

2023 Academy of Marketing Science® Annual Conference



**Welcome to the
New Normal:
Life After the Chaos**

May 17-19, 2023

Hilton New Orleans Riverside
New Orleans, LA

The Academy of Marketing Science Honors:
2023 AMS Distinguished Marketing

Practitioner

Lyttleton “Lyt” Harris



Lyt Harris is a native of Baton Rouge, Louisiana and currently resides in Houston, Texas. He is the retired President and CEO of Southwest Management & Marketing Company of Houston, a residential property management concern.

Lyt is a 1962 graduate of the University of Mississippi with a B.B.A. degree in Marketing and Management. He also earned a Master of Science degree in Marketing and Economics from Louisiana State University in 1963. In May of 2009, he received an honorary Doctor of Law degree from Northwood University.

As Director of Marketing for a large division of Hunt Wesson Foods, Lyt and his team discovered and teamed up with Orville Redenbacher to take his gourmet popping corn from test markets to national distribution and in three years to the #1 selling brand of popcorn in the US, a distinction that the brand still holds today.

In 2016 and 2017, Lyt established what will eventually become multi-million-dollar endowed scholarship programs for worthy students majoring in Marketing at Louisiana State University, The University of Mississippi and at Northwood University in Michigan and Economics majors at The University of Colorado where his late wife earned her degree.

In retirement, Lyt enjoys cruising the oceans and rivers of the world and managing the investment portfolios of several non-profit organizations to which he belongs.

The Academy of Marketing Science Honors:

2023 AMS Cutco/Vector

Outstanding Marketing Educator

Dr. Bodo Schlegelmilch



Bodo Schlegelmilch is Professor at WU Vienna and Chair of AMBA & BGA, which accredits business school in some 85 countries.

Starting at Deutsche Bank and Proctor & Gamble, he continued at the Universities of Edinburgh and California, Berkeley. Professorship at the University of Wales and Thunderbird School of Global Management followed. He was the Founding Dean of the WU Executive Academy and initiated the Vienna Executive MBA, leading it into the Financial Times Top 50 ranking.

Bodo received numerous recognitions, including Fellowships from the AMS and the Academy of International Business, the American Marketing Association Significant Contribution to Global Marketing Award, and the Bualuang ASEAN Chair Professorship Award from Thammasat University. He serves on advisory boards of European and Asian universities, and holds various guest professorships.

Bodo taught in 31 countries on six continents. His research appeared in leading journals, such as the *Journal of the Academy of Marketing Science*, *Strategic Management Journal* and *Journal of International Business Studies*. He published 15 books in English, Mandarin and German, and served as Editor-in-Chief of the *Journal of International Marketing*.

Initially educated in Germany, he obtained two PhDs from the University of Manchester and an honorary PhD from Thammasat University in Thailand.

2023 AMS Annual Conference

Welcome to the New Normal: Life After the Chaos

Change is the only constant that marketers deal with on a regular basis. However, the recent pandemic brought about change for every individual in the planet. The change was rapid and extreme leading to chaos and testing marketing limits. This pandemic not only brought about changes to technology, but it also reshaped the thinking of consumers and organizations, through behavioral and cultural shifts in the market. However, human and organizational aspirations to grow and excel remain.

One needs to accept the fact that there may be no going back to the normal we once knew. Instead, one should feel cautiously optimistic that the situation is stabilizing. We need to understand that this is a new beginning. To do so, companies need to identify what they want to achieve and then look for opportunities that this new normal presents and adjust their tactics and plans to realize those objectives. Our role as academicians is to foresee some of those changes and support the current and future practicing marketers, consumers and stakeholders in both understanding and coping with the change.

For this conference, we welcome you to the new normal and ask you to embrace it, so that it leads you to a brighter future. This conference is designed to provide a suitable forum for exchange of ideas and developing and expanding marketing theory and practice. As a return to normalcy, the event allows leading marketing thinkers to gather as the crisis subsides, thereby providing the space for the structured and free-wheeling discussions aiming the recognition of the current challenges and search of the paths to solve problems. The conference is comprised of multiple tracks focusing on particular topics, and each of them serves as a pillar supporting the overall structure of contemporary marketing built with shared knowledge and aiming towards the future with informed optimism

2023 Conference Co-Chairs:

Cleopatra Veloutsou, University of Glasgow

Rajesh Iyer, Bradley University



Academy of Marketing Science

The Academy of Marketing Science (the “Academy”) began at C. W. Post Center of Long Island University in 1971. Under the directorship of founder Dr. Harold W. Berkman, the Academy grew into a substantial regional association. In 1972 he established the Journal of the Academy of Marketing Science (JAMS). As the Academy expanded nationally in both scope and recognition, it became evident that more structure was needed. The Academy currently has elected officers and a Board of Governors, with elections held on a biennial basis. The first annual conference took place in Akron, Ohio. Subsequent annual conferences have been held in nearly a dozen U.S. states and in Canada. World Marketing Congresses have been held in such diverse locations as Australia, Malaysia, and Turkey. Presently the Academy of Marketing Science is a full-service, scholarly professional organization. It offers a wide range of services, including a series of conferences and special interest programs and symposia, refereed scholarly journals, a quarterly member newsletter, and conference proceedings.

The Academy is an international, scholarly, professional organization. It is dedicated to promoting high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of marketing practice through a role of leadership within the discipline of marketing around the world. The Academy is committed to the highest of ethical standards in the pursuit of this mission.

As fellows of the Academy of Marketing Science Foundation, we recognize that fellowship carries with it special responsibilities. As researchers, we are guided by the desire to advance knowledge of marketing. Consequently, we devote much energy toward developing and improving ourselves as marketing scholars.

As *teachers*, we are intellectual guides and do our best to convey information about marketing. As *colleagues*, we have certain obligations to marketing educators and the marketing discipline. We respect and nurture one another. We help one another promote

the discipline through the creation, dissemination, and utilization of marketing knowledge. We do this with the highest ethical standards to ensure that marketing contributes to society in significant and substantive ways.

We have certain professional obligations that include

- maintaining the highest standards of intellectual honesty, professionalism, and objectivity
- defending the principles and practice of academic freedom
- avoiding conflicts of interest
- being selfless in contributing to the marketing discipline and society at large

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2023 AMS CONFERENCE TRACKS & TRACK CHAIRS

Advertising and IMC

Altaf Merchant, University of Washington Tacoma, USA

Varsha Jain, MICA, India

AI, Big Data, and Marketing Analytics

Bowie Chen, University of Glasgow, UK

Dana Harrison, East Tennessee State University, USA

Augmented Reality, Virtual Reality, and Metaverse

Jennifer Barhorst, College of Charleston, USA

Graeme McLean, University of Strathclyde, UK

B2B Marketing and Supply Chain Management

Rico Piehler, Macquarie University, Australia

Sheena Leek, University of Birmingham, UK

Brand Management

Francisco Guzman, University of North Texas, USA

Kate Ponders, University of Texas at Austin, USA

Consumer Behavior

Jacqueline Eastman, Florida Gulf Coast University, USA

Lou Pelton, University of North Texas, USA

Consumers in the Age of the Internet

Pável Reyes-Mercado, Universidad Anáhuac México, Mexico

Atefeh Yazdanparast, Clark University, USA

Hospitality, Tourism, Sports, and Entertainment Marketing

Dimitrios Buhalis, Bournemouth University, UK

Flavio Brambilla, Universidade de Santa Cruz do Sul, Brazil

International Marketing and Diversity

Constantinos Leonidou, Open University, Cyprus

Mark Cleveland, University of Western Ontario, Canada

Luxury Marketing

George Christodoulides, American Univ. of Sharjah, United Arab Emirates

Nina Michaelidou, Loughborough University, UK

Marketing Ethics, Social Responsibility, and Sustainability

Thomas Anker, University of Glasgow, UK

James A. Muncy, Bradley University, USA

Marketing Pedagogy and Education

Jennifer Espinosa, Rowan University, USA

Joanne Cao, University of Southern Mississippi, USA

Marketing Strategy

Marc Kuhn, Baden-Wuerttemberg Cooperative State University, Germany

Babu John-Maridoss, Texas Tech University, USA

Mindfulness and Consumer Well-Being

Heejung Park, Northern Michigan University, USA

Sharad Gupta, Cardiff Metropolitan University, UK

Personal Selling and Sales Management

Vishag Badrinarayanan, Texas State University, USA

Mark Groza, University of Idaho, USA

Product Innovations and Product Management

Ed Bond, Bradley University, USA

Mayoor Mohan, Virginia Commonwealth University, USA

Polymeros Chrysochou, Aarhus University, Denmark

Public Policy, Non-Profit, and Entrepreneurial Marketing

Edgar Antonio Centeno Velazquez, Tecnológico de Monterrey, Mexico

Giuseppe Pedeliento, University of Bergamo, Italy

Research Methods

Marko Sarstedt, Ludwig-Maximilian-University Munich, Germany
Christian Ringle, Hamburg University of Technology, Germany

Retailing, Omni-channel, and Pricing

Shuang Wu, Rowan University, USA
Karine Picot-Coupey, Université de Rennes 1, France

Services Marketing

Jochen Wirtz, National University of Singapore, Singapore
Kalliopi Chatzipanagiotou, University of Glasgow, UK

Social Media Marketing

Anna Morgan-Thomas, University of Glasgow, UK
Yogesh Dwivedi, Swansea University, UK
Bruno Ferreira, Polytechnic Institute of Viseu, Portugal

Special Topics: Anti-Consumption, Marketing Engineering and Beyond

Mehdi Nezami, Bradley University, USA
Maria Petrescu, International University of Monaco, Monaco
Mike S. W. Lee, University of Auckland, New Zealand

Doctoral Colloquium

John B. Ford, Old Dominion University, USA
Mathieu Kacha, University of Lorraine, France

Mary Kay Inc. Doctoral Dissertation

Victoria Bush, University of Mississippi, USA
Joyce Zhou, University of Louisiana Monroe, USA

Special Sessions

Cleopatra Veloutsou, University of Glasgow, UK
Rajesh Iyer, Bradley University, USA
Nina Krey, Rowan University, USA

Proceedings Editors

Ellis Chefor, Illinois State University, USA
Vincent Jeseo, Rowan University, USA
Juliann Allen, Nicholls State University, USA

2024 CONFERENCES

Annual Conference

May 22-24, 2024

The Biltmore

Coral Gables, Florida, USA

World Marketing Congress

June 25-28, 2024

Johns Hopkins University & Aix-Marseille University

Mauritius, East Africa

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Dashboard

Revenue	Share of Revenue	Returns on Sales	Stability Score
\$42,852,003	18.4%	53.0%	
QoQ: -16.3%	QoQ: -10.8%	QoQ: -17.8%	

Return on Marketing	Cost of Goods Sold	Unit Sales	Customer Share
216.9%	\$3,604,711	\$2,000	
QoQ: -16.3%	QoQ: -16.3%	QoQ: -17.8%	

Margin of Profit	Price Changes	Total Expenses	Product Development
18.3%	0.2%	\$12,247,250	
QoQ: -17.1%	QoQ: -10.8%	QoQ: -17.8%	

Net Profit	Customer Satisfaction	Brand Equity	Marketing Spend
\$32,768,287	84.9%		
QoQ: -17.8%	QoQ: -10.8%		

Stability Score

- Under the current strategy, we are 17% away from bankruptcy.
- Under the current strategy, we are 10% away from bankruptcy.
- Under the current strategy, we are 11% away from bankruptcy.
- A new strategy for 1000 weeks is available for \$2,000.
- The strategy fee for the previous 1000 weeks contract was \$100.

Customer Share

- Your company's share of total product sales is 18.4%.
- Your share of total sales is 18.4%.
- Your share of total sales is 18.4%.
- Your share of total sales is 18.4%.

