

Kent Business School Presents:

2023
Academy of
Marketing Science®
World Marketing
Congress



WORLD
MARKETING
CONGRESS

2023 | Canterbury, UK

Bringing the Soul
Back to Marketing

July 11 - July 14, 2023

University of Kent
Canterbury, UK

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2023 AMS GLOBAL MARKETER OF THE YEAR

Rami Baitiéh **CEO Carrefour France**



Rami Baitiéh is CEO of Carrefour France. He is a graduate of the Compiègne Ecole Supérieure de Commerce Business School and earned MBAs at both the University of Québec and the Warsaw Central Business School. Rami has spent his entire professional career with Carrefour beginning as a manager in training in 1995. His store director at the time, Noel Prioux, recognized his talent immediately. Among Rami's early accomplishments, he developed a spreadsheet-based program for managing inventory and orders intended to replace the paper-based process that required 3 hours a day to complete by hand. After initially deploying the system in Carrefour stores within the region, it was eventually adopted throughout France. In 2006, Rami began a journey that would lead him to positions with Carrefour in six different countries starting in Poland, where he served as Director of Organization and Supply Chain. In addition, he served as Director of Merchandise and Supply Chain in Turkey, where he developed the 5/5/5 method. In 2015, he became Executive Director of Carrefour Taiwan and then Executive Director of Carrefour Argentina in 2018 and Spain in 2019. In July of 2020, Rami became the Executive Director of Carrefour France.

2023 Academy of Marketing Science® World Marketing Congress

Bringing the Soul Back to Marketing

Through the poetry of Saint John Henry Newman and the composition of Edward Elgar, *The Dream of Gerontius* offers us a vision about the nature of one's "soul" as the very essence of their living being. In light of rapid technological and societal change, we may ask questions about the "soul" of our discipline; the body of marketing changes shape rapidly, however, we should not lose sight of its soul. "Where is the life we have lost in living? Where is the wisdom we have lost in knowledge? Where is the knowledge we have lost in information?" So asked the great poet TS Elliott in 1934. These questions are more applicable now than ever, in our data driven world where technology has proliferated and become ubiquitous, and where a myriad of global challenges are at the forefront of our minds.

Set within the historic City of Canterbury (Kent, UK) we invite you to come and contemplate these challenges in the footsteps of Chaucer, Dickens, Austen and others. Home to three UNESCO World Heritage Sites and at the center of the "Garden of England", the Congress offers a unique setting to explore these themes within an hour of London and with close connections to continental Europe.

The "soul" centers our activities and inspirations. Leading on from previous congress themes such as "enlightened marketing", the AMS WMC 2023 will provide an ideal opportunity for a marketing "pilgrimage" where scholars can reflect on and share ideas about the changing nature and "soul" of marketing as a discipline, in a collegial and open forum. New knowledge tackling global and economic challenges will be developed, presented and explored, continuing a tradition of collegial debate around the concept of marketing and its contribution to business and society at large and further strengthening our academic community.

Program Chairs:

Ben Lowe and Dan Petrovici, *University of Kent Business School*

In memory of Michael Czinkota, 24th WMC co-chair and AMS Distinguished Scholar, you will be missed.



Academy of Marketing Science

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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Milena Micevski, Copenhagen Business School, Denmark

Data Analytics and Big Data

Christian Ringle, Hamburg University of Technology, Germany
Marko Sarstedt, Ludwig-Maximilians-University (LMU), Germany

Digital Marketing and Social Media

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Emerging Markets

Gregory Kivenzor, Sacred Heart University, USA
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Financial Services Marketing

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Food and Wine Marketing

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Services Marketing and the Customer Experience

Tom Chen, University of Canberra, Australia

K. Sivakumar, Lehigh University, USA

Social Marketing and Behaviour Change

Sharyn Rundle-Thiele, Griffith University, Australia

Patricia McHugh, University of Galway, Ireland

Special Sessions

John Ford, Old Dominion University, USA

Dan Petrovici, University of Kent, UK

Doctoral Colloquium

Altaf Merchant, University of Washington, USA

Mathieu Kacha, Université de Lorraine, France

Proceedings Editors

Vincent Jeseo, Rowan University, USA

Juliann Allen, Nicholls State University, USA



DAILY HIGHLIGHTS • Tuesday, July 11, 2023

Text Analytics Workshop

Sibson Lecture Theatre 2, Kent Business School - 1:30 PM

Registration

Clagett Auditorium, Canterbury Cathedral, 3:00 PM - 6:30 PM

Welcome Reception

Clagett Auditorium, Canterbury Cathedral, 6:00 PM - 7:00 PM

DAILY HIGHLIGHTS • Wednesday, July 12, 2023

Registration

Sibson, Kent Business School, 8:00 AM - 4:00 PM

Special Session I - Soul Matters: Living our purpose as Marketers

Sibson, MBA Suite, 9:00 AM

Tea/Coffee Break

Sibson, Kent Business School, 10:30 AM - 11:00 AM

Special Session II - Automation of Marketing Research Processes:

Chances and Risks for Marketing Research and Practice

Sibson, MBA Suite, 11:00 AM

Lunch

Sibson, Kent Business School, 12:30 PM - 2:00 PM

Meet the Editors I

Sibson Lecture Theatre 3, Kent Business School, 2:00 PM

Special Session III - The less explored issues in advertising and product

Sibson, MBA Suite, 2:00 PM

Tea/Coffee Break

Sibson, Kent Business School, 3:00 PM - 3:30 PM

Reception

Sibson, Kent Business School, 5:45 PM - 7:00 PM

Wednesday, 9:00 AM - 10:30 AM

Session 1.1: Data analytics and big data

Room: Sibson Lecture Theatre 1

Chair: Susanne Adler

Emotions Embedded in Online Reviews and Social Influence

Feray Adiguzel, *Nottingham Trent University*

Moamen Elsherbiny, *Luiss University*

Carmela Donato, *Università degli Studi G. d'Annunzio Chieti e Pescara*

Evangelos Syrigos, *Luiss University*

A Toolbox to Identify p-Hacking – Five Techniques to Evaluate Published Findings' Trustworthiness: An Abstract

Susanne Adler, *Ludwig-Maximilians-University Munich*

Lukas Röseler, *University of Bamberg*

The Effects of Performance Feedback on Digital Transformation: The Moderating Role of Executives' Social Network and Absorptive capacity

Tao Ye, *Macau University of Science and Technology*

Yide Liu, *Macau University of Science and Technology*

Session 1.2: Consumer behaviour: Brands and brand activism

Room: Sibson Lecture Theatre 2

Chair: Sujay Dutta

Utilization of Normatively Diagnostic Cues in Brand Crisis Accounts: An Experimental Study

Sujay Dutta, *Wayne State University*

Ahmet Koksall, *Louisiana State University Shreveport*

Do you have the right to speak up? The Influence of Perceived Legitimacy on Brand Activism in Consumer Behavior

Samia Moumade, *IAE Aix-Marseille, Aix-Marseille University*

Aurélié Hemonnet-Goujot, *IAE Aix-Marseille, Aix-Marseille University*

Pierre Valette-Florence, *Grenoble IAE - Grenoble-Alpes University*

When is it Good To Be Bad? Endorser-Brand Congruency in Advertising

Brittney C. Bauer, *Loyola University New Orleans*

Brad D. Carlson, *Saint Louis University*

D. Todd Donovan, *Colorado State University*

Clark D. Johnson, *Pepperdine University*

Combining Importance and Performance with Necessary Condition Analysis in PLS-SEM: An Abstract

Sven Hauff, *Helmut Schmidt University*

Nicole Franziska Richter, *University of Southern Denmark*

Jan-Michael Becker, *BI Norwegian Business School*

Marko Sarstedt, *Munich School of Management and Babes-Bolyai University*

Christian M. Ringle, *Hamburg University of Technology*

Session 1.3: Digital marketing and social media: Social selling and other persuasion stories

Room: Sibson Lecture Theatre 3

Chair: Yusuf Oc

Mass Customization's Online Sales Configurator Capabilities and Purchase Intention: The Roles Of Psychological Empowerment And Ownership

Marwa Meddeb, *Kedge Business School*

Jean-Louis Moulins, *Cret-Log Université d'Aix-Marseille*

Swiftly Building Pre-Contact Trust and Guanxi In Social Commerce: A Signaling Theory Perspective

En-Yi Chou, *Department of Information Management, National Central University*

Haw-Yi Liang, *Department of Business Administration, National Taiwan University of Science and Technology*

Cheng-Yu Lin, *Department of Public Administration and Management, National University of Tainan*

Reviewing the Research Landscape of Online Scarcity Messages

Snehasish Banerjee, *University of York*

Anjan Pal, *University of York*

Ariadne Kapetanaki, *University of York*

Exploring the Moderating Mechanism of Gratification Experience in Firm-Hosted Social Media Brand Community: A Perspective From Uses and Gratifications Theory

Cheng-Yu Lin, *National University of Tainan*

En-Yi Chou, *National Central University*

Haw-Yi Liang, *National Taiwan University of Science and Technology*

Session 1.4: Branding Management: Managing brands

Room: Sibson Seminar Room 6

Chair: Fabien Pécot

The Role of Brand/Product Deletion Strategy During a Pandemic: An Abstract

Purvi Shah, *Worcester Polytechnic Institute*

Huma Varzani, *Worcester Polytechnic Institute*

A Historical Analysis of Corporate Heritage Brand's Strategy: A Case Study of Soy Sauce Brands in Taiwan

Chao-Chin Huang, *National Pingtung University of Science and Technology (Department of Agribusiness Management)*

Artisan Entrepreneurs in Kenya: A Brand-as-Culture Perspective: Structured Abstract

Isabella Maggioni, *ESCP Business School*

Alisa Sydow, *ESCP Business School*

Session 1.5: Immersive environments and the metaverse: Marketing and the metaverse

Room: Sibson Seminar Room 1

Chair: Brian Bourdeau

The Metaverse and Implications for Marketers

Heath McCullough, *Auburn University*

Colin Gabler, *Auburn University*

Brian Bourdeau, *Auburn University*

Joseph Cronin Jr., *Florida State University*

When the Metaverse Meets Omnichannel Retail - A Systematic Literature Review of Customer Engagement

Fan Cleverdon Lu, *Edinburgh Napier University*

Jin Guo, *University Of Lincoln*

Metaverse – A New Road-MAP to Introduce Immersive-Presence Theory. A Study to explore user's Consumption of Intangible Products using I-Commerce.

