

AMS SOCIAL MEDIA

2018 Annual Conference Hashtag

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## 2018 AMS Annual Conference

### Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces

*“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better.”*

*-Jeff Bezos, Founder and CEO of Amazon.com*

Consumers today do not simply demand engaging online or offline experiences anymore; they increasingly focus on one seamless experience throughout their journey across virtual and real spaces. While shopping in a physical store, consumers are checking their smart phones for customer reviews and competitive information, and catching a Pokemon or two at the same time. Online experience is no longer only about price shopping and convenience, and offline is no longer only about SKUs. Individual channels matter less and less; it is the omni-channel experience that is becoming main-stream. The fast pace of technological development, increasing peer customer and social influence, ever shifting customer tastes, and a tremendous diversity of customer needs signal the upcoming golden age of marketing as well as the challenges it brings. Marketers need to keep pace and continually adapt and contribute to the changing consumer landscape. Through countless touchpoints across different channels and media, marketers today can learn more about their customers and are better equipped than ever to provide them with a desired augmented experience: easy, fun, relevant, engaging, and efficient.

This year’s conference theme focuses on exploring how marketers can learn about customers through big data and integration of information from digital and other sources and utilize their knowledge to create an enhanced customer experience throughout the customer journey.

#### **2018 Conference Co-Chairs:**

Monika Kukar-Kinney, University of Richmond, USA

Lan Xia, Bentley University, USA

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France

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## AMS BOARD OF GOVERNORS (2016-2018)

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Vienna University of Economics and Business Administration, Austria  
(2014-2020)

### **Rosann Spiro**

Indiana University, USA (2012-2018)

## 2018 AMS CONFERENCE TRACKS & TRACK CHAIRS

### **Advertising & IMC**

Jeffrey Carlson, University of Richmond, USA

Ioannis Kareklas, SUNY at Albany, USA

### **B2B Marketing & Channels of Distribution**

Tobias Schäfers, TU Dortmund, Germany

Mark Groza, Northern Illinois University, USA

### **Brand Management**

Brian Brown, Virginia Commonwealth University, USA

Mayoor (Max) Mohan, Virginia Commonwealth University, USA

### **Consumer Behavior**

Sara Hanson, University of Richmond, USA

Cat Armstrong-Soule, Western Washington University, USA

### **Digital Marketing & Social Media**

Debra Zahay, St. Edward's University, USA

Janna Parker, James Madison University, USA

Juli James, St. Edward's University, USA

### **Ethics, Sustainability & Corporate Social Responsibility**

Nada Nasr Bechwati, Bentley University, USA

Gary Ottley, Babson College, USA

### **International Marketing**

Piyush Sharma, Curtin University, Australia

Russel Kingshott, Curtin University, Australia

### **Innovation & New Product Development**

Yinghong (Susan) Wei, Texas A&M International University, USA

Anna Cui, University of Illinois, Chicago, USA

### **Marketing Metrics, Analytics, & Research Methods**

Marko Sarstedt, Otto-von-Guericke-Universität, Germany

Jamie Carlson, University of Newcastle, Australia

### **Marketing Pedagogy & Education**

Agung Sembada, Monash University, Malaysia

Treasa Kearney, University of Liverpool, UK

### **Marketing Strategy**

Yong Wang, Ohio University, USA

Joicey Wei Jie, SIM University, Singapore

### **Public Policy & Marketing for Non-Profits**

Vincent Xie, University of Massachusetts Boston, USA

Colleen Bee, Oregon State University, USA

### **Relationship Marketing: B2B & B2C**

Kishore Gopalakrishna Pillai, University of East Anglia, UK

David Woisetschlager, TU Braunschweig, Germany

### **Retailing & Pricing**

Anne Roggeveen, Babson College, USA

Lauren Beitelspacher, Babson College, USA

### **Sales Management**

Edward Nowlin, Kansas State University, USA

Doug Walker, Kansas State University, USA

### **Sensory & Food/Beverage Marketing**

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

Ruta Ruzeviciute, Vienna University of Economics & Business, Austria

### **Services and Entertainment Marketing**

Xiucheng Fan, Fudan University, China

Shuai Yang, Donghua University, China

### **Theme Track 1: Augmented Reality, Internet of Things, and Futuristic Marketing**

Bruce Weinberg, University of Massachusetts, Amherst, USA

Francisco Villarroel Ordenes, University of Massachusetts, Amherst, USA

### **Theme Track 2: Consumer Journey: Enhancing Customer Experience in the Digital Age**

Henri Weijo, Bentley University, USA

Markus Giesler, York University, Canada

### **Doctoral Colloquium**

Altaf Merchant, University of Washington, Tacoma, USA

John B. Ford, Old Dominion University, USA

### **Mary Kay Inc. Doctoral Dissertation Competition**

Cesar Zamudio, Kent State University, USA

Raj Agnihotri, University of Texas-Arlington, USA

Kevin Shanahan, Mississippi State University, USA

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### **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



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## DAILY HIGHLIGHTS • Tuesday, May 22, 2018

### **AMS Executive Committee Meeting**

Steering, 8:00 am - 5:00 pm

### **Registration**

Riverside Registration Desk, 3:00 pm - 6:30 pm

### **Pre-Conference Reception**

Compass, 6:00 pm - 7:00 pm

## Pre-Conference Activities

Tuesday, 8:00 am - 5:00 pm

### **AMS Executive Committee Meeting**

Steering

Tuesday, 6:00 pm - 7:00 pm

### **Pre-Conference Reception**

Compass

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## DAILY HIGHLIGHTS • Wednesday, May 23, 2018

### **Registration**

River/Port/Starboard, 7:30 am - 6:00 pm

### **Teaching Digital Marketing Certificate Program**

Kabacoff, 8:00 am - 12:00 pm

### **Refreshment Break**

*Sponsored by Marketplace® Simulations*

River/Port/Starboard, 10:00 am - 10:30 am

### **Lunch**

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

### **Meet the Editors I**

Kabacoff, 1:30 pm - 3:00 PM

### **Refreshment Break**

*Sponsored by Marketplace® Simulations*

River/Port/Starboard, 3:00 pm - 3:30 pm

### **Welcome Reception**

River/Port/Starboard, 6:00 pm - 7:30 pm



## 2018 AMS Program Schedule

Wednesday, 8:00 am - 12:00 pm

### Session 1. **Teaching Digital Marketing Certificate Program**

(Prior registration required)

Room: Kabacoff

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

Wednesday, 8:30 am -10:00 am

### Session 2A. **Use of Emotional Appeals in Advertising**

Room: Winward

Discussion Leader: Varsha Jain, MICA

#### **The Effect of Narrative Advertising on Willingness to Advice: The Moderating Role of Language Concreteness**

Valentina Pitardi, *Kedge Business School - Marseille*

Laurence Dessart, *Kedge Business School - Bordeaux*

#### **A Signalling Approach to Enhance the Advertising Effectiveness of Customer-Ideated New Products**

Fanny Cambier, *Université Catholique de Louvain*

Ingrid Poncin, *Université Catholique de Louvain*

#### **The Impact of Celebrity Blameworthiness in a Scandal on the Global Market Value of the Endorsed Brands**

Lei Huang, *State University of New York at Fredonia*

Junzhou Zhang, *Old Dominion University*

#### **Role of Religion on Direct Comparative Advertising? A Study of Honey Market**

Rajesh Srivastava, *Sydenham Institute of Management*

Manoj Bhide, *Sydenham Institute of Management*

### Session 2B. **Brand Love and Loyalty: Country and Community Love, and Celebrities Behaving Badly**

Room: Steering

Discussion Leader: Tessa Garcia-Collart, Florida International University

#### **When Good Brands Do Bad: The Sequel**

Obinna O. Obilo, *Central Michigan University*

Bruce L. Alford, *Louisiana Tech University*

David A. Locander, *University of Tennessee Chattanooga*

### **Brand Association and Emotional Confidence: Determinants of Brand Loyalty**

Wajid H. Rizvi, *IBA Karachi*

Amber G. Rashid, *IBA Karachi*

Huma Amir, *IBA Karachi*

### **A Conceptual Framework of Erasmus Students as Advocates of a Country Brand**

Suzanne Amaro, *Polytechnic Institute of Viseu*

Cristina Barroco, *Polytechnic Institute of Viseu*

Carmen Martins, *Bournemouth University*

Joaquim Antunes, *Polytechnic Institute of Viseu*

### **Attachment Styles and Brand Relationships**

Melika Kordrostami, *California State University San Bernardino*

Elika Kordrostami, *Humboldt State University*

Vahid Rahmani, *Rowan University*

## **Session 2C. Sustainability Across Borders, Economies, and Industries**

Room: Bridge

Discussion Leader: Anjali Bal, Babson College

### **CSR (Communication) of Hotels and Consumer Responses Towards It**

Andrea Ettinger, *Alpen-Adria-Universität Klagenfurt*

Sonja Grabner-Kräuter, *Alpen-Adria-Universität Klagenfurt*

Ralf Terlutter, *Alpen-Adria-Universität Klagenfurt*

### **Social Responsibility in Accessible Adventure Tourism: Analysis of Companies in the Central Region of Portugal**

Rita Lopes, *School of Technology and Management of Viseu*

Cristina Barroco, *School of Technology and Management of Viseu*

Joaquim Antunes, *School of Technology and Management of Viseu*

### **All by Myself! The Sustainable Liability and the Responsible Fashion**

Bruna Jochims, *NEOMA Business School*

Amanda Pruski Yamim, *Grenoble École de Management*

Patricia Rossi, *IÉSEG Business School*

## **Session 2D. Morals in Sustainability**

Room: Quarterdeck A

Discussion Leader: Kelly Weidner, Saint Mary's College of California

### **Role of Moral Obligation on Green IT/IS Usage Intent in Consumers in India**

Ankita Misra, *IIM Lucknow*

Moutusy Maity, *IIM Lucknow*

Arunima Shah, *IIM Lucknow*

**The Evolution of the Impact of Religion and Life Satisfaction on Environmental Concern**

Christian Hinsch, Grand Valley State University  
Reto Felix, *University of Texas Rio Grande Valley*

**Ethical Perceptions on Cigarette Marketing**

Lukman Aroean, Norwich Business School, University of East Anglia  
Nathalia Tjandra, *Business School, Edinburgh Napier University*

**Session 2E. Relationship Marketing - Consumer Perspectives**

Room: Quarterdeck B

Discussion Leader: Ismail Golgeci, Norwich Business School

**Firm Loyalty to Consumers (FLC) and Relationship Marketing: A Conceptual Framework**

Dorcia Bolton, Cleveland State University  
Sreedhar Madhavaram, *Cleveland State University*

**Consumers' Trust Recovery in a Food Retailer**

Branko Bozic, *NEOMA Business School*

**Antecedents of Tourism Destination Loyalty: The Role of Destination Image, Satisfaction, and Identity Salience**

Oliver Cruz-Milan, Texas A&M University-Corpus Christi  
Ricardo Jimeno-Espadas, *Universidad de Quintana Roo-Chetumal*