Product Development

100% 100%

100%

100%

DAILY HIGHLIGHTS • Tuesday, May 16, 2023

AMS Executive Committee Meeting

Steering, 8:00 AM – 5:00 PM

Registration

River/Port/Starboard, 3:00 PM - 6:00 PM

Pre-Conference Reception

River/Port/Starboard, 5:00 PM - 6:00 PM

Pre-Conference Activities

Tuesday, 8:00 AM - 5:00 PM

AMS Executive Committee Meeting

Steering

Tuesday, 5:00 PM - 6:00 PM

Pre-Conference Reception

River/Port/Starboard

DAILY HIGHLIGHTS • Wednesday, May 17, 2023

Registration

River/Port/Starboard, 8:00 AM - 5:00 PM

Workshop: Teaching Digital Marketing

Kabacoff, 8:30 AM – 12:00 PM

Refreshment Break Sponsored by Marketplace Simulations

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

Distinguished Marketer Presentation with Social Hour

Chart B, 12:00 PM - 1:30 PM

Lunch 12:00 PM – 1:30 PM

On Your Own

Workshop: Introduction to Partial Least Squares

Structural Equation Modeling (PLS-SEM)

Kabacoff, 1:30 PM - 5:00 PM

Refreshment Break

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

Meet the Editors 1

Compass, 3:30 PM – 5:00 PM

Welcome Reception

Mark Twain Courtyard, 6:00 PM - 7:00 PM

Dinner

On Your Own

Wednesday, 8:30 AM - 10:00 AM

Session 1.1: **AMS-AFM Session - Presentations from Grant Awardees**

Room: Compass

Chairs: Barry J. Babin and Jean-Luc Herrmann

Exploring the Effectiveness of Storytelling in Buyer–Seller Interactions

Melanie Bowen, *Justus-Liebig University Giessen*

Christine Lai, *Emlyon Business School*

Sustainability and Corporate Social Responsibility at the Organizational Front Line

Laurianne Schmitt, *University of Strasbourg*

Rhett Epler, *Old Dominion University*

Bryan Hochstein, *University of Alabama*

Deva Rangarajan, *IESEG School of Management*

Unconventional Celebrities in the Sphere of Sustainable Luxury: A Study around the Effect of Influencer Endorsement on Luxury Brand Charisma

Oxana Lahbib, *Aix-Marseille Université*

Camilo Andrés Rojas Contreras, *Université Grenoble Alpes*

Aurélie Kessous, *Aix-Marseille Université*

Pierre Valette-Florence, *Université Grenoble Alpes*

The Role of Pro-social Loyalty Programs in Driving Pro-environmental Behaviors

Marco Ieva, *University of Parma*

Michaël Flacandji, *Bordeaux University*

Cristina Ziliani, *University of Parma*

Juliette Passebois Ducros, *Bordeaux University*

Revisiting Value: A Cross-country Assessment of the Personal Shopping Value Scale

Nina Krey, *Rowan University*

Karine Picot-Coupey, *Université de Rennes 1*

Shuang Wu, *Rowan University*

Session 1.2: **Brands and Emotions**

Room: Quarterdeck A

Chair: Francisco Guzman

Sympathy or Shock: How Transgression Diagnosticity Impacts Consumer Behavioral Intentions Toward Person-Brands

Andrea Lynn Matthews, *Wichita State University*

Sarah S.F. Leubke, *University of Iowa*

~~**Understanding Brand Grief through Netnographic Analysis**~~

~~Sajira Khatoon, *Indian Institute of Technology, Madras*~~

~~Varisha Rehman, *Indian Institute of Technology*~~

Understanding Consumer Brand Relationships: Love, Image, Loyalty, Engagement, Advocacy, and WOM

Karla Barajas-Portas, *Universidad Anahuac Mexico*

Session 1.3: AI and the Digital Landscape

Room: Quarterdeck B

Chair: Graeme McLean

Algorithmic Society: Theorizing Digital Media Landscape

Jie Fowler, *Valdosta State University*

Amy Watson, *Valdosta State University*

Aubrey Fowler, *Valdosta State University*

Effect of Brand Trust on Behavioral Intentions Toward AI-based Virtual Agents

Philippine Loupiac, *TBS Education*

Alain Goudey, *NEOMA Business School*

Understanding Customer Data With AI Recommender Systems in the Automotive Industry

Min Hui Ang, *University of Strathclyde*

Graeme McLean, *University of Strathclyde*

Martin Halvey, *University of Strathclyde*

Session 1.4: Consumer Marketing in VR and Metaverse Contexts

Room: Quarterdeck C

Chair: Marta Massi

Consumer Memories of Brand Interactions in Virtual Reality

Alena Kostyk, *University of Glasgow*

Laurence Dessart, *University of Liege*

Kirsten Cowan, *University of Edinburgh*

Metaverse: A New Phenomena for Intangible Products: A Study to Explore Immersive Brand Engagement & Consumer-Brand Equity in I-commerce

Vikas Arya, *Université Internationale de Rabat*

Harish Kumar, *Management Development Institute*

Anshuman Sharma, *Ajman University*

Has the Metaverse a Strategic or Operative Role in Luxury Fashion Brands' Marketing?

Alessandro Bigi, *University of East London*

Michelle Bonera, *Universita' degli Studi di Brescia*

Irmak Tuncay, *University of East London*

Democratizing Luxury in the Metaverse: An Experimental Study

Marta Massi, *Athabasca University*

Chiara Piancatelli, *SDA Bocconi*

Anna Claudia Pellicelli, *University of Turin*

Session 1.5: **B2B Relationship Management and Networks**

Room: Chart A

Chair: Helen McGrath

The Influence of Emotions on Entrepreneurial Network Capability Development

Helen McGrath, *University College Cork*

Thomas O'Toole, *WIT*

Louise Canning, *KEDGE Business School*

Reacquiring B2B Lapsed Customers: The Impact of Fit Between Reacquisition Strategies and Defection Causes on Regain Success and Relationship Recovery

Sijun Wang, *Loyola Marymount University*

Mark Leach, *Loyola Marymount University*

Annie Liu, *Victoria University of Wellington*

Work in Progress: B2B Negotiation Styles in Distributive Negotiations and their Effect on Socioemotional Outcomes and Price: A Neuroscience Experiment

Benjamin Österle, *Heilbronn University of Applied Sciences*

Gabriel Yuras, *Baden-Wuerttemberg Cooperative State University*

The Role of Market Intelligence in Enhancing Buyer-Supplier Relationships in SMEs

Grace Carson, *Queen's University Belfast*

Alice Gilmour, *Cardiff Metropolitan University*

Geoff Simmons, *Ulster University*

Christina O'Connor, *University of Limerick*

Gillian Moran, *Maynooth University*

Session 1.6: **Following the Social Media Influencers**

Room: Chart B

Chair: Juliann Allen

An Investigation of Member Initiated Online Communities from a Marketing Perspective: From Social Capital to Brand Benefit

Angeliki Kalogeraki, *University of Mannheim*

Sabine Kuester, *University of Mannheim*

Sergej von Janda, *Kaiser X Labs*

Message Framing that Grows an Influencer's Social Media Following

Juliann Allen, *Nicholls State University*

Sabinah Wanjugu, *University of Southern Indiana*

Subtle yet Loud! The Impact of Branded Augmented Reality Filters on Social Media on Consumer-based Brand Equity and Purchase Intention

Denise Pape, *University of Goettingen*

Waldemar Toporowski, *University of Goettingen*

Examining How Social Media and Influencer Marketing Shift the Scope of Materialism

Juliann Allen, *Nicholls State University*

Laura Flurry, *Louisiana Tech University*

Wednesday, 8:30 AM - 12:00 PM

Session W1: Workshop: Teaching Digital Marketing

Room: Kabacoff

Chairs: Janna Parker, Kevin James, and Debra Zahay-Blatz

Wednesday, 10:00 AM - 10:30 AM

Refreshment Break

Sponsored by Marketplace Simulations

Room: River/Port/Starboard

Wednesday, 10:30 AM - 12:00 PM

Session 2.1: Special Session: Ethical Artificial Intelligence (AI) in Marketing

Room: Compass

Chair: Dana Harrison

Special Session: Ethical Artificial Intelligence (AI) in Marketing

Dana Harrison, *East Tennessee State University*

Bryan Hochstein, *University of Alabama*

O.C. Ferrell, *Auburn University*

Linda Ferrell, *Auburn University*

Haya Ajjan, *Elon University*

Session 2.2: Revolutionize Services: The Vital Role of Technology in all Aspects of Services

Room: Quarterdeck A

Chair: Randle Raggio

Robotic Service Failure: Robot Recovery and Customer Forgiveness

Yu-Shan Sandy Huang, *Texas A&M University, Corpus Christi*

Wei-Kang Kao, *Harrisburg University of Science and Technology*

Chen-Wei Willie Tao, *Oklahoma State University*

Seonwoo Summer Ko, *Oklahoma State University*

Marketing in the Peer-to-peer Sharing Economy: A Systematic Literature Review

Maximilian Schwing, *TSM Research, University of Toulouse 1 Capitole*

Sales-Operations Alignment in Selling Digital Services

~~Alexey Sklyar, Linköping University~~

~~Christian Kowalkowski, Linköping University~~

~~David Sörhammar, Inland Norway University of Applied Sciences~~

~~Bård Tronvoll, Inland Norway University of Applied Sciences~~

Three (3) Dimensions of Consumer Comfort and their Impact on Intentions to Visit Service Providers

Randle Raggio, *University of Richmond*

William Bergman, *University of Richmond*

Session 2.3: **Doctoral Colloquium I**

Room: Quarterdeck B

Chair: Mathieu Kacha

Post-purchase Advertising Effectiveness: Who Should be Targeted for Positive Word-of-Mouth

Elaheh Saffari, *Old Dominion University*

Define Digital Self-inclusion to Better Understand Digital Users

Léa Cauchard, *Université de Montpellier*

Assessing Alcohol and Tobacco Messages on Social Networking Sites: The Development of a Comprehensive Content Analysis Manual

Boris Chapoton, *Jean Monnet University*

Shifting Habits Toward Sustainability

Hadi Melhem, *NIMEC IAE caen*

Session 2.4: **Cryptocurrencies, NFTs, and Gamification**

Room: Quarterdeck C

Chair: Allan Lubart

Transferability in 'Phygital' Assets: The Impact of NFT Utilities and Perks on Social Identity

Nora Alomar, *Durham University*

Chrysostomos Apostolidis, *Durham University*

Trust-Mediated TAM Model with Social Factors, Personality Traits for Crypto Adoption: A Hybrid Structural Equation Modeling and Neural Network Approach

Rozbeh Madadi, *SUNY, Geneseo*

Joby John, *University of Louisiana, Lafayette*

Gamification of the Point of Sale: When Hybrid-Reality Game Players Meet Non-Players

Allan Lubart, *University Jean Moulin Lyon 3*

Sonia Capelli, *University Jean Moulin Lyon 3*

Session 2.5: **Branding and Communication in B2B Markets**

Room: Chart A

Chair: Kirk Plangger

Determinants of Brand Trust: A Neuroanalytical Study in the B2B Sector using the Example of Manufacturing Industry

Vanessa Viktoria Frommel, *infraTest Prüftechnik GmbH*

The Power of the Past: Brand Heritage as an Asset for Suppliers

Richard Huaman-Ramirez, *EM Strasbourg Business School*

Jean Pfiffelmann, *EM Strasbourg Business School*

Renaud Lunardo, *KEDGE Business School*

A Research Agenda on the UN Sustainable Development Goals in B2B Branding

Benjamin Österle, *Heilbronn University of Applied Sciences*

Chiara Hübscher, *University of Twente*

Susanne Hensel-Börner, *Hamburg School of Business Administration*

Jörg Henseler, *University of Twente*

Persuading Financial Stakeholders through Rational and Emotional Corporate Communication Appeals: An IPO Case Study Perspective

Zixuan Cheng, *King's College London*

Anouk de Regt, *King's College London*

Matteo Montecchi, *King's College London*

Tanapol Yoonaisil, *King's College London*

Kirk Plangger, *King's College London*

Session 2.6: **Promotions and Waiting for the Right Deal**

Room: Chart B

Chair: Mohamed Didi-Alaoui

Too Much is Unsold! Influence of Assortment Size and Variety on Consumers' Deal Anticipation and Waiting for Deal

Victor Mejia, *University Côte d'Azur*

Mohamed Didi Alaoui, *University Côte d'Azur*

I'll Try That, Too – A Field Experiment in Retailing on the Effect of Variety During Display Promotions

Sebastian Oetzel, *University of Applied Science Fulda*

Mareike Sachse, *Humboldt University, Berlin*

Daniel Klapper, *Humboldt University, Berlin*

Does Your Demonstration Tell the Whole Story? How Cognitive Flow, Narrative Transportation, and Viewing Alone Increase the Effectiveness of Product Demonstrations

Christine Ringler, *University of Alabama*

Nancy Sirianni, *Texas State University*

Joann Peck, *University of Wisconsin*

Anders Gustafsson, *BI Norwegian Business School*

Wednesday, 12:00 PM - 1:30 PM

Session S1: Distinguished Marketer Presentation (Lyt Harris) with Social Hour

Room: Chart B

Chairs: Barry J. Babin and Joseph F. Hair, Jr.