Dr Vikas Arya, *Rabat Business School*

Session 1.6: Marketing Strategy: Strategic Decisions

Room: Sibson Seminar Room 2

Chair: Jeandri Robertson

Leveraging the Metaverse for Marketing Strategy Insight

Ana Isabel Canhoto, *University of Sussex*

Jan Kietzmann, *University of Victoria*

Brendan James Keegan, *Maynooth University*

Assessing the Market Valuation of Subscription-based Services: An Abstract

Jiun-Sheng Chris Lin, *Department of International Business, College of Management, National Taiwan University*

Heng-Yu Lin, *Department of International Business, College of Management, National Taiwan University*

The Enemy of your Friend is not your Enemy - Evidence from Firms Switching Partners in Strategic Alliances

Malika Chaudhuri, *Oakland University*

Ranadeb Chaudhuri, *Oakland University*

Jay Janney, *University of Dayton*

Competitive and Comparative Advantages in Positioning Small Firms in Trade and Services Markets

Arturo Vasquez, *University of Texas Rio Grande Valley*

Session 1.7: Services marketing and the customer experience: Customer insights in action

Room: Sibson Seminar Room 4

Chair: Wolfgang Weitzl

Understanding Customers' Insights Using Attribution Theory

Raksmey Sann, *Department of Tourism Innovation Management, Faculty of Business Administration and Accountancy, Khon Kaen University*

Pei-Chun Lai, *Department of Hotel and Restaurant Management, National Pingtung University of Science and Technology*

Shu-Yi Liaw, *College of Management, Director of Computer Centre, National Pingtung University of Science and Technology*

Chi-Ting Chen, *Department of Hospitality Management, School of Tourism, Ming Chuan University*

Proactive Service Recoveries – How Forewarning Helps to Reduce Two Forms of Negative Word-of-mouth: An Abstract

Wolfgang Weitzl, *University of Applied Sciences Upper Austria*

Clemens Hutzinger, *Seeburg Castle University*

Matthes Fleck, *Lucerne University of Applied Sciences and Arts*

Fabio Good, *PwC Switzerland*

Value Co-creation Through the Articulated Naturality Web: The Next Wave of Extended Reality Within Services

Saifeddin Alimamy, *Zayed University*

Consumer Forgiveness and Repurchase Intention Under Service Failure: A Moderated Mediation Model of Effective Preference of Relationship Maintenance and Desire for Reconciliation: An Abstract

Han Lee, *Soochow University*

Chuan-Feng Shih, *National Taiwan University*

Heng-Chiang Huang, *National Taiwan University*

Ju-Yin Weng, *National Taiwan University*

Session 1.8: Advertising and IMC: Ads for good or good for ads?

Room: Sibson Seminar Room 5

Chair: Agnès Helme-Guizon

Make Me Laugh and I'll Share the Message! The Effect of Humor Appeal on Anti-Binge Drinking Advertising

Marie-Claire Wilhelm, *Université Grenoble Alpes*

Karine Raies, *Emlyon business school*

Co-Creation of A Message To Promote Healthy Eating Behavior: A Lever To Empower Creators? An Abstract

Agnès Helme-Guizon, *Univ. Grenoble-Alpes, CERAG & Grenoble IAE-INP*

Marie-Claire Wilhelm, *Univ. Grenoble-Alpes, CERAG, IAE*

Cindy Caldara, *Univ. Grenoble-Alpes, CERAG, IAE*

“Bug Cookies for Little Buddies”: Promoting Insect-Based Food by Involving Children in A Culinary Experience: Structured Abstract

Khaoula Jellouli, *IAE de Caen, Université de Caen, Normandy University*

Joël Brée, *IAE de Caen, Université de Caen, Normandy University*

3 decades of eye-tracking research in advertising: a bibliometric-enhanced topic modeling analysis

Emna Cherif, *IAE Clermont Auvergne*

Session 1.9: Innovation and NPD: Products and processes

Room: Sibson Seminar Room 3

Chair: Dhouha El Amri

The Impact of Product Newness on New Product Development Performance: The Role of Technologically Turbulent Environments

Michael Obal, *University of Massachusetts Lowell*

Todd Morgan, *Cleveland State University*

Wesley Friske, *Missouri State University*

Analytics As Enabler of New Product Success

Nick Hajli, *Loughborough University*

Mina Tajvidi, *Queen Merry University of London*

Frid Shirazi, *Toronto Metropolitan University*

An exploration of the underlying links between Knowledge Integration Capabilities (KICs) and Service Innovation

Amali Wijekoon, *University of Moratuwa*

Sandeep Salunke, *Queensland University of Technology*

Gerard Athaide, *Loyola University Maryland*

Session 1.10: Special session I - Soul matters: Living our purpose as marketers

Room: Sibson MBA Suite

Chair: Hugh Wilson

Soul matters: living our purpose as marketers

Hugh Wilson, *Warwick Business School*

Helen Bruce, *Lancaster University Management School*

Ronika Chakrabarti, *Trinity College Dublin*

Emma Macdonald, *Warwick Business School*

Wednesday, 11:00 AM - 12:30 PM

Session 2.1: Marketing for NGOs, ethics and social responsibility

Room: Sibson Lecture Theatre 1

Chair: Theresa Kirchner

Efficacy of the Net Promoter Score in Predicting Online MBA Students' Intentions to Give Back to their Alma Mater

Ali Kara, *Pennsylvania State University York Campus*

John Spillan, *University of North Carolina at Pembroke*

Christine Bell, *University of North Carolina at Pembroke*

The Development of Management Strategies and Practices for Tham Sing Robusta Coffee Community

Sudarin Rodmanee, *Office of Agricultural Economics, Ministry of Agriculture and Cooperatives*

Sumalee Chaisit, *Faculty of Science and Liberal Arts, Rajamangala University of Technology Isan*

Chomsaeank Photcharoen, *Agricultural Land Reform Office, Ministry of Agriculture and Cooperatives*

Yaowarin Rodmanee, *Arsom Silp Institute of the Arts*

Raksmeay Sann, *Department of Tourism Innovation Management, Faculty of Business Administration and Accountancy, Khon Kaen University*

In Carbon Labels We (Dis)Trust: An Abstract

Pia A. Albinsson, *Appalachian State University*

William Magnus Northington, *Appalachian State University*

The Value-Needs Matrix for Market-Based Social Sustainability in Digital Services: Structured abstract

Barbara Caemmerer, *ESSCA School of Management*

Orsolya Sadik-Rozsnyai, *ESSCA School of Management*

Session 2.2: Brand management: Luxury branding

Room: Sibson Lecture Theatre 2

Chair: Paula Rodrigues

Consumer Attitudes as Drivers of Luxury Brand Purchase Behaviour

Keshantha Naidoo, *University of the Witwatersrand, Johannesburg*

Yvonne Saini, *University of the Witwatersrand, Johannesburg*

Russell Abratt, *George Mason University*

Michela Mingione, *Tor Vergata University of Rome*

Investigating Pre-Loved Luxury Brand consumption: Influential Factors and Forms: Structured Abstract

Yunjie Lu, *University of Glasgow*

Cleopatra Veloutsou, *University of Glasgow*

Katherine Duffy, *University of Glasgow*

A Systematic Literature Review and Research Agenda of Masstige and Brand Happiness: Structure Abstract

Paula Rodrigues, *Universidade Lusíada, COMEGI*

Clara Madeira, *COMEGI*

Ana Sousa, *COMEGI*

Impact of Brand luxury and Brand-user-imagery fit on Purchase intention: The mediating role of Brand experience

Mouna Bounaouas, *Faculté des Sciences Economiques et de Gestion de Mahdia*

Session 2.3: Research Roundtable: Issues in the Conduct of Marketing Research Today

Room: Sibson Lecture Theatre 3

Chair: Barry J. Babin

Research Roundtable

David J. Ortinau, *University of South Florida*

Julie Moulard, *Louisiana Tech University*

Jean-Luc Herrmann, *University of Lorraine*

John Ford, *Old Dominion University*

Barry J. Babin, *University of Mississippi*

Session 2.4: Marketing and new technologies: Social aspects of virtual experiences

Room: Sibson Seminar Room 6

Chair: Iryna Pentina

Roles of AI Personification, Trust, and Customer Personality in Using Social Chatbots as News and Information Sources: An Abstract

Tyler Hancock, *University of Toledo*

Tianling Xie, *University of Toledo*

Iryna Pentina, *University of Toledo*

How Metaverse can Promote Social Sustainability: A Conceptual Model: An Abstract

Mehrdad Jalali Sepehr, *University of Toledo*

Iryna Pentina, *University of Toledo*

Is the Future of CRM truly Conversational? Exploring the Role of Virtual Service Robots in the Management of Customer Relationships: An Abstract

Aishwarya Singhal, *Heriot-Watt University*

Paul Hopkinson, *Heriot-Watt University*

Rodrigo Perez Vega, *Henley Business School*

Session 2.5: Marketing education: Student engagement with technology in the marketing classroom

Room: Sibson Seminar Room 1

Chair: Simone Kurtzke

A Conceptual Model of Parasocial Teaching Practice

Simone Kurtzke, *Edinburgh Napier University*

Understanding factors affecting student satisfaction/dissatisfaction with digital escape rooms: an exploration using a fuzzy-set configurational approach

Elvira Ismagilova, *University of Bradford*

Daniele Doneddu, *Swansea University*

Yogesh Dwivedi, *Swansea University*

Identifying Factors influencing Student Engagement in Online Marketing Courses

Mark Groza, *University of Idaho*

Mya Groza, *University of Idaho*

Joe Cobbs, *Northern Kentucky University*

Session 2.6: Personal selling and sales management: Doing better by doing good

Room: Sibson Seminar Room 2

Chair: Teidor Lyngdoh

The Role of Supervisor's Empathy and Enthusiasm on Employee's Creativity and Sales Performance: Structured Abstract

Simon Boissonneault, *HEC Montreal*

Bruno Lussier, *HEC Montreal*

Yany Grégoire, *HEC Montreal*

Spirituality and Job Satisfaction in Sales Jobs: Role of Meaningful Work and Sales commissions

Vaibhav Chawla, *IIT Madras*

Guda Sridhar, *IIM Kozhikode*

Jay Mulki, *Northeastern University*

Aishwarya Ramasundram, *IIM Kozhikode*

The Antecedents of Salesperson Creativity: Structured Abstract

Felicia Lassk, *Northeastern University*

C. David Shepherd, *None*

Session 2.7: Social marketing: Looking back and looking forwards

Room: Sibson Seminar Room 4

Chair: Patricia McHugh

Consumer responses to the vaccination campaign

#TogetherAgainstCorona – The role of reactance, perceived marginalization, and multi-brand activism