**What Is the Role of the Relationship in CRM? Exploring the Gaps Between Intended and Actual Behavior**

Laura Rifkin, Pace University  
Colleen P. Kirk, *New York Institute of Technology*

**Session 2F. SPECIAL SESSION: Reviewing the Reviewers: Insights on How to Read, Interpret and Respond to Reviews**

Room: Quarterdeck C

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

Panelists: David J. Ortinau, University of South Florida  
Michael J. Dorsch, Clemson University  
Les Carlson, University of Nebraska

Wednesday, 10:00 am - 10:30 am

**Refreshment Break**

*Sponsored by Marketplace® Simulations*  
River/Port/Starboard

## Wednesday, 10:30 am - 12:00 pm

### Session 3A. **Signals and Stories in Advertising: The Influence of Sharing Information, Use of Language, and Celebrity Blameworthiness**

Room: Steering

Discussion Leader: Madhupa Bakshi, The Heritage Academy

#### **Dire Straits, Sad Planet: How Facial Emotion, Anthropomorphism and Issue Proximity Affect Green Communication**

Chun-Tuan Chang, Department of Business Management, National Sun Yat-sen University

Guei-Hua Huang, Department of Business Management, National Sun Yat-sen University

Pei-Chi Liu, *EVERPRO Insurance Brokers Co., Ltd.*

#### **Advertising Design in Food Marketing: Comparing the Effectiveness of Sensory, Functional and Symbolic Ad Content for Product Evaluation**

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

Janina Haase, Leibniz University of Hannover, Institute of Marketing and Management

Jannick Bettels, Leibniz University of Hannover, Institute of Marketing and Management

Franziska Labenz, *Leibniz University of Hannover, Institute of Marketing and Management*

#### **Understanding the Viability of Three Types of Approach of Advertising in Emerging Markets**

Rajesh Srivastava, Sydenham Institute of Management

Manoj Bhide, *Sydenham Institute of Management*

### Session 3B. **Luxury Products**

Room: Bridge

Discussion Leader: Edward Nowlin, Kansas State University

#### **In the Conflict Between Heart and Mind: Involvement and Aspiration Matters**

Nayyer Naseem, Northeastern State University, Tahlequah, Oklahoma

Attila Yaprak, Wayne State University, Detroit, Michigan

#### **A Cross Cultural Comparison of Status-Motivated Luxury Consumption in USA and Vietnam**

Thao Phuong Nguyen, Cass Business School, City University of London

George Balabanis, *Cass Business School, City University of London*

**Talking About My Generation: Revisiting the Influence of Age in Luxury Counterfeit Consumption**

Julia Pueschel, Paris-Dauphine University, France / Paris Sorbonne  
Abu Dhabi

Cécile Chamaret, Ecole Polytechnique

Béatrice Parguel, CNRS / Paris-Dauphine University

Pierre Valette-Florence, *Pierre Mendès France University*

**Understanding the Luxury Consumption During Weddings in Southern India**

Ganesh B.E., MICA

Varsha Jain, MICA

Russell Belk, Professor, Kraft Foods Canada Chair in Marketing,  
Schulich School of Business, York University

Subhadip Roy, *Indian Institute of Management Udaipur*

Session 3C. **DOCTORAL COLLOQUIUM: Ethics and Social Responsibility**

Room: Leeward

Discussion Leader: John Ford, Old Dominion University

Discussant: Sihem Dekhili, University of Strasbourg

**Developing a Framework to Evaluate the Role of Medical Tourism in the Wellbeing and Quality of Life of Tourists (Patients)**

Amin Zakerinia, University of Edinburgh, Business School

Dahlia El-Manstrly, *University of Edinburgh, Business School*

**The Role of Proactive and Reactive Corporate Social Responsibility as an Extrinsic Cue in Mitigating Consumers' Privacy Concerns**

Sabinah Wanjugu, *Louisiana Tech University*

**Is All Fraud Created Equal?**

Kristina Stuhler, Old Dominion University

Junzhou Zhang, *Old Dominion University*

**Optimal Advertising Strategies for Multinational Enterprises Facing a Product-Harm Crisis**

Ran Liu, *Old Dominion University*

Session 3D. **Sensory Aspects of Retailing**

Room: Winward

Discussion Leader: Stefanie Paluch, RWTH Aachen University

**The Effects of Food Related Retail Ambient Scents on Healthy/Unhealthy Food Purchases**

Dipayan Biswas, University of South Florida

Courtney Szocs, *Portland State University*

**The Effects of Retail Ambient Music and Noise on Food Purchases**

Dipayan Biswas, University of South Florida

Kaisa Lund, Linnaeus University

Courtney Szocs, *Portland State University*

**It's All in the Mix - How Music and Light Affect Shoppers' In-store Behavior**

Julian Allendorf, University of Muenster

Mirja Bues, University of Muenster

Manfred Krafft, *University of Muenster*

**Session 3E. Customer Experiences in the Digital Age**

Room: Pelican

Discussion Leader: Dan Li, The University of Texas at Austin

**Good Talking to You: Consumer Engagement Through Live Customer Service**

Dan Li, The University of Texas at Austin

Matthew Eastin, *The University of Texas at Austin*

**Consumers' Willingness to Try a Robotic Shopping Assistant: The Role of Imagery**

Nobuyuki Fukawa, Missouri University of Science and Technology

Yu-Shan SandyHuang, *Northern Michigan University*

**Real Meanings of Virtual Experiences: A Structured Abstract of a ZMET Study in Young Consumers**

Julieta Mercado-González, Anahuac University Mexico

Carlos Gutierrez-Marines, Anahuac University Mexico

Pável Reyes-Mercado, *Anahuac University Mexico*

**Positive Attitudes Towards M-Commerce Applications... What Does It Mean for Retailers?**

Graeme McLean, University of Strathclyde

Kofi Osei-Frimpong, GIMPA Business School

Khalid Al-Nabhani, *University of Strathclyde*

**Session 3F. SPECIAL SESSION: Does Marketing Have the Right Answers? Questions of Growth, Measurement, Insight, and Heart**

Room: Quarterdeck A

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

Penalists: Martin Key, University of Colorado Colorado Springs

Terry Clark, Southern Illinois University

OC Ferrell, Auburn University

Bernard Jaworski, Claremont Graduate University

Leyland Pitt, Simon Fraser University

David Stewart, Loyola Marymount University

**Session 3G. Consumer Behavior in the Digital Space**

Room: Quarterdeck B

Discussion Leader: Doreen Sams, Georgia College & State University

**The Relationship Between Collectivism and Seeking Product-Related Information on Social Networking Sites**

Todd Pezzuti, University of Chile

James Leonhardt, *University of Nevada, Reno*

**A Framework and Call for Scholarship on ‘the Dark Side of Social Media’**

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

**Enriched Digital Catalogues: A Multi-Studies Approach on Utilitarian and Experiential Issues**

Marion Garnier, Grenoble Ecole de Management, France

Ingrid Poncin, *Université Catholique de Louvain*

**Exploring the Young People’s Cognitive Structure and Switching Intention Toward Social Networking Sites**

Chin-Feng Lin, National Pingtung University

Chen-Su Fu, *National Cheng Kung University*

**Session 3H. Sales Approaches**

Room: Quarterdeck C

Discussion Leader: Kenneth Le Meunier-Fitzhugh, Norwich Business School

**Overcoming the Rejection of Changing Sales Force Technologies Through Managerial Support**

Michael Obal, University of Massachusetts Lowell

Todd Morgan, *Western Michigan University*

**What Salespeople Don’t Say: A Review of Literature on Nonverbal Communication of Salespeople**

Shuang Wu, Louisiana Tech University

Bruce Alford, *Louisiana Tech University*

**Incentivizing Distributor Sales Force: Lessons from China**

Yong Wang, Ohio University

Joicey Wei, Singapore University of Social Sciences

Valerie Wang, West Chester University

Raj Agnihotri, *University of Texas at Arlington*

**Value in Sales Interactions – A Study from the Buyer’s Perspective**

Kenneth Le Meunier-Fitzhugh, University of East Anglia

Leslie Caroline Fitzhugh, *University of East Anglia*

Wednesday, 12:00 pm - 1:30 pm

**Lunch**

On Your Own

## Wednesday, 1:30 pm - 3:00 pm

### Session 4A. **Consumer and Relationships**

Room: Steering

Discussion Leader: Thomas Wittkop, HS Owl

#### **What Really Drives Customer – Brand Relationships? Evidence from an Emerging Market**

Tai Anh Kieu, Western Sydney University

Phu Hai Ho, *Western Sydney University*

#### **The Impact of Benevolence and Betrayal on Psychological Ownership**

Laura Rifkin, Pace University

Colleen P. Kirk, *New York Institute of Technology*

#### **The Influence of Men's Body Dissatisfaction in Appearance-Related Behaviors: The Moderator Role of Public Self-Consciousness**

Jihyun Sung, Auburn University

Ruoh-Nan Yan, *Colorado State University*

### Session 4B. **Service Employee Performance**

Room: Bridge

Discussion Leader: Jing Chen, The University of Texas at El Paso

#### **Risk in Sharing Economy: A Sentiment Analysis**

Wei-Lun Chang, *Tamkang University*

#### **Big Data Infused Service Encounters: Augmenting Emotional Labor and Improving Organizational Outcomes**

Jing Chen, The University of Texas at El Paso

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

#### **The Influence of Supervisor Support, Fit, and Job Attractiveness on Service Employee Job Resourcefulness**

Eric Harris, *Pittsburg State University*

#### **Configuring Business Process Capabilities for High Profitability: Multi-Level Approach to Capability Profiles**

Matti Jaakkola, University of Southampton

Johanna Frösén, Hanken School of Economics

Jukka Luoma, Aalto University

Jaakko Aspara, Hanken School of Economics

Henrikki Tikkanen, *Aalto University*



**Session 4C. Motivated by the Green: Consumer Responses to CSR Initiatives**

Room: Pelican

Discussion Leader: Thuy-Phuong Nguyen, University de Strasbourg

**The Effects of Event Involvement, Economic Evaluation and Behavioral Motivation on International Aiding Intention**

Kuei-Feng Chang, Guangzhou University

Hao-Wei Yang, Chaoyang University of Technology

Cai-Fen Jiang, *Guangzhou University*

**Help Me, Help You: The Consumer's Perceptions of "Green" Credit Cards**

Lei Huang, State University of New York at Fredonia

Julie Fitzpatrick, *State University of New York at Fredonia*

**"Buy Me, I'm Green": The Effects of Verbal and Visual Claims on Consumer Responses to Environmental Products**

Naz Onel, Stockton University

Timucin Ozcan, *Rollins College*

**Session 4D. Evidence-Based Policy Making: Implications of Quantitative and Qualitative Approaches**

Room: Winward

Discussion Leader: Jurui Zhang, University of Massachusetts Boston

**Modern Marketing Research Techniques and Policy Making: Update from Wyoming's State Budgeting**

Mark Peterson, University of Wyoming

Robert Godby, *University of Wyoming*

**The Hedonic and Utilitarian Value of Volunteering as an Act of Symbolic Consumption**

Janna Parker, James Madison University

Doreen Sams, Georgia College and State University

Kevin James, *University of Texas at Tyler*

**Individual Differences in Reactions to Aggression in Advertising: Knowledge Structures' Perspective**

Melika Kordrostami, California State University San Bernardino

Elika Kordrostami, Humboldt State University

Vahid Rahmani, *Rowan University*

**Nutrition Labeling on Menus: Who Notices and Uses This Information?**

Debbie Desrochers, *University of Bath*

**Session 4E. DOCTORAL COLLOQUIUM: Branding**

Room: Leeward

Discussion Leader: Altaf Merchant, University of Washington

Discussant: Fabien Pecot, University of York

**An Abstract Investigating the Impact of Conflicting Roles of Work and School on Service Providers**

Ellis Chefor, *Louisiana Tech University*

**Should I Consume Them? Dis-Identifying the Self with Dissociative and in-“Affective” Brands for Youth Drinking Behaviors**

