

2014 Academy of Marketing Science® Annual Conference



Let's Get Engaged!
Crossing the Threshold of
Marketing's Engagement Era

May 21 – May 23, 2014

J. W. Marriott
Indianapolis, IN, USA

The Academy of Marketing Science 2014 AMS Distinguished Marketer



Matthew Berry

The Academy of Marketing Science is pleased to announce Matthew Berry as their 2014 recipient of the AMS Distinguished Marketer for 2014. Described as “One of the stars of the web” by the New York Times and as a “symbol of obsessive expertise” by USA Today, Matthew Berry is the most recognizable face in the fast growing billion dollar Fantasy

Sports Industry. Known as “The Talented Mr. Roto,” Matthew is the Senior Fantasy Sports Analyst for all ESPN Platforms. He is one of the most read columnists on ESPN.com in terms of page views, and the daily “Fantasy Focus” podcast he stars on gets approximately 600,000 downloads a day and was the #2 podcast overall on iTunes in recent months.

Berry is an Emmy Award winner for his work on the show he co-hosts (ESPN2’s live Sunday morning fantasy football program *Fantasy Football Now – the highest rated show on ESPN2*) and appears regularly on ESPN television and radio shows including *Monday Night Countdown*, *Sunday NFL Countdown*, *SportsCenter*, *NFL Live* and more. Berry is one of four people to be a member of both the Fantasy Sports Trade Association’s Hall of Fame and the Fantasy Sports Writers Association Hall of Fame.

Named to Sports Illustrated’s “Top 100 to follow on Twitter,” and to Mashable’s “32 Must Follow Accounts for NFL Fans,” Berry (@MatthewBerryTMR) has over 500,000 followers on Twitter. Along with Facebook (250,000 subscribers) he has well over 750,000 engaged social media fans and per a study by ColumnFiveMedia.com, he is one of the top 100 people on Twitter in terms of who gets mentioned the most (over 80,000 interactions per month). His first book, “Fantasy Life” was released by Riverhead/Penguin Books in July, 2013 and debuted at number five on the New York Times Best Seller list. Matthew joined ESPN in 2006, when ESPN purchased his TalentedMrRoto.com website, and installed Berry as its Sr. Director for Fantasy Sports to oversee and help shape its fantasy business and direction.

2014 AMS Indianapolis Annual Conference

Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era

The focus of effective marketing has evolved in numerous ways over the past decade. However, now more than ever, successful marketing in all its many forms is largely dependent upon the ability to facilitate and sustain meaningful, engaging experiences for stakeholders. Not only have the momentous advances in technology and communications in recent years forever altered the nature of information dissemination from marketers to various stakeholders, but they have led to a re-imagining of expectations for both personal and professional activities. Customers have abandoned the influence of traditional one-way communication in favor of deeply engaging, multi-directional conversations that simultaneously span multiple media. Employee engagement has been steadily decreasing as employees feel less connected to organizations that hold fast to tried-and-true, yet decreasingly relevant practices to recruit, retain, and reward talent. Shifting societal expectations demand that organizations become genuinely involved with local communities in a way that monetary contributions alone cannot achieve. Students are growing increasingly dissatisfied with conventional methods of lecture-based teaching and fact-based testing in favor of student-centered, experiential activities that captivate and motivate students to apply marketing concepts to solve real issues. The theme of the 2014 AMS Annual Meeting focuses on identifying novel ideas, refining contemporary ideas, and re-defining outdated ideas in marketing.

Thanks to all the authors who submitted papers, our track co-chairs, and a special thank you to our many hundreds of reviewers. Without their hard work and efforts, we would not be able to attend and enjoy knowledge sharing and good company at this conference. We are especially grateful to our Executive Vice-President and Director, Harold W. Berkman, and Nina and Traci at the home office. Most of all, thank you to our attendees, without whom none of this would be happening.

Conference Chairs:

Brad D. Carlson, Saint Louis University

D. Todd Donovan, Colorado State University

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2014 AMS INDIANAPOLIS – TRACK CHAIRS

Consumer Targeted Communications

Kate Pounders, University of Texas

Kevin Thomas, University of Texas

Building Brands People Love

George Christodoulides, Birkbeck, University of London, UK

Cleopatra Veloutsou, University of Glasgow, UK

Help Me Help You

Ivan Lapuka, Saint Louis University

Dimitri Kapelianis, University of New Mexico

Consumer Advocacy and Betrayal

Vishal Lala, Pace University

Pradeep Gopalakrishna, Pace University

Marketing from Inception to Disposal

Mark Houston, Texas Christian University

Edward Bond, Bradley University

Why They Care about What You're Selling

Anjala Krishen, University of Nevada, Las Vegas

Dipayan Biswas, University of South Florida

Friends Stick Together

Stephanie Noble, University of Tennessee Knoxville

Cheryl Burke Jarvis, Southern Illinois University

Delivering Exceptional Customer Service

Peggy Chaudhry, Villanova

Casey Musgrove, Indiana University Southeast

I See Myself in this Brand, Literally

Susan Fournier, Boston University

Benjamin Lawrence, Cornell University

Entrepreneurial and Small Business Success

Glenn Omura, Michigan State University

Morgan Miles, University of Tasmania, Australia

Brand Leveraging via Events and Sponsorship

Joe Cobbs, Northern Kentucky University

Tobias Schaefers, Technical University Dortmund, Germany

It's all about the Experience

Lauren Labrecque, Loyola University Chicago

Marco Wolf, University of Southern Mississippi Gulf Coast

Marketing beyond Borders

Aviv Shoham, University of Haifa, Israel

Kalanit Efrat, Haifa University, Israel

Connected Consumers in a Digital Market

Monika Kukar-Kinney, University of Richmond

Lan Xia, Bentley University

Teaching Marketing that Sticks

Sharyn Rundle-Thiele, Griffith University, Australia

Jane McKay-Nesbitt, Bryant University

Developing Insights that Matter

Kevin Voss, Oklahoma State University

Alex Zablah, George Mason University

Great Outcomes Require Great Vision

Robert Morgan, Cardiff University, UK

Constantinos Leonidou, University of Leeds, UK

Products Consumers Can't Live Without

Jeff Schmidt, University of Oklahoma

Kumar Sarangee, Santa Clara University

Creating Retail Landscapes that Sell

Lauren Beitelspacher, Portland State University

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

Face-to-Face Marketing

Mark Groza, University of Northern Illinois

Charles Ragland, The University of Toledo

Don't Talk at Them...Engage Them!

Tracy Suter, Oklahoma State University

Allyn White, Loyola University New Orleans

With Great Power comes Great Responsibility

John Peloza, Florida State University

Todd Green, University of Stirling, UK

If You Build it They Will Come

Don Roy, Middle Tennessee State University

Kevin Gwinner, Kansas State University

Creating Marketing Flow

Donna Davis, University of South Florida

Rob Hooker, University of South Florida

Invest in the Journey

J. Joseph Cronin, Florida State University

Jeff Smith, Florida State University

New Gadgets from Me to You

George Deitz, University of Memphis

Robert M. Morgan, University of Alabama

Feel Good Marketing

Avinandan Mukherjee, Montclair State University

Vivek Natarajan, Lamar University

I'll Drink to That

Barry Babin, Louisiana Tech University

Obinna Obilo, Louisiana Tech University

Special Session Submissions

Christina Chung, Ramapo College of New Jersey

Michael Rodriguez, Elon University

Mary Kay Inc., Doctoral Dissertation Competition

Michael Solomon, Saint Josephs University

Michael Ahearne, University of Houston

Lamb-Hair-McDaniel AMS Outstanding Marketing Teacher Award

Paul Busch, Texas A&M University

Brian Vander Schee, Aurora University

Chuck Fifield, Baylor University

Doctoral Colloquium

John Ford, Old Dominion University

Altaf Merchant, University of Washington, Tacoma

Proceedings Editor

Mike Obal, Temple University

DAILY HIGHLIGHTS • Tuesday, May 20, 2014

PreConference Workshop: Theory Development

White River A & B, 1:00 – 6:00 pm

PreConference Workshop: PLS Path Modeling

White River C & D, 1:00 – 6:00 pm

PreConference Reception

White River E, 6:00 – 7:00 pm

Preconference Activities

Tuesday, 1:00-6:00 pm

Session A-1. **PreConference Workshop: Theory Development**

Room: White River A&B

Chair: Yadav, Manjit, Texas A&M University
Ferrell, O.C., University of New Mexico

Speakers: Hunt, Shelby D., Texas Tech University
Kohli, Ajay, Georgia Tech University
Lusch, Robert, University of Arizona
Wilkie, William, University of Notre Dame
Golder, Peter, Dartmouth College
Stewart, David, Loyola Marymount University
Yadav, Manjit, Texas A&M University
Hult, Tomas, Michigan State University
Monroe, Kent, University of Illinois, Urbana-Champaign &
University of Richmond
Scheer, Lisa, University of Missouri

Session B-1. **PreConference: PLS Path Modeling**

Room: White River C&D

Instructors: Sarstedt, Marko, Otto-von-Guericke-University
Magdeburg, Germany and University of Newcastle,
Australia
Ringle, Christian, Hamburg University of Technology,
Germany
Hair, Joe, Kennesaw State University

Tuesday, 6:00-7:00 pm

Session C-2. **PreConference Reception**

Room: White River E

DAILY HIGHLIGHTS • Wednesday, May 21, 2014

Registration

Room 105/106, 8:00 – 5:00 pm

Refreshment Break

WRB Foyer: A-E, 10:00 – 10:30 am

Lunch

On Your Own: 12:00 – 1:30 pm

JAMS/Sheth Foundation Best Paper Award 2013

White River B, 1:30 – 3:00 pm

Refreshment Break

WRB Foyer: A-E, 3:00 – 3:30 pm

Reception

WRB Foyer: A-E, 5:30 – 7:00 pm

Wednesday, 8:30-10:00 am

Session 1.1. **Brand Engagement**

Room: Room 101

Session Chair: Veloutsou, Cleopatra, *Adam Smith Business School, University of Glasgow, UK*

Can Brand Engagement Be Built through the Brand Communication Style? The Role of Anthropomorphism

Gretry, Anais, *University of Liege (ULg), HEC Management School, Belgium*

Horváth, Csilla, *Radboud University Nijmegen, The Netherlands*
van Riel, Allard, *Radboud University Nijmegen, The Netherlands*

The Role of Social-Interactive Engagement and Social Identity in The Development of Brand Love Through Facebook Fan Page

Maria Vernuccio, *Sapienza University of Rome, Italy*

Pagani, Margherita, *EMLyon Business School, France*

Barbarossa, Camilla, *LUISS Guido Carli University, Italy*

Pastore, Alberto, *Sapienza University of Rome, Italy*

Consumer-Brand Engagement: Toward a Comprehensive Theoretical Framework

Graffigna, Guendalina, *Università Cattolica del Sacro Cuore, Italy*

Gambetti, Rossella C., *Università Cattolica del Sacro Cuore, Italy*

Engaging Customer Preference through Trade Credit: An Investigation of the Impact of Payment Terms on Brand Equity

Le Bon, Joël, *University of Houston*

Merunka, Dwight, *Aix-Marseille University (Cergam, IAE Aix-Marseille) & Kedge Business School, France*

