

2022 Academy of Marketing Science® Annual Conference



Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs

May 25-27, 2022

Portola Hotel
Monterey, LA

The Academy of Marketing Science Honors:

2022 AMS Cutco/Vector

Outstanding Marketing Educator

Dr. Eli Jones



Dr. Eli Jones is a Professor of Marketing, Peggy Mays Eminent Scholar, and the former Dean of Mays Business School at Texas A&M University. He served as Dean of three flagship business schools over 13 years - Mays Business School, the Sam M. Walton College of Business at University of Arkansas, and the E. J. Ourso College of Business at Louisiana State University. Before becoming a dean, he served at the University of Houston, which included directing the Program for Excellence in Selling. He is also the founding Executive Director of the Sales Excellence Institute. He has published sales and sales management research in top academic journals and co-authored two professional books. In 2016, the American Marketing Association's Sales Special Interest Group awarded him the Lifetime Achievement Award for sustained contributions to the sales and sales management discipline, and the PhD Project inducted Eli into the Hall of Fame.

2022 AMS Annual Conference

Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs

Marketing is the most optimistic business discipline. Integrating concepts developed by social sciences, such as psychology, sociology, anthropology, marketing combines them with finance, accounting, and operations management practices – all of that with the goal of serving consumers or organizations and increasing happiness and customer satisfaction. To say that we live in trying times would be a gross understatement. In fact, the scope and depth of the global crisis caused by the COVID-19 pandemic by far exceed the boundaries of the contemporary marketing theory. At no time since World War II, marketers had to deal with such a comprehensive and pervasive global crisis. Amid the gloomy present times and pessimistic predictions for the future, marketers need to find ways to serve customers, satisfy their needs, and help them look forward with optimism.

The upcoming conference is designed to provide a forum suitable for free exchange of pioneering ideas developing and expanding marketing theory and practice. As a return to normalcy, we are planning the event to allow 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.

2022 Conference Co-Chairs:

Gregory Kivensor, University of Connecticut
Weiling Zhuang, Eastern Kentucky 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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2022 AMS CONFERENCE TRACKS & TRACK CHAIRS

Advertising and IMC

Colin Campbell, University of San Diego, USA

Sara Rosengren, Stockholm School of Economics, Sweden

Big Data, AI, AR, and Digital Marketing

Sigitas Urbonavičius, Vilnius University, Lithuania

Tim Bohling, University of Notre Dame, USA

Branding and Brand Management

Klaus-Peter Wiedmann, Leibniz Universität Hannover, Germany

Maria Rodas, University of Southern California, USA

Mark Arnold, Saint Louis University, USA

Consumer Behavior

Diana Haytko, East Carolina University, USA

Erik Kosteljik, Amsterdam University of Applied Sciences, The Netherlands

Consumers in the Age of the Internet

Ainsworth Bailey, University of Toledo, USA

Dan Rice, Louisiana State University, USA

Grace Lixuan Zhang, Weber State University, USA

Cross-Cultural, Diverse, and Inclusive Marketing

Catherine Demangeot, IESEG School of Management, France

Cheryl Nakata, University of North Carolina Greensboro, USA

Innovations and Entrepreneurial Marketing

Antonio Hyder, Hackers and Founders Research

Ronjon Nag, Stanford University, USA

International Marketing

Paurav Shukla, Southampton University, UK

Sandra Awanis, Lancaster University, UK

Luxury Marketing

Hongfei Liu, Southampton University, UK

Steve Chen, Southampton University, UK

Weisha Wang, Southampton University, UK

Marketing in Emerging Markets

Mona Sinha, Kennesaw University, USA

Piyush Sharma, Curtin University, Australia

Marketing Pedagogy and Education

Marco Wolf, University of Southern Mississippi, USA

Wendy Ritz, Florida State University, USA

Marketing Strategy: B2C, B2B, and B2G Markets

Christopher Hopkins, Auburn University, USA

Karen Hopkins, Auburn University, USA

Omni-Channel and Supply Chain Management

Nic Terblanche, Stellenbosch University, South Africa

Raffaele Donvito, University of Florence, Italy

Pricing, Retailing, and Personal Selling

Cong Feng, University of Mississippi, USA

Siva Sivakumar, Lehigh University, USA

Gaetano Aiello, University of Florence, Italy

Public Policy, Sustainability, and Social Responsibility

Mark Cleveland, Concordia University, USA

Tatjana Koenig, University of Applied Sciences at Saarbrücken, Germany

Services Marketing

Hyunju Shin, Georgia Southern University, USA

Jose Marcos Carvalho de Mesquita, University of Connecticut, USA

Social Media Marketing

Christina Chung, Ramapo College of New Jersey, USA

Iryna Pentina, University of Toledo, USA

Kirk Plangger, King's College London, UK

Tourism and Leisure Marketing

Anahit Armenakyan, Nipissing University, Canada

Cláudia Simões, University of Minho, Portugal

Wine, Food, and Sensory Marketing

Benoit Lecat, California Polytechnic University, USA

Nathalie Spielmann, NEOMA Business School, France

Ruta Ruzeviciute, University of Tennessee, Knoxville, USA

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 at Monroe, USA

Special Sessions

Gregory Kivenzor, University of Connecticut, USA

Weiling Zhuang, Eastern Kentucky University, USA

Nina Krey, Rowan University, USA

Proceedings Editors

Juliann Allen, Nicholls State University, USA

Bruna Jochims, SKEMA Business School, France

2023 CONFERENCES

Annual Conference

May 17-19, 2023

Hilton Riverside

New Orleans, Louisiana, USA

World Marketing Congress

July 11-14, 2023

University of Kent

Canterbury, UK

DAILY HIGHLIGHTS • Tuesday, May 24, 2022

AMS Executive Committee Meeting
Executive Boardroom, 8:00 AM – 5:00 PM

Registration
De Anza Foyer, 3:00 PM - 6:00 PM

Pre-Conference Reception
Club Room, 5:00 PM - 6:00 PM

Pre-Conference Activities

Tuesday, 8:00 AM - 5:00 PM
AMS Executive Committee Meeting
Executive Boardroom

Tuesday, 5:00 PM - 6:00 PM
Pre-Conference Reception
Club Room

DAILY HIGHLIGHTS • Wednesday, May 25, 2022

Registration
De Anza Foyer, 8:00 AM - 5:00 PM

Refreshment Break
Sponsored by Marketplace Simulations
De Anza Foyer, 10:00 AM - 10:30 AM

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

Teaching Digital Marketing Certificate Program
Bonsai II, 1:30 PM - 5:00 PM

Refreshment Break
Sponsored by Stukent
De Anza Foyer, 3:00 PM - 3:30 PM

Welcome Reception
Club Room, 6:00 PM - 7:00 PM

Dinner
On Your Own

2022 AMS PROGRAM SCHEDULE

Wednesday, 8:30 AM - 10:00 AM

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

Room: Bonsai I

Chairs: Barry J. Babin and Jean-Luc Herrmann

Leveraging Similarity and Congruency for Persuasive Sensory-Based Communication

Margot Racat, *IDRAC Business School*

Mathieu Kacha, *University of Lorraine*

Brad Carlson, *Saint Louis University*

Sonia Capelli, *University of Lyon*

The Effect of Immersive Technology on Second Chance Tourism - AFM/AMS Grant Winner

Amela Dizdarevic, *Aston University*

Alice Crepin, *ESSCA School of Management*

From Eerie to Aww: Embracing the Imperfect Side of Humans can Improve the Consumer-Robot Interaction

Rae Yule Kim, *Montclair State University*

Nina Belei, *Radboud University*

Rajiv Vaidyanathan, *University of Minnesota, Duluth*

Sandrine Heitz-Spahn, *Université de Lorraine*

Session 1.2: **Sales Management and Personal Selling I**

Room: Cottonwood I

Chair: Kirby Shannahan

Perceived Quota Difficulty and its Relevance to Ethical Decision-Making and Sales Performance

Ashmita Lamichhane, *Memorial University of Newfoundland*

Kirby Shannahan, *Memorial University of Newfoundland*

Rachelle Shannahan, *Memorial University of Newfoundland*

Sales Management Just Got Brighter and More Resilient during COVID

Rajeshwari Krishnamurthy, *Great Lakes Institute of Management*

Purchasing the Threat Away: Emotional Consumption and Behavioral Responses to an Ongoing Crisis

Shuang Wu, *Rowan University*

Nina Krey, *Rowan University*

Ye Han, *University of Wisconsin, La Crosse*

The Impact of Salesperson Intentions on Sales Training Transfer

Blake Runnalls, *University of Nebraska, Lincoln*

Douglas E. Hughes, *University of South Florida*

Pinar Kecec, *University of Nebraska, Lincoln*

Session 1.3: Learning Materials and Student Outcomes

Room: Cottonwood II

Chair: Wendy Ritz

Using Macromarketing to Teach Business Sustainability

Mark Peterson, *University of Wyoming*

A TaxI Analysis of a Retailing Management Multiple-Choice Question Bank

John Dickinson, *University of Windsor*

The Role of Entrepreneurial Competencies in Enterprise and Marketing Pedagogy: Lessons from Business Start-Ups

Vita Kadile, *University of Leeds*

Nicky Kinsey, *University of Leeds*

Session 1.4: Branding and Advertising in the Global Market

Room: Ironwood I

Chair: Francesca Bonetti

Business Ties, National Institutions, and Firm Performance: A Multilevel Investigation

Joao Oliveira, *University of Essex*

Eleni Lioliou, *Queen Mary University of London*

John Cadogan, *Loughborough University*

“Come to Us, We Have Scooters” – Electric Scooter Sharing and Closed-Campus Micromobility: An Empirical Study on Usage Patterns in Different Lockdown Scenarios

Meike Grimme, *Baden-Wuerttemberg Cooperative State University Stuttgart*

Gabriel Yuras, *Baden-Wuerttemberg Cooperative State University Stuttgart*

Does Lego “Build” Reputation for Denmark? Consequences of Brand Performance on Country Brand Reputation

Abhishek Borah, *INSEAD*

Francesca Bonetti, *London College of Fashion*

Shahpar Abdollahi, *London College of Fashion*

Nurturing versus Natural Meanings of Colors

Lixun Su, *Eastern Kentucky University*

Annie Cui, *West Virginia University*

Dan Zhao, *Jilin Agricultural University*

Sheng Wei, *Harbin University of Commerce*

Session 1.5: **Conversational Agents**

Room: Ironwood II

Chair: Iryna Pentina

Emotional and Cognitive Trust in Social Conversational Agents

Tianling Xie, *University of Toledo*

Benjamin George, *University of Toledo*

Iryna Pentina, *University of Toledo*

Information Overload in Voice-Based Alexa Shopping: Does Customer Involvement Play a Role?