Faheem Ahmed, *IAE Grenoble*

**Developing Brand Trust in Emerging Economies**

Kristina Stuhler, *Old Dominion University*

**Session 4F. Using Technology to Improve the Retail Experience**

Room: Quarterdeck A

Discussion Leader: Hannah Marriott, Swansea University

**Enhancing the Customer Experience: Understanding UK Consumers' M-Shopping Adoption Intention**

Hannah Marriott, Swansea University

Michael Williams, *Swansea University*

**Sharing in Real and Virtual Spaces: A Motivational and Temporal Screen-Sharing Approach**

Yonathan Silvain Roten, Panthéon-Sorbonne Paris I University -

Interdisciplinary Research Pole in Management Sciences (PRISM Marketing)

Regine Vanheems, Lyon 3 University - France Magellan Research Center in *Management*

**Exploring the Impact of Self-Service Technologies on Retail Shoppers**

Akiko Ueno, *Middlesex University*

Piyush Sharma, *Curtin University*

Russel Kingshott, *Curtin University*

**Session 4G. SPECIAL SESSION: May the Odds be Ever in Your Favor: How to Improve Your Odds and Successfully Navigate the Academic Job Market (Doctoral Students Only)**

Room: Quarterdeck B

Discussion Leader: Jennifer A. Espinosa, Rowan University

Panelists: Jennifer Espinosa, Rowan University

Lauren Brewer, University of Texas at Arlington

Nina Krey, Rowan University

**Session 4H. Real Research about Augmented Realities in The Real World**

Room: Quarterdeck C

Discussion Leader: Qiuying Zheng, Beijing University of Chinese Medicine

**Augmenting the Realities of Retail: How Augmented Reality Refines Consumer Journeys in Omni-Channel Retail Environments**

Joachim Scholz, Orfalea College of Business

Kat Duffy, University of Glasgow

Rachel Gasparini, Cal Poly, SLO, United States

Sam Rackwitz, Cal Poly, SLO, United States

**Structured Abstract: Virtual Car Information in Real Spaces Right in Your Face – Assessing the System Acceptance of Head-up Display**

Gerald-Alexander Beese, KTI

Steffen Schmidt, Leibniz University of Hannover

Klaus-Peter Wiedmann, Leibniz University of Hannover

**Monsters in Our World: Rethinking Narrative Transportation in Pokémon Go's Mixed Reality**

Andrew Smith, Suffolk University

Joachim Scholz, California Polytechnic State University

**Session 4I. Meet the Editors I**

Room: Kabacoff

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

Panelists: Douglas Hughes (Editor) – *Journal of Personal Selling and Sales Management*  
Dip Biswas (Associate Editor) – *Journal of Business Research*  
Wim Biemens (Editor) – *Journal of Product Innovation Management*  
Leyland Pitt (Editor) – *Business Horizons*  
Carlo Bellini (Editor) – *Brazilian Administration Review*  
Tarek Mady (Editor) – *Journal of Global Marketing*

Wednesday, 3:00 pm - 3:30 pm

**Refreshment Break**

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## Wednesday, 3:30 pm - 5:00 pm

### Session 5A. **Experimental Research in Innovation**

Room: Steering

Discussion Leader: Rambod Dargahi, Tulane University

#### **An Investigation of the Effect of Nostalgia Proneness and Consumer Innovativeness on Acceptance of Retro Products**

Claire-Lise Ackermann, Rennes School of Business

Justine Kernoa, *Rennes School of Business*

#### **The Impact of Existential Anxiety on Attitude toward Product Innovation**

Benjamin Boeuf, *IÉSEG School of Management*

#### **Marketing Secrets: A Conceptual Model and Quasi-Experimental Study**

Ivan Fedorenko, *Bentley University*

### Session 5B. **Embracing Digital Marketing and Digital Classrooms**

Room: Bridge

Discussion Leader: Treasa Kearney, University of Liverpool

#### **Digitally Engaged Services: A Multi-Level Perspective on Technology Readiness and Value Co-Creation Behaviour**

Treasa Kearney, University of Liverpool

Roisin Vize, *Dublin Institute of Technology*

#### **How to Design an Online Digital Marketing Course That Helps Improve Student Participation**

William Bergman, *University of Richmond*

#### **Integrating Customer Journey Mapping and Integrated Marketing Communications for Omnichannel and Digital Marketing Education**

Debbie Laverie, Texas Tech University

William Humphrey Jr., *Florida International University*

### Session 5C. **She's a Rich Girl: Status and Social Influence**

Room: Pelican

Discussion Leader: Tofghi Maryam, California State University

#### **Mood and Luxury Perception: A Tale of Two Genders**

Michaela Hoogerhyde, Saginaw Valley State University

Mazen Jaber, *Saginaw Valley State University*

#### **Whom Do Consumers Seek to Benefit When They Offer Feedback? Support for a Typology of Unsolicited Consumer Feedback**

Thomas Burnham, *The University of Nevada Reno*

**Session 5D. Issues of Measurement**

Room: Winward

Discussion Leader: Lauren M. Brewer, University of Texas, Arlington

**Heuristics Versus Statistics in Two Related Tests for Discriminant Validity**

George Franke, *University of Alabama*

**Marketing Analytics as an Organizational Capability: Assessment of Performance Implications**

Jukka Luoma, Aalto University

Johanna Frösén, Hanken School of Economics

Matti Jaakkola, *Southampton Business School*

**Causes and Control of Vagueness in Construct Definition and Item Construction**

David Gilliam, University of Arkansas at Little Rock

Kevin Voss, *Oklahoma State University*

**Using the Evaluative Space Grid to Better Capture Ambivalence in Customer Satisfaction Surveys**

Alice Audrezet, Institut Supérieur de Gestion, Paris

Béatrice Parguel, *CNRS and Paris-Dauphine University*

**Session 5E. Visual Aspects of Marketing**

Room: Quarterdeck A

Discussion Leader: Claas Christian Germelmann, University of Bayreuth

**The Impact of Product Shadows in Ad Frames on Product Volume Perceptions and Consumers' Willingness to Pay**

Nazuk Sharma, Fairfield University

Marisabel Romero Lopez, *Colorado State University*

**How Visual Sensory Cues Influence Reactions in Social Media**

Annika Abell, University of South Florida

Dipayan Biswas, *University of South Florida*

**Vertical vs. Horizontal Packaging Design: Investigating the Effects of Packaging Form on Consumers' Perception of Utilitarian Food Products**

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

Jannick Bettels, Leibniz University of Hannover, Institute of Marketing and Management

Janina Haase, Leibniz University of Hannover, Institute of Marketing and Management

Session 5F. **DOCTORAL COLLOQUIUM: Consumer Behavior**

Room: Leeward

Discussion Leader: Altaf Merchant, University of Washington

Discussant: Mathieu Kacha, Université de Lorraine - Cerefige

**Mobile Marketing: A Consumer Behaviour Perspective**

Oscar Robayo-Pinzon, Institucion Universitaria Politecnico  
Grancolombiano

Sandra Rojas-Berrio, Universidad Nacional de Colombia

Luz-Alexandra Montoya-Restrepo, *Universidad Nacional de  
Colombia*

**Valuing Authenticity: Exploring the Role of Consumer Traits in  
Restaurant Choice**

Juliann Allen, *Louisiana Tech University*

**The Effects of Visual Context on Construal Level in Online  
Shopping**

Amin Saleh, *Louisiana Tech University*

Session 5G. **AFM-AMS Grant Winners Session: Latest in Scale  
Development**

Room: Quarterdeck B

Discussion Leader: Barry Babin, Louisiana Tech University

**Portuguese and French Validation of Need for Drama (NFD) Scale  
in Consumer Behavior**

Bruno Morgado Ferreira, Polytechnic Institute of Viseu, Portugal

Cindy Caldara, *University of Grenoble Alps-CERAG, France*

**Towards a Construct of Online Shopping Experience (OSE): An  
Exploratory Study**

Aurelia Michaud-Trevinal, University of La Rochelle - IUT

Iryna Pentina, University of Toledo

Thomas Stenger, *University of Poitiers*

**Physical Shopping Value in a Digitalized Setting: Theoretical  
Thoughts and Empirical Investigations**

Karine Picot-Coupey, University of Rennes 1

Nina Krey, Rowan University

Elodie Huré, Rennes School of Business

Claire-Lise Ackermann, *Rennes School of Business*

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Wednesday, 6:00 pm - 7:30 pm

**Welcome Reception**

River/Port/Starboard

**Dinner**

On Your Own

**Research Curation:  
Behavioral Pricing in JCR**

JCR Research Curations are virtual collections of JCR articles selected to highlight an important consumer research topic.

In our first curation of 2018, "Behavioral Pricing in JCR," curator Lisa E. Bolton focuses on aspects of behavioral pricing research in the journal. Five recent journal articles explore this key element of consumer research, delving into the topics of price-quality judgments, price promotions, and price fairness.

