

# 2020 Academy of Marketing Science® Annual Conference



## **From Micro to Macro: Dealing with Uncertainties in the Global Marketplace**

December 14 – 19, 2020

Virtual Conference

The Academy of Marketing Science Honors:  
2020 AMS Cutco/Vector  
Outstanding Marketing Educator

**Manjit S. Yadav**



Manjit S. Yadav is the JC Penney Chair in Marketing and Retailing Studies and Head of the Department of Marketing in the Mays Business School at Texas A&M University.

Dr. Yadav's research program focuses on marketing strategy in digital environments, particularly issues related to innovation and technological change. His work has been published in a number of leading journals, including Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, and Journal of Consumer Research. He is a former Editor of AMS Review. He is currently an Associate Editor at Journal of Marketing, an Area Editor of Journal of the Academy of Marketing Science and a Senior Advisory Board member of the Journal of Marketing Management. He also serves as a member of the Editorial Review Boards of Journal of Retailing and Journal of Interactive Marketing. Dr. Yadav is a recipient of the Sheth Foundation/Journal of Marketing Award that recognizes an article "that has made long-term contributions to the field of marketing." He has also been honored twice with the Shelby D. Hunt/Harold H. Maynard Award that recognizes an article published in the Journal of Marketing "for its significant contribution to marketing theory and thought."

Dr. Yadav has taught at the undergraduate (Marketing Strategy, Strategic Digital Marketing, Product Management, Marketing Research), masters (Marketing Strategy, Digital Transformation, Product Innovation), and doctoral levels (Seminar in Consumer Behavior). He also teaches in the Mays Business School's Center for Executive Development. Dr. Yadav is a recipient of the Faculty Distinguished Achievement Award in Teaching (Mays Business School, Texas A&M University).

Dr. Yadav's presentations to industry groups focus primarily on strategic implications of digital technologies for marketing. Consulting and executive development assignments have been completed with The Millennium Alliance, The Guest Amenities Group, Halliburton, Telecom Italia, and other organizations. Dr. Yadav co-chaired American Marketing Association's Faculty Consortium on E-Commerce held at Texas A&M University.

## 2020 AMS ANNUAL CONFERENCE

### From Micro to Macro: Dealing with Uncertainties in the Global Marketplace

The global marketplace is full of uncertainties resulting from emerging technologies and disruptive innovations. For example, some large privately held start-ups, specifically those created in the last decade have recently gone public to manage risks, with varied levels of success. Many of these are Hi-Tech companies that are leveraging artificial intelligence, machine learning, cloud computing, robotic automation, augmented reality, and other recent advancements. Some of these companies operate in what is known as the Sharing Economy, and offer collaborative consumption opportunities. These digital technology companies are bringing incremental, as well as radical and disruptive innovations to the marketplace, sometimes challenging the status quo of long-standing incumbents and traditional industries. We see proliferation of automation in the service sector all the time. For example, front-line service employees are traded for screens at fast food restaurants, airports, and luxury hotels. Autonomous vehicles may soon replace the way we use rideshare services, taxis, and public transit. On the other hand, there is immense potential of using automation towards social good. Artificial intelligence in the health care sector is providing cost-cutting, time saving, and enhanced professional efficiencies to improve patient outcomes. All these innovations are profoundly impacting consumer experiences. How do marketers balance maximization of stakeholder value with sustainable societal well-being? With these challenging marketplace transformations, where do we go next?

#### **2020 Conference Co-Chairs:**

Pia A. Albinsson, Appalachian State University, USA

Bidisha Burman, University of the Pacific, USA



## 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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## AMS OFFICERS (2020-2022)

### **President**

Julie G. Moulard, Louisiana Tech University, USA

### **Executive Vice President/Director**

Harold W. Berkman, University of Miami, USA

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Nina Key, Rowan University, USA

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Janna Parker, James Madison University, USA

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### **Vice President for Publications**

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at Greensboro, USA

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### **Co-Chair, Board of Governors**

Barry J. Babin, University of Mississippi, USA  
Joseph F. Hair, Jr., University of South Alabama, USA

### **Co-Directors of International Programs**

Barry J. Babin, University of Mississippi, USA  
John B. Ford, Old Dominion University, USA

## AMS BOARD OF GOVERNORS

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Co-Chair (2016-2022)

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Kennesaw State University, USA  
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**Linda Ferrell**

Auburn University, USA (2018-2024)

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Old Dominion University, USA (2020-2026)

**Linda Golden**

University of Texas, USA (2018-2024)

**Jean-Luc Herrmann**

University of Lorraine, France (2016-2022)

**David J. Ortinau**

University of South Florida, USA (2016-2022)

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Leonard de Vinci Business School (EMLV), France (2018-2024)

**Leyland Pitt**

Simon Fraser University, Canada (2016-2022)

**Manjit Yadav**

Texas A&M University, USA (2020-2026)

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## 2020 AMS Conference Tracks & Track Chairs

### **Advertising and IMC**

Jean-Luc Herrmann, Université de Lorraine – IUT de Metz, France  
John Ford, Old Dominion University, USA

### **B2B Marketing and Supply Chain Management**

Dinesh S. Dave, Appalachian State University, USA  
Jennifer Espinosa, Rowan University, USA

### **Big Data and Marketing Analytics**

Haya Ajjan, Elon University, USA  
Dana Harrison, East Tennessee State University, USA

### **Branding and Brand Management**

Kate Pounders, University of Texas – Austin, USA  
Bruna Jochims, Lyon Catholic University, France

### **Consumer Behavior**

Ruta Ruzeviciute, University of Amsterdam, The Netherlands  
Annika Abell, University of Tennessee, Knoxville, USA

### **Digital and Social Media Marketing**

Holly Syrdal, Texas State University, USA  
Rebecca VanMeter, Ball State University, USA

### **Entrepreneurial Marketing and Entrepreneurship**

Shawna Chen, Brock University, Canada

### **Ethics, Sustainability and CSR**

B. Yasanthi Perera, Brock University, Canada  
Sarita Ray Chaudhury, Humboldt State University, USA

### **Macromarketing**

Aimee Huff, Oregon State University, USA  
Kofi Dadzie, Georgia State University, USA

### **Marketing Pedagogy and Education**

Kesha Coker, Ball State University, USA  
Kevin Shanahan, Mississippi State University, USA

### **Marketing Strategy**

G. David Shows, Appalachian State University, USA  
Jeannette A. Mena, University of South Florida, USA



### **Innovations and New Product Development**

Narongsak (Tek) Thongpapanl, Brock University, Canada  
Adam Mills, Loyola University New Orleans, USA

### **Iberoamerican Marketing Studies**

Juan Carlos Sosa Varela, Universidad Ana G. Méndez, Puerto Rico  
Göran Svensson, Kristiania University College, Norway

### **International Marketing**

Tarek T. Mady, University of Prince Edward Island, Canada  
Sarah Mady, American University Washington DC, USA

### **Non-profit Marketing and Public Policy**

Karen Hopkins, Auburn University, USA  
Chris Hopkins, Auburn University, USA

### **Personal Selling and Sales Management**

Mark Groza, University of Northern Illinois, USA

### **Sensory and Food/ Beverage Marketing**

Dipayan Biswas, University of South Florida, USA  
Claas Christian Germelmann, University of Bayreuth, Germany