A 50-Year Marketing Journey...From Snow Cones to Condos

Lyt Harris, *Harris Investment Partnership*

Wednesday, 12:00 PM - 1:30 PM

Lunch

On Your own

Wednesday, 1:30 PM - 3:00 PM

Session 3.1: Special Session: Finding your Way beyond Academic Walls: Obstacles and Challenges International Scholars Manage Throughout Doctoral and Early Career Years

Room: Compass

Chairs: Nina Krey, Shuang Wu, and Sabinah Wanjugu

Special Session: Finding Your Way beyond Academic Walls: Obstacles and Challenges International Scholars Manage Throughout Doctoral and Early Career Years

Nina Krey, *Rowan University*

Shuang Wu, *Rowan University*

Sabinah Wanjugu, *University of Southern Indiana*

Vincent Jeseo, *Rowan University*

Session 3.2: DoCCA - AMS Review / Sheth Foundation Doctoral Competition for Conceptual Articles

Room: Quarterdeck A

Chair: Thomas Gruen

Contemplative Consumer Activism as a Driver for Social Change

Betul Cal, *University of Strathclyde*

Kathy Hamilton, *University of Strathclyde*

Eleni Tsoukoku, *University of Strathclyde*

Human and Artificial Intelligence Collaboration: A Conceptual Framework and Review

Phuong Nguyen, *Hanken School of Economics*

Jaakko Aspara, *Hanken School of Economics*

Sifting the Paradigm of Customer Loyalty Programs Towards Sustainability: A Synthesis of Literature and Guiding Framework

Nicole Moch, *University of Muenster*

AI Credibility and Psychological Ownership of AI: A Conceptual Framework

~~Abdul Wahid Khan, Indian Institute of Management, Indore~~

~~Abhishek Mishra, Indian Institute of Management, Indore~~

Session 3.3: Consumer Rights and Responsibilities

Room: Quarterdeck B

Chair: Miranda Yin

It's the Heart that Matters: The Effect of Benefactor Income on Donation Behaviors

Miranda Yin, *California Polytechnic State University*

Jenny Olson, *Indiana University*

Jessica Li, *University of Kansas*

Consumers Are More Dishonest Towards Large Firms Than Small Firms

Jareef Bin Martuza, *Norwegian School of Economics*

Helge Thorbjørnsen, *Norwegian School of Economics*

Hallgeir Sjøstad, *Norwegian School of Economics*

Woke-Washing Allegations: Attributions and Recovery Strategies

Priscilla Peña, *University of Rhode Island*

Lauren Labrecque, *University of Rhode Island*

Session 3.4: Branding and Technology

Room: Quarterdeck C

Chair: Denitsa Dineva

Synthetic Virtual Influencers and Authenticity in the Fake

Mehrnoosh Reshadi, *California State University, Fullerton*

Friends or Foes? An Exploratory Study into Brand-to-brand Dialogue Strategies on Social Media

Denitsa Dineva, *Cardiff University*

Zoe Lee, *Cardiff University*

Employer Branding through Online Platforms: Earned versus Owned Media

Meriem Agrebi, *Université Paris Nanterre, Higher School of Commerce of Tunis*

Juliet F. Poujol, *Université Paris Nanterre*

Eric Pezet, *Université Paris Nanterre*

Is AI Killing Branding? Understanding Consumers Perceptions of AI Influence on Brand Decision Making

Kimberley Hardcastle, *Northumbria University*

Lizette Vorster, *Aarhus University*

Session 3.5: **Augmented Reality and Branding**

Room: Chart A

Chair: Graeme McLean

Augmented Reality Digital Assistants (ARDAs): Examining the Role of Anthropomorphism

Hannah Marriott, *Cardiff University*

Graeme McLean, *University of Strathclyde*

Jennifer Barhorst, *College of Charleston*

The Digital Extension of Analog Products through Augmented Reality: The Role of Consumer-brand Engagement and Consumer-based Brand Equity

Denise Pape, *University of Goettingen*

Waldemar Toporowski, *University of Goettingen*

~~**Impact of Augmented Reality on Website Quality and Brand Recall**~~

~~Sharad Gupta, *Cardiff Metropolitan University*~~

~~Niki Bolton, *Cardiff Metropolitan University*~~

~~Mitali Mittal, *KPMG*~~

~~Monira Minto, *DIYguru*~~

~~Rahul Mishra, *ILLM*~~

Session 3.6: **Influencer Marketing and Brand Communications**

Room: Chart B

Chair: Anna Morgan-Thomas

Social Influencers Caught in the Web of Lies: What are the Implications for Endorser and Brand?

Walter von Mettenheim, *Leibniz University Hannover*

Klaus-Peter Wiedmann, *Leibniz University Hannover*

Is She Real? Leveraging Real-Life and Computer-Generated Imagery Influencer Marketing in Brand Communications

Valeria Penttinen, *Hanken School of Economics*

Simone Lykke Tranholm Mouritzen, *Aarhus University*

Susanne Pedersen, *Aarhus University*

Physicians as Social Media Influencers on TikTok

Suzanne Makarem, *Virginia Commonwealth University*

Jie Fowler, *Valdosta State University*

Brittany Beck, *Louisiana Tech University*

Is Like-Seeking a Form of Conspicuous Consumption? Investigating Trait Antecedents of Normative and Deceptive Like-Seeking on Instagram

Elaine Wallace, *University of Galway*

Isabel Buil, *University of Zaragoza*

Session 3.7: Pricing and Discounts

Room: Chart C

Chair: Silke Bambauer-Sachse

Disentangling and Measuring Discount Credibility

Monika Kukar-Kinney, *University of Richmond*

Jeffrey Carlson, *University of Richmond*

Paradoxical Fairness Perceptions of Dynamic Pricing Sequences

Silke Bambauer-Sachse, *University of Fribourg*

Ashley Young, *University of Fribourg*

**Determining Optimal Markdown Pricing for Remaining Inventory:
The Role of Customer Regret**

Siddhartha Sarkar, *Tata Consultancy Services*

Suman Kumar, *Tata Consultancy Services*

Avishek Shaw, *Tata Consultancy Services*

Krishnanugrah Pu, *Tata Consultancy Services*

Vivek Balaraman, *Tata Consultancy Services*

Wednesday, 1:30 PM - 5:00 PM

**Session W2: Workshop: Introduction to Partial Least Squares
Structural Equation Modeling (PLS-SEM)**

Room: Kabacoff

Chairs: Marko Sarstedt, Christian Ringle, and Joseph F. Hair, Jr.

Wednesday, 3:00 PM - 3:30 PM

Refreshment Break

Room: River/Port/Starboard

Wednesday, 3:30 PM - 5:00 PM

Session 4.1: Meet the Editors I

Room: Compass

Chair: Jim Boles

Steve Vargo, *AMS Review*

Leyland Pitt, *Business Horizons*

Jlsu Huh, *Journal of Advertising*

Kirk Plangger, *Journal of Advertising Research*

Thomas Kramer, *Journal of Consumer Psychology*

Babu John-Mariadoss, *Journal of International Marketing*

Manjit Yadav, *Journal of Marketing*

Giampaolo Viglia, *Psychology & Marketing*

Session 4.2: **Consumer-Brand Relationships**

Room: Quarterdeck A

Chair: Gaurav Jain

How Feelings of Responsibility Vary across Ownership Types: From Legal Ownership to Psychological Ownership

Randle Raggio, *University of Richmond*

Phillip Hartley, *Georgia Gwinnett College*

Jie Sun, *Siena College*

How Pictogram Arrangements Impact Consumer Optimism and Judgments

Gaurav Jain, *Rensselaer Polytechnic Institute*

Sunaina Shrivastava, *Manhattan College*

Zeynep Tolun, *Rensselaer Polytechnic Institute*

The Area as a Visual Heuristic: How does the Highlighted Area under the Stock Price Curve Impact Retail Investor Behavior

Zeynep Tolun, *Rensselaer Polytechnic Institute*

Gaurav Jain, *Rensselaer Polytechnic Institute*

T. Ravichandran, *Rensselaer Polytechnic Institute*

Exodus from Russia: How do Consumers Feel?

Gagan Deep Sharma, *Guru Gobind Singh Indraprastha University*

Babak Taheri, *Nottingham Trent University*

Cleopatra Veloutsou, *University of Glasgow*

Amar Rao, *Shoolini University*

Session 4.3: **Financial Well-being and Mindfulness**

Room: Quarterdeck B

Chair: Heejung Park

Listen to the Voice of Mindfulness

Xuan Xie, *University of California, Irvine*

Loraine Lau-Gesk, *University of California, Irvine*

Looking for Advice? Financial Advice-Seeking and The COVID-19 Pandemic

Wookjae Heo, *Purdue University*

Jaemin Lee, *Minnesota State University, Mankato*

Heejung Park, *Northern Michigan University*

Understanding the Dynamic Adoption and Outcomes of Shared Micromobility: A Longitudinal Study based on User Experience

Maximilian Schwing, *University of Toulouse 1 Capitole*

Marc Kuhn, *Baden-Wuerttemberg Cooperative State University*

Lars Meyer-Waarden, *University of Toulouse 1 Capitole*

~~**Impact of Mindfulness on Materialism: Exploring Roles of Self-esteem and Life Satisfaction**~~

~~Sharad Gupta, *Cardiff Metropolitan University*~~

~~Harsh Verma, *University of Delhi*~~

~~W. M. Lim, *Sunway University*~~

Session 4.4: Customer Engagement in the Age of Internet

Room: Quarterdeck C

Chair: Babak Taheri

**Building Customer Engagement Towards e-Commerce Website:
Delineating the Role of UTATUT, Social Influence, and Compulsion**

Anish Yousaf, *Nottingham Trent University*

Babak Taheri, *Nottingham Trent University*

Martin Gannon, *University of Edinburgh*

**How, why, and when Contextual Environments Matter for
Customer Engagement in E-Commerce Live Streaming: An Eye-
Tracking Study**