Stefanie Wannow, *THM University of Applied Sciences*

Martin Haupt, *Justus-Liebig-University Gießen*

Celin Sondermann, *THM University of Applied Sciences*

Fear Control vs Danger Control - The COVID 19 Case in France: An Abstract

Marie-Laure Gavard-Perret, *Univ. Grenoble Alpes, Grenoble INP, CERAG*

Marie-Claire Wilhelm, *Univ. Grenoble Alpes, Grenoble INP, CERAG,*

Gilles N'Goala, *Montpellier Management Université de Montpellier*

Forming Sustainable Routines: An Exploration through Tiny House Consumers

Matthew Lunde, *University of Minnesota Duluth*

Increasing Social Marketing's Impact: Time to Break the Fourth Wall

Taylor Willmott, *University of Adelaide*

Session 2.8: B2B and supply chain management: Digital footprints in B2B marketing

Room: Sibson Seminar Room 5

Chair: Mona Rashidirad

B2B Digital Customer Experience In The Machinery Construction Industry

Marlene Landershammer, *University of Applied Sciences Upper Austria*

Christopher Kanitz, *University of Applied Sciences Upper Austria*

Michael Schade, *University of Bremen*

Andreas Zehetner, *University of Applied Sciences Upper Austria*

Understanding the effects of organizational ambidexterity and co-creation on organizational performance: Structured Abstract

Maria Sarmento, *Lusófona University*

Cláudia Simões, *University of Minho*

Luis Lages, *Nova School of Business and Economics*

Using Social Media and Customers' Engagement in the B2B Context: Strengths, Shortcomings, and Suggestions

Mona Rashidirad, *Senior Lecturer in International Marketing, Kent Business School, University of Kent*

Bahareh Heidari, *Business School of University of Sussex*

Session 2.9: Retailing: Brand management in a retail context

Room: Sibson Seminar Room 3

Chair: Jonathan Elms

Smart Retail Adoption Model: The Retailers' Perspective

Tze-Hsien Liao, *National Taipei University of Education*

Outcomes of Brand Equity in Retailing: Structured Abstract

Julien Troiville, *University of Rennes 1*

The Consumer Paradox: Why Bottom-Tier Consumers Are Loyal To Brand Names

Simba Pasirayi, *Salisbury University*

Session 2.10: Special session II - Automation of Marketing Research Processes: Chances and Risks for Marketing Research and Practice

Room: Sibson MBA Suite

Chair: Klaus-Peter Wiedmann

Special Session: Automation of Marketing Research Processes. Chances and Risks for Marketing Research and Practice.

Klaus-Peter Wiedmann, *Leibniz University Hannover*

Steffen Schmidt, *Swiss LINK Marketing Services AG*

Evmorfia Karampournioti, *Leibniz University of Hannover*

Frank Buckler, *Success Drivers / Neusrel*

Sascha Langner, *University of Hannover*

Philipp Reiter, *eye square GmbH*

Levke Walten, *Leibniz University of Hanover - Institute of Marketing and Management*

Gesa Lischka, *Kochstrasse Agentur fuer Marken*

Wednesday, 2:00 PM - 3:30 PM

Session 3.1: Brand management: Brand meaning

Room: Sibson Lecture Theatre 1

Chair: Cleopatra Veloutsou

Sonic Branding: Examining the Effects of Sonic Logos on Emotions and Brand Engagement

Elyria Kemp, *University of New Orleans*

My Bui, *Loyola University Marymount*

Steven W. Kopp, *University of Arkansas*

Sport League Brand Personality: How League Popularity, Sport Liking & Fan Motivation Generate Favorable Loyalty

Anish Yousaf, *Department of Marketing, Nottingham Business School, Nottingham Trent University*

Abhishek Mishra, *IIM Indore*

Anees Ahmad, *IMI Kolkata*

**Brand Meaning Components in Visual Brand-Generated Content:
An Abstract**

Estefania Ballester, *University of Valencia*

Cleopatra Veloutsou, *University of Glasgow*

Session 3.2: Consumer behaviour: Global and cross cultural influences

Room: Sibson Lecture Theatre 2

Chair: Emma Slade

Growth Mindset, Trust in The Food Supply Chain and Healthy Eating Habits Across Six Countries: An Abstract

Kim Noya Penias, *Technion - Israel Institute of Technology*

Liat Levontin, *Technion - Israel Institute of Technology*

Narrowness and Inclusiveness: How the Two-dimensional Structure of Consumer Ethnocentrism Affects Brand Preference

Xiaofei Tang, *Southwestern University of Finance and Economics*

Yong Ye, *Southwestern University of Finance and Economics*

Yong Luo, *Kent Business School, University of Kent*

Yongzhi Gong, *Southwestern University of Finance and Economics*

Identifying Current Themes and Important Future Research Directions in the Field of Consumer Animosity

Dinara Davlembayeva, *University of Kent*

Davit Marikyan, *University of Bristol*

Emma Slade, *University of Bristol*

Skepticism in Islamic Banks: How is the Consumer's Behavior in Indonesia?

Aidha Trisanty, *Universitas Sebelas Maret, Universitas Islam Indonesia*

Catur Sugiarto, *Universitas Sebelas Maret*

Session 3.3: Meet the Editors I

Room: Sibson Lecture Theatre 3

Chair: John Ford

Session 3.4: Digital marketing and social media: The dark side of social media moon

Room: Sibson Seminar Room 6

Chair: Andres Gvirtz

The Dark Side of Virtue Signalling: An Examination of the Receiver's Perceived Impression Construction.

Liyu Gao, *University of Edinburgh*

A Qualitative Study on Lurkers and their Fear Motivations

Reem Albuameed, *Bournemouth University*

Jason Sit, *University of Portsmouth*

Juliet Memery, *Bournemouth University*

Elvira Bolat, *Bournemouth University*

Me, Myself, and Influencers: Examining the impact of social media influencers on offline and virtual self-discrepancies and consumer behaviors in offline and virtual spaces

Anand Kumar Jaiswal, *IIM Ahmedabad*

Shehzala, *IIM Ahmedabad*

Session 3.6: Consumer Behaviour and IMC: Motivation, traits and the young and beautiful!

Room: Sibson Seminar Room 2

Chair: Dan Petrovici

Gender in Cosmetics Advertising: Gender-neutral Advertising and Perceived Manipulative Intent

Selina Rabah, *Kent Business School- University of Kent*

Dan Petrovici, *Kent Business School- University of Kent*

To be attractive or to be healthy? Promoting autonomous motivation in physical activity through goals framing an abstract

Houda Sassi-Chamsi, *Centre d'études et de Recherches Appliquées à la Gestion*

The Ambient Lighting Effect on Goal Performance

Yoon-Na Cho, *Hongik University*

Impact of Mindfulness on Materialism: Exploring roles of self-esteem and life satisfaction: An abstract

Sharad Gupta, *Cardiff Metropolitan University*

Harsh Verma, *University of Delhi*

W.M. Lim, *Sunway University*

Session 3.7: Doctoral colloquium: Ethical practices

Room: Sibson Seminar Room 4

Chair: John Ford

Is Hyper-Personalization of Recommendation Always Good?: Consumers' Active Optimization Behavior than Passive

Personalization Behavior on Dataveillance and Privacy Concerns

Jooyoung Kim, *Korea Advanced Institute of Science and Technology (KAIST)*

The spiritual value to spur deconsumption via the Self and the goals activation: An Abstract

Guillaume Fayolle, *Univ. Grenoble Alpes, Grenoble INP, CERAG*

Unethical Practices and Online Business: Perspective of DSMM Users

Yawo Edem Saba, *Catholic University of Eastern Africa*

Developing And Testing a Warning to Inform Viewers of Product Placement Presence on a Television Program in France: An Abstract.

Camilia Boulegriblet, *University of Lorraine*

Session 3.8: Personal selling and sales management: Renegade salespeople

Room: Sibson Seminar Room 5

Chair: Felicia Lassk

A Review and Analytical Model of Salesperson Counterproductive Knowledge Hiding Behaviors

Edward Nowlin, *Kansas State University*

Doug Walker, *Kansas State University*

Nawar Chaker, *Louisiana State University*

The Paradoxical Tensions Within Trans-Organizational Sales-Marketing Interfaces

Avinash Malshe, *University of St. Thomas*

Jeff Johnson, *University of Missouri-Kansas City*

Hail to the Small Talk in Sales! Impact of B2B Salespersons' Social Media Usage on Performance through Small Talk and Individual Competitive Intelligence Quality.

Anu Chacko, *Indian Institute of Technology Madras*

Dr.Vaibhav Chawla, *Indian Institute of Technology Madras*

Session 3.9: Ethics and social responsibility: Ethical consumption in developing countries

Room: Sibson Seminar Room 3

Chairs: Fredah Mwiti and Maria Teresa Heath

Traditional Farming Methods As A Compensatory Ethical Cue For Locavores: An Abstract

Carmen Valor, *IIT-Universidad Pontificia Comillas*

Paolo Antonetti, *NEOMA Business School, France, Rouen Campus*

Danae Manika, *Brunel University London*

Liyuan Wei, *Brunel University London*

Exploring the Structure of the Attitudes Towards Business Ethics Questionnaire (ATBEQ) in Developing Markets

Dwight Merunka, *Aix-Marseille University*

Robert Peterson, *The University of Texas at Austin*

Bertrand Sogbossi Bocco, *University of Parakou*

Pierre Valette-Florence, *University of Grenoble Alps*

Embeddedness in Ethical Consumption: Perspectives from Kenya

Fredah Mwiti, *University of Kent*

Teresa Heath, *University of Minho*

Judy Muthuri, *University of Nottingham*

Stella Nyongesa, *Strathmore University*

Session 3.10: Special session III - The less explored issues in advertising and product placement

Room: Sibson MBA Suite

Chair: Fanny Fong Yee Chan

The Less Explored Issues in Advertising & Product Placement

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

Bradley Barnes, *The Hang Seng University of Hong Kong*

Eric Chee, *The Hang Seng University of Hong Kong*

Ivy Leung, *The Hang Seng University of Hong Kong*

Kara Chan, *Hong Kong Baptist University*

Lai San Lisa Lam, *University of Macau*

Liane Lee, *The Hang Seng University of Hong Kong*

Qiqi Li, *Hong Kong Baptist University*

Xiaoqin Li, *University of Macau*

Sigen Song, *Shanghai Institute of Technology*

Wei Xu, *Anhui University of Finance and Economics*

Wednesday, 4:00 PM - 5:30 PM

Session 4.1: Brand management: Destination and B2B branding

Room: Sibson Lecture Theatre 1

Chair: Emmanuel Mogaji

Toward an Understanding of Tourist Consumption in Cities as Brand Destinations: A Structured Abstract