Zhezhu Wen, *Winona State University*

Iryna Pentina, *University of Toledo*

Shopping with Voice Assistants: How Empathy Affects Decision-Making Outcomes

Alex Mari, *University of Zurich*

Andreina Mandelli, *SDA Bocconi*

René Algesheimer, *University of Zurich*

“Hey Google, can I Text You?” Investigating AI Digital Assistants Modality to Serve Emerging Customer Needs

Hannah Marriott, *Cardiff Metropolitan University*

Valentina Pitardi, *University of Surrey*

Session 1.6: **Designing Customer Journey**

Room: Redwood I

Chair: Amanda Garrison

Digitalization through Technology and Sales Performance: Extended Framework

Rocío Rodríguez, *University of Murcia*

Nils Høgevold, *Kristiania University College*

Göran Svensson, *Kristiania University College*

Carmen Otero-Neira, *University of Vigo*

The Service Provider Guided Consumer Milestone Journey

Amanda Garrison, *University of Wyoming*

Linda Price, *University of Wyoming*

Disentangling Service Reliability from Service Excellence and Assessing their Impact on Likelihood to Recommend

Andrew Gallan, *Florida Atlantic University*

Rakesh Niraj, *Case Western Reserve University*

Cheryl Burke Jarvis, *Florida Atlantic University*

Wednesday, 10:00 AM - 10:30 AM

Refreshment Break

Sponsored by Marketplace Simulations

Room: De Anza Foyer

Wednesday, 10:30 AM - 12:00 PM

Session 2.1: Special Session: Scale Measurements Review 101: Understanding the Problematic Issues and Insights in Developing and Using Scale Measures in Academic Research

Room: Bonsai I

Chair: David J. Ortinau

Special Issue: Scale Measurements Review 101: Understanding the Problematic Issues and Insights in Developing and Using Scale Measures in Academic Research

David J. Ortinau, *University of South Florida*

Barry J. Babin, *University of Mississippi*

John B. Ford, *Old Dominion University*

Nina Krey, *Rowan University*

David Locander, *University of Tennessee at Chattanooga*

Session 2.2: Marketing Strategies in Emerging Markets

Room: Cottonwood I

Chair: Mona Sinha

I Got it from My Parents! How Entrepreneurs from Emerging Markets Become Innovators

Mirco Bolten, *RWTH Aachen University*

Marketing and the Sustainable Development Goals: Case Studies from Egypt

Yasmin Anwar, *Universities of Canada in Egypt*

Noha El-Bassiouny, *German University in Egypt*

Disruptive Consumption Practices in Emerging Markets

Marcia Christina Ferreira, *Brunel University London*

Daiane Scaraboto, *University of Melbourne*

Adriana Schneider Dallolio, *Fundação Getúlio Vargas*

Eliane Zamith Brito, *Fundação Getúlio Vargas*

Bernardo Figueiredo, *RMIT University*

Managerial Perspectives on Export Pricing Adaptation Decisions: An Experimental Investigation

Christina Papadopoulou, *University of Leeds*

Magnus Hultman, *Brock University*

Aristeidis Theotokis, *University of Leeds*

Pejvak Oghazi, *Södertörn University*

Session 2.3: **Effectiveness of Social Media Influencers**

Room: Cottonwood II

Chair: Emna Cherif

Can Polarization on Social Media Affect Influencer Effectiveness? Mediating Role of Motivated Reasoning

Mohammadali Koorank Beheshti, *Old Dominion University*

Mahesh Gopinath, *Old Dominion University*

Sama Ashouri, *Old Dominion University*

Saeed Zal, *Old Dominion University*

New Social Media Cinderella's: On the Double Effect of Underdog Status and Homophily on SMI Perceptions and Buying Intentions

Oula Bayarassou, *South Champagne Business School*

Emna Cherif, *IAE Clermont Auvergne*

Imene Becheur, *Qatar University*

Haithem Guizani, *IEPG*

The Impact of Influencer Video Characteristics on Electronic Word- of-Mouth

Jason Weismueller, *University of Western Australia*

Paul Harrigan, *University of Western Australia*

Richard L. Gruner, *University of Western Australia*

Do You Think I'm Real?: A Mixed Reality Approach to the Effects of the Virtual Influencer Engagement on Attitude and Brand Attachment

Jeongmin Ham, *University of Texas, Austin*

Pratik Shah, *University of Texas, Austin*

Matthew Eastin, *University of Texas, Austin*

The Effect of Product and Brand Personalization of Online- Personalized Ads: An Eye-Tracking Study

Emna Cherif, *IAE Clermont-Auvergne*

Oula Bayarassou, *South Champagne Business School*

Session 2.4: **Consumer Decision Making in Green, Food, and Health Marketing**

Room: Ironwood I

Chair: Benjamin Österle

Fast Meal = Fast Food Intuition: The Effect of Time Pressure on Food Choice

Nico Heuvinck, *IESEG School of Management*

Yi Li, *Macquarie Business School*

What Advertising Levers can be Used to Encourage Children to Eat Insects? An Approach Based on Drawings

Joël Bree, *ESSCA School of Management & IAE de Caen*

Coralie Damay, *ISC Paris*

Mathilde Gollety, *University of Paris II Pantheon Assas*

Nathalie Guichard, *University of Paris Saclay*

Khaouli Jellouli, *IAE de Caen*

The Impact of Carbon Footprint and Nutritional Information on the Perceived Quality of a Food Product

Jana Maria Weinand, *RWTH Aachen University*

Hit the Road: Micromobility Solutions from the User's Perspective

Vanessa Reit, *Baden-Wuerttemberg Cooperative State University*

Stuttgart

Benjamin Österle, *University of Twente*

Session 2.5: Methodological Approaches

Room: Ironwood II

Chair: Girish Punj

Predictive Model Assessment in PLS-SEM: Extensions and Guidelines

Pratyush Sharma, *University of Alabama*

Benjamin Liengaard, *Aarhus University*

Joseph F. Hair, Jr., *University of South Alabama*

Marko Sarstedt, *Ludwig-Maximilians-University Munich*

Christian Ringle, *Hamburg University of Technology*

Model Evaluation Practices in PLS-SEM: A Review of Recent Research and Best Practice Recommendations

Marko Sarstedt, *Ludwig-Maximilians-University Munich*

Joseph F. Hair, Jr., *University of South Alabama*

Mandy Pick, *Otto-von-Guericke-University Magdeburg*

Benjamin Liengaard, *Aarhus University*

Lăcrămioara Radomir, *Babes-Bolyai University*

Christian Ringle, *Hamburg University of Technology*

Session 2.6: New Venture Performance

Room: Redwood I

Chair: Antonio Hyder

Eureka Moments: A Study of Nascent Entrepreneur Idea Generation

Stern Neill, *California Polytechnic State University*

Mark Bieraugel, *California Polytechnic State University*

Market Orientation, Entrepreneurial Orientation, Entrepreneurial Marketing, and Firm Performance: A Comparative Analysis

Nasser Alqahtani, *King Fahd University of Petroleum & Minerals*

Can Uslay, *Rutgers University*

Sengun Yeniyurt, *Rutgers University*

Quick Diversification: Deciding the Scaling Strategies of a Digital News Startup Using Marketing Science

Joey Chung, *TNL Media Group*

Antonio Hyder, *Hackers and Founders Research*

Wednesday, 12:00 PM - 1:30 PM

Lunch

On Your Own



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Wednesday, 1:30 PM - 3:00 PM

Session 3.1: ADCCA I - AMS Review / Sheth Foundation Doctoral Competition for Conceptual Articles

Room: Bonsai I

Chair: Hope Schau

Environmentally Friendly but Perceptually Futile? A Comprehensive Review of Green Initiatives and Customer Responses

Dan Bradbury, *Florida State University*

Session 3.2: Social Media Influencer Characteristics

Room: Cottonwood I

Chair: Carmen Lopez

Virtual Tipping: Giving Back to Social Media Influencers

Farnoush Reshadi, *Worcester Polytechnic Institute*

Mehrnoosh Reshadi, *Texas Tech University*

How are Peer Endorser Characteristics Related to Brand Selfie Attitude?