Yikai Yang, *Zhejiang University*

Huizhong Tan, *Zhejiang University*

Lei Wang, *Zhejiang University*

**A Multi-Method Study on ICAs User Experiences and Brand
Relationships**

Camilo Andrés Rojas Contreras, *Université Grenoble Alpes*

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

Session 4.5: Salespeople's Emotions and Job-related Outcomes

Room: Chart A

Chair: Joey Lam

B2B Salespeople: The Fundamental Emotions at their Current Job

Joey Lam, *Simon Fraser University*

**How Jealousy and Job Stress Affect the Salesforce: The Role of
Organizational Commitment**

Tyler Hancock, *University of Toledo*

Michael Mallin, *University of Toledo*

Ellen Pullins, *University of Toledo*

Catherine Johnson, *University of Toledo*

**All Salespeople are (not) Created Equal: Customers' Views on a
Creator, a Getter, and a Taker**

Mohamed Sobhy Temerak, *University of Surrey*

Milena Micevski, *Copenhagen Business School*

Selma Kadic-Maglajlic, *Copenhagen Business School*

Zoran Latinovic, *Massachusetts Institute of Technology*

Session 4.6: **Online Shopping and Customer Happiness**

Room: Chart B

Chair: Xuemei Bian

Body Size Similarity Between Model and Shopper: Mitigating the Risk in Online Clothes Purchasing

Yerong Zhang, *Vrije Universiteit, Amsterdam*

Iina Ikonen, *University of Bath*

Jiska Eelen, *Vrije Universiteit, Amsterdam*

Francesca Sotgiu, *Vrije Universiteit, Amsterdam*

The Role of Hedonic and Utilitarian Motives on Order Effects

Jungsil Choi, *Cleveland State University*

Enhancing Customer Engagement Behaviour from their Journey Seamlessness Experience in the Omnichannel Retailing Context

Tai Anh Kieu, *Ho Chi Minh City Open University*

The Impact of Mobile and Physical Channel Integration: How Cross-channel Integration in Different Purchase Phases Influences the Number of Mobile Channel Users

Tetsuo Horiguchi, *Toyo University*

Hidesuke Takata, *Keio University*

Session 4.7: **Services and Consumers**

Room: Chart C

Chair: Kalliopi Chatzipanagiotou

Comparing Regular Consumers and Brand Fans for Engagement in Creative Activities: A Managerial Perspective

Linda Hamdi-Kidar, *Toulouse Business School*

Fanny Cambier, *NEOMA Business School*

Tomoko Kawakami, *Waseda University*

When does Brand Love Matter in Augmented Reality?

Saifeddin Alimamy, *Zayed University*

Amjad Abu El Samen, *Zayed University*

Examining how Customer-to-Customer Schadenfreude Influences Social Media Service Recovery Perceptions of Observers

Todd Bacile, *Loyola University New Orleans*

Ayse Banu Elmadag, *University of Southern Mississippi*

Mehmet Okan, *Artvin Coruh University*

The Impact of Omnichannel Strategies on Franchisee-Franchisor Relationship Quality

Nabil Ghantous, *École de Management de Normandie*

Fabienne Chameroy, *Aix Marseille Université*

Damien Chaney, *École de Management de Normandie*

Sophie Jeanpert, *Aix Marseille Université*

Maryline Schultz, *Université de Bourgogne*

Wednesday, 6:00 PM - 7:00 PM

Welcome Reception

Room: Mark Twain Courtyard

DAILY HIGHLIGHTS • Thursday, May 18, 2023

Registration

River/Port/Starboard, 8:00 AM - 5:00 PM

Mary Kay Inc. Dissertation Proposal Competition

Compass, 8:30 AM – 10:00 AM

JAMS Editorial Review Board Meeting

Pelican, 8:30 AM – 10:00 AM

Refreshment Break Sponsored by Stukent

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

Mary Kay Inc. Dissertation Competition

Compass, 10:30 AM - 12:00 PM

AMS Review Editorial Review Board Meeting

Pelican, 10:30 AM – 12:00 PM

Awards Luncheon

St. Charles, 12:00 PM - 1:30 PM

Meet the Editors II

Compass, 1:30 PM – 3:00 PM

Refreshment Break

River/Port/Starboard, 3:00 PM – 3:30 PM

Theory Forum

Compass, 3:30 PM – 5:00 PM

AMS Reception

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

Dinner

On Your Own

Thursday, 8:30 AM - 10:00 AM

Session 5.1: Mary Kay Dissertation Proposal Competition

Room: Compass

Chairs : Victoria Bush and Joyce Zhou

The Spillover Impact of Online Ratings on Upstream B2B Relationships

Hans Nguyen, *Oklahoma State University*

Essays on Ambient Darkness and Consumer Behavior

Kylie Vo, *University of North Texas*

The Monetary and Social Motivation of Sales Contest Leaderboards

Yuanchen Su, *University of Minnesota*

Session 5.2: Branding: Towards a Human Perspective

Room: Quarterdeck A

Chair: David Gilliam

When Anthropomorphizing Backfires: Being “Human” Can Benefit the Morally Good but Harm the Morally Bad

Olivia Kim, *Norwegian School of Economics*

Jareef Bin Martuza, *Norwegian School of Economics*

Helge Thorbjørnsen, *Norwegian School of Economics*

Brand Narratives: A Typology and Archetypal Consumer Narratives

David Gilliam, *University of Arkansas, Little Rock*

Steven Rayburn, *Texas State University*

Mayoor Mohan, *Virginia Commonwealth University*

Promotional Strategies for Beauty and Fitness Brands Targeting Chinese Female Professionals

Dan Wang, *Chizhou University*

Sigen Song, *Shanghai Institute of Technology*

Fanny Fong Yee Chan, *Hang Seng University of Hong Kong*

Linyan Feng, *Anhui University of Finance and Economics*

Session 5.3: Consumer Values, Attitudes, and Lifestyles

Room: Quarterdeck B

Chair: Jack Lesser

“Wanna be like you”- Comparing Lifestyles to Grow with Latent Desires

Rajagopal Rajagopal, *Tecnológico de Monterrey*

Towards Generalizable Psychographic Segmentation Research

Jack Lesser, *Metropolitan State University*

Herd Mentality, Consumer Coping Self-Efficacies and Post-Adoption of Online Shopping Adoption

Tai Anh Kieu, *Ho Chi Minh City Open University*

Session 5.4: **Consumer Well-being and Mindful Consumption**

Room: Quarterdeck C

Chair: Tina Harrison

What Works for Him won't Work for Her: Future Selves and Gender Differences in Financial Planning

Tina Harrison, *University of Edinburgh*

Emily Shipp, *University of Edinburgh*

Thomas Mathar, *Aegon UK*

Where and when do Consumers Experience Well-Being? A Taxonomy of Technology-Based Daily Activities

Karla Barajas-Portas, *Universidad Anahuac Mexico*

Pável Reyes-Mercado, *Universidad Anahuac Mexico*

The Effect of Virtual Reality Perspective Taking on Brand Relationships of Decision for Others

Mariam Sarhan, *Durham University*

Sarah Xiao, *Durham University*

George Koulieris, *Durham University*

Michael Pagan, *DECIDE. Ltd.*

Jerry Hall, *DECIDE. Ltd.*

~~**Mindful Consumption Mediates Effects of Mindfulness on Compulsive Buying and Hedonic Buying**~~

~~Sharad Gupta, *Cardiff Metropolitan University*~~

~~Harsh Verma, *University of Delhi*~~

Session 5.5: **Conceptual Advances and New Directions in Sales Research**

Room: Chart A

Chair: Edward Nowlin

A Review and Analysis of the Adaptive Selling Literature

Nawar Chaker, *Louisiana State University*

Rhett Epler, *Old Dominion University*

Elizabeth McDougal, *Louisiana State University*

Dana Amiri, *Old Dominion University*

Gabriel Moreno, *Robert Morris University*

Jay O'Toole, *Old Dominion University*

Moving the Ball Forward: Team Selling Research, Theories, and Future Directions

Edward Nowlin, *Kansas State University*

Dawn Deeter-Schmelz, *Kansas State University*

Doug Walker, *Kansas State University*

Nwamaka Anaza, *Southern Illinois University, Carbondale*

Dynamic Managerial Capabilities and Technology-Enabled Sales Capability

Kerry Manis, *New Mexico State University*

Sreedhar Madhavaram, *Texas Tech University*

Should I Stay or Should I Go? The Role of Perceived Organizational Support as a Mediating Mechanism in the Context of Salespeople's Turnover Intentions

Dorcia Bolton, *Auburn University, Montgomery*

Sreedhar Madhavaram, *Texas Tech University*

Session 5.6: Doctoral Colloquium II

Room: Chart B

Chair: John B. Ford

How do Traffic Light Labels Work for Food Choices?: Insights of two Empirical Studies on Underlying Mechanisms and Effects in Self-Service Canteens

Lisa-Marie Merkl, *University of Bayreuth*

Larissa Diekmann, *University of Bayreuth*

In this Choice Architecture and Beyond! A Quasi-Experimental Field Study Exploring Temporal Spillover Effects of Nudges

Jannike Harnischmacher, *University of Bayreuth*

Customer Engagement and Online Review: Different Voices Between Airbnb and Hotel Customers

Mengwei He, *University of Glasgow*

Transformative Marketing in B2B: Facing Dynamic Changes in Mobility Ecosystems

Selina L. Strobel, *Toulouse School of Management*

Session 5.7: Appeals in Advertising

Room: Chart C

Chair: Kathryn Ponders

One Size does not Fit All: Consumer Responses to Body Type Diversity in Advertisements

Lacey K. Wallace, *University of Alabama*

Compatibility Between Pride Appeals and Temporal Framing in the Context of Green Advertisements

Chung-In Hazel Yun, *University of Texas, Austin*

Kathryn Ponders, *University of Texas, Austin*

Exploring Place Branding through Digital Storytelling

Varsha Jain, *MICA*

Altat Merchant, *University of Washington, Tacoma*

Gourav Roy, *MICA*

Amrita Chakraborty, *MICA*

Thursday, 10:00 AM - 10:30 AM

Refreshment Break

Sponsored by Stukent

Room: River/Port/Starboard

Thursday, 10:30 AM - 12:00 PM

Session 6.1: Mary Kay Dissertation Competition

Room: Compass

Chairs: Victoria Bush and Joyce Zhou

Re-positioning the Present Moment: Effects of Mindfulness on Consumer Behavior

Amy Errmann, *University of Auckland*

An Exploration of Consumer Experiences in the Age of Artificial Intelligence: Perception of being Observed

Deniz Lefkeli, *Koc University*

Managing Successful and Resilient Shared-Interest Communities: The Role of Digitization Technologies and Disruptive Events

Martina Pocchiari, *Erasmus University*

Session 6.2: Branding and Society

Room: Quarterdeck A

Chair: Anna Morgan-Thomas

Examining the Key Consumer-related Determinants Towards their Intention to Participate in Anti-brand Communities

Xinyu Dong, *YanTai University*

Cleopatra Veloutsou, *University of Glasgow*

Anna Morgan-Thomas, *University of Glasgow*

Examining Consumers' Ideological Incompatibility with Brand Hate and Social Desirability

Rémi Silva, *Polytechnic Institute of Viseu*

Suzanne Amaro, *Polytechnic Institute of Viseu*

Bruno M. Ferreira, *Polytechnic Institute of Viseu*

Exogenous Brand Crisis and its Impact on Consumer Purchase Intention

Kalpana Chandrasekar, *IIT, Madras*

Varisha Rehman, *IIT, Madras*

The Use and Effectiveness of Social Media Marketing by B2B Firms

Kirk Buckley, *University of Sydney*

Catherine Sutton-Brady, *University of Sydney*

Session 6.3: **Cues and Consumer Decision Choice**

Room: Quarterdeck B

Chair: Tim Ozcan

How do You Buy it: Self Construal in Content Focus and Purchase Intention

Fan Wang, *Saint Louis University*

Alex Brinkmeier, *Saint Louis University*

Yeon Jae Choi, *Saint Louis University*

Bin Chang, *Saint Louis University*

Numerical Roundness and Positive Effects of Accomplishing Subordinate Goals

Tim Ozcan, *James Madison University*

Michael Hair, *Southern Illinois University, Edwardsville*

Kunter Gunasti, *Washington State University*

The Impact of Humor on Responses to Complaints

Andriele Muller, *UFRGS - Brazil & University of Arizona*

Would Unearned Preferential Treatment make Customers More Tolerant and Amiable?