Access the research curation online:  
[bit.ly/JCRatAMS](http://bit.ly/JCRatAMS)



[academic.oup.com/jcr](http://academic.oup.com/jcr)

**Free  
access**

**Redeem your code for 30 days of JCR access**

Using the code TEMP797698832432, following the instructions at the below link to gain access.  
[bit.ly/JCRtoken](http://bit.ly/JCRtoken)

## DAILY HIGHLIGHTS • Thursday, May 24, 2018

### **Registration**

River/Port/Starboard, 8:00 am - 6:00 pm

### **Teaching Marketing Analytics Certificate Program**

Kabacoff, 8:00 am - 12:00 pm

### **Mary Kay Inc. Dissertation Proposal Award Finalists**

Quarterdeck C, 8:30 am - 10:00 am

### ***JAMS* Editorial Review Board Meeting**

Steering, 8:30 am - 10:00 am

### **Refreshment Break**

*Featuring Posters of the 2018 Winners of  
the AMS Review/Sheth Foundation  
Doctoral Competition for Conceptual Articles*  
River/Port/Starboard, 10:00 am - 10:30 am

### **Mary Kay Inc. Dissertation Award Finalists**

Quarterdeck C, 10:30 am - 12:00 pm

### **Meet the Editors II**

Quarterdeck B, 10:30 am - 12:00 pm

### **Awards Luncheon**

St. Charles Ballroom, 12:00 pm - 1:30 pm

### **Refreshment Break**

*Featuring Posters of the 2018 Winners of  
the AMS Review/Sheth Foundation  
Doctoral Competition for Conceptual Articles*  
River/Port/Starboard, 3:00 pm - 3:30 pm

### **AMS Review Editorial Review Board Meeting**

Steering, 3:30 pm - 5:00 pm

### **Reception**

River/Port/Starboard, 6:00 pm - 7:00 pm

### **Dinner**

On Your Own



Thursday, 8:00 am - 12:00 pm

**Session 6. Teaching Marketing Analytics Certificate Program**

(Prior registration required)

Room: Kabacoff

Instructors: Haya Ajjan, Elon University

Dana Harrison, East Tennessee State University

Scott Ryan, Senior Manger Global Advanced Analytics at  
Hanesbrands

Thursday, 8:30 am - 10:00 am

**Session 7A. Explorations of Pharmaceutical Promotions and  
Congruence in Traditional Media Platforms**

Room: Compass

Discussion Leader: Rajesh Srivastava, Sydenham Institute of Management

**A Dual Process Perspective on Congruent and Incongruent  
Placements as an Advertising Tactic**

Claas Christian Germelmann, *University of Bayreuth*

Jean-Luc Herrmann, *Université de Lorraine - Cerefige*

Mathieu Kacha, *Université de Lorraine - Cerefige*

Peter R. Darke, *Schulich School of Business*

Jessica Schapfl, *University of Bayreuth*

**Effects of Video Manipulation on Believability and Consumer  
Attitudes in Direct-to-Consumer Pharmaceutical Advertising**

Mark Pelletier, *University of North Carolina at Wilmington*

Kenneth Graham, *University of Wisconsin LaCrosse*

Karen Hopkins, *Auburn University*

Christopher Hopkins, *Auburn University*

**Magazine Advertising: High on Drugs**

Megan C. Good, *New Mexico State University*

**Session 7B. Brand Image: People, Places and Things**

Room: Pelican

Discussion Leader: Shelle Santana, Harvard University

**Place Brand Communities: From Terminal to Instrumental Values**

Eme Capelli, *Lyon 3 University*

**Truth or Dare? Exploring the Relationship of Opinion Spam and  
Brand Trust**

Mana Farshid, *KTH Royal Institute of Technology*

Eric Collinder, *Luleå University of Technology*

Oskar Södergren, *Luleå University of Technology*

Åsa Wallström, *Luleå University of Technology*

**What Kind of Product Do I Expect from This Brand? The Imagery Effects of Brand Logo Symmetry on Product Design**

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

Jannick Bettels, Leibniz University of Hannover, Institute of Marketing and Management

**Discovering Surrogate Branding via Online Image Development: A Case from India**

Varsha Jain, MICA

Philip Kitchen, Salford University Business School

Ganesh B.E., MICA

Akansha Garg, Amazon Seller Services Pvt. Ltd. Bangalore, India

Manisha Shelat, MICA

**Session 7C. Food and FMCG Products**

Room: Bridge

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

**Fast Moving Consumer Goods (FMCGs) and Emerging Markets: Consumer Convergence, MNCs and Globalization**

Syed Anwar, *West Texas A&M University*

**Exploring the Structure of Chinese Consumers' Attitudes Toward Genetically Modified Foods**

Wenkai Zhou, *University of Wisconsin-Green Bay*

**The Influence of Brand Loyalty and Nutrition in Soft Drink Consumption of South African Children**

Christo Bisschoff, *North-West University*

Christo Bester, *North-West University*

**Session 7D. SPECIAL SESSION: Off The Record: Everything You Wanted to Know about Your First Few Years but Were Afraid to Ask (Closed-door session for Doctoral Students and Junior Faculty only)**

Room: Quarterdeck A

Discussion Leader: Adam Mills, Loyola University New Orleans

Panelists: Obinna Obilo, Central Michigan University

Adam Mills, Loyola University New Orleans

David Locander, University of Tennessee Chattanooga

Courtney Szocs, Portland State University

Kirk Plangger, Kings College London

**Session 7E. Mary Kay Inc. Dissertation Proposal Award Finalists**

Room: Quarterdeck C

Discussion Leader: Cesar Zamudio, Kent State University

**Product Failures and Firm Financial Performances—Dissertation Proposal Award Submission**

Ismail Erzurumlu, *Koc University*

**Marketing Ploy or Strategic Initiative? An Investigation of Deceptive Advertising - Dissertation Proposal Award Submission**

Pam Richardson-Greenfield, *University of TX Arlington*

**The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes - Dissertation Proposal Award Submission**

Daniel M. Zane, *The Ohio State University*

**Session 7F. JAMS Editorial Review Board Meeting**

Room: Steering

**Session 7G. AFM-AMS Grant Winners Session: Brand Management Developments**

Room: Quarterdeck B

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

**Packaging Texture and Shape as Enhancers for Brand Positioning the Moderating Role of Need for Touch (NFT)**

Rania Serhal, *Université d'Angers GRANEM*

Joann Peck, *University of Wisconsin-Madison*

Gaelle Pantin-Sohier, *Université d'Angers GRANEM*

**The Mediating Role of the Affect and Cognition in the Influence of Celebrities on Brand Relationship Management**

Chebli Youness, *Université de Lorraine - Cerefige, France*

Pierre Valette-Florence, *University of Grenoble Alps*

Felicitas Morhart, *University of Lausanne*

**"Since When"? Brand Heritage's Signaling Effects**

Fabien Pecot, *University of York*

Altaf Merchant, *University of Washington*

Pierre Valette-Florence, *IAE de Grenoble and CERAG*

Virginie De Barnier, *CERGAM, IAE Aix-en-Provence, Aix-Marseille University*

Thursday, 10:00 am - 10:30 am

**Refreshment Break**

*Featuring Posters of the 2018 Winners of the AMS Review/Sheth Foundation*

*Doctoral Competition for Conceptual Articles*

*River/Port/Starboard*

## Thursday, 10:30 am - 12:00 pm

### Session 8A. **Negative Service Encounter and Service Failure**

Room: Bridge

Discussion Leader: David Gilliam, University of Arkansas at Little Rock

#### **A Look into the (Not so) Bright Side of Life: An Exploration of the Negative Service Encounter and Its Effect on the next Customer**

Achilleas Boukis, University of Sussex

Arne Baruca, Texas A&M University - San Antonio

Ebru Ulusoy, *Farmingdale State College (SUNY)*

#### **Attribution in an Industry-Wide Service Failure**

David Gilliam, University of Arkansas at Little Rock

Teresa Preston, University of Arkansas at Little Rock

Casey Rockwell, University of Arkansas at Little Rock

John Hall, *University of Arkansas at Little Rock*

#### **Transforming Consumer Well-Being Through Service Ecosystems: The Case of Disruptive Events**

Ahmed Al-Abdin, University of Liverpool

Treasa Kearney, *University of Liverpool*

#### **Say No to Your Consumer, He Will Like It (or at Least the Taste of It)!**

Amanda Pruski Yamim, Grenoble École de Management

Adilson Borges, *NEOMA Business School*

### Session 8B. **Content on the Internet: User and Company Generated**

Room: Pelican

Discussion Leader: William Faranda, James Madison University

#### **A Large Scale Analysis of User-Generated Content on Twitter**

Xia Liu, Rowan University

Alvin Burns, *Louisiana State University*

#### **Thermal Spas Internet Marketing: An Analysis of Portuguese Thermal Spas' Websites**

Cristina Barroco, Polytechnic Institute of Viseu

Joaquim Antunes, Polytechnic Institute of Viseu

Suzanne Amaro, *Polytechnic Institute of Viseu*

#### **A Platform Approach in Service-Driven Manufacturing: How Architectural Control Is Used in Digital Service Platforms**

Ruiqi Wei, School of Business, University College Dublin

Susi Geiger, School of Business, University College Dublin

Roisin Vize, *College of Business, Dublin Institute of Technology*

**Session 8C. Managing Product Development and Launch**

Room: Compass

Discussion Leader: Xiaoyun Zheng, Michigan State University

**The Contingency Factors on the Relationship Between New Product Preannouncement Specificity and Firm Value**

Billur Akdeniz, University of New Hampshire

Berk Talay, University of Massachusetts-Lowell

Ahmet Kirca, *Michigan State University*

**Innovative Product Market Entry: The Complementarity of Public Knowledge Spillovers and R&D Investment**

Mariyani Ahmad Husairi, *NEOMA Business School*

**The Moderating Role of Network Learning in the Relationship between Entrepreneurial Orientation and New Product Performance**

Yinghong Susan Wei, *Texas A&M International University*

**Session 8D. DOCTORAL COLLOQUIUM: Communications/Advertising**

Room: Leeward

Discussion Leader: John Ford, Old Dominion University

Discussant: Varsha Jain, MICA

**Salespeople's Linchpin Role: Salesperson Relational Incongruity and Its Impact on Sales Performance and Customer Ownership**

Ricky Ferguson, *University of North Texas*

**An Integrated Perspective for Reappraising Effects of WOM Communication of Negative Corporate Publicity and Consumer Status**

Ran Liu, *Old Dominion University*

**Reappraising the Role of Word-of-Mouth Communication as Both Antecedent and Outcome in Relationship Marketing**

Ran Liu, *Old Dominion University*

**A Meta-Analysis of Deceptive Advertising**

Pam Richardson-Greenfield, *University of Texas Arlington*

**Session 8E. Sharing Economy, Internet of Things and Artificial Intelligence in Marketing**

Room: Quarterdeck A

Discussion Leader: Christine Pitt, KTH

**Internet of Things (IOTs) and Marketing: Conceptual Issues, Applications and a Survey**

Syed Anwar, *West Texas A&M University*

**Elementary, My Dear Watson: The Use of Artificial Intelligence in Marketing Research**

Christine Pitt, KTH

Theresa Eriksson, Lulea University of Technology

Amir Dabirian, KTH

Joseph Vella, *University of Malta*

**Enhancing Customer Experience in the Sharing Economy: A Partial Least Squares (PLS) Approach**

Heping He, Shenzhen University

Weiling Zhuang, Eastern Kentucky University

Barry Babin, *Louisiana Tech University*

**Session 8F. Meet the Editors II**

Room: Quarterdeck B

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

Panelists: Mark Peterson (Editor) - *Journal of Macromarketing*  
Manjit Yadav (Editor) - *AMS Review*  
James Boles (VP of Publications—Academy of Marketing Science) - *Journal of the Academy of Marketing Science*  
Josh Weiner (Editor) - *Journal of Public Policy and Marketing*  
Greg Marshall (Editor) - *European Journal of Marketing*  
Mike Brady (Editor) - *Journal of Service Research*  
Anne Roggeveen (Co-Editor) - *Journal of Retailing*