Yufei Huang, *University of York*

Fernando Fastoso, *Pforzheim University*

Héctor González Jimenez, *ESCP Business School*

Snehasish Banerjee, *University of York*

Rethinking Authenticity: An Investigation of Virtual Influencers

Carmen Lopez, *University of Southampton*

Ellis Chefor, *Illinois State University*

Barry J. Babin, *University of Mississippi*

Social Media Influencers and Authenticity: The Effect of Partnership Disclosure and Attachment Strength

Cassie Ditt, *McNeese State University*

Julie Moulard, *Louisiana Tech University*

Kate Pounders, *University of Texas at Austin*

Louis J. Zmich, *Louisiana Tech University*

Session 3.3: Corporate Social Responsibility

Room: Cottonwood II

Chair: Kyoungmi Kate Kim

Shaped by the Media: How Internal and External CSR Information Sources Affect the Employees' CSR Awareness and Perceived CSR Performance

Sven Engelhardt, *RWTH Aachen University*

A CEO's Childhood Experience of Natural Disaster and Corporate Social Responsibility

Daewoung Choi, *Louisiana State University, Shreveport*

Hyunju Shin, *Georgia Southern University*

Kate Kyoungmi Kim, *University of Wisconsin, Eau Claire*

Corporate Social Responsibility and Consumer-Brand Relationships: The Role of Culture

Khaled Aboulnasr, *Florida Gulf Coast University*

Taehoon Park, *Florida Gulf Coast University*

Amro Maher, *Florida Gulf Coast University*

Session 3.4: Advertising and IMC: Stern, Reviews, and More!

Room: Ironwood I

Chair: Jose-Domingo Mora

Grammar and Text Position as Drivers of Review Usefulness

Jose-Domingo Mora, *University of Massachusetts, Dartmouth*

Feature the Benefactor or the Victim? How Charity Advertisements with Different Protagonist Foci Affect Donation Behavior

Bingqing Yin, *California Polytechnic State University*

Barara Stern: Literary Theory and Criticism in Advertising and Consumer Research

Jie Fowler, *Valdosta State University*

Arindam Das, *Alliance University*

Aubrey Fowler, *Valdosta State University*

Bilateral Opportunism in Agency-Client Relationships

Raeesah Chohan, *University of Cape Town*

Cai Mitsu Feng, *Simon Fraser University*

Session 3.5: Special Session: Marketing Science at the Service of Innovative Startups and Vice Versa

Room: Ironwood II

Chair: Antonio Hyder

Special Session: Marketing Science at the Service of Innovative Startups and Vice Versa

Antonio Hyder, *Hackers and Founders Research*

Session 3.6: Firm-Level Strategic Marketing Concerns

Room: Redwood I

Chair: Stacey-Ann Sharpe

Exploring the Strategic Bond between Economic Geography and Firm-Level Advertising Spending

Stacey-Ann Sharpe, *California State University, Los Angeles*

Value Co-Creation as a Marketing Practice: Performance and Firm-Level Antecedents

Carole Charbonnel, *Lyon University*

Influence of Online Brand Community Management Capability on Firm Performance

Plavini Punyatoya, *University of Nebraska, Lincoln*

Amit Saini, *University of Nebraska, Lincoln*

Exploring Firm Heterogeneity in Category-Level Product Performance: The Case of Motion Pictures

Kate Karniouchina, *Lorry I. Lokey School of Business and Public Policy*

William Moore, *University of Utah*

Can Uslay, *Rutgers University*

Steve Carson, *University of Utah*

Session 3.7: Sharing Experiences with People and Things

Room: Redwood II

Chair: Nawar Chaker

Persuasion Using Video Narratives: Case of Engagement with Videos on YouTube about COVID-19

Anil Mathur, *Hofstra University*

Virtual Try-Before-You-Buy: The Impact of Virtual Try-Ons on Consumer Purchases

Luisa Thomas, *RWTH Aachen University*

The Show Must Go on: Young Consumers' Virtual Live Music Event Experiences during COVID-19

Caroline Ducarroz, *Catholic University of Louvain*

Pia A. Albinsson, *Appalachian State University*

Whose Role is it Anyway? A Consideration of Responsibility in Digital Addiction

Mignon Reyneke, *University of Cape Town*

Robertson Jeandri, *Luleå University of Technology*

Caitlin Ferreira, *Luleå University of Technology*

Anna Näppä, *Luleå University of Technology*

Wednesday, 3:00 PM - 3:30 PM

Refreshment Break

Sponsored by Stukent

Room: De Anza Foyer

Wednesday, 1:30 PM - 5:00 PM

Session 3.8: **Workshop: Teaching Digital Marketing**

Room: Bonsai II

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

Wednesday, 3:30 PM - 5:00 PM

Session 4.1: **Special Session: Marketing Research Impact and Relevance: Methods, Craft, and Frameworks**

Room: Bonsai I

Chair: Martin Key

Special Session: Marketing Research Impact and Relevance: Methods, Craft, and Frameworks

Martin Key, *University of Colorado, Colorado Springs*

Terry Clark, *Southern Illinois University, Carbondale*

O.C. Ferrell, *Auburn University*

Session 4.2: **Social Media Marketing Effectiveness and Outcomes**

Room: Cottonwood I

Chair: Valeria Penttinen

Social Media Influence on Customer's Adoption of 5G Services: The Mediating Role of Customer-Based Brand Equity and Technology Adoption

Wenjin Huo, *Greenwich University*

Raffaele Filieri, *Audencia Business School*

Hi, I'm Taking over this Account! Leveraging Social Media Takeover in Fostering Parasocial Interaction with Brands

Valeria Penttinen, *Hanken School of Economics*

The Extended Arousing Effect or the Exciting Power of Social Media on Offline Consumption Behaviors

Laura Lavertu, *University of Edinburgh*

Ben Marder, *University of Edinburgh*

Kirsten Cowan, *University of Edinburgh*

Social Media and Service Quality in Internet Retailing

Jacob Cho, *Metropolitan State University of Denver*

Session 4.3: Strategic Issues in Personal Selling and Sales Management

Room: Cottonwood II

Chairs: Maria Rouziou and Dana Harrison

How Successful Firms Manage the Power Between Sales and Marketing Functions

Hao Wang, *University of South Florida*

Douglas E. Hughes, *University of South Florida*

The Importance of Design Thinking for Salespeople in Cocreating Innovative Solutions with Business Customers

Mohammed Alzanbagi, *Umm Al-Qura University*

The Dynamic Relationship between Organizational Identification and the Social Capital Amongst Sales, Marketing, and R&D

Ali Anwar, *Wilfrid Laurier University*

Maria Rouziou, *HEC Montreal*

Nicole Coviello, *Wilfrid Laurier University*

Mapping Literature on Cause-Related Marketing Using Bibliometric and Thematic Analyses

Yukti Sharma, *Goa Institute of Management*

Prakrit Silal, *Indian Institute of Management, Calcutta*

Session 4.4: Actions and Behaviors in Leisure

Room: Ironwood I

Chair: Anahit Armenakyan

Natural Language Processing of Negative Reviews to Improve Service in Hospitality

Sergey Kazakov, *National Research University Higher School of Economics*

Vera Butkouskaya, *National Research University Higher School of Economics*

Daniil Muravskii, *National Research University Higher School of Economics*

The Influence of Club Leadership in the Behavioral and Attitudes of Soccer Club Supporters

Ana Costa, *University of Minho*

Cláudia Simões, *University of Minho*

Marcelo Perin, *Fundação Getúlio Vargas*

Choral Music Making in Challenging Times

Adam Adler, *Nipissing University*

Natalya Brown, *Nipissing University*

Anahit Armenakyan, *Nipissing University*

Digital Tourism Consumption: The Role of Virtual Reality (VR) Vacations on Consumers' Psychological Wellbeing

Graeme McLean, *University of Strathclyde*

Mohammed Aldossary, *King Faisal University*

Rethinking Destination Branding Frameworks for the Age of Digital Nomads and Telecommuters

Sari Silvano, *California State University Dominguez Hills*

Jason Ryan, *California State University, San Bernardino*

Session 4.5: Doctoral Colloquium

Room: Ironwood II

Chairs: Mathieu Kacha and John B. Ford

AI Capabilities and Organizational Performance: The Role of Institutional Pressures and AI Orientation Use and Climate

Nedjib Benleulmi, *Léonard de Vinci Pôle Universitaire*

The Backfire Effects of Website Filtering Tools

Mikyong Lim, *University of South Florida*

Influencers' Use of Active vs. Passive Sponsored Content and the Impact on Consumer Perception

Melanie Moore Koskie, *Louisiana Tech University*

Brittany B. Beck, *Louisiana Tech University*

Louis J. Zmich, *Louisiana Tech University*

Breanne A. Mertz, *Louisiana Tech University*

New Forms of Connected Customers/Connected Salespersons Communication: Exploration of the Effects on Customer Experience

Madiha Bendjaballah, *CEREFIGE University of Lorraine*

Session 4.6: COVID, Consumers, and Consumption

Room: Redwood I

Chair: Gregory Kivenzor

The Effect of Changing the Logo on Accepting Social Distancing Guidelines due to COVID-19 with Moderation Effect of Product Involvement