### **Research Methods**

Dennis Kopf, University of Wisconsin – Whitewater, USA  
Maxwell K. Hsu, University of Wisconsin – Whitewater, USA

### **Retailing and Pricing**

Monika Kukar-Kinney, University of Richmond, USA  
Sara Hanson, University of Richmond, USA

### **Services, Tourism, and Hospitality Marketing**

Courtney Szocs, Louisiana State University, USA  
Felipe Pantoja, IÉSEG School of Management, France

### **Sports and Entertainment Marketing**

Nina Krey, Rowan University, USA  
Patricia Rossi, IÉSEG School of Management, France

### **Doctoral Colloquium**

Altaf Merchant, University of Washington, Tacoma, USA  
Mathieu Kacha, Cerefige – University of Lorraine, France

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

Raj Agnihotri, Iowa State University, USA  
Ritesh Saini, University of Texas Arlington, USA

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### **Special Session Submission**

Pia A. Albinsson, Appalachian State University, USA

Bidisha Burman, University of the Pacific, USA

### **Proceedings Editors**

Shuang Wu, Rowan University, USA

Felipé Pantoja, IÉSEG School of Management, France

### **Director of Technology and Data Management**

Dana Harrison, East Tennessee State University, USA

## **2021 CONFERENCES**

### **Virtual Annual Conference**

June 2 – 4, 2021

Celebrating AMS 50<sup>th</sup> Anniversary

### **World Marketing Congress**

July 14 – 16, 2021

University of Queensland

Brisbane, Australia

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## 2020 AMS LIVE SESSIONS

Wednesday, 9:00 AM - 10:00 AM

### **Coffee Hour**

#### **Coffee Hour: Teaching Online**

Karen Hood Hopkins<sup>1</sup>, Varsha Jain<sup>2</sup>, Felipe Pantoja<sup>3</sup>, Janna Parker<sup>4</sup>, Kevin Shanahan<sup>5</sup>

<sup>1</sup>Auburn University, <sup>2</sup>MICA, <sup>3</sup>IESEG School of Management, <sup>4</sup>James Madison University, <sup>5</sup>Mississippi State University

Zoom

Wednesday, 10:00 AM - 11:00 AM

### **Special Session**

#### **Panel Discussion: Finding Your Way Beyond Academic Walls**

Nina Krey<sup>1</sup>, Shuang Wu<sup>1</sup>, Sabinah Wanjugu<sup>2</sup>, Jihane Ait Samo<sup>3</sup>

<sup>1</sup>Rowan University, <sup>2</sup>University of Southern Indiana, <sup>3</sup>University of Mississippi

Webex

Wednesday, 11:00 AM - 12:00 PM

### **Exhibitor Session**

#### **Exhibitor Session - Marketplace Simulations**

Marketplace Simulations

RingCentral

Wednesday, 3:30 PM - 4:00 PM

### **Meet the AMS Leadership**

#### **Informal meeting to get to know the new AMS Officers.**

AMS Officers, Board of Governors

Zoom

Wednesday, 4:00 PM - 5:00 PM

### **Reception**

#### **Welcome Reception**

Academy of Marketing Science

Zoom

Thursday, 9:00 AM - 10:00 AM

### **Coffee Hour**

#### **Coffee Hour: Working Remotely**

Kevin James<sup>1</sup>, Felipe Pantoja<sup>2</sup>, Janna Parker<sup>3</sup>, Deva Rangarajan<sup>4</sup>

<sup>1</sup>The University of Texas at Tyler, <sup>2</sup>IESEG School of Management,

<sup>3</sup>James Madison University, <sup>4</sup>Ball State University

Zoom

Thursday, 10:00 AM - 11:00 AM

### **Meet the Editors Session**

**Special session to meet editors of some of the leading marketing journals.**

Jim Boles and Editors

University of North Carolina Greensboro

Freestone

Thursday, 11:30 AM - 12:30 PM

### **Special Session**

**Special Session: Pushing Boundaries in Marketing Concepts and Research**

Martin Key<sup>1</sup>, Terry Clark<sup>2</sup>, OC Ferrell<sup>3</sup>, David Stewart<sup>4</sup>, Leyland Pitt<sup>5</sup>

<sup>1</sup>University of Colorado Colorado Springs, <sup>2</sup>Southern Illinois

University, <sup>3</sup>Auburn University, <sup>4</sup>Loyola Marymount University,

<sup>5</sup>Simon Fraser University

Zoom

Thursday, 4:00 PM - 5:00 PM

### **Special Session**

**Special Session: The Essentials of Marketing Analytics**

Dana Harrison<sup>1</sup>, Haya Ajjan<sup>2</sup>, Joe Hair<sup>3</sup>, Scott Ryan<sup>4</sup>, Chris Myers<sup>5</sup>, Peter Drewes<sup>6</sup>, William Disch<sup>7</sup>

<sup>1</sup>East Tennessee State University, <sup>2</sup>Elon University, <sup>3</sup>University of South Alabama, <sup>4</sup>Hanes Brands, Inc., <sup>5</sup>Texas A&M University - Commerce,

<sup>6</sup>Lockheed Martin, <sup>7</sup>DataRobot

Zoom

Thursday, 5:00 PM - 6:00 PM

**Reception**

**Thursday Reception**

Academy of Marketing Science

Zoom

Friday, 9:00 AM - 10:00 AM

**Coffee Hour**

**Coffee Hour: Integrating Covid-19 into your course**

Bart Claus<sup>1</sup>, Felipe Pantoja<sup>1</sup>, Janna Parker<sup>2</sup>

<sup>1</sup>IESEG School of Management, <sup>2</sup>James Madison University

Zoom

Friday, 10:00 AM - 11:00 AM

**AMS Code of Ethics Session**

**Crafting a High Integrity Manuscript: AMS Code of Publishing Ethics**

O.C. Ferrell<sup>1</sup>, Barry Babin<sup>2</sup>, Jim Boles<sup>3</sup>, Linda Golden<sup>4</sup>, Mark Houston<sup>5</sup>

<sup>1</sup>Auburn University, <sup>2</sup>University of Mississippi, <sup>3</sup>University of North

Carolina Greensboro, <sup>4</sup>The University of Texas at Austin, <sup>5</sup>Texas

Christian University

Freestone

Friday, 3:00 PM - 4:00 PM

**Reception**

**Reception: AMS Holiday Party**

Academy of Marketing Science

Zoom

## 2020 AMS PROGRAM SCHEDULE

### Advertising and IMC

#### **Ad Eroticism from a Distance: Scuba Diving into Male and Female Buyers' Reactions Whilst Seeking for Moral Cues in their Lives**

Ioannis G. Theodorakis<sup>1</sup>, Grigorios Painesis<sup>2</sup>

<sup>1</sup>INSEEC Grande École INSEEC U., <sup>2</sup>Athens University of Economics and Business

#### **Can You Hear the Tension? Musical Tension-Release Effect on Affect and Recall in Advertising**

Shawn Scott, Lauren Labrecque, Christy Ashley, Ian Reyes

University of Rhode Island

#### **Early Adoption of Innovative Media into Digital Marketing Strategies: The Radical Influence of Virtual Reality**

Kelley Cours Anderson, Kerry T. Manis

Texas Tech University

#### **How UGC Advertising Parody Drives Negative WOM: The Mediating Role of CSR Consumer Beliefs**

Diletta Acuti, Valentina Pitardi

Portsmouth Business School

#### **“Live Big, Eat Small !” Advertising for Entomophagy by Kids' Awareness Raising: An Exploratory Study on Children in France**