Chundong Zheng, *Tianjin University*

Yawen Nie, *Tianjin University*

Xuemei Bian, *Northumbria University*

Session 6.4: **Ethics and Technology**

Room: Quarterdeck C

Chair: Thomas Boysen Anker

Artificial Intelligence that Errs: Consumer Responses to AI-Induced Errors and its Repercussions on Society

Alexander Mueller, *University of Mannheim*

Sabine Kuester, *University of Mannheim*

Sergej von Janda, *Lead User Experience Researcher at Kaiser X Labs GmbH*

“Let the Driver off the Hook?” Moral Decisions of Autonomous Cars and their Impact on Consumers Well-Being

Marc Kuhn, *Baden-Württemberg Cooperative State University*

Vanessa Reit, *Baden-Württemberg Cooperative State University*

Maximilian Schwing, *Baden-Württemberg Cooperative State University*

Anne Köpsel, *Baden-Württemberg Cooperative State University*

Yuliia Pashchenko, *Baden-Württemberg Cooperative State University*

Sarah Selinka, *Baden-Württemberg Cooperative State University*

Consumer Autonomy and Social Technology: The Case of Social Media Algorithms and the Metaverse

Thomas Boysen Anker, *University of Dundee*

Consumers as “Rational Agents”: The Role of Ethical Perception and Perceived Value of Personal Data Disclosure

Juha Munnukka, *University of Jyväskylä*

Waltteri Kinnunen, *University of Jyväskylä*

Karoliina Talvitie-Lamberg, *University of Jyväskylä*

Margareta Salonen, *University of Jyväskylä*

Session 6.5: Exploring Consumer-E-Service Provider Dynamics

Room: Chart A

Chair: Wen Xie

How do Online Reviews Affect Readers’ Trust in a Primary Care Physician

Shabnam Azimi, *Loyola University Chicago*

Sina Ansari, *DePaul University*

Impacting Online Customers’ Post-Privacy Breach Behavior: A Relationship Marketing Approach

Nabid Alam, *Emporia State University*

Rahul Singh, *University of North Carolina at Greensboro*

Mostofa Wahid Soykoth, *Emporia State University*

Tahmina Sultana, *University of North Texas*

Sheikh Mohammad Fauzul Azim, *Independent University, Bangladesh*

To Fake or Not to Fake: How Does Personality Relate to Consumers’ Motivations to Post Fake Online Reviews

Doga Istanbuluoglu, *University of Birmingham*

Ezgi Sakman, *Bilkent University*

Improving Social Media Video Advertising Acceptance Using Priming: Evidence from Big Data Analysis

Wen Xie, *University of Houston*

Ron Dotsch, *Snap Inc.*

Maarten Bos, *Snap Inc.*

Yozen Liu, *Snap Inc.*

Session 6.6: How Salespeople Manage Content, Communication, and Time

Room: Chart B

Chair: Plavini Punyatoya

Sales Force Negotiation Capability

Daniel Kuzmich, *Texas Tech University*

Babu John-Mariadoss, *Texas Tech University*

All or Nothing: The Effect of Absolute Language in Sales Communication

Skyler Leonhardt, *University of Wyoming*

Molly Burchett, *University of Wyoming*

Mark Leach, *University of Wyoming*

Managing Time for Selling Effectively

Plavini Punyatoya, *University of Nebraska, Lincoln*

Ravipreet S. Sohi, *University of Nebraska, Lincoln*

Sales Content Usage

Nathaniel Hartmann, *University of South Florida*

Heiko Wieland, *California State University, Monterey Bay*

Nawar Chaker, *Louisiana State University*

Johannes Habel, *University of Houston*

Session 6.7: Image and Branding

Room: Chart C

Chair: Anjali Bal

Super Fans and Super Haters: Sentiment and Customer Analysis of Tweets for three Top Athletes

Nada Hashmi, *Babson College*

Nam Nguyen, *Babson College*

Anjali Bal, *Babson College*

Investigating the Antecedents and Moderators of Pro-Environmental Customer Behavior in Desert Café

Debra Lee, *Sejong University*

Yong-Ki Lee, *Sejong University*

Rajesh Iyer, *Bradley University*

“Follow Me to Your Dream Destination”: Behavioral Analysis of Effects of Persuasion Disclosure and Number of Followers on Followers’ Purchase Intention and Decision within Tourism

Florian Gasser, *University of St. Gallen*

Improving Service Quality Through Brand image: A Study of Collaborative Consumption

Trang Tran, *East Carolina University*

Anh Dang, *Northern Kentucky University*

Swapnil Saravade, *Utah Valley University*

Session 6.8: Measurement Issues

Room: Steering

Chair: Altaf Merchant

Revisiting the Debate on the Preferred Length of Scales in Advertising Research

Gunwoo Yoon, *University of Northern Iowa*

Short and Simple: How to Make Exciting and Eye-catching Videos

Sammy Wals, *Maastricht University*

Ines Wilms, *Maastricht University*

Tim Hilken, *Maastricht University*

Alexia Briassouli, *Maastricht University*

Martin Wetzels, *EDHEC Business School, Lille*

Receptivity to Personalized Digital Advertisements Scale Development and Validation

Sanjeev Tripathi, *Indian Institute of Management, Indore*

Varsha Jain, *MICA*

Jatin Pandey, *Indian Institute of Management, Indore*

Altaf Merchant, *University of Washington, Tacoma*

Damini Goyal Gupta, *MICA*

Irritation with Digital Advertisement: Scale Development and Validation

Khyati Jagani, *Flame University*

Neha Yadav, *Flame University*

Thursday, 12:00 PM - 1:30 PM

Awards Luncheon

Room: St. Charles

Thursday, 1:30 PM - 3:00 PM

Session 7.1: Meet the Editors II

Room: Compass

Chair: Jim Boles

John Hulland / Mark Houston, *Journal of the Academy of Marketing Science*

Greg Marshall, *European Journal of Marketing*

Dipayan Biswas, *Journal of Business Research*

Jackie Eastman, *Journal of Consumer Behaviour*

Justin Paul, *International Journal of Consumer Studies*

Cleopatra Veloutsou, *Journal of Product and Brand Management*

Francesca Sotgiu, *Journal of Retailing*

Dimitrios Buhalis, *Tourism Review*

Session 7.2: Brand Strategy and Measurement Moving Forward

Room: Quarterdeck A

Chair: Yanina Chevtchouk

Re-approaching Brand-centric Groups: Definitions, Forms, and Terminology Issues

Ioanna Kontoliou, *University of Glasgow*

Cleopatra Veloutsou, *University of Glasgow*

Georgios Panos, *University of Glasgow*

~~Customer-Based Brand Competitiveness (CBCB): The Missing Link in the Strategic Orientations-Performance Relationship~~

~~Rico Piehler, Macquarie University~~

~~Chris Baumann, Macquarie University~~

~~Gaki Wangmo, Macquarie University~~

An Interdisciplinary-informed Brand Experience Scale

Yanina Chevtchouk, *University of Glasgow*

Cleopatra Veloutsou, *University of Glasgow*

Robert Paton, *University of Glasgow*

Session 7.3: Consumer - Technology Interactions

Room: Quarterdeck B

Chair: Ben Lowe

That's (not) my Kind of Robot! Trust in Human-robot Interactions

Xiaofei Tang, *Southwestern University of Finance and Economics*

Yong Eddie Luo, *University of Kent*

Jiaqi Xu, *Southwestern University of Finance and Economics*

Ben Lowe, *University of Kent*

Uncovering the Unexplored Role of Feedback Types During Gamified Crowdsourcing Campaigns: Case of a Loss Situation

Chaïma Siala, *University of Paris Saclay*

Abdelmajid Amine, *University of Paris-EST*

Let's Get Serious about Play

Xuan Xie, *University of California, Irvine*

Sayantani Mukherjee, *Central Washington University*

Loraine Lau-Gesk, *University of California, Irvine*

Session 7.4: Green Consumers and Environmental Impacts

Room: Quarterdeck C

Chair: Olga Untilov

Push-Starting Solar Energy in Berlins Apartment Buildings with Green Nudging

Andrea Rumler, *Berlin School of Economics and Law*

Julia Memmert, *Berlin School of Economics and Law*

Laser Marking as New Technology in Organic Labeling: A Mixed-Method Study of Consumers' Product Attitude, Behavior, and Well-being

Olga Untilov, *Audencia*

Jean Pfiffelmann, *EM Strasbourg Business School*

Consumption and Alternatives to Meat in Portugal

João M. F. Pinto, *Polytechnic Institute of Viseu*

Bruno M. Ferreira, *Polytechnic Institute of Viseu*

Manuel A. L. Reis, *Polytechnic Institute of Viseu*

Reflective-Impulsive Green Buying: Psychological Mechanism and Role of Product Information

Svetlana Obukhovich, *LUT University*

Roland Deutsch, *University of Würzburg*

Fritz Strack, *University of Würzburg*

Jenni Sipilä, *LUT University*

Anssi Tarkiainen, *LUT University*

Session 7.5: Emerging Concepts in Digital Marketing

Room: Chart A

Chair: Sameed Khan

The Human RFID Implants Introduce a New Level of Human-Computer Interaction: Twitter Topic Detection Gauges Consumer Opinions

Outi Niininen, *University of Jyväskylä*

Stephen Singaraju, *Universiti Teknologi*

Luis Arango, *University of Queensland*

Non-Fungible Token Game Consumer Investments

Stefan El-Naggar, *Utrecht University*

Anouk de Regt, *Utrecht University*

Zixuan Cheng, *King's College London*

Responses to AI and Human Recommendations in a Joint-Consumption Context

Sameed Khan, *University of Massachusetts, Lowell*

Social Media (In)Dispensability in Consumers' Life

Joanna Santiago, *ISEG – Lisbon School of Economics & Management*
- *Universidade de Lisboa*

Maria Teresa Borges-Tiago, *University of the Azores*

Session 7.6: Public Policy and Non-Profit

Room: Chart B

Chair: Maria Lucila Osorio

Sentiment Analysis of Grooming Messages Sent by Online Predators

Janna Parker, *James Madison University*

Britton Leggett, *University of Arkansas, Monticello*

Cathleen Snyder, *James Madison University*

Tim Ozcan, *James Madison University*

Nina Krey, *Rowan University*

Look at Me Giving: Luxury Motivations and Charitable Fundraisers

Sianne Gordon-Wilson, *Queen Mary University of London*

Rajesh Iyer, *Bradley University*

Jackie Eastman, *Florida Gulf Coast University*

Typology of Firms by Innovation Performance: A Cluster Analysis of a Regional Innovation System

Ana Maria Ortega, *Universidad EAFIT*
Lina M. Ceballos, *Universidad EAFIT*

Session 7.7: New Insights on the Role of Employees in Successful Service Delivery

Room: Chart C

Chair: Landon McFarland

When Internal Marketing is the Key Performance of the Service Experience

Myriam Bellaouaied, *University of the West of England*

~~**Employee Ethnicity and Regional Clothing at the Frontline**~~

~~Marc Linzmajer, *University of St. Gallen*~~

~~Tillmann Wagner, *WHU – Otto Beisheim School of Management*~~

~~Gianfranco Walsh, *Leibniz University Hannover*~~

~~Kristina Kleinlercher, *Management Center Innsbruck*~~

Emotional Labour Online: Does the Old Wine Fit into the New Bottle?