Rozbeh Madadi, *Middle Georgia State University*

Ivonne M. Torresa, *New Mexico State University*

Reza Fazli-Salehi, *St. Cloud State University*

Miguel Ángel Zúñiga, *Morgan State University*

The Pandemic Crisis Effects on Subjective Well-Being and Consumer Behavior

Gregory Kivenzor, *University of Connecticut*

Jose Marcos Carvalho de Mesquita, *University of Connecticut*

Erik Kostelijck, *Amsterdam University of Applied Sciences*

Elena Reutskaja, *IESE Graduate School, University of Navarra*

Andriy Ivchenko, *University Pompeu Fabra*

COVID, Loneliness, and Consumer Need for Control

Yang He, *Belmont University*

Wednesday, 6:00 PM - 7:00 PM




Welcome Reception

Room: Club Room

Dinner

On Your Own

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DAILY HIGHLIGHTS • Thursday, May 26, 2022

Registration

De Anza Foyer, 8:00 AM - 5:00 PM

Mary Kay Inc. Dissertation Proposal Competition

Cottonwood I, 8:30 AM – 10:00 AM

Meet the Editors I

Bonsai I, 8:30 AM – 10:00 AM

Refreshment Break

Sponsored by Hubro Education, Norway

De Anza Foyer, 10:00 AM - 10:30 AM

Mary Kay Inc. Dissertation Competition

Cottonwood I, 10:30 AM - 12:00 PM

Meet the Editors II

Bonsai I, 10:30 AM – 12:00 PM

Awards Luncheon

De Anza I & II, 12:00 PM - 1:30 PM

Teaching Marketing Analytics Certificate Program

Bonsai II, 1:30 PM – 5:00 PM

Refreshment Break

De Anza Foyer, 3:00 PM – 3:30 PM

AMS Reception

Club Room, 6:00 PM - 7:00 PM

Dinner

On Your Own

Thursday, 8:30 AM - 10:00 AM

Session 5.1: Meet the Editors I

Room: Bonsai I

Chair: O.C. Ferrell

Jisu Huh, *Journal of Advertising*

John B. Ford, *Journal of Advertising Research*

Ajai Gaur, *Journal of World Business*

Varsha Jain, *Journal of Consumer Behavior*

Cleopatra Veloutsou, *Journal of Product and Brand Management*

Barbara Caemmerer, *Research and Marketing Applications*

Session 5.2: Mary Kay Dissertation Proposal Competition

Room: Cottonwood I

Chairs: Victoria Bush and Joyce Zhou

Questioning the Intuitive Preference for Intentionality

Alexander G. Fulmer, *Yale University*

Sales Enablement in Young Ventures: Essays on the Role of Resilience and Internal Social Capital in Coping with Adverse Disruptions

Ali Anwar, *Wilfrid Laurier University*

Evaluating the Impact of Technology on Professional Sales: An Analysis of Social Selling Effectiveness

Jen Riley, *Kansas State University*

Session 5.3: Special Session: Tackling the Academic Job Market: Advice from Search Committee Members

Room: Cottonwood II

Chair: Shuang Wu

Tackling the Academic Job Market: Advice from Search Committee Members

Nina Krey, *Rowan University*

Shuang Wu, *Rowan University*

Sabinah Wanjugu, *University of Southern Indiana*

Mona Sinha, *Kennesaw State University*

Weiling Zhuang, *Eastern Kentucky University*

Session 5.4: Privacy and Personal Data

Room: Ironwood I

Chair: Sigita Urbonavicius

A Cross Cultural Study on Customers` Engagement on Value Co-Creation in Big Data Concept: The Moderating Effect of Privacy Concerns

Gözde Erdogan, *Universidad de Deusto*

Melisa Mete, *University of Reading*

Mining CEOs' Big Five Personality Traits from Twitter

Giovanni Visentin, *ESCP Business School*

Fabrizio Zerbini, *ESCP Business School*

Sandrine Macé, *ESCP Business School*

Three Steps towards the Deeper Insights into Willingness to Disclose Personal Data in Online Shopping

Sigitas Urbonavicius, *Vilnius University*

Mindaugas Degutis, *Vilnius University*

Vaida Kaduskeviciute, *Vilnius University*

Ignas Zimaitis, *Vilnius University*

Vatroslav Skare, *University of Zagreb*

Session 5.5: Customer Experience and Value Creation in Services

Room: Ironwood II

Chair: Agnieszka Chwialkowska

Consumer Willingness to Invest Effort in Complex Technology-Based Self-Service

Orsolya Sadik-Rozsnyai, *ESSCA School of Management*

Barbara Caemmerer, *ESSCA School of Management*

Laurent Bertrandias, *Toulouse Business School*

The Influence of Cultural Values on Value Co-Creation

Agnieszka Chwialkowska, *University of West Georgia*

Mario Glowik, *Berlin School of Economics and Law*

Waheed Akbar Bhatti, *Aalborg University*

Development of a Measuring Scale in Higher Education Experience under Pandemic

Raksmey Sann, *Khon Kaen University*

Pei-Chun Lai, *National Pingtung University of Science and Technology*

Customer Motives and Influence Tactics in Special-Request Service Encounters

Sijun Wang, *Loyola Marymount University*

Liliana Bove, *University of Melbourne*

Sharon E. Beatty, *University of Alabama*

Betsy Holloway, *Samford University*

Session 5.6: Green Consumer Behavior I

Room: Redwood I

Chair: Carl Hieronymi

The Role of Self-Construal Level in the Relationship Between Norms and Pro-Environmental Consumer Behavior: A Cross-Country Comparison

Selma Saracevic, *WU Vienna*

Bodo B. Schlegelmilch, *WU Vienna*

Tong Wu, *Sun Yat-sen University*

It isn't My Fault: The Influence of External Environmental Locus of Control on the Willingness to Pay for Remanufactured Products

Carl Hieronymi, *RWTH Aachen University*

Recycled Plastic Packaging on the Upswing

Joyce De Temmerman, *Ghent University*

Nico Heuvinck, *IESEG School of Management*

Hendrik Slabbinck, *Ghent University*

Iris Vermeir, *Ghent University*

Thursday, 10:00 AM - 10:30 AM

Refreshment Break

Sponsored by Hubro Education, Norway

Room: De Anza Foyer

Thursday, 10:30 AM - 12:00 PM

Session 6.1: Meet the Editors II

Room: Bonsai I

Chair: O.C. Ferrell

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

Stephen L. Vargo, *AMS Review*

Tom Kramer, *Journal of Consumer Psychology*

Alina Sorescu, *International Journal of Research in Marketing*

Session 6.2: Mary Kay Dissertation Competition

Room: Cottonwood I

Chairs: Victoria Bush and Joyce Zhou

Essays on the Use of Probabilistic Machine Learning for Estimating Customer Preferences with Limited Information

Nicolas Padilla, *London Business School*

Attribute Sentiment Scoring with Online Text Reviews: Accounting for Language Structure and Missing Attributes

Ishita Chakraborty, *University of Wisconsin, Madison*

Session 6.3: Advertising and IMC: Brands and Endorsers

Room: Cottonwood II

Chair: Subhadip Roy

Forgiving Celebrity Endorser Transgressions: A Cross-Cultural Perspective

Subhadip Roy, *Indian Institute of Management, Ahmedabad*

Astrid Keel, *University of Laverne*

The Effect of Advertising a Product with its Reflection on Product Aesthetics

Nazuk Sharma, *Fairfield University*

Anand Kumar, *University of South Florida*

Drop Shadows and Product Lightness Perceptions

Nazuk Sharma, *Fairfield University*

Do Sad-Looking Endorsers Indeed Work Better in Charity Advertising? The Relevance of Consumers' Brand Awareness and Empathy

Verena Hofmann, *University of Innsbruck*

Nicola E. Stokburger-Sauer, *University of Innsbruck*

Session 6.4: Digital Assistants

Room: Ironwood I

Chair: Valentina Pitardi

Text Me if You can! The Influence of Modality in Consumers Interactions with AI Digital Assistants

Valentina Pitardi, *University of Surrey*

Hannah Marriott, *Cardiff Metropolitan University*

Graeme McLean, *University of Strathclyde*

Toward a Theoretical Model of Brand Chatbot Adoption, a Bibliometric and Machine Learning Perspective

Camilo Rojas-Contreras, *Grenoble-Alpes University*

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

We all Make Mistakes, but We're Not All Human... The Influence of Voice Assistant's Mistake on Anthropomorphism

Ripinka Patil, *Louisiana State University*

Dan Rice, *Louisiana State University*

Robots for Good: How Robo Advisors and Behavioral Finance Training Impact the Disposition Effect

Patricia Rossi, *IESEG School of Management*

Alexandre Alles Rodrigues, *IESEG School of Management*

Daniel Fernandes, *Católica-Lisbon School of Business and Economics*

Session 6.5: Linking Marketing Education and Professional Practice

Room: Ironwood II

Chair: Kevin McEvoy

An Innovation Creating a Bridge between Marketing Education and Professional Practice

Kevin McEvoy, *University of Connecticut*

The Role of Formative Experiential Learning in Addressing the Multifaceted Nature of Skills Required by Future Marketers

Christina O'Connor, *University of Limerick*
Gillian Moran, *Maynooth University*
Grace Carson, *Queens University Belfast*

An Experiential Learning Framework for Retail: Creative Authentic Skill Development

Inci Toral, *University of Birmingham*
Sarah Montano, *University of Birmingham*

Quantitative Anxiety and Insights for Preparing Students for Data-Driven Marketing Jobs

Pui Ying Tong, *Illinois State University*
Chiharu Ishida, *Illinois State University*
Peter Kaufman, *Illinois State University*