Khaoula Jellouli<sup>1</sup>, Joël Brée<sup>2</sup>

<sup>1</sup>University of Caen Normandy (IAE) NIMEC (EA969), <sup>2</sup>University of Caen Normandy (IAE) & ESSCA School of Management, NIMEC (EA969)

#### **Product Design Fluency: Impacting Automatically Activated Attitudes through Shape Congruence**

Gordy Pleyers<sup>1,2</sup>

<sup>1</sup>Université catholique de Louvain, <sup>2</sup>Louvain Research Institute in Management & Organizations

#### **Psychological Ownership and Consumer Happiness**

Dan Li

Widener University

#### **Relational Advertising Appeals and Relational Social Proximity: Effects on Advertising Memory**

Jose-Domingo Mora, Selcan Kara

University of Massachusetts Dartmouth

#### **Structured Abstract - Sharing a Laugh: The Moderating Role of Need for Humor on the Sharing of Online Advertisements**

Catherine Hessick

James Madison University

### **Structured Abstract: Consumer's Regulatory Foci and Construal Levels as Determinants of the Effectiveness of Online Marketing Messages**

Yunmei Kuang<sup>1</sup>, Meichen Dong<sup>2</sup>

<sup>1</sup>*Saint Louis University*, <sup>2</sup>*Valparaiso University*

### **Texting and Driving: The Use of Specific Ad Elements for Attitude Change**

Ilgim Benoit<sup>1</sup>, Elizabeth Miller<sup>2</sup>, Elika Kordrostami<sup>3</sup>, Ceren Turedi<sup>4</sup>

<sup>1</sup>*Appalachian State University*, <sup>2</sup>*University of Massachusetts Amherst*, <sup>3</sup>*Rowan University*, <sup>4</sup>*Purdue University Northwest*

### **The Impact of Incorporating Product Reflections in Advertising on Consumer Brand Trust and Purchase Likelihood: Structured Abstract**

Nazuk Sharma<sup>1</sup>, Marisabel Romero<sup>2</sup>

<sup>1</sup>*Fairfield University*, <sup>2</sup>*Colorado State University*

### **The Impact of Matching an Ad's Empty Space to the Product Color on Consumer Impulsivity: Structured Abstract**

Nazuk Sharma

*Fairfield University*

### **The Interplay between Sensory Emojis and Background Color of an Email: A Construal Level Approach (A Structured Abstract)**

Mohamed Didi Alaoui<sup>1</sup>, Catherine Papetti<sup>1</sup>, Mathieu Kacha<sup>2</sup>, Jean-François Lemoine<sup>3</sup>

<sup>1</sup>*Université Côte d'Azur, IAE, GRM*, <sup>2</sup>*University of Lorraine, CEREFIGE*, <sup>3</sup>*Université Paris 1 Panthéon Sorbonne, PRISM, ESSCA School of Management*

### **The Moderating Roles of Time Pressure and Individualism for Retail Event Sponsorship**

Buduo Wang<sup>1</sup>, Angeline Scheinbaum<sup>2</sup>, Siyan Li<sup>1</sup>, Anjala Krishen<sup>3</sup>

<sup>1</sup>*The University of Texas at Austin*, <sup>2</sup>*Clemson University*, <sup>3</sup>*University of Nevada, Las Vegas*

### **The Perceptions of Brand Co-appearance in Product Placement**

Fanny Fong Yee Chan

*The Hang Seng University of Hong Kong*

### **Typography of Commercial Websites: The Effects of the Interline Spacing on Internet Users' Reactions**

Jean-François Lemoine, Raouf Zafri

*PRISM Sorbonne, Université Paris 1 Panthéon-Sorbonne*

## **AFM-AMS Track**

### **Mature Consumers and Smart Devices: How They Mitigate Future Vulnerability ? A Structured Abstract**

Agnès Helme-Guizon<sup>1</sup>, Maureen Bourassa<sup>2</sup>, Monica LaBarge<sup>3</sup>

<sup>1</sup>*CERAG & IAE, Université Grenoble Alpes*, <sup>2</sup>*University of Saskatchewan*, <sup>3</sup>*Queen's University*

**Positive Interruptions in the Commercial Interaction: When the Seller Receive Unexpected Help**

Aaron D. Arndt<sup>1</sup>, Juliet F. Poujol<sup>2</sup>, Béatrice Siadou-Martin<sup>3</sup>

<sup>1</sup>Old Dominion University, <sup>2</sup>University of Nanterre, CEROS, <sup>3</sup>University of Lorraine

**Similarity: A Conceptual Clarification and Examination of the Influence on Cognitive Processes from a Grounded Perspective**

Margot Racat<sup>1</sup>, Mathieu Kacha<sup>2</sup>, Brad Carlson<sup>3</sup>, Sonia Capelli<sup>4</sup>

<sup>1</sup>IDRAC Business School, <sup>2</sup>University of Lorraine - CEREFIGE, <sup>3</sup>Saint Louis University, <sup>4</sup>IAE Lyon, University of Lyon

**The Effect Of Ingredient Images On Baby Food Packaging On Healthiness Perception, Tastiness, Attitude, And Purchase Intention: Structured Abstract**

Fanny Thomas<sup>1</sup>, Betina Piqueras-Fizman<sup>2</sup>, Gaëlle Pantin-Sohier<sup>1</sup>

<sup>1</sup>University of Angers, <sup>2</sup>University of Wageningen

**“You Vote. We Donate.” An Investigation of the Efficacy of Empowerment to Select Strategies Implemented in CRM Campaigns: Structured Abstract**

Hajer Bachouche<sup>1</sup>, Ekin Pehlivan<sup>2</sup>, Ouidade Sabri<sup>3</sup>

<sup>1</sup>South Champagne Business School - Groupe ESC Troyes, <sup>2</sup>California State University Channel Islands, <sup>3</sup>IAE de Paris Sorbonne Graduate School

## **B2B Marketing and Supply Chain Management**

**Quelling the Fires: A Case Study in Progress of an Extended RBV Process**

Kavitha Meredith<sup>1</sup>, Frank Adams<sup>1</sup>, Christina O'Connor<sup>2</sup>, Peter Ralston<sup>3</sup>

<sup>1</sup>Mississippi State University, <sup>2</sup>Maynooth University, <sup>3</sup>Iowa State University

**The Role of Alliance Portfolio Diversity in Sustainable Supply Chain Management**

Julian Ming Sung Cheng<sup>1</sup>, Angelina Nhat Hanh Le<sup>2</sup>, Tessa Tien Nguyen<sup>1</sup>

<sup>1</sup>National Central University, <sup>2</sup>University of Economics Ho Chi Minh City and National Central University

## **Big Data and Marketing Analytics**

**An Evaluation of Factors that Explain Delinquency in Credit Unions: Decision Implications for Credit Unions CEOs and Executives**

Reginald Silver, Bryan Darden

University of North Carolina Charlotte

**Data Here Today, Gone Tomorrow - A Longitudinal Study on the Delivery of Marketing Intelligence to Small Businesses: An Abstract**