Nebojsa S. Davcik, *EM Normandie Business School*

Branding Cities to Attract Talent: Structured Abstract

Sari Silvano, *California State University, Dominguez Hills*

Jason Ryan, *California State University San Bernardino*

Branding Strategies of Top Performing B2B Brands in Africa

Emmanuel Mogaji, *University of Greenwich*

Nguyen Phong Nguyen, *University of Economics Ho Chi Minh City, Ho Chi Minh City, Viet Nam*

Session 4.2: Consumer behaviour: Judgment and choice processes

Room: Sibson Lecture Theatre 2

Chair: Marko Sarstedt

Changes in Consumer Behavior Due to Caffeine: The Case of the Attraction Effect

Michael Canty, *Otto-von-Guericke-University Magdeburg*

Felix Lang, *University of Technology Chemnitz*

Marcel Lichters, *University of Technology Chemnitz*

Marko Sarstedt, *Ludwig-Maximilians-University Munich*

What Is It Worth? Consumers' Price Judgments in Novel Consumption Situations

Sujay Dutta, *Wayne State University*

Chris Pullig, *Baylor University*

Lora Tu, *Baylor University*

Exploring the World of Context Effect Research on Product Choice

Martina Schöniger, *Chemnitz University of Technology*

Susanne Adler, *Ludwig-Maximilians-University Munich*

Marcel Lichters, *Chemnitz University of Technology*

Marko Sarstedt, *Ludwig-Maximilians-University Munich*

Session 4.3: Marketing and new technologies: Adoption and application of new technologies

Room: Sibson Lecture Theatre 3

Chair: Eddie Luo

Marketing Sustainable Urns – Transforming Socio-cultural Anatomy: An Abstract

Rajagopal Rajagopal, *EGADE Business School, Tecnologico de Monterrey*

Digital Design of 3D Printing

Weizhi Chen, *Harbin Institute of Technology*

Haisu Zhang, *New Jersey Institute of Technology*

Covid 19 Pandemic and its Influence on the Digitalization of the B2B Sales Process

Rocio Rodriguez, *Kristiania University College*

Francisco José Molina-Castillo, *University of Murcia*

Nils Hogevoid, *Kristiania University College*

Göran Svensson, *Kristiania University College*

Understanding the Role of Sensory-Enabling Technologies in the Reinforcement of Consumers' Natural Experience: An Abstract

Quentin Sellier, *UCLouvain*

Margot Racat, *IDRAC Business School*

Ingrid Poncin, *UCLouvain*

Session 4.4: Digital marketing and social media: Diversity and wellbeing in a digital age

Room: Sibson Seminar Room 6

Chair: Tanapol Yoonasil

Achieving Consensus on Digital Placemaking for Nature & Wellbeing through a Modified Delphi Study An Abstract.

Maria Fernandez de Osso Fuentes, *Maynooth University*

Brendan James Keegan, *Maynooth University*

Marc V. Jones, *Manchester Metropolitan University*

Tadhg MacIntyre, *Maynooth University*

A Study of the Impact of Brand Gender on Brand Image, Brand Equity and Purchase Intentions for Brands in Digital Media: An Abstract

Agnijita Mukherjee, *Dept. of Media Science, The Heritage Academy*
Dr. Madhupa Bakshi, *Dept. Of Media Science, The Heritage Academy*

Identifying unmet health care demands through social media engagement: An Abstract

Andres Gvirtz, *King's College London*
Sanja Šćepanović, *Nokia Bell Labs*
Jason Rentfrow, *University of Cambridge*
Daniele Quercia, *Nokia Bell Labs*

Optimizing the role of diversity on social media engagement

Yusuf Oc, *King's College London*

Session 4.5: Cross cultural and international marketing: Cultural influences in advertising and services

Room: Sibson Seminar Room 1

Chair: Sanchayan Sengupta

Does Cultural Distance Matter? An Investigation of International Tourists' Travel Preference by Machine Learning Approach

Guei-Hua Huang, *National Pingtung University*
Yung-Jan Chuo, *National Sun Yat-sen University*

The Effect of Bystanders' Virtual Presence on Service Recovery via Social Media – A Cross Cultural Perspective: An Abstract

Sanchayan Sengupta, *ESSCA School of Management*
Wolfgang Weitzl, *University of Applied Sciences Upper Austria, School of Business and Management*

Towards a New Measure of Culture in Marketing Communication: The Culture-Ladeness Fit Index (CLF)

Boris Bartikowski, *Kedge Business School*
Marie-Odile Richard, *State University of New York Polytechnic Institute*
Heribert Gierl, *University of Augsburg*

Session 4.6: Doctoral colloquium: Digital marketing

Room: Sibson Seminar Room 2

Chair: Mathieu Kacha

The Effect of e-WOM on Purchasing Intention of Fashion Brands: The Moderating Role of CSR

Tongyuan Yang, *University of York*

The phenomenon of nano-influencers: the role of parasocial relationship on marketing outcomes

Jeanne David, *Université de Lorraine-CEREFIGE*

Through The E-Looking Glass: Three Essays On Influencer Marketing, Self-Discrepancies, And Consumer Behavior

Shehzala, *IIM, Ahmedabad*

Session 4.7: 24th/25th World Marketing Congress Chairs Get Together

Room: Sibson Seminar Room 4

Chairs: Barry Babin and John Ford

Session 4.8: Social marketing: Progressing the sustainability agenda

Room: Sibson Seminar Room 5

Chair: Taylor Willmott

Can Implementation Intentions Facilitate Pro-environmental Behavior Adoption: A Meta-analysis

Isabel Carrero, *Universidad Pontificia Comillas*

Carmen Valor, *IIT-Universidad Pontificia Comillas*

Irene Vila, *ISDI Business School*

Raquel Redondo, *Universidad Pontificia Comillas*

Differential effects of loving-kindness and mindfulness meditation on prosocial behaviors: experimental and meta-analytical evidence

Carmen Valor, *Universidad Pontificia Comillas*

Carlos Martinez-de-Ibarreta, *Universidad Pontificia Comillas*

Isabel Carrero, *Universidad Pontificia Comillas*

Amparo Merino, *Universidad Pontificia Comillas*

A willingness to give back to the Earth? Activating consumer gratitude

Laurent Bertrandias, *Toulouse Business School*

Orsolya Sadik-Rozsnyai, *ESSCA*

Ben Lowe, *Kent Business School, University of Kent*

Session 4.9: Retailing: Contemporary issues in retail marketing and management

Room: Sibson Seminar Room 3

Chair: Christoph Teller

Effects of Privacy Concern on Brand Attitude in the Omnichannel Environment: Structured Abstract

Pei-En Lin, *National Tsing Hua University*

Hung-Chang Chiu, *National Tsing Hua University*

Mei-Hsuan Lin, *National Tsing Hua University*

Sustainable Brand Marketing in the Luxury Fashion Market: A Conceptual Framework

Dr. Harpreet Kaur, *Christ University*

Shruti Choudhary, *Christ University*

Muskan Tyagi, *Christ University*

Adarsh Manoj, *Christ University*

When the Courier is More Important than the Online Retailer

Christopher Funke, *Leibniz University Hannover*

Gianfranco Walsh, *Leibniz University Hannover*

Customer Kindness and the Impact on Retail Employee Retention and Job Satisfaction: An Abstract

Lauren Beitelspacher, *Babson College*

Mert Tokman, *James Madison University*

Session 4.10: Ethics and social responsibility: Corporate social responsibility

Room: Sibson MBA Suite

Chairs: Maria Teresa Heath and Fredah Mwiti

Doing Good Matters to Consumers? The Effectiveness of Corporate Social Responsibility Activity

Hsinhui Hu, *Ming Chuan University*

Hg Parsa, *University of Denver*

Ethical perceptions of retargeting according to GCU configurations

Nadia Steils, *HEC Liège*

Toti Jean-François, *IAE Lille (Université de Lille)*

Brands' (Ir)Responsible Business Practices and Consumers' Multiple Price Perceptions

Ilona Szöcs, *University of Vienna*

Maria Gabriela Montanari, *University of Vienna*

Consumer Responses to Brands' Responsible Behavior: An Investigation Through the Lens of Ambivalent Brand Stereotypes

Ilona Szöcs, *University of Vienna*

Milena Micevski, *Copenhagen Business School*

DAILY HIGHLIGHTS • Thursday, July 13, 2023

Registration

Sibson, Kent Business School, 8:00 AM - 12:00 PM

Special Session IV - Color effectiveness

Sibson, MBA Suite, 8:30 AM

Tea/Coffee Break

Sibson, Kent Business School, 10:00 AM - 10:30 AM

Meet the Editors II

Sibson Lecture Theatre 3, Kent Business School, 10:30 AM

Awards Lunch - Global Marketer of the Year Presentation

Rutherford, University of Kent, 12:15 PM - 2:30 PM

Cultural Activities

3:00 PM

Canterbury Cathedral Tour, Christ Church Gate, Canterbury Cathedral

Canterbury Walking Tour, Butter Market Square (Outside Canterbury Cathedral)

Canterbury River Tour, King's Bridge, Canterbury City Centre

Thursday, 8:30 AM - 10:00 AM

Session 5.1: Brand management: Brand relationships 1

Room: Sibson Lecture Theatre 1

Chair: Asli Tolunay

When Love Turns into Hate: An Abstract

Asli Tolunay, *Yeditepe University*

Cleopatra Veloutsou, *University of Glasgow - Adam Smith Business School*

I Love to Hate You: Brand Attachment, Corporate Crisis Communication, and Brand Forgiveness: An Abstract

René Hubert Kerschbaumer, *CAMPUS 02 University of Applied Sciences*

Ursula Haas-Kotzegger, *CAMPUS 02 University of Applied Sciences*

Dietmar Kappel, *CAMPUS 02 University of Applied Sciences*

Aryan Salhenegger-Niamir, *CAMPUS 02 University of Applied Sciences*

Brand Grief: Structured Abstract

Sajira Khatoon, *Indian Institute Of Technology*

Varisha Rehman, *Indian Institute of Technology*

A Mixed-Method Study on Consumers' Perception of Brand Morality and Measurement

Yunyi Wei, *University of Portsmouth*

Jason Sit, *University of Portsmouth*

Yuksel Ekinci, *University of Portsmouth*

Session 5.2: Consumer behaviour: Retail and shopping influences

Room: Sibson Lecture Theatre 2

Chair: Mark Cleveland

Self-Esteem, Materialism and Maladaptive Shopping Behaviors

Mark Cleveland, *University of Western Ontario*

Christina Cea-Berry, *University of Western Ontario*

Switching Customers: Customers Reactions to other Customers' Behaviour in Retail Stores