Session 6.6: Product Design, Sports, and Consumer Response

Room: Redwood I

Chair: Janina S. Kuhnle

Designed for Success: The Role of Long-Term User-Product Interaction for Product Design Success

Janina S. Kuhnle, *University of Innsbruck*
Nicola E. Stokburger-Sauer, *University of Innsbruck*
Verena Hofmann, *University of Innsbruck*
Heike Hebborn, *University of Innsbruck*

Do You Feel Bored? The Role of Positive and Negative Emotions for Product Design Success

Heike Hebborn, *University of Innsbruck*
Janina S. Kuhnle, *University of Innsbruck*
Nicola E. Stokburger-Sauer, *University of Innsbruck*

Towards a Better Understanding of Extreme Response Style: The Influence of Self-Regulatory Focus

Elke Cabooter, *IESEG School of Management*
Bert Weijters, *Ghent University*
Luk Warlop, *BI Norwegian Business School*

Is that a Sport?": Conceptualization, Measurement and Consumer- and Brand-Related Outcomes of Perceived Sportivity

Reynald Brion, *KEDGE Business School*
Renaud Lunardo, *KEDGE Business School*
Jean-François Trinquencoste, *Université de Bordeaux*

Session 6.7: Approaches on Entrepreneurial Marketing

Room: Redwood II

Chair: Nestor U. Salcedo

The Contribution of Adaptive Marketing Capabilities on SME's Business Model Adaptation during the Pandemic Crisis

Philippe Massiéra, *ESG-UQAM*

“Lime, Bird or Campus Drive? Where Institutions can be Ahead of Markets” an Empirical Study About Consumers’ Intention to Use Closed-Campus Micromobility

Maximilian Schwing, *University of Toulouse 1*

Marc M. Kuhn, *Baden-Wuerttemberg Cooperative State University Stuttgart*

Lars Meyer-Waarden, *University of Toulouse 1*

The Role of Government Policy Communications (GPC) Quality and Consistency in Promoting Entrepreneurship: An Approach from Integrated Marketing Communication

Vera Butkouskaya, *HSE Graduate School of Business*

Nestor U. Salcedo, *UAB | ESAN*

Crisis Initiated Changes in the Business Model of Small and Medium Enterprises

Björn Schäfer, *WFI Ingolstadt School of Management*

Barbara Caemmerer, *ESSCA School of Management*

Leonard Constantin Fuchs, *WFI Ingolstadt School of Management*

Thursday, 12:00 PM - 1:30 PM

AMS Annual Conference Awards Luncheon

Room: De Anza I & II

Thursday, 1:30 PM - 3:00 PM

Session 7.1: Consumers, CSR, and Diversity

Room: Bonsai I

Chair: Ryan Langan

An Examination of CEO Pay Transparency on Consumers’ CSR Evaluations

Ryan Langan, *University of San Francisco*

Carlin Nguyen, *California State University, Los Angeles*

Bhavya Mohan, *University of San Francisco*

Marketer and Consumer Mismatch of STEM and Gender Based Toys

Janis Crow, *Kansas State University*

Esther Swilley, *Kansas State University*

Brand Hate and Diversity

Shirley Mai, *East Carolina University*

Brian Taillon, *East Carolina University*

Diana Haytko, *East Carolina University*

A Cross-Cultural Investigation on Second-Hand Online Shopping Behaviour

Naser Valaei, *Liverpool John Moores University*

Gregory Bressolles, *KEDGE Business School*

Hamidreza Panjehfouladgaran, *Liverpool John Moores University*

Azar Shahgholian, *Liverpool John Moores University*

Session 7.2: Brands and Perceptual Processes

Room: Cottonwood I

Chair: Annika Abell

What's in a "Happy" Meal? The Effect of Smiley Faces in Restaurant Logos on Price and Healthfulness Perceptions

Annika Abell, *University of Tennessee, Knoxville*

Leah Smith, *University of Tennessee*

Dipayan Biswas, *University of South Florida*

Augmented Reality Experiences: Exploring the Sensory and Cognitive Aspects that Foster Loyalty

Jennifer Barhorst, *College of Charleston*

Graeme McLean, *University of Strathclyde*

Nina Krey, *Rowan University*

I don't like What I See: When User Generated Images (UGI) Distorts the Brand Image

Sabinah Wanjugu, *University of Southern Indiana*

Juliann Allen, *Nichols State University*

Amy Mings, *University of Southern Indiana*

Love is all Around Us, Love is Global: It Turns out it's not Expressed the Same for All Brands

Ebru Ulusoy, *Farmingdale State College SUNY*

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

Roberto Saldivar, *University of the Incarnate Word*

Session 7.3: Luxury Marketing in the Ever-Changing Time: Challenges and Opportunities

Room: Cottonwood II

Chairs: Steve Chen, Hongfei Liu and Weisha Wang

Race and Status Evaluations

Jared Wong, *Yale University*

Glen Brodowsky, *California State University, San Marcos*

Foo Nin Ho, *San Francisco State University*

Specialized Social Media and Luxury Brands

Tan Tran, *ICD Business School*

Rania Serhal, *ICD Business School*

Gem or Lemon? Reducing Information Asymmetry in Secondhand Luxury Markets

Alex Yao Yao, *San Diego State University*

Ying Bao, *University of Illinois, Urbana-Champaign*

Luxury Experience and Consumer Behavior: A Systematic Literature Review and Future Research Agenda

Damini Goyal Gupta, *MICA, Ahmedabad*

Varsha Jain, *MICA*

Hyunju Shin, *Georgia Southern University*

Session 7.4: Managing Customer Engagement and Loyalty

Room: Ironwood I

Chair: Mohammad Rahman

Exploring Business Actor Engagement Dynamics

Elena Anastasiadou, *Mälardalen University*

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

Riley T. Krotz, *Texas Tech University*

Carl-Philip Ahlbom, *University of Bath*

Stephanie M. Noble, *University of Tennessee*

Dhruv Grewal, *Babson College*

Keeping the Ball Rolling: Using the S-O-R Framework to Investigate the Determinants of Football Fan Loyalty

Mohammad Rahman, *Shippensburg University of Pennsylvania*

Philip Rosenberger III, *University of Newcastle, Central Coast*

Mauro Oliveira, *Centro Universitário da FEI*

Sören Köcher, *TU Dortmund University*

Jin Yun, *Sungkyunkwan-ro, Jongno-gu*

Tip Framing and the Appropriate Context

Haley Hardman, *Mississippi State University*

V. Myles Landers, *Mississippi State University*

Frank G. Adams, *Mississippi State University*

Paulo Gomes, *Mississippi State University*

Session 7.5: Brand Loyalty and Engagement

Room: Ironwood II

Chair: Christo Bisschoff

Identifying Generic and Industry-Specific Antecedents to Measure Brand Loyalty

Christo Bisschoff, *North-West University*

How Brand Authenticity Drives Brand Engagement

Christopher Campagna, *Georgia State University*

Naveen Donthu, *Georgia State University*

Boonghee Yoo, *Hofstra University*

Negative Online Brand Engagement Scale Development Process

Xinyu Dong, *University of Glasgow*

Cleopatra Veloutsou, *University of Glasgow*

Anna Morgan-Thomas, *University of Glasgow*

Designing for User and Brand Experience: Implementing Parallax Scrolling in Online Shops to Explicitly and Implicitly Affect UX, Brand Sustainability and Behavioral Intentions

Evmorfia Karampourioti, *Leibniz University of Hannover*

Levke Walten, *Leibniz University of Hannover*

Klaus-Peter Wiedmann, *Leibniz University Hannover*

Steffen Schmidt, *LINK Marketing Services AG*

Julia Asseburg, *LINK Marketing Services AG*

Thursday, 1:30 PM - 5:00 PM

Session 7.8: Workshop: Teaching Analytics

Room: Bonsai II

Chair: Haya Ajjan, Dana Harrison and Scott Ryan

Thursday, 3:00 PM - 3:30 PM

Refreshment Break

Room: De Anza Foyer

Thursday, 3:30 PM - 5:00 PM

Session 8.1: Theory Forum I

Room: Bonsai I

Chairs: Stephen L. Vargo, Melissa Archpru Akaka and Heiko Wieland Wieland

Marketing Impact through Market Theory

Melissa Archpru Akaka, *University of Denver*

Heiko Wieland, *California State University, Monterey Bay*

Stephen L. Vargo, *University of Hawaii at Manoa*

Hope Schau, *University of Arizona*

Martin Key, *University of Colorado, Colorado Springs*

Session 8.2: Advertising and IMC: All About Consumers

Room: Cottonwood I

Chair: Kirk Plangger

The Impact of Anthropomorphism on Consumer Satisfaction

George Pantou, *King's College London*

Zixuan Cheng, *King's College London*

Anouk de Regt, *King's College London*

Matteo Montecchi, *King's College London*

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

When does a Goal-Appeal Match Affect Customer Satisfaction?