Session 1.2. **Enhancing the Buyer-Seller Relationship**

Room: Room 102

Session Chair: Fleming, David, *Eastern Illinois University*

Entertainment Orientation and Salesperson Relationship Performance

Rodriguez, Michael, *Elon University*

Ragland, Charles, *The University of Toledo*

Honeycutt Jr, Earl, *Elon University*

Jones, Caitlin, *Elon University*

Drivers of Inter-organizational Trust in Buyer-Seller Relationships: A fsQCA Analysis

Ashnai, Bahar, *William Paterson University*

Henneberg, Stephan, *Queen Mary University of London, UK*

Naude, Peter, *Manchester Business School, UK*

Towards Understanding Buyer Insecurity and the Moderating Effect of Emotional Intelligence on Relationship Quality

Chaker, Nawar, *University of Tennessee*

Schumann, David, *University of Tennessee*

Cross-Cultural Issues in Sales Behavior Research

Deitz, George, *University of Memphis*

Oakley, Jared, *University of Memphis*

Fox, Alexa, *University of Memphis*

Park, Jeong E., *University of New Hampshire*

Discussion Leader: Mangus, Stephanie, *Louisiana State University*

Session 1.3. **Understanding & Improving New Product Performance**

Room: Room 103

Session Chair: Randrianasolo, Arilova, *Saint Louis University*

Radical Innovation, Technological Orientation, and New Product Performance: A Structured Abstract

Srivastava, Prashant, *Drexel University*

Swaminathan, Srinivasan, *Drexel University*

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

An Investigation of the Role of Disruptive Technology Adoption on New Product Market Performance and Launch Timeliness

Obal, Michael, *Temple University*

Ibrahim, Sajna, *State University of New York at Binghamton*

The Heterogeneous Market Dynamics and New Product Success in the Web 2.0 Era: An Electronic Marketing Orientation Perspective

Xu, Zhenning, *University of Texas at El Paso*

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

Firm Capabilities and Growth: The Moderating Effect of Market Conditions

Frng, Hui, *Iowa State University*

Morgan, Neil, *Indiana University*

Rego, Lopo, *Indiana University*

Session 1.4. **Understanding Business-to-Business Relationships**

Room: Room 104

Session Chair: Kapelianis, Dimitri, *University of New Mexico*

Defining Moments: Transformational Relationship Events and Channel Relationships

Harmeling, Colleen, *Saint Louis University*

Palmatier, Rob, *University of Washington*

Relationship Commitment and Trust in Inter-Organizational Networks

Davey, Kimberly, *University of Alabama at Birmingham*

Powers, Thomas, *University of Alabama at Birmingham*

Understanding B2B Relationships between an Open-Source Firm and Application Developers — Sharing Profits from Applications and In-Application Advertisements

Fukawa, Nobuyuki, *Missouri University of Science and Technology*

Zhang, Yanzhi, *Missouri University of Science and Technology*

Conceptualization and Validation of Organizational Networking as a Second-Order Formative Construct

Thornton, Sabrina, *University of Huddersfield Business School, UK*

Henneberg, Stephan, *Queen Mary, University of London, UK*

Naudé, Peter, *Manchester Business School, UK*

Session 1.5. **Entertainment Consumption**

Room: White River A

Session Chair: Wolf, Marco, *University of Southern Mississippi*

We Clapped for the Hologram: Authenticity in Experiential Consumption

Ross, Spencer, *Simmons School of Management*

Labrecque, Lauren, *Loyola University Chicago*

The Relative Contribution of Love and Trust Toward Customer Loyalty

Chen, Shu-Ching, *Ritsumeikan Asia Pacific University, Japan*

Do We Exactly Know Entertainment? Demystifying the Lines Of entertainment Marketing

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

The Relationships of Cognition, playfulness, enjoyment and Identity expression in computer gaming

Aroeon, Lukman, *Bournemouth University, UK*

Session 1.6. Doctoral Colloquium: Services Marketing Issues

Room: White River B

Session Chair: Ford, John B., *Old Dominion University*

Customers' Behavioral Contribution to the Service Encounter

Katsaridou, Iliana, *University of Strathclyde, UK*

Using Corporate Social Responsibility (CSR) to Build Brands. A Case of Vodafone Ltd Ghana Ltd

Amoaka, George, *Central University College Accra Ghana*

Psychic Distance as an Antecedent to the Gap Model of Service Quality

Frechette, Michael, *Saint Louis University*

Aubuchon, Tim, *Saint Louis University*

Chun, Wootae, *Saint Louis University*

The Big Data Hierarchy: A Multi-Stage Perspective on Implementing Big Data

Sleep, Stefan, *University of Georgia*

Gooner, Richard, *University of Georgia*

Hulland, John, *University of Georgia*

Session 1.7. Exploring Innovations in Managing Social Responsibility

Room: White River C

Session Chair: Simmons, James, *Butler University*

Practices of Business Sustainability: Models and Cases

Padin Fabeiro, Carmen, *University of Vigo, Spain*

Svensson, Goran, *Oslo School of Management, Norway*

Sosa-Varela, Juan Carlos, *Turabo University, Puerto Rico*

Hogevold, Nils, *Oslo School of Management, Norway*

Petzer, Daniel, *Nebraska Wesleyan University*

Corporate Social Responsibility Disclosure Strategies: A Fresh Perspective

Simmons, James, *Butler University*

Advancing Stakeholder Marketing Through Resource-Based Theory

Kull, Alexander J., *University of South Florida*

Mena, Jeannette A., *University of South Florida*

Microfoundations of Ethical Marketing Decision Making

Alijani, Sharam, *NEOMA Business School, France*

Wednesday, 10:00-10:30 am

Refreshment Break

Room: WRB Foyer: A-E

Wednesday, 10:30-12:00 pm

Session 2.1. **Brand Love I**

Room: Room 101

Session Chair: Christodoulides, George, *Birkbeck University of London, UK*

A Review of Brand Love – Conceptual Considerations and their Relevance for Business

Schlobohm, Sarah, *University of Kassel, Germany*

Wagner, Ralf, *University of Kassel, Germany*

Zulauf, Katrin, *University of Kassel, Germany*

It is Counterfeits that Consumers Love!? Exploring the Phenomenon in The Digital Environment

Stoettinger, Barbara, *WU Vienna, Austria*

Cesareo, Ludovica, *Sapienza, University of Rome, Italy*

Make Brand Love, Not War – The Power of Combining Explicit And Implicit Brand Attitude Measurement

Langner, Sascha, *Leibnitz University of Hannover, Germany*

Schmidt, Steffen, *Leibniz University of Hannover, Germany*

Wiedmann, Klaus-Peter, *Leibniz University of Hannover, Germany*

Haase, Janina, *Leibniz University of Hannover, Germany*

Fritz, Sebastian, *Leibniz University of Hannover, Germany*

Brands – What's Love Got to do With it?

Paswan, Audhesh, *University of North Texas*

Iyer, Pramod, *University of North Texas*

Davari, Arezoo, *University of North Texas*

Session 2.2. **The Effects of Job Strain in the Sales Force**

Room: Room 102

Session Chair: Kilic, Ozcan, *University of Wisconsin River Falls*

How to Effectively Manage the Dark Side and Bright Side of Customer Participation in Salesperson Job-related Outcomes

Chen, Yen-Chun, *Chinese Culture University, Taiwan*

Li, Po-Chien, *Yuan Ze University, Taiwan*

Arnold, Todd J., *Oklahoma State University*

Salesperson-Manager Role-Relationship and Its Impact on Salesperson Performance: A Relational Identity Approach

Agnihotri, Raj, *Ohio University*

Rapp, Adam, *The University of Alabama*

Ogilvie, Jessica, *The University of Alabama*

Andzulis, James, *The University of Alabama*

The Impact of Market Orientation on Boundary-Spanning Employees: A Structured Abstract

Askew, Matthew, *Eastern Illinois University*

Fleming, David, *Eastern Illinois University*

Understanding Conditions of Sales Force Frustration

Leischnig, Alexander, *University of Bamberg, Germany*

Ivens, Björn, *University of Bamberg, Germany*

Henneberg, Stephan, *Queen Mary University of London, UK*

Discussion Leader: Dugan, Riley, *University of Cincinnati*

Session 2.3. Entrepreneurial Marketing Models

Room: Room 103

Session Chair: Crittenden, Victoria, *Babson College*

The Global Entrepreneurship Monitor (GEM): Research Findings

Ali, Abdul, *Babson College*

Fostering Women Entrepreneurs in the Middle East via the Use of Social Media

Ajjan, Haya, *Elon University*

Mary Kay Inc. and the Direct Sales Model – Enriching Women's Lives for Half a Century

Tassopoulos, S. Kerry, *Mary Kay Inc.*

Session 2.4. Retailing Dynamics and Strategies for Creating a Competitive Advantage

Room: Room 104

Session Chair: Ainsworth, Bailey, *University of Toledo*

Structural Determinants of Retailing: A Merchandise Line Approach of Intertype Competition

Sun, Wenbin, *Rockhurst University*

Govind, Rahul, *The University of New South Wales, Australia*

Ingene, Charles, *The University of Mississippi*

Retailer Brand Equity: Conceptualization and Measurement

Troiville, Julien, *University of Rennes, France*

Cliquet, Gerard, *University of Rennes, France*

Prioritizing Retail CSR Strategies: Developing and Applying the Kano Approach

Mcgoldrick, Peter, *University of Manchester, UK*

Nieroda, Marzena, *University of Manchester, UK*

Internal Marketing, Retail Employee Commitment, and Employee Response to Retail Theft: An Exploration

Bailey, Ainsworth, *University of Toledo*

Mishra, Aditya, *IBS, Hyderabad, India*

Session 2.5. Online Communities and Social Identity

Room: White River A

Session Chair: Xie, Guang-Xin, *University of Massachusetts Boston*

Online Consumption Community Membership: The Role of Sense of Community and Social Identity

Hartley, Philip, *Georgia Gwinnett College*

The Modern Carnival: How the Internet Provides a Space for Community Release

Bal, Anjali, *Dominican University of California*

Weidner, Kelly, *Dominican University of California*

Archer-Brown, Chris, *Bath University, UK*

Mills, Adam, *Simon Fraser University, Canada*

Rains, Samantha, *Dominican University of California*

I Want to 'Share' This Sexy Ad but My Boss is Watching: Investigation into Behavior Associated with the Online Multiple Audience Problem

Marder, Ben, *University of Edinburgh, UK*

Houghton, David, *University of Birmingham, UK*

Joinson, Adam, *University of West England, UK*

Shankar, Avi, *University of Bath, UK*

Session 2.6. Doctoral Colloquium: Consumer Behavior Issues

Room: White River B

Session Chair: Merchant, Altaf, *University of Washington, Tacoma*

Compulsive Buying Behavior: Relationship with Impulse Buying and a Proposed Model of Antecedents

Darrat, Aadel, *Louisiana Tech University*

Price Match Guarantees: A Conceptual Examination

Darrat, Mohamad, *Louisiana Tech University*

Reverse Psychology in Marketing Promotions: The Power Shift from Consumers to Marketers

Hajjat, Fatima, *University of Massachusetts*

Consumers' Role in Value Co-Creation through Participation and Knowledge: A Healthcare Perspective