Junyi Xie, *University of Surrey*

Kemefasu Ifie, *Loughborough University*

Thorsten Gruber, *Loughborough University*

The (Dis)ability Stigma: An Experimental Approach in Service Environments

Landon McFarland, *University of Southern Mississippi*

Joanne Cao, *University of Southern Mississippi*

Thursday, 3:00 PM - 3:30 PM

Refreshment Break

Room: River/Port/Starboard

Thursday, 3:30 PM - 5:00 PM

Session 8.1: Theory Forum

Room: Compass

Chair: Thomas Gruen and Julie Moulard

The Future of Marketing's Identity: Fostering Indigenous Theory Development and a (more) Coherent Scholarly Discipline

O.C. Ferrell, *Auburn University*

Sreedhar Madhavaram, *Texas Tech University*

Manjit Yadav, *Texas A&M University*

Session 8.2: **Developing and Managing the Brand Meaning**

Room: Quarterdeck A

Chair: Spiros Gounaris

Branding with Sound: Examining the Role of Sonic Branding in the Brand Building Process

Elyria Kemp, *University of New Orleans*

Steven W. Kopp, *University of Arkansas*

My Bui, *Loyola Marymount University*

Courtney Hixon, *University of Rhode Islans*

Unravelling the Employee-based Brand Equity Formation Process

Kalliopi Chatzipanagiotou, *University of Glasgow*

George Christodoulides, *American University of Sharjah*

Spiros Gounaris, *University of Strathclyde*

Achilleas Boukis, *University of Birmingham*

Blending at Grassroots to Raise Self-esteem: The Face of Ethnic Brands

Ananya Rajagopal, *Universidad Anahuac Mexico*

Session 8.3: **Consumer Palates and Palettes**

Room: Quarterdeck B

Chair: Lou Pelton

How does Diatarian Identity Influence Purchase Intention and Consumer Trust?

Ana Hungara, *University of Aveiro*

Helena Nobre, *University of Aveiro*

The Impact of Color Saturation on Consumer Perceptions of Product Efficacy

Lauren Labrecque, *University of Rhode Island*

Christy Ashely, *University of Rhode Island*

Stefanie Sohn, *University of Southern Denmark*

Barbara Seegebath, *Technische Universität Braunschweig*

Effects of Ambient Color on Food Choices

Dipayan Biswas, *University of South Florida*

Courtney Szocs, *Louisiana State University*

Annika Abell, *University of Tennessee, Knoxville*

Ruta Ruzeviciute, *University of Tennessee, Knoxville*

Yeseul Kim, *University of South Florida*

Effects of Sampling Healthy versus Unhealthy Foods on Subsequent Choices of Other Foods

Dipayan Biswas, *University of South Florida*

Annika Abell, *University of Tennessee, Knoxville*

J. Jeffrey Inman, *University of Pittsburgh*

Johanna Held, *Bosch Power Tools*

Mikyoung Lim, *University of South Florida*

Session 8.4: **Organizations and Social Media Marketing**

Room: Quarterdeck C

Chair: Bruno Ferreira

Effects of Corporate Response Patterns in Social Networks on Brand Attitudes and Purchase Intentions of Observing Consumers

Silke Bambauer-Sachse, *University of Fribourg*

Sanja Maria Stuhldreier, *University of Fribourg*

Exploring Brand Publics Build around Subversive Content in the Context of H&M

Malik Husnain Arshad, *University of Strathclyde*

How does CSR-related Language Impact Engagement with Micro-influencers' Sponsored Posts?: An Initial Inquiry

Holly Syrdal, *Texas State University*

Sandipan Sen, *Southeast Missouri State University*

Parker Woodroof, *University of Alabama, Birmingham*

Susan Myers, *University of Central Arkansas*

Session 8.5: **Public Policy I**

Room: Chart A

Chair: Rico Piehler

Does Organizational Culture Mediate the Relationship Between Entrepreneurial Marketing and SME Performance?

Abu Shams Mohammad Mahmudul Hoque, *Universiti Sultan Zainal Abidin*

Zainudin Bin Awang, *Universiti Sultan Zainal Abidin*

Developing a Concept of Measuring and Analyzing the Reputation of Universities: Conceptual Model and First Empirical Test

Klaus-Peter Wiedmann, *Leibniz University Hannover*

Walter von Mettenheim, *Leibniz University Hannover*

~~**The Academic-Practitioner Gap in Marketing: Empirical Evidence on Practitioners' Usage of Academic Sources of Marketing Knowledge**~~

~~Rico Piehler, *Macquarie University*~~

~~Mark Brown, *University of Queensland*~~

~~Frank Alpert, *University of Queensland*~~

“At the Beginning, I've Taken Things lightly but with Time Fear Came...” Emotions Evolution at Different Stages of the Health Crisis and the Role of Media Literacy: Insights from Online Multi-image Elicitation (OMIE)

Oula Bayarassou, *IPAG Business School*

Hajer Bachouche, *ICN Business School, CEREFIGE*

Emna Cherif, *IAE Clermont Auvergne*

Gaelle Pothin, *EGC La Réunion*

Session 8.6: Scale Development

Room: Chart B

Chair: Sweta Chaturvedi Thota

Understanding the Travel Constraints Faced by Retirees in the Context of Ageing: Development of a Measurement Scale

Gaëlle Moal, *ISEN Yncréa Ouest*

Corinne Chevalier, *Université Paris-Saclay, Sceaux*

Proposition and Validation of a Scale to Measure the Commitment to the Opinion Leader in Virtual Communities

Belgin Bahar, *Galatasaray University*

Grégory Bressolles, *KEDGE Business School*

Jean-François Trinquécoste, *Bordeaux University*

Norms Governing Consumer-Brand Relationships: Development and Measurement Validation

David Bourdin, *Vienna University of Applied Sciences*

Katerina Makri, *University of Vienna*

Georgios Halkias, *Copenhagen Business School*

Session 8.7: Social Media and Value in Tourism

Room: Chart C

Chair: Debra Zahay-Blatz

The Influence of Live Streaming on Live Streamers' Travel Behavior

Kaiti Shang, *Bournemouth University*

Dimitrios Buhalis, *Bournemouth University*

Daisy Fan, *Bournemouth University*

Marcjanna Augustyn, *Bournemouth University*

Measuring the Impact of Social Media Boycotts on Tourist Arrivals: Evidence from the British Museum

Yuanming Qiu, *University of Edinburgh*

Ewelina Lacka, *University of Edinburgh*

Jake Ansell, *University of Edinburgh*

Senior Tourists' Value Co-Creation Nexus and Routines in Services: A Customer-Dominant Logic Perspective

Daisy Fan, *Bournemouth University*

Dimitrios Buhalis, *Bournemouth University*

Evangelia Fragkaki, *Bournemouth University*

Yun-Ru Tsai, *National Chiayi University*

Hotel Guest Experience and Negative Word of Mouth

Zahra Pourabedin, *Shepherd University*

Vahid Biglari, *Shepherd University*

Thursday, 5:00 PM - 6:00 PM

Session S2: 50 Years of JAMS: AMS's Flagship Journal

Room: Steering

Chair: Barry J. Babin

50 Years of JAMS: AMS's Flagship Journal

Barry J. Babin, *University of Mississippi*

Nina Krey, *Rowan University*

Jiangang Huang, *University of Mississippi*

Thursday, 6:00 PM - 7:00 PM

AMS Reception

Room: River/Port/Starboard



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DAILY HIGHLIGHTS • Friday, May 19, 2023

Registration

River/Port/Starboard, 8:00 AM - 5:00 PM

Refreshment Break Sponsored by Interpretive Simulations

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

Lunch

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

AMS Board of Governors Meeting

Pelican, 12:00 PM – 3:30 PM

Refreshment Break

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

President's Reception

St. Charles Foyer, 6:00 PM - 7:00 PM

President's Banquet

St. Charles, 7:00 PM -11:30 PM

Friday, 8:30 AM - 10:00 AM

Session 9.1: Dynamic Changes in Advertising and IMC I

Room: Compass

Chair: Mark Peterson

Sales Promotion and the Role of Framing: The Special Case of Promotional Product Offers (PPOs)

Joseph Jones, *North Dakota State University*

Ad Typicality Judgments of Creative Television Ads

Mark Peterson, *University of Wyoming*

Can Super Bowl Commercials Create a Diverse, Inclusive Brand Image?

Gaia Rancati, *Middle Tennessee State University*

Arigun Bayaraa, *Olson and Zaltman*

Matteo Venerucci, *Tobii*

Carsten Schultz, *FernUniversität in Hagen*

Unleashing the Potential of Ads Featuring Pets Through Product Congruence and Ad Immersiveness

Laura Lavertu, *University of Edinburgh*

Kirsten Cowan, *University of Edinburgh*

Ben Marder, *University of Edinburgh*

Session 9.2: Strategic Aspects of Marketing Communications and Branding

Room: Quarterdeck A

Chair: Sreedhar Madhavaram

Online Advertising, Youth Attitude and Purchase Intentions

Sahil Gupta, *Jaipuria School of Business*

Arun Aggarwal, *Chitkara University*

Justin Paul, *University of Puerto Rico*

Impact of Brand Coolness and Virtual Presence Following a Product Failure

Husni Kharouf, *Coventry University*

Md Muhammad Nurul Alam, *Louisiana State University*

Donald Lund, *Louisiana State University*

Ellie Hickman, *De Montfort University*

Viewing Social Media from a Social Trap Perspective: Implications for Marketing Strategy

Siavash Rashidi Sabet, *Texas Tech University*

Sreedhar Madhavaram, *Texas Tech University*

CMOs' Personality and Myopic Management: Evidence from the Most Influential Marketing Leaders of the Year

Giovanni Visentin, *ESCP Business School*

Session 9.3: **Sustainability**

Room: Quarterdeck B

Chair: Kate Robinson

Innovating for Sustainability: Unpacking Drivers, Outcomes, and Boundary Conditions of Sustainable Innovativeness

Kate Robinson, *EDC Paris Business School*

Nicholas Paparoidamis, *Burgundy School of Business*

Thi Thanh Huong Tran, *SKEMA Business School*

Social Development Goals (SDGs) and Intellectual Property – Two Worlds Apart: Aspirations Towards Sustainable Growth

Sarah D. Schaefer, *IMC University of Applied Sciences Krems*

Alfred Radauer, *IMC University of Applied Sciences Krems*

ESG Maturity Mapping for Brands: Balancing E – S – G in Start-ups and Legacy Companies for Value Generation

Preeti Shroff-Mehta, *Northwestern University*

Vijay Vishwanathan, *Northwestern University*

Moving Toward a New Consumer Brand Activism Perception Scale (BAP)

Selma Saracevic, *Vienna University of Economics and Business*

Bodo B. Schlegelmilch, *Vienna University of Economics and Business*

Session 9.4: **Public Policy II**

Room: Quarterdeck C

Chair: Giuseppe Pedeliento

Improving Public Health Communication during Pandemics: A Sensemaking Perspective

Emma Junhong Wang, *Southern Connecticut State University*

Pierre Berthon, *Bentley University*

Robert Forbus, *Southern Connecticut State University*

A Scale to Measure Consumers' Attitude Towards Intellectually Disabled Frontline Employees

Maria Lucila Osorio, *Tecnológico de Monterrey*

Nudging Physical Distance during COVID-19: Short-Term and Long-Term Wear-Out Effects of Nudges in a Retail Setting