Examining the Work and Play Context

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

Junghwa Hong, *University of Texas, Tyler*

Kevin James, *University of Texas, Tyler*

Young People Under ‘Finfluence’, the Rise of Financial Influencers on Instagram

Anouk de Regt, *King’s College London*

Zixuan Cheng, *King’s College London*

Rayan Fawaz, *King’s College London*

Competing Construals in Advertising: Consumer-Brand Relationships versus Temporal Effects

Brittney C. Bauer, *Loyola University, New Orleans*

Clark Johnson, *Pepperdine University*

Session 8.3: Omni-Channel Perplexities and Challenges

Room: Cottonwood II

Chairs: Virginia Vannucci

The Effect of Secondhand Extension on Online and Offline Traditional Retailing Environments

Aikaterini Manthiou, *NEOMA Business School*

Bruno Godey, *NEOMA Business School*

Daniele Pederzoli, *NEOMA Business School*

The Power of the Omnichannel Strategy and the Role of Marketing in this Challenge

Anna Claudia Pellicelli, *University of Turin*

Carola Romana Garrone, *University of Turin*

Authentic Omnichannel: Providing Consumers with a Seamless Brand Experience through Authenticity

Marta Massi, *Trent University*

Andrea Vocino, *Deakin University*

Chiara Piancatelli, *SDA Bocconi*

Communication of Sustainability in Omnichannel Retailing as a Tool to Increase Brand Engagement

Gaetano Aiello, *University of Florence*

Costanza Dasmi, *University of Pisa*

Olga Nechaeva, *University of Pisa*

Session 8.4: Digital Marketing Strategy

Room: Ironwood I

Chair: Christian Barney

Once upon a Product: Storytelling with Online Product Descriptions

Christian Barney, *Georgia Southern University*

Michael Breazeale, *Mississippi State University*

Joel Collier, *Mississippi State University*

An Empirical Examination of Digital and Print Magazine Pricing

Astrid Keel, *University of La Verne*

I, Chatbot! The Impact of Anthropomorphism and Gaze Direction on Willingness to Disclose Personal Information and Behavioral Intentions

Gabriele Pizzi, *University of Bologna*

Virginia Vannucci, *University of Verona*

Valentina Mazzoli, *University of Florence*

Raffaele Donvito, *University of Florence*

Enhancing Solution Effectiveness: The Role of Customer Adaptiveness

Victoria Kramer, *University of Muenster*

Manfred Krafft, *University of Muenster*

Sundar Bharadwaj, *University of Georgia*

Stefan Worm, *BI Oslo*

Session 8.5: Sensory Influences on Perception and Consumption

Room: Ironwood II

Chair: Patricia Rossi

Scents, Shapes, and Sentiments

Felipe Pantoja, *IESEG School of Management*

Bruna Jochims, *SKEMA Business School*

Starting the Party Early: An Abstract on How Anticipating Indulgence Catalyzes Indulgent Behavior in the Present

Courtney Szocs, *Louisiana State University*

Rajesh Bagchi, *Virginia Tech*

Dipayan Biswas, *University of South Florida*

Temperature Influences on Sexual Attractiveness: A not so Clear Connection

Bruna Jochims, *SKEMA Business School*

Felipe Pantoja, *IESEG School of Management*

Patricia Rossi, *IESEG School of Management*

Dipayan Biswas, *University of South Florida*

Session 8.6: Brand Strategy

Room: Redwood I

Chair: Mark Cleveland

Does it Pay off to Disclose a Historical Transgression?

Fabien Pecot, *TBS Business School*

Renaud Lunardo, *KEDGE Business School*

Damien Chaney, *EM Normandie*

Exploring Political Ethnocentrism

Obinna Obilo, *Central Michigan University*

Savannah Fullmer, *Central Michigan University*

Hate Speech and Bad Language: The Ugly Face of Social Influencers and its Impact on Brands

Klaus-Peter Wiedmann, *Leibniz University Hannover*

Walter von Mettenheim, *Leibniz University Hannover*

Brand Polarization Scale Development

Sergio Andrés Osuna Ramírez, *Universidad EIA*

Cleopatra Veloutsou, *University of Glasgow*

Anna Morgan-Thomas, *University of Glasgow*

Thursday, 5:00 PM - 6:00 PM

Session 8.7: Special Session: Looking Back and Looking Ahead: 50 Years of the Academy of Marketing Science

Room: Cottonwood I

Chair: David J. Ortinau

A bridge to relevance: On the history of the Academy of Marketing Science (AMS)

Barry J. Babin, *University of Mississippi*

Julie Moulard, *Louisiana Tech University*

Jay Lindquist, *Western Michigan University*

Thursday, 6:00 PM - 7:00 PM

AMS Reception

Room: Club Room

Dinner

On Your Own

DAILY HIGHLIGHTS • Friday, May 27, 2022

Registration

De Anza Foyer, 8:00 AM - 5:00 PM

AMS Review Editorial Review Board Meeting

Executive Boardroom, 8:30 AM – 10:00 AM

Refreshment Break

De Anza Foyer, 10:00 AM - 10:30 AM

JAMS Editorial Review Board Meeting

Executive Boardroom, 10:30 AM – 12:00 PM

Lunch

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

AMS Board of Governors Meeting

Executive Boardroom, 12:00 PM – 2:00 PM

Refreshment Break

De Anza Foyer, 3:00 PM - 3:30 PM

President's Reception

Club Room, 6:00 PM - 7:00 PM

President's Banquet

De Anza I & II, 7:00 PM -11:30 PM

Friday, 8:30 AM - 10:00 AM

Session 9.1: **Special Session: Creating Synergies**

Room: Bonsai I

Chair: Meng-Hsien Lin

Creating Synergies: Interviews as Connector, Corroborator and Complementor

Meng-Hsien Lin, *California State University, Monterey Bay*

Samantha Cross, *Iowa State University*

Akon Ekpo, *Loyola University, Chicago*

Creating Synergies: The Role of Mother's Autonomy and Use of Media on Children's Education: A Multi-Method Study Conducted in India

Meng-Hsien Lin, *California State University, Monterey Bay*

Akshaya Vijayalakshmi, *India Institute of Management, Ahmedabad*

Karla Corres, *University of Massachusetts, Boston*

Creating Synergies: Understanding the Impact of Olfactory Ability on Sensory Identity

Samantha Cross, *Iowa State University*

Meng-Hsien Lin, *California State University, Monterey Bay*

Creating Synergies: Discourses of Disability: A Synergistic Approach to Understanding Consumer Resiliency

Samantha Cross, *Iowa State University*

Akon Ekpo, *Loyola University, Chicago*

Session 9.2: **The Effects of COVID on Shopping**

Room: Cottonwood I

Chair: Cordula Cerha

We are all in this Together! Instore-Interactions in a Shopping Environment Disrupted by COVID-19

Cordula Cerha, *WU Vienna*

Fabian Nindl, *WU Vienna*

Online Shopping Adoption during the Covid-19 Pandemic: Construing Disconfirmation and Continuance Intention

Tai Anh Kieu, *HCMC Open University*

Understanding Consumer Usage and Adoption of Mobile Services at the Bottom of the Pyramid

Satyam S, *Indian Institute of Management, Ranchi*

Session 9.3: Social Marketing Concerns for Marketing Strategy

Room: Cottonwood II

Chair: George D. Deitz

The Relationship Between Eco-Labeling Claims and Abnormal Stock Returns to New Product Launches: Empirical Evidence from Food and Beverage Industries

Billur Akdeniz, *University of New Hampshire*

Debra Lee Surface, *University of Massachusetts, Lowell*

Berk Talay, *University of Massachusetts, Lowell*

Examining Spillover Effects of NHTSA Safety Investigation Announcements on Automotive Suppliers' Shareholder Wealth

Muhammad M.H. Mollah, *Saint Louis University*

George D. Deitz, *University of Memphis*

Top Manager's Negative Emotions and SME's Marketing Retrenchment during Economic Crisis: The Moderating Role of Crisis Severity and Strategic Orientations

Dario Miocevic, *University of Split*

Session 9.4: Customer Engagement

Room: Ironwood I

Chair: Denise Pape

Breaking the Barriers Between Online and Offline Retail: The Effect of in-Store Augmented Reality on Customers' Patronage Intentions

Denise Pape, *University of Goettingen*

Waldemar Toporowski, *University of Goettingen*

Using Gestural Interaction Technology to Improve the Consumer Experience

Quentin Sellier, *UCLouvain*

Ingrid Poncin, *UCLouvain*

Jean Vanderdonckt, *UCLouvain*

The Transformative Power of Artificial Intelligence for Managing Customer Relationships

Paul Hopkinson, *Heriot-Watt University Dubai Campus*

Aishwarya Singhal, *Heriot-Watt University Dubai Campus*

Rodrigo Perez Vega, *Kent Business School*

Kathryn Waite, *Heriot-Watt University*

Differences in Online Review Content Between Old and New Products

Amrita Dey, *University of Utah*

Stephen J Carson, *University of Utah*

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Room: Ironwood II

Chair: Suzanne Makarem

Relationship Marketing in Higher Education in Uncertain Times: A Multi-Stakeholder Perspective

Emmanuel Mogaji, *University of Greenwich*

Varsha Jain, *MICA*

Himani Sharma, *MICA*

Anantha Babbili, *Texas A&M University, Corpus Christi*

Regular Creative Practice

Suzanne Makarem, *Virginia Commonwealth University*

Mica Scalin, *Another Limited Rebellion*

Rethinking Online Marketing Education: Process as a Critical Strategic Consideration

Adam Mills, *Loyola University, New Orleans*

Matthew Wilson, *Central Michigan University*

Karen Robson, *University of Windsor*

Session 9.6: **Managing for Sustainability**

Room: Redwood I

Chair: Mark Cleveland

Green Hotel Re-Patronage Intention: A BRT Perspective

Parvinder Arora, *MICA, Ahmedabad*

Sigma Soni, *MICA, Ahmedabad*

Strategic Marketing Solutions for the Climate Change Social Dilemma

Siavash Rashidi-Sabet, *Texas Tech University*

Sreedhar Madhavaram, *Texas Tech University*

Natural to Comply: How Plants in Servicescapes Encourage Compliance with Well-Being Recommendations