Christina O'Connor<sup>1</sup>, Grace Carson<sup>2</sup>, Holly Milne<sup>3</sup>, Denise Luethge<sup>4</sup>

<sup>1</sup>Maynooth University, <sup>2</sup>Queen's University Belfast, <sup>3</sup>Ulster University Belfast, <sup>4</sup>Northern Kentucky University



**Fighting Over-Indebtedness: An Artificial Intelligence Approach**

Mário Ferreira<sup>1</sup>, Diego Pinto<sup>2</sup>, Márcia Herter<sup>3</sup>, Jerônimo Soro<sup>1</sup>, Leonardo Vanneschi<sup>2</sup>, Mauro Castelli<sup>2</sup>, Fernando Peres<sup>2</sup>

<sup>1</sup>Universidade de Lisboa - Faculdade de Psicologia, <sup>2</sup>NOVA Information Management School (Lisbon) - Universidade Nova de Lisboa, <sup>3</sup>Universidade Europeia / UNIDCOM & Business and Law Research Centre

**Measuring Advertising Creativity and Predicting Consumer Evaluation toward the Advertising: Explainable Artificial Intelligence Approach**

Hyunsang Son<sup>1</sup>, Young Eun Park<sup>2</sup>

<sup>1</sup>West Virginia State University, <sup>2</sup>Colorado State University

**Relationship Building between Marketing and IT: The Impact of Information Governance, Collaboration, and Data-Driven Decision-Making**

Stefan Sleep<sup>1</sup>, Dana Harrison<sup>2</sup>

<sup>1</sup>Kennesaw State University, <sup>2</sup>East Tennessee State University

**The Interplay of User-Generated and Company-Generated Content in Driving Company Ratings: A Text Mining Approach**

Nina Krey<sup>1</sup>, Shuang Wu<sup>1</sup>, Shih-Hui Hsiao<sup>1</sup>, Ta-Wei Kao<sup>2</sup>

<sup>1</sup>Rowan University, <sup>2</sup>University of Michigan-Dearborn

**Understanding the Uncertainty Using Sensitivity Analysis in Artificial Neural Networks**

Li Eckart, Margit Enke

TU Bergakademie Freiberg

**Branding and Brand Management****An Experimental Study on the Effect of Sound and Visual Logos in Brand Recognition (An Abstract)**

Teilor Fianco<sup>1</sup>, Ciro Gusatti<sup>1</sup>, Flávio Brambilla<sup>2</sup>

<sup>1</sup>Universidade de Passo Fundo (UPF), <sup>2</sup>Universidade de Santa Cruz do Sul (UNISC)

**Consumers as Brand Managers: Exclusion and Status in Communities - Structured Abstract**

Samantha Bittner<sup>1</sup>, Tatiana Fajardo<sup>2</sup>, Colleen Harmeling<sup>2</sup>

<sup>1</sup>Ohio Northern University, <sup>2</sup>Florida State University

**Consumers' Exposure to the Inexpedient Message: A Systematic Analysis to Evaluate the Consequences on Brand Reputation in Social Media**

Matteo Napolitan<sup>1</sup>, Eleonora Pantano<sup>2</sup>, Nikolaos Stylos<sup>2</sup>, Michela De Pietro<sup>3</sup>

<sup>1</sup>University of West London, <sup>2</sup>University of Bristol, <sup>3</sup>University of Calabria

**“Does it Go Without Saying?”: Implication of Electronic Word-of-Mouth in Luxury Branding**

Harjordan Mander, Zixuan Cheng, Anouk De Regt, Rayan Fawaz,  
Matteo Montecchi  
*King's College London*

**Exploring Behavioral Branding: Managing Convergence of Brand Attributes and Vogue**

Ananya Rajagopal  
*Universidad Anahuac Mexico*

**Generational Differences in Brand Hate: Structured Abstract**

Oula Bayaa Rassou<sup>1</sup>, Imene Becheur<sup>2</sup>, Pierre Valette-Florence<sup>3</sup>  
<sup>1</sup>South Champagne Business School, <sup>2</sup>Qatar University, <sup>3</sup>Université Grenoble Alpes, & CERAG

**Internal City Branding**

Rico Piehler<sup>1</sup>, Michael Schade<sup>2</sup>, Ayla Roessler<sup>2</sup>, Christoph Burmann<sup>2</sup>  
<sup>1</sup>Macquarie University, <sup>2</sup>University of Bremen

**Tell Me About It: Narrativity Perceptions in Product Packaging Influence Consumer Word Of Mouth: Structured Abstract**

Haley Hardman<sup>1</sup>, Christian Barney<sup>1</sup>, Brett Kazandjian<sup>1</sup>, Jutong Wen<sup>1</sup>,  
Tyler Hancock<sup>2</sup>  
<sup>1</sup>Mississippi State University, <sup>2</sup>The University of Toledo

**The Dark Side of Brand Community Membership: Are Members Bound to the Brand or the Brand Tribe?**

Brittney Bauer<sup>1</sup>, Brad D. Carlson<sup>2</sup>, Mark J. Arnold<sup>2</sup>  
<sup>1</sup>Loyola University New Orleans, <sup>2</sup>Saint Louis University

**The Product Depth Effect: The Effect of Product Depth Size of a Brand on the Overall Impression of a Product**

Samuel Sekar  
*University of South Florida*

**The Role of Sensory Attribute Based Positioning in Brand Extension Evaluations: An Attribute Centrality Based Explanation**

Samuel Sekar  
*University of South Florida*

**Two Faces of Brand Hate Corporate vs Human Brands: Structured Abstract**

Kenneth Graham<sup>1</sup>, Mark Pelletier<sup>2</sup>, Kelly Wilder<sup>3</sup>  
<sup>1</sup>University of Wisconsin - La Crosse, <sup>2</sup>University of North Carolina Wilmington, <sup>3</sup>Meredith College

**Consumer Behavior**

**Antecedents of Mindful Consumption**

Sharad Gupta<sup>1</sup>, Harsh Verma<sup>2</sup>  
<sup>1</sup>Delhi School of Business, VIPS-TC, <sup>2</sup>Delhi University

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**Assessing the Perceived Environmental Friendliness of Different Packaging Materials: A Structured Abstract**

Jianyu Hao, Zixuan Cheng, Anouk De Regt  
*King's College London*

**Attachment Style and Loneliness as Determinants of Self-Gifting**

Cindy Rippé<sup>1</sup>, Carolina Werle<sup>2</sup>, Amanda Pruskiyamim<sup>2</sup>  
<sup>1</sup>University of North Georgia, <sup>2</sup>Grenoble Ecole De Management

**Bingewatching and Streaming Platforms: Brand Priming Influence on Behavior Intention and the Role of Social Distancing: An Abstract**

Irina Toteva  
*Georgia Southwestern State University*

**Caring for Downtown Like I Care for My Neighbors: The Influence of Religiosity on Support for Local Businesses During a Pandemic**

Elizabeth Minton<sup>1</sup>, Frank Cabano<sup>2</sup>  
<sup>1</sup>University of Wyoming, <sup>2</sup>University of Texas at El Paso