**Session 8G. Mary Kay Inc. Dissertation Award Finalists**

Room: Quarterdeck C

Discussion Leader: Cesar Zamudio, Kent State University

**Making Money with Paid Content: Empirical Investigations on Consumers' Reactions to Free-to-Fee Switches and Preview Characteristics – Dissertation Award Submission**

Gerrit Cziehso, *TU Dortmund University*

**The Impact of Mergers and Acquisitions on the Sales Force - Dissertation Award Submission**

Raghu Bommaraju, *Iowa State University of Science and Technology*

**The Abercrombie & Fitch Effect: The Impact of Physical Dominance on Male Customers' Status-Signaling Consumption – Dissertation Award Submission**

Tobias Otterbring, *Aarhus University*

Thursday, 12:00 pm – 1:30 pm

**AMS Awards Luncheon**

St. Charles Ballroom

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Thursday, 1:30 pm - 3:00 pm

**Session 9A. Exploring Unique Opportunities for Driving In-Store Traffic**

Room: Steering

Discussion Leader: George Deitz, The University of Memphis

**Influence of Store Managers' Climate of Concern for Employees on FLE Commitment, Customer Word of Mouth, and Store Traffic Growth**

George Deitz, The University of Memphis

Emin Babakus, The University of Memphis

John Hansen, University of Alabama - Birmingham

Thomas DeCarlo, University of Alabama - Birmingham

Rob Evans, *Texas A&M International*

**Exploring Consumer Nostalgia in Retailing: Evidence from Netnography**

Mateja Kos Koklic, Faculty of Economics, University of Ljubljana

Spela Preseren, *Faculty of Economics, University of Ljubljana*

**Does Meaningful Work Strengthen or Weaken the Performance Effects of Frontline Employee Organizational Identification? A Meta-Analytic Review**

Na Young Lee, The University of Tennessee

Alex Zablah, The University of Tennessee

Stephanie Noble, *The University of Tennessee*

**Session 9B. Advertising and Brand Evaluation**

Room: Bridge

Discussion Leader: Delancy Bennett, Clemson University

**Perceived Brand Luckiness: Scale Development and Validation**

Jiani Jiang, New Mexico State University

Miao Zhao, *Roger Williams University*

**Female Consumers, Advertisements and Age-Based Differences**

Blaine J. Branchik, Nova Southeastern University

Tilottama Ghosh Chowdhury, Quinnipiac University

Jennifer S. Sacco, *Quinnipiac University*

**Consumer Evaluation of Brand Alliances Under Distraction**

Kevin Voss, Oklahoma State University

Ying Ying Li, *Oklahoma State University*

**'Pax Advertisinia'- A New Era of Unstereotyping of Women in Advertising**

Varsha Jain, MICA

Altat Merchant, University of Washington

Ganesh B.E., *MICA*

**Session 9C. The Ethics of (Over) Consumption: Yes, No, or Maybe So**

Room: Pelican

Discussion Leader: William Bergman, University of Richmond

**Keeping up with the Joneses: Ethical Analysis of Happiness and Social Comparison Among the iGeneration**

Theresa Billiot, *Cameron University*

**Life Stories and Marketing: Application to the Socialization of the Child to Socially Responsible Consumption**

Céline Hay, University of Rouen - IAE

Joël Bree, University of Caen Normandy (IAE) and ESSCA School of Management

**Consumer Over-consumption: A Conceptual Model of Its Antecedents and Consequences**

Anil Mathur, *Hofstra University*

**Session 9D. Good Vibrations: Cuteness, Creativity, Playfulness**

Room: Winward

Discussion Leader: Pia A. Albinsson, Appalachian State University

**The Use of Rhetoric and Emotional Appeals in Fitness Ads: the Role of Pride Versus Shame**

Pia A. Albinsson, Appalachian State University

Bruce Huhmann, Virginia Commonwealth University

Bidisha Burman, *University of Mary Washington*

**Cuteness Makes the Sale? How Consumer Responses Are Affected by Message Framing and Crowding**

Chun-Tuan Chang, Department of Business Management, National Sun Yat-sen University

Guei-Hua Huang, Department of Business Management, National Sun Yat-sen University

Mei-Ling He, Department of Business Management, National Sun Yat-sen University

**Playfulness and Identity**

Lukman Aroean, *Norwich Business School, University of East Anglia*

**O Creativity, Where Art Thou? The Impact of Fear on Creativity Perception**

Ilgim D. Benoit, Appalachian State University

Elizabeth G. Miller, *University of Massachusetts Amherst*

**Session 9E. Selling and Strategic Orientation of Firms**

Room: Compass

Discussion Leader: Mya Groza, Northern Illinois University

**Emergence of Generative Learning Based Market Orientation from Micro-Macro Level Interactions**

Zeeshan Ullah, University of Oulu

Jari Salo, *University of Helsinki*



**Composition and Compensation: Effect on the Value of New Product Introductions**

Prachi Gala, University of Mississippi

Saim Kashmiri, *University of Mississippi*

**Unpacking the Account Executive Relational Performance: Antecedents and Relational Outcomes**

Rita Pereira, UFPB/UNCG

James Boles, The University of North Carolina at Greensboro

Valter Afonso Vieira, Universidade Estadual de Maringa

Julie Johnson-Busbin, Western Carolina University

Hiram Barksdale Jr., *Georgia State University*

**Abstract Thinking and Salesperson Entrepreneurial Orientation**

Louis Zmich, Northern Illinois University

Mya Groza, Northern Illinois University

Tobias Schaefers, *TU Dortmund University*

Mark Groza, *Northern Illinois University*

Session 9F. **Cross-cultural Consumer Behavior**

Room: Quarterdeck A

Discussion Leader: Kishore Gopalakrishna Pillai, Norwich Business School, University of East Anglia

**The Effects of Spending Patterns on Shopping Behavior: Evidence from Foreign Tourists in Italy**

Antonio Usai, University of Sassari

Nebojsa Davcik, ISCTE Business School

Daniele Porcheddu, University of Sassari

Russel Kingshott, *Curtin University*

**Exploring Islamic Consumption and Marketplace: Islamic Life Insurance Consumption Among Muslims in Malaysia**

Nur Nadia Adjrina Kamarruddin, University of East Anglia

Nick K. T. Yip, University of East Anglia

Jasmin Baumann, *University of East Anglia*

**Can the Border's Enmity Be Transmitted to the Markets – An Indo-Pak Perspective**

Mubbsher Munawar Khan, University of the Punjab, Hailey College of Banking and Finance

Nouman Inamullah Khan, *University of the Punjab*

**Session 9G. SPECIAL SESSION: Deanship, Department Head, and the Advanced**

**Administration Career Path**

Room: Quarterdeck B

Discussion Leader: Joby John, University of Louisiana at Lafayette

Panelists: Joby John, University of Louisiana at Lafayette  
William Locander, Loyola University New Orleans  
Eli Jones, Texas A&M University  
Faye McIntyre, University of West Georgia  
Denise Smart, Texas State University

**Session 9H. Tips and Trips in Developing Theoretical Articles – Lightning Round Panel**

Room: Quarterdeck C

Discussion Leaders: Jagdip Singh, Case Western Reserve University  
Jelena Spanjol, Ludwig Maximilian University of Munich

**Highlighting Your Contribution in Conceptual Articles**

Manjit Yadav, *Texas A&M University*

**Making Conceptual Research Impactful**

Dipayan Biswas, *University of South Florida*

**Vetting and Marketing Your Theoretical Ideas**

Colleen Harmeling, *Florida State University*

**On the Significance of Definitional Clarity in Conceptual Contributions**

Julie Moulard, *Louisiana Tech University*

**Developing Research Propositions and Conceptual Models from Literature Reviews**

Piyush Sharma, *Curtin University*

**Adjustable Zooms for Bridging Different Literatures**

Jelena Spanjol, *Ludwig-Maximilians-Universität München*

**Last Mile Challenges in Publishing Conceptual Contributions**

Jagdip Singh, *Case Western Reserve University*

Thursday, 3:00 pm - 3:30 pm

**Refreshment Break**

*Featuring Posters of the 2018 Winners of the AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles*  
River/Port/Starboard

Thursday, 3:30 pm - 5:00 pm

**Session 10A. Learning and Capabilities in Innovation**

Room: Steering

Discussion Leader: Yazhen Xiao, University of Tennessee, Knoxville

**Just a Mental Problem? Acceptance and Barriers of Using Ethnographic Methods for Product Innovations for SMEs in B2B Markets**

Thorsten Autmaring, TU Dortmund University

Ina Grieser, TU Dortmund University

Gerrit Cziehso, *TU Dortmund University*

**The Impact of Absorptive Capacity onto Customer Participation in New Product Development**

Todd Morgan, Western Michigan University

Michael Obal, University of Massachusetts Lowell

Sergey Anokhin, *Kent State University*

**Exploring Challenges and Corresponding Capabilities for Innovation Projects with Multiple Stakeholders in the Healthcare Industry**

Katarina Kemeter, Radboud University

Ivana Busljeta Banks, ZSEM

Bas Hillebrand, *Radboud University*

Allard van Riel, *Radboud University*

**Session 10B. Relationship Marketing - Organizational Perspectives**

Room: Bridge

Discussion Leader: Kenneth Le Meunier-Fitzhugh, Norwich Business School

**Cultural Influences on Power-Based Behaviors in Global Supply Chain Relationships: National versus Organizational Values**