Tran, Joanne, *Louisiana Tech University*

Session 2.7. Keep It Under Wraps: Exploring Consumer Privacy

Room: White River C

Session Chair: Plangger, Kirk, *Simon Fraser University, Canada*

The Customer Fishbowl: Strategic Approaches to Customer Privacy

Plangger, Kirk, *Simon Fraser University, Canada*

Mattison Thompson, Frauke, *King's College London, University of London, UK*

Control Creates Comfort: The Importance of Proactive Responses to Privacy Concerns

Krishen, Anjala, *University of Nevada, Las Vegas*

Raschke, Robyn, *University of Nevada, Las Vegas*

Kachroo, Pushkin, *University of Nevada, Las Vegas*

A Scale for Measuring Consumers' Ethical Perceptions of Social Media Research

Michaelidou, Nina, *Loughborough University, UK*

Moraes, Caroline, *Coventry University, UK*

Micevski, Milena, *Loughborough University, UK*

Wednesday, 12:00-1:30 pm

Lunch on your own

Wednesday, 1:30-3:00 pm

Session 3.1. **Brand Love II**

Room: Room 101

Session Chair: Michaelidou, Nina, *Loughborough University, UK*

Creating Passionate Love Through Rational Value – A Moderated Mediation Analysis Considering Identification And Relationship Duration

Huber, Frank, *Johannes Gutenberg-University Mainz, Germany*

Meyer, Frederik, *Johannes Gutenberg-University Mainz, Germany*

Schmid, David, *Johannes Gutenberg-University Mainz, Germany*

Z[oo]ming In...How Brand Love and Sense of Community Contribute to the Success of Zumba

Berry, Reanna, *Georgia Gwinnett College*

Torres, Luis, *Georgia Gwinnett College*

Hartley, Phillip, *Georgia Gwinnett College*

Power of Brands in Recalling Nostalgic Memories Among Young Adults: An Exploratory Study

Ratnayake, Nilanthi, *University of Hull, UK*

Andrews, Peter, *University of Hull, UK*

Fashion Impulse Purchasing: The Role of Brand Love, Fashion Involvement And Hedonic Consumption Tendency

Liapati, Georgia, *Toulouse Capitole University, France*

Assiouras, Ioannis, *Toulouse Capitole University, France*

Decaudin, Jean-Marc, *Toulouse Capitole University, France*

Session 3.2. **Technology Use, Social Media and Luck**

Room: Room 102

Session Chair: Ogilvie, Jessica, *The University of Alabama*

The Influence of Sales Force Technology Use on Performance: The Study of Mediating and Moderating Effects

Rodriguez, Rocio, *Murcia University, Spain*

Ramán, Sergio, *Murcia University, Spain*

The Use Of Social Media In Sales: Individual and Organizational Antecedents, and the Role of Customer Engagement in Social Media

Guesalaga, Rodrigo, *Pontificia Universidad Católica de Chile, Chile*

Kapelianis, Dimitri, *University of New Mexico*

Engaging Inexperienced Salespeople to Work Hard to Be Lucky: Towards the Attribution of Sales Performance to Luck

Le Bon, Joël, *University of Houston*

Discussion Leader: Andzlis, James, *The University of Alabama*

Session 3.3. **An Interactive Session with Top Reviewers**

Room: Room 103

Session Chair: Ingene, Charles, *University of Mississippi*

Ingene, Charles, *University of Mississippi*

Menguc, Bulent, *Kings College*

Price, Linda, *University of Arizona*

Session 3.4. **Using the Retail Environment to Engage the Customer in the Decision-Making Process**

Room: Room 104

Session Chair: Myles Landers, *Rochester Institute of Technology*

Post-Purchase Drama: Do the Retailers Lose from Girls Gone Wild in Fast Fashion Environments

Cook, Sasikarn, *University of North Carolina at Greensboro*

Yurchisin, Jennifer, *University of North Carolina at Greensboro*

The Influence of Spatial Position of Price Sequences on Choice and Value Perceptions

Romero, Marisabel, *University of South Florida*

Biswas, Dipayan, *University of South Florida*

How Mobile Shopping Affects Customer Purchase Behaviors

Wang, Rebecca Jen-Hui, *Northwestern University*

Retail Intimidation

Landers, Myles, *Rochester Institute of Technology*

Harrison, Mary P., *Birmingham-Southern College*

Gillison, Stephanie, *University of Tennessee at Chattanooga*

Session 3.5. **Consumers Helping Consumers in a Digital Market**

Room: White River A

Session Chair: Close, Angeline, *University of Texas at Austin*

Information Search in an Era of Connected Consumers

Shah, Purvi, *Worcester Polytechnic Institute School of Business*

Loiacono, Eleanor, *Worcester Polytechnic Institute School of Business*

Opinion Leaders and Seekers Search for Different Online Information: Moderating Role of Brand Commitment

Viswanathan, Vijay, *Northwestern University*

Sakashita, Mototaka, *Keio University, Japan*

Online Product Ratings: Dynamic Trends and Diagnosticity Assessment Explanations

Wang, Fang, *Wilfrid Laurier University, Canada*

Menon, Kalyani, *Wilfrid Laurier University, Canada*

Ranaweera, Chatura, *Wilfrid Laurier University, Canada*

Zhang, Xiaoping, *Ryerson University, Canada*

Main Psychological Sequence of Responses Linked to the Consumer's Use of and E-vendor's Recommender

Martínez-López, Francisco J., *University of Granada and Open University of Catalonia, Spain*

Esteban-Millat, Irene, *Open University of Catalonia, Barcelona, Spain*

Argila, Ana M., *University of Barcelona, Spain*

Rejón-Guardia, Francisco, *University of Granada, Spain*

Session 3.6. **JAMS/Sheth Foundation Best Paper Award 2013**

Room: White River B

Session 3.7. **Service Encounters and Failures**

Room: White River C

Session Chair: Hood, Karen, *Eastern Kentucky University*

Service Failures as Value Co-Destruction Moments

Skourtis, George, *Toulouse Capitole University, France*

Decaudin, Jean-Marc, *Toulouse Capitole University, France*

Assiouras, Ioannis, *Toulouse Capitole University, France*

Expressions of (Dis)Respect: Understanding Respect in a Consumer Context

Ashworth, Laurence, *Queen's School of Business, Queen's University, Canada*

Bourassa, Maureen, *Edwards School of Business, University of Saskatchewan, Canada*

The Role of Competition in the Service Encounter: The Loyal Consumer Perspective

Chen, Shu-Ching, *Ritsumeikan Asia Pacific University, Japan*

When Does the Value of Compensation Matter in Service Recovery Processes?

Bambauer-Sachse, Silke , *University of Fribourg, Switzerland*

Rabeson, Landisoa E., *University of Fribourg, Switzerland*

Wednesday, 3:00-3:30 pm

Refreshment Break

Room: WRB Foyer: A-E

Wednesday, 3:30-5:00 pm

Session 4.1. Brands and Consumers I

Room: Room 101

Session Chair: Boukis, Achilleas, *Sussex University, UK*

Developing A Brand Talkativeness Scale

Michaelidou, Nina, *Loughborough University, UK*

Christodoulides, George, *Birkbeck University of London, UK*

Kilic, Uygur, *University of Birmingham, UK*

Brands Can Make Consumers Happy! Development of A Scale to Measure Brand Happiness

Stefanie Schnebelen, *University of Basel, Switzerland*

Bruhn, Manfred, *University of Basel, Switzerland*

Infusing Personality To Brands: The Key Influence of SME Owner/Managers

Centeno, Edgar, *ITESM, Mexico*

Hart, Susan, *University of Strathclyde, UK*

Dinnie, Keith, *Breda University of Applied Sciences, The Netherlands*

How Resistance to Change Affects on Brand Loyalty in Consumables Market?

Kuikka, Anna, *University of Eastern Finland, Finland*

Laukkanen, Tommi, *University of Eastern Finland, Finland*

Session 4.2. Firms' Capabilities within the International Marketing Context

Room: Room 102

Session Chair: Hughes, Paul, *Durham University Business School, UK*

Diversifications, Dynamic Capability, and Firm Cash Flow Volatility

Sun, Wenbin, *Rockhurst University*

International Marketing Capabilities: The Roles of Organizational Un-Inertia and Strategic Flexibility

Asseraf, Yoel, *Ruppin Academic Center, Israel*

Shoham, Aviv, *University of Haifa, Israel*

Competencies Based M&A Framework

Hua, Wei, *Old Dominion University*

Session 4.3. Where/How Does Marketing Fit? What is Marketing's Place in the Firm and within the Family of Business Disciplines?

Room: Room 103

Session Chair: Clark, Terry, *Southern Illinois University, Carbondale*

Clark, Terry, *Southern Illinois University, Carbondale*

Ferrell, OC, *University of Mexico*

Hartline, Michael, *Florida State University*

Key, Martin, *St. John Fisher College*

Sheth, Jagdish N., *Emory University*

Stewart, David, *Loyola Marymount University*

Session 4.4. Sponsorship Effectiveness: The 'Return' in the ROI Ratio

Room: Room 104

Session Chair: Jensen, Jonathan, *The Ohio State University*

Sponsors Courting Tennis Fans: Visual Processing and Need for Cognition in Evaluating Event Sponsorship

Close, Angeline, *University of Texas at Austin*

Lacey, Russell, *Xavier University*

Cornwell, T. Bettina, *University of Oregon*

Beyond the Sponsor Recall and Recognition: The Role of Sponsorship-Linked Communications on Creating Brand Attitude and Purchase Intention

Degaris, Larry, *University of Indianapolis*

Kwak, Dae Hee, *University of Michigan*

McDaniel, Stephen, *University of Maryland*

Sports Sponsorship Effectiveness: The Impact of Transformational Consumption Experiences

Harmeling, Colleen, *Saint Louis University*

Carlson, Brad, *Saint Louis University*

Discussion Leader: Goldman, Michael, *University of San Francisco*

Session 4.5. Social Media and Social Influence Online

Room: White River A

Session Chair: Pounders, Kate, *University of Texas at Austin*

How Social Media Works in B2B Environment: Social Media Effectiveness Using Web Analytics

Kim, Kyungok Kacy, *University of Texas at Austin*

Choi, Jung Hwa, *University of Texas at Austin*

Choi, Tae Rang, *University of Texas at Austin*

The Effects of Personality Traits on Social Media Involvement and electronic Word of Mouth

Randrianasolo, Arilova, *Saint Louis University*

Carlson, Brad, *Saint Louis University*

Consumer Product Evaluation Updating: The Impact of Online and Interpersonal Social Influence on Evaluation Certainty

Leary, R. Bret, *University of Wyoming*

Vann, Richard J., *University of Wyoming*

Groza, Mya, *Northern Illinois University*

Session 4.6. New Products - Strategic Considerations

Room: White River B

Session Chair: Graham, Kenneth, *Mississippi State University*

Leveraging Synesthesia for Novel Idea Generation

Flores, Felix, *University of Texas at El Paso*

Team Trust and Team Learning in New Product Development Projects

Lynn, Gary S., *Stevens Institute of Technology*

Polat, Volkan, *Yalova University, Turkey*

Reilly, Richard R., *Stevens Institute of Technology*

Do Learning-Oriented Organizations Develop More Competitive Products? A Project-Level Exploration