**Discovering Interdependent Digital Self: A Multidimensional Perspective Structured Abstract**

Varsha Jain<sup>1</sup>, Russ Belk<sup>2</sup>, Manisha Shelat<sup>1</sup>, Anupama Ambika<sup>1</sup>  
<sup>1</sup>MICA, <sup>2</sup>York University

**Do You Love Open Kitchen Restaurant? Exploring Visitors' Motivators for Sustainable Growth of Restaurants' Industry: Structured Abstract**

Vikas Arya<sup>1</sup>, Deepa Sethi<sup>2</sup>, Anshuman Sharma<sup>3</sup>, Atul Shiva<sup>4</sup>, Tahir Islam<sup>5</sup>  
<sup>1</sup>Rajalakshmi School of Business, <sup>2</sup>Indian Institute of Management, Kozhikode, <sup>3</sup>Ajman University, <sup>4</sup>Chandigarh University, <sup>5</sup>Tongji University

**Don't Tell Me How Much to Tip: The Influence of Gratuity Guidelines on Consumers' Favorability of the Brand**

Frank Cabano<sup>1</sup>, Amin Attari<sup>2</sup>  
<sup>1</sup>University of Texas at El Paso, <sup>2</sup>NEOMA Business School

**Feeling Watched: The Impact of Tip Visibility on Customer Engagement and Firms' Financial Outcomes (An Abstract)**

Nathan Warren<sup>1</sup>, Sara Hanson<sup>2</sup>, Hong Yuan<sup>1</sup>  
<sup>1</sup>University of Oregon, <sup>2</sup>University of Richmond

**Gender and Consumer Behavior in the Child Toys Market (An Abstract)**

Tamara Campos, Mirela Santos, Flávio Brambilla  
*Universidade de Santa Cruz do Sul (UNISC)*

**Guilty Red Food Packages: How the Color Red Affects Guilt Through Negative Cognitive Associations for Vice Products**

Renaud Lunardo<sup>1</sup>, Camille Saintives<sup>2</sup>, Damien Chaney<sup>3</sup>  
<sup>1</sup>Kedge Business School, <sup>2</sup>INSEEC Business School, <sup>3</sup>South Champagne School of Business

**How Facial Prominence Impacts Perception of Interaction Space and Consumer Response**

Lam An<sup>1</sup>, Ze Wang<sup>1</sup>, Xia Wang<sup>2</sup>, Jonathan Hasford<sup>3</sup>

<sup>1</sup>University of Central Florida, <sup>2</sup>Renmin University of China, <sup>3</sup>University of Tennessee - Knoxville

**How to Counter the Reasons for Rejecting Insects as Food?**

Celine Gallen<sup>1</sup>, Gaelle Pantin-Sohier<sup>2</sup>, Dominique Peyrat-Guillard<sup>2</sup>

<sup>1</sup>University of Nantes, <sup>2</sup>University of Angers

**Influences of Peer To Peer Interaction And Peace of Mind on Customer Experience: The Moderating Effect of Type of Service An Abstract**

Jose Siqueira<sup>1</sup>, Mauricio Losada<sup>1</sup>, Nathalie Peña<sup>2</sup>, Silvana Dakduk<sup>3</sup>

<sup>1</sup>Pontificia Universidad Javeriana, <sup>2</sup>CESA, <sup>3</sup>Universidad de Los Andes

**Is Sharing Caring? Consumer Responsibility for Rented Products**

Fabian Nindl, Cordula Cerha

WU Vienna

**Made by Mistake? The Co-creation Paradox**

Vinícius Nardi<sup>1</sup>, Wagner Ladeira<sup>1</sup>, Diego Costa Pinto<sup>2</sup>, Márcia Herter<sup>3</sup>

<sup>1</sup>Unisinos, <sup>2</sup>NOVA IMS (Lisbon) - Universidade Nova de Lisboa,

<sup>3</sup>Universidade Europeia / UNIDCOM

**Measuring Emotional Response through Facial Expression Analysis: Comparing Direct Emotional Observation and Survey Methods to Assess Video Ad Performance: An Abstract**

Alexandre Tellier<sup>1</sup>, Sandrine Prom Tep<sup>2</sup>, Sylvain Sénécal<sup>1</sup>

<sup>1</sup>HEC Montreal, <sup>2</sup>University of Quebec in Montreal

**Meditation While Waiting for a Service: How Mindfulness can Improve Consumer Satisfaction**

Ellen Campos Sousa, Jayati Sinha

Florida International University

**Pleasure versus Meaning: Differences in Elevation and Well-Being for Hedonic and Eudaimonic Purchases**

Aditya Gupta<sup>1</sup>, James Gentry<sup>2</sup>

<sup>1</sup>Illinois State University, <sup>2</sup>University of Nebraska-Lincoln

**Prompting Sustainable Consumption Choices: Exploring the Role of Construal Level Theory**

Saray Garcia, Crystal Loke, Angeline Nariswari, Jenny Lin

California State University Monterey Bay

**Relationship of Mindfulness, Mindful Consumption and Life Satisfaction**

Sharad Gupta<sup>1</sup>, Harsh Verma<sup>2</sup>

<sup>1</sup>Delhi School of Business, VIPS-TC, <sup>2</sup>Delhi University

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**Relative Effects of Concrete and Abstract Plans on Health Goal Pursuit: The Moderating Role of Chronotype**Jayati Sinha<sup>1</sup>, Fang-Chi Lu<sup>2</sup><sup>1</sup>Florida International University, <sup>2</sup>The University of Melbourne**Stressed and Relaxed Behavior and Impact on Purchase Intentions through Menu Labeling**

Rani Hecht, Prachi Gala

Elon University

**Structured Abstract: Consumers' Perception of Product Information and its Effect on Product Evaluation and Behavioral Intention**

Klaus-Peter Wiedmann, Levke Walten, née Albertsen

Leibniz University Hannover

**Subtle Luxuries: Motivations for Consumption**Arthur Kover<sup>1</sup>, William James<sup>2</sup>, Anil Mathur<sup>2</sup><sup>1</sup>Fordham University, <sup>2</sup>Hofstra University**The Crowdsourcing Effect: How Crowdsourcing Shapes Customer Engagement**Márcia Herter<sup>1</sup>, Diego Costa Pinto<sup>2</sup>, Paola Pontin<sup>3</sup>, Walter Nique<sup>4</sup><sup>1</sup>Universidade Europeia / UNIDCOM, <sup>2</sup>NOVA IMS (Lisbon) - Universidade Nova de Lisboa, <sup>3</sup>ESPM, <sup>4</sup>UFRGS**The Effectiveness of Anthropomorphic Brand Characters versus Spokespeople in Collaborative Consumption: Structured Abstract**

Abigail Edwards, Pia Albinsson

Appalachian State University

**The Power of Knowledge: Driving Sustainable Hotel Choices through Decision Trade-Offs - An Abstract**Weng Kei Loke<sup>1</sup>, Brishna Nader<sup>2</sup>, Meng-Hsien Lin<sup>1</sup><sup>1</sup>California State University, Monterey Bay, <sup>2</sup>Fontys University of Applied Sciences**The Role of Emotions in Sales Promotions: Influences of Anxiety and Sadness on Product Evaluations**