Ismail Golgeci, University of East Anglia

William Murphy, University of Saskatchewan

David Johnston, *University of York*

**Validating Satisfaction as a Mediator Between Quality Constructs in Ongoing Supplier Relationships**

Juan Carlos Sosa Varela, Universidad del Turabo

Goran Svensson, *Oslo School of Management*

**Guanxi and Organizational Performance: A Cost-Benefit Perspective**

Chiquan Guo, University of Texas Rio Grande Valley

Jing Zhu, South Texas College

Sudipto Sarkar, University of Texas Rio Grande Valley

Yong Wang, *Ohio University*

**Session 10C. Service Expectations and the Customer Experience in Retail**

Room: Kabacoff

Discussion Leader: Anne Roggeveen, Babson College

**Perceptions of Fairness of Self-Service Technologies in Service Delivery**

Sören Köcher, TU Dortmund University

Markus Blut, Aston Business School

Gopalkrishnan Iyer, *Florida Atlantic University*

**“Would You like to Donate \$1? The Impact of Service Quality on Checkout Charity”**

Efua Obeng, Howard University

Chinintorn Nakhata, Penn State Harrisburg

Hsiao-Ching Kuo, *Washington Jefferson College*

**Session 10D. Good Times, Bad Times: Positive and Negative Consumption**

Room: Compass

Discussion Leader: Susan Dobscha, Bentley University

**Understanding Consumers' High-Risk Consumption Behavior of Pharmaceuticals: A Qualitative Exploratory Study**

Vincentia Yuen, City University of Hong Kong

Felix Tang, Hang Seng Management College

Ian Phau, *Curtin University*

**Internet Addiction and Its Impact on Consumer's Buying Behaviour: A Conceptual Framework**

Varsha Jain, MICA

Sanjeev Tripathi, Indian Institute of Management Indore

Ganesh B.E., MICA

Jagdish Sheth, *Goizueta Business School at Emory University*

**Conspicuousness of Consumption Determines When Brands Benefit Most from Offering Ethical Attributes**

Maryam Tofghi, California State University Los Angeles

Bianca Grohmann, Concordia University

H. Onur Bodur, *Concordia University*

**Consumer Reactions to Autonomy: When and Why Autonomy Is (Not) a Driver of Pleasure**

Renaud Lunardo, Kedge Business School

Camille Saintives, *INSEEC Business School*

Session 10E. **Corporate and Consumer Personality in the Digital Space**

Room: Quarterdeck A

Discussion Leader: Gizem Atev, James Madison University

**A Physiological Exploration of Visual Social Media Marketing**

Chinintorn Nakhata, Penn State Harrisburg

Alexa K. Fox, *University of Akron*

**The Linguistics of Brand Interactivity: Communicating Brand Personality, Sentiment, and Emotionality on Facebook**

Ryan Cruz, Thomas Jefferson University

James Leonhardt, *University of Nevada, Reno*

**Differential Effect of Facebook User Personality on Nostalgic Posts**

Sergio Davalos, University of Washington

Altaf Merchant, University of Washington

Allison Watkins, *University of South Florida, St. Peterburg*

**Understanding the Influence of Consumer Embeddedness in Online Communities**

Cheng-Chieh Hsiao, *Dept. of Public Relations and Advertising, Shih*

*Hsin University, Taiwan*

Session 10F. **DOCTORAL COLLOQUIUM: What are Specific Aspects of One's PhD? Program that Create Counterproductive Experiences in a Student's Learning**

Room: Leeward

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

Panelists: Christian Bushardt, Louisiana Tech University

Kristina Stuhler, Old Dominion University

Session 10G. **AMS Review Editorial Review Board Meeting**

Room: Pelican

Session 10H. **AMS Review-Sheth Foundation Doctoral Competition Winners' Presentations and Workshop: Developing Theoretical Articles**

Room: Quarterdeck C

Discussion Leaders: Jagdip Singh, Case Western Reserve University

Jelena Spanjol, Ludwig Maximilian University of Munich

**Drivers of Persuasion Knowledge: Decentering the Ideal Consumer**

Abigail Nappier Cherup, *University of Nebraska-Lincoln*

**A Brand-New Examination of Consumer Behavior of Voluntary Simplifiers: A Conceptual Framework**

Abdullah Demirel, *University of Massachusetts Amherst*

**A Framework for the Consideration of Consciousness in Marketing Research**

Yves Dupuis, *Concordia University*

**In the Company of Friends - Impacts of Antecedent Friendship Among Entrepreneurial Partners, a Heuristics and Biases Based Analysis**

Maria Eriksson, Lulea Tekniska Universitet

Christine Pitt, Kungliga Tekniska Hogskolan

Andrew Flostrand, Lulea Tekniska Universitet

Emily Treen, *Simon Fraser University*

**Choice Androgyny**

Niusha Jones, *University of North Texas*

**When Rituals Won't Work: Identifying and Managing Threats to Ritual Performance**

Ariel Schauman, University of Massachusetts Amherst

Elizabeth Gelfand Miller, *University of Massachusetts Amherst*

**Session 10I. AFM-AMS Research Grant Winners: More on CB**

Room: Quarterdeck B

Discussion Leader: Adilson Borges, NEOMA Business School

**The Wine Satisfaction Index**

Julien Troiville, University of Rennes

Christian Ringle, *ESAP*

**First Thoughts on the Impact of Anthropomorphism on Showrooming Behavior**

Sandrine Heitz-Spahn, Université de Lorraine

Rajiv Vaidyanathan, University of Minnesota

Nina Belei, Radboud University

**Interruptions in Selling and Justification by Salespeople: How to Limit the Negative Impact of Cold Calls in the Selling Process?**

Aaron D. Arndt, Strome College of Business, Old Dominion University

Juliet F. Poujol, University of Nanterre, CEROS

Béatrice Siadou-Martin, *University of Lorraine, ESM-IAE de Metz, CEREFIGE*

Thursday, 5:00 pm - 6:00 pm

**2019 Track Chair Boot Camp (by invitation only)**

Bridge

Thursday, 6:00 pm - 7:00 pm

**Reception**

River/Port/Starboard

**Dinner**

On Your Own

## DAILY HIGHLIGHTS • Friday, May 25, 2018

### **Registration**

River/Port/Starboard, 8:00 am - 2:00 pm

### **5<sup>th</sup> Annual Theory Forum—Session 1**

*Hosted by AMS Review*

Kabacoff, 9:00 am - 10:15 pm

### **Refreshment Break**

River/Port/Starboard, 10:00 am - 10:30 am

### **5<sup>th</sup> Annual Theory Forum—Session 2**

*Hosted by AMS Review*

Kabacoff, 10:30 am - 12:00 pm

### **Lunch**

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

### **AMS Board of Governors Meeting**

Bridge, 12 pm - 1:30 pm

### **4<sup>th</sup> Annual AMS Doctoral Consortium**

Compass, 12 pm - 5 pm

### **Refreshment Break**

River/Port/Starboard, 3:00 pm - 3:30 pm

### **AMS Business Meeting**

Kabacoff, 5:00 pm - 6:00 pm

### **President's Reception**

River/Port/Starboard Atrium, 6:00 pm - 7:00 pm

### **President's Banquet**

River/Port/Starboard, 7:00 pm

*Entertainment co-sponsored by Marketplace Simulations®*



Friday, 9:00 am - 12:00 pm

Session 11A. **AMS Review Theory Forum**

Room: Kabacoff

Discussion Leader: Manjit Yadav, Texas A&M University

**SESSION 1: 9:00 a.m.-10:15 a.m.**

**Marketing Concept Hunting: A Fieldwork Perspective**

Bernard Jaworski, *Claremont Graduate University*

**New Frontlines of Marketing Theory**

Jagdeep Singh, *Case Western Reserve University*

**Theorizing the Concept of Responsibility in Innovation and Service Research**

Jelena Spanjol, *Ludwig-Maximilians-University Munich*

**10:15 am - 10:30 am Refreshment Break**

**SESSION 2: 10:30 am - 12:00 pm**

**Panel Discussion + Q&A**

Moderator: Manjit Yadav, *Texas A&M University*

Friday, 8:30 am - 10:00 am

Session 12A. **Online Reviews: Are They Useful to Consumers?**

Room: Steering

Discussion Leader: Varsha Jain, MICA

**The Role of Negative Online Reviews as Informants and Recommenders**

Mousumi Bose Godbole, *Fairfield University*

**I Can See You... but Should I Trust You? Moderating Effect of Product Review Modality on Valence**

Chatdanai Pongpatipat, *Saginaw Valley State University*

**Review Socialness: How Social Context Features Impact Reference Information Processing**

Yiru Wang, *Kent State University*

César Zamudio, *Kent State University*

Robert Jewell, *Kent State University*

**Session 12B. Social Responsibility on the Front Lines: Brand and Retail Experiences**

Room: Bridge

Discussion Leader: Anil Mathur, Hofstra University

**Frontline Frustration: The Experience of Point of Sale Cause Marketing from the Cashier and Customer Perspectives**

Debra Basil, University of Lethbridge

Bola Fowosere, University of Lethbridge

Mary Runte, University of Lethbridge

Alexa Villanueva, *University of Lethbridge*

**The Value of Sustainability: A Three Dimensional Approach for Assessing Explicit and Implicit Effects of Brand Sustainability**

Evmorfia Karampournioti, Leibniz University of Hannover

Klaus-Peter Wiedmann, Leibniz University Hannover

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

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

Sascha Langner, *University of Hannover*

**Ethical Labeling – How Retailers Can Increase Their Brand and Store Image by Selling Ethical Labeled Private Label Products**

Vanessa Steppuhn, *Institute of Marketing, University of Muenster*

**Session 12C. Inquiries to Student Engagement and Involvement**

Room: Compass

Discussion Leader: Lauren Beitelspacher, Babson College

**Managing Stereotypes in the Classroom: What Stereotypes Exist and How Do We Respond?**

Lauren Beitelspacher, Babson College

Gary Ottley, *Babson College*

**Going Beyond the Tip of the Iceberg: A Pedagogy Approach to Building Critical Thinking**

Theresa Billiot, *Cameron University*

**Using Marketing History in the Modern Classroom**

Danny Upshaw, Northwestern State University

Doug Amyx, Louisiana Tech University

Marcia Hardy, Northwestern State University

Phil Habig, *Northwestern State University*

**Co-Creation in a Marketing Classroom**

Ria Wiid, *Worcester University Business School*

Session 12D. **Understanding Not-for-Profit Marketing: The Interplay of Heart and Mind**

Room: Quarterdeck A

Discussion Leader: Emily Treen, Simon Fraser University

**Exploring Guilt and Shame Appeals: The Influence of Temporal Frame**

Kathrynn Pounders, *The University of Texas at Austin*

**Cause Placement: Initial Empirical Findings**

Ream Shoreibah, Birmingham-Southern College

Barbara Lafferty, *University of South Florida*

**The Affective Impact of Numerical Appeals, Positive/Negative Messaging and Sponsorship Source in Print Advertisements: The Case of STD Prevention**

Christopher Hopkins, Auburn University

Kevin Shanahan, Mississippi State University

Karen Hopkins, Auburn University

Bob Barnwell, *University of Tennessee at Martin*

**Priming from the Pulpit: Extending Regulatory Focus Theory to Faith-Based Services**

Clark Johnson, Saint Louis University

Brittney Bauer, Saint Louis University

Christine Ascencio, Saint Louis University

Yunmei Kuang, *Saint Louis University*

Session 12E. **SPECIAL SESSION: Better Food, Better Life: Applying Marketing to Achieve Social Changes**

Room: Quarterdeck B

Discussion Leader: Sharyn Rundle-Thiele, Griffith University

Penalists: Patricia Gurviez, UMR GENIAL, AgroParisTech, INRA,  
Université Paris-Saclay