Kathrin Mayr, *Johannes Kepler University*

Christoph Teller, *Johannes Kepler University*

Traditional Luxury Consumers' Reaction to Masstige Strategy: A Structured Abstract

Veronica Rosendo-Rios, *CUNEF Universidad*

Paurav Shukla, *University of Southampton*

Mindful consumption mediates effects of Mindfulness on compulsive buying and hedonic buying : An Abstract

Sharad Gupta, *Cardiff Metropolitan University*

Harsh Verma, *University of Delhi*

Session 5.3: Digital marketing and social media: Call me by your engagement

Room: Sibson Lecture Theatre 3

Chair: Des Laffey

The impact of users' engagement on Social Media Content

Strategy: A conceptual paper

Hamidreza Shahbaznezhad, *New Zealand Post*

Mona Rashidirad, *University of Kent*

The curation of consumer engagement through SMBC development: A case of cosmetics SMBCs: An Abstract

Magdalena Marchowska-Raza, *Manchester Metropolitan University*

Magda Marchowska-Raza, *Manchester Metropolitan University*

Magda Marchowska-Raza, *Manchester Metropolitan University*

The Effects of Consumer Trust and Consumer Motivations on Consumer Engagement, Word of Mouth and Purchase Intentions in the Context of Gamification: An Abstract

Melisa Mete, *Henley Business School - University of Reading*

Ruby Zhang, *Henley Business School - University of Reading*

The impact of a YouTube channel's characteristics on followers' behavioral intentions: The mediating role of relationship quality

Marco Galvagno, *University of Catania*

Salvatore Massimo Lombardo, *University of Catania*

Session 5.4: Immersive environments and the metaverse: Diving into theories about immersive environments

Room: Sibson Seminar Room 6

Chair: Alena Kostyk

Effects of VR Experience Stereopsis on Brand Evaluations: An Abstract

Alena Kostyk, *University of Glasgow*

Andrew Murchie, *Deep Vision Studios*

Johnny Briggs, *University of Glasgow*

Contribution to the Conceptualization of the State of Flow VR: Emergence of Particular Dimensions

Anne Dastugue, *Pantheon Assas*

Mathilde Gollety, *Pantheon Assas*

Virginie Pez, *Pantheon Assas*

It's my mind, NO its AR's mind! Theorizing Imagination and the "Mind" in Augmented Reality

Khaled El-Shamandi Ahmed, *Bayes Business School, City, University of London*

Russell Belk, *The Schulich School of Business, York University*

Session 5.5: Marketing strategy: Sales and entrepreneurship

Room: Sibson Seminar Room 1

Chair: Kirk Plangger

Persuasive Corporate Communication during the Initial Public Offering Process

Zixuan Cheng, *King's College London*

Anouk de Regt, *KCL*

Tanapol Yoonaisil, *King's College London*

Matteo Montecchi, *King's College London*

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

Who Cares More Than Others? An Investigation of How Subjective Wellbeing Influences Status Concerns and Conspicuous Consumption Across Europe.

Joel Lo Ribeiro, *City University of Macao*

Kirk Plangger, *King's Business School, King's College London*

Play for fun or to beat the odds: Implications for online betting intentions

Jirka Konietzny, *University of Malta*

Albert Caruana, *University of Malta*

Joe Vella, *University of Malta*

Session 5.6: Doctoral colloquium: Adaptation

Room: Sibson Seminar Room 2

Chair: John Ford

Bilingual typography: Is it possible to translate Latin typeface into non-Latin typeface while preserving both visual and content brand consistency?

Weixi Kou, *University of Lorraine*

Impact Of Gender Stereotypes On The Attitude Towards The Brand Endorsed By Female Fairy Tales Characters

Marina Plé, *Université de Caen Normandie*

An Ethnography of Innovation Adoption and Gender Subtext of Subsistence Farmers in Kenya

Lucy Mbwiria, *University of Kent*

**Session 5.8: Personal selling and sales management:
Communication and B2B selling**

Room: Sibson Seminar Room 5

Chair: Edward Nowlin

**The Impact of Delegation on an Antecedent and Outcome of
Communication Quality with Implications for Sales Manager
Satisfaction with Sales Reps**

Dawn Deeter, *Kansas State University*

Karen Kennedy, *University of Alabama Birmingham*

Daniel Goebel, *SUNY Brockport*

Douglas Walker, *Kansas State University*

Edward Nowlin, *Kansas State University*

**B2C OCRs Literature as a Basis for B2B OCRs Research: Using
Intellectual Structure to Advance Theory**

Robin Roy, *Indian Institute of Management Jammu*

Ateeque Shaikh, *Indian Institute of Management Jammu*

**Gamification in a sales context: a case study in a complex high-end
selling environment**

Sara MacSween, *The University of North Carolina Greensboro*

James S Boles, *University of North Carolina Greensboro*

**The Truth About Negative Emotions: the crucial role of service
employees for the customer experience: An Abstract**

Ellie Hickman, *De Montfort University*

Aikaterini Manthiou, *NEOMA Business School*

Phil Klaus, *International University of Monaco*

Husni Kharouf, *Oxford Brookes University*

Session 5.10: Special session IV - Color effectiveness

Room: Sibson MBA Suite

Chair: Mathieu Kacha

**Color Effectiveness: Color of the Past. An Exploratory Study of the
Effect of Ad Color on the Perception of the Past, the Perception of
Brand Age and Attitude toward the Ad An Abstract**

Mathieu Kacha, *University of Lorraine - CEREFIGE*

Gautier Lombard, *University of Lorraine - CEREFIGE*

Fabien Pecot, *TBS Business School*

Franck Celhay, *Montpellier Business School*

Color Effectiveness. Matching Sensorial Emojis with Background Color in Communications: An Abstract

Mohamed Didi Alaoui, *IAE Nice Graduate School of Management - Laboratoire Groupe de Recherche en Management*

Catherine Aussilhou, *IAE Nice Graduate School of Management - Laboratoire Groupe de Recherche en Management*

Mathieu Kacha, *University of Lorraine - CEREFIGE*

Jean-François Lemoine, *University of Paris 1 Panthéon-Sorbonne (Prism-Sorbonne)*

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

Color Effectiveness. Influence of Color and Typography of Commercial Websites on Surfurs' Reactions: An Experimental Study of their Interaction Effects

Demba Ousmane Diouf, *Université Paris 1 Panthéon-Sorbonne*

Jean-François Lemoine, *Université Paris 1 Panthéon Sorbonne / ESSCA School of Management*

Color Effectiveness. When Background Color Impacts Logo-Evoked Brand Impressions: An Abstract

Franck Celhay, *Montpellier Business School*

Jonathan Luffarelli, *Montpellier Business School*

Thursday, 10:30 AM - 12:00 PM

Session 6.1: Consumer behaviour: Sustainability and CSR I

Room: Sibson Lecture Theatre 1

Chair: Sayed Elhoushy

Reframing Sustainable Consumer Behaviours Through the Lens of Behavioural Relevance: An Abstract

Sayed Elhoushy, *Queen Mary University of London*

Soocheong Shawn Jang, *Purdue University*

Exploring the consumer's willingness to pay for the sustainable tourism label: An abstract

Duong Lien, *Université de Haute-Alsace*

The Role of Issue Knowledge and Cognitive Elaboration in Attitude Formation Toward Sustainable Advertisements: An Abstract

Lauren Drury, *Saint Louis University*

Mark Arnold, *Saint Louis University*

Session 6.2: Marketing and new technologies: Immersive experiences and gamification

Room: Sibson Lecture Theatre 2

Chair: Des Laffey

When Discounts Have More to Offer: The Halo Effect of a Discount at a Gamified Point of Sale

Allan Lubart, *University Jean Moulin Lyon 3*

Sonia Capelli, *University Jean Moulin Lyon 3*

From Coolness of Mobile Shopping Apps to Values for and From Customers: The Role of Immersive Experience

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

Does the Virtual Reality Perspective-Taking Affect Intergroup Brand Relationships?

Mariam Sarhan, *Durham University*

Sarah Xiao, *Durham University*

George Koulteris, *Durham University*

Session 6.3: Meet the Editors II

Room: Sibson Lecture Theatre 3

Chair: John Ford

Session 6.4: Digital marketing and social media: Influencers being influential

Room: Sibson Seminar Room 6

Chair: Mia Cheng

Influencer Marketing, Self-Discrepancies And Consumer Behavior: Findings from a large-scale survey on the role of perceived homophily, authenticity, self-acceptance, and mindfulness

Shahzala, *IIM Ahmedabad*

Anand Kumar Jaiswal, *IIM Ahmedabad*

Understanding how Social Media Influencer Characteristics Affect Purchase Intentions

Rong Li, *University of the West of Scotland*

Michel Laroche, *Concordia University, Montreal, Canada*

Marie-Odile Richard, *The State University of New York Polytechnic Institute*

Wanting Zhao, *Concordia University, Montreal, Canada*

Fitfluencers and the effect of the route to persuasion and the dark triad on body image and purchase intention

Oscar Robayo-Pinzon, *Universidad del Rosario*

Mario R. Paredes, *Universidad del Rosario*

Sandra Rojas-Berrío, *Universidad Nacional de Colombia*

Andrés Montana, *Universidad del Rosario*

Boosting brand image through social media influencers: The impact of influencer credibility, similarity and identification

Tamer Elsharnouby, *Qatar University*

Ahmed Shaalan, *Cranfield University*

Mohamed Elsharnouby, *Cairo University*

Alaa Elbedweihy, *Cairo University*

Session 6.6: Advertising and IMC: Truth, legitimacy and values

Room: Sibson Seminar Room 2

Chair: Fabien Pécot

Retailer's support for local producers as a driver of legitimacy and purchase intentions

Philippe Odou, *Université de Reims Champagne Ardenne*

Damien Chaney, *EM Normandie*

Marie Schill, *Université de Saint-Etienne*

Corentin Roznowicz, *Université de Reims Champagne Ardenne*

The Influence of Family Values and Christian Beliefs on Perceptions of Offensive Ads