Dursun-Kilic, Türkan, *West Texas A&M University*

Kilic, Ceyhan, *Marketing Consultant*

Is Proactive Cannibalization a Profitable Strategy on Mature Mass Markets? Preliminary Results and Implications for Future Research

Tournois, Laurent, *University of Dubai, United Arab Emirates*

Session 4.7. Service Quality Perceptions

Room: White River C

Session Chair: Musgrove, Carolyn, *Indiana University Southeast*

Service Quality Perception and Casino Player Loyalty

Prentice, Catherine, *Swinburne University, Australia*

Brand Orientation and Service Quality in Online and Offline Environment: An Empirical Examination

Casidy, Riza, *Swinburne University, Australia*

On the Service Quality and Satisfaction Relationship: The Moderating Role of Consumer Entitlement

Zboja, Jim, *The University of Tulsa*

Laird, Mary D., *The University of Tulsa*

Bouchet, Adrien, *The University of Tulsa*

A Cross-National Study on Culture and Perceived Service Quality: A Multi-Dimensional, Hierarchical Framework

Chung, Sean, *Manchester Business School, UK*

Kang, Jikyeong, *Manchester Business School, UK*

Session 4.8. Culture and Identity

Room: White River D

Session Chair: Ford, John, *Old Dominion University*

**Adapting Communication Messages to Reward and Punishment
Sensitivity of Targeted Audiences in Fighting Obesity**

Petit, Olivia, *Aix-Marseille University, CERGAM, France*

Dwight, Merunka, *Aix-Marseille University, CERGAM, France*

Olivier, Oullier, *Aix-Marseille University, CERGAM, France*

**Testing the Concept of Market Mavenism and Opinion Leadership
in China**

Zhang, Jie, *University of Evansville*

Lee, Wei-Na, *University of Texas at Austin*

**Investigating Global and Traditional Hispanic Culture in Hispanic
TV Advertisements**

Oyedele, Adesegun, *St. Cloud State University*

**Use of Consumers with Disabilities in Advertising: A Proposal for
Research**

Bailey, Ainsworth Anthony, *University of Toledo*

Tiamiyu, Mojisola, *University of Toledo*

Wednesday, 5:30-7:00 pm

AMS Reception

Room: WRB Foyer: A-E

DAILY HIGHLIGHTS • Thursday, May 22, 2014

Registration

Room 105/106, 8:00 – 5:00 pm

Refreshment Break

WRB Foyer: A-E, 10:00 – 10:30 am

Meet the Editors I

White River A, 10:30 – 12:00 pm

Mary Kay Doctoral Dissertation Competition

White River B, 10:30 – 12:00 pm

Awards Luncheon

White River Ballroom, 12:00 – 1:30 pm

Refreshment Break

WRB Foyer: A-E, 3:00 – 3:30 pm

Special AMS / AFM Session

Room 103, 3:30 – 5:00 pm

Meet the Editors II

White River E, 3:30 – 5:00 pm

Reception

WRB Foyer: A-E, 5:30 – 7:00 pm

Thursday, 8:30-10:00 am

Session 5.1. **Brands and Consumers II**

Room: Room 101

Session Chair: Centeno, Edgar, *ITESM, Mexico*

Understanding Consumers' Brand Aspiration: A Scale Development and Validation

S, Sreejesh, *IBS Hyderabad, India*

Roy, Subhadip, *IIM Udaipur, India*

Investigating the Drivers that Determine Brand Loyalty: A Study of the Experience-Commitment-Loyalty Construct

Maheshwari, Vishwas, *Leeds Metropolitan University, UK*

Lodorfos, George, *Leeds Metropolitan University, UK*

Jacobsen, Siril, *Leeds Metropolitan University, UK*

The Effect of Brand Crisis on Consumer's Response: The Moderating Roles of Brand Associations and Brand-Customer Relationship Strength

Jeon, Jung- Ok, *Pukyong National University, South Korea*

Baeck, Sunmee, *Pukyong National University, South Korea*

Exploring the Concept of Celebrity Brands Amongst College Students

Kowalczyk, Christine, *East Carolina University*

Pounders, Kate, *University of Texas at Austin*

Session 5.2. Challenges in International Marketing

Room: Room 102

Session Chair: Asseraf, Yoel, *Ruppin Academic Center, Israel*

Trust and Conflicts Interact in Export Performance

Efrat, Kalanit, *Ruppin Academic Center, Israel*

Does Firm Strategic International Orientations Synergize?

Gnizy, Itzhak, *University of Haifa, Israel*

Shoham, Aviv, *University of Haifa, Israel*

Asseraf, Yoel, *Ruppin Academic Center, Israel*

Conceptualizing and Operationalizing the Reverse

Internationalization Phenomena of Firms

Gnizy, Itzhak, *University of Haifa, Israel*

Shoham, Aviv, *University of Haifa, Israel*

Asseraf, Yoel, *Ruppin Academic Center, Israel*

Bottom of the Pyramid, Marketing and Global Markets:

Multidisciplinary Discourses and Emerging Literature

Anwar, Syed, *West Texas A&M University*

Session 5.3. Psychological Ownership: A Concept of Value to the Marketing Field

Room: Room 103

Session Chair: Kirk, Colleen, *Mount Saint Mary College, Sarstedt,*

Marko, *Otto-von-Guericke-University Magdeburg, Germany and*

University of Newcastle, Australia

Psychological Ownership: Concepts, Evidence, and Implications for Marketing Research

Jussila, Iiro, *Lappeenranta University of Technology, Finland*

Tarkiainen, Anssi, *Lappeenranta University of Technology, Finland*

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

Germany and University of Newcastle, Australia

Hair, Joseph, *Kennesaw State University*

Examining the Role of Psychological Ownership and Feedback in Customer Empowerment Strategies

Neubert, Doreen, *Otto-von-Guericke-University Magdeburg, Germany*

Zeller, Kati, *Otto-von-Guericke-University Magdeburg, Germany*

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

Germany and University of Newcastle, Australia

Psychological Ownership and Object Design: To Own is to Take Control

Kamleitner, Bernadette, *Vienna University of Economics and Business, Austria*

Süssenbach, Sophie, *Vienna University of Economics and Business, Austria*

Not Now I'm Busy: When Interactivity Undermines Psychological Ownership and Product Valuation

Kirk, Colleen, *Mount Saint Mary College*

Swain, Scott D., *Clemson University*

Session 5.4. The Power of Branding in Retailing: How Brands Can Draw Customers to a Store

Room: Room 104

Session Chair: Francisco Martinez-Lopes, *University of Granada, Spain*

The Effects of Private Labels' Image on Retailer's Brand Image

Brandstaetter, Marion, *Karl-Franzens-University Graz, Austria*

Foscht, Thomas, *Karl-Franzens-University Graz, Austria*

Dorner, Florian, *Karl-Franzens-University Graz, Austria*

How Delisting All National Brands in a Given Assortment Impacts on Consumers' Store Switching Intentions

Gazquez-Abad, Juan Carlos, *University of Almeria, Spain*

Martinez-Lopez, Francisco J., *University of Granada, Spain*

Esteban-Millat, Irene, *University of Oberta de Catalunya, Spain*

Mondejar Jimenez, Juan Antonio, *University of Castilla-La Mancha, Spain*

Rejon-Guardia, Francisco, *University of Granada, Spain*

A Structural Equation Modeling-Based Examination of the Private Label Brand (PLB) Consumer Evaluation Process

Mayer, James, *Indiana University*

This Cannot Be a Private Label: Effects of Private Labels on Consumer Sensory Evaluation

Da Camara Rossi, Patricia, *NEOMA Business School, France*

Borges, Adilson, *NEOMA Business School, France*

Pantoja, Felipe, *NEOMA Business School, France*

Session 5.5. Culture, Demographics, and Consumer Behavior Online

Room: White River A

Session Chair: Wang, Yong, *Ohio University*

United We Shop! Chinese Consumers' Online Group Buying

Zhang, Jie, *University of Evansville*

Tsai, Wanhsiu Sunny, *University of Miami*

Is Her Love Sarcastic? A Comparison of Humor Styles Between Hispanic and Caucasian Generation Y Females on a Dating Website

Wang, Valerie, *Ohio University*

Celebrating the Pleasure Seekers: A Centenarian Faces the YouTube Generation

Archer-Brown, Chris, *Bath University, UK*

Kampani, Julia, *University of Bath, UK*

Marder, Ben, *University of Edinburgh, UK*

Bal, Anjali, *Dominican University of California*

Make Them Pay! Understanding Consumer Participation in Crowdfunding

Boeuf, Benjamin, *HEC Montreal, Canada*

Durivage, François, *University of Montreal, Canada*

Session 5.6. **Food, Nutrition, and Healthy/Unhealthy Consumption**

Room: White River B

Session Chair: Biswas, Dipayan, *University of South Florida*

Making Choices for a Sequence of Healthy and Unhealthy Options

Biswas, Dipayan, *University of South Florida*

Szocs, Courtney, *University of South Florida*

Inman, J. Jeffrey, *University of Pittsburgh*

Consumer Involvement in Nutrition: The Effect of Regulatory Focus

Gopalakrishna Pillai, Kishore, *Bradford University School of Management, UK*

Liang, Yong-Siang, *Independent Scholar*

Thwaites, Des, *University of Leeds, UK*

Will Cigarette Plain Pack Work? An Exploratory Study in the UK

Aroean, Lukman, *Bournemouth University, UK*

Syafaat, Insan, *Jones Lang LaSalle, Indonesia*

Through the Looking-Glass: Reflections on the Role of Consumption in the Journey to Motherhood

Brown, Victoria, *University of North Carolina at Greensboro*

Hodges, Nancy, *University of North Carolina at Greensboro*

Session 5.7. **Organizational Issues and Risk in Service**

Room: White River C

Session Chair: Harrison, Mary, *Birmingham-Southern College*

A Qualitative View of Hailers: Retail Salespeople Near the Entrance of Retail Stores

Musgrove, Carolyn F., *Indiana University Southeast*

Franke, George, *The University of Alabama*

Reynolds, Kristy, *The University of Alabama*

Less Risk, More Fun? The Role of Ownership Risk Perception for Access-Based Service Value Perception and Usage

Schaefer, Tobias, *TU Dortmund University, Germany*

Lawson, Stephanie, *Winthrop University*

Decomposing Risk Perceptions in Inter-Organizational Settings

Paluch, Stefanie, *Tu Dortmund University, Germany*

Wuenderlich, Nancy, *University of Paderborn, Germany*

Thursday, 10:00-10:30 am

Refreshment Break

Room: WRB Foyer: A-E

Thursday, 10:30-12:00 pm

Session 6.1. **Digital Branding and Social Media**

Room: Room 101

What Drives Anti-Brand Community Behaviours: An Examination of Online Hate of Technology Brands