Jannike Harnischmacher, *University of Bayreuth*

Lisa-Marie Merkl, *University of Bayreuth*

Claas Christian Germelmann, *University of Bayreuth*

Session 9.5: **Special Topics: Anti-Consumption, Marketing Engineering, and Beyond**

Room: Chart A

Chair: Maria Petrescu

Examining the Interconnections Among Anti-Consumption, Subjective Wellbeing, and Time Orientation

Nieves García de Frutos, *University of Almería*

Solon Magrizos, *University of Birmingham*

Doga Istanbuluoglu, *University of Birmingham*

Caroline Moraes, *University of Bristol*

The Dynamics Between Local E-Commerce Support and Global E-Marketplace Reluctance to Buy

Jose Manuel Ortega Egea, *University of Almería*

Nieves García de Frutos, *University of Almería*

Voluntary Simplification as a Response to Unusually High Inflation

Phillip Hartley, *Georgia Gwinnett College*

Luis Torres, *Georgia Gwinnett College*

P. Wesley Routon, *Georgia Gwinnett College*

An Ecosystems' View on ESG in Business Narratives

Sheen Kachen, *University of Illinois, Chicago*

Maria Petrescu, *Embry-Riddle Aeronautical University*

Anjala Krishen, *University of Nevada, Las Vegas*

Session 9.6: **AI and Well-being**

Room: Chart B

Chair: Zi Wang

Mobile Application Service Personalisation: A Structural Topic Modelling Approach

Aishwarya Arora, *MICA*

Praveen Sv, *National Institute of Technology, Trichy*

Gourav Roy, *MICA*

Dharun Kasilingam, *Indian Institute of Management, Kozhikode*

Siddharth Deshmukh, *MICA*

Consumer Values across the Lifespan: Developmental Trends at Three Hierarchical Levels and What we can Learn from them

Andrés Gvirtz, *King's College London*

Matteo Montecchi, *King's College London*

Amy Selby, *University of Cambridge*

Friedrich Goetz, *UBC*

Are Recommendation Systems Annoying? An Empirical Study of AI Characteristics, Technology Well-Being and the Underlying Mechanism in the Context of Recommendation System

Zi Wang, *IESEG School of Management*

Russa Yuan, *University of Nottingham, China*

Boying Li, *University of Nottingham, China*

Session 9.7: Building the Bridge to Marketing Practice Grant Finalist Presentations

Room: Chart C

Chair: David J. Ortinau

Making Healthcare Technology a Success Story: Developing a Patient-Centric Tool to Design, Manage, Evaluate, and Optimize Patient Healthcare Technology Usage

Sien Vaes, *Hasselt University*

Sandra Streukens, *Hasselt University*

Sara Leroi-Werelds, *Hasselt University*

Tim Buckinx, *Epihunter*

Brenda Aendekerk, *Wit-Gele Kruis Limburg*

Saving Lives by Increasing Short and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Marketing Events

Riley Krotz, *Texas Tech University*

Carl-Philip Ahlbom, *University of Bath*

Stephanie Noble, *University of Tennessee*

Dhruv Grewal, *Babson College*

Benjamin Prijatel, *Shepard Community Blood Center*

Friday, 10:00 AM - 10:30 AM

Refreshment Break

Sponsored by Interpretive Simulations

Room: River/Port/Starboard

Friday, 10:30 AM - 12:00 PM

Session 10.1: Special Session: The Future of Business Schools: Strategic Pressure Points, Emerging Business Models, and Research Opportunities

Room: Compass

Chair: Bodo B. Schlegelmilch

Special Session: The Future of Business Schools: Strategic Pressure Points, Emerging Business Models, and Research Opportunities

Bodo B. Schlegelmilch, *Vienna University of Economics and Business*

Shaunak Roy, *Yellowdig*

Victoria Crittenden, *Babson College*

Session 10.2: Dynamic Changes in Advertising and IMC II

Room: Quarterdeck A

Chair: Varsha Jain

Marketing of Breast Milk Substitutes in Emerging Economies: A Case Study of China

Miti Mishra, *GE Healthcare*

Prokriti Mukherji, *King's College London*

Gillian Kingston, *King's College London*

Anuradha Narayan, *UNICEF Office for China*

Suying Chang, *NICEF Office for China*

Shuyi Zhang, *Capital Pediatric Institute*

New Age IMC: Aligning Values, Platforms, and Personas

Preeti Shroff-Mehta, *Northwestern University*

Siddharth Deshmukh, *MICA*

Designing Trustworthy Live Commerce Experiences

Huatong Sun, *University of Washington, Tacoma*

Xiaoli Li, *University of Dayton*

Session 10.3: Transformative Marketing and Strategic Change I

Room: Quarterdeck B

Chair: Marc Kuhn

They don't Have to be Expensive to be Cool: Refurbished Smartphones: Potential Consumer Insights from Austria, Germany, and Poland

Sarah D. Schaefer, *IMC University of Applied Sciences Krems*

Anna Fornalska-Skurczynska, *IMC University of Applied Sciences Krems*

Michal Suchanek, *University of Gdansk*

Alfred Radauer, *IMC University of Applied Sciences Krems*

Transformative Marketing - What We Know and What We Should Research? A Structured Literature Analysis

Selina L. Strobel, *Toulouse School of Management*

Lars Meyer-Waarden, *Toulouse School of Management*

Business Ecosystems as Vertical Networks? Outlining a Criteria-based, Multidimensional Ecosystem Landscape

Selina L. Strobel, *Toulouse School of Management*

Marc Kuhn, *Baden-Wuerttemberg Cooperative State University*

Algorithm Morality: The Impact of Autonomous Vehicles' Accidents on Driver Responsibilities, Guilt, and Well-Being

Thomas Teychenie, *Université Toulouse Capitole*

Julien Cloarec, *Université Jean Moulin Lyon 3, Magellan*

Lars Meyer-Waarden, *Université Toulouse Capitole*

Session 10.4: **Business and Society**

Room: Quarterdeck C

Chair: Mona Sinha

Role of Embeddedness on Women Social Entrepreneurs: A Four Country Study

Mona Sinha, *Kennesaw State University*

Gayathri Sampath, *Krea University*

Monica Nandan, *Kennesaw State University*

Marissa Kaloga, *University of Otago*

Folahan Ayeni, *Kennesaw State University*

Micro-Meso is a New Direction for Circular Bioeconomy: A Qualitative Study from two Emerging Countries

Vikas Arya, *International University of Rabat*

Justin Paul, *University of Puerto Rico*

Prigya Rawat, *Indian Institute of Information Technology and Management*

Hiran Roy, *Fairleigh Dickinson University*

Multi-level Paradoxical Tensions: The Pervasiveness of Social Media?

Severina Cartwright, *University of Liverpool*

Emma Hughes, *University of Liverpool*

Iain Davies, *University of Strathclyde*

Lloyd Harris, *University of Manchester*

Exploitation, Empathy, and Change: A Historical Assessment of Arguments against the Regulation of Business Practices

Kathryn Yenyurt, *Rutgers University*

Session 10.5: **Understanding the Connected Consumer**

Room: Chart A

Chair: Pável Reyes-Mercado

Systematic Literature Review on Parasocial Interaction and Parasocial Relationship

Jie Sheng, *University of Glasgow*

Alena Kostyk, *University of Glasgow*

Kalliopi Chatzipanagiotou, *University of Glasgow*

Scale Development to Identify Cancel Culture Behavior

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

Janna Parker, *James Madison University*

Kevin James, *University of Texas, Tyler*

The Connected Consumer: A Bibliometric Analysis

Pável Reyes-Mercado, *Anahuac University Mexico*

Going Private: Exploring the Impact of Privacy Protection Initiatives in Privacy Concerns and Information Disclosure

Tugra Akarsu, *University of Southampton*

Session 10.6: Luxury Brand Management and Content Creation

Room: Chart B

Chair: George Christodoulides

Does a Cute Logo Enhance Luxury Brand? The Unique Effect of Cuteness on Brand Equity Perception

Yuan Li, *Georgia Southern University*

Jackie Eastman, *Florida Gulf Coast University*

Stroking Luxury Product Images on Online Retail Increases Purchase Intentions: The Effects of Image Interactivity

Jean-Eric Pelet, *Paris 2 Panthéon Assas*

Basma Taieb, *EMLV Business School Paris-La Défense*

Content Creation by Luxury Travel Influencers in Times of Crisis

Hyunju Shin, *Kennesaw State University*

Varsha Jain, *MICA*

Parth Salunke, *MICA*

Pranjali Sharma, *N/A*

Session 10.7: Contemporary Issues in International Marketing I

Room: Chart C

Chair: Babu John-Maridoss

A Cross-cultural Study of the Consumer Responses Towards Femvertising: Evidence from Mexico and Spain

Claudia Lizzette Gomez Borquez, *Tecnológico de Monterrey*

Anna Török, *Corvinus University of Budapest*

Edgar Centeno Velázquez, *Tecnológico de Monterrey*

Erzsébet Malota, *Corvinus University of Budapest*

María Eugenia López-Pérez, *Centro Universitario, San Isidoro*

Ernesto Del Castillo, *Tecnológico de Monterrey*

The Impact of Digital Resources on Export Performance: Does Absorptive Capacity Make a Difference?

Babu Mariadoss, *Washington State University*

Yuan Wen, *University of Illinois, Springfield*

Colin Gabler, *Auburn University*

Raj Agnihotri, *Iowa State University*

Brand Origin Stories: Setting versus Characters

Brittney C. Bauer, *Loyola University New Orleans*

Clark D. Johnson, *Pepperdine University*

Stanford Westjohn, *University of Alabama*

Peter Magnusson, *University of Texas, Rio Grande Valley*

Session 10.8: **AI and Marketing Communications**

Room: Steering

Chair: Melanie Richards

The Impact of Choice and Decision Autonomy on Adoption of AI-enabled Purchase Aids

Patricia Rossi, *SKEMA Business School, Université Côte d'Azur*

Mariyani Ahmad Husairi, *NEOMA Business School*

Artificial Intelligence Coaching For Customer Service Agents: A Uniformity in use Perspective

Amit Mahimkar, *University of Texas, El Paso*

Artificial Intelligence in Marketing Communication: Adoption Challenges and Opportunities through a Lens of Cognitive Dissonance

Melanie Richards, *East Tennessee State University*

Friday, 12:00 PM - 1:30 PM

Lunch

On Your Own

Friday, 1:30 PM - 3:00 PM

Session 11.1: **Special Session: Marketing Insights 5.0: The Next Level of Consumer Understanding with Predictive, Contextual, and Augmented Marketing Intelligence for a Better Marketing Performance**

Room: Compass

Chair: Klaus-Peter Wiedmann

Special Session: Marketing Insights 5.0: The Next Level of Consumer Understanding with Predictive, Contextual, and Augmented Marketing Intelligence for a Better Marketing Performance

Klaus-Peter Wiedmann, *Leibniz University Hannover*

Levke Walten, *Leibniz University Hannover*

Frank Buckler, *Success Drivers GmbH*

Sascha Langner, *Leibniz University Hannover*

Evmorfia Karampournioti, *Leibniz University Hannover*

Gesa Lischka, *Kochstrasse - Agentur für Marken GmbH*

Steffen Schmidt, *Leibniz University Hannover*

Axel Lippold, *Ostfalia University of Applied Sciences*

Session 11.2: Classroom and Curriculum Effectiveness

Room: Quarterdeck A

Chair: Joanne Cao

An Inclusive Curriculum Framework for Marketing Research Modules

Ilia Protopapa, *King's College London*

Applied Class Projects: Developing and Assessing an Inventory of Applied Research Projects in Marketing Courses

