 5.4
Whelpley, John	8.1
Wiedmann, Klaus-Peter	1.5, 5.4, 7.3, 9.6
Wiid, Ria	4.4
Williams, Michael	2.6
Wilson, Matthew	1.2, 7.8
Wittkop, Thomas	5.8, 9.6
Wong, Richard	6.5
Woodruff, Parker J.	10.9
Wright, Benjamin	12.6
Wu, Shuang	7.5, 10.2
Wulf, Linda	8.8, 11.3
X	
Xia, Lan	2.9, 10.3
Xu, Bing	3.2
Xu, Zhenning	3.5, 6.9
Xue, Tao	12.3

Author	Page
Y	
Yadav, Manjit	7.1, 9.1, 10.1
Yang, Yi	4.7
Yang, Ying	2.6
Yang, Zhen	4.5, 10.6
Yaprak, Attila	1.3
Yau, Amy	2.8
Yazdanparast, Atefeh	7.5
Yeboah-Banin, Abena	2.6, 6.8
Yim, Mark Y.	9.6
Yoon, Sukki	1.6, 2.2, 4.1, 5.2, 6.2
Youness, Chebli	12.3
Yuksel, Mujde	10.8
Yurova, Yuliya	8.3
Z	
Zablocki, Agnieszka	5.8, 9.4, 12.3
Zamudio, Cesar	3.5, 5.6, 6.6
Zahay, Debra	7.9, 8.10
Zboja, James	4.6
Zhang, Chi	1.6
Zhang, Qin	4.8
Zhang, Qiyu	2.2
Zhang, Tao	10.7
Zhang, Zhuofan	8.5
Zhao, Guangzhi	2.2
Zhou, Wenkai	3.8
Zhu, Fengxia	3.9
Zhuang, Weiling	9.5
Zou, Yueming	11.5

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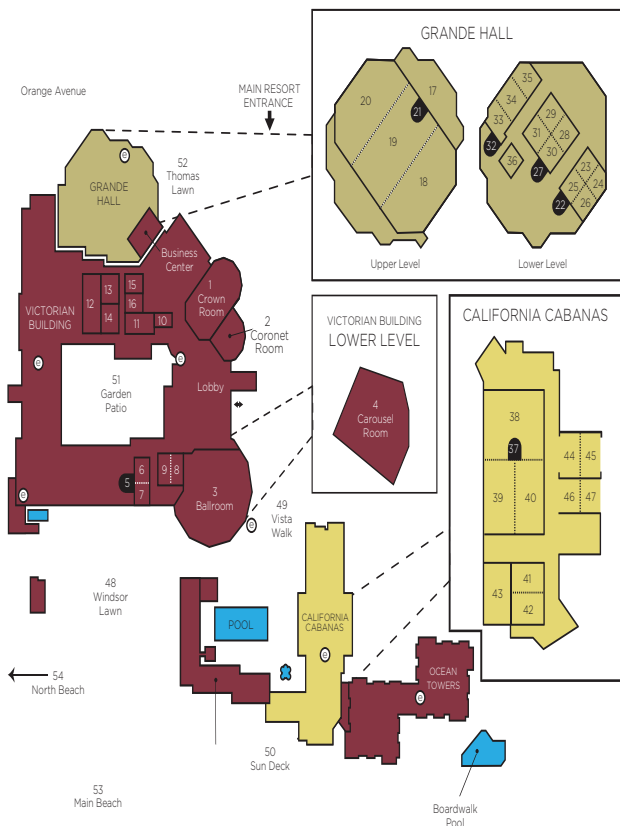
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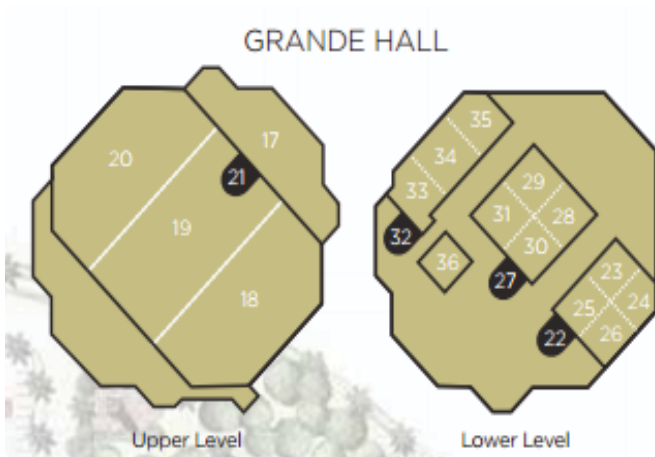
Property Map

Hotel del Coronado



Grande Hall

Upper & Lower Levels



17. Grande Hall Foyer
18. Empress
19. Regent
20. Viceroy
21. Upper Grande Hall
22. Spreckels Complex
23. Spreckels Salon A
24. Spreckels Salon B
25. Spreckels Salon C
26. Spreckels Salon D
27. Wilder Complex
28. Wilder Salon E
29. Wilder Salon F
30. Wilder Salon G
31. Wilder Salon H
32. Edison Complex
33. Edison Salon I
34. Edison Salon J
35. Edison Salon K
36. Boardroom

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