Bruna Jochims, *SKEMA Business School*

Amanda Yamim, *Grenoble École de Management*

Adilson Borges, *NEOMA Business School*

Consumer Wisdom and Sustainable Product Purchase Intentions

Skyler Leonhardt, *University of Wyoming*

Friday, 10:00 AM - 10:30 AM

Refreshment Break

Room: De Anza Foyer

Friday, 10:30 AM - 12:00 PM

Session 10.1: Special Session: Toward a Research Agenda for the Future of Direct Selling

Room: Bonsai I

Chair: Robert Peterson

Special Session: Toward a Research Agenda for the Future of Direct Selling

Robert Peterson, *University of Texas, Austin*

Kimberly Harris Bliton, *Direct Selling Education Foundation*

Gary Huggins, *Direct Selling Education Foundation*

Session 10.2: Green and Sustainable Consumption of Food and Wine

Room: Cottonwood I

Chair: Benoit Lecat

The Attractiveness of Vegetarian Products to Men and Women: The Role of Gender and Type of Experience

Magali Trelohan, *South Champagne Business School*

Jordy Stefan, *Askoria*

The 'Vegetarian Protein = Less Nourishing' Intuition: When the Choice of Vegetarian Protein Increases Calorie Consumption

Amanda Yamim, *Grenoble École de Management*

Sumayya Shaikh, *Grenoble École de Management*

Carolina O.C. Werle, *Grenoble École de Management*

Plant-Based Diet in Consumer Research

Apollo Demirel, *Dominican University of California*

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Room: Cottonwood II

Chair: Anna-Teresa Wanisch

WIC Online Ordering during the COVID-19 Pandemic: Evidence from an Oklahoma Grocery Store Chain

Qi Zhang, *Old Dominion University*

Junzhou Zhang, *Montclair State University*

Kayoung Park, *Old Dominion University*

Chuanyi Tang, *Old Dominion University*

The Time is Now! Capturing the Momentum of Consumers' Attitudinal and Behavioral Change towards Environmental Sustainability due to the Pandemic

Bidisha Burman, *University of the Pacific*

Cecilia Ruvalcaba, *University of the Pacific*

The COVID-19 Life Event and Individual Well-Being: Do Coping Behaviors Matter?

Anna Teresa Wanisch, *University of Innsbruck*

Heike Hebborn, *University of Innsbruck*

Verena Hofmann, *University of Innsbruck*

Independent Restaurants' Pandemic Survival Toolkit: Thriving on Community Resilience

Martha Troncoza, *Kennesaw State University*

Mona Sinha, *Kennesaw State University*

Perry Parke, *Kennesaw State University*

Candace McCain, *Kennesaw State University*

Session 10.4: Big Data, AI

Room: Ironwood I

Chairs: Haya Ajjan and Stella Tavallaei

Sounds like a Friend or an Expert? How Sound Symbolism Mitigates Resistance to Artificial Intelligence

Stella Tavallaei, *Florida International University*

The Role of AI Agents in Spreading and Detecting Fake Online Reviews: A Systematic Review

Maria Petrescu, *Embry-Riddle Aeronautical University*

Haya Ajjan, *Elon University*

Dana Harrison, *East Tennessee State University*

Early Adopters or Laggards: Political Ideology and Adoption of Artificial Intelligence

Stella Tavallaei, *Florida International University*

The Impact of Power Distance Beliefs on Resistance toward AI (vs. Human Service) Adoption

Tofazzal Hossain, *Florida International University*

Jaehoon Lee, *Florida International University*

Session 10.5: Sales Management and Personal Selling II

Room: Ironwood II

Chair: Joel Le Bon

Intention to Spread e-WOM about Dynamic Pricing for Goods and Services: The Roles of Feeling Exploited and Perceptions of Price Complexity

Silke Bambauer-Sachse, *University of Fribourg*

Ashley Young, *University of Fribourg*

Funny, so Manipulative? Disentangling the Effects of Aggressive Humor Usage by Salespeople on Inferences of Manipulative Intent and Relational Outcomes

Renaud Lunardo, *KEDGE Business School*

Laurent Bompar, *KEDGE Business School*

Camille Saintives, *INSEEC Business School*

Salespeople's Earned Social Media and Enablement: Understanding and Enhancing the Salespeople's Digital and Social Selling Influence

Joel Le Bon, *Johns Hopkins University*

Phil Lurie, *SAP*

Michel Beaulieu, *SEISMIC*

Steve Watt, *SEISMIC*

Session 10.6: Robots and AI

Room: Redwood I

Chair: Maher Georges Elmashhara

Value Creation and Disruptive Innovation by Robots

Nobuyuki Fukawa, *Missouri University of Science and Technology*

Naoto Onzo, *Waseda University*

Conceptualising SERVBOT: A Service Quality Model for Humanoid Social Robots

Isha Kharub, *Western Sydney University*

Michael Lwin, *Western Sydney University*

Aila Khan, *Western Sydney University*

Omar Mubin, *Western Sydney University*

Emotions Effect on Shopper Behavioral Responses in AI-Powered Retail Stores

Maher Georges Elmashhara, *Catholic University of Portugal*

Chatbots and Service Failure: When does it Lead to Customer Aggression

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

Paula Dootson, *Queensland University of Technology*

Session 10.7: Antecedents of Attitude and Choice

Room: Redwood II

Chair: Susanne Adler

A Bibliometric Analysis of Context Effects and a Research Agenda

Susanne Adler, *Ludwig-Maximilians-University Munich*

Martina Schöniger, *Chemnitz University of Technology*

Marcel Lichters, *Chemnitz University of Technology*

Marko Sarstedt, *Ludwig-Maximilians-University Munich*

Can Identity Duels Improve Consumers' Brand Attitude?

Frederik Ferié, *University of Münster*

Nina Mack, *University of Münster*

Do You like This Paper? Would You Agree with "I like This Paper"? The Impact of Formulating Items as Questions Versus Statements on Evaluations

Elke Cabooter, *IESEG School of Management*

Anneleen Van Kerckhove, *Ghent University*

Mario Pandelaere, *Virginia Tech*

Elizabeth Cowley, *University of Sydney*

Friday, 12:00 PM – 1:30 PM

Lunch

On Your Own




Friday, 12:00 PM – 2:00 PM

AMS Board of Governors Meeting

Room: Executive Boardroom

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Friday, 1:30 PM - 3:00 PM

Session 11.1: Special Session: Marketing Research Automation and Robotization (M-RAR) - A Chance for Marketing Practice and a Risk for Marketing Science/Scientists?

Room: Bonsai I

Chair: Klaus-Peter Wiedmann, Evmorfia Karampournioti and Steffen Schmidt

Special Session: Marketing Research Automation and Robotization (M-RAR) – A Chance for Marketing Practice and a Risk for Marketing Science/Scientists?

Klaus-Peter Wiedmann, *Leibniz University Hannover*

Evmorfia Karampournioti, *Leibniz University of Hannover*

Steffen Schmidt, *Swiss LINK Marketing Services AG*

Thomas Fandrich, *quantilope*

Gesa Lischka, *Kochstrasse Agentur fuer Marken*

Philipp Reiter, *eye square GmbH*

Gerald-Alexander Beese, *HDI*

Frank Buckler, *Success Drivers / Neusrel*

Sascha Langner, *University of Hannover*

Session 11.2: Advertising and IMC: Exploring Ad Effectiveness

Room: Cottonwood I

Chair: Vera Butkouskaya

Variation of Customer Performance Influence on IMC Outcomes in Different Size Companies in Inter-Country Context

Vera Butkouskaya, *HSE Graduate School of Business*

Joan Llonch-Andreu, *Universitat Autònoma de Barcelona*

María-Del-Carmen Alarcón-del-Amo, *University of Murcia*

Explore Functional and Experiential Advertisement Construction from a Graphic Design Perspective

Yuanyuan Zhu, *University of Western Australia*

Paul Harrigan, *University of Western Australia*

Kristof Coussement, *IESEG School of Management*

Tina Tessitore, *IESEG School of Management*

Disentangling the Effect of Advertising on Online Reviews

Minghui Ma, *York College of Pennsylvania*

Jian Huang, *Towson University*

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

Friday, 1:30 PM - 3:00 PM

Session 11.3: Emotional, Cognitive and Control Implications of Technology for Marketing

Room: Cottonwood II

Chair: Silke Bambauer-Sachse

Effects of Complaint Management Strategies in Social Networks on Observers' Emotional Attachment and Brand Commitment

Silke Bambauer-Sachse, *University of Fribourg*

Sanja Maria Stuhldreier, *University of Fribourg*

Arousal, Pleasure, and Sentiment a Case of Consumer Recommendation and Repurchase on Airbnb