Berna Basar

Baruch College

**The Sky Above: An Investigation into the Visual Dimensions of the Sky: Structured Abstract**

Luke Liska, Zhihao Yu

University of South Florida

**The Technology Acceptance Model as a Predictor of Using a Disruptive Technology of Online Supermarkets**Doris Morales-Solana<sup>1</sup>, Alejandro Alegret Cotas<sup>2</sup>, Irene Esteban-Millat<sup>3</sup><sup>1</sup>Universitat Oberta de Catalunya, <sup>2</sup>EAE Business School, <sup>3</sup>Universitat Oberta Catalunya

**Time Flies: The Role of Desire to Stay at the Mall in Enhancing the Shopping Experience: Structured Abstract**

Maher Georges Elmashhara, Ana Maria Soares  
*University of Minho*

**When Humanization Backfires - Consumer Preference for Algorithmic Product Curation**

Jessica Babin<sup>1</sup>, Rosanna Smith<sup>2</sup>, John Hulland<sup>2</sup>  
*<sup>1</sup>Ohio University, <sup>2</sup>University of Georgia*

**Digital and Social Media Marketing**

**A Star Was Born: The Professional Trajectory of Brazilian Digital Influencers**

Ana Cristina Munaro<sup>1</sup>, Renato Hübner Barcelos<sup>2</sup>, Eliane Cristine Francisco Maffezzolli<sup>1</sup>  
*<sup>1</sup>Pontificia Universidade Católica do Paraná PUCPR, <sup>2</sup>Université du Québec à Montréal*

**“Are you Doing this for Good or Bad Reasons?” Consumers’ Attributions of SMI’s Motivations Mediating the Persuasion Process: Structured Abstract**

Pauline Claeys<sup>1</sup>, Karine Charry<sup>1</sup>, Tina Tessitore<sup>2</sup>  
*<sup>1</sup>UCLouvain, <sup>2</sup>IESEG*

**Be Honest With Me: What Happens When SMIs Lie?**

Louis Zmich, Breanne Mertz, Cameron Sumlin, Julie Moulard  
*Louisiana Tech University*

**Brand Narratives in a World of Fragmented Digital Media**

David Gilliam<sup>1</sup>, Steven Rayburn<sup>2</sup>, Mayoor Mohan<sup>3</sup>  
*<sup>1</sup>University of Arkansas at Little Rock, <sup>2</sup>Texas State University, <sup>3</sup>Virginia Commonwealth University*

**Competing through Compelling Flow Experiences: Examining the Antecedents and Consequences of Chinese Video Gamers**

Mohammad Rahman<sup>1</sup>, Jamie Carlson<sup>2</sup>, William Powell<sup>1</sup>, Jiehua Chen<sup>3</sup>  
*<sup>1</sup>Shippensburg University, <sup>2</sup>University of Newcastle, <sup>3</sup>Shandong University*

**Conceptualization, Measurement and Effects Of Suppliers’ Perceived Control over the Exchange on Multisided Platforms**

Rémi Mencarelli<sup>1</sup>, Renaud Lunardo<sup>2</sup>, Cindy Lombart<sup>3</sup>, Ericka Henon<sup>4</sup>  
*<sup>1</sup>Université de Savoie Mont Blanc, <sup>2</sup>Kedge Business School, <sup>3</sup>Audencia Business School, <sup>4</sup>Quali Test*

**Consumer Curation on Social Shopping Sites**

Jessica Babin<sup>1</sup>, Keith Smith<sup>2</sup>  
*<sup>1</sup>Ohio University, <sup>2</sup>Northeastern University*

**Consumers' Perceptions of Online Video Reviews and their Impact on Uncertainty Reduction**

Valeria Penttinen, Robert Ciuchita  
*Hanken School of Economics*

**Do Birds of a Feather Flock Together? An Exploration of Why Consumers Follow Beauty Influencers on Social Media: Structured Abstract**

Gina Tran<sup>1</sup>, Atefeh Yazdanparast<sup>2</sup>, David Strutton<sup>3</sup>  
*<sup>1</sup>Florida Gulf Coast University, <sup>2</sup>Clark University, <sup>3</sup>University of North Texas*

**Effects of Different Types of Endorser in Social Media: Structured Abstract**

Woojong Sim<sup>1,2</sup>, Nicolas Jankuhn<sup>1</sup>, Brad Carlson<sup>1</sup>  
*<sup>1</sup>Saint Louis University, <sup>2</sup>Emporia State University*

**How Does Personalization Affect Brand Relationship in Social Commerce? A Mediation Perspective - An Abstract**

Trang Tran<sup>1</sup>, Michelle van Solt<sup>2</sup>, James Zemanek<sup>1</sup>  
*<sup>1</sup>East Carolina University, <sup>2</sup>Valparaiso University*

**How Review and Reviewer Characteristics Impact Review Helpfulness within Segments of Review Readers: A Finite Mixture Model Approach**

Iman Raoofpanah<sup>1</sup>, César Zamudio<sup>2</sup>, Christopher Groening<sup>1</sup>  
*<sup>1</sup>Kent State University, <sup>2</sup>Virginia Commonwealth University*

**Impact of Augmented Reality on Cross-Buying Intention at the Point of Sale**

Björn Gorlas<sup>1</sup>, Carsten Schultz<sup>2</sup>  
*<sup>1</sup>FOM University of Applied Sciences, <sup>2</sup>University of Hagen*

**Personalized Online Customer Experience: The Effect of Information Transparency**

Laetitia Lambillotte<sup>1</sup>, Yakov Bart<sup>2</sup>, Ingrid Poncin<sup>1</sup>  
*<sup>1</sup>UCLouvain, <sup>2</sup>Northeastern University*

**Predicting NFL Ticket Sales with Social Media Data**

Rae Yule Kim  
*Montclair State University*

**Research Streams on Digital and Smart Technology in Marketing Literature**

Estrella Diaz, Águeda Esteban, Rocio Carranza, David Martín-Consuegra  
*University of Castilla-La Mancha*

**Should We Continue Using Intelligent Virtual Assistants? The Role of Uses Gratifications and Privacy Concerns**

Hajer Kefi, Chiraz Aouina-Mejri  
*PSB Paris School of Business*

**Signaling Product Quality with Virtual Reality? An Interpretation with Consumer-Perceived Marketing Media Innovativeness**

Kelley Cours Anderson, Debra A. Laverie  
*Texas Tech University*

**Social Media Interactions and Offline Purchasing Decisions: Differences between Products and Services**

Jose Mesquita<sup>1,2</sup>, Maria Leticia Lousada<sup>1</sup>, Paula Souza<sup>1</sup>  
<sup>1</sup>Fumec University, <sup>2</sup>University of Connecticut

**Studying the Effects of Sponsorship Disclosure and Message Complexity on Consumers' Responses via Text Analysis: Structured Abstract**

Lifeng Li, Zixuan Cheng, Anouk De Regt, Jianyu Hao, Matteo Montecchi  
*King's College London*

**The Negative Effects of Mobile Retail App Use: Dealing with Regrettable Escapism**

Hannah Marriott<sup>1</sup>, Graeme McLean<sup>2</sup>, Khalild Al Nabhani<sup>2</sup>  
<sup>1</sup>University of Winchester, <sup>2</sup>University of Strathclyde