Kara Chan, *Hong Kong Baptist University*

Pui Shan Chan, *Hong Kong Baptist University*

Marketing Deception Detection Accuracy: An Abstract

Kim Serota, *Oakland University*

Janell Townsend, *Oakland University*

Timothy Levine, *University of Alabama at Birmingham*

Design of Eco-label Logos and Effectiveness

Carmela Donato, *Università G. D'Annunzio, Chieti-Pescara*

Feray Adiguzel, *Nottingham Trent University*

Session 6.7: Innovation and NPD: Creativity and crowdsourcing

Room: Sibson Seminar Room 4

Chair: Todd Morgan

Understanding the Language of Creativity: an Abstract

Mathilde Toussaint, *Maastricht University*

Martin Wetzels, *EDHEC Business School*

Lex Borghans, *Maastricht University*

"If You Please - Draw Me A New Hybrid Product!" The Struggle between Designers and Marketers: An Abstract

Dhouha El Amri, *Université Paris-Est Créteil, AEI International School*

Counterfactual thinking and perceived fairness in creative crowdsourcing

Min Shuai, *Université catholique de Louvain (Louvain School of Management)*

Nadia Steils, *Université de Liège (HEC Liège)*

Benoît Gailly, *Université catholique de Louvain (Louvain School of Management)*

What Happens After Crowdfunding? A Longitudinal Study of Post-Crowdfunding Commercialization

Haisu Zhang, *New Jersey Institute of Technology*

Session 6.8: Personal selling and sales management: Psychology in sales

Room: Sibson Seminar Room 5

Chair: Sridhar Guda

Flow and Interpersonal Communications in Marketing

Clark D. Johnson, *Pepperdine University*

Brittney C. Bauer, *Loyola University New Orleans*

'Improvement starts with I' Self-enhancement and Sales performance

Aditi Sharma, *Indian Institute of Management Kozhikode*

Prof. Sridhar Guda, *Indian Institute of Management Kozhikode*

Prof. Vaibhav Chawla, *Indian Institute of Technology Madras*

Shifting existing customers to SaaS. Sales team's perceptions:

Mikko Pihlajisto, *Turku University of Applied Sciences*

Sirpa Hänti, *Turku University of Applied Sciences*

Session 6.9: Social marketing: Health and well-being

Room: Sibson Seminar Room 3

Chair: Sharyn Rundle-Thiele

Exploring The Continued Use of Wearables for Self-Tracking: A Practice Theory Perspective

Sahar Bakr, *De Montfort University*

Heidi Winklhofer, *University of Nottingham*

Sally Hibbert, *University of Nottingham*

Smart Garments and Ageing in Place: A Social Marketing Formative Research Study

Taylor Willmott, *University of Adelaide*

Eve Luck, *University of Adelaide*

Manjula Dissanayake, *University of Adelaide*

Motivations to Compensate Physical Activity and Sedentary Behaviors: A Formative Research among Disadvantaged Adults: A Structured Abstract

Romain Debru, *University of Grenoble Alpes*

A Conceptual Model of Consumer Well-being and Pornography Consumption: An Abstract

Hadil Sherif, *Florida Gulf Coast University*

Amro Maher, *Florida Gulf Coast University*

Session 6.10: Ethics and social responsibility: Digital/online behaviour

Room: Sibson MBA Suite

Chair: Jan Breitsohl

A Systematic Literature Review of Online Consumer Misbehavior: An Abstract

Redouane Bakrim, IAE Paris Sorbonne Business School University of Paris 1 Panthéon Sorbonne / International University of Rabat

Ouidade Sabri, IAE Paris Sorbonne Business School University of Paris 1 Panthéon Sorbonne

Martin Yong Ho Hyun, International University of Rabat

Seoki Lee, Penn State University

Conceptualising Corporate Virtue Signalling On Social Media – An Abstract

Jan Breitsohl, University of Glasgow

Ulf Agerup, Jönköping University

Anthony Grimes, Sheffield University

Stuart Roper, Huddersfield University

Katie Dunn, Sheffield Hallam University

Simon Blyth, Bristol University

The impact of privacy cookie notice on consumers' attention and explicit consent : an eye-tracking experiment

Mehdi El Abed, ESCE International Business School (Omnes education)

Emna Cherif, IAE Clermont Auvergne

Thursday, 12:15 PM - 2:00 PM

Session : AMS WMC Recognition Lunch

DAILY HIGHLIGHTS • Friday, July 14, 2023

Registration

Sibson, Kent Business School, 8:30 AM - 2:00 PM

Special Session V - Future Directions for comparative advertising research

Sibson, MBA Suite, 9:00 AM

Tea/Coffee Break

Sibson, Kent Business School, 10:30 AM - 11:00 AM

Special Session VI - Italian Marketing Society (SIM)

Sibson, MBA Suite, 11:00 AM

Lunch

Sibson, Kent Business School, 12:30 PM - 2:00 PM

Tea/Coffee Break

Sibson, Kent Business School, 3:30 PM - 4:00 PM

Reception

Sibson, Kent Business School, 5:45 PM - 7:00 PM

Gala Dinner with Soul Band KD Orchestra

Rutherford, University of Kent, 7:30 PM - 12:00 AM

Friday, 9:00 AM - 10:30 AM

Session 7.1: Brand management: Brand relationships 2

Room: Sibson Lecture Theatre 1

Chair: Eleftherios Alamanos

**Affective and Behavioral Impact of Exogenous Crisis on Consumers:
A Structured Abstract**

Kalpana Chandrasekar, *IIT Madras*

Varisha Rehman, *IIT Madras*

**The role of affective and cognitive responses to brand experiences
in the relationship with customers.**

Josko Brakus, *Leeds University Business School*

Eleftherios Alamanos, *Newcastle University Business School*

Charles Dennis, *The Business School, Middlesex University*

Savvas Papagiannidis, *Newcastle University Business School*

Michael Bourlakis, *Cranfield School of Management*

**The Power of Human Brands on Consumer Relationship and
Compulsive Buying: Structured Abstract**

Paula Rodrigues, *Universidade Lusíada*

Muhammad Junaid, *COMSATS University*

Ana Sousa, *Universidade Lusíada*

Ana Pinto, *European Business School*

Do brand relics really matter?: Structured Abstract

Fabien Pecot, *TBS*

Antonella Garofano, *University of Campania L.Vanvitelli*

Angelo Riviezzo, *University of Sannio*

Maria Rosaria Napolitano, *University of Naples Parthenope*

Session 7.4: Marketing in emerging markets: Marketing strategies

Room: Sibson Seminar Room 6

Chair: Anahit Armenakyan

**Fashion Sensitivity, Fashion Innovativeness, and Online Shopping
for Fashion Goods in an Asian Emerging Market**

Cheng-Chieh Hsiao, *Shih Hsin University*

Huiyi Fan, *Commerce Development Research Institute*

**Towards a System Thinking of Agri-Markets Using Channel-
Transvection of Institutional Marketing: An Abstract**

Bernard Frimpong Bannor, *De Montfort University*

Amandeep Takhar, *De Montfort University*

Effects of Social Influence on Organic Food Consumption: Health and Environmental Concerns as Mediators

Celso Augusto de Matos, *NOVA IMS - Information Management School (Nova University, Lisbon, Portugal)*

Marlon Dalmoro, *Univates, RS, Brazil*

Marcia Dutra Barcellos, *Management School, UFRGS, Porto Alegre, Brazil.*

Session 7.5: Advertising and IMC: Advertising explorations

Room: Sibson Seminar Room 1

Chair: Alessandro Feri

Negative Ad Appeals that Degrade the Audience

Hongjie Sun, *Hainan University*

Yong Eddie Luo, *University of Kent*

Feifei Liu, *Hainan University*

Ben Lowe, *University of Kent*

The Future of Newsletter Marketing is Customization, not Personalization - An Abstract

Christopher Kanitz, *University of Applied Sciences Upper Austria*

Michael Schade, *University of Bremen*

Maik Dulle, *University of Bremen*

Jan Wiezorrek, *University of Bremen*

Stephan Buttgerit, *University of Bremen*

The Marketing Agency Role in Delineating and Communicating Brand Purpose: An Abstract

Alessandro Feri, *John Cabot University*

Nicholas Ind, *Kristiania University College*

Nathalia Tjandra, *Edinburgh Napier University*

A conceptual framework for Media Planning on the Metaverse: A Theoretical Primer for Advertising Research and Practice

Emmanuel Mogaji, *University of Greenwich*

Session 7.6: Marketing research and education in a changing world

Room: Sibson Seminar Room 2

Chair: Caitlin Ferreira

Seeing into the Soul Through Informant-Generated Visuals: An abstract

Jane Brown, *Newcastle University*

Jillian Farquhar, *Solent University*

Incentive-aligned MaxDiff

Joshua Schramm, *Chemnitz University of Technology*

Marcel Lichters, *Chemnitz University of Technology*

LEGO® Serious Play and the power of storytelling: Exploring student creativity in the graduate marketing classroom

Caitlin Ferreira, *Graduate School of Business University of Cape Town*

Jeandri Robertson, *Luleå University of Technology and University of Cape Town*

Leyland Pitt, *Beedie School of Business, Simon Fraser University*

Sarah Lord Ferguson, *Beedie School of Business, Simon Fraser University*

Robert Opoku, *Donald School of Business, Red Deer Polytechnic*

The Impacts of Experience- and Lecture-Based Learning on Students' Learning Effectiveness: An Undergraduate Marketing Course as A Case

Chao-Chin Huang, *National Pingtung University of Science and Technology (Department of Agribusiness Management)*

Session 7.7: Doctoral colloquium: Experience

Room: Sibson Seminar Room 4

Chair: Mathieu Kacha

Customer Experience in Interaction with Artificial Intelligence: Doctoral Colloquium

Antoine Juquelier, *Université catholique de Louvain*

How Self-Service Technologies Encourage Customer-to-Customer Interaction: An Exploratory Abstract

Allan Lubart, *University Jean Moulin Lyon 3 - IAE Lyon – UR Magellan*

Madiha Bendjaballah, *University of Lorraine - CEREFIGE*

PhD project: Smart retail technologies: influence of consumers' experience on consumer engagement

Diane Detry, *UCLouvain*

Materialist behaviors in experiences and the digital: an exploration among young adults

Pénélope Nicolleau, *Université de Montpellier*

Session 7.8: Services marketing and the customer experience: Service strategies and impact I

Room: Sibson Seminar Room 5

Chair: Zhen Zhu

Beyond Influencers: Impacts of Viewer Herd Behaviors and Sales Assortment on Performance of Livestream Events