Sahar Karimi, *University of Liverpool*

Azar Shahgholian, *Liverpool John Moores University*

Constructing Young People's Cognitive Hierarchies of APP Usage

Chin-Feng Lin, *National Pingtung University*

Chi-Yun Wu, *National Pingtung University*

The Effect of FOMO – in Relation to Involvement and Technology Usage

Julia Blose, *College of Charleston*

Henry Xie, *College of Charleston*

Robert Pitts, *College of Charleston*

Session 11.4: New Trends in Services Marketing

Room: Ironwood I

Chair: Yu-Shan Sandy Huang

Fostering Customer Adoption of Curbside Pick-up Service

Summer Kim, *University of Kansas*

Jonathan Beck, *University of Kansas*

Alexander LaBrecque, *University of New Hampshire*

Slava Deniskin, *University of Kansas*

What Makes a Service Green? The Consumer's Perspective

Birgit Leisen Pollack, *University of Wisconsin, Oshkosh*

Discovering AI-Driven Services for Service Well Being: An Insider Perspective

Jagdish Sheth, *Emory University*

Varsha Jain, *MICA*

Gourav Roy, *MICA*

Amrita Chakraborty, *MICA*

Session 11.5: Strategic Issues in Business-to-Business Marketing

Room: Ironwood II

Chair: Jen Riley

Is Relationship Marketing Still Relevant? A Concept Analysis

Jen Riley, *Kansas State University*

Kate Nicewicz, *Kennesaw State University*

“Business-to-Business-to-Brain?” A Structured Literature Review on Neuroscience in B2B-Marketing Using TCCM Analysis

Carolina Herrando Soria, *University of Zaragoza*

Marc M. Kuhn, *Baden-Wuerttemberg Cooperative State University Stuttgart*

Anne Köpsel, *Baden-Wuerttemberg Cooperative State University Stuttgart*

Benjamin Österle, *University of Twente*

An Unacknowledged Beneficiary of a Firm’s Online Reviews: The Firm’s Supplier

Thanh Hans Nguyen, *Oklahoma State University*

Justin Lawrence, *Oklahoma State University*

Andrew Crecelius, *Iowa State University*

Colleen McClure, *Oklahoma State University*

Lisa Scheer, *University of Missouri*

Signaling Trust Using B2B Firm Indicators

Ying Liao, *East Carolina University*

Shirley Mai, *East Carolina University*

Session 11.6: Word of Mouth, Community and Engagement

Room: Redwood I

Chair: Manuel Sotelo-Duarte

Should Reviewers and Website Moderators Censor Swearwords in Reviews?

Katherine Lafreniere, *University of Lethbridge*

Sarah Moore, *University of Alberta*

How Consumers Process Online Reviews for Purchase Decision: A Grounded Theory Approach

Robin Roy, *Indian Institute of Management, Jammu*

Ateeque Shaikh, *Indian Institute of Management, Jammu*

Effects of Uncertainty on Customer Engagement in Gamified Social Competition

Jee Hyuk Wi, *Wilfrid Laurier University*

Fang Wang, *Wilfrid Laurier University*

Hae Joo Kim, *Wilfrid Laurier University*

The Writing is on the Wall: Using Lexical Analyses to Predict Service Quality

Caitlin Ferreira, *Luleå University of Technology*

Jeandri Robertson, *Luleå University of Technology*

Raesah Chohan, *University of Cape Town*

Christine Pitt, *KTH Royal Institute of Technology*

Session 11.7: Identities in the Marketplace and Marketing Actions

Room: Redwood II

Chair: Mark Cleveland

Exploring the Boundary Conditions of the Power Distance Belief on DIY Preference

Yuan Li, *Georgia Southern University*

Matthias Rüfenacht, *Baloise Insurance*

Yinlong Zhang, *University of Texas, San Antonio*

Peter Maas, *University of St. Gallen*

Within and Between two Worlds: Mixed Ethnic Identity Scale Development and Nomological Validity

Mark Cleveland, *University of Western Ontario*

Sam Ghebrai, *University of Western Ontario*

Pankhuri Malik, *University of Western Ontario*

More than the Bottom Line: Does Socioemotional Wealth Impact the Marketing of Ethnic Minority Family Businesses?

Mcdowell Porter III, *California State University, Fresno*

Monique Bell, *California State University, Fresno*

Fernando Parra, *California State University, Fresno*

W. Keith Story, *California State University, Fresno*

Brand-Triggered Inclusion: A Theoretical Framework

Tana Cristina Licsandru, *Queen Mary University of London*

Charles Chi Cui, *University of Westminster*

Friday, 3:00 PM - 3:30 PM

Refreshment Break

Room: De Anza Foyer

Friday, 3:30 PM - 5:00 PM

Session 12.1: Special Session: Direct Selling: Facts and Fallacies

Room: Bonsai I

Chair: Lou Pelton

Special Session: Direct Selling: Facts and Fallacies

Lou Pelton, *University of North Texas*

Robert Peterson, *University of Texas, Austin*

Linda Golden, *University of Texas, Austin*

Chuck Ingene, *Oklahoma University*

Anne Coughlan, *Northwestern University*

Patrick Brockett, *University of Texas, Austin*

Session 12.2: Role of Social Media in Marketing Communications

Room: Cottonwood I

Chair: Janna M. Parker

MNEs' CSR Communication Intensity in Host Countries through Social Media

Xixi Li, *Saint Louis University*

Yunmei Kuang, *Saint Louis University*

Should Firms Encourage Employees to Engage in Work-Related Social Media Use?

Neda Mossaei, *California State University, Bakersfield*

Janna M. Parker, *James Madison University*,

Joseph F. Hair, Jr., *University of South Alabama*

The Influencing Factors of Social Presence on Loyalty in Social Commerce: Mediating Role of Trust and Customer Satisfaction

Tanapol Yoonaisil, *King's College London*

Iliia Protopapa, *King's College London*

Matteo Montecchi, *King's College London*

Session 12.3: Transformative Marketing and Social Dilemmas

Room: Cottonwood II

Chair: Marat Bakpayev

Brands' Response to Cancel Culture: Connecting Marketplace Actors

Aya Aboelenien, *HEC Montreal*

Chau-Minh Nguyen, *HEC Montreal*

Interactive Marketing and Changing Landscape of Consumer-Firm Relations through Consumer Culture Theory Lens

Anna Margulis, *Université du Québec en Outaouais*

Marat Bakpayev, *University of Minnesota, Duluth*

A Model to Encourage a Transformative Orientation in Marketing

Angeline Close Scheinbaum, *Clemson University*

Michael Giebelhausen, *Clemson University*

Laurel Steinfield, *Bentley University*

Susan Dobscha, *Bentley University*

Session 12.4: Technology Platforms and Their Users

Room: Ironwood I

Chair: Doreen Shanahan

A Mediated Moderation Model of Perceived E-Commerce Platform Quality

Qian Xiao, *Eastern Kentucky University*

Weiling Zhuang, *Eastern Kentucky University*

A Consumer Based Typology of Lateral Exchange Markets

Xiaofei Tang, *Southwestern University of Finance and Economics*

Yong Eddie Luo, *University of Kent*

Pan Zhou, *Beijing Institute of Technology*

Ben Lowe, *University of Kent*

Extraversion, Technology Proclivity, and Participation in Technology-Mediated, Sharing Economy Markets

Doreen Shanahan, *Pepperdine University*

Cristel Russell, *Pepperdine University*

Nelson Granados, *Pepperdine University*

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Room: Ironwood II

Chair: James Leonhardt

Disproportional Evaluations of Female Brands

Timucin Ozcan, *James Madison University*

Michael Hair, *Southern Illinois University, Edwardsville*

To Demystify Discriminative Behaviors Against Outgroup Customers in Individualistic Culture: A Case Study

Joey Lam, *Simon Fraser University*

Cultural Diversity in Preventative Health Behavior

James Leonhardt, *University of Nevada, Reno*

Swipe up for Better Health

Alexandra Krallman, *University of North Carolina, Wilmington*

Bertha Hidalgo, *University of Alabama, Birmingham*

Olivia Affuso, *University of Alabama, Birmingham*

Friday, 6:00 PM - 7:00 PM

AMS President's Reception

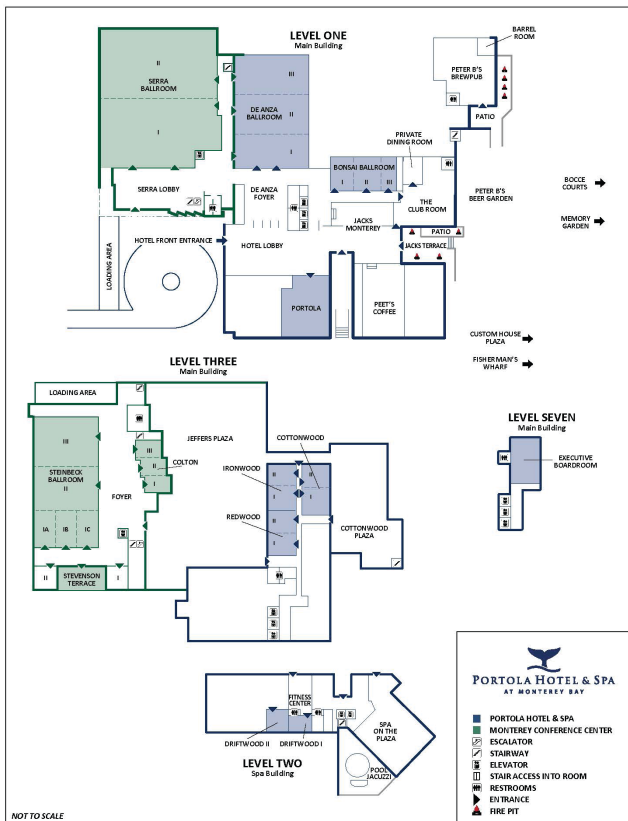
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PORTOLA CONFERENCE ROOM FLOOR PLAN



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