Sharyn Rundle-Thiele, Griffith University

Session 12F. **Data and Technology in Sales**

Room: Quarterdeck C

Discussion Leader: Michael Rodriguez, SKEMA Business School

**Best Practices for Inside Sales Professionals: An Historical Analysis**

Alhassan Ohiomah, University of Ottawa

Morad Benyoucef, University of Ottawa

Pavel Andreev, University of Ottawa

Craig Kuziemsky, University of Ottawa

David Hood, VanillaSoft

Joël Le Bon, *University of Houston*

**Exploring the Role of Technology in Promoting CRM Capabilities in Direct-Selling Marketing Channels**

Haya Ajjan, *Elon University*

Dana Harrison, *East Tennessee State University*

Joe Hair, *South Alabama University*

**The Impact of Mobile CRM (mCRM) on Sales Productivity and Performance**

Michael Rodriguez, *Skema Business School*

Kevin Trainor, *Northern Arizona University*

Friday, 10:00 am - 10:30 am

**Refreshment Break**

River/Port/Starboard

Friday, 10:30 am - 12:00 pm

Session 13A. **Price is What You Pay; Value is What You Receive.**

**Creating Price Value in Today's Competitive Environment**

Room: Steering

Discussion Leader: Stephanie Noble, *University of Tennessee*

**When It's Too Good to be True: Examining Consumers' Reactions and Firms' Responses to Price Mistakes**

Lan Xia, *Bentley University*

Anne Roggeveen, *Babson College*

**You Deserved That: The Roles of Purchase Effort and Loyalty in Explaining Price Inequality Outcomes**

Matthew Lastner, *Illinois State University*

Patrick Fennell, *Salisbury University*

Judith Folse, *Louisiana State University*

Dan Rice, *Louisiana State University*

Mcdowell Porter, *Fresno State University*

**You Get What You Pay for – Physical Placebo Effects of Price Discounts**

Gerrit Cziehso, *TU Dortmund University*

Amelie Wobker, *TU Dortmund University*

Andreas Kessenbrock, *TU Dortmund University*

**How Shelf Space Allocation of Terroir Products Improve the Financial Performance of Grocery Stores?**

Touiti Takoi, *EM Strasbourg, University of Strasbourg, France*

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

Session 13B. **Services and Customer Engagement**

Room: Bridge

Discussion Leader: Xiucheng Fan, Fudan University

**Social Customer Relationship Management and Company Intervention: A Strategy to Build Trust**

Monika Rawal, Southern Illinois University Carbondale

Jose Saavedra Torres, *Southern Illinois University Carbondale*

**Differentiating Customer Engagement and Customer Participation in Services Marketing**

Wendy Gillis, Jacksonville University

Doug Johansen, Jacksonville University

Shiri Vivek, *Eastern Michigan University*

**Intercultural Accommodation and Service Quality Perceptions: What Moderating Factors Really Matter to Ethnic Minority Consumers**

Sarah Mady, American University

John Ford, Old Dominion University

Tarek Mady, *University of Prince Edward Island*

Session 13C. **Service Innovation and Crowd-sourcing**

Room: Pelican

Discussion Leader: Xiaoyun Zheng, Michigan State University

**R&D Information Disclosure in the Service-Providing Sector**

Cong Feng, University of Mississippi

K. Sivakumar, *Lehigh University*

**Building a Service Innovation Platform from the Service-Dominant Logic (S-D Logic) Perspective**

Susan Wakenshaw, Warwick University

Xiao Ma, Warwick University

Nick K. T. Yip, *University of East Anglia*

**The Efficacy of Crowd-Sourcing for Early-Stage New Product Development**

Debra Zahay, St. Edward's University

Debika Sihi, Southwestern University

Nick Hajli, Swansea University

Wes Pollitte, *St. Edward's University*

**Session 13D. Food & Beverage Consumption and Product Interactions**

Room: Winward

Discussion Leader: Annika Lueth, University of South Florida

**On the Influence of Future Time Perspective on Wine Consumption**

Doreen Neubert, Otto-von-Guericke-University

Victor Schliwa, *Otto-von-Guericke-University*

**Manipulating Context Dependence Changes Susceptibility to the Social Eating Environment**

Alyssa Reynolds, Winston-Salem State University

Collin Payne, *NMSU*

**Intersections of Meaning Making: Boundary Objects at the Box**

Abigail Nappier Cherup, University of Nebraska

Alexander S. Rose, Idaho State University

Susan Dobscha, *Bentley University*

**A Glass Wide Open: How Glass Rim Width Influences Extroversion and Happiness**

Nathalie Spielmann, NEOMA Business School

Patricia Rossi, *IÉSEG School of Management*

**Session 13E. Marketing Analytics in Digitized Environments**

Room: Quarterdeck A

Discussion Leader: Jamie Carlson, University of Newcastle

**Measuring Attitudes Towards Customer Surveillance**

Kirk Plangger, King's College London, University of London

Elsamari Botha, *University of Cape Town*

**Immersive Virtual Environments: A Whole New World**

Luke Liska, *University of South Florida*

**Understanding Consumer-Generated Content About Luxury Brands: Big Data Analysis**

Xia Liu, Rowan University

Alvin Burns, *Louisiana State University*

**Session 13F. The Role of Customers in Innovation**

Room: Quarterdeck B

Discussion Leader: Yazhen Xiao, University of Tennessee, Knoxville

**Consumer's Acceptance of Food Innovations - Effects on Product Perception and Consumer Behavior**

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

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

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

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

**Developing Customer Discovery: A Conceptual Framework and Research Implications**

Stern Neill, California Polytechnic State University

Jingwei Zhang, *Yanshan University*

**Session 13G. Vacation, Well-being, and Humor**

Room: Quarterdeck C

Discussion Leader: Brent Smith, Saint Joseph's University

**Front-Line Service Roles Engagement and Subjective Well-Being of Socially-Disadvantaged Employees**

Darren Garvey, Curtin University

Piyush Sharma, *Curtin University*

Russel Kingshott, *Curtin University*

**Humor and International Ads: The Impact of Culture and Emotions on Advertising Effectiveness in France, USA and China**

Dragana Medic, CRM

Jean Marc Decaudin, *CRM*

**Family Vacation Travel: An Application of the Theory of Reasoned Action**

Mary Runte, University of Lethbridge

Debra Basil, *University of Lethbridge*

Friday, 12:00 pm - 1:30 pm

**Lunch**

On Your Own

**AMS Board of Governors Meeting**

Bridge

Friday, 1:30 pm - 3:00 pm

**Session 14A. Making CSR and Sustainability Work: Organizational Strategizing and Decision-Making**

Room: Quarterdeck A

Discussion Leader: Gary Ottley, Babson College

**Managing Stakeholder Interests in a Non-Profit Setting: Who Matters Most?**

Kelly Weidner, Saint Mary's College

Anjali Bal, *Babson College*

**How to Connect Producer and Consumer Values? The Case of Heirloom Seeds**

Patricia Gurviez, UMR GENIAL, AgroParisTech, INRA, Université Paris-Saclay

Marine Masson, UMR GENIAL, AgroParisTech, INRA, Université Paris-Saclay

**Positioning and Planning of Sustainability Initiatives**

Rocio Rodriguez, Kristiania University College

Göran Svensson, Kristiania University College

David Eriksson, *Jönköping University*

**Session 14B. Shapes, Labeling, and Packaging Effects**

Room: Quarterdeck B

Discussion Leader: Ruta Ruzeviciute, Vienna University of Economics & Business

**The Role of Label-Flavor Color Congruence on Consumer Judgements of Appropriateness and Visual Appeal**

Felipe Pantoja, IESEG School of Management

José Augusto Lacerda Fernandes, *Universidade Federal do Pará*

**Tales of Food Labelling: Experimental Studies on the Effects of Advertisings and Warnings on Food Labels in Brazilian Context**

Rita Pereira, UFPB/UNCG

Josueliton Costa, *UFPB*

**Feel the Grip and Smell the Freedom – Assessing the Impact of Sensory Packaging on Implicit and Explicit Brand Knowledge**

Sascha Langner, University of Hannover

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

Gesa Lischka, Kochstraße GmbH

Evmorfia Karampournioti, Leibniz University of Hannover

Levke Albertsen, Leibniz University of Hanover, Institute of Marketing and Management



Session 14C. **EWOM: Positive and Negative Impact**

Room: Quarterdeck C

Discussion Leader: Julia Wolny, University of Southampton

**User-to-Brand Social Media Behavior Directed at Brands and Its Impact on Electronic Word-of-Mouth and Purchase Intentions**

Youngtae Choi, University of North Florida

Michael Kroff, *Southern Utah University*

**How Can the Ratings Be so Different? Reasoning to Identify Factors Explaining Airbnb's Satisfaction Rating Advantage over Hotels**

Christine Pitt, KTH

Theresa Eriksson, Lulea University of Technology

Andrew Flostrand, Lulea University of Technology

Philip Grant, *Langara College*

**Customer-to-Customer Interactional Justice: A New Challenge for Service Recovery via Social Media**

Todd Bacile, Loyola University New Orleans

Jeremy Wolter, Auburn University

Alexis Allen, University of Kentucky

Pei Xu, Auburn University

Tara Luck Mariano, *Loyola University New Orleans*

**Negative EWOM in Social Media and Stock Evolution**

Maria Petrescu, *Nova Southeastern University*

Session 14D. **Consumption and Social Media**

Room: Pelican

Discussion Leader: Debra Zahay, St. Edward's University

**Social Media Usage and Status Consumption: An Abstract**

Ali Heydari, Concordia University

Michel Laroche, *Concordia University*

**The Role of Audience Comments in YouTube Vlogs**

Devdeep Maity, Delaware State University

Margot Racat, *EDHEC Business School*

**Small Wineries' Entrepreneurial Marketing Practices and Social Media Use**

James Stoddard, Appalachian State University

Pia A. Albinsson, Appalachian State University

G. David Shows, *Appalachian State University*

Session 14E. **Salesperson's Perception of the Manager**

Room: Winward

Discussion Leader: Nawar Chaker, Elon University

**Is Your Sales Manager Attractive? Examining the Impact of Attractiveness on Credibility**

Edward Nowlin, Kansas State University

Doug Walker, Kansas State University

Nawar Chaker, Elon University

Nwamaka Anaza, *Southern Illinois University Carbondale*

**Sales Managers' Ethical Leadership and Salesperson Outcomes: The Role of Emulation Intentions**

Vishag Badrinarayanan, Texas State University

Indu Ramachandran, Texas State University

Sreedhar Madhavaram, *Cleveland State University*

**Person-Supervisor Fit in Sales: An Application of Self Determination Theory**

Ilgim D. Benoit, Appalachian State University

Ceren Ekebas-Turedi, Purdue University Northwest

Thomas G. Brashear, *University of Massachusetts Amherst*

Session 14F. **Retail Advertising and Promotion: Building the Retail Brand**

Room: Leeward

Discussion Leader: Adam Mills, Loyola University New Orleans

**One for Me, One for You: Exploring Consumers' Motivations to Share Referral Coupons**

Sara Hanson, University of Richmond

Monika Kukar-Kinney, University of Richmond

Hong Yuan, *University of Oregon*

**Consumer Perceived Probability of Food Waste and Attitudes Towards Sales Promotions**

Guillaume Le Borgne, Montpellier SupAgro

Lucie Sirieix, Montpellier SupAgro

Sandrine Costa, *INRA Montpellier*

**Mobile in-Store Advertising: Exploring the Effects of Location-Based Mobile Promotions on Shopping Behavior**

Stefan Brinkhoff, TU Dortmund

Tobias Schaefers, *TU Dortmund*

**How to Simplify Consumers' Product Choice: An Exploration of Different Information Sources at the Point of Sale**

Andreas Kessenbrock, TU Dortmund University

Gerrit Cziehso, *TU Dortmund University*

Friday, 3:00 pm - 3:30 pm

**Refreshment Break**

River/Port/Starboard

Friday, 3:30 pm - 5:00 pm

**Session 15A. Advertising Effectiveness in Emerging Media Platforms**

Room: Steering

Discussion Leader: William Bergman, University of Richmond

**How Augmented Reality Affects Advertising Effectiveness: The Mediating Effects of Curiosity, Attention, and Attitude Toward the Ad**