Zhen Zhu, *Suffolk University*

Ming Cheng, *Suffolk University*

Quan Jin, *Shanghai University of International Business and Economics*

**Customer Retention Management in Modern Service Sector:
Defensive vs. Offensive Approach**

Dr. Harpreet Kaur, *Christ University*

Adarsh Manoj, *Christ University*

Muskan Tyagi, *Christ University*

**Examining the Ridesharing Services from the Lens of Subjective
Well-being Theory: An Abstract**

Aijaz Shaikh, *University of Jyväskylä*

Francisco Liébana Cabanillas, *University of Granada, Spain*

Majed Alharthi, *King Abdulaziz University*

Hawazen Alamoudi, *King Abdulaziz University*

**Session 7.10: Special session V - Future directions for comparative
advertising research**

Room: Sibson MBA Suite

Chair: Linda Golden

Future Directions for Comparative Advertising Research

Sharon Beatty, *University of Alabama*

Dan Petrovici, *University of Kent*

**A European comparison of comparative and non-comparative
advertising with an emphasis on imagery and analytical processing**

Dan Petrovici, *University of Kent*

Linda Golden, *University of Texas at Austin*

Christian Dianoux, *University of Lorraine*

John Ford, *Old Dominion University*

Jean-Luc Herrmann, *University of Lorraine*

Jeryl Whitelock, *University of Bradford*

**A need for Cross-Cultural Perspectives in Comparative Advertising
Research**

Michel Laroche, *University of Concordia*

Dan Petrovici, *University of Kent*

Demographic effects in comparative and future research directions

Selina Rabah, *University of Kent*

Dan Petrovici, *University of Kent*

Friday, 11:00 AM - 12:30 PM

Session 8.1: Consumer behaviour: Sustainability and CSR II

Room: Sibson Lecture Theatre 1

Chair: Nadia Steils

Businesses' Interventions to Promote Sustainable Consumer Behavioral changes: Preliminary Results from a Systematic Literature Review

Ngoc Uyen Cong Nguyen, *IAE, University of Lille*

Dominique Crié, *IAE, University of Lille*

Nadia Steils, *University of Liege*

Benjamin Lowe, *Kent University*

Linking relatedness-supportive CSR to consumer happiness in the retail banking industry of Pakistan: An abstract

Faheem Gul Gilal, *Sukkur IBA University, Sindh, Pakistan*

Rukhsana Gul Gilal, *Sukkur IBA University, Sindh, Pakistan*

Naeem Gul Gilal, *University of Sindh, Pakistan*

Role of Religiosity and Spirituality in forming Intention to Participate in Peer-to-Peer Sharing Economy

Rahul Goswami, *Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur*

Swagato Chatterjee, *Queen Mary University of London*

Mototaka Sakashita, *Keio Business School, Keio University, Japan*

Cycling towards sustainability: Consumer Attitude towards Cycling and Cycling Clubs: An Abstract

Emmanuel Mogaji, *University of Greenwich*

Session 8.2: Digital marketing, social media and the metaverse: a social world

Room: Sibson Lecture Theatre 2

Chair: Mona Rashidirad

Love on Instagram: The Multiple Paths for Luxury Brands' Sustainability

Jackie Eastman, *Florida Gulf Coast University*

Hyunju Shin, *Kennesaw State University*

Varsha Jain, *MICA*

Xinfang Wang, *Georgia Southern University*

Travellers' Intent to Use Chatbots on Websites and Social media Platforms prior to, during, and after their Trips: An Abstract

Rajibul Hasan, *School of Business, Maynooth University*

Mustafeed Zaman, *EM Normandie Business School*

Bernadett Koles, *IESEG School of Management*

Exploring Deepfake Hyper-Personalized Sustainable Advertisements: A Structured Abstract

Raesah Chohan, *University of Cape Town*

Anouk De Regt, *Utrecht University*

Fei Huang, *University of Cape Town*

Jana Wasserman, *University of Cape Town*

Impact of Augmented Reality on Website Quality and Brand Recall: An Abstract

Sharad Gupta, *Cardiff Metropolitan University*

Niki Bolton, *Cardiff Metropolitan University*

Mitali Mittal, *KPMG*

Monira Minto, *DIY Guru*

Rahul Mishra, *ILLM*

Session 8.3: Marketing strategy: Sales and entrepreneurship

Room: Sibson Lecture Theatre 3

Chair: Ria Wiid

B2B Salespeople: The Fundamental Emotions at Their Previous Job

Joey Lam, *Simon Fraser University*

Ria Wiid, *University of Worcester*

Marketing's Role in Entrepreneurial Struggle: Structured Abstract

Peter Yu, *Louisiana School of Math, Science, and the Arts*

Joyce Zhou, *University of Louisiana Monroe*

Jun Yu, *University of Louisiana Monroe*

Can Loyalty Programs Reduce Firm Risk?

Malika Chaudhuri, *Oakland University*

Tanawat Hirunyawipada, *University of Dayton*

Session 8.4: Contemporary debates in food and wine marketing

Room: Sibson Seminar Room 6

Chair: Paul Naughton

Consumer Preferences for the Attributes of Plant-Based Meat Substitutes: Structured Abstract

Paul Naughton, *Edinburgh Napier University*

What Social Representations Affect Consumers' Willingness to Try Plant-Based Meat? Food Neophobia Matters

Mei-Fang Chen, *Tatung University*

Exploring the online presence of food SMEs: possible configurations and explanations

Francesca Checchinato, *Ca' Foscari University of Venice*

Vladi Finotto, *Ca' Foscari University of Venice*

Christine Mauracher, *Ca' Foscari University of Venice*

Session 8.5: Doctoral colloquium: Enhancing or decreasing

Room: Sibson Seminar Room 1

Chair: Margot Racat

Enhancing Ads' Persuasiveness, The Inputs of Rhetorical Figures in Advertising : An Abstract

Valentin Piontek, *University of Montpellier*

Better Understand Post-Use Behaviours Through Perceived Value: Exploratory Study

Camille Lebossé, *Université de Tours*

The role of value orientation and altruism in driving sustainable consumption behaviour

Eric Hiamey, *University of Ghana Business School, Accra*

Session 8.6: Services marketing and the customer experience: Service strategies and impact II

Room: Sibson Seminar Room 2

Chair: K Sivakumar

Why Good Air is not an Airy-Fairy Concept: An Abstract

Gianfranco Walsh, *Leibniz University of Hannover*

Marc Linzmajer, *University of St. Gallen*

'What Might Have Been': The Role of Counterfactual Thoughts In Consumers' Experiences of Failed Online Services and Recovery

Benedetta Crisafulli, *Birkbeck, University of London*

Jaywant Singh, *Southampton Business School*

The Effects of Social Media Engagement on Recall and Recommendation of a Service Experience

Adrian Palmer, *Henley Business School- University of Reading*

Melisa Mete, *Henley Business School - University of Reading*

Xia Zhu, *Open University*

Session 8.7: B2B and supply chain management: New trends in supply chain and distribution

Room: Sibson Seminar Room 4

Chair: Debabrata Ghosh

Blockchain Adoption: Strategic decisions for transparent supply chains

Prakash Awasthy, *Indian Institute of Management Nagpur*

Tanushree Haldar, *Indian Institute of Management Nagpur*

Debabrata Ghosh, *Essex Business School, University of Essex*

Dealing with the Unavoidable - The Impact of Service Failure Recovery Management on Shelf Availability

Sarah Amsl, *Institute for Retailing, Sales and Marketing - Johannes Kepler University*

Patric Spethmann, *Surrey Business School, University of Surrey, United Kingdom*

Christoph Teller, *Institute for Retailing, Sales and Marketing - Johannes Kepler University*

Herbert Kotzab, *Chair Logistics Management, University of Bremen*

Alexander Andrew, *Surrey Business School, University of Surrey, United Kingdom*

The Nonlinear Effect of Incentives in Distribution Channels

Flora Gu, *Hong Kong Polytechnic University*

Danny Wang, *Hong Kong Baptist University*

Session 8.9: Special Session VI - Italian Marketing Society (SIM)

Room: Sibson MBA Suite

Chairs: John Ford and Luca Petruzzellis

The Game After the Whistle: The Effect of World Cup Matches on Bond Yields

Sepehr Safari, *Bocconi University*

Gaia Rubera, *Bocconi University*

Consuming craft: meanings and dimensions

Antea Gambicorti, *University of Pisa*

Daniele Dalli, *University of Pisa*

What are they talking about? A computational multi-platform analysis of consumers' online discourses on NFTs

Federico Mangiò, *University of Bergamo*

Gabriele Murtas, *University of Bergamo*

Giuseppe Pedeliento, *University of Bergamo*

Daniela Andreini, *University of Bergamo*

Customers' interaction with employees with disabilities

Musa Essa, *University of Bologna*

Friday, 2:00 PM - 3:30 PM

Session 9.1: Consumer behaviour: Generational and life stage perspectives

Room: Sibson Lecture Theatre 1

Chair: Zhewen Tang

Exploring the expected benefits of co-creation with virtual assistants: a Gen-Z perspective

Anne Schmitz, *Madrid Autonomous University*

Gonzalo Moreno Warleta, *Madrid Autonomous University*

Mercedes Rozano Suplet, *Madrid Autonomous University*

**How do past life experiences influence technology socialization?
Exploring the factors that influence adult consumers' change from a life course perspective**

Zhewen Tang, *Northumbria University, London Campus*

The Dynamics of Subjective Financial Well-Being in Retirement: An Abstract

Jody Evans, *Melbourne Business School*

The Role of Subjective Knowledge and Financial Self-efficacy in Millennials' Adoptions of WealthTech: An Abstract

Yu Heng Lawrence Chiang, *National Chengchi University (NCCU)*

Chia-Yang Chang, *Ming Chuan University*

Sungjun Steven Park, *National Chengchi University (NCCU)*

Session 9.3: Marketing education: Cutting edge teaching and learning that excites stakeholders

Room: Sibson Lecture Theatre 3

Chair: Melissa Goodson

Student Perception of Skill-Building with a Faculty-Authored Industry Partner Certificate Program

Melissa Goodson, *The College of St. Scholastica*

A Proposal to Incorporate Diversity, Equity, and Inclusion Topics into Introductory Marketing Courses

Gizem Atav, *James Madison University*

Mert Tokman, *James Madison University*

Rachel Schnorr, *Dentsu International*

Is a University Degree for Myself or My Family?