Dessart, Laurence, *Adam Smith Business School, University of Glasgow, UK*

Morgan-Thomas, Anna, *Adam Smith Business School, University of Glasgow, UK*

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

The Role of Online Social Interaction in the Recommendation of a Brand Community

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

Arvaniti, Georgia Maria, *Adam Smith Business School, University of Glasgow, UK*

Ingredient Brand vs. Host Brand in Smartphone Market: A Structured Abstract

Polat, Volkan, *Yalova University, Turkey*

Pfoertsch, Waldemar, *Pforzheim University, Germany*

Nergis, Ahmet Tuncay, *Gebze Institute of Technology, Turkey*

Akgun, Ali Ekber, *Gebze Institute of Technology, Turkey*

Session 6.2. **Strategic Issues in International Marketing**

Room: Room 102

Session Chair: Asseraf, Yoel, *Ruppiner Academic Center, Israel*

Is Our Understanding of Other-Emerging Markets Blurred by BRIC-Focused Market Characteristics? Sheth Revisited

Oyedele, Adesegun, *St. Cloud State University*

A Meta-Analysis on Export Promotion Programs: New Outcomes

Coudounaris, Dafnis, *University of Vaasa, Finland*

Corporate Social Responsibility in International Marketing: Review, assessment, and future Research

Eteokleous, Pantelitsa, *University of Leeds, UK*

Leonidou, Leonidas, *University of Cyprus, Cyprus*

Katsikeas, Constantine, *University of Leeds, UK*

Managing Crisis Overseas – An Explorative Analysis of Apple's Warranty Crisis in China

Gai, Lili, *University of North Texas*

Session 6.3. **Customer Empowerment, Perceptions, and Sustainability**

Room: Room 103

Session Chair: Harmeling, Colleen, *Saint Louis University*

An Eclectic Framework for Sustainability Reports: Implications for Socially Responsible Investors

Yang, Jie, *St. Louis University*

Singh, Nitish, *St. Louis University*

Ma, Jieqiong, *St. Louis University*

Investigating Overall Restaurant Image: Generalizing the Triggering Mechanism to Multiple Casual Sit Down Restaurants

Espinosa, Jennifer, *University of South Florida*

Ortinau, David, *University of South Florida*

Religious Values as a Predictor of Sustainable Consumption Behaviors: A Cross-Cultural Comparison

Minton, Elizabeth, *University of Oregon*

Kahle, Lynn, *University of Oregon*

Kim, C.H., *Sogang University, Republic of Korea*

Session 6.4. **Engaging with Brands, Organizations, and Advertisements**

Room: Room 104

Session Chair: Hollebeek, Linda, *University of Waikato, New Zealand*

Online Brand Communities: There is More than One Way to Drive Online Brand Identity and Interactivity

Kelley, James, *Saint Joseph's University*

Alden, Dana, *University of Hawaii*

Does Sexual Humor Work on Mars, But Not on Venus?

Meyer, James, *Indiana University*

Yoon, Hye Jin, *Southern Methodist University*

Kumar, Piyush, *University of Georgia*

The Mediating Roles of Brand Engagement and Brand Psychological Ownership in Brand Co-creation

Chang, Aihwa, *National Chengchi University, Taiwan*

Tseng, Timmy, *National Chengchi University, Taiwan*

Tung, Pei-Ju, *National Chengchi University, Taiwan*

Inductive and Deductive Models of Customer-Based Brand and Organizational Identification

Wolter, Jeremy, *Auburn University*

Session 6.5. **Meet the Editors I**

Room: White River A

Session Chair: Ferrell, O.C., *University of New Mexico*

Hult, Tomas, *Journal of the Academy of Marketing Science*

Frazier, Gary, *Journal of Marketing*

Stewart, David, *Journal of Public Policy & Marketing*

Hulland, John, *Journal of Marketing Research*

Fischer, Eileen, *Journal of Consumer Research*

Yadav, Manjit, *AMS Review*

Session 6.6. **Mary Kay Doctoral Competition-Award Winners Session**

Room: White River B

Session Chairs: Ahearne, Michael, *University of Houston*, and Michael Solomon, *Saint Joseph's University*

Recurring Payments

Atlas, Stephan, *University of Rhode Island*

Hybrid Content Strategy: Does Embracing User Generated Content Help Professional Publishers?

Chae, Inyoung, *INSEAD, France*

Muscling Consumers to More Mindful Decision Making: The Effect of Incidental Muscular Sensations

Szocs, Courtney, *University of South Florida*

Session 6.7. **Branding and Services**

Room: White River C

Session Chair: Parker, Janna, *Georgia College*

Protecting the Franchise Brand in the Age of Social Media

Shin, Hyunju, *McNeese State University*

Yoon, Alyssa, *The University of Alabama*

Yoon, Sohyang, *University of Missouri-Columbia*

Towards the Re-Conceptualisation and Measurement of Services Brand Identity

Pareek, Vandana, *The University of Edinburgh, UK*

Harrison, Tina, *The University of Edinburgh, UK*

To Own or not to Own: Decision-Making and Preferred Products

Wittkowski, Kristina, *EBS Business School, Germany*

Moeller, Sabine, *University of Roehampton, UK*

AMS Board of Governors Meeting

Room: White River

Thursday, 12:00-1:30 pm

AMS Awards Luncheon

Room: White River Ballroom

Thursday, 1:30-3:00 pm

Session 7.1. **Internal Branding**

Room: Room 101

Session Chair: Torres, Luis, *Georgia Gwinnett College*

Identifying Determinants of Employees' Brand Performance in The Delivery of Interpersonal Services

Boukis, Achilleas, *Sussex University, UK*
Gounaris, Spiros, *Strathclyde University, UK*
Lings, Ian, *QUT Business School, Australia*

Examining the Role of Employee-Brand Value Congruence in Internal Branding: A Structured Abstract

Xiong, Lina, *Marshall University*
King, Ceridwyn, *School of Tourism and Hospitality Management, Temple University*

Brand Love of Employees: What is it? How is it Affected? Does it Drive Employee Brand Behavior?

Holzer, Matthias, *University of Basel, Switzerland*
Batt, Verena, *University of Basel, Switzerland*
Bruhn, Manfred, *University of Basel, Switzerland*

Session 7.2. **Branding in the International Arena**

Room: Room 102

Session Chair: Efrat, Kalanit, *Ruppin Academic Center, Israel*

The Impact of Comparative Affective States on Online Brand Perceptions: The Moderating Role of Cultural Dimensions

Siamagka, Nikoletta-Theofania, *King's College London, UK*
Christodoulides, George, *Birkbeck, University of London, UK*
Michaelidou, Nina, *Loughborough University, UK*

Co-branding Strategies of High-tech Products and Luxury Brands: A Cross-cultural Perspective

Ho, Han Chiang, *SolBridge International School of Business, Republic of Korea*
Lado, Nora, *Universidad Carlos III de Madrid, Spain*
Cesaroni, Fabrizio, *Universidad Carlos III de Madrid, Spain*
Maydeu-Olivares, Alberto, *University of Barcelona, Spain*

Like My Country, Like My Brands: Brand Implication of Country

Ma, Jiequiong, *Saint Louis University*
Yang, Jie, *Saint Louis University*
Giovanoni, Alex, *Saint Louis University*

The Impact of Other-Focused Loyalty Program on Hedonic Consumption and Emotional Branding: Implications for Cross-Cultural Study

Chun, Wootae, *Saint Louis University*

Session 7.4. **I'll Drink to That**

Room: Room 104

Session Chair: Mills, Adam, *Simon Fraser University, Canada*

Weekly Wine Consumption and Consumer Response to Price Information

Priilaid, David, *University of Cape Town, South Africa*

Mills, Heleen, *University of Stellenbosch, South Africa*

Robson, Karen, *Simon Fraser University, Canada*

Pitt, Leyland, *Simon Fraser University, Canada*

Experiencing the Place and Drinking its Wine: How does Attitude Towards Place Transfer to its Products

Rattanapituk, Sirirat, *Imperial College London, UK*

Eisingerich, Andreas B., *Imperial College London, UK*

Merlo, Omar, *Imperial College London, UK*

Stockl, Albert, *University of Applied Sciences Eisenstadt, Austria*

Friend or Foe? A Small Business Success Story of Collaboration with Competitors Using Social Media

Black, Hulda, *Illinois State University*

Vincent, Leslie, *Eastern Kentucky University*

Session 7.5. **Issues in Sustainability**

Room: White River A

Session Chair: Gammoh, Bashar S., *University of Toledo*

An Examination of Cultural Influences in Green Environmental Behavior

Gammoh, Bashar S., *University of Toledo*

Koh, Anthony C., *University of Toledo*

Okoroafo, Sam C., *University of Toledo*

Gleim, Mark, *University of Toledo*

An empirical investigation of specific uncertainties in the distribution of products from renewable resources

Ludorf, Sebastian, *Georg-August-University Göttingen, Germany*

Toporowski, Waldemar, *Georg-August-University Göttingen, Germany*

The Relationship Between Materialism and Environmental Consciousness: A Multilevel Analysis

Felix, Reto, *University of Texas - Pan American*

Luna-Nevarez, Cuauhtemoc, *Sacred Heart University*

Baruca, Arne, *Sacred Heart University*

The Perspective of Small Retailers on Sustainability: An Exploratory Study for Scale Development

Sams, Doreen, *Georgia College and State University*

Parker, Janna, *Georgia College and State University*

Session 7.6. Price and Value Perceptions

Room: White River B

Session Chair: Krishen, Anjala, *University of Nevada, Las Vegas*

When 3 Price Components are Fairer than 2 or 4 – Consumers' Reactions to Price Increases in Tariff Schemes

Cziehso, Gerrit, *TU Dortmund University, Germany*

Kocher, Sören, *TU Dortmund University, Germany*

Can the Weak Beat the Stronger? How Attribute Framing Impacts Price Perception and Evaluation

Erguncu, Selin, *Koc University, Turkey*

Money Matters: How Red versus Black Prices Impact Savings Perception under Financial Scarcity

Nguyun, Carlin, *University of South Florida*

Applying ISM to Construct a Value-Based Decision Model

Chang, Kuei-Feng, *Da-yah University, Taiwan*

Yang, Hao-Wei, *Chaoyang University of Technology, Taiwan*

Session 7.7. Foundations of Engagement and Value Creation

Room: White River C

Session Chair: Pelletier, Mark, *Mississippi State University*

Perceived Anthropomorphism of Brand Social Media Pages: Why Does it Matter?

Duan, Jingyi, *University of Rhode Island*

App Engagement: The Influence of Intrinsic and Extrinsic Motivation on Downloading Apps

Alhidari, Abdullah, *University of North Texas*

Social Media and Customer Engagement: Dyadic Word-of-Mouth

Hallock, William, *Babson College*

Roggeveen, Anne, *Babson College*

Crittenden, Victoria, *Babson College*

Cool, Social Media, and Marketing Communications Strategy: An Anarchy-Network Logic of Value Creation

Pelletier, Mark, *Mississippi State University*

Adams, Frank, *Mississippi State University*

Thursday, 3:00-3:30 pm

Refreshment Break

Room: WRB Foyer: A-E

Thursday, 3:30-5:00 pm

Session 8.1. **Strategic Branding I**

Room: Room 101

Session Chair: Paswan, Audhesh, *University of North Texas*

Re-Engineering the Brand Portfolio Following Mergers and Acquisitions (M&A): A Conceptual Framework

Rahman, Mahabubur, *Smurfit Graduate Business School, Ireland*

Lambkin, Mary, *Smurfit Graduate Business School, Ireland*

Dynamic Pricing and Brand Image

John Gironda, *Florida Atlantic University*

From Outsourcing to Insourcing Brand Management: How Networking Helps SMEs to Become More Brand-Oriented?