**The Relevance of Demographical Similarity and Factualty in Social Influencer Marketing**

Klaus-Peter Wiedmann, Walter von Mettenheim  
*Leibniz University Hannover*

**To Trust or Not to Trust My AI Based Voice Assistant: Dealing with Consumer Uncertainties**

Valentina Pitardi<sup>1</sup>, Hannah Marriott<sup>2</sup>  
<sup>1</sup>Portsmouth Business School, <sup>2</sup>University of Winchester

**What Aspects Drive the Success of A Low-Fit Extension Retailer? A Structural Topic Modeling Approach Using Product Reviews**

Sungha Jang<sup>1</sup>, Ji Hye Kang<sup>2</sup>, Tian Liu<sup>3</sup>, Huichen Yang<sup>3</sup>  
<sup>1</sup>San Francisco State University, <sup>2</sup>University of Rhode Island, <sup>3</sup>Kansas State University

## Doctoral Colloquium

**AI-Enabled Marketing Capabilities and the Hierarchy of Operant Resources Perspective: The Lexicon, Hierarchy of Automation, AI-Enablement Framework, and Research Avenues**

K.T. Manis, Sreedhar Madhavaram  
*Texas Tech University*

**Cleansing the Doors of Perception: Perceptual Inaccuracy in Marketing Relationships**

Müge Güzel  
*Koç University*



**Conceptualizing Service Exclusion through Service-Dominant Logic**

Sajith Siriwardana, Gauri Laud, Rajesh Rajaguru

*University of Tasmania*

**Corporate Sustainability (Cs) And Firm Performance: A Systematic Review and Topic Modeling Approach**

Youngtak Kim, Sundar Bharadwaj

*University of Georgia*

**Effect of Social Contagion and Characteristics of Visual Electronic Word-of-Mouth on Purchase Intent and Affect**

Alice Crépin

*University Paris Dauphine*

**Effective Win-Back Window Strategies**

Harrison Pugh

*University of North Carolina Greensboro*

**Social Media Effects on Human Brand Sampling: a Non-Linear Time Series Analysis**

Navid Bahmani

*University of Wisconsin-Milwaukee*

**Spillover in Add-On Systems: Side Effects of Network Composition**

Pallav Routh<sup>1</sup>, Richard Gretz<sup>1</sup>, Daniel Kaimann<sup>2</sup>

<sup>1</sup>University of Texas at San Antonio, <sup>2</sup>Paderborn University

**The Matching Effect of Product Type and Gift Options on Brand Forgiveness After Brand Transgression**

Nuket Serin<sup>1</sup>, Jayati Sinha<sup>1</sup>, Ellen Campos-Sousa<sup>1</sup>, Tessa Garcia-Collart<sup>2</sup>

<sup>1</sup>Florida International University, <sup>2</sup>University of Missouri-St.Louis

**When Firms Choose their Customers for Brand Image: A Two-Sided Matching Approach**

Alex Yao Yao

*San Diego State University*

**Entrepreneurial Marketing and Entrepreneurship**

**Antecedents and Consequences of Market Orientation in Micro Organisations**

Barbara Caemmerer<sup>1</sup>, Niki Hynes<sup>2</sup>

<sup>1</sup>ESSCA School of Management, <sup>2</sup>University of Liverpool

**Co-creation Design: A Theoretical Model of Design Management from the Service Dominant Logic of Marketing (An Abstract)**

Flávio Brambilla<sup>1</sup>, Silvia Bittencourt<sup>1</sup>, Ciro Gusatti<sup>2</sup>

<sup>1</sup>Universidade de Santa Cruz do Sul (UNISC), <sup>2</sup>Universidade de Passo Fundo (UPF)

**Effect of Brand Compatibility on the Success of Entrepreneurial Campaigns: Structured Abstract**

Masoud Moradi

*Texas State University*

**Entrepreneurial Ecosystems: A 25-Year Bibliographic Overview: An Abstract**

Jeandri Robertson<sup>1</sup>, Caitlin Ferreira<sup>1</sup>, Leyland Pitt<sup>2</sup>, Christine Pitt<sup>3</sup>

<sup>1</sup>University of Cape Town, <sup>2</sup>Simon Fraser University, <sup>3</sup>KTH Royal Institute of Technology

**Exploring the Impact of Entrepreneurial Orientation and Sense of Belonging on Consumers' Purchase Intentions from Direct Selling Agents and Warehouse Clubs**

Guanyu Geng, Lou Pelton

University of North Texas

**Transforming Entrepreneurial Business Design: Converging Leadership and Customer-Centric Approach**

Ananya Rajagopal

Universidad Anahuac Mexico

**Ethics, Sustainability and CSR**

**Brand Vulgarity: The Impact on Reputation, Image and Corporate Social Responsibility**

Merlyn Griffiths<sup>1</sup>, Sarah Lefebvre<sup>2</sup>, Laurel Cook<sup>3</sup>, Channelle James<sup>1</sup>, Andrea Scott<sup>4</sup>

<sup>1</sup>University of North Carolina Greensboro, <sup>2</sup>Murray State University, <sup>3</sup>West Virginia University, <sup>4</sup>George Fox University

**Co-creating CSR Value Between Firms and Employees: An Abstract**

Olga Pereira, Cláudia Simões

University of Minho

**Corporate Social Responsibility and Millennial Consumers /Citizen in Peru**

Julianna Ramirez<sup>1</sup>, Renato Peñaflor<sup>2</sup>, Maria Victoria Sanagustin<sup>3</sup>

<sup>1</sup>Centrum Pucp Business school, <sup>2</sup>Universidad Peruana de Ciencias Aplicadas, <sup>3</sup>Universidad de Zaragoza

**Green Marketing Strategy under Economic Uncertainty: Does it Pay Off?**

Karolos-Konstantinos Papadas<sup>1</sup>, Lamprini Piha<sup>2</sup>

<sup>1</sup>University of York, <sup>2</sup>National and Kapodistrian University of Athens

**Incivility among Employees as the Driver of Customer Unethical Behavior and Customer Citizenship Behavior: The Role of Customers' Perceived Ethicality**

Yu-Shan (Sandy) Huang<sup>1</sup>, Shuqin Wei<sup>2</sup>, Tyson Ang<sup>2</sup>

<sup>1</sup>Texas A&M University-Corpus Christi, <sup>2</sup>Marshall University

**Overcoming Big as Bad: Brand Dominance and the Authenticity Deficit of Sustainable Products**

Karen Anne Wallach

Emory University

**Structured Abstract: The Power of Consumers' Sustainable Product Purchasing**

Barbara Seegebarth<sup>1</sup>, Stefanie Sohn<sup>1,2</sup>, Ann-Kathrin Blankenberg<sup>3</sup>  
<sup>1</sup>Technische Universitaet Braunschweig, <sup>2</sup>University of Southern Denmark, <sup>3</sup>Universitaet Goettingen

**Sustainability, Skepticism and Suspicion: What do Consumers Think about Retailers? An Abstract**

Laure Lavorata  
University of Reims Champagne Ardenne

**Iberoamerican Marketing Studies**

**Co-creation in the Perspective of Service Dominant Logic: Multiple Case Studies in Three Retail Segments Comparing North and South of Brazil (An Abstract)**

Kleber Souza<sup>1,2</sup>, Flávio Brambilla<sup>1,2</sup>  
<sup>1</sup>Universidade de Santa Cruz do Sul (UNISC), <sup>2</sup>Univerisdade de Santa Cruz do Sul (UNISC)