Chananchida Kaewtipnet, *De Montfort University, Leicester*

Markus Wohlfeil, *De Montfort University*

Amy Takhar, *De Montfort University*

Ex-Ante Motivations of Successful Online Learning Service Users: Structured Abstract

Orsolya Sadik-Rozsnyai, *ESSCA, School of Management*

Barbara Caemmerer, *ESSCA, School of Management*

Session 9.4: Critical marketing

Room: Sibson Seminar Room 6

Chair: Katie Casey

The Negotiation of Natural Motherhood and Consumerist Ideology through Crunchy Mom Discourse on TikTok: An Abstract

Adrienne E. Foos, *St. Bonaventure University*

William Magnus Northington, *Appalachian State University*

Political Co-Brand Image and Positioning Formation

Maria Naureen Shahid, *National University of Science and Technology (NUST), Islamabad, Pakistan*

Wojciech Cwalina, *Maria Curie-Skłodowska University, Lublin, Poland*

Structured Abstract: Forced Displacement Effects in Marketplace Activism

Sibel Orhan, *Durham*

Fatos Ozkan-Erciyas, *University of Birmingham*

Session 9.5: Doctoral colloquium: Prevention, cure and life events

Room: Sibson Seminar Room 1

Chair: Mathieu Kacha

Medical Device Branding: An Essential Venture in a Saturated Market

Donovan Gordon, *The University of Mississippi*

Tanisha Jain, *The University of Mississippi*

Life Events: A Systematic Literature Review and a Classification Study

Afshan Hafiz, *University of Kent*

Development of a Social Networking Sites Literacy Competencies Scale Directed to Adolescents to Prevent Alcohol and/or Tobacco Use: Structured Abstract

Boris Chapoton, *Jean Monnet University*

Session 9.7: Digital marketing and social media: Brands are what you say online

Room: Sibson Seminar Room 4

Chair: Md Rajibul Hasan

Effect of Personality Traits on Willingness to try New Products

Todd Donovan, *Colorado State University*

Swinder Janda, *Kansas State University*

Jeffrey Schmidt, *University of Oklahoma*

Reducing Negative Word-of-Mouth through Company Response Strategies: An Abstract

Iris Siret, *Univ Lyon 2*

William Sabadie, *Université Jean Moulin Lyon 3*

Wolfgang Weitzl, *University of Applied Sciences Upper Austria*

Customer engagement with brand-generated content on Twitter

Omar Sharief, *Qatar University*

Tamer Elsharnouby, *Qatar University*

Friday, 4:00 PM - 5:30 PM

Session 10.1: Brand Management: Special issues in branding

Room: Sibson Lecture Theatre 1

Chair: Parichehr Riahi Pour

Visual Effects of Brand on Buying Behavior – An Abstract

Ananya Rajagopal, *Universidad Anahuac Mexico*

How Online Retailers Should Manage Their Private Label Branding Strategy

Franziska Frese, *University of Bremen*

Michael Schade, *University of Bremen*

Christopher Kanitz, *University of Applied Sciences Upper Austria*

Eike Abraham, *University of Bremen*

Christoph Burmann, *University of Bremen*

Charity and Human Brands, Do Celebrities Play a Role in Inducing Donations? : An Abstract

Parichehr Riahi Pour, *University of Glasgow*

Consumers' Happiness Toward Micro-Celebrities' Endorsement: Structure Abstract

Paula Rodrigues, *Universidade Lusíada*

Ana Sousa, *Universidade Lusíada*

Session 10.2: Advertising and IMC: See it, smell it, sorted

Room: Sibson Lecture Theatre 2

Chair: Sophie Lacoste-Badie

Emojis in Advertising: Persuasive Effects of Emotional versus Functional Ads

Rozbeh Madadi, *State University of New York at Geneseo*

Ivonne M. Torres, *New Mexico State University*

Miguel Ángel Zúñiga, *Morgan State University*

The Producer's Photography Impact On Packaging. What Consequences On Brand Proximity And Brand Trust For Skeptical And Not Skeptical Consumers?: An Abstract

Imed Ben Nasr, *Excelia Business School*

Patrice Cottet, *The University of Reims Champagne Ardenne*

Ibtissame Abaidi, *ESCE*

Monyedodo Régis Kpossa, *ESCE*

Influencing Olfactory Perception with Motion: An Abstract

Junwei Yu, *University of Rennes 1*

Sophie Lacoste-Badie, *University of Lille*

Olivier Droulers, *University of Rennes 1*

Session 10.3: Cross cultural and international marketing: Food related consumer behaviour and culture

Room: Sibson Lecture Theatre 3

Chair: Rong Li

An Investigation into the Effect of Visual Information on Ethnic Restaurant Patronage in the Context of Food Ordering Apps

Rong Li, *University of the West of Scotland*

Michel Laroche, *Concordia University*

Marie-Odile Richard, *State University of New York Polytechnic Institute*

Zhen Zhang, *Concordia University*

Tell Me What You Eat and I'll Tell You Who You Are! A Typology of Professional Expatriates

Raficka Hellal, *EM Strasbourg Business School - University of Strasbourg*

Session 10.4: Healthcare marketing

Room: Sibson Seminar Room 6

Chair: Diana Gregory-Smith

LIGHTS, CAMERA, ACTION: An Examination of Healthcare Professionals on TikTok

Brittany Beck, *Louisiana Tech University*

Jie Fowler, *Valdosta State University*

Suzanne Makarem, *Virginia Commonwealth University*

Using Influencers to Overcome Barriers to Health Research Participation

Alexandra Krallman, *University of North Carolina Wilmington*

Stacie Waites, *University of North Carolina Wilmington*

Jennifer Stevens, *University of Toledo*

The Impact of Attitudes towards Advertising on Vaccine Acceptance: The Case of Covid-19

Ioannis Chaniotakis, *Piraeus Bank*

Magdalini Soureli, *Piraeus Bank*

Maria Salamoura, *University of the Aegean*

How Drivers of Vaccination Intention vary over Time, Place, and Subgroup

Tatjana König, *htw saar*

Kristin Manthey, *htw saar*

Aleksandra Burgiel, *University of Economics Katowice*

Liesa Grund, *htw saar*

**Session 10.5: Services marketing and the customer experience:
Role of technology in services**

Room: Sibson Seminar Room 1

Chair: K Sivakumar

AI (vs. Human) Recommendation on Luxury Services

Ana Rita Gonçalves, *NOVA Information Management School*

Diego Costa Pinto, *NOVA Information Management School*

Saleh Shuqair, *Universitat de les Illes Balears*

Anel Imanbay, *NOVA Information Management School*

Anna Mattila, *Pennsylvania State University*

**Technology as a Factor of Influence on Salesforce Performance in
Services Firms**

Rocio Rodriguez, *Kristiania University College*

Carmen Otero-Neira, *University of Vigo*

Göran Svensson, *Kristiania University College*

Nils Hogevoid, *Kristiania University College*

Can I Help You? Virtual Agents Service and Value Co-creation

Celso Augusto de Matos, *NOVA IMS - Information Management
School (Nova University, Lisbon, Portugal)*

Renato Laurentino, *Unidavi, SC, Brasil*

Ricardo Teixeira Veiga, *Universidade Federal de Minas Gerais (UFMG)*

**Session 10.6: Retailing: Shopping behaviour in online and offline
environments**

Room: Sibson Seminar Room 2

Chair: Jonathan Elms

**Mobile Use In-store: Understanding Customer's Intrinsic
Motivations based on the Self-Determination Theory An abstract.**

Madiha Bendjaballah, *CEREFIGE University of Lorraine*

**The Impact of Adding In-Store Ancillary Services on Customer
Behaviors and Retailer Profits**

Simba Pasirayi, *Salisbury University*

**The Impact of Product Recommendations and Cultural differences
on Customers' Behavior Intention in Live Streaming: An Abstract**

Yi-Ching Hsieh, *National Central University*

Harn-Ching Chiu, *University of Cambridge*

Ya-Chi Wu, *National Central University*

Pei-En Lin, *National Tsing Hua University*

**Retail Patronage – A Well-Known but Undefined Construct:
Structured Abstract**

Teresa Schwendtner, *Johannes Kepler University Linz, Institute for Retailing, Sales and Marketing*

Sarah Amsl, *Johannes Kepler University Linz, Institute for Retailing, Sales and Marketing*

Christoph Teller, *Johannes Kepler University Linz, Institute for Retailing, Sales and Marketing*

Session 10.7: Marketing strategy: Branding strategy and consumer response

Room: Sibson Seminar Room 4

Chair: Robert Opoku

Where is the Brand Growth Potential? An Examination of Buyer Groups

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

John Dawes, *Ehrenberg-Bass Institute, University of South Australia Business*

Byron Sharp, *Ehrenberg-Bass Institute, University of South Australia Business*

“Why Brands Grow” Revisited

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

Brown Hamilton and Black Ariel: Non-Traditional Casting and Audience Response

Conwell Worthington III, *Tuck School of Business, Dartmouth College*

Anjali Bal, *Babson College*

Nada Hashmi, *Babson College*

Kelly Weidner, *University of San Francisco*

Gary Ottley, *Babson College*

Give the People What They Want! Strategies for Matching Conference Goers Perceptions of Value with Organizers

Lucy Matthews, *Middle Tennessee State University*

Dana Harrison, *East Tennessee State University*

Mark Pelletier, *University of North Carolina Wilmington*

Kate Matthews, *Middle Tennessee State University*

Haya Ajjan, *Elon University*

Astrid Keel, *University of La Verne*

Session 10.8: Consumer behaviour: Gender and identity influences

Room: Sibson Seminar Room 5

Chair: Rhiannon Mesler

Digits and Dominance: Examining the Relationship Between Digit Ratio and Social Dominance Orientation: An Abstract

Jennifer Chernishenko, *University of Kent*

Tobias Otterbring, *University of Agder*

Rhiannon Mesler, *University of Lethbridge*

The Perception of The Gender Fluidity Movement Pushed By Gen Ziers In Fashion

Salma Idrissi Tafraouti, *SCBS*

Oula Bayarassou, *IPAG*

Consumption And Liminality – How Interracial Couples In China Experience Marriage And Construct Identity

Amandeep Takhar, *De Montfort University*

Gaye Bebek, *University of Reading*

Jiayi Zhong, *University of Wales St Trinity David*

Friday, 6:00 PM - 10:00 PM

Session : Reception and Gala Dinner

Thanks to Springer for Supporting the WMC!

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Wi-Fi at Canterbury and Medway for campus visitors

WiFi Guest

Provided by The Cloud, this service is for campus visitors **who don't have a Kent IT Account**, an **eduroam account** or govroam account.

How to get on WiFi Guest

- Find **WiFi Guest** in your list of available Wi-Fi networks and select it
- Log in, or register if you're a first time user, to gain internet access



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