Hirvonen, Saku, *University of Eastern Finland, Finland*

Luxury Branding in Emerging Markets

Stiehler, Beate, *University of Johannesburg, South Africa*

Lee, Linda, *KTH Royal Institute of Technology, Sweden*

Session 8.2. **Consumer Behavior Across Borders**

Room: Room 102

Session Chair: Asseraf, Yoel, *Ruppin Academic Center, Israel*

The Effectiveness of Comparative Advertising: Examining Consumers' Perspectives in Different Cultures

Muk, Alexander, *Texas State University - San Marcos*

Chung, Christina, *Ramapo College of New Jersey*

Chang, Enchi, *Translation7 Compunet, Germany*

Antecedents and Anti-counterfeiting Tactics that Influence Consumer Complicity

Chaudhry, Peggy, *Villanova School of Business*

Cesareo, Ludovica, *Sapienza, University of Rome, Italy*

Stumpf, Stephen, *Villanova School of Business*

Beyond Helping: A Cross-national Investigation of Psychological Distance in Cause-related Product Buying Decision

Xue, Tao, *Durham University Business School, UK*

Xiao, Sarah, *Durham University Business School, UK*

Towards a New Hierarchy of Personal Values: Activating Values in Biculturals through Language

Pantoja, Felipe, *NEOMA Business School, France*

Nique, Walter, *Federal Do Rio Grande Do Sul, Brazil*

Borges, Adilson, *NEOMA Business School, France*

Da Camara Rossi, Patricia, *NEOMA Business School, France*

Session 8.3. **Special AMS/AFM Session: Highlights from RAM: Shopping Experience and E-Shopping Experience**

Room: Room 103

Session Chair: Babin, Barry J., *Louisiana Tech University*

How Can an Assortment be Reduced without Changing the Perception of Variety? A Study of the Isolated Effects of Assortment Breadth and Depth

Piris, Yolande, *University of Paris 2 - Panthéon-Assas, LARGEPA research center, France*

Mental Imagery and its Determinants as Factors of Consumers Emotional and Behavioral Responses: Situation Analysis in Online Shopping

Lao, Aurély, *University of Lille 1 - IAE of Lille, LEM research center, France*

Consumption Experience in Retail Environments: A Literature Review

Anteblian, Blandine, *University of Bourgogne, IAE of Dijon, Cermab-LEG research center, France*

Filser, Marc, *University of Bourgogne, IAE of Dijon, Cermab-LEG research center, France*

Roederer, Claire, *University of Strasbourg, EM Strasbourg and Humanis research center, France*

Online International Outshopping Experience: Proposition of a Research Model

Boeuf, Benjamin, *HEC Montréal, Québec, Canada*

Senecal, Sylvain, *HEC Montréal, Québec, Canada*

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

Session 8.4. **Firm Capabilities, Innovativeness, and Performance**

Room: Room 104

Session Chair: Leonidou, Constantinos N., *University of Leeds, UK*

Firm Capabilities and Growth: The Moderating Effect of Market Conditions

Frng, Hui, *Iowa State University*

Morgan, Neil, *Indiana University*

Rego, Lopo, *Indiana University*

Influence of Behavioral Integration within Top Management Teams and Board Control on Market Orientation, Innovation, and Firm Performance

Badrinarayanan, Vishag, *Texas State University*

Ramachandran, Indu, *Texas State University*

Chutzpah and Its Linkage to Marketing Innovation, and Performance

Efrat, Kalanit, *Ruppin Academic Center, Israel*

Souchon, Anne, *Loughborough University, UK*

Knowledge Creation and Firm Performance: The Role of Process Integration in Collaborative Relationships

Graham, Kenneth, *Mississippi State University*

Adams, Frank, *Mississippi State University*

Session 8.5. New/Social Media

Room: White River A

Session Chair: Close, Angeline, *University of Texas at Austin*

A Little Bit Goes a Long Way: How Hotels Increase Loyalty from Social Media Communication

Berezan, Orié, *California State University, Dominguez Hills*

Krishen, Anjala, *University of Nevada, Las Vegas*

Raab, Carola, *University of Nevada, Las Vegas*

Evaluation of The Cognitive Effectiveness on Social Media Advertising Formats

Rejón-Guardia, Francisco, *University of Granada, Spain*

Martinez-López, Francisco J., *University of Granada and Open University of Catalonia, Spain*

Esteban-Millat, Irene, *Universitat Oberta de Catalunya, Spain*

Gázquez-Abad, Juan Carlos, *University of Almería, Spain*

Strategic Trade-offs in Hotel Best Rate Guarantees

Baker, Bradley, *Temple University*

Toward a Media-Neutral Conceptualization of Ambient Communication

Biraghi, Silvia, *Università Cattolica del Sacro Cuore, Italy*

Gambetti, Rossella, *Università Cattolica del Sacro Cuore, Italy*

Graffigna, Guendalina, *Università Cattolica del Sacro Cuore, Italy*

Session 8.6. Health Care Marketing Communications

Room: White River B

Session Chair: Kay, Mark, *Montclair State University*

Videos for Marketing and Patient Education on Chinese Hospitals' Web Sites

Huang, Edgar, *Indiana University–Purdue University Indianapolis*

Liu, Tianjiao, *Indiana University–Purdue University Indianapolis*

Wang, Jing, *Harbin University of Science and Technology, China*

Nonprofit Advertising and Persuasive Messages

Van Steenburg, Eric, *James Madison University*

An Evaluation of the Demand for Orphan Drugs as a Response to Promotional Expenditures

Sen, Kabir, *Lamar University*

Natarajan, Vivek, *Lamar University*

Mukherjee, Avinandan, *Montclair State University*

Interactive E-Health Tools for Patients on Chinese Hospitals' Web Sites

Huang, Edgar, *Indiana University–Purdue University Indianapolis*
Liu, Tianjiao, *Indiana University–Purdue University Indianapolis*
Wang, Jing, *Harbin University of Science and Technology, China*

Session 8.7. Good News/Bad News: Equity Creation and Complaint Management

Room: White River C

Session Chair: Shakerin, Golbahar, *University of Edinburgh, UK*

How Social Media Marketing Efforts Influence Brand Equity Creation and Its Consequences: The Case of Luxury Brands

Manthiou, Aikaterini, *NEOMA Business School, France*
Rokka, Joonas, *NEOMA Business School, France*
Godey, Bruno, *NEOMA Business School, France*
Tang, Liang, *Iowa State University*

Consumer Online Brand Engagement and Brand Equity Creation: An Empirical Research on the Italian Luxury Fashion Brands

Cantone, Luigi, *University of Naples Federico II, Italy*
Peretti, Paola, *IULM University, Italy*
Testa, Pierpaolo, *University of Naples Federico II, Italy*

Toward an Understanding of Complaining Behavior in the Online Environment: Does Managerial Participation Help?

Sharpe, Stacey, *Rensselaer Polytechnic Institute*
Huang, Dongling, *Rensselaer Polytechnic Institute*
Ravichandran, T., *Rensselaer Polytechnic Institute*

Yo Krispy Kreme, I don't 'Like' your donuts': An Empirical Investigation into Complaint Management in the Context of Social Media

Shakerin, Golbahar, *University of Edinburgh, UK*
Marder, Ben, *University of Edinburgh, UK*
Archer-Brown, Chris, *University of Bath, UK*

Session 8.8. Meet the Editors II

Room: White River E

Session Chair: Ferrell, O.C., *University of New Mexico*

Babin, Barry, *Journal of Business Research*
Marshall, Greg, *Journal of Marketing Theory and Practice*
Hughes, Doug, *Journal of Personal Selling & Sales Management*
Biswas, Dipayan, *Journal of Consumer Marketing*
Zahey, Debra, *Journal of Interactive Marketing*
Katsikeas, Constantine S., *Journal of International Marketing*
Dollinger, Marc, *Business Horizons*

Thursday, 5:30-7:00 pm

AMS Reception

Room: WRB Foyer: A-E

DAILY HIGHLIGHTS • Friday, May 23, 2014

Registration

Room 105/106, 8:00 – 5:00 pm

Teaching Award Winners

Room 103, 8:30 – 10:00 am

JAMS Editorial Review Board Meeting

Room 107, 8:30 – 10:00 am

Refreshment Break

WRB Foyer: A-E, 10:00 – 10:30 am

AMS Review Editorial Review Board Meeting

Room 107, 10:30 – 12:00 pm

Lunch

On Your Own: 12:00 – 1:30 pm

JPSSM Editorial Review Board Meeting

Room 107, 1:30 – 3:00 pm

Refreshment Break

WRB Foyer: A-E, 3:00 – 3:30 pm

President's Reception

White River Foyer, 6:00 – 7:00 pm

President's Banquet

White River Ballroom, 7:00 pm

Friday, 8:30-10:00 am

Session 9.1. Strategic Branding II

Room: Room 101

Session Chair: Ioannis, Assiouras, *Toulouse Capitole University, France*

The Role of Gender in Co-Branding Strategies of Hi-Tech Brands and Luxury

Ho, Han-Chiang, *SolBridge International School of Business, South Korea*

Lado, Nora, *Universidad Carlos III de Madrid, Spain*

Cesaroni, Fabrizio, *Universidad Carlos III de Madrid, Spain*

Cesareo, Ludovica, *Sapienza - Università di Roma, Italy*

Exploring the Influence of Brand Innovation on Marketing Performance Using Signaling Framework and Resource-Based Theory (RBT) Approach

Nicholas Grigoriou, *Monash University Malaysia, Malaysia*

Davcik, Nebojsa, *ISCTE Business School, University Institute of Lisbon (ISCTE-IUL), Portugal*

Sharma, Piyush, *Hong Kong Polytechnic University, Hong Kong*

The Impacts of Brand Cohesiveness and Similarity on Feedback Extension Effects

Chang, Joseph W., *Vancouver Island University, Canada*

Session 9.2. Building Brands and Relationships via Sports Marketing

Room: Room 102

Session Chair: Damon Aiken, *California State University, Chico*

Global Growth in International Sport: A Niche Portfolio Strategy

Cobbs, Joe, *Northern Kentucky University*

Jensen, Jonathan A., *Ohio State University*

Groza, Mark, *Northern Illinois University*

Rival Team Influence on Team Identification and Cause-Related Sports Marketing

Nichols, Bridget, *Northern Kentucky University*

Cobbs, Joe, *Northern Kentucky University*

Raska, David, *Northern Kentucky University*

Building Brand Equity through Combined Communicational Effects

Boeuf, Benjamin, *HEC Montreal, Canada*

Pronouns and Pro Sports: The Linguistics behind Social Media Marketing

Lee, Christopher, *University of Oregon*

Kahle, Lynn, *University of Oregon*

Session 9.3. Teaching Award Winners

Room: Room 103

Session Chair: Vander Schee, Brian, *Aurora University*

Instilling in Students a Desire to Learn: The Importance of a Well Designed Course