**Consumer Behavior in Higher Education: Professional Ambitions of Students in South Brazil (An Abstract)**

Chiara Sehn, Mirela Santos, Flávio Brambilla  
Universidade de Santa Cruz do Sul (UNISC)

**The Archetype of Bolsonaro Candidate in the Brazilian Presidential Election in the Perception of the Young Elector (An Abstract)**

Ciro Gusatti<sup>1</sup>, Flávio Brambilla<sup>2</sup>, Daniela Prevedello<sup>1</sup>  
<sup>1</sup>Universidade de Passo Fundo (UPF), <sup>2</sup>Universidade de Santa Cruz do Sul (UNISC)

**User Acceptance of Information Technology Systems as a Driver of Innovation in the Colombian Fashion Industry: Structured Abstract**

Lina M. Ceballos<sup>1</sup>, Ana Ortega<sup>1</sup>, Luis Torres<sup>2</sup>, Maria Jaramillo<sup>1,3</sup>  
<sup>1</sup>Universidad EAFIT, <sup>2</sup>Georgia Gwinnett College, <sup>3</sup>The University of Memphis

**Innovations and New Product Development**

**A Blessing in Disguise: How to Implement Exploration in an Exploitation-Driven Multinational Financial Services Provider**

Christopher Schumacher, Peter Maas  
University of St. Gallen

**Analysis of Marketing Scientific Literature with Artificial Intelligence**

Antonio Hyder<sup>1</sup>, Ronjon Nag<sup>2</sup>  
<sup>1</sup>Hackers and Founders Research, <sup>2</sup>Stanford University & R42 Institute

**“As Different as Chalk and Cheese” E-Mobility Acceptance from the Viewpoint of Users and Non-Users**

Marc Kuhn<sup>1</sup>, Viola Marquardt<sup>1,2</sup>, Vanessa Reit<sup>1</sup>, Benjamin Österle<sup>1</sup>

<sup>1</sup>Baden-Wuerttemberg Cooperative State University Stuttgart,

<sup>2</sup>Spiegel Institut

**Bibliometric Perspectives: The Innovation and New Product Development Literature**

Joey Lam<sup>1</sup>, Ian Mccarthy<sup>1</sup>, Andrew Park<sup>1</sup>, Afshin Afsharipour<sup>2</sup>, Christine Pitt<sup>3</sup>

<sup>1</sup>Simon Fraser University, <sup>2</sup>Luleå University of Technology, <sup>3</sup>Royal Institute of Technology

**The Effects of Typicality and Novelty on Aesthetic Preference and Positive Emotions: An Extended Abstract**

Lina M. Ceballos<sup>1</sup>, Nancy Hodges<sup>2</sup>, Kittichai Watchravesringkan<sup>2</sup>

<sup>1</sup>Universidad EAFIT, <sup>2</sup>University of North Carolina Greensboro

**Understanding Service Innovation Strategies in Healthcare Organizations: A Preliminary Model**

Michael Bimpeh<sup>1</sup>, Robert Opoku<sup>2</sup>

<sup>1</sup>ASA College, <sup>2</sup>Red Deer College

**“We Know Everything about You” - A Conceptual Model on the Acceptance of Smart Products**

Marius Huber<sup>1</sup>, Luca Petruzzellis<sup>1</sup>, Marc Kuhn<sup>2</sup>

<sup>1</sup>University of Bari Aldo Moro, <sup>2</sup>Baden-Wuerttemberg Cooperative State University

**What Shapes Consumers' Willingness to Share Personal Information With Firms: A Multi-National Segmentation Analysis**

Christopher Schumacher<sup>1</sup>, Felix Eggers<sup>2</sup>, Peter Verhoef<sup>2</sup>, Peter Maas<sup>1</sup>

<sup>1</sup>University of St. Gallen, <sup>2</sup>University of Groningen

**International Marketing**

**First Impressions of Foreign-Born Frontline Employees: Impact on Customer Participation**

David Bourdin<sup>1,2</sup>, Christina Sichtmann<sup>2</sup>

<sup>1</sup>FHWien der WKW University of Applied Sciences, <sup>2</sup>University of Vienna

**Internal Marketing Strategy Based on the Translated Document in the Japanese Global Enterprises**

Yoko Aoyama<sup>1</sup>, Takako Yamashita<sup>2</sup>

<sup>1</sup>Shimadzu International, Inc., <sup>2</sup>Doshisha Business School

**International Trade Policy in the Reagan and Trump Eras**

Michael Czinkota<sup>1</sup>, Gary Knight<sup>2</sup>

<sup>1</sup>Georgetown University, <sup>2</sup>Willamette University

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**Propensity to Assimilate - A Grounded Theory Development of the Consumer Acculturation Process: Structured Abstract**

Kristina Harrison<sup>1</sup>, John Ford<sup>1</sup>, Kiran Karande<sup>1</sup>, Altaf Merchant<sup>2</sup>  
<sup>1</sup>Old Dominion University, <sup>2</sup>University of Washington

**Relationships between Brand Experience and Customer Attitude: An Empirical Investigation: Structured Abstract**

Mbaye Diallo<sup>1</sup>, Jose Siqueira<sup>2</sup>  
<sup>1</sup>University of Lille, <sup>2</sup>Pontificia Universidad Javeriana

**Macromarketing**

**An Aspirational Definition of Marketing: Abstract**

Michael R. Hyman<sup>1</sup>, Alena Kostyk<sup>2</sup>  
<sup>1</sup>New Mexico State University, <sup>2</sup>University of Glasgow

**Stakeholders and Science, Communication and Coping: A Structured Abstract**

Natalie Bolen<sup>1</sup>, Maureen Bourassa<sup>2</sup>  
<sup>1</sup>University of Alberta, <sup>2</sup>University of Saskatchewan

**Marketing Pedagogy and Education**

**Addressing a Shift in Students' Perceptions of Value in Higher Education: An Abstract**

Wendy Gillis<sup>1</sup>, Justin Scott<sup>2</sup>, Kim Bynum<sup>3</sup>  
<sup>1</sup>Jacksonville University, <sup>2</sup>Pensacola Christian College, <sup>3</sup>Christian Brothers University

**An Item Analysis of an International Marketing Multiple-Choice Question Bank**

John Dickinson  
 University of Windsor

**How Sales Competitions Enhance Students' Interest and Prepare them for a Career in International Sales: Structured Abstract**

Ursula Haas-Kotzegger, Johannes Reiterer, Vivien Unger, Alexander Bauer  
 University of Applied Science Wiener Neustadt

**Interactivity, Customer Engagement, Value Co-creation and e-WOM in Colombian Virtual Educational Platforms**

Juan Fernando Tavera Mesías, Mónica Andrea Álvarez Marín, Cielo Esperanza Mahecha Duarte  
 University of Antioquia

**Schools' Evaluations and the Advocacy Roles of Students**

Flávio Brambilla<sup>1</sup>, Bruno Ferreira<sup>2</sup>  
<sup>1</sup>Universidade de Santa Cruz do Sul (UNISC), <sup>2</sup>Polytechnic Institute of Viseu

**Value Co-creation and the Relationship Between Professor and Students in the University Classroom (An Abstract)**

Maicon Silva, Flávio Brambilla

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