Shuai Yang, Donghua University

Sixing Chen, Hunan University

Jeffrey Carlson, *University of Richmond*

**Are Those Immersive Online Ads Really Effective? Consumers' Responses to 360 Degree Video Ads in Different Media Platforms**

Doyle Yoon, University of Oklahoma

Seunghyun Kim, University of Oklahoma

Fuwei Sun, *University of Oklahoma*

**Developing a Typology of Native Advertising**

Rebecca Leung, Ramapo College of New Jersey

Roberto Saldivar, The University of the Incarnate Word

Adesegun Oyedele, *The University of the Incarnate Word*

**Towards an Analytical Framework to Understand Consumer Disengagement with Digital Advertising**

Varsha Jain, MICA

Altaf Merchant, Milgard School of Business, University of Washington, Tacoma

Siddharth Deshmukh, *MICA*

Ganesh B.E., *MICA*

**Session 15B. Should I Stay or Should I Go? Decision Making and Choice**

Room: Bridge

Discussion Leader: Cat Armstrong-Soule, Western Washington University

**Unpacking Effects in Consumer Judgments**

Constantinos Hadjichristidis, *University of Trento*

Janet Geipel, VU University

Kishore Gopalakrishna Pillai, Norwich Business School, University of East Anglia, U.K.

**Induction of Construal-Level Mindset via Experience of Surprise and the Follow-up Effect on Consumer Evaluations and Judgments**

Atul Kulkarni, University of Missouri-KC

Joëlle Vanhamme, *EDHEC Business School*

**Exploring the Role of Attitudinal vs. Situational Ambivalence in Consumer Choice**

Piyush Sharma, Curtin University

Cheryl Leo, Murdoch University

Anish Nagpal, The University of Melbourne

Yuwei Jiang, *The Hong Kong Polytechnic University*

**Session 15C. Stand in the Place Where You Live: Cultural Dimensions**

Room: Pelican

Discussion Leader: Thomas Burnham, University of Nevada, Reno

**A Review of Cognitive and Affective Country-of-Origin's Effects and Their Influence on Organisational Attribution of Blame Post-Crisis Event**

Muhammad Irfan Tariq, The University of Adelaide

Roberta Crouch, The University of Adelaide

Pascale Quester, *The University of Adelaide*

**The Impact of Power Distance Belief and Psychological Distance on Decision-Making**

Miguel Angel Zúñiga, Morgan State University

Ivonne M. Torres, *New Mexico State University*

**Conceptualising Beauty in Consumer Research: A Framework and Research Agenda**

Marina Leban, ESCP Europe

Benjamin Voyer, *ESCP Europe*

**Session 15D. Managing the Customer Journey and Shopper Experience**

Room: Winward

Discussion Leader: Lauren Beitelspacher, Babson College

**Innovation In Retail Business Models - How Adding Bricks To Clicks Affects Customers' Purchase Intention**

Agnes Sophie Roggentin, Westfälische Wilhelms-Universität

Münster, *Marketing Center Münster, Institut für Marketing*

**Anonymity, Anxiety, and Abandonment: How Product Packaging and Location Impact the Shopper**

Christian Barney, Mississippi State University

Carol Esmark Jones, Mississippi State University

Adam Farmer, *Mississippi State University*

**The Cost of Control: How Participative Pricing Shapes Attitudes and Purchases**

Cindy Wang, McMurry University

Joshua Beck, University of Oregon

Hong Yuan, *University of Oregon*

Session 15E. **Technology in Services Marketing**

Room: Kabacoff

Discussion Leader: Shuai Yang, Donghua University

**Internet Killed the Radio Star?**

Yang He, Belmont University

Atanas Nikolov, *Washington State University*

**Self-Service Technology Investment and Firm Performance: A Theoretical Model**

Fengxia Zhu, *Cleveland State University*

**Evaluating the Effectiveness of Brand Communication on Implicit and Explicit Brand Knowledge in Virtual Spaces: The Case of Sports Sponsorship Exposure in Video Games**

Steffen Schmidt, Leibniz University of Hannover

Matthias Limbach, Europafachakademie Dr. Buhmann

Sascha Langner, Leibniz University of Hannover

Philipp Reiter, *Eye Square GmbH, Germany*

Session 15F. **Internationalization Strategies**

Room: Quarterdeck A

Discussion Leader: Maria Petrescu, Nova Southeastern University

**Spatial Effect of Country-Level Factors on Export Competitiveness from Emerging Market: An Empirical Study of Spatial Effect in Export Trade of Agricultural Business from Emerging Markets**

Da Huo, *Central University of Finance and Economics*

**E-Commerce Corporations (ECCs) Internationalization: A Case Exploration**

Mamoun Benmamoun, Saint Louis University

Nitish Singh, Saint Louis University

Kevin Lehnert, Grand Valley State University

Sang Bong Lee, *Saint Louis University*

**International Marketing and the Migrant-Owned Enterprise: Research Propositions**

Gary Knight, Willamette University

Michael Czinkota, Georgetown University

Zaheer Khan, *University of Kent, Canterbury*

**What Drives Green Product's Consumption in Vietnam? A Moderating and Mediating Effects Analysis**

Thuy-Phuong Nguyen, EM Strasbourg, University of Strasbourg

Sihem Dekhili, *EM Strasbourg, University of Strasbourg*

**Session 15G. Tell Me More - Advertising and Sales Approaches in B2B Marketing**

Room: Quarterdeck B

Discussion Leader: Mark Groza, Northern Illinois University

**Investigating Relationship Dependence in International B2B Channel Relationships**

Daniel Padgett, Auburn University

Christopher Hopkins, *Auburn University*

**Storytelling in Business-to-Business Advertising**

Nwamaka Anaza, Southern Illinois University Carbondale

Elyria Kemp, University of New Orleans

Leila Borders, *Kennesaw State University*

**Effects of B2B Customers' Perceived Benefits on Willingness to Disclose Information in an Online Exchange: An Individual Level Perspective**

Jose Saavedra Torres, Southern Illinois University

Monika Rawal, *Southern Illinois University*

**Examining Sales and Purchase Approaches in Complex Business Relationships**

Rocio Rodriguez, Kristiania University College

Göran Svensson, Kristiania University College

Sergio Román, Murcia University

Greg Wood, *Kristiania University College*

**Session 15H. SPECIAL SESSION: Understanding and Managing Value... When Customers Create It**

Room: Quarterdeck C

Discussion Leader: Emily Treen, Simon Fraser University

Penalists: Leyland Pitt, Simon Fraser University

Emily Treen, Simon Fraser University

Kristina Heinonen, Hanken School of Economics

Adam Mills, Loyola University New Orleans

Kirk Plangger, King's College London, University of London

Richard Hanna, Babson College

Friday, 5:00 pm - 6:00 pm

**AMS Business Meeting**

Kabacoff

Friday, 6:00 pm - 7:00 pm

**President's Reception**

River/Port/Starboard Atrium

Friday, 7:00 pm

**President's Banquet**

River/Port/Starboard

*Entertainment sponsored in-part by Marketplace Simulations®*

## DAILY HIGHLIGHTS • Saturday, May 26, 2018

### **Doctoral Consortium Breakfast**

Compass, 8:00 am - 8:30 am

### **Doctoral Consortium**

Compass, 8:30 am – 12:30 pm

Saturday, 8:00 am - 8:30 am

### **Doctoral Consortium Breakfast**

Compass

Saturday, 8:30 am - 12:00 pm

### **Doctoral Consortium**

Compass



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NOTES:





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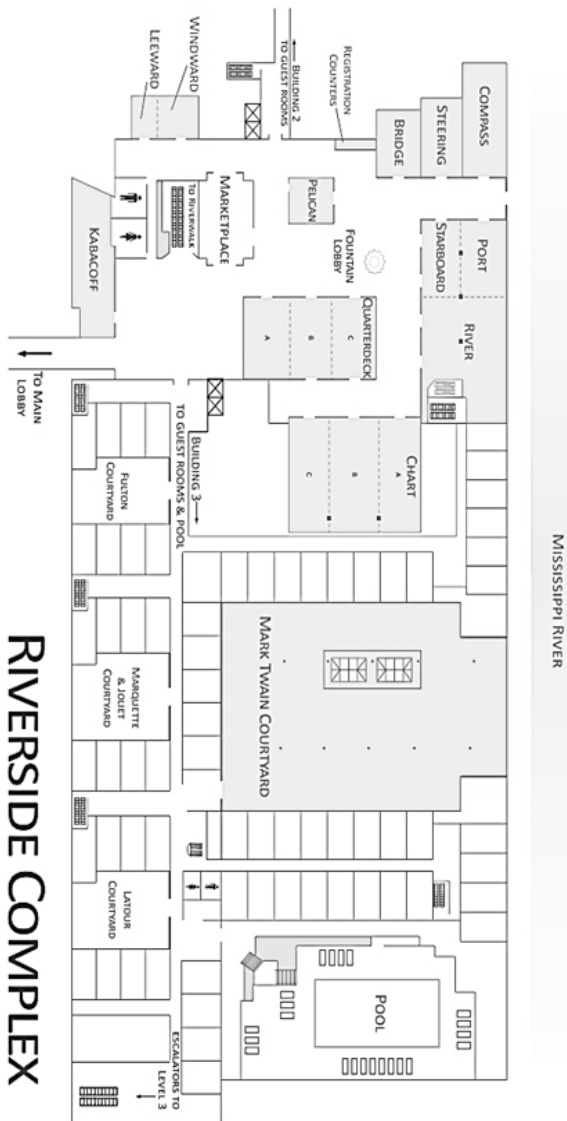
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