Roggeveen, Anne L., *Babson College*

Curricular Innovations at the Intersection of Subsistence and Sustainability

Viswanathan, Madhubalan, *University of Illinois*

Digital Natives and the University Classroom and Beyond: Prompting Analysis, Personal Expression, and Ongoing Discourse

Haugtvedt, Curtis P., *Ohio State University*

Session 9.4. **Entrepreneurial Marketing Strategies**

Room: Room 104

Session Chair: James, Julie, *University of South Wales, UK*

Entrepreneurs through Social Media: A Conceptual Model

Ajjan, Haya, *Elon University*

Beninger, Stefanie, *Simon Fraser University, Canada*

Mostafa, Rania, *Damanhour University, Egypt*

Crittenden, Victoria, *Babson College*

Relationship Marketing in High Technology Based SMEs: A Customer Perspective

James, Julie, *University of South Wales, UK*

Deacon, Jonathan, *University of South Wales, UK*

Huxtable-Thomas, Louisa, *Institute for Entrepreneurial Leadership*

Create or Appropriate? Strategic Alignment Preference in Incumbent-New Venture Alliances and Innovation Outcomes

Morgan, Todd, *Kent State University*

Anokhin, Sergey, *Kent State University*

Johnson, Eric, *Kent State University*

From Product-Market Data to Business Intelligence- Marketing Pioneers Who Engaged Their Clients

Gross, Andrew, *Cleveland State University*

Session 9.5. **Communications and Branding**

Room: White River A

Session Chair: Anjala Krishen, *University of Nevada, Las Vegas*

Brand to Brand: Consumer Evaluations of Spillover Effects in Interbrand Communications

Ross, Spencer, *Simmons College*

Hajjat, Fatima, *University of Massachusetts, Amherst*

Paying More for Victoria than Tonya: The Moderating Effect of Brand Anthropomorphism on Phonetic Symbolism

Reavey, Brooke, *Dominican University*

Huang, Yanliu, *Drexel University*

Larsen Andras, Trina, *Drexel University*

Look Once, Look Twice - Measuring the Effects of Advertising Polysemy on Branding

Arora, Anshu, *Savannah State University*

Wu, Jun, *Savannah State University*

Arora, Amit, *Savannah State University*

Evaluating the Role of Positive Emotions and Character - Brand Interaction on Implicit Attitudes for Brand Placement Effectiveness

Kumar, Anvita, *Cass Business School, UK*

Balabanis, George, *Cass Business School, UK*

Session 9.6. Behavioral Aspects of Health Care Marketing

Room: White River B

Session Chair: Natarajan, Vivek, *Lamar University***A Goal-Setting and Goal-Striving Model to Better Understand and Control the Weight of Overweight U.S. Ethnic Minority Members**Wu, Jiayun Gavin, *Savannah State University***Behavioral Targeting in Health Care Marketing – Uncovering the Sunny Side of Tracking Consumers Online**Kes, Isabelle, *Technische Universität Braunschweig, Germany*Heinrich, Daniel, *Technische Universität Braunschweig, Germany*Woisetschläger, David, *Technische Universität Braunschweig,**Germany*Campbell, Colin, *Kent State University***Do / Feel Good: Health Risk Display Formats and Decision-Making**Dara, Ilgim, *Isenberg School of Management, UMass Amherst*Miller, Elizabeth G., *Isenberg School of Management, UMass**Amherst***Relationship Marketing and the Patient Physician Relationship**Kay, Mark, *Montclair State University, New Jersey***Session 9.7. Breadth and Depth of Community Engagement**

Room: White River C

Session Chair: Han, Jiyoung Karen, *University of Texas at Austin***What Motivates Consumers to Participate in Online Communities: A Critical Review of Extant Knowledge**Zhuang, Weiling, *Eastern Kentucky University*Porosjan, Gajana, *Eastern Kentucky University*Lee, Nayoung, *Eastern Kentucky University***Emotional Capital: The Missing Link Between Social Media Usage and Customer Relationship Performance**Zhenning, Xu, *University of Texas at El Paso*Jimenez Arevalo, Fernando, *University of Texas at El Paso***Saturated Nation in Social Networking Sites: An Examination of the Negative Effect of Facebook's Brand Communities on Brand-Consumer Relationship**Ramadan, Zahy, *Lebanese American University, Lebanon*Abosag, Ibrahim, *University of Manchester, UK***Promoting Nation's Soft Power: How U.S. and Korea Use Public Diplomacy in Nation Branding in Social Media**Han, Jiyoung Karen, *University of Texas at Austin*Song, Young-A, *University of Texas at Austin*Lee, Soyoun, *University of Texas at Austin*Kim, Sujin, *University of Texas at Austin*Chung, Arnold DongWoo, *University of Texas at Austin*

Session 9.8. **JAMS Editorial Review Board Meeting**

Room: Room 107

Friday, 10:00-10:30 am

Refreshment Break

Room: WRB Foyer: A-E

Friday, 10:30-12:00 pm

Session 10.1. **Teaching Marketing That Sticks**

Room: Room 101

Session Chair: McKay-Nesbitt, Jane, *Bryant University*

Student Perceptions on Classroom to Corporation Transitional Marketing Activities

Vander Schee, Brian, *Aurora University*

Students' Flow Experiences in Virtual Learning Environments: A Consumer Behaviour Perspective

Esteban-Millat, Irene, *Universitat Oberta de Catalunya (UOC), Spain*

Martínez-López, Francisco J., *University of Granada and Open*

University of Catalonia (UOC), Spain

Gázquez-Abad, Juan Carlos, *University of Almería, Spain*

Rejón-Guardia, Francisco, *University of Granada, Spain*

Meseguer-Artola, Antoni, *Open University of Catalonia, Spain*

Predicting Student Performance in Distance Marketing Courses

Estelami, Hooman, *Fordham University*

Shifting Sands: Observing Academic Workloads Over Time

Rundle-Thiele, Sharyn, *Griffith University, Australia*

Dobele, Angela, *RMIT University, Australia*

Session 10.2. **The 24/7 Fan: Sports Consumption in the Digital Age**

Room: Room 102

Session Chair: Lynn Kahle, *University of Oregon*

Consumer Over-Engagement: A Foundational Investigation of Sport Consumption Addiction

Aiken, K. Damon, *California State University, Chico*

Bee, Colleen, *Oregon State University*

Walker, Nefertiti, *University of Massachusetts, Amherst*

When Sports Fans Disengage: A Structured Abstract

Martin, Leanne, *The South African Breweries, South Africa*

Goldman, Michael, *University of San Francisco*

Uh-Oh, Tiger is in Trouble: Empirical Analysis of Consumers' Moral Reasoning Strategies and Their Implications for Endorsed Brands

Lee, Joon Sung, *University of Michigan*

Kwak, Dae Hee, *University of Michigan*

Session 10.3. From Customer Engagement to the Customer Journey – Understanding the drivers of engagement in B2C and B2B environments

Room: Room 103

Session Chair: Altounian, David, *Oklahoma State University*

Altounian, David, *Oklahoma State University*

Woo, Victoria, *Case Western Reserve University*

Scott Roberts, *The University of the Incarnate Word (San Antonio)*

Session 10.4. Managing Information Sharing, Business Adaptation, and Product-Harm Crisis

Room: Room 104

Session Chair: Plangger, Kirk, *King's College, UK*

Oops! I Did it Again: Are Some Firms Less Likely to Encounter a Product-Harm Crisis?

Kashmiri, Saim, *University of Mississippi*

Brewer, Jacob, *Queens University, Canada*

Self-Reference Criterion Aptitude Complex for Business Adaptation in International Marketing Strategies

Pitt, Leyland, *Simon Fraser University, Canada*

Caruana, Albert, *University of Malta, Malta*

Vella, Joseph, *University of Malta, Malta*

Mills, Adam, *Simon Fraser University, Canada*

Bal, Anjali, *Dominican University of California*

Information Sharing Always Helps Team Decisions? The Hidden Profile Condition

Xiao, Yazhen, *UIC*

Zhang, Haisu, *Purdue University Calumet*

Basadur, Timothy, *Concordia University Chicago*

Session 10.5. Emotions, Attitudes, and Cognition

Room: White River A

Session Chair: Pounders, Kate, *University of Texas at Austin*

Contingent Effects of Humor Type and Cognitive Style on Consumer Attitudes

Mayer, James, *Indiana University*

Peev, Plamen, *Towson University*

Kumar, Piyush, *University of Georgia*

The Meaning Transfer Process in Celebrity Endorsements: A Quantitative Exploration

Subhadip, Roy, *IIM Udaipur, India*

Jain, Varsha, *Mudra Institute of Communication, Ahmedabad, India*

Emotional Ads: Which Efficiency Toward Older Persons?

Safraou-Ouadrani, Imen, *ESG Management School, France*

Aouina-Mejri, Chiraz, *ESG Management School, France*

Cultural Differences in Consumer Response to Nostalgic Advertising: An Extended Abstract

Merchant, Altaf, *University of Washington, Tacoma*

Ford, John, *Old Dominion University*

Dianoux, Christian, *University of Lorraine, Cerefige, France*

Hermann, Jean-Luc, *University of Lorraine, Cerefige, France*

Session 10.6. Health Care Marketing Strategy and Public Policy

Room: White River B

Session Chair: Wu, Jiayun Gavin, *Savannah State University*

The Effect of Market Orientation on Performance of Private Hospitals: The Pivotal Role of the Marketing Function

Tengilimoglu, Dilaver, *Atilim University, Turkey*

Atilla, E. Asuman, *Gazi University, Turkey*

Dursun-Kilic, Türkan, *West Texas A&M University*

The Effect of Prices on the Prescription Behavior of Pharmaceuticals

Kalyanaram, Gurusurthy, *City University of New York*

Leefflang, Peter, *Aston Business School, University of Groningen, The Netherlands*

Gopalakrishna Pillai, Kishore, *Bradford University School of Management, UK*

Healthcare Resort: An Integrated Approach to Re-model Healthcare Services

Wang, Yawei, *Montclair State University*

Mukherjee, Avinandan, *Montclair State University*

Session 10.7. Digitalization and Product Inferences

Room: White River C

Session Chair: Simonyan, Yvetta, *University of Birmingham, UK*

A Segmentation of Digital Consumers and its Impact on Purchase Decision-Making Behavior

Karimi, Sahar, *Edge Hill University, UK*

Papamichail, K. Nadia, *Manchester Business School, UK*

Holland, Christopher, *Manchester Business School, UK*

Mobile Phone Satisfaction: An Examination of Antecedents and Consequences

Yazdanparast, Atefeh, *University of Evansville*

Tran, Gina, *University of North Texas*

Can't Live without Smart Phones: Device Attachment As A Dual Route Process Promoting Consumer Loyalty

Lee, Crystal T., *National Cheng-chi University, Taiwan*

Tseng, Timmy H., *National Cheng-chi University, Taiwan*

Hsieh, Sara H., *National Cheng-chi University, Taiwan*

Worse than Bad: Inferences about Product Quality from Memory

Simonyan, Yvetta, *University of Birmingham, UK*

Goldstein, Daniel, *Microsoft Research*

Session 10.8. AMS Review Editorial Review Board Meeting

Room: Room 107

Friday, 12:00-1:30 pm

Lunch on your own

Friday, 1:30-3:00 pm

Session 11.0. JPSSM Editorial Review Board Meeting

Room: Room 107

Session 11.1. Value Creation in Supply Chain Management

Room: Room 101

Session Chair: Davis, Donna, *University of South Florida*

A Modified RFMI Framework and Strategic Implications for Analyzing VIP Customers in Logistics Companies – A Case Study of Jiaji Col. Ltd. In China

Gan, Weihua, *East China Jiaotong University, China*

XU, Zhenning, *The University of Texas at El Paso*

Wang, Hongbin, *Northwestern Polytechnical University*

Geng, Ting, *Binghamton University*

Developing a Returns Competency: The Influence of Collaboration and Information Technology

Morgan, Tyler, R., *University of Alabama*

Richey, R., Glenn, *University of Alabama*

Consumer Response to Out-of-Stocks in an Omni-Channel Context: A Call for Supply Chain Management Research

Peinkofer, Simone, *University of Arkansas*

Esper, Terry, *University of Arkansas*

Discussion Leader: Hooker, Robert, *University of South Florida*

Session 11.2. Managing Customer Relationships

Room: Room 102

Session Chair: Gallan, Andrew, *DePaul University*

Governance Strategy for the Social Relationships Between Alumni and Their Alma Mater

Min, Junhong, *Michigan Tech University*

Segal, Madhav N., *Southern Illinois University Edwardsville*

Dalman, M. Deniz, *Dogruluk International Transportation Co. and*

Ozdogruluk Customers Clearance Co.