William Bergman, *University of Richmond*

Jeffrey Carlson, *University of Richmond*

Grace Thomas, *University of Richmond*

Riley Walrath, *University of Richmond*

Emotions and Business Schools: A Systematic Review and Bibliometric Analysis

Robert Brandis, *Nova School of Business and Economics*

Omid Asgari, *Nova School of Business and Economics*

Luis Martinez, *Nova School of Business and Economics*

Session 11.3: Strategic Aspects within Competitive and B2B Environments

Room: Quarterdeck B

Chair: Babu John-Maridoss

The Financial Value of Voice Assistant Software for Firms

Navid Bahmani, *Rowan University*

Amit Bhatnagar, *University of Wisconsin, Milwaukee*

Dinesh Gauri, *University of Arkansas*

The Effect of Supplier Diversity on Firm Performance: Moderating Influences of Internal and External Environments

Daniel Kuzmich, *Texas Tech University*

Yuan Wen, *University of Illinois, Springfield*

Jaime Noriega, *Texas Tech University*

Babu John-Mariadoss, *Texas Tech University*

The Quickest Response is Action: The Impact of Competitive Comparison after an Innovation Shock

Fernando Campayo-Sanchez, *University of Alicante*

Francisco José Mas-Ruiz, *University of Alicante*

Juan Luis Nicolau, *Virginia Tech University*

The Concept of Strategic Change Capability

Georgios S. Bekos, *University of Manchester*

Heiner Evanschitzky, *University of Manchester*

Matti Jaakkola, *University of Manchester*

Simos Chari, *University of Manchester*

Session 11.4: **Virtual Community and Consumption**

Room: Quarterdeck C

Chair: Lauren Drury

Exploring Video Game Player Profiles in the Context of Cosmetic Microtransactions

Bernadett Koles, *IESEG School of Management*

Peter Nagy, *Arizona State University*

Gauthier Vollet, *IESEG School of Management*

Investigating the Role of Mobile Service Quality on Customer Engagement among Mobile Banking Application Users: The Moderating Impact of Age

Sheikh Mohammad Fauzul Azim, *Independent University, Bangladesh*

Sawda Mahbuba Rahman, *BRAC University*

Nabid Alam, *Emporia State University*

Mostofa Wahid Soykoth, *Emporia State University*

Tahmina Sultana, *University of North Texas*

Online Normative Social Influence: A Cross Cultural Design of Sustainable Consumption

Lauren Drury, *Saint Louis University*

Shop `Til You Drop While Consumer Experiences FLOW in Transactional Retail Website

Mohammad Rahman, *Shippensburg University of Pennsylvania*

Tong Lu, *Shandong University*

Golam Mostafa, *Jagannath University*

Session 11.5: **Luxury Marketing**

Room: Chart A

Chair: Nina Michaelidou

“White” Space in the Websites of Luxury Fashion Brands and its Impact on Consumers’ Attention, Attitudes, and Intentions

Christina Boutsouki, *Aristotle’s University of Thessaloniki*

Leonidas Hatzithomas, *University of Macedonia*

Kostoula Margariti, *Aristotle’s University of Thessaloniki*

The Coexistence of Inconspicuousness and Conspicuousness in Luxury Consumption: An Exploratory Study

Xixi Li, *Saint Louis University*

Scott Thompson, *Saint Louis University*

Consumers’ Attention to Luxury: The Past, the Present, and the Future Research Directions

Eleonora Pantano, *Univeristy of Bristol*

Davit Marikyan, *University of Bristol*

Session 11.6: Contemporary Issues in International Marketing II

Room: Chart B

Chair: Tatjana Konig

The Effects of COVID-19 Pandemic on the Food Acculturation Process of Professional Expatriates

Raficka Hellal-Guendouzi, *University of Strasbourg*

Drivers of Vaccination Hesitancy: A Comparison Between German and Polish Consumers

Tatjana Koenig, *University of Applied Sciences, Saarbrücken*

Kristin Manthey, *University of Applied Sciences, Saarbrücken*

Aleksandra Burgiel, *University of Economics Katowice*

U.S.'s Antitrust Law vs. EU's Competition Policy: Tackling New Markets and Digital Platforms

Syed Anwar, *West Texas A&M University*

Session 11.7: Innovation in Tourism and Sports

Room: Chart C

Chair: Hyunju Shin

Smartness and Real Time Tourism: Developing Destinations Marketing Capacity in Crisis

Elecia Bethune, *Bournemouth University*

Dimitrios Buhalis, *Bournemouth University*

Lee Miles, *Bournemouth University*

An Analysis of Perceived Event Innovations

Sophie Unson, *University of Southern Mississippi*

Wei Wang, *University of Southern Mississippi*

Kristina Harrison, *University of Southern Mississippi*

Exploration of How Different Types of Sponsorships Influence Esport Consumers Based on Ideal Self Congruence with Esports

Se Jin Kim, *Western New England University*

Friday, 3:00 PM - 3:30 PM

Refreshment Break

Room: River/Port/Starboard

Friday, 3:30 PM - 5:00 PM

Session 12.1: Special Session: Marketing for Better Cities: Setting the Agenda for Responsible, Inclusive, Smart, and Equitable Places

Room: Compass

Chair: Mihalis Kavaratzis

Special Session: Marketing for Better Cities: Setting the Agenda for Responsible, Inclusive, Smart, and Equitable Places

Mihalis Kavaratzis, *Manchester Metropolitan University*

Cecilia Pasquinelli, *University of Naples Parthenope*

Cecilia Cassinger, *University of Lund*

Sonya Hanna, *Bangor University*

Martin de Jong, *Erasmus University Rotterdam*

Dominic Medway, *Manchester Metropolitan University*

Session 12.2: Recognizing Student Needs in the Classroom

Room: Quarterdeck A

Chair: Denise Gochenouer

Grappling with Business Analytics: A Triad of Anxieties

Ashutosh Dutt, *MICA*

Ruchi Tewari, *MICA*

Utilizing the SCARF Framework to Improve Marketing Educators' Effectiveness

Jared Hansen, *Utah State University*

Alexander Romney, *Utah State University*

Tanner Schulz, *Utah State University*

Self-regulation Indirect Impact on Student Learning in the Blended and Flipped Classroom

Caterina Presi, *University of Leeds*

An Exploration of Students Overall Learning Styles and their Preferences to Different Teaching Methods

Denise Gochenouer, *Southwest Minnesota State University*

Chidinma Ikwunze, *Southwest Minnesota State University*

Lei Huang, *SUNY, Fredonia*

Marta Almeyda-Ibanez, *Southwest Minnesota State University*

Heather Rickgarn, *Southwest Minnesota State University*

Session 12.3: **CSR**

Room: Quarterdeck B

Chair: Jackie Eastman

Environmental Sustainability Communications, Online Customer Engagement and Sales Performance: Evidence from the Luxury Fashion Industry

Katherine Baxter, *Liverpool Hope University*

Rodrigo Perez-Vega, *University of Reading*

Arinze Christian Nwoba, *Loughborough University*

Wendy Histon, *University of Westminster*

Miguel Sanchez, *University of Kent*

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Haoran Liu, *University of Glasgow*

Thomas Boysen Anker, *University of Dundee*

Kalliopi Chatzipanagiotou, *University of Glasgow*

The Role of Top Management Team's Cultural Intelligence in Cross-Border Corporate Social Responsibility

Xixi Li, *Saint Louis University*

Clark D. Johnson, *Pepperdine University*

Brittney C. Bauer, *Loyola University New Orleans*

Nitish Singh, *Saint Louis University*

The Role of Disinformation in Promoting CSR Conscious Brands

Koblarp Chandrasapth, *Chiangmai University*

Natalia Yannopoulou, *Newcastle University*

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Room: Quarterdeck C

Chair: Amin Saleh

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Bin Chang, *Saint Louis University*

Pooja Ramankutty, *Saint Louis University*

~~**Expectations of Service Interaction Quality for Telerehabilitation**~~

~~Amin Saleh, *Louisiana State University, Shreveport*~~

~~Adel Darrat, *Louisiana State University, Shreveport*~~

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Kirsten Cowan, *University of Edinburgh*

Jake Ansell, *University of Edinburgh*

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Jennifer Dapko, *Florida Southern College*

Eric Harris, *Florida Southern College*

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Chair: Mayo Mohan

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Kevin McGuire, *University of Oklahoma*

Designers' Resistance to Hybrid Products

Dhouha El Amri, *Université Paris-Est Créteil*

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Gerald-Alexander Beese, *SSV SCHADENSCHUTZVERBAND GmbH*

Steffen Schmidt, *Leibniz University Hannover*

Sascha Langner, *Leibniz University Hannover*

Klaus-Peter Wiedmann, *Leibniz University Hannover*

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Michael Obal, *University of Massachusetts, Lowell*

Todd Morgan, *Cleveland State University*

Wesley Friske, *Missouri State University*

Session 12.6: Dependent Variables under the Microscope

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Chair: Marko Sarstedt

Mobile Ethnography: A New and Innovative Research Method Tool

Sweta Chaturvedi Thota, *University of San Francisco*

Joanna Jones, *InterQ Research & InterQ Learning Labs*

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Philipp Brüggemann, *FernUniversität in Hagen*

Methods Variance Extracted (MVE): Toward a Universal Metric for Detectable Common Methods Variance

Adam Merkle, *University of Tampa*

Quantifying Model Selection Uncertainty via Bootstrapping and Akaike Weights: A Multimodel Inference Approach

Edward Rigdon, *Georgia State University*

Marko Sarstedt, *Ludwig-Maximilian-University Munich, Germany*

Ovidiu-Ioan Moisescu, *Babes-Bolyai University*

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Chair: Florian Gasser

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Amirhosein Zahedi, *Iowa State University*

Andrew Crecelius, *Iowa State University*

Does Industry Digitization Shape the Efficiency of Big Data Driven Supply Chains

Heli Hallikainen, *University of Eastern Finland*

Emma Savimäki, *PunaMusta Media Oyj*

Tommi Laukkanen, *University of Eastern Finland*

Mika Gabrielsson, *University of Eastern Finland*

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Florian Gasser, *University of St. Gallen*

Sven Brieden, *Cividi*

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Hidesuke Takata, *Keio University*

Nobuyuki Fukawa, *Missouri University of Science and Technology*

Friday, 6:00 PM - 7:00 PM

President's Reception

Room: St. Charles Foyer

Friday, 7:00 PM - 9:30 PM

President's Banquet

Room: St. Charles

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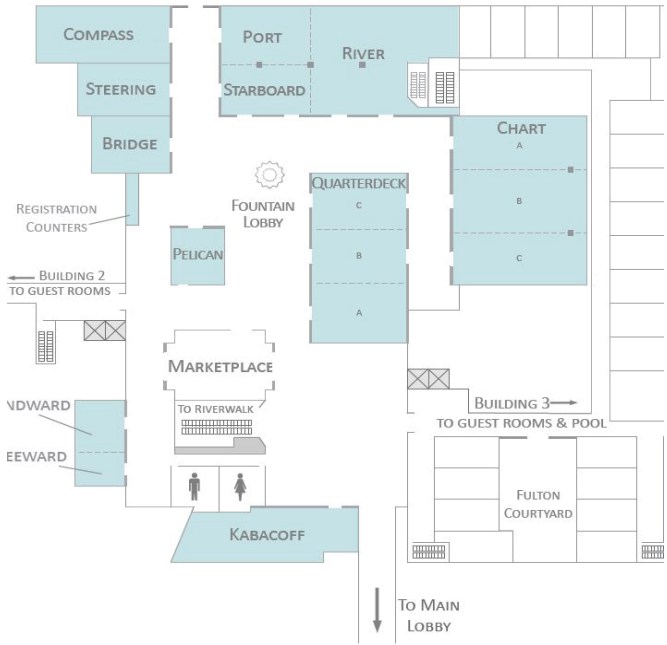
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