White Lies and Pardons: The Role of Consumer Forgiveness in Relationships with Service Providers

Lehnert, Kevin, *Grand Valley State University*

Hinsch, Chris, *Grand Valley State University*

Modeling Consumer Switching Intention and Behavior

Chatterjee, Swagato, *Indian Institute of Management Bangalore, India*

Kumar, Mahesh, *Indian Institute of Management Bangalore, India*

Shainesh, G., *Indian Institute of Management Bangalore, India*

Customer Acquisition and Customer Retention in a Monopolistically Competitive Industry

Sloev, Igor, *Higher School of Economics, Russia*

Lianos, Gerasimos, *School of Finance, SWUFE*

Session 11.3. The Changing Face of Professional Selling and How Our Field is meeting those Changes

Room: Room 103

Session Chair: Pullins, Ellen, *University of Toledo*

Pullins, Ellen, *University of Toledo*

Spiro, Rosanne, *Indiana University*

Panagopoulos, Nikolaos, *University of Alabama*

Session 11.4. Theory and Methods Interface

Room: Room 104

Session Chair: Mohan, Mayoor "Max", *Virginia Commonwealth University*

Design Effects on Findings in Simulations Comparing Formative and Reflective Measurement Specifications

Franke, George, *The University of Alabama*

Woojung, Chang, *Illinois State University*

Lee, Nick, *Aston University, UK*

Scientometric Analysis of Marketing Theoreticians

Zuberi, Mel, *University of North Texas*

Pelton, Lou, *University of North Texas*

Curve45: An Inflection-Point-Bound Function

Dickinson, John, *University of Windsor, Canada*

Session 11.5. Nontraditional Communication

Room: White River A

Session Chair: Rains, Samantha, *Dominican University of California*

Selling Without Explicit Advertising, Advertising Without Obvious Intention: Engaging Millennials with Product Placement in Recipes

Chan, Fanny, *Hang Seng Management College, Hong Kong*

A Content Analysis of Texting and Driving Danger Advertisements

Hood, Karen, *Eastern Kentucky University*

Going Under the Needle for your Brand: Tattooing as the New Market Medium

Rains, Samantha, *Dominican University of California*

Bal, Anjali, *Dominican University of California*

Weidner, Kelly, *Dominican University of California*

Leeds, Chris, *Dominican University of California*

Monet's, Nymphs... \$11 Million; Rothko's, White... \$73 Million; My Youngest Son's, The Burial of Our Dog Rover... Priceless!: Consumer Behavior in the Fine Art Market

Bal, Anjali, *Dominican University of California*

Pitt, Leyland, *Simon Fraser University*

Parent, Michael, *Simon Fraser University*

Session 11.6. Global Experiences

Room: White River B

Session Chair: Ross, Spencer, *Simmons School of Management*

Cultural Appropriation of the Death Celebrations: The Case of Halloween

Albinsson, Pia, *Appalachian State University*

Wolf, Marco, *University of Southern Mississippi*

Shows, David, *Appalachia State University*

Toward an Understanding of Ethnic Consumers' Conservation Behavior: The Case of Hispanics

Segev, Sigal, *Florida International University*

Destination Image Construction Through Tourist Experience: The Case of France

Phou, Sakal, *Université Lyon 2, France*

Batat, Widet, *Université Lyon 2, France*

Which Needs Do We Pursue With Sharing? Towards an Improved Understanding of Consumer's Sharing Behavior

Fritz, Kristine, *University Basel, Switzerland*

Schoenmueller, Verena, *University Basel, Switzerland*

Bruhn, Manfred, *University Basel, Switzerland*

Session 11.7. Doctoral Colloquium: Social Networks, Restoration and Sales Management

Room: White River C

Session Chair: Ford, John B., *Old Dominion University*

Network Development: An Exploration of a Virtual Collector Community

Athwal, Navdeep, *Warwick Business School, University of Warwick, UK*

Reestablishing Intrapersonal Balance Through Restoration: An Integrated Framework to Escape Dissonance

Krey, Nina, *Louisiana Tech University*

**Salespeople and the Verification Process: The Critical Role
Salespeople Can Play in Firm Verification Strategies**

Lastner, Matthew M., *Louisiana State University*

Mangus, Stephanie, *Louisiana State University*

Fennell, Patrick, *Louisiana State University*

Friday, 3:00-3:30 pm

Refreshment Break

Room: WRB Foyer: A-E

Friday, 3:30-5:00 pm

Session 12.1. Sex and Politics Really Do Mix

Room: Room 101

Session Chair: Shang, Jingzhi, *Thompson Rivers University, Canada*

**Can “Real” Men Consume Ethically? How Ethical Consumption
Leads to Unintended Observer Inferences**

Shang, Jingzhi, *Thompson Rivers University, Canada*

Pelozo, John, *University of Kentucky*

**Choosing a Mode of Political Marketing Strategy: Voter or Brand
Identity Orientation**

Weber, TJ, *Washington State University*

**The Efficacy of Sexualized Female Models in Young Adult Male-
Oriented Cigarette Advertising**

Mayer, James, *Indiana University*

Baek, Tae Hyun, *Indiana University Southeast*

Session 12.2. Health Nuts: Motivating Consumer Well-Being

Room: Room 102

Session Chair: Szocs, Courtney, *University of South Florida*

**“Don’t Drink and Drive”: Can Sensory and Experiential Factors
Influence Effectiveness of Alcohol Warning Messages?**

Szocs, Courtney, *University of South Florida*

Biswas, Dipayan, *University of South Florida*

Borges, Adilson, *NEOMA Business School, France*

**Why Do Australians Exercise? Attitudes and Intentions to Increase
Physical Activities**

Arli, Denni, *Griffith University, Australia*

Kubacki, Krzysztof, *Griffith University, Australia*

Rundle-Thiele, Sharyn, *Griffith University, Australia*

Pekerti, Andre, *University of Queensland, Australia*

Tkaczynski, Aaron, *University of Queensland, Australia*

Improving the Effectiveness of Nutritional Labeling: The Role of Color

Pantoja, Felipe, *NEOMA Business School, France*

Da Camara Rossi, Patricia, *NEOMA Business School, France*

Borges, Adilson, *NEOMA Business School, France*

Session 12.3. New Product Offerings and Customer Adoption of New Products

Room: Room 103

Session Chair: Sebastian, Ludorf, *Georg-August-University Göttingen, Germany*

The Effect of Supplementary Knowledge Calibration on Really New Product Adoption Behaviour

Razmdoost, Kamran, *Cranfield School of Management, UK*

Dimitriu, Radu, *Cranfield School of Management, UK*

Understanding Mobility in Use - Essence and Value of Mobile Technology

Bolat, Elvira, *Bournemouth University, UK*

What are Product Bundles and How to Bundle Products

Chang, Kuei-Feng, *Da-yeh University, Taiwan*

Yang, Hao-Wei, *Chaoyang University of Technology, Taiwan*

Session 12.4. Improving Measurement of Marketing Phenomena

Room: Room 104

Session Chair: Fernando R. Jimenez-Arevalo, *University of Texas, El Paso*

Proposition of a Retailer Brand Equity Metric

Troiville, Julien, *University of Rennes, France*

Cliquet, Gérard, *Colorado State University*

Identifying Compulsive Buyers: An Examination of Existing Scales from the Perspective of Medical Practitioners

Martinez-Novoa, Lorraine, *University of North Carolina Greensboro*

Hodges, Nancy, *University of North Carolina Greensboro*

Stakeholder Orientation: Influence on Innovation and Firm Performance

Patel, Vijay, *Kennesaw State University*

Hair, Joseph Jr., *Kennesaw State University*

Pieper, Torsten, *Kennesaw State University*

Assessing Spillover Effects: The Need for Implicit Measurements

Truong, Natalie, *Norwegian School of Economics and Business Administration, Norway*

Session 12.5. **New Products From Me to You**

Room: White River A

Session Chair: Deitz, George, *The University of Memphis*

How to Catch the Generation Y: Identifying Eco-Innovators among Young Customers

Soyez, Katja, *TU Dresden, Germany*

Gurtner, Sebastian, *TU Dresden, Germany*

The Impact of Face and Self-Construal on SST and Interpersonal Service Orientations: A Structured Abstract

Caramba-Coker, Fiona, *University of Delaware*

Beldona, Srikanth, *University of Delaware*

Kher, Hemant, *University of Delaware*

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Gladden, Jay, *Indiana University –Purdue University Indianapolis*

Kryder, Bryan, *Just Marketing International*

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AMS Business Meeting

Room: 107

Friday 6:00 pm

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AMS Banquet

Cosponsored by Springer

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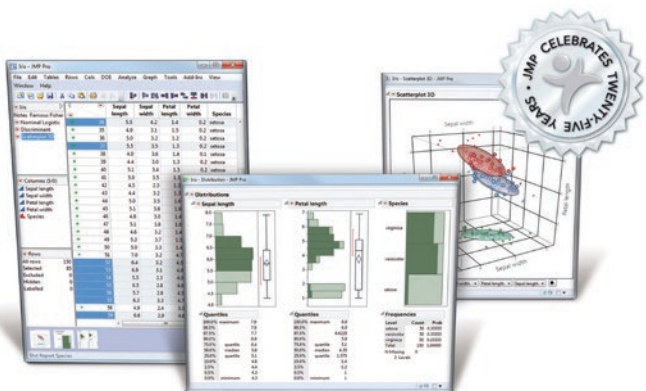


O.C. Ferrell

O.C. Ferrell, Ph.D. is a University Distinguished Professor, Professor of Marketing and Bill Daniels Professor of Business Ethics at the University of New Mexico. He is a Vice President for Publications for the Academy of Marketing Science. He received the Academy of Marketing Science Harold Berkman Service Award in May of 2011. He serves on the